
Impacts & Evaluation of the O2 Arena

— case study



A nighttime photograph of the O2 Arena in London. The arena's distinctive architecture is highlighted by numerous tall, illuminated towers that fan out from the top of the stadium. These towers are lit with a combination of red and blue lights, creating a vibrant, futuristic appearance. The arena's roof is also illuminated with blue light, and the surrounding area is dark, with some distant city lights visible. The overall scene is a striking display of modern architectural lighting.

Just a thought;
Impacts & Evaluation
of the O2 Arena

Where we've delivered it...

The Impact of the O2 Arena

Our long standing relationship with AEG Europe led us to discuss the importance to the business of showcasing the impacts of the O2 – both to encourage strong partnerships in London and act as a case study for the operation of new arenas across Europe.

In particular AEG wanted an independent view on the scale of the O2's offer and its contribution to London's event market and visitor economy.

This meant we were tasked to:

- Develop a detailed and robust economic impact model which shows the impact The O2 has on Greenwich, London and England (in terms of additional expenditure and employment);
- Interview a range of stakeholders to review AEG's various contributions to local employment, training and opportunities for school children and students;
- Work with AEG's commercial partners to showcase the value generated by The O2's footfall and opportunities for activation spaces; and

- Review with promoters the impact of the facility on London's music and cultural scene.

Our work provided AEG with an independent report to use in marketing documents and discussions with London stakeholders.

We also provided a detailed, bespoke economic impact model which can be adapted to track future trends at The O2 and to assess other arena opportunities across Europe.



Thank you, Why Not get in touch:

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