

Committee(s): Communications & Corporate Affairs Sub Committee	Dated: 31 st October 2022
Subject: Sport 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 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 in delivering the City of London Corporation's sport engagement programme. Following a busy summer, a number of sport engagement activities are planned for next year and further into the future. There is also an update on the strategic review of sport provision in the Square Mile, which is progressing and should be finalised in spring 2023. Approval is sought to a new ticket allocation policy and a request being made to re-allocate expenditure on sport for the next financial year.

Recommendations

That, Members:

- (i) note the progress being made on the City Corporation's sport strategy and engagement work as outlined in this report
- (ii) endorse the proposed new Sport Ticket Allocation Procedure as set out in Appendix 1
- (iii) request that the Policy and Resources Committee agree to repurpose the underspend of £39,399, allocated from the Policy Initiatives Fund to the Commonwealth Games Queens Baton Relay event earlier this year, for other sport engagement activity in 2023/24

MAIN REPORT

Background

1. Since 2019 the City Corporation has increasingly recognised the importance of sport in promoting wellbeing, social cohesion, economic opportunities and international diplomacy. Working with our partners, a targeted sport engagement programme has been developed to maximise these benefits and also assist with achieving wider corporate aims. So far this sport engagement activity has focused on the City Corporation's convening power and venue offer, by celebrating major sport events and supporting bids for future competitions. However, with the prioritisation of a new 'Destination City' approach, this work has widened to include the delivery of sport in the Square Mile to our residents, workers and visitors. A new strategy for the City Corporation will help bring all this work together and ensure approved targets are clear, measurable and achievable going forward.

Recent Sport Events

2. Since the last update provided to Members in June 2022, the City Corporation has engaged with a number of sport related activities and events as follows:
 - **Women's Euro 2022** – Members will be aware of the success of the England team in winning Euro 2022 in July. The City Corporation played its part in supporting this tournament by providing Guildhall as the venue for UEFA's pre-Final dinner the night before the Final at Wembley. The event was a huge success and attended by a number of sponsors, match officials and sport stakeholders. In return for this support, the City Corporation was offered a number of VIP tickets for the competition which were duly allocated to Members. Owing to a number of questions around the allocation of these tickets, it has been proposed that a new procedure be instigated for future use. Attached as an appendix to this report is a proposed new Sport Ticket Allocation Procedure, which Members are asked to approve (see Appendix 1).
 - **Birmingham Commonwealth Games** – In advance of the 22nd Commonwealth Games taking place in Birmingham this year, the City Corporation hosted a community focused event in Paternoster Square to celebrate the Queens Baton Relay coming through the Square Mile. The event was a success and popular with local residents and visitors. Owing to last minute event changes and venue restrictions there was an underspend in the budget allocated for this event of nearly £40,000. Members are asked to agree that the Policy and Resources Committee repurpose this allocation for other sport engagement activities this year. Following our support for the Queens Baton Relay event, the City Corporation was offered three accreditations for the competition which were allocated to the Chair of this Sub Committee, the Chair of the Civic Affairs Sub Committee and the Sport Engagement Manager. The accreditations enabled the City Corporation representatives to engage with various partners and stakeholders in Birmingham during the Games, including the Minister for Sport, Minister for Trade and representatives from organisations such as the Department for Digital, Culture, Media and Sport, Department for International Trade (DIT), UK Sport and Sport England. The Chair of this Sub

Committee was also able to speak on a DIT panel session in Birmingham about the importance of the sport to international relations and diplomacy.

- **London 2012 Anniversaries** – this year marked the ten-year anniversary of the London 2012 Games. To celebrate this milestone, the City Corporation partnered with the British Olympic Association and the British Paralympic Association and host two receptions over the summer. The first event, the ten-year anniversary of the London 2012 Olympics, was held in the Great Hall on 27th July – exactly ten years on from the opening ceremony. The event allowed organisers and sponsors to look back on the achievements of this period and was attended by HRH The Princess Royal along with the Lord Mayor. Unfortunately, the second event, the anniversary of the London 2012 Paralympics, was due to take place on 9th September but was cancelled owing to the death of Her Late Majesty the Queen. It is hoped a new date for this event will be found in the new year.
- **Global Sport Agora** – the inaugural Global Sport Agora was held at Guildhall on 26th September in collaboration with the World Academy of Sport. The ‘Davos for Sport’ concept was used to develop a forum that would provide senior business and sport leaders the opportunity to meet in a relaxed environment to discuss shared issues and agree a manifesto of actions going forward. The event exceeded expectations, with various banks and private equity firms represented alongside international sporting federations. Owing to its success it is envisaged that the City Corporation will support the event again next autumn, by hosting at Guildhall and assisting with discussion content.

Forward Look

3. Following a busy summer of sport, the Sport Engagement Manager is working on a number of engagement activities that are due to take place in the coming months as outlined in the attached Sport Engagement Schedule (see Appendix 2) including:
 - **Brisbane 2032 Roundtable** – following the recent announcement that Brisbane will host the 2032 Olympic and Paralympic Games, we have been approached by Brisbane City Council to host a roundtable event for its Deputy Mayor on lessons learned from the London 2012 Games. Guests will include relevant figures who led on the operational and planning arrangements for the London Olympic and Paralympic Games
 - **London Sport Awards** – the City Corporation continues to support the annual London Sport Awards as keynote sponsor, providing the venue and hospitality for this important grassroots sport focused event. Next year’s event will be slightly scaled back, reflecting the current financial climate, but the City Corporation will again sponsor the Business Contribution to Sport award
 - **US Sports** – London will host a number of US sport league games next year, including fixtures from Major League Baseball (MLB) and National Football League (NFL). The City Corporation expects to play a part in celebrating these occasions by hosting events to welcome guests from across the Atlantic. It is

anticipated these guests would include representatives from the teams, sponsors and partners. Last year, the City Corporation supported the Mayor of London's bid to bring future MLB games to London by offering to host the official welcome event prior to next year's European Series at the London Stadium.

4. Members will see that a number of other events are planned for next year and it is anticipated that the following year (2024) will provide an increased number of high-profile sport engagement opportunities for the City Corporation to support. These include the Men's Euro football championships in Germany and the Paris Olympic and Paralympic Games. An approach has already been made on engagement around the Paris Games and support for UK House during this period. So that we are in a good position to plan and prepare for this likely increased sport engagement activity, resources will be needed to cover the events and initiatives planned over the next two years and beyond. However, in view of the current wider review of sport, it is suggested that any request for additional funding be deferred until a decision has been made by this Sub Committee on future priorities as part of the sport strategy review.

Sport Review

5. As directed by Members, along with his responsibilities to deliver the City Corporation's sport engagement programme, the Sport Engagement Manager has been overseeing a review of sport provision in the Square Mile. This covers aspects such as leisure facilities, public spaces and sport events – tying them in to plans for Destination City and other corporate strategies. To make our sport offer more joined up and responsive to stakeholder needs, Members agreed that an overarching strategy should be prepared to guide how sport is delivered in the City of London from 2024 to 2030.
6. Since your last meeting, external consultants – Max Associates - have been commissioned to undertake a piece of work to engage with relevant stakeholders including residents, workers and visitors to the Square Mile. Using existing data and focus groups it is hoped that a clearer picture will be developed on how the City Corporation can deliver sport priorities going forward. This information will then be used to develop up to 12 prioritised SMART objectives for the City Corporation's sport delivery over the medium term. Each objective will be weighed up against challenges and opportunities and presented to Members within the new sports strategy. Specific emphasis will be made on understanding potential external funding opportunities and revenue for each option.
7. Stakeholder engagement work is already underway and an initial draft of the sport objectives and priorities will hopefully be drafted by the consultants towards the end of this year. This will then be discussed internally amongst officers to understand more about resource and operational implications. Particular attention needs to be given to the impact any of these plans will have on the current leisure service provided at Golden Lane Leisure Centre. It is hoped that the draft sports strategy will be presented to Members in the spring of 2023 and launched that summer.

Financial Implications

8. The Policy and Resources Committee agreed in November 2021 to allocate £75,000 from PIF towards sport engagement activity for 2022/23. In February 2022 a separate amount of £70,000 was allocated from PIF towards the costs of the Queen's Baton Relay event in June 2022, although only £30,601 of this was spent. Members are therefore asked to agree that the total amount remaining of £39,399 from this budget be repurposed for sport engagement activities in 2023/24. This will be raised at the next meeting of the Policy and Resources Committee meeting when Members are asked to note the minutes of this Sub Committee meeting.

Conclusion

9. This report provides an update to Members on the work of the Sport Engagement Manager to take forward the sport engagement programme and review the Square Mile's sport provision. There are a number of sport focussed events taking place over the next year and beyond which are aligned to corporate objectives around business, wellbeing and diversity. In addition, progress has been made on the review of sport in the City with the expectation that a new strategy will be drafted early in the new year and ready for Member approval by spring.

Appendix

1. Sport Ticket Allocation Procedure
2. Sport Engagement Schedule – October 2022

Sam Hutchings

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City of London
Sport Ticket Allocation Procedure

The City of London Corporation has a long history of supporting sport events in London and the UK. In recognition of the positive impact on people's wellbeing, national economic success and global perceptions, we work with domestic and international partners to bring more Major Sport Events to London and the UK. By utilising our venues and resources, we seek to celebrate the positive contribution of sport and welcome global sport stakeholders to the UK.

As part of our relationship with sport partners, the City Corporation is occasionally offered VIP or General Admission tickets to attend relevant sporting events. The following process will be followed for the allocation of these tickets:

General Admission

For General Admission tickets which do not provide any hospitality, these should be allocated on a first come first served basis to Members of the Court of Common Council initially. Depending on the context and timing of the event we will also try to offer some of these tickets to pupils from the City Corporation's family of schools and academies.

VIP Tickets

When VIP tickets are offered, the main purpose in accepting them is to allow City Corporation representatives to develop and build relationships with other key partners and stakeholders also in attendance. Depending on the number of VIP tickets offered, these tickets will be allocated in the following priority order:

1. Lord Mayor and Policy Chairman
2. Deputy Policy Chair, Vice Policy Chairs and Sport Engagement Member Lead
3. Members of the Communications & Corporate Affairs Sub Committee (as the body responsible for sport engagement)
4. Members of the Policy & Resources Committee (as the parent committee of the above body)
5. Members of the Court of Common Council

When there is more interest in an event than tickets available, a ballot will be conducted to decide which Members should be allocated tickets. This ballot will be conducted by the Sport Engagement Manager in consultation with the Policy Chairman or their representative.

It is anticipated that, for all events and subject to availability, an officer (normally the Sport Engagement Manager) will accompany the group attending the sport event and provide a briefing for Members attending in advance of the event

When there are still tickets available with less than 72 hours until the start of an event, the Sport Engagement Manager will consult with the Chair and Deputy Chair of Policy to agree a suitable alternative arrangement for the allocation of remaining tickets

The Sport Engagement Manager will record which Members have been allocated tickets to ensure appropriate transparency / accountability and those Members will be encouraged to update their interest declarations accordingly.

**City of London
Sport Engagement Schedule – October 2022**

Year	Date	Event	Location
2022	4 th June	Queens Baton Relay for Commonwealth Games	Paternoster Square
	7 th June	LIV Golf Lunch with HE Yasir Al-Rumayyan	Tower Bridge
	22 nd July	Cricket Freedom – Sajid Mahmood	Guildhall
	27 th July	Ten Year Anniversary of London 2012 Olympics	Guildhall
	July / August	Commonwealth Games	Birmingham
	30 th July	Women’s Euro 2022 Final Dinner	Guildhall
	7 th September	Team England Commonwealth Games Event	Guildhall
	9 th September	Paralympic Team GB Celebration (Postponed)	Guildhall
	22 nd September	Bloomberg Square Mile Relay	Guildhall
	26 th September	Global Sport Agora	Guildhall
	31 st October	Brisbane 2032 Roundtable	Guildhall
2023	26 th January	Harry Kane Freedom Ceremony	Guildhall
	February	Cross Country Championships	Hampstead Heath
	23 rd March	London Sport Awards	Guildhall
	May	Night of 10kpbs	Hampstead Heath
	June	IGLA 2023	London
	23 rd June	Baseball European Series Event	Guildhall
	7 th September	2 nd Global Sport Agora	Guildhall
	September	Bloomberg Square Mile Relay	Guildhall
	September	Men’s Rugby World Cup	France
	October	NFL Team Owners Roundtable	Guildhall
2024	April	30 th Anniversary of Women in Sport Declaration	London
	May	3x3 Basketball World Series	City of London
	May	Champions League Final	London
	June	UEFA Men’s Euro 2024	Germany
	July	Olympic Games	Paris
	September	Paralympic Games	Paris