

Committee:	Date:
Public Relations and Economic Development Sub Committee	16 th September 2020
Subject: Sport Engagement – Progress Update	Public
Report of: Director of Communications	For Information
Report author: Sam Hutchings, Sport Engagement Manager	

Summary

This report provides an update on the work being undertaken by the City of London Corporation's Sport Engagement Manager to take forward the sport engagement programme following the Coronavirus pandemic. It gives information on the various research opportunities being developed around the trade and soft power benefits to the UK of hosting Major Sport Events, as well as the changing sport and leisure needs of City businesses post Covid which will be presented at the UK Active National Summit in November.

Although there has been a great deal of disruption to the sporting event calendar this year, there are still a number of sport engagement opportunities being pursued and it is anticipated that the event schedule will regain momentum next year with a number of high profile tournaments due to take place in London and elsewhere. The Sport Engagement Manager continues to liaise with key partners on all these opportunities to ensure the City Corporation is well positioned to support and celebrate these occasions.

Recommendation

Members are asked to:-

- note the contents of this report.

Main Report

Background

1. Members of this Sub Committee are responsible for oversight of the City Corporation's sport engagement programme and ensuring it is aligned to corporate priorities. You receive regular updates from the Sport Engagement Manager (SEM) on the development of this programme, including event opportunities to support and promotional work being undertaken.
2. The SEM's primary role is to engage with external partners on sport initiatives and events that help to promote and benefit City businesses and other stakeholders. A

key objective is to utilise the City Corporation's assets and resources to help support and celebrate major sport events taking place in London and the UK.

3. By working collaboratively with partners such as the UK Government and regional authorities, these events help to showcase London and the UK to a global audience and allow the City Corporation to build links with a wider domestic and international audience.
4. Members will be aware of the widespread impact that the Coronavirus pandemic has had on the sport events schedule this year. Many of the major tournaments due to take place have been postponed until next year. The detailed arrangements for many of these events are still to be determined and, with the ongoing issues around mitigating the impact of Coronavirus, it is unlikely they will be clarified anytime soon and potentially not until early next year. However, assuming there is some return to normality soon it is anticipated that there will be a number of sport event opportunities over the coming years.
5. The disruption caused by Coronavirus has obviously had an impact on the City's sport engagement programme this year. However, as this report demonstrates there is still a lot of work being done to plan for next year and also deliver on other sport objectives, such as partnership building and research work.

Future Event Schedule

6. There are a number of engagement opportunities currently planned to take place next year to mark upcoming sport occasions and initiatives. At present, these include:
 - London Sport Awards – following the success of the 2020 awards which were held at Guildhall for the first time, plans are underway for the City Corporation to host the event again in 2021. Discussions have taken place with London Sport about certain aspects relating to the awards, to ensure the event is delivered to a high standard and is accessible to a wide audience from the grassroots sport community. The response from the organisation has been positive and Guildhall has been provisionally booked for the event on Friday 14th May 2021. A request for funding the catering and venue hire will be made to the Hospitality Working Party at its next meeting;
 - Major League Baseball (MLB) – the 2020 London Series between the Chicago Cubs and St Louis Cardinals in June was cancelled and we are awaiting confirmation of plans for 2021. If a game does go ahead next year the City Corporation will seek to support engagement alongside London & Partners and in-line with our US engagement programme;
 - UEFA Euro Men's Football Championships – the tournament will now take place from 11 June to 11 July 2021 and all host cities, including London, have confirmed their continuing support for the tournament. The delay has had some impact on resourcing the competition, particularly for the GLA, and discussions are ongoing about whether the City Corporation can play a role in hosting visiting dignitaries during the London based games;

- Tokyo 2020 – Members will recall that the Lord Mayor was due to visit Tokyo for the Olympic games in Tokyo this summer. It was also proposed that SBTAC would visit Tokyo for the Paralympic games. Owing to the postponement of both competitions it is envisaged that the visits will now go ahead next year instead, subject to further discussions with the British Olympic Association, the British Paralympic Association, the Department for International Trade (DiT) and the British Embassy in Japan. Assuming the games do go ahead next year it is also hoped that the Night of the 10kpbs can take place ahead of the competition on Parliament Hill racetrack at Hampstead Heath. It is provisionally due to take place on Saturday 5th June in 2021. Funding for engagement activity around Tokyo 2020 was approved by Members of the Policy and Resources Activity earlier this year;
 - Rugby Lions Tour – Consideration is being given to a visit by the Lord Mayor to South Africa to coincide with the 2nd and 3rd tests of the Lions Tour next year, which take place immediately after the start of the Olympic games. Discussions with the organisers and DiT are ensuing, with the possibility of the Lord Mayor joining a small trade delegation as part of the visit; and
 - Rugby League World Cup – the next Rugby League World Cup will be taking place in England next autumn and the Sport Engagement Manager is liaising with its organisers to explore opportunities to help celebrate this tournament. The tournament will be the first time that the men's, women's and wheelchair games will be played simultaneously during the competition.
7. Whilst there is likely to be a number of sport event opportunities next year, it also is worth noting that 2022 is likely to be another significant year for sport in the UK and globally with the following competitions schedule to take place:
- UEFA Euro Women's Football Championships – this was due to take place in 2021 but has been postponed to 2022 due to the men's competition moving to next summer. The competition is taking place across England and the GLA are keen to work with the City Corporation to explore engagement and hosting opportunities during this time;
 - Commonwealth Games – the next edition of the Commonwealth Games is due to take in Birmingham during the summer of 2022. Some competitions will also take place in London and the City Corporation has already reached out to the organisers to offer support during the competition; and
 - Fifa Men's Football World Cup – the next football world cup will be taking place in Qatar in November and December 2022. There are likely to be opportunities for the City Corporation to be represented at the tournament and participate in any UK trade delegations. Further discussions on these opportunities will take place with DiT in due course.

Partnership Work

8. In light of the current context, the Sport Engagement Manager has been exploring alternative ways to take forward the City Corporation's sport engagement programme. Following discussions with our key partners, the following research proposals have been developed and commissioned:
- Major Sport Event Benefits - Following lengthy discussions with UK Sport around shared priorities, it was agreed that we should work together on a piece of research to assess the trade and soft power benefits to the UK of hosting Major Sport Events over the next 10 years. Following the necessary tender and procurement process, it is hoped that an external organisation will be appointed by the end of September to undertake the work. Costs are expected to be around £30k and will be shared equally between UK Sport and the City Corporation, with our costs being met from the sport engagement budget. It is envisaged that the outcomes of the research will be compiled and presented sometime in the new year; and
 - UK Active National Summit – Members will be aware that the City Corporation was due to be the headline sponsor of this year's summit in return for providing free use of Guildhall for the event. As the summit is now taking place online, alternative ways for the City Corporation to show its support for this event have been considered. As such, it has commissioned UK Active to undertake research into the changing sport and leisure needs of City businesses following the Coronavirus pandemic. This work will provide a platform for the City Corporation to engage with this year's summit and receive appropriate recognition, whilst also providing important data for Community & Children's Services in the run up to the renewal of our leisure services contract. The costs of the research are just under £16k and will be met from an underspend in this year's Corporate Affairs budget. It is anticipated that Guildhall will play host to the summit in 2021, assuming it is safe to go ahead, at which point the City Corporation's status as key sponsor can be reinstated.

Conclusion

9. As this report demonstrates, a great deal of work is being undertaken 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. Discussions are ongoing with partners around support for various events and, given the current context, it is unlikely these will be finalised until early next year. In the meantime, the research work being taken forward will ensure the City Corporation retains its pro-active and strategic approach to sport engagement whilst also developing relationships with our key partners and promoting our messages to a wider and more diverse audience. Of course, further updates on progress in these discussions will be provided to Members in due course.

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