

Committee(s): Policy and Resources	Date: 8 th July 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
What is the source of Funding?	PIF
Has this Funding Source been agreed with the Chamberlain's Department?	Yes
Report of: Director of Communications	For Decision
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 (SEM) to take forward the City of London Corporation's sport engagement programme. As event restrictions begin to recede it is likely that the events programme will move forward over time and planned celebrations for later in 2021 and beyond should be able to go ahead. It is also hoped that a major piece of research undertaken by EY, in conjunction with UK Sport, on the benefits of hosting major sport events will be launched in the autumn.

Various events and initiatives are also being developed to support the City's corporate aims and recovery strategy following the pandemic. Owing to the evolving nature of business engagement, new ideas are being developed around support for online events, research and domestic and international networking. It is proposed that, owing to the limited engagement opportunities around the Tokyo 2020 Games this summer, funds recently allocated from the Policy Initiatives Fund should be used instead for other business focused sport engagement activities over the next year.

Recommendations

That, Members

- i) note the progress being made on the City's Sport Engagement programme as outlined in this report; and
- ii) agree that the allocation from the Policy Initiatives Fund of £40,000 towards Tokyo 2020 engagement be made available for other sport engagement events and initiatives taking place this financial year.

MAIN REPORT

Background

1. The City Corporation's sport engagement work has continued to develop over the past year despite challenging circumstances. New ways of working have allowed the SEM to develop enhanced relationships with our key partners domestically and internationally. The ability to meet online has allowed more regular interaction with contacts which will serve to strengthen the City Corporation's support for sport over coming years and ensure the value it adds to the major sport event programme in the UK is widely recognised. This report provides an update on this work and the ambitious plans being developed to celebrate major sport events and promote the benefits of sport to our stakeholders as part of the recovery process for the Square Mile.

Celebrating Major Sport Events

2. The event programme for 2021 and beyond is slowly taking shape and is largely dependent on event restrictions being lifted. A list of upcoming event opportunities can be found as an Appendix to this report. Although the City Corporation has not been able to engage in a significant way around this year's UEFA Euro 2020 or the Tokyo 2020 Games, we have been in regular discussions with key partner associations on plans for the competitions as well as offering our support for any engagement activity taking place in London during this time. At present, this is limited given the restrictions around event capacity and overseas travel.
3. In support of upcoming Major Sport Events taking place in the UK, the City Corporation has offered to work with partners and organisers to help celebrate a number of major events taking place in the near future, including the Rugby League World Cup this autumn. Through event support and potential live site hosting, it is also hoped that our contribution to next year's Women's Euro 2021 Football Championships could provide the City Corporation with a good opportunity to demonstrate its ongoing commitment to celebrating women in sport.
4. The Commonwealth Games, which take place in Birmingham next year, should enable the City Corporation to participate in a series of business networking events, possibly at the UK's trade promotion house. Participation in other events and engagement around the games, involving the Lord Mayor and Policy Chair, is also envisaged, although this is dependent on accreditation through the Commonwealth Games Federation. The SEM is also discussing with partners the possibility of hosting an event at Guildhall to mark the ten-year anniversary since the London 2012 Games, which could take place just prior to the start of the Commonwealth Games.
5. The City Corporation is in a good position to provide support for future bids for major sport events coming to the UK. We have offered to back UK bids for hosting major competitions such as the Women's Rugby World Cup in 2025 and the FIFA Men's Football World Cup in 2030. Following the recent London mayoral election there is also some thought being given to London seeking again to host the Olympic and Paralympic Games in 2036 or 2040.

Promoting Sport and Physical Activity

6. In support of grassroots sport, the City Corporation will again play host and major sponsor to this year's London Sport Awards. The ceremony is taking place at Guildhall on Monday 6th December and work is already underway to encourage applications for the awards, including the City sponsored 'Business Contribution to Grassroots Sport' award. In addition, we will be hosting the UK Active Annual Conference for the first time at Guildhall on Wednesday 13th October with the launch planned for next month. As one of the of the keynote sponsors of this event, the City Corporation will be in a good position to reinforce its support for the benefits of physical health and wellbeing.
7. As part of the plans for the UK Active National Conference, consideration is being given to a small scale 'skateboarding activation' event in Guildhall Yard organised by Skateboard GB. Skateboarding recently became an Olympic sport and is considered an important active travel element. A number of Members have informally supported an opportunity to showcase skateboarding in the Square Mile and the City Corporation's Anti-Social Behaviour team has also endorsed this proposal. However, it is recognised that such an event may attract some concern from local residents. The event would compose of a display by aspiring Team GB skateboarders as well as a tutorial session aimed at local primary school children.
8. Plans are in progress to launch British Canoeing's new three-year strategy in spring next year, which will involve a number of key stakeholders from across London and the UK such as the National Trust and the Lea Valley Regional Park Authority. The event is due to take place on the morning of 8th March 2022. The SEM is also working with the Sport and Recreation Alliance on a plan to host the UN backed Informal Working Group on Women in Sport in the UK from 2022 until 2026. Under this arrangement, the City Corporation would support a number of events associated with the programme during this period, in return for host recognition status. The success of the bid is expected to be announced soon.

Stakeholder Engagement

9. The SEM continues to develop relationships with key external partners, such as UK Sport, the GLA and the Department for International Trade. He recently attended UK Sport's Partners Day to hear about plans for major sport events bids over the next 10 years and also arranged for the City Corporation to sponsor this year's online SportAccord International Federation Forum. This business focused event is closely affiliated to leading global sport governing bodies and one that will hopefully visit London sometime in the future. The SEM has also had informal discussions with the World Academy of Sport, an organisation closely linked to several international sport federations, about the prospect of hosting a global summit on business and sport at Guildhall next year.
10. An important component of the City Corporation's sport engagement work going forward will be the launch of the research being carried out by EY on the trade and soft power benefits of hosting major sport events in the UK. This report is expected to present significant findings in this area and is likely to be well received by a

domestic and global audience. Owing to some unforeseen issues that need to be resolved by UK Sport before the report can be published, the launch event has been postponed until the autumn. It is hoped that this will also allow the event to take place physically at Guildhall and involve key sport, business and government partners.

11. Members may recall that £40k was allocated from the Policy Initiatives Fund to cover costs associated with City Corporation engagement around the Tokyo 2020 Games. Covid travel restrictions mean it will not be possible for the Lord Mayor to visit Japan this summer and therefore engagement around the games will be limited. These funds can be used instead to develop events and initiatives that support the City Corporation's role in bringing business and sport together, as well as sponsorship of partner online events. Members are therefore asked to agree that the allocation from the Policy Initiatives Fund be used for business focused sport engagement over the next financial year. Members of the Public Relations and Economic Development Sub Committee will continue to oversee these events as per normal reporting procedures.

City Recovery

12. The SEM continues to work closely with officers from across the organisation to develop ideas that will enhance our sport and leisure offer to entice people back to their offices following the pandemic. A major component of this is the prospect of creating a new 'City Sport Hub' within the Square Mile that would offer state-of-the-art leisure facilities combined with flexible office and collaborative space for domestic and international sports organisations. Further internal discussions are required between relevant officers, but it is hoped that a request to undertake a feasibility study into a potential new City development focused on sport and wellbeing will be brought back to the Committee later this year.
13. Attracting high profile urban sport events to the Square Mile is seen as another way of bringing people back into the City, particularly visitors. The SEM has been exploring opportunities to host high profile spectator events on City streets and open spaces. He was recently approached by the international federation for basketball – FIBA – to see whether a prestigious urban basketball event could take place in 2022 in a central City location. The SEM is working on plans to take this forward, in conjunction with UK Sport and the GLA, and will report back on progress as this develops. A key issue that needs to be resolved is funding such an event, although it is possible that the considerable costs could be met by an external partner or commercial sponsor.

Conclusion

14. This report provides an update to Members on the work of the City's SEM. 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. Plans to enhance the City's sport and leisure provision is also being advanced to support the City's recovery from the pandemic.

Appendices

Appendix 1 – City Sport Event Plan: Potential Engagement Opportunities

Sam Hutchings

Sport Engagement Manager

E: sam.hutchings@cityoflondon.gov.uk

City Sport Event Plan
Potential Engagement Opportunities

2021	Oct	Ukactive National Summit & Skateboard GB Activation (Guildhall)
	Nov	Rugby League World Cup (England)
	Dec	London Sport Awards (Guildhall)
2022	Mar	British Canoeing Strategy Launch (Guildhall)
	May	FIBA 3x3 Basketball World Series (TBC)
	July	UEFA Women's Euro 2021 (England)
	July	10 Year anniversary of London 2012 (tbc)
	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	30 th Anniversary of Women in Sport Declaration (Guildhall)
	May	Champions League Final (London) – celebration party at Guildhall
	June	UEFA Men's Euro 2024 (Germany)
	July	Olympic Games (Paris)
	Sept	Paralympic Games (Paris)
2025	Sep	Women's Rugby World Cup (tbc)
2026	Feb	Winter Olympics (Milan)
	Mar	Winter Paralympics (Milan)
	June	FIFA Men's Football World Cup (USA, Mexico and Canada)
2028	July	Olympic Games (Los Angeles)
	Sept	Paralympic Games (Los Angeles)
2030	June	FIFA Men's Football World Cup (tbc)