

<b>Committee:</b>	<b>Date:</b>
Public Relations and Economic Development Sub Committee	11 June 2019
<b>Subject:</b> Enhancing Sport Engagement – Progress Update	<b>Public</b>
<b>Report of:</b> Director of Communications	<b>For Information</b>
<b>Report author:</b> Sam Hutchings, Sport Engagement Manager	

### 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 at the end of last year.

Since Members agreed to fund a new post to support this work, a consultant has been working on a part-time basis to seek out upcoming sport engagement opportunities, as well as building links with key partner organisations involved in organising major sport events. The full-time permanent position has now been filled and the new Sport Engagement Manager will start in the role on 10<sup>th</sup> June.

Since the last update report in March, partnership and engagement opportunities have continued to be taken forward and these are detailed in this report.

### Recommendations

That, Members note 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 Corporation's enhanced approach towards sport engagement and that funding 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. In addition, this Sub Committee's Terms of Reference have also been updated to incorporate its responsibility for overseeing sport engagement matters.
2. Since December, a consultant has been employed on a part-time basis to seek out sport engagement opportunities for the City of London Corporation to pursue as

part of its 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. A Sport Engagement Manager for the City Corporation has now been appointed and starts on 10<sup>th</sup> June. Given the full-time commitment of this role, the remit of the work will widen to reflect this.

## **Major Sport Events**

3. Plans are still underway to celebrate major sport events taking place in London this year, specifically the Cricket World Cup and the inaugural Major League Baseball event. Owing to the nature of these tournaments and the number of organisations involved in running them, arrangements are continually evolving. However, the current position is as follows:
  - Cricket World Cup 2019 (30 May – 14 July 2019): Guildhall has already played host to a number of operational events for the Cricket World Cup, including the Host City Workshop and Digital Workshop. Both were a huge success. It was also used as the backdrop for the launch of the Cricket World Cup charity campaign in association with UNICEF. Discussions are also underway with the International Cricket Council (ICC) on plans to celebrate during the tournament, with a possible event at Tower Bridge involving the winning team to take place after the final. Through this engagement, City schools and academies have been offered bespoke cricket coaching opportunities as well as World Cup celebration packs. The English Cricket Board (ECB) are also keen to continue a dialogue on shared legacy objectives after the summer, which include plans for public facility improvements across London, school coaching and promoting the diversity opportunities in cricket and sport generally.
  - Major League Baseball (29/30 June 2019): The first ever Major League Baseball (MLB) game to take place in the UK will occur on the evening of 29<sup>th</sup> June at the London Stadium. Prior to this game, a high-level business event is being hosted by the Lord Mayor at Mansion House to bring together key US stakeholders alongside senior officials from the MLB to discuss business and investment opportunities. It is anticipated that the Greater London Authority (GLA) and London & Partners (L&P) will be also be represented at this event.
  - European Football Championships 2020 (12 June – 12 July 2020): Officers are working closely with the Mayor of London's office to help co-ordinate 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. Following on from the Euros it is hoped that Wembley Stadium will play host to the Champions League Final and the City Corporation could support a bid through some form of hospitality provision.

## Partner Engagement

4. A fundamental part of the City Corporation's new sport engagement approach is to engage more positively and pro-actively with key partners involved in delivering and overseeing sport activities. Through this engagement the City Corporation will be able to seek out new opportunities to take forward its corporate aims and also enhance recognition for its role in supporting sport. Recent partner engagement includes:
  - GLA / L&P – as part of an enhanced dialogue between the City Corporation and the GLA and L&P, regular meetings are taking place between officers to discuss opportunities for upcoming Major Sport Events in London. The Mayor is often responsible for delivering these events and, as the City Corporation is now a strategic partner in support of his new Major Sport Event strategy, it is expected to play a more active role in supporting preparations. The next quarterly meeting is due to take place in September;
  - UK Sport – as the government agency responsible for delivering British sporting success, UK Sport is keen to work closely with the City Corporation on upcoming international relations programmes and initiatives. The newly appointed Chief Executive of Chief Executive, Sally Munday, is keen to work with the City Corporation on shared objectives, having previously been CEO of England Hockey. Current ideas for joint working include an event to launch a Government research report on the 'Soft Power' influence of sport later this summer.;
  - UK Active – as the membership body that promotes the fitness and physical activity industry, UK Active has indicated it would be very keen to work with the City Corporation on plans to celebrate National Fitness Day in Guildhall Yard again this year. National Fitness Day will take place on 25<sup>th</sup> September and the Yard has been booked for this occasion. Current thinking is that the day will be separated into three parts to include a media launch in the morning, school participation in the afternoon and a business team competition in the afternoon;
  - London Youth Games – Members may be aware that the London Youth Games recently secured a new corporate backer – Nike – as part of its efforts to enhance revenue. However, since then there has been a change of management and its Chief Executive departed and consequently discussions on potential future support for the Games have stalled. However, it is expected that these will resume once a new permanent CEO has been appointed;
  - London Sport – initial informal discussions have taken place with London Sport about shared objectives to help enhance sport technology opportunities in London and also enable the Capital to become one of the most physically active cities in the world; and
  - UK Athletics – in view of the close relationship that already exists between Hampstead Heath and UK athletics, options are being explored to help celebrate various competitions including the 'Night of 10kpbs' running event that takes place each year on Parliament Hill athletics track. In 2020 the event

will be used to determine qualification for Team GB athletes in the Tokyo Olympic Games.

## **Conclusion**

5. 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 Major Sport Event opportunities for the City Corporation to support and it is anticipated that this will only increase as the future schedule develops.

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