

Committee(s): Public Relations Sub Committee Policy and Resources Committee	Dated: 18 th October 2021 18 th November 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?	Yes
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 of the Sport Engagement Manager (SEM) in delivering the City of London Corporation's sport engagement programme. Since the removal of event restrictions in the UK a number of sport related events are due to take place over the next few months and into next year. In addition, a major piece of research commissioned jointly with UK Sport on the benefits of hosting major sport events will be launched at the end of this year in Guildhall.

Events and initiatives are also being developed to support the City's wider corporate aims and recovery strategy following the pandemic. In view of the numerous high-profile sport engagement opportunities taking place next year, it is proposed that additional resources be requested to fund the City's sport engagement programme from the Policy and Resources Committee.

Recommendations

That, Members

- i) note the progress being made on the City Corporation's sport engagement programme as outlined in this report; and
- ii) agree that the Policy and Resources Committee be asked to allocate £75,000 from the Policy Initiatives Fund towards sport engagement activity for 2022/23.

MAIN REPORT

Background

1. The City Corporation's sport engagement work has continued to develop over the summer. This report explores the key themes of the City Corporation's sport engagement approach and how they are being taken forward by the SEM. It provides an update on this work and the 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. A key thread that runs through this is the principal aim of making the City, London and the UK global destinations for sport. In addition, the City Corporation is well placed to support grassroots sport across its venues and open spaces, as well as endorse the health and wellbeing benefits to a wide and diverse audience.

Promoting Global Sport

2. As set out in the attached appendix, there are number of domestic and international engagement opportunities aligned to major sport events taking place over the coming years. Next year will see the UK hosting the Euro 2022 Women's Football Championships in England, the Commonwealth Games in Birmingham and the Rugby League World Cup. In addition, the FIFA World Cup will take place in Qatar towards the end of the year. The SEM is engaging with partners, including the competition organisers and government, to explore ways of supporting and celebrating these events.
3. A home Commonwealth Games represents a unique opportunity for the City Corporation to work with regional business and government partners on a programme of events taking place in London and Birmingham. Discussions are already underway on hosting an event at UK House during the competition, although this and other activity will be subject to proposed additional funding being allocated for sport engagement next year. The City will also welcome the Queens Baton Relay through the Square Mile next June which will be focused on community engagement in front of local landmarks.
4. In addition to providing support for upcoming major sport events, the City Corporation is well positioned to back future bids to bring more coming to the UK. With the convening power and international reach of the City Corporation through the Lord Mayor and Policy Chair, we are able to provide support for potential bid programmes aimed at high profile competitions such as the Women's Rugby World Cup in 2025 and the FIFA Men's Football World Cup in 2030. There are likely to be many more bids being prepared as UK Sport considers which major events align with its strategic outlook over the coming years.
5. Next month will see the launch of the City Corporation's research jointly commissioned by UK Sport on the trade and soft power benefits of hosting major sport events. The event will take place at Guildhall on 30th November. The research work was undertaken by EY and includes a number of findings that demonstrate the importance of major sport events to the UK's inward investment and foreign diplomacy strategies. This will be pivotal to the work of the City Corporation's sport

engagement programme going forward, explaining to our stakeholders and partners why we are involved in this area of work.

6. Subsequent to the launch the SEM will be looking at how these findings can be used to enhance the current oversight of major sport events to ensure the benefits can be maximised. Working with our partners, including UK Sport and the government, it is hoped a new forum can be set up to take this forward. As part of this, the City Corporation would seek to support UK Sport's international relations programme going forward, which includes hosting its annual seminar at Guildhall next year.
7. Speaking regularly to the Department for International Trade, the SEM is developing ideas for the City Corporation to become a key partner in its international sport and trade strategy. By using our domestic and international contacts and expertise, the City Corporation can lead on events that bring sport and business leaders together for topical discussion. For instance, the SEM is working with the World Academy of Sport to host a Global Sports Agora next year that will consider issues such as sustainability in sport and sponsorship.
8. As mentioned previously it is also envisaged that, within the next year subject to funding, a feasibility study will be undertaken to look at the benefits of creating a global sport hub in the Square Mile to provide state of the art leisure facilities and flexible office space for domestic and international sports organisations. A location would need to be considered as part of this, as well as required capital and revenue investment. However, it could represent a unique and ambitious opportunity to demonstrate the City Corporation's commitment to the health and wellbeing of local people whilst also showcasing the Square Mile as a global sporting destination.

Inspiring Grassroots Sport

9. A number of initiatives are being developed by the SEM to promote the health and wellbeing benefits of sport and physical activity. The City Corporation will be the headline sponsor of this year's ukactive conference, which is taking place at Guildhall for the first time ever. On the same day a skateboard activation has been organised with Skateboard GB to showcase this new Olympic sport to local children, providing tuition for pupils from the Aldgate School and a group from the City YMCA. There will also be a demonstration by Team GB hopefuls at the end of the day for delegates attending the ukactive conference.
10. Later this year, the City Corporation will again play host and major sponsor to the London Sport Awards. The ceremony will be taking place at Guildhall on Monday 6th December and shortlists for the awards have already taken place, including the City sponsored 'Business Contribution to Grassroots Sport' award. This will be the second time the City Corporation has hosted this event and it is hoped that the ceremony will represent another successful collaboration with London Sport.
11. In recognition of the importance of sport and physical activity to recovery plans for the Square Mile and across London, the SEM is exploring ways of using City Corporation assets and open spaces to inspire interest and participation in sport. The athletics track at Parliament Hill will host next year's Night of the 10kpbs, which

will also be used to decide on qualifications for the Commonwealth Games that summer. Various urban events taking place with the Square Mile as a backdrop, such as the FIBA 3x3 basketball competition, are also being considered as opportunities to drive-up participation and welcome visitors and workers into the City.

12. Diversity and inclusion are also important strands of the City Corporation's approach to sport engagement. In the run up to Christmas we will be hosting a reception to celebrate the UK's successful bid to host the UN backed Informal Working Group on Women in Sport in the UK from 2022 until 2026. As an initial backer of the bid the City Corporation will be involved in a number of events to celebrate women in sport during this period.

Financial Implications

13. Members will recall that the Policy and Resources Committee agreed to allocate £40,000 from its Policy Initiatives Fund towards sport engagement activity for 2021/22. These funds have been committed to events and engagement taking place up until March next year. Owing to the number of high-profile sport related events and initiatives being planned for the next financial year, it is not possible to meet these from local risk. In addition, much of this engagement falls outside the scope of the Hospitality Working Party as it will take place away from Guildhall or online. It is therefore suggested that a further request be made to the Policy and Resources Committee for an allocation of £75,000 from its 2022/23 Policy Initiatives Fund towards sport engagement activity, categorised as 'Promoting the City' and charged to City's Cash. The current uncommitted balance in the 2022/23 Policy Initiative Fund is £687,000 prior to any allowances being made for any other proposals on today's agenda.

Conclusion

14. This report provides an update to Members on the work of the City's SEM to take forward the sport engagement programme. There are a number of sport focussed events taking place over the coming months which are aligned to corporate objectives around business, wellbeing and diversity. These make use of the City Corporation's convening power and resources to support the work of key partners in making the UK a global sports destination and inspiring people to take up grassroots sport and physical activity. To make the most of opportunities available next year it is suggested that further funding be made available to cover planned sport engagement activity during that period.

Appendix

City of London – Sport Engagement Schedule

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