# Seb Coe warns of fierce global rivalry as UK bids to host 2029 World Athletics Championships



Seb Coe has highlighted the intense competition Great Britain faces in its bid to host the 2029 World Athletics Championships, with several major cities across different continents also pursuing the opportunity. Athletic Ventures, a collaboration between UK Athletics, the Great Run Company, and London Marathon Events, formally announced the UK's intentions this past weekend, supported by Prime Minister Keir Starmer, who described the potential hosting as "a moment of great national pride."

In his capacity as President of World Athletics, Coe emphasised London's strong credentials for hosting the event, including its passionate athletics community and proven track record. The 2012 Olympic Stadium, which successfully staged the 2017 World Athletics Championships, stands ready to welcome athletes once again. Despite these strengths, Coe acknowledged that the competition is fierce, signalling a more strategic and proactive bidding approach from World Athletics that looks beyond traditional applications to target key markets globally.

The UK Government confirmed its backing for both the World Athletics Championships and the World Para Athletics Championships in 2029. The proposed plan places the World Athletics Championships at the Queen Elizabeth Olympic Park's London Stadium, while the Para Athletics Championships would be held in a different UK city, spreading economic and social benefits across the country. This governmental support includes a pledge to match significant funding from partners aimed at ensuring the successful delivery of these prestigious events.

A comprehensive feasibility study led by Athletic Ventures found that staging the World Championships in London could generate an economic impact exceeding £400 million, a figure that underscores the event’s promise as a major boost to local businesses and jobs. The bid, however, hinges on securing around £45 million in government funding, a commitment actively sought by UK Athletics and other stakeholders. Over 100 prominent British athletes, including Olympic champions such as Sir Mo Farah and Keely Hodgkinson, have urged Prime Minister Starmer to confirm this support, underscoring the event's potential to inspire future generations and unite communities.

UK Athletics CEO Jack Buckner expressed gratitude for governmental backing, highlighting the dual benefits of hosting the championships—both as a platform for elite athletic performance and as a catalyst for widespread participation and engagement in the sport throughout the UK. Jon Ridgeon, CEO of World Athletics, highlighted the increasing demand for hosting the World Championships worldwide, noting bids from multiple continents, which illustrates the event’s growing global significance.

Seb Coe, who is stepping down from the World Athletics presidency in 2027, has been instrumental in advancing the UK’s bid. Beyond athletics, he is also involved in major sporting infrastructure projects, such as assisting Manchester United with plans for a new stadium at Old Trafford. His legacy in British sport is considerable, having won Olympic gold twice and led the successful organisation of the 2012 London Olympics.

As the decision on the 2029 World Athletics Championships host city approaches by the end of next year, all eyes remain on London and its rivals. The event’s return to the UK promises not just a showcase of athletic excellence but a significant cultural and economic milestone for the nation, provided the critical backing and funding commitments are fully secured.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/sport/othersports/article-14921247/Seb-Coe-World-Athletic-Championship.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.gov.uk/government/news/uk-government-backs-bid-to-bring-world-athletics-championships-back-to-london-in-2029), [[3]](https://www.skysports.com/more-sports/athletics/news/29876/13398743/government-backs-uk-bid-for-2029-world-athletics-championships)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/sport/othersports/article-14921247/Seb-Coe-World-Athletic-Championship.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.bbc.com/sport/athletics/articles/cvgqz0m1je9o)
* Paragraph 3 – [[2]](https://www.gov.uk/government/news/uk-government-backs-bid-to-bring-world-athletics-championships-back-to-london-in-2029), [[4]](https://www.bbc.com/sport/athletics/articles/cvgqz0m1je9o), [[7]](https://athleticsweekly.com/news/meetings/london-enters-race-to-stage-2029-world-athletics-champs-1040001215/)
* Paragraph 4 – [[5]](https://www.itv.com/news/london/2025-06-04/athletics-stars-want-government-to-back-london-bid-for-2029-world-championships), [[6]](https://athleticsweekly.com/news/over-100-athletes-call-on-uk-government-to-back-2029-bid-1040001994/), [[7]](https://athleticsweekly.com/news/meetings/london-enters-race-to-stage-2029-world-athletics-champs-1040001215/)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/sport/othersports/article-14921247/Seb-Coe-World-Athletic-Championship.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://athleticsweekly.com/news/meetings/london-enters-race-to-stage-2029-world-athletics-champs-1040001215/)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/sport/othersports/article-14921247/Seb-Coe-World-Athletic-Championship.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.skysports.com/more-sports/athletics/news/29876/13398743/government-backs-uk-bid-for-2029-world-athletics-championships)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/sport/othersports/article-14921247/Seb-Coe-World-Athletic-Championship.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.bbc.com/sport/athletics/articles/cvgqz0m1je9o), [[7]](https://athleticsweekly.com/news/meetings/london-enters-race-to-stage-2029-world-athletics-champs-1040001215/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/sport/othersports/article-14921247/Seb-Coe-World-Athletic-Championship.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.gov.uk/government/news/uk-government-backs-bid-to-bring-world-athletics-championships-back-to-london-in-2029> - The UK Government has confirmed its support for bids to host the 2029 World Athletics Championships and the 2029 World Para Athletics Championships. A successful bid would see the events return to the Queen Elizabeth Olympic Park, aiming to boost the UK economy and strengthen its reputation for hosting major sporting events. Prime Minister Keir Starmer highlighted the national pride and opportunities for UK athletes that hosting the championships would bring. The London Stadium is proposed as the venue for the 2029 World Athletics Championships, with plans for the World Para Athletics Championships to be held in a different British city.
3. <https://www.skysports.com/more-sports/athletics/news/29876/13398743/government-backs-uk-bid-for-2029-world-athletics-championships> - The UK Government has backed the United Kingdom's bid to host the World Athletics Championships and World Para Athletics Championships in 2029. The events were last held in the UK in 2017 at the London Stadium. London is the proposed location for the World Athletics Championships in 2029, with the Department for Culture, Media and Sport committed to taking the World Para Athletics Championships beyond the capital, with a host city to be confirmed in due course. Prime Minister Keir Starmer expressed that hosting these championships would be a moment of great national pride, building on the UK's global reputation for hosting memorable sporting events.
4. <https://www.bbc.com/sport/athletics/articles/cvgqz0m1je9o> - London will bid to host the 2029 World Athletics Championships after a feasibility study found the competition could bring a £400m benefit to the economy. Athletic Ventures, a body made up of UK Athletics (UKA), the Great Run Company, and London Marathon Events, is behind the move to bring the event back to the capital. London hosted the World Championships in 2017, while Birmingham will host the Europeans in 2026. A formal expression of interest will be submitted to World Athletics in September, with the bid dependent on securing £45m in government support for delivery.
5. <https://www.itv.com/news/london/2025-06-04/athletics-stars-want-government-to-back-london-bid-for-2029-world-championships> - Olympic gold medallists Keely Hodgkinson and Sir Mo Farah are among more than 100 athletes calling for the Prime Minister to financially back a London bid for the 2029 World Athletics Championships. In a letter, penned one week before Chancellor Rachel Reeves presents her spending review, the authors argue the impact of the event 'goes far beyond medals and headlines' and implore Sir Keir Starmer to affirm the Government’s support because 'the window to act is short.' It is understood that a commitment of £45million is being sought, which, according to a feasibility study conducted by Athletic Ventures, would generate an economic and social impact of more than £400m.
6. <https://athleticsweekly.com/news/over-100-athletes-call-on-uk-government-to-back-2029-bid-1040001994/> - More than 100 of Great Britain’s most celebrated athletes have written to the Prime Minister, urging the UK Government to bring the World Athletics Championships back to London in 2029. In an open letter published today, Olympic champions, global medallists, and rising stars speak with one voice—calling on the Government to back the bid to host the world’s biggest athletics event at the London Stadium. Between them, they have won in excess of 750 medals at international championships, more than 300 of them gold. Among the signatories are many legends of the sport, including Sir Mo Farah, Keely Hodgkinson, Dame Kelly Holmes, Jonathan Edwards, Dame Jessica Ennis-Hill, Paula Radcliffe, Katarina Johnson-Thompson, Dina Asher-Smith, and Daley Thompson—representing generations of excellence, united in their message: this is a once-in-a-generation chance to inspire, unite, and deliver a lasting national legacy.
7. <https://athleticsweekly.com/news/meetings/london-enters-race-to-stage-2029-world-athletics-champs-1040001215/> - UK Athletics believes a successful bid will create an economic and social impact of more than £400 million. London will make a formal bid to stage the 2029 World Athletics Championships and, if successful, it will bring the event to Britain for the first time since 2017. UK Sport and the Mayor of London, together with Athletic Ventures—the joint venture between UK Athletics (UKA), Great Run Company, and London Marathon Events—has completed a feasibility study which projects a record-breaking economic and social impact of more than £400 million through its innovative plans for the 2029 event. The previous World Championships in London in 2017 had a sold-out stadium for every session, and it's hoped the 2029 event will be similarly successful. The bid for the 2029 event is heavily dependent, however, on securing £45 million in government support for delivery, with The Times reporting earlier this month that the quest for funding is an 'uphill battle' and the bid will be 'dead in the water' if not achieved.