

Committee:	Date:
Public Relations and Economic Development Sub Committee	7 March 2019
Subject: Enhancing Sport Engagement – Progress Update	Public
Report of: Director of Communications	For Information
Report author: Sam Hutchings, Consultant	

Summary

This report provides an update on progress being made in taking forward the City of London Corporation's new approach towards sport engagement, as requested by Members of this Sub Committee.

Since Members agreed to fund a new post to support this work, at the end of last year, a consultant has been appointed to seek out upcoming sport engagement opportunities, as well as building links with key partner organisations involved in organising major sport events.

A number of partnership and engagement opportunities have been identified and these are outlined in this report.

An update is also provided on the appointment of the new post to support the enhanced sport engagement work and also the production of a strategy document to help guide this new approach.

As requested, Members will continue to receive these updates on a quarterly basis.

Recommendations

That, Members note and endorse the contents of this report.

Main Report

Background

1. At the end of last year, Members of this Sub Committee agreed a new process for supporting the City of London's enhanced approach towards sport engagement and that funding of £80,000 should be allocated to the Town Clerk's budget from April 2019 to cover the additional costs of a new post to oversee this work. These proposals were subsequently endorsed by the Resource Allocation Sub Committee and the Policy and Resources Committee.
2. Since December, a consultant has been employed on a part-time basis to begin seeking out new sport engagement opportunities for the City of London to pursue as part of this enhanced approach. The focus has been around opportunities to support Major Sport Events taking place in London and the UK over the next few years, and specifically engaging with key partners to explore ways of working together to promote this agenda.
3. In general, the response from these organisations has been positive and proposals to work more closely with the City Corporation on promoting major sport events have been constructive. This report provides an update on potential sporting partnership and engagement opportunities, as well as the position regarding the appointment of a new staff member and progress in drawing up a new strategy document to support this work.

Major Sport Events

4. A fundamental part of the City of London's new approach towards sport engagement is about supporting and celebrating upcoming major sport events taking place in London. Discussions are already in place with key partners and appropriate governing bodies to establish opportunities for the City of London to provide support or host events taking place over the next few years, which include:
 - Diving World Series 2019 (17-19 May 2019): the final of the FINA Diving World Series will be held at the London Aquatics Centre at the Queen Elizabeth Olympic Park. British Swimming have approached the City Corporation, via UK Sport, to see if it can assist with hosting a small networking event to help build connections with key overseas sponsorship organisations. Further discussions are due to take place on whether support can be provided, subject to venue availability;
 - Cricket World Cup 2019 (30 May – 14 July 2019): The tournament organisers have confirmed the desire to use Guildhall for a Host City Workshop event on 14th March where they will discuss operational plans with delivery partners. The Hospitality Working Party has agreed to cover the venue costs for this event and the organisers will pay for catering. Members of this Sub Committee are welcome to attend the event, although it is expected to be focused on specific technical aspects relating to the Games. A direct approach has also been made

to the English Cricket Board indicating the City Corporation's interest in offering 'high-level' hosting opportunities during the World Cup and Ashes this Summer;

- European Football Championships 2020 (12 June – 12 July 2020): The Mayor of London's office are co-ordinating the celebrations for next year's football championships, which will see London host a number of group games along with the Semi-Final and Final. Plans for this tournament are still being considered and regular meetings have been set up with the Mayor's office to discuss the City of London's involvement. This is likely to incorporate the City's visitor and cultural offer, as well as its hosting provision;
- Major League Baseball – For the first time the UK will play host to a Major League Baseball game, with the New York Yankees taking on the Boston Red Sox this Summer at the London Stadium. Given the Square Mile's longstanding business links with both cities, as well as the new approach towards sport engagement, discussions have been taking place about a possible event to coincide with these games. The current plan is for the Lord Mayor to host a small high-level business lunch at Mansion House prior to the evening game on Saturday 29th June. Guests are likely to include senior representatives from Major League Baseball, both teams, City delegations, as well as the City Corporation, City-based US firms and the Mayor of London's office; and
- American Football – Members may recall the Mayor of London's plans to bring an NFL franchise to the capital, and the City Corporation has been engaging with his office and London & Partners to offer its support for this strategy. The Mayor is keen to welcome key NFL representatives whenever they visit London and there are currently tentative plans for the NFL's International Committee to visit on either 8th or 9th May this year. Assuming the visit takes place, which is still to be confirmed, the City Corporation will look to host an event as part of the programme.

Partner Engagement

5. The Mayor of London is currently in the process of writing a new strategy to encourage more Major Sport Events to take place in London and his office has approached the City of London on these plans. The strategy, 'London: Home of World Class Sport' was originally published in 2014 by the previous Mayor after the success of hosting the Olympic & Paralympic games. The revised strategy is set to be launched this spring and will re-emphasise the new Mayor's commitment to bringing major sport events to London in recognition of the economic and social benefits they bring to local areas.
6. The Mayor of London's office has asked whether the City of London would be willing to become a 'Supporting Partner' of the new strategy, alongside other organisations such as London & Partners, Transport for London and the Metropolitan Police. In essence, this is similar to the current arrangement but would mean that the City Corporation would be informally consulted prior to any sport event bids by the Mayor. There would be no obligation for the City Corporation to provide any support and each request would be considered individually based on its merits and in-line with corporate aims. The City Corporation would also be

appropriately recognised for this support in the strategy and at each event. Assuming Members are supportive, officers will respond positively to this request.

7. UK Sport, the government agency responsible for delivering British sporting success, has indicated a desire to work closely with the City of London on a programme of events to celebrate and encourage targeted Major Sport Events to come to the UK. It is also the organisation responsible for taking forward the UK's sporting international relations programme, which includes leading on work around trust and anti-corruption in sport. Early discussions have taken place on setting up an informal Memorandum of Understanding which would enable the City Corporation to provide support for UK Sport's event programme on an ad-hoc basis and with no commitment, in return for agreed recognition and outcomes. Further details on the proposal will be provided to Members in due course. In the meantime, a number of one-off events are being discussed for this summer which support joint aims of promoting the 'soft power' element of sport.
8. UKActive, the membership body that promotes the fitness and physical activity industry, have indicated that they would be keen to explore plans to celebrate National Fitness Day in Guildhall Yard again this year. Last September the activities in the yard, which were televised live on ITV and other networks, were a huge success and involved many local workers, residents and school pupils. Plans for this year's National Fitness Day event – to be held on 25 September – are still in their early stages, but it is envisaged that the City will again be able to involve local businesses and schools in the activities. Furthermore, it is hoped that the City can become a permanent backdrop to this prestigious event and that, in future years, the City Corporation will also be able to support UKActive's highly respected and well attended National Summit.

Promoting Sport

9. In recognition of the City Corporation's new approach towards sport engagement, thoughts on how best to achieve optimal outcomes across the organisation are being actively considered. As part of this and in order to facilitate policy development and provide guidance on how these objectives fit into the Corporate Plan, a new strategy document is being developed by the Strategy and Engagement Team. Members will be sent a copy of the document once finalised later this year.
10. Consideration is already being given to how the Lord Mayor and the Chairman of the Policy and Resources Committee can support this new approach and incorporate sport into the promotional work undertaken as part of any domestic and international visits – particularly in the run up to the next mayoralty which will overlap the Tokyo Olympics & Paralympic games. In addition to this, options for encouraging high profile and successful British sports people to take up City Freedoms are also being pursued with the Chamberlain's Court.
11. The City Corporation's approach to sport on its streets and open spaces also needs to be looked at and should be a priority task for the new post once it is in place. It is anticipated that, working with other departments across the organisation, a

proposal around engaging with Mass Participation Events, to ensure appropriate recognition for support, will be brought to this Sub Committee later this year.

12. Members will already be aware that there are several sporting events taking place on Hampstead Heath and Epping Forest each year and it is hoped that the new sport engagement approach will give these events greater focus and possibly some resourcing. A good example of an event that attracts a great deal of positive publicity is the 'Night of 10k PBs' which takes place on Parliament Hill Athletics Track. This year's event will be held on the evening of 6th July 2019 and, subject to resources, it is hoped that there will be an opportunity for a networking event as part of the celebrations.
13. Informal discussions are also taking place on whether the City Corporation should provide some modest financial support to the London Youth Games in view of its current financial predicament. This is a popular series of events that take place each year and incorporate cross country racing on Hampstead Heath. Since the loss of corporate backing the Games have struggled to operate on the same basis, and therefore some funding support has been requested in the short-term. Any proposal will need to be made to the Policy and Resources Committee as per existing arrangements for funding requests.
14. Funding for a new post to support the enhanced sport engagement approach has now been agreed by relevant Committees and will be in place from the start of the next financial year in April 2019. The job description and specification for this post have now been finalised and are currently with HR to determine the appropriate grade and salary for this position. Once this has been approved, the post will be advertised and recruited for as quickly as possible.

Conclusion

15. As this report demonstrates, a great deal of work has already been undertaken in order to ensure the City of London's new sport engagement approach is a success. Many key partner organisations involved in sport promotion are keen to engage with the City Corporation to take forward this approach. There are also a number of event opportunities for the City Corporation to support in the next few years and it is anticipated that this list will only expand as the sport engagement programme develops. Updates on the development of this approach and upcoming events will be provided to this Sub Committee on a quarterly basis with the next one due in June 2019.