

Committee: Public Relations and Economic Development Sub Committee Resource Allocation Sub Committee Policy and Resources Committee	Date: 12 December 2018 13 December 2018 13 December 2018
Subject: Enhancing Sport Engagement	Public
Report of: Town Clerk	For Decision
Report author: Bob Roberts, Director of Communications	

Summary

At the October 2018 meeting of the Public Relations & Economic Development Sub Committee, Members asked for a clear and proportionate strategy on sports engagement and gave a series of instructions to the Town Clerk on how to achieve this.

This follows a report in December 2017 where Members resolved there should be a more pro-active approach to sports engagement on a strategic basis.

This report sets out proposals to meet those instructions and ensure the City of London Corporation:

- supports British bids to host major sporting events which align with City Corporation strategies (particularly around supporting London)
- supports the organisers of major sporting events by using our venues and facilities
- encourages mass participation sport and physical activity
- engages City Corporation's cultural and educational resources to support sport
- involves City residents and workers in sport and physical activities

It makes recommendations to the Resource Allocation Sub Committee for ongoing funding for the appropriate staffing and resources to increase sport engagement by increasing the Town Clerk's baseline budget by £80k pa from 2019-20 onwards.

Recommendations

- Members of the Public Relations and Economic Development Sub Committee are asked to:
 - Approve the new process for enhancing sport engagement
- Members of the Resource Allocation Sub Committee are asked to:
 - Approve an uplift in the Town Clerk's annual budget of £80k to fund the additional aforementioned Corporate Affairs Officer.

Main Report

1. The City Corporation involvement in sport already supports three of the 12 outcomes in the Corporate Plan:
 - People enjoy good health and wellbeing;
 - People have equal opportunities to enrich their lives and reach their full potential;
 - Communities are cohesive and have the facilities they need.
2. A range of activities already exist across the City Corporation to support sport, the most substantial being through the Open Spaces Department with an annual budget of £2.4m invested in formal and informal sports facilities such as Wanstead Flats Playing Fields where there are 45 grass football pitches, five leagues, over 50 clubs and 125 teams.
3. Following a request by the Policy and Resources Committee last year, Members of the Public Relations and Economic Development recently agreed that, in view of the enhanced exposure and wider benefits, the City Corporation should take a more pro-active and strategic approach in relation to sport engagement. Members also asked for a clear and proportionate response.
4. Members wished to see increased support for bids for major sporting events, increased support for the organisers of major events and more encouragement for mass participation sport and physical activity.
5. Specifically, at the October 9th meeting of the Public Relations and Economic Development Sub Committee, Members resolved to instruct the Town Clerk to:
 - (a) Bring forward a report to a meeting of the Sub-Committee by December 2018 setting out a clear and proportionate strategy on Sport Engagement in line with the direction provided by Members ten months ago and aligned to the Corporate Plan, bearing in mind existing sports engagement.
 - (b) Include in the report a proposed approach to:
 - i. supporting British bids to host major sporting events which align with City Corporation strategies (particularly around supporting London);
 - ii. supporting the organisers of major sporting events hosted in the United Kingdom through the strategic application of City Corporation venues and facilities (including open spaces);
 - iii. supporting mass participation sport and physical activity events together with other activities that encourage more active lifestyles;
 - iv. engaging the Corporation's cultural and education resources in support of sporting activities in the capital, including making suitable opportunities available to pupils and students at the Corporation's schools and academies and building on the Corporation's existing sporting activities;

- v. involving City residents and workers and Corporation tenants in relevant sport and physical activities connected to our Sport Engagement programme.
 - (c) Include in the report proposals for a small dedicated staffing structure within his department, which will provide both strategic leadership and operational resilience to the Sport Engagement policy in accordance with the wishes of Members.
 - (d) Include in the report a budget for the remainder of the current financial year (to be funded from the Town Clerk's local risk contingency) to cover the necessary staffing to develop and implement the strategy as well as funding necessary to support engagement with events due to take place in 2019 such as the Cricket World Cup.
 - (e) Make recommendations to the Resource Allocation Sub-Committee for ongoing funding for Sport Engagement staffing and resources in his department's baseline budget for 2019-20 onwards.
6. To achieve a strategic and proportionate process we have produced a sports engagement matrix attached as Appendix A to ensure any proposed support matches our corporate plan outcomes. The matrix aims to ensure any increased engagement with sport matches our agreed aims and outcomes in the corporate plan by:
- Listing the corporate plan's aims and outcomes and describing how any sports engagement proposal matches those aims and outcomes.
 - Awarding a score on how close the sports engagement proposal matches the outcome.
 - If the score demonstrates a close alignment with the corporate plan City Corporation could offer either hospitality support via the Hospitality Working Party or financial support via the Policy Initiatives Fund governed by the Policy and Resources Committee. Other methods of support will also be considered.
 - In return for any support the organiser of any sports event would be asked to explain how we involve and provide a benefit for residents, workers and pupils from our family of schools. For example, coaching sessions, tickets for pupils or investment in our facilities could be provided in return for support. Events would also be asked to display our branding.
7. To achieve a clear and pro-active process – and meet the instructions set out in Paragraph 5 (b) - we have produced a sports engagement assessment process attached as Appendix B to explain how any decision to support enhanced sport would be processed. The process shows how we would:

- Look for opportunities to support British bids to host major sporting events which align with City Corporation strategies, particularly around supporting London
 - Ensure appropriate support for major sporting events and mass participation events is considered.
 - Ensure consideration is given to engaging the City Corporation's cultural and education resources in support of sport including making suitable opportunities available to pupils and students at City Corporation's family of schools.
 - Ensure consideration is given to building on City Corporation existing sporting activities.
 - Look to involve City residents and workers in relevant sports and physical activities.
 - Ensure relevant committees and officers are consulted and correct decision-making processes followed.
8. An annual report would be submitted to the PRED Sub Committee covering the support which has been provided and the potential sport engagements opportunities for the year ahead.
 9. On staffing, much of the work undertaken at officer level around sport engagement will, by its nature, fit within the Corporate Affairs Team of the City Corporation. As this team's current focus is on issues relating to political engagement it is proposed that a new post to oversee strategic sport engagement activity be created to manage sport engagement and that this post would report directly to the Head of Corporate Affairs.
 10. To ensure support for sport continues during the remainder of this financial year a consultant will be retained to begin implementing and developing the strategy so we can support events in 2019 such as the Cricket World Cup. The anticipated budget for this is expected to be no more than £10,000 to be funded from the Town Clerk's local risk contingency.
 11. In future financial years, we believe a proportionate budget for one officer with responsibility for strategic engagement and a small local risk to sponsor small events and engagements would be £80,000.
 12. It is anticipated larger hospitality events will be dealt with by the Hospitality Working Party and the costs met from the hospitality budget.
 13. Events falling in 2019 for which hospitality-related events are likely to be considered by the Working Party include the ICC Men's Cricket World Cup, the Netball World Cup and the Cycling World Championships.

Recommendations

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

- Approve the new process for enhancing sport engagement

15. Members of the Resource Allocation Sub Committee are asked to:

- Approve an uplift in the Town Clerk's annual budget of £80k to fund the additional aforementioned Corporate Affairs Officer.

Annexes

- Appendix A: Sports Engagement Assessment Matrix
- Appendix B: Sports Engagement Process

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APPENDIX A: SPORT ENGAGEMENT ASSESSMENT MATRIX

Item	Corporate Aim	Corporate Outcome	How will event help contribute to the corporate outcomes	Score	Additional Benefits
				(0-5)	
1	Contribute to a Flourishing Society	People are safe and feel safe			
2		People enjoy good health and wellbeing			
3		People have equal opportunities to enrich their lives and reach their full potential			
4		Communities are cohesive and have the facilities they need			
5	Support a thriving Economy	Businesses are trusted and environmentally responsible			
6		We have the world's best legal and regulatory framework and access to global markets			
7		We are a global hub for innovation in finance and professional			
8		We have access to the skills and talents we need			
9	Shape outstanding environments	We are digitally and physically well-connected and responsive.			
10		We inspire enterprise, excellence, creativity and collaboration			
11		We have clean air, land and water and a thriving and sustainable natural environment.			
12		Our spaces are secure, resilient and well maintained.			
Total					/50

APPENDIX B: SPORTS ENGAGEMENT PROCESS

