

Committees: Public Relations and Economic Development (Policy and Resources) Sub Committee Resource Allocation Sub (Policy and Resources) Committee	Dates: 9 October 2018 13 December 2018
Subject: Sports Engagement	Public
Report of: City Remembrancer Director of Communications	For Decision
Report author: Paul Double, Remembrancer Bob Roberts, Director of Communications	

Summary

The Public Relations and Economic Development Sub Committee resolved at its meeting in December 2017 that the City Corporation should adopt a more pro-active approach to sports engagement on a strategic basis and that further work should be undertaken on the process for supporting a new enhanced approach.

This report describes the provision currently made across the City Corporation, notes the importance of ‘soft power’, and proposes an additional resource by employing a Corporate Affairs Officer responsible for strategic engagement with sport to assist in coordinating and promoting the City’s sport-related activities.

Recommendations

Members of the Public Relations and Economic Development Sub Committee are asked to:

- Note the contents of this report and recommend to the Policy and Resources Committee that it agree to the provision of an additional Corporate Affairs Officer responsible for sports engagement in the Town Clerk’s Department.

Members of the Resource Allocation Sub Committee are asked to:

- Approve an uplift in the Town Clerk’s annual budget of £55k to fund the additional aforementioned Corporate Affairs Officer.

Main Report

Current sports-related provision

1. The City Corporation is involved in sport in a number of ways in support of the City’s three strategic aims, including contributing to a flourishing society and the desired outcome of people enjoying good health and wellbeing. Consultation with departments has indicated the broad range of current provision.

2. Perhaps the most substantial involvement of the City Corporation in sport is through the Open Spaces department. It has an annual budget of £2.4m invested in formal and informal sports, with an income of £3-4million per annum, contributing to a range of health and wellbeing outcomes. Facilities for all major sports are provided across the parks and open spaces, with provision for both mass-participation and elite events. For example, Parliament Hill is the home of cross country running, with the English National Cross Country Championships being held there regularly since the 1950s. Races attract over a thousand competitors. Wanstead Flats Playing Fields is home to 45 grass football pitches, five leagues, over 50 clubs and 125 teams. Most provision and programming are on sites outside the Square Mile where the City Corporation works with local authorities and sports governing bodies. For example, the Open Spaces department is working with the Lawn Tennis Association, the Football Association (FA) and the Football Foundation and is currently working on a “Park-life” bid with the FA for Wanstead Flats.
3. Within the City, the Department of Children and Community Services commissions a leisure services and sports development provider to run the Golden Lane Leisure Centre on the City Corporation’s behalf. They manage a gym, swimming pool and tennis courts and offer a range of exercise classes and personal training. They also provide more targeted sports and leisure activities to attract participation from all age groups. In addition to their mainstream offer, they deliver an “exercise on referral” programme and weight management programmes.
4. Within each of the City’s schools there are numerous sports activities and, across the City’s ‘Family of Schools’, events include an annual sports day (primary and secondary) and a basketball tournament (secondary). There are also sporting activities funded by the City Premium Grant to schools that include an advanced skills BMX programme. The City of London Academies Trust is exploring two new collaborations. The first is with “Football for Peace” where youth leaders are developed across the City academies to run ‘football for peace’ events and training for younger pupils. This is open to both boys and girls. The second initiative is with ‘London Irish’ and is a programme for girls’ rugby as part of the aim to achieve parity for professional women’s rugby.
5. The Department of the Built Environment (DBE) is slightly less involved with sport but has an active travel programme that supports walking and cycling, and they are seeking opportunities to introduce sports facilities into the public realm and new developments – for example, the new Wells Fargo building has a running track on the roof and 22 Bishopsgate will have an indoor climbing wall. There are some urban gym facilities in streets and these are well used. DBE assists the nocturne, part of the London Marathon, and a variety of other runs. Within the Square Mile the main opportunities relate to cycling, walking, running, swimming and other indoor sports.
6. Since 2012, the City Bridge Trust (CBT) has held the contract for the management and administration of the Wembley National Stadium Trust (WNST), an independent charitable grant-making foundation distributing funds

of about £1m per annum derived from Wembley Stadium. WNST is run separately from CBT with its own board of trustees, policies and programmes and one of CBT's senior staff is seconded out as WNST's Chief Executive Officer (and the two trusts share back office functions and facilities). WNST operates at a high level within the sports funding world, working closely with Sport England, various sports' National Governing Bodies, including the Premier League, as well as others such as London Sport and the London Marathon Charitable Trust. The CBT itself, through its grant programme, currently funds 17 sport-related projects with a particular focus on increasing opportunities for sport for disabled people and for young people.

7. In terms of sporting events, the Cultural and Visitor Development Director has identified the following recent activities:
 - London Landmarks Half Marathon (25 March 2018): animations for and facilitation of race working with Highways; the route was across the City and Westminster;
 - Mindful City, 24-27 July 2018 – a week of mindfulness events in partnership with One City that included mindfulness walks (by City Guides) and the first Yard Yoga;
 - Yard Yoga – since Mindful City, three further sold-out Yoga sessions have taken place; and,
 - The World's Oldest Boat Race, an Outdoor Exhibition (8-24 September) produced by 'Totally Thames' in Guildhall Yard celebrating the Doggett's Coat and Badge Race.
8. A number of events are currently planned for next year:
 - London Landmarks Half Marathon;
 - Let's Talk – exhibition promoting and exploring mental health issues in Mental Health, running from 12 - 26 May 2019;
 - Mindful City; and,
 - Yard Yoga – early morning classes.
9. The Remembrancer's Office facilitates both City-sponsored and independently organised sports-related events. Recent events include the receptions in 2017 for the Rugby League World Cup and the International Association of Athletics Federation World Championships and Para Athletics Championships and in 2018 for the Hockey Women's World Cup. Private events at Guildhall which have been facilitated over several years include the Wimbledon Champion's Dinner and a large number of charitable sporting-related events such as the Bloomberg Square Mile Relay, the Cancer Research UK Boat Races Presidents' Challenge, Prudential Ride London, Invictus Games Brunch and Disability Snowsport UK reception. Mansion House has hosted the ICC Cricket World Cup 2019 Venues Conference and the Rugby League World Cup 2021 launch event this year.
10. The Remembrancer's Office, together with the (then) Public Relations' Office also delivered a number of events under the direction of the dedicated Sub-Committee of the Policy and Resources Committee set up to oversee the Corporation's engagement with the London Olympic Games in 2012.

Soft power

11. In addition to enabling people to enjoy good health and wellbeing, and shaping an outstanding environment, sport has a role to play in promoting a thriving economy. Sport can be viewed as one of the UK's soft power 'assets', similar to heritage, education and the arts. Although difficult to measure, soft power is regarded as benefitting countries in terms of diplomatic and cultural objectives but also in producing relationships that have economic benefits. In this respect, sport is part of a national strategy that promotes long-lasting relationships with other countries built on trust, involving people and institutions from across the UK and a range of sectors.
12. It is also possible for support by the City Corporation for sporting-related activities and events to help promote its regional agenda. For example, the Commonwealth games in 2022 will be hosted in Birmingham. A London showcase for events in the UK could assist in building support for the event and widening its reach.

Resources

13. Given the range of City Corporation sport-related activities and events, a co-ordinating policy resource from the Town Clerk's Department to enable departments involved to bring together their work across the Corporation to maximise their utility and to assist in working with departments on initiating and developing sport-related projects and programmes would seem justified.
14. The need for additional staff to discharge the role will be informed by the extent of demands currently placed on officers but at present there is insufficient capacity unless additional resource is provided. Whilst it is difficult to be precise about the extent of the need without further discussion with individual departments on how the role will relate to their own work, it seems reasonable to assume that an additional Corporate Affairs Officer post will be required. The Town Clerk (who has been consulted) will arrange for the necessary evaluation to ensure this is correct if members agree the recommendation made in this report.
15. The cost of an additional Corporate Affairs Officer with responsibility for Strategic Engagement with Sport at Grade D with a small allowance for expenses will be £55,000.

Recommendation

Members of the Public Relations and Economic Development Sub Committee are asked to:

16. Note the contents of this report and recommend to the Policy and Resources Committee that it agree to the provision of an additional Corporate Affairs Officer responsible for sports engagement in the Town Clerk's Department.

Members of the Resource Allocation Sub Committee are asked to:

17. Approve an uplift in the Town Clerk's annual budget of £55k to fund the additional aforementioned Corporate Affairs Officer.

Paul Double, Remembrancer

T: 020 7332 1200

E: paul.double@cityoflondon.gov.uk

Bob Roberts, Director of Communications

T: 020 7332 1111

E: bob.roberts@cityoflondon.gov.uk