

<b>Committee</b> Public Relations and Economic Development Sub-Committee	<b>Dated:</b> 8 June 2017
<b>Subject:</b> Sport Engagement Opportunities	<b>Public</b>
<b>Report of:</b> Town Clerk	<b>For Decision</b>
<b>Report Author:</b> Simon Murrells, Assistant Town Clerk	

### Summary

Following a request from the Policy and Resources Committee at its meeting in May, a number of potential sport opportunities that the City of London could support in the near future have been identified. This paper outlines the upcoming major sport events taking place in London over the next few years, including the IAAF World Athletics Championships taking place this August, with an indication of whether there may be an opportunity for the City Corporation to work with partners to offer support. Further work needs to be undertaken to clarify the details and ascertain whether there is a role for the City Corporation, therefore it is suggested that a more detailed report be prepared on the opportunities and brought back to this Sub Committee at a future meeting.

### Recommendations

#### It is recommended that:

- Members note the proposed hospitality to be provided for the upcoming IAAF World Athletics Championships; and
- The Town Clerk, in consultation with relevant officers, be asked to look further into how the City Corporation can strategically support future major sports events and report back on a way forward.

### Main Report

#### Background

1. Following a question from a Member of the Policy and Resources Committee at its last meeting on the positive engagement of the City of London Corporation both during and in the period immediately following the London Olympic and London Paralympics, the Committee asked the Town Clerk to examine the potential for ongoing City of London Corporation engagement in forthcoming major sporting events, including but not limited to the World

Athletics Championships during Summer 2017 and to report back to the Public Relations and Economic Development Sub-Committee.

### **Sport Engagement Opportunities**

2. Attached to this report is a schedule of upcoming sports events taking place in London over the next few years, along with an indication of possible opportunities where support could be provided. At present, all of these proposals are deliberately vague, owing to the fact that discussions would need to take place with relevant partners and organising bodies to determine whether or not they are desirable and / or achievable. However, considering the views expressed by our key strategic partners, such as the UK Government, Mayor of London and London & Partners, following the success of the London 2012 games, it is likely that any offer of support from the City would be well received.
3. Developing a more strategic approach for these types of events would help ensure the City Corporation maximises the opportunities presented by its support and bring about successful outcomes for everybody involved. It is therefore proposed that the Town Clerk review this matter further, in consultation with all relevant stakeholders and report back on a way forward later this year.
4. In addition to the valuable networking opportunities offered by these events, they also demonstrate the unique and beneficial role played by the City Corporation to our stakeholders and beyond. It should be noted that the attached schedule is not exclusive and there may be additional opportunities identified as part of a further review. In addition, although in general it is expected that support would be provided through the form of hospitality, either at Guildhall or other City Corporation owned venues, there may also be other ways that the City Corporation can offer its assistance and these could be drawn out through a more thorough review.

### **IAAF World Athletics Championships 2017**

5. The IAAF World Athletics Championships (London 2017) are taking place at the Queen Elizabeth Olympic Park in London on 4<sup>th</sup> – 13<sup>th</sup> August 2017. This represents the biggest athletics competition outside the Olympics and is a major coup for London following the success of London 2012.
6. The Remembrancer has developed a proposal, in consultation with the Greater London Authority, for the City Corporation to host a welcome reception. This will be considered by the Hospitality Working Party at its next meeting.

### **Conclusion**

7. Given the success of the City Corporation's previous engagement both during and in the period immediately following the London Olympic and London Paralympics the Policy and Resource Committee has asked that the potential for

ongoing engagement in forthcoming major sporting events is examined. This should include, but not limited to, the IAAF during Summer 2017. Work has already begun on the possibility of the City Corporation hosting a welcome reception for the IAAF. Other opportunities now need to be examined, in consultation with the Public Relations and Economic Development Sub-Committee, and the outcome reported back to Grand Committee.

**Simon Murrells**

Assistant Town Clerk

T: 020 7332 1400

E: [simon.murrells@cityoflondon.gov.uk](mailto:simon.murrells@cityoflondon.gov.uk)

**Appendix**

Schedule of Upcoming Sport Events in London

### Upcoming London Sport Events

Competition	Date	Location	Description	Hospitality Offer?
FIH Men's Hockey World League	15 <sup>th</sup> – 25 <sup>th</sup> June 2017	Lea Valley Hockey and Tennis Centre	Men's Hockey League semi-finals, which includes England, to determine World Cup Qualifiers. 2018 World Cup will be held in India.	The hospitality arrangements for this competition have already been finalised.
ICC Women's Cricket World Cup	24 <sup>th</sup> June – 23 <sup>rd</sup> July 2017	England and Wales	11 <sup>th</sup> edition of this tournament which takes place every 4-5 years. Eight teams will be taking part this time around. The final will be held at Lords on 23 <sup>rd</sup> July	The hospitality arrangements for this competition have already been finalised.
IPC World ParaAthletics Championships	14 <sup>th</sup> – 23 <sup>rd</sup> July 2017	Queen Elizabeth Olympic Park	The World Para Athletics Championships will include 213 medal events, featuring approximately 1,300 athletes, and will be held across 10 days of competition.	The hospitality arrangements for this competition have already been finalised.
IAAF World Athletics Championships	4 <sup>th</sup> -13 <sup>th</sup> August 2017	Queen Elizabeth Olympic Park	The IAAF World Athletics Championships are the biggest athletics competition outside the Olympics. The Marathon which starts and finishes on Tower Bridge and incorporates 4 laps around the City including Guildhall	Possible welcome reception and an event to celebrate the marathons coming through the Square Mile. To be agreed by HWP.
29 <sup>th</sup> International Cycle History Conference	13 <sup>th</sup> – 15 <sup>th</sup> June 2018	City of London	Bi-annual conference to mark the 200 <sup>th</sup> Anniversary of the first bicycle patent being registered in the UK and the 150 <sup>th</sup> Anniversary of the first recorded cycle race	Possible request for use of Guildhall for various events, and a welcome reception – still to be determined (Phil Saunders in C&CS leading).
FIH Women's Hockey World Cup	7 <sup>th</sup> -21 <sup>st</sup> July 2018	Lea Valley Hockey and Tennis Centre	Following gold in Rio, the England team will be looking for success in their home games	There may be opportunities to host tournament receptions or events at City of London venues during the tournament raising the profile of women's sport in the UK.
ICC Men's Cricket World Cup	30 <sup>th</sup> May – 15 <sup>th</sup> July 2019	England and Wales	This will be the 12th Cricket World Cup competition, and the fifth time it will be	There may be opportunities to host receptions or events during the

### Upcoming London Sport Events

			held in England and Wales. The first match will be played at The Oval and the final at Lord's	tournament. The ECB have indicated a strong desire for assistance with their programme of hospitality for the 2019 World Cup.
UEFA European Football Tournament	June – July 2020	Wembley Stadium	Wembley will host the semi-finals and the finals for this tournament with earlier qualification games played across Europe for the first time.	This event is very much in the early planning phases at the minute but there may be opportunities to partner with the organisers to host events during the tournament.
European Sports / Athletics Championships	August 2022	Host City TBC	UK Athletics has made a bid for the European Sports Championships to be held in London in 2022. The winner will be announced in November 2017.	If London becomes a host city, there may be various hospitality opportunities
XXII Commonwealth Games	August 2022	Host City TBC	Following withdrawal of Durban, possible joint UK bid for the 2022 Games, along with other cities such as Birmingham and Liverpool. CGF will announce decision later this year	If London becomes a host city, there may be various hospitality opportunities.
US Sport Franchises	All year round	Wembley / London Stadium	NFL, MLB and NBA league games in London, as part of their international franchise	There may be opportunities to host British and American businesses around games when the teams are in London and have delegations over. This all supports London's ambition to host US sport franchises in future years.