

<b>Committee:</b> Public Relations and Economic Development Sub Committee	<b>Date:</b> 19 <sup>th</sup> February 2020
<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	

This report forms part of the regular updates provided to this Sub Committee on sport engagement work being undertaken by the Sport Engagement Manager (SEM) for the City of London Corporation. The SEM has been in post since June last year and has helped facilitate a number of sport related events and initiatives working with key partners such as UK Sport and the Greater London Assembly.

2020 is shaping up to be an exciting year for sport, with the upcoming European Football Championships and Tokyo Olympic and Paralympic Games taking place this summer. The City Corporation is well positioned to maximise the benefits of these opportunities, by utilising its convening power and resources to contribute towards successful outcomes for our stakeholders.

Sponsoring the London Sport Awards for the first time represents a new opportunity for the City Corporation to recognise and celebrate the importance of grassroots sport to the health and wellbeing of people living in London. This report provides an update on this work.

### **Recommendations**

That, Members note the contents of this report

### **MAIN REPORT**

#### **Background**

1. In 2018, Members of this Sub Committee agreed that the City Corporation should adopt a more pro-active and strategic approach towards sport engagement and that a new post be created to oversee this work.
2. 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. A key objective is to celebrate and entice Major Sport Events to London and the UK through working collaboratively with partners such as the UK Sport and Greater London Authority. These events showcase London and the UK to a global audience and allow the City Corporation to build links with key domestic and international partners.

## 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 – Following on from last year's World Cup success, discussions have been initiated with the English Cricket Board (ECB) about an opportunity to celebrate the recent achievements of the men's and women's cricket teams. A date for this is still to be confirmed although it is unlikely to take place until later this year. Additionally, an event was held at Pewterers Hall in autumn to promote cricket across London. The event was organised by the ECB with the support of local county cricket clubs and the venue costs were met by the City Corporation. In return for this support, the Chair of the Hampstead Heath, Highgate Woods and Queens Park Committee welcomed guests and representatives from the City Corporation's open spaces were able to attend as delegates;
  - Women in Sport Conference – following an approach by the organisation 'Everything in Sport', the Chair of the Establishment Committee took part in a panel discussion at its flagship 'Women in Sport' conference at the London Stadium in December. The panel considered approaches to achieve equality in sport and the Chair spoke on the important work being done by the City Corporation around diversity and equality;
  - UK Sport International Relations Seminar – an event was held at Guildhall last month in partnership with UK Sport, the British Olympic Association and the British Paralympic Association. A large audience of domestic and international sport federations, as well as representatives from the French Government and Embassy, attended to hear about plans for the Olympic and Paralympic Games in Paris in 2024. A networking reception and private dinner followed the seminar, allowing guests to have further informal discussions about sporting plans and the upcoming games in Tokyo. It was also a great opportunity for the City Corporation to build links with key partners and demonstrate its value in bringing people together to strengthen local and international ties.
4. There are a number of events planned to take place in the near future to mark upcoming sport occasions and initiatives. These include:
  - London Sport Awards – following approval to support this event by the Hospitality Working Party and subsequently the Court of Common Council, the SEM and Remembrancers Department have been working with London Sport to plan for the London Sport Awards which are taking place at Guildhall on Friday 6<sup>th</sup> March. The City Corporation, as the official sponsor of the event, will be recognised for its support. The Lord Mayor is due to speak at the awards and the Chairman of the Hampstead Heath, Highgate Woods and Queens Park Committee – who also sat on the judging panel - will hand out an award on the night. A new award has been created to reflect the contribution of business to

grassroots sport and UBS, Prudential and Cause & Effect Creative have been shortlisted. Members of this Sub Committee will be invited as guests to enjoy the award celebrations.

- Major League Baseball (MLB) – following a successful event last year, the SEM is working with MLB to plan for a further event this year to mark the game between the Chicago Cubs and the St Louis Cardinals taking place in London. Similar to last year it is expected that the Lord Mayor would host a networking event at Mansion House prior to the game, involving key representatives from the teams, MLB and City businesses. It is also expected that officers would work closely with British American Business and London & Partners to facilitate the arrangements;
- Night of 10kpbs – this year’s event is due to take place on Saturday 6<sup>th</sup> June at Parliament Hill Athletics Track and the final two races will be used to determine qualification for Team GB 10000m athletes in the Tokyo Olympic Games. A number of elite athletes are expected to attend. Discussions are underway with the organisers and UK Athletics about the City Corporation’s role in hosting sponsors and dignitaries at the event. Officers will also be supporting the media preparations for the day. In return for this support, the City Corporation will be appropriately recognised and receive branding rights at the event;
- Euro 2020 – officers continue to liaise with the Mayor of London’s office and the Football Association to look at ways the City Corporation can help to celebrate the Euro 2020 football championships this summer. 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 will be offered by the City Corporation to host VIPs during this period, as well as supporting the street dressing and cultural plans, including a football exhibition in Guildhall Yard, to help celebrate the tournament;
- Tokyo 2020 – officers are looking into opportunities for engagement around the Tokyo Olympic and Paralympic Games this summer and discussions are ongoing with UK Sport, the British Olympic Association and British Paralympic Association about the City Corporation supporting plans to promote and celebrate Team GB activities. A separate report on funding this activity is to be considered by Members at this meeting.
- UK Active National Summit 2020 – following approval by the Hospitality Working Party to cover the costs of providing the Guildhall complex for the UK Active National Summit on 25<sup>th</sup> October this year, the SEM has been working with UK Active to begin preparations for the announcement of this partnership. 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 and speakers include leading government and industry representatives and, as a key sponsor, the City Corporation will be fully involved in guiding the objectives and participation in this year’s event; and

5. Other upcoming potential opportunities for sport engagement include:

- an event to mark London hosting the European Boxing Qualifiers for the Tokyo Games (March 2020)
- venue provision for the next International Triathlon Union Board meeting taking place in London (April 2020)
- an event to mark the 10<sup>th</sup> Anniversary of UK Anti-Doping (May 2020)
- a demonstration by the Team GB archery competitors in Guildhall Yard (May 2020)
- sponsorship of the annual Square Mile Relay that takes place in Guildhall Yard (September 2020)
- promotional support for the IMG Tennis Championships which take place each year in London (October 2020)
- events to mark the Rugby League World Cup taking place in England next year (October – November 2021)

Discussions are ongoing with partners around support for these events and are yet to be finalised. Of course, further updates on progress in these discussions will be provided to Members in due course.

### **Sport Promotion**

6. 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:

- Promotional Film - commissioning a production company (AJ Esquire Productions Limited) to create a number of short promotional films on the sport events and activities taking place in our parks and open spaces, including Hampstead Heath and Epping Forest, as well as more widely across the organisation and within the Square Mile. These can then be used at City Corporation events and for social media campaigns; and
- Social Value Research - commissioning a research company (Jump Projects Limited) to produce material about the social, health and wellbeing benefits of City Corporation sports facilities. This information will then be turned into a publication that can be used at events and for promotional purposes.

### **Conclusion**

7. As this report demonstrates, a great deal of work is being 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 continue to be 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. This year there are two significant sporting events – the European Football Championships and the Tokyo Olympic and Paralympic Games. The City Corporation is well positioned to engage in both to help deliver on its corporate objectives and develop links with key partners.