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Eurovision helps bring people together: perceptions of nightlife, entertainment and public health experiences of Eurovision

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Abstract

Aim Eurovision is a major international competition with a reputation for bringing communities together which to date is largely empirically untested. We examined visitors' perceptions and experiences of attending Eurovision 2023 (Liverpool, United Kingdom) relating to social cohesion, along with health and safety.

Subjects and methods Cross-sectional on-street survey with visitors ($n = 803$) to Eurovision 2023. Surveys examined perceptions of social cohesion, experiences of safety, and witnessing/experiencing public health harms (e.g. violence, alcohol intoxication).

Results Most participants agreed that Eurovision helps to bring nations together (96.3%) and celebrate different cultures (97.8%). In adjusted analyses, those of white ethnicity were 3.5/4.2 times more likely to agree that Eurovision helps to bring nations together/celebrate cultures ($p < 0.05$). Few participants witnessed/experienced public health harms. Most participants agreed that they felt safe on a day/night out during Eurovision (95.2%), with younger people and residents less likely to agree (adjusted odds ratios, 0.22/0.42; $p < 0.05$). Nearly all (96.9%) participants agreed that they would recommend visiting the host city's nightlife to others, with those feeling safe being 18.6 times more likely ($p < 0.001$).

Conclusion Hosting Eurovision can have positive social returns for local populations and visitors, including increased social cohesion and celebration of different cultures. In the 2023 host city, visitors felt safe and experienced few public health harms, with positive experiences of the event increasing the likelihood of returning to the host city. Other major events should learn from this international mega-event, which results in high levels of customer satisfaction and comparatively few public health concerns.

Keywords Eurovision · Cohesion · Health · Violence · Nightlife

Introduction

Eurovision is the world's largest live music event taking place annually as an international song contest, including participating countries from across Europe (Eurovision Song Contest 2023), and in recent years non-European countries such as Australia (Yair 2019). Established by the European

Broadcasting Union in 1956, the event has grown significantly to become one of, if not the most, central cultural event in Europe (Yair 2019; Eurovision Song Contest 2023). Each year, millions of people watch Eurovision on television and online (Eurovision Song Contest 2023) and thousands more attend the Eurovision host city to watch the contest live and engage with the wider Eurovision entertainment offer and cultural experience. The Eurovision song contest takes place over several days to accommodate the number of participating countries, with semi-final events and the final broadcast taking place in front of a live audience. This, along with the increasing popularity of Eurovision, means that host cities can see a substantial increase in visitors prior to and during the contest period. Subsequently, hosts cities implement additional Eurovision entertainment events for visitors and the local population to enjoy. The scale of visitors to the

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host city can be substantial. The 2016 contest (Stockholm) attracted 1.5 million visits to the Eurovision village alone (a Eurovision entertainment area open to visitors); the 2018 contest (Lisbon) saw a 37% increase in visitors to the city; and the 2022 contest (Turin) had 57% of their tourists visiting specifically because Eurovision was being held there (Eurovision Song Contest 2023). As the largest non-sporting mega-event globally, Eurovision has significant implications for host nations and cities in terms of branding and image, political and cultural factors, financial impacts, and population health, wellbeing, and safety (Filippidis and Laverty 2018; Yair 2019; Eurovision Song Contest 2023).

Eurovision is seen as a culturally significant event to fans who engage with each other in host cities and online, developing friendships and connections, and learning about and celebrating each other's cultures and national identities (Kyriakidou et al. 2017; Baker et al. 2024). The 2023 contest (hosted in Liverpool, United Kingdom), for example, had performances from artists in 18 different languages, showcasing elements of different cultures (Eurovision Song Contest 2023). Prior research has highlighted experiences of fans attending Eurovision in Stockholm, demonstrating that there was a uniquely friendly atmosphere, sense of belonging and community for attending fans (Linden and Linden 2018). Eurovision also has a distinct cultural significance and important social returns for different groups, in particular for LGBTQ+ communities, with celebration of freely expressing both national and LGBTQ+ identities at the forefront of Eurovision (Rehberg 2007; Baker 2017; Kyriakidou et al. 2017; Baker 2023; Baker et al. 2024). Hosting Eurovision has implications for the relationship between the host city and both the local population and those visiting the city for Eurovision. For example, after Eurovision was held in Stockholm in 2016 both the local population and visitors highlighted that hosting Eurovision helped to generate positive feelings towards the city, with most visitors indicating that they would return in the future (Linden and Linden 2018).

Despite the international popularity of Eurovision, there is very little research on the potential social returns and public health impacts of the song contest. One study, however, has shown that for countries participating in Eurovision there is improved population level life satisfaction after the contest while controlling for sociodemographic and country-level factors (Filippidis and Laverty 2018). Eurovision is predominantly a set of staged events in the evening with repercussions especially for the wider nightlife of host cities accommodating tourists and locals socialising, drinking and eating out throughout the period. Thus, understanding the unique experiences of individuals engaging with Eurovision events and the wider nightlife and entertainment environment, and any public health risks this may pose should be a research priority. This

is especially the case given the large increase in visitors to host cities' nightlife and entertainment environments during the Eurovision period and the relative paucity of Eurovision nightlife and entertainment research. With likely high levels of engagement within the nightlife and entertainment setting, there is an opportunity for positive factors such as creating friendships and camaraderie and a sense of belonging. However, there is also the potential for heightened levels of risk to health and wellbeing from engaging in the Eurovision nightlife and entertainment setting. Health risk behaviours associated with nightlife include risky alcohol and drug consumption, risk taking in relation to sexual health, and antisocial behaviours such as violence (Hughes et al. 2007; Bellis et al. 2010; Quigg et al. 2020; Feltmann et al. 2021). For example, Linden and Linden (2018) in their research on Eurovision in Stockholm, highlighted heightened levels of alcohol consumption. Further, research on large national and international sporting competitions, that similarly attract substantial visitors to host countries and cities, suggest that such events can be associated with negative impacts on population health and wellbeing, including increased risks of violence (Bellis et al. 2012; Quigg et al. 2012; Noel et al. 2018; Forsdike et al. 2022). Beyond the immediate impacts on the public's health, such public health harms may risk the reputation of Eurovision as a safe event and the host city as a safe city. For example, if people were to have negative Eurovision experiences due to high levels of antisocial behaviours or violence, this may damage people's relationships with Eurovision and damage the branding and image of both Eurovision and the host city long-term.

Owing to the ongoing conflict in Ukraine (the previous Eurovision winners), Liverpool hosted the 67th Eurovision Song Contest, calling global attention to Liverpool and the UK's ability to safely host an international mega-event (Eurovision Song Contest 2023). As such, there were major implications for the branding and cultural relations of Liverpool and the UK within Europe and beyond, especially considering Liverpool was hosting Eurovision on behalf of Ukraine, with Eurovision often being a setting where cultural relations are developed and displayed (Yair 2019; Baker et al. 2024). Given the paucity of research on the Eurovision visitor's perceptions and experiences of visiting Eurovision host cities, this study had the following research questions:

1. What are people's perceptions of social cohesion during Eurovision, and what factors are associated with this?
2. What are people's experiences of safety and public health harms during Eurovision, and what factors are associated with this?
3. What are people's perceptions of the host city, and what factors are associated with this?

Methods

Study design

Surveys were implemented with individuals out in Liverpool City Centre nightlife and Eurovision entertainment settings across four nights in May 2023, covering the week that Eurovision took place (Tuesday 9th, Thursday 11th, Friday 12th and Saturday 13th). Participants were recruited to take part in the study using a convenience sampling approach, being approached by researchers to take part. Most participants took part in the survey face-to-face with the researcher at the time of being approached, using a tablet device online ($n = 709$) or using paper copies ($n = 90$). Inclusion criteria were individuals were 18 year or over, cognitively able to participate in the study and were not overtly intoxicated, understood one of the languages the survey was available in (English, Ukrainian, Italian and Spanish) and were out in Liverpool for social rather than work related reasons. There were six participants who were unable to complete the survey with researchers at the time of approach, who self-completed the survey online later using a QR code to access the survey on their own device. A total of 805 individuals completed surveys (74% response rate); however, two responses were excluded as participants indicated that they were not out to experience the nightlife or Eurovision entertainment for social reasons. Overall, 803 survey responses were included in analyses. All surveys were completed in the English language.

Measures

Socio-demographics and experience of Eurovision

Surveys measured participants' socio-demographic characteristics, including gender (male; female; other genders), age (18–29; 30–49; 50+ years), ethnicity (white; other non-white ethnicities), sexuality (heterosexual; other sexualities), nationality (British; other nationalities), country of residence (currently residing in the UK; other), and whether the participant was a resident of the local region (i.e. Merseyside: yes; no). Surveys also recorded whether the participant had previously attended a host city during Eurovision, the reason they were out that day (e.g. attending a scheduled Eurovision event) and how many days they would be out in Liverpool for Eurovision/visiting nightlife over the 14-day Eurovision period.

Perceptions of social cohesion and the host city

Perceptions of the impact of Eurovision on social cohesion was measured using two items: 'Eurovision helps to bring nations together' and 'Eurovision helps to celebrate different cultures'. Perceptions of the host city was measured using two items: 'I would recommend visiting Liverpool's

nightlife to others' and 'I would return to Liverpool's nightlife'. Each item was assessed on a 5-point Likert scale (1 strongly disagree to 5 strongly agree).

Perceptions of safety and experience of public health harms

Perceptions of safety was measured using one item: 'I feel safe on a day/night out in Liverpool during Eurovision', assessed on a 5-point Likert scale (1 strongly disagree to 5 strongly agree). Surveys also recorded whether the participant had witnessed or experienced a pre-defined list of public health harms whilst visiting the host city for Eurovision covering violence (verbal argument, people shouting aggressively, physical fight, hate crime, sexual assault), injury, and overt alcohol intoxication (e.g. needing assistance to walk, refused alcohol service due to drunkenness).

Data analysis

Statistical analyses were performed in SPSS (v.27). For each research question, univariate logistic regression examined associations with socio-demographic variables, previous experience of Eurovision, and witnessing or experiencing any public health harms. In addition, univariate logistic regression for examination of perceptions of the host city (research question 3) included feelings of safety. Significant variables identified at the bivariate level were subsequently included in multivariate analyses (logistic regression, enter model).

Results

Table 1 shows sample characteristics. Over half of survey participants were female (56.8%; $n = 456$) and identified as heterosexual (66.8%; $n = 530$). There were similar proportions of participants who were aged 18–29 years (39.0%; $n = 312$) and 30–49 years (35.9%; $n = 287$). The majority were white (90.6%; $n = 723$), of British nationality (72.9%; $n = 585$) and resided in the United Kingdom (87.0%; $n = 693$). Over half (51.6%; $n = 414$) indicated that they were attending a scheduled Eurovision event, while nearly four in ten were going out in the night-time economy because Eurovision was on (38.7%; $n = 311$), a smaller proportion of participants were going out in Liverpool's nightlife unrelated to the Eurovision event specifically (9.7%; $n = 78$). The mean number of days/nights that participants indicated they would be out in Liverpool over the 14-day Eurovision period was three (range 1–10).

Nearly all (96.3%) participants agreed that Eurovision helps to bring nations together (Supplementary Table 1). In bivariate analyses, agreement with this item was

Table 1 Survey participant's sociodemographic characteristics

| | | % (n) |
|-------------------------------------|-----------------------------|-------------|
| Gender | Female | 56.8% (456) |
| | Male | 40.8% (327) |
| | Other | 2.2% (18) |
| Age (years) | 18–29 | 39.0% (312) |
| | 30–49 | 35.9% (287) |
| | 50+ | 25.0% (200) |
| Ethnicity | White | 90.6% (723) |
| | Other non-White ethnicities | 9.4% (75) |
| Sexuality | Heterosexual | 66.8% (530) |
| | Other sexualities | 33.2% (264) |
| Nationality | British | 72.9% (585) |
| | Other | 27.1% (217) |
| Reside in UK | Yes | 87.0% (693) |
| | No | 13.0% (104) |
| Reside in local region (Merseyside) | Yes | 45.0% (357) |
| | No | 55.0% (436) |
| Previously visited Eurovision | Yes | 12.0% (96) |
| | No | 88.0% (701) |

significantly higher amongst women ($p < 0.05$), and those of white ethnicity ($p < 0.001$). However, agreement was significantly lower amongst those who had witnessed ($p < 0.05$) or experienced ($p < 0.05$) any public health harms. In logistic regression analyses, only ethnicity remained significant. Those of white ethnicity were 3.5 times more likely to agree that Eurovision helps to bring nations together, compared to those of non-white ethnicities ($p < 0.01$) (Table 2).

Similarly, most (97.8%) participants agreed that Eurovision helps to celebrate different cultures (Supplementary Table 2). In bivariate analyses, agreement with this item was significantly higher amongst those of white ethnicity

($p < 0.001$), and significantly lower amongst those who had witnessed ($p < 0.05$) or experienced ($p < 0.01$) any public health harms. In logistic regression analyses, only ethnicity remained significant. Those of white ethnicity were 4.2 times more likely to agree that Eurovision helps to celebrate different cultures, compared to those of non-white ethnicities ($p < 0.05$) (Table 2).

Most (95.2%) participants agreed that they felt safe on a day/night out in Liverpool during Eurovision (Supplementary Table 3). In bivariate analyses, perceptions of safety were associated with age ($p < 0.01$), area of residence (local region/not local region) ($p < 0.05$) and if they witnessed

Table 2 Multivariate analyses showing associations with perceptions of Eurovision

| | | Eurovision helps to celebrate different cultures | | Eurovision helps to bring nations together | |
|-------------------------------------|-----------------------------------|--|----------|--|----------|
| | | AOR (95% CI) | <i>P</i> | AOR (95% CI) | <i>P</i> |
| Gender ^a | Female | NA | NA | 2.194 | 0.064 |
| | Male (ref) | | | | |
| Ethnicity | White | 4.165 | 0.015 | 3.542 | 0.008 |
| | Other non-White ethnicities (ref) | | | | |
| Witnessed any negative behaviours | Yes | 0.449 | 0.156 | 0.583 | 0.22 |
| | No (ref) | | | | |
| Experienced any negative behaviours | Yes | 0.329 | 0.09 | 0.436 | 0.141 |
| | No (ref) | | | | |

^aOther excluded from multivariate analyses due to low numbers. AOR adjusted odds ratio. NA Only variables that were significant in the bivariate analyses were included in the multivariate analyses (see supplementary tables for full data) Ref reference category

any public health harms ($p < 0.01$). In logistic regression analyses, only age and area of residence remained significant, with the youngest age group (18–29 years; $p < 0.05$) and local region residents ($p < 0.05$) less likely to agree to feeling safe (adjusted odds ratios, 0.22 and 0.42 respectively) (Table 3).

Nearly all (96.4%) participants agreed that they would recommend visiting Liverpool's nightlife to others (Supplementary Table 4). In bivariate analyses, those who resided in the UK ($p < 0.05$), the local region ($p < 0.05$) and who felt safe on a day/night out in Liverpool during Eurovision ($p < 0.001$) were significantly more likely to recommend visiting Liverpool's nightlife to others. In logistic regression analyses, only residing in the local region and perceptions of safety during days/nights out in Liverpool during the Eurovision period remained significant, with those residing locally and feeling safe being 3.1 ($p < 0.05$) and 18.6 ($p < 0.001$) times more likely to recommend visiting Liverpool's nightlife to others (Table 3). Similarly, most participants agreed that they would return to Liverpool's nightlife (95.9%) (Supplementary Table 5), and in bivariate analyses, agreement was higher amongst those of British nationality ($p < 0.01$), who resided in the UK ($p < 0.001$) or the local region ($p < 0.01$), and who felt safe on a day/night out in Liverpool during Eurovision ($p < 0.001$). However, it was lower amongst those who had previously visited a host city during Eurovision ($p < 0.001$). Logistic regression analyses indicate that those who reside in the UK ($p < 0.05$) and

felt safe on a day/night out in Liverpool during Eurovision ($p < 0.001$) were 4.0 and 5.9 times more likely to agree that they would return to Liverpool's nightlife, compared to their counterparts (Table 3).

Discussion

In 2023, Liverpool hosted the Eurovision Song Contest, bringing in 500,000 additional visitors to the city (exceeding the pre-event estimate of 100,000) to attend the contest, socialise, and enjoy Liverpool's nightlife and entertainment scene (Eurovision Song Contest 2023). Across the Eurovision period it is estimated that the extra visitors to Liverpool generated £20 million in revenue for the region (Eurovision Song Contest 2023). Additionally, 162 million people watched the Eurovision Song Contest on television across three days (Eurovision Song Contest 2023). Examining the economic, cultural, social and wellbeing impacts of Eurovision are important to understand how people view Eurovision and the host city, assess the potential value of such events, including its social cohesion and public health impacts, and to understand what can make such events successful to inform future delivery. With nightlife and entertainment provision being a key part of the Eurovision experience, it is crucial that evidence on this major international event captures views and experiences of nightlife and Eurovision entertainment visitors. With little existing evidence

Table 3 Multivariate analyses showing associations with perceptions and experiences of the Eurovision 2023 host city (Liverpool)

| | | I would return to Liverpool's nightlife | | I would recommend visiting Liverpool's nightlife to others | | I feel safe on a day/night out in Liverpool during Eurovision | |
|---|-------------|---|--------|--|---------|---|-------|
| | | AOR | P | AOR | P | AOR | P |
| Age (years) | 18–29 | NA | NA | NA | NA | 0.218 | 0.015 |
| | 30–49 | NA | NA | NA | NA | 0.394 | 0.164 |
| | 50+ (ref) | | | | | | |
| Nationality | British | 0.848 | 0.773 | NA | NA | NA | NA |
| | Other (ref) | | | | | | |
| Reside in UK | Yes | 4.03 | 0.021 | 1.980 | 0.18 | NA | NA |
| | No (ref) | | | | | | |
| Reside in local region (Merseyside) | Yes | 2.30 | 0.113 | 3.088 | 0.029 | 0.418 | 0.018 |
| | No (ref) | | | | | | |
| Previously visited Eurovision | Yes | 2.11 | 0.095 | NA | NA | NA | NA |
| | No (ref) | | | | | | |
| Witnessed any negative behaviours | Yes | NA | NA | NA | NA | 0.528 | 0.067 |
| | No (ref) | | | | | | |
| I feel safe on a day/night out in Liverpool during Eurovision | Yes | 5.91 | < 0.01 | 18.617 | < 0.001 | NA | NA |
| | No (ref) | | | | | | |

AOR adjusted odds ratio. NA Only variables that were significant in the bivariate analyses were included in the multivariate analyses (see supplementary tables for full data). Ref reference category

on the Eurovision visitor's perceptions and experiences of visiting Eurovision host cities, this exploratory study adds to the scant literature in this area. Overwhelmingly, both Eurovision and the 2023 host city Liverpool were viewed positively by our study participants. Overall, there was agreement that Eurovision helps to bring nations together and celebrate different cultures, with little exposure to public health harms amongst participants attending the host city, and nearly all feeling safe and happy to recommend visiting the host city's nightlife to others.

Eurovision is a unique mega-event, that has similarities to international sports-based mega-events (e.g. a competition, broadcast internationally) and city-based cultural events, coupled with its own distinctive features, including public participation in competition outcomes and a dedicated following by Eurovision fans, particularly the LGBTQ+ community (Yair 2019; Baker et al. 2024). As such, Eurovision presents a unique environment where Eurovision fans and those residing in the host city can socialise together, develop connections, and learn about and celebrate different cultures and nationalities (Kyriakidou et al. 2017; Baker et al. 2024). Our study supports Eurovision having benefits for social cohesion, with nearly all participants agreeing that Eurovision helps to bring nations together and celebrate different cultures. Whilst extremely positive, our adjusted analyses suggest differences between ethnic groups, with those of white ethnicity 3.5/4.2 times more likely to agree that Eurovision helps to bring nations together/celebrate cultures, compared to their non-white counterparts. Whilst 'European togetherness' is core to Eurovision, until recent times the focus has largely been on Western European cultures and a sway toward English language speaking performances (Yair 2019), which may somewhat explain the differences seen in our study. With the broadening of countries in Eurovision (including more Eastern European countries), and an increased focus on multi-culturalism (Yair 2019), consideration of the experiences of different ethnic groups should be a focus of future research.

Prior studies of sports-based mega-events, and of behaviours in nightlife settings, illustrate high levels of associated public health harms and anti-social behaviours (Hughes et al. 2007; Bellis et al. 2010, 2012; Quigg et al. 2012; Forsdike et al. 2022; Quigg et al. 2020). For instance, across countries many studies have found increased levels of violence when sports-based mega-events are hosted by the country or indeed broadcast internationally (Bellis et al. 2012; Quigg et al. 2012; Forsdike et al. 2022). Further, studies of alcohol consumption in UK nightlife settings show high levels of preloading (drinking at home prior to a night out), total alcohol use and drunkenness (Quigg et al. 2018; Hughes et al. 2019), and associations between alcohol consumption and violence (Hughes et al. 2007). Our study found that during Eurovision in Liverpool, survey participants indicated that

there were relatively low levels of both witnessed and experienced anti-social behaviours, violence and negative nightlife experiences. Further, in analyses reported elsewhere (Wilson et al. 2023), our study shows that while the majority of individuals did drink or intend to drink alcohol on the day of participating in surveys, compared to previous nightlife surveys in Liverpool and other parts of the UK, there were a larger proportion of individuals who did not consume any or did not intend to consume any alcohol (Bellis et al. 2010; Quigg et al. 2018). Further, for those who did drink alcohol the mean number of units consumed was also lower than in previous studies (e.g. 7.6 versus 16 units; Quigg et al. 2018). This is positive for social cohesion and other aspects of public health given the negative implications heavy alcohol consumption and experience of anti-social behaviours (particularly youth and sexual violence which are common in nightlife settings) can have on individuals' health and wellbeing (Hughes et al. 2007; Quigg et al. 2020; Lightowers et al. 2021; Anderson et al. 2023).

Several factors may explain why Eurovision nightlife and entertainment spaces had particularly low levels of these public health harms. Similar to other studies, our study suggests that Eurovision generally, and Eurovision Liverpool, is seen as a particularly safe space for people, with individuals who engage in Eurovision nightlife and entertainment spaces perhaps adhering to a particular set of cultural and social norms, with more positive attitudes towards ensuring everyone can enjoy the Eurovision experience safely. Another factor that may play a role is the relatively low levels of alcohol consumption and intoxication, with higher levels of alcohol being linked to negative behaviours and experiences, including violence in nightlife settings (Hughes et al. 2007). Indeed, during our field research, researchers noted that they did not observe one person who would be deemed too intoxicated to approach for study participation (something uniquely different to our experience of conducting on-street surveys with nightlife patrons in prior studies; Hughes et al. 2007; Quigg et al. 2020) and an overall joyful, friendly and safe atmosphere amongst the Eurovision visitor crowd. Further, the high police presence and visibility during the Eurovision period may have potentially discouraged individuals from engaging in negative behaviours. Previous research has highlighted that police are seen as a trusted presence helping to prevent violence in nightlife spaces (Brands and van Doorn 2018). Views on Liverpool nightlife were also markedly positive with those feeling safe, over 19 times more likely to recommend visiting the Liverpool's nightlife to others. This will likely have positive impacts for the longer-term branding of the city (Baker et al. 2024) and highlights the value of maintaining Eurovision visitor's safety for future events to both promote their health and wellbeing and the host city.

Our study should be considered in light of several limitations. Firstly, as the survey is cross-sectional, causal inferences cannot be being made. Further, our exploratory study used a convenience sampling approach, implemented over selected days during the Eurovision period. However, we implemented our study on peak days when events were broadcast internationally, had large teams of researchers approaching all individuals passing set locations who appeared to meet our inclusion criteria (i.e. not overtly intoxicated), and compared to other studies using on-street surveys we had a high response rate (Hughes et al. 2007; Quigg et al. 2020).

Our study suggests that hosting Eurovision can have positive social return for local populations and visitors, including increased social cohesion and celebration of different cultures. In the 2023 host city (Liverpool), visitors felt safe and experienced few public health harms, with positive experiences of the event increasing the likelihood of returning to the host city. This is significant given that over half a million additional people visited Liverpool during the Eurovision period, and our study shows how visitors and local people came together cohesively. Other major events should learn from this huge international competition, which results in high levels of customer satisfaction and comparatively fewer public health concerns.

Supplementary information The online version contains supplementary material available at <https://doi.org/10.1007/s10389-025-02458-5>.

Authors' contributions ZQ designed the study, managed and conducted data collection, analysed the data and drafted the manuscript. CW contributed to data collection, literature reviewing and manuscript drafting. CM and MAB contributed to study design. RB, NB and EH conducted and support the management of data collection. All authors contributed to manuscript finalisation.

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Data availability Data are not available for sharing.

Declarations

Conflict of interest The authors declare no conflict of interest.

Ethical approval Ethical approval for this study was given by the Liverpool John Moores University Research Ethics Committee (reference number: 23/PHI/014).

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