

# THE IMPACT OF SPORT ON THE ECONOMY OF THE WEST OF ENGLAND



**£328.9m**

Direct impact of sports businesses

EMPLOYMENT

**8,901**



**£35.1m**

Sports education and media

EMPLOYMENT

**1,210**



**£48.0m**

Indirect impact from the supply chain

EMPLOYMENT

**1,024**



**£85.6m**

Impact of spectator spending

EMPLOYMENT

**1,696**



**£34.1m**

Induced impact from employee spending

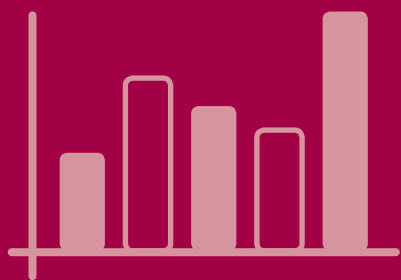
EMPLOYMENT

**1,534**

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**TOTAL IMPACT** **£876.7m** **GROSS ADDED VALUE**

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**£52m**

Value of volunteering



**£14.2m**

Higher productivity of healthy people



**£260.9m**

Benefits of living healthier for longer



**£17.9m**

Saving in NHS costs