

Committee(s): Communications & Corporate Affairs Sub Committee	Dated: 7 th June 2022
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?	NA
Has this Funding Source been agreed with the Chamberlain's Department?	NA
Report of: Deputy Town Clerk & Executive Director of Communications and External Affairs	For Information
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. Various sport related events have taken place since the last update to the Public Relations Sub Committee and a busy schedule of events and activities is anticipated for the rest of this year. Owing to the importance of sport to trade and soft power, as demonstrated in recent research commissioned by the City Corporation, there is increasing internal and external interest in sport engagement opportunities taking place both domestically and overseas.

Recommendations

That, Members note the progress being made on the City Corporation's sport engagement programme as outlined in this report.

MAIN REPORT

Background

1. In 2019 the Public Relations Sub Committee, along with endorsement from the Policy and Resources Committee, agreed to make sport engagement an important priority for the organisation going forward. As such, a Sport Engagement Manager was appointed to lead this programme of activity and, since then, has regularly reported to this Sub Committee on progress being made. This report provides the latest update of this work, covering sport related events and engagement that has taken place since the last update to Members in October. It also looks ahead to the sport activities and events that are due to be taking place later this year.

Recent Sport Events

2. Since the last update provided to Members on sport engagement in October 2021, the City Corporation has hosted a number of sport engagement events in Guildhall and at other venues. Although covid restrictions in place over the winter meant that some events had to be postponed, all the planned events have now taken place including:
 - **Launch of Major Sport Event research** – the launch of the research carried out by EY, in partnership with UK Sport, took place at Guildhall on 30th November 2021 and was a huge success, with the Lord Mayor and Minister for Sport speaking at the event. The research document, which demonstrates the importance of hosting major sport events to UK trade and soft power, will be an important tool going forward to explain to our stakeholders why the City Corporation is involved in sport engagement. A copy of the research will be distributed to all Members in advance of the meeting
 - **London Sport Awards** – the London Sport Awards took place on 6th December 2022 at Guildhall. This was the second time that the City Corporation has hosted this event, which brings a diverse audience from across the grassroots sports sector to the Square Mile for an evening of celebration and reflection. As part of its support for this event, the City Corporation sponsors the ‘Business Contribution to Sport’ award, which was handed out by the chair of this Sub Committee during the night.
 - **English Cross Country Championships** – the national cross-country championships took place at Hampstead Heath on Saturday 26th February this year and, to celebrate this occasion, the City Corporation hosted a small lunch during the day for local stakeholders and partner representatives
 - **Women in Sport Celebration** – in partnership with the Sports & Recreation Alliance, a reception and small dinner were held at Guildhall on Friday 4th March to celebrate the UK’s successful bid to host the International Working Group of Women & Sport from 2022 to 2026. Further events to support this initiative are in the pipeline over the next 4 years

- **Sport & Business Breakfast** – the City Corporation is developing a working relationship with the World Academy of Sport (WAOs) to encourage discussion and collaboration between the sports industry and business. As part of this a round-table discussion was arranged on 22nd April to bring in senior representatives from both sides to discuss the concept of a Global Sports Agora event which will be held in the autumn. The previous evening WAOs's International Advisory Group met for dinner in Guildhall to discuss this upcoming initiative
- **UK Sport 25th Anniversary** – A lunch was held in the Old Library at Guildhall on 11th May to mark the 25th anniversary since the foundation of UK Sport. The keynote speaker at the lunch was Sir John Major, Prime Minister from 1992 to 1997, who spoke about the achievements of UK Sport since its creation and the importance of sport to young people's happiness and education. The Chair of UK Sport, Dame Katharine Grainger, and the Representative Lord Mayor, Sir William Russell, also spoke at the event which was attended by senior guests from across the sporting world
- **Night of 10,000mpbs** – for the first time in 3 years, the Night of the 10,000mpbs was able to take place on Saturday 14th May at the athletics track on Parliament Hill in Hampstead Heath. As part of the evening's celebrations the City Corporation was able to partner with On Running Shoes and co-host a VIP space in the centre of the track for guests to watch the action. Key local stakeholders were able to attend and engage with Members from the City Corporation, including councillors from the London Borough of Camden and representatives from UK Athletics. The event was a huge success although future support for this event will need to be considered alongside appropriate recognition for the City Corporation

Forward Look

3. With a very busy summer ahead including many global sport competitions taking place in the UK, the Sport Engagement Manager is working on a number of engagement activities that are due to take place in the coming months. A schedule of events is set out in the appendix to this report and includes:
 - **Liv Golf** – a round-table meeting has been organised with the Lord Mayor and His Excellency Yasir Al Rumayyan, the owner of Newcastle United and Liv Golf, at Tower Bridge on the same day as this Sub Committee meeting. The Chair of this Sub Committee will also be attending. It will be an opportunity to discuss the new Liv Golf tournament concept, as well potential wider business matters
 - **Commonwealth Games** – plans for the Commonwealth Games in Birmingham are taking shape and the Sport Engagement Manager is liaising with the organisers on ways the City Corporation can engage during this competition. As well as accreditation for London based venues it is likely that some business engagement opportunities will be available in Birmingham during the competition. Closer to home, a sport focused community event is due to take place on Paternoster Square to celebrate the Queens Baton Relay coming to the City on Saturday 4th June. The Sport Engagement Manager is also

discussing with Team England the potential to host a celebratory event post Games at Guildhall, should the team be successful in the competition

- **London 2012 Anniversary** – 27th July will mark the ten-year anniversary since the opening ceremony of the Olympic Games in London and, to celebrate this occasion, a reception will be held in Guildhall for key partners and stakeholders. The event will be jointly hosted by the British Olympic Association and there is likely to be a smaller fundraising dinner for sponsors, immediately after the reception. The Sport Engagement Manager is also discussing opportunities to celebrate the tenth anniversary of the Paralympic Games in London with the British Paralympic Association, which is likely to involve a dinner at Guildhall on the evening of Friday 9th September
- **Women's Euro 2022** - this competition will be taking place over the summer in England and the Sport Engagement Manager is working with UEFA and the FA to jointly host a dinner at Guildhall prior to the final – which is due to take place at Wembley Stadium - on Saturday 30th July. This opportunity offers the City Corporation to demonstrate its ongoing commitment to supporting major sport events and women in sport, whilst also developing relationships with key stakeholders such as UEFA, following the recent opening of its offices in London with CONMEBOL
- **Global Sport Agora** – as mentioned earlier in this report, the Sport Engagement Manager is working with W AoS on plans to host a collaborative event for senior leaders from sport and business at Guildhall on Monday 26th September. The event, similar to the Davos concept, will be an opportunity to share thoughts on key issues affecting the business of sport and agree a manifesto going forward that will hopefully develop into an ongoing arrangement
- **Qatar 2022 World Cup** – the Sport Engagement Manager is in discussion with the FA and the Department for International Trade on ways the City Corporation can engage with this year's world cup, which is due take place in Qatar at the end of 2022. Although discussions are in their infancy, the possibility of the Lord Mayor (or his representative) making a visit during the competition looks likely, with the opportunity to host a business focused event at the British Embassy also a possibility
- **Destination City** – the Sport Engagement Manager is working with the Director of Innovation & Growth to support plans for the Destination City strategy, in particular looking at ways sport can help to encourage people to return to the Square Mile following covid. Various spectator driven sport events are being explored, including a large-scale cycle race, similar to the London Nocturne, and a 3X3 basketball competition
- **Sport Review** – along with his responsibilities to deliver the City Corporation's sport engagement programme, the Sport Engagement Manager has been overseeing the independent review of our sport offer across the organisation. A separate report on this is due to be considered by Members at this meeting

Financial Implications

4. The Policy and Resources Committee agreed to allocate £75,000 from its Policy Initiatives Fund (PIF) towards sport engagement activity for 2022/23. This is in addition to the £40,000 agreed for 2021/22, of which approx. £30,000 has been carried forward into this financial year. A separate amount of £70,000 has been allocated from PIF towards the costs of the Queen's Baton Relay event in June, although it is unlikely all this amount will be used. A further request for funding from PIF will be brought to Members later this year for the period 2023/24 and will take account of likely sport events planned for next year and beyond.

Conclusion

5. 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.

Appendix

City of London – Sport Engagement Schedule

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