

Committee(s): Public Relations and Economic Development Sub Committee	Dated: 4 th March 2021
Subject: Sport Engagement Update	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	2,3,4,7 and 10
Does this proposal require extra revenue and/or capital spending?	No
Report of: Director of Communications	For Information
Report author: Sam Hutchings, Sport Engagement Manager, Town Clerk's Department	

SUMMARY

This report provides an update on the work being undertaken by the Sport Engagement Manager to take forward the City of London Corporation's sport engagement programme. As well as future event planning, research has been undertaken by various partners to help guide the City Corporation's sport and leisure plans going forward. A major piece of work undertaken by EY is also about to be launched on the benefits of hosting major sport events to the UK's trade and soft power capability.

Various initiatives are also being developed to support the City's recovery strategy following the pandemic to encourage sport participation and ensure the Square Mile continues to be a desirable destination for workers and residents. This report identifies recent partnership opportunities and the main tasks being led by the Sport Engagement Manager. Continued engagement on future events is a priority as well as advancing the City Corporation's international engagement programme and taking forward key corporate aims such as diversity and inclusion.

Recommendations

That, Members note the contents of this report

MAIN REPORT

Background

1. The City's sport engagement programme continues to move forward despite the impact of Covid-19 on major sport events across the world. Various initiatives have been progressed since the last update to this Sub Committee, including important research around the benefits of sport to our stakeholders. In addition, planning for engagement opportunities around future sport events has been advanced to ensure the City Corporation is well placed to assist in celebrating sport as the world returns to some normality. This report provides an update on this work and the ambitious plans being developed to promote the benefits of sport to our stakeholders as part of the recovery process for the Square Mile.

Progress Update

2. Owing to the impact of Covid-19 on events over the last year, the City's sport engagement programme has pivoted towards partnership building and research work to help promote the benefits of sport to our stakeholders. There have been a number of important initiatives taken forward during this time to ensure City's the sport engagement programme continues to remain relevant and valuable, including:
 - Major Sport Event Research – at the end of last year the City Corporation and UK Sport jointly commissioned EY to undertake research into the trade and soft power benefits to the UK from hosting major sport events. The research will help demonstrate the importance of hosting these events to the national economy and our international standing in the world. EY will make a short oral presentation on the findings of their research at the meeting of this Sub Committee. It is anticipated that this research will be launched in the spring and will help support the UK Government and our own overseas engagement plans going forward;
 - Stakeholder Analysis – Ukactive has almost completed the research into the changing physical activity and sport needs of City workers. The questions covered a wide range of topics from leisure provision through to active travel requirements and the report should be finalised shortly. More recently, London Sport has been commissioned to carry out a similar survey into the leisure and sport needs of our residents. The topics in this survey will cover the City Corporation's leisure and sport development provision. Both these pieces of work will be considered further by relevant officers before being presented to relevant Committees over the next few months. It is expected the findings will then help shape the direction for sport and leisure provision in the Square Mile as part of its recovery;
 - International Engagement – alongside the research work being carried out by EY into the importance of sport events to international diplomacy and trade, the Sport Engagement Manager has been liaising regularly with the Department for International Trade's (DIT) Sport Economy Team to discuss ways of working together on international engagement plans in order to boost UK business

opportunities. This is specifically focused on the Lord Mayor's overseas and regional programme, where there may be opportunities to promote British expertise in sport as part of visits and meetings to areas such as Qatar, Japan and the US where sport is an important part of the economy or where a major event is being hosted;

- Dubai Expo 2020 - The postponed Expo 2020 will start later this year in Dubai and the DIT has advised that they want the UK's expertise in sport to be a key component of their promotional work during this six-month global exhibition. The City Corporation has been asked to help facilitate this project and support engagement at the UK Pavilion early in 2022, possibly with a business networking event focused at Commonwealth countries. The Sport Engagement Manager is looking into options around this and will also look into whether funds originally allocated by Policy and Resources Committee for Olympic engagement can instead be repurposed for this important global exhibition;
- Diversity and Inclusion – as sport often acts as a catalyst to breaking down barriers and encouraging diversity and inclusion, the Sport Engagement Manager has been working to take forward specific initiatives that help to bolster this key corporate aim. As such, he has been in discussions with the Sport and Recreation Alliance to see how the City Corporation can support the UK hosting the UN backed Informal Working Group of Women and Sport from 2022 to 2026. Further details are to be provided in due course, but it is hoped that the City Corporation will be able to host a number of events during this period including a reception to mark the 30th Anniversary since the Brighton Helsinki Declaration on Women and Sport in 2024; and
- Partnership work – the Sport Engagement Manager continues to develop relationships with key external partners, such as UK Sport, the British Council and the Department for International Trade. He has also been involved in the consultations around the recently launched strategies of Sport England and London Sport. This engagement serves to strengthen the position of the City Corporation as a leading supporter of sport and the benefits it can bring to our stakeholders. Connections with the sporting world have also been advanced through attendance at relevant online events and conferences, including Global Sports Week and the MEI Major Events Summit.

Looking Ahead

3. Given the current context it is likely that the City Corporation's sport event programme will be limited over the coming months. At the time of writing this report, the Tokyo Olympics and Paralympics scheduled for this summer are due to go ahead but it is likely restrictions will not allow any engagement opportunities for the City Corporation. In addition, the details of the postponed Euro 2020 football championship are yet to be confirmed, with some discussion about it being held behind closed doors and hosted in one country. The Rugby Lions Tour due to take place in South Africa is also unlikely to go ahead in a way that will us to support any business engagement.

4. Assuming event restrictions are lifted later this year, it is hoped that the City Corporation will still be able to host the Uactive National Summit on 13th October and the London Sport Awards on 6th December. Both events are due to take place at Guildhall and involve suitable recognition for our support. However, the events will need to reflect any restrictions in place at the time and therefore the setup may be impacted accordingly. In addition, it is hoped that the City Corporation will be able to play a role in supporting celebrations for the Rugby League World Cup due to take place in England this Autumn, although confirmation on these plans are still being finalised.
5. From 2022 onwards there are a number of events that the City Corporation will look to support and celebrate, as listed in the attached **Appendix**. This includes plans to host celebratory events for the Major League Baseball Game in London in 2023, subject to hosting confirmation, and the Champions League Final in London in 2024. Hospitality for both of these events has provisionally been approved by the Hospitality Working Party. The Sport Engagement Manager will also seek to re-engage with the British Olympic Association and British Paralympic Association ahead of the games in Paris in 2024 to ensure we maximise the potential opportunities from these important global events.

City Recovery

6. Along with planning for upcoming sport events, the Sport Engagement Manager has been focusing on efforts to support the City's recovery from the pandemic. Sport and physical activity are seen by the UK Government as a key component of its recovery strategy, owing to the obvious health and wider economic benefits. As such, it is important that the City Corporation is well positioned to support these efforts and demonstrate its commitment to sport through an ambitious set of objectives that will help deliver a healthier, happier and more active population. In the short term, the Sport Engagement Manager will support the work of the Recovery Task Force to consider options for bringing workers back into the Square Mile as quickly as possible. This could include a programme of sport activities throughout the summer.
7. Once the stakeholder surveys have been completed, the Sport Engagement Manager will then look to work with an external partner to review the City Corporation's long-term approach going forward around sport and leisure provision in the Square Mile. In order to maximise the potential of our offer, consideration is likely to be given to our outdoor and indoor sport facility and activity provision in the City to make sure it meets stakeholder demands and is also fit-for-purpose to inspire local participation and encourage a return to the workplace in the near future. It will need to be bold and ambitious in order to meet this task and ensure the City of London stands out as global destination for sport. There will also be some time spent looking at active travel measures which enable people to commute in a healthy and sustainable way.
8. As part of the recovery strategy, the Sport Engagement Manager will also be looking at the potential to utilise locations across the Square Mile to provide much needed collaborate office space for national and international sports organisations. There has already been some interest from partners in the potential to initiate a

hub for sport agencies and tech businesses to co-locate in order to share ideas and reduce overheads, possibly somewhere near to the Culture Mile given the obvious links between sport and culture. Further details on all this work will be developed over the coming months and reported back to Members of this Sub Committee as necessary.

Conclusion

9. This report provides an update to Members on the work of the City's Sport Engagement Manager. Given the ongoing impact of Covid-19 on event planning, this work has focused on other areas of engagement including research and recovery planning. Partnership working continues to develop and there are lots of events and initiatives being taken forward to help inspire and connect with our stakeholders. A review of the sport and leisure provision is also being advanced to support the City's recovery from the pandemic.

City Sport Event Plan
Potential Engagement Opportunities

2021

June UEFA Men's Euro 2020 (Europe)
July Rugby Lions Tour (South Africa)
July Olympic Games (Tokyo)
Sept Paralympic Games (Tokyo)
Oct Ukactive National Summit (Guildhall)
Nov Rugby League World Cup (England)
Dec London Sport Awards (Guildhall)

2022

Feb Expo 2022 (Dubai)
Feb Winter Olympics (Beijing)
Mar Winter Paralympics (Beijing)
May Invictus Games (Dusseldorf)
July UEFA Women's Euro 2021 (England)
July Commonwealth Games (Birmingham)
Nov FIFA Men's World Cup (Qatar)

2023

Feb Cricket World Cup (India)
June MLB European Series Games (London)
July FIFA Women's World Cup (Australia)
Aug UCI Cycling World Championships (Glasgow)
Sep Rugby World Cup (France)

2024

April 30th Anniversary of Women in Sport Declaration (Guildhall)
May Champions League Final (London)
June UEFA Men's Euro 2024 (Germany)
July Olympic Games (Paris)
Sept Paralympic Games (Paris)

2026

Feb Winter Olympics (Milan)
Mar Winter Paralympics (Milan)
June FIFA Men's Football World Cup (USA, Mexico and Canada)