

Committee(s): Policy and Resources Committee	Dated: 17/02/2022
Subject: Commonwealth Games Baton Relay Celebrations	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	Corporate Plan outcomes 3b, 4a, 7c, 10d, 12a.
Does this proposal require extra revenue and/or capital spending?	Y
If so, how much?	£70,000
What is the source of Funding?	PIF
Has this Funding Source been agreed with the Chamberlain's Department?	Y
Report of: Bob Roberts, Director of Communications	For Decision
Report author: Sam Hutchings, Sport Engagement Manager	

Summary

This summer the Commonwealth Games will take place in Birmingham and, in the lead up to this high-profile event, the Queen's Baton will wind its way across the globe to arrive in the Square Mile in early June. This report provides an update on plans for the City Corporation to celebrate this occasion through business and community focused events that will receive widespread public and media attention. A request is made to fund this activity and cover the costs involved in delivering a successful and worthwhile event.

Recommendation

Members are asked to:

- Agree that £70,000 be allocated from the 2022/23 Policy Initiatives Fund to cover costs associated with events to celebrate the Commonwealth Games' Queen's Baton Relay in the City of London

Main Report

Background

1. The City Corporation has a long history of supporting and celebrating Major Sport Events in the UK. Recent research undertaken by the City Corporation and UK Sport shows how important these events are to the soft power and trade position of the UK. This is particularly important as the UK enters a new phase in its diplomacy and trade development. It is within that context that the City Corporation is seeking to maximise its engagement during the Commonwealth Games in Birmingham this year. The Sport Engagement Manager is working with relevant partners to deliver a number of events during this time, including plans to celebrate the Baton Relay in London.

Baton Relay Celebrations

2. The Queens' Baton Relay, similar to the Olympic Torch Relay, is a celebration of the upcoming Commonwealth Games taking place in Birmingham this summer. The aim is to drive up public interest and engagement in the Games from across the Commonwealth as we approach the start of the competition. The Baton is currently travelling through all the countries in the Commonwealth and will return to the UK in May 2022 to make its final journey to the opening ceremony. The City of London has been approached by the organisers of the Relay to host the Baton over the weekend of the Platinum Jubilee. This could potentially involve the receipt of the Baton at Guildhall at the time of the reception as well as other events over that weekend.
3. Key City partners and stakeholders will be involved in the preparations of these celebrations, including relevant cultural institutions, local schools as well as the Cheapside Business Improvement District and the London Stock Exchange. The Baton will also visit landmarks such as the Houses of Parliament, the Royal Docks and the Tower of London over that weekend and is likely to receive a great deal of public and media attention. Supporting these events will help deliver on the City Corporation's aim to encourage interest and focus on the Square Mile's retail and leisure offerings to a wide and diverse audience. It will also enable the City Corporation to engage with its local community and promote the wide-ranging benefits of sport and physical activity.
4. The City's Sport Engagement Manager is working with the organisers of the Baton Relay, along with local and national stakeholders, to explore options to host the Baton and ensure this important occasion is celebrated appropriately within the Square Mile. This is likely to include a business focused event at Tower Bridge on the evening of Friday 3rd June 2022 and also a community focused event in Paternoster Square on Saturday 4th June 2022. This latter event is likely to draw a large crowd to watch an outdoor cultural / sport related performance in the afternoon. Mindful of the exceptional scale of this event and the likely attention it will receive from the public and media, it is essential that the celebrations are

delivered and managed successfully with appropriate resources in place to support this.

Financial Implications

5. Owing to of the scale and profile of the events being proposed to celebrate the Baton Relay, it is anticipated that the costs involved in putting on a successful event will be approximately £70,000 and cannot be found from existing budgets. This amount would cover expenditure involved in event management, local community engagement and promotion, event production and related security and safety measures. It is therefore suggested that Members agree an allocation of £70,000 from its 2022/23 Policy Initiatives Fund towards events to celebrate the Commonwealth Games Queen's Baton Relay, categorised as 'Events' 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

Corporate & Strategic Implications

6. Strategic implications – this proposal aligns with and will support the delivery of the Corporate Plan, particularly around making the Square Mile an attractive destination.

Financial implications – costs as outlined in this report.

Resource implications - additional staffing resources may be needed over the bank holiday weekend.

Legal implications - none

Risk implications – a full assessment will be undertaken of all risks related to the events in the City over the bank holiday weekend.

Equalities implications – none

Climate implications - none

Security implications – these will be considered by the City Corporation in conjunction with the City of London Police and other external bodies.

Conclusion

7. This report provides an update to Members on the City Corporation's plans to celebrate the Queens Baton Relay as part of the Commonwealth Games preparations. Members are asked to agree an allocation of £70,000 from the Policy Initiatives Fund towards the costs of a business and community focused event. Members of your Public Relations Sub Committee, which has responsibility for Sport Engagement matters in the Square Mile, will be provided with more details on plans for these events as they develop and will review when they next meet at the end of May 2022.

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