

<b>Committee:</b> Public Relations and Economic Development Sub Committee	<b>Date:</b> 10 <sup>th</sup> October 2019
<b>Subject:</b> 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 forms part of the quarterly updates provided to this Sub Committee on sport engagement work being undertaken by Sport Engagement Manager for the City of London Corporation

The Sport Engagement Manager has been in post since 10<sup>th</sup> June this year and has helped facilitate events to celebrate the Major League Baseball London Series and the World Para Swimming Championships in London. He has also met with relevant officers from across the organisation to discuss the new sport engagement approach and visited all the sports facilities provided at the City's open spaces and within the square mile.

This report provides an update on this work and also provides details on promotional material to be used at sport engagement events as well as plans to celebrate sport events in the near future.

### Recommendation

Members are recommended to:

- note the contents of this report.

### Main Report

#### Background

1. Members of this Sub Committee recently agreed that the City of London Corporation should adopt a more pro-active and strategic approach towards sport engagement and that a new post be created 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 now reflect its responsibility for overseeing sport engagement matters.

2. Since 10<sup>th</sup> June this year a full-time permanent Sport Engagement Manager (SEM) has been in post. The SEM's primary role is to engage with external stakeholders and partners on sport initiatives and events that align with the City Corporation's corporate priorities, as set out in the Corporate Plan 2018-22. In the past this has primarily been focused on our support for celebrating Major Sport Events in London, but this now also extends to our support for Mass Participation Events and local community sport events in the Square Mile and across our Open Spaces. The intention is to ensure that all the City Corporation's stakeholders, including residents, workers, school pupils and local users will benefit from this new approach to sport engagement.

### **Sport Celebrations**

3. Under the City Corporation's new approach to sport engagement, the SEM has actively sought to engage with partners to celebrate major sport events taking place in London and the UK. Events that have taken place since the last report on sport engagement include:
  - Cricket World Cup 2019 – in addition to hosting a number of operational meetings in the lead up to the World Cup, the SEM helped to facilitate a tour of the trophy following England's win in the final which included a visit to Sir John Cass Primary School on 17<sup>th</sup> September. In return for the City Corporation's support for the tournament, a number of tickets were offered to pupils from the City schools and academies to watch a game at the Oval. The Vice Chair of Policy was also invited to attend a match as a guest of the organisers. Discussions are ongoing with the English Cricket Board about an opportunity to celebrate the achievements of the men's and women's England cricket teams – possibly through a freedom ceremony - although this is unlikely to occur until next year following international tours;
  - Major League Baseball (MLB) Business Networking Event – an informal business lunch was held at Mansion House on Saturday 29<sup>th</sup> June prior to the first game of the MLB London Series between the New York Yankees and the Boston Red Sox. The arrangements for the event were supported by British American Business and guests included senior representatives from businesses based in the Square Mile as well as executives from MLB. After the lunch, guests were invited by MLB to continue discussions at the London Stadium and to watch the game; and
  - World Para Swimming Championships Reception – a reception was held at Guildhall to mark the start of the swimming championships on Sunday 8<sup>th</sup> September. Guests included representatives from British Swimming, the International Paralympic Committee (IPC) and visiting country delegations participating in the competition. During the evening, the President of the IPC spoke positively about the desirability of London as a sport destination and he praised the City Corporation's help in celebrating and promoting disability sport. To reflect this gratitude, 25 tickets to the daytime heats session were offered to pupils at the City Academy Hackney.

4. There are also a number of events planned to take place in the near future to mark upcoming sport occasions and initiatives. These include:
- Women in Sport Conference – following an approach by the organisation ‘Everything in Sport’, the Vice Chair of Policy has agreed to participate in a panel discussion at its flagship ‘Women in Sport’ conference due to take place at the London Stadium on 3<sup>rd</sup> December 2019. The panel will look at options for achieving equality in sport by looking at approaches undertaken in the business world;
  - UK Sport International Relations Seminar – UK Sport has approached the City Corporation to see if it would be willing to host its annual International Relations Seminar on Monday 27th January 2020. The event would be in partnership with UK Sport, the British Olympic Association and the British Paralympic Association and the keynote speaker is expected to be the CEO of the Paris 2024, presenting on the planning and ambitions of Paris in hosting the 2024 Games. A networking reception and VIP dinner will take place after the seminar and it is anticipated that the Policy Chair and/or Lord Mayor will speak at the event;
  - Community Sport Events – discussions have taken place with London Sport - the pan-London body responsible for increasing sports participation and physical activity in the Capital on behalf of the Mayor - about the prospect of collaborating on some research to demonstrate the social and economic value of sport in parks and open spaces across London. It is hoped that, subject to resourcing and necessary approvals, this will be launched in spring next year and should be an excellent opportunity to showcase the City Corporation’s support for sport through its open spaces provision and also connect with businesses involved in grassroots sport. Along with this, consideration is being given to recognising the important role of sport volunteers, possibly through City Freedoms and/or a celebration event;
  - Night of 10kpbs - in view of the close relationship that already exists between Hampstead Heath and UK athletics, options are being explored to help support the ‘Night of 10kpbs’ running event that takes place each year on Parliament Hill athletics track. In 2020 the event will be held in early June and used to determine qualification for Team GB athletes in the Tokyo Olympic Games. Options for support include waiving costs for using the track and assistance with the VIP hosting arrangements. In return for this support, the City Corporation would need to be appropriately recognised and receive branding rights at the event;
  - Euro 2020 – officers are working closely with the Mayor of London’s major sport events team to look at ways the City Corporation can help celebrate the Euro 2020 football championships next year. A number of group games as well as the semi-finals and final will be taking place at Wembley Stadium. It is anticipated that some form of hospitality may be requested from the City Corporation, as well as supporting the street dressing and cultural plans for the tournament;

- Tokyo Olympics 2020 – discussions are ongoing with the British Olympic Association and the UK Embassy in Japan about the possibility of the Lord Mayor attending the start of the Olympic Games in Tokyo next summer. This would be dependent on appropriate accreditation for the Games and having a worthwhile and significant business, sport and cultural programme during the competition. It is also expected that the Lord Mayor would be part of any official celebrations to welcome Team GB to Japan;
- UK Active National Summit 2020 – approval is being sought to use the Guildhall complex for the UK Active National Summit next year. The summit is the showpiece event for UK Active where they launch new initiatives and research into issues such as workplace health and wellbeing and helping young people get more active. Guests include leading government and industry representatives and, as a key sponsor, the City Corporation should expect to be fully involved in guiding the objectives for next year's event; and
- Champions League 2023 – Members may be aware that UEFA has just confirmed that London will host the 2023 Champions League final at Wembley Stadium. Prior to this announcement, informal approval had been given by the Hospitality Working Party for the City Corporation to host the official Champions League Celebration Party at Guildhall on the evening prior to the game.

## **Sport Engagement**

5. 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 reach new audiences and enhance recognition for its role in supporting sport. In addition to regular dialogue with key strategic partners such as the GLA and UK Sport, ongoing engagement has also continued with UK Active, London Sport, London & Partners and various sport governing bodies.
6. During the summer the SEM visited the City Corporation's leisure centre on Golden Lane and all the sports facilities across our open spaces. Initial findings show that, through its open spaces, the City Corporation supports and funds a large number of sport activities across London. Further work will be undertaken by officers to look at options for enhancing the City Corporation's sport facility and activity provision across the Square Mile and its Open Spaces and reported back to this Sub Committee in due course. As part of this, the SEM will also be visiting a number of City schools in the coming months.
7. In return for the support provided by the City Corporation to help celebrate major sport events, tickets to watch the relevant competition are sometimes offered by the organisers and/or government agency. Following comments made by Members at previous meetings of this Sub Committee, it was felt that guidelines should be adopted for the allocation of tickets and these have now been shared separately with the Sub Committee.

8. In support of the new sport engagement approach, work is being undertaken to improve communication and promotion of the City Corporation's contribution to sport. This includes:
  - Setting up a new email address for external users with general enquiries relating to sport ([sport@cityoflondon.gov.uk](mailto:sport@cityoflondon.gov.uk));
  - Bringing together a new webpage on the City Corporation site to direct people to the various sport activities we support ([www.cityoflondon.gov.uk/sport](http://www.cityoflondon.gov.uk/sport));
  - Commissioning the design of new promotional material (including banners) to be used at events to promote the City Corporation's objectives around sport, which focus on our commitment to:
    - Celebrating Sporting Success
    - Inspiring an Active City
    - Supporting a Healthy City
  - There is also a plan to produce an online interactive map of the City Corporation's sports facilities and activities across the Square Mile and beyond.
9. Sport Engagement allows the City Corporation to engage with new and diverse audiences and supports the City of London Corporate Plan for 2018-23 by:
  - Contributing to a flourishing society through sport participation and encouraging sporting success
  - Shaping outstanding environments by utilising our assets and open spaces to encourage physical activity and wellbeing
  - Supporting a thriving economy by showcasing London as a global sports destination and encouraging economic development from major sport events
10. Members will be aware that a separate strategy on sport and physical activity is being prepared by officers. At the last meeting of the Court of Common Council Members agreed a motion unanimously on the City Corporation's future support for sport and physical activity.

## **Conclusion**

11. 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 continue to increase as the future schedule develops.

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