

<b>Committee(s):</b> Communications & Corporate Affairs Sub Committee	<b>Dated:</b> 19 <sup>th</sup> April 2023
<b>Subject:</b> Sport Engagement Update	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	2,3,4,7 and 10
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>No</b>
<b>What is the source of Funding?</b>	<b>NA</b>
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>NA</b>
<b>Report of:</b> Philip Saunders, Interim Director of Communications and External Affairs	<b>For Discussion</b>
<b>Report author:</b> 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. Details of recent and planned events are provided with a list of scheduled engagement outlined in Appendix 1.

### **Recommendations**

That, Members note the sport engagement update outlined in this report.

## **MAIN REPORT**

### **Background**

1. Since 2019 the City Corporation has increasingly recognised the importance of sport in promoting wellbeing, enhancing economic opportunities and supporting international diplomacy. Working with our partners, a targeted sport engagement approach 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.

### **Recent Sport Events**

2. Since the last update provided to Members in October 2022, the City Corporation has hosted the following sport engagement events:
  - **Brisbane 2032 Roundtable** – representatives from the 2032 Olympic Host City, including the Deputy Mayor of Brisbane, attended a roundtable dinner at Guildhall to discuss London's planning and legacy from the 2012 Games. The event, hosted by the Chair of this Sub Committee, was attended by a number of senior operational people involved in organising the Olympic and Paralympic Games in London.
  - **UK Sport International Relations Seminar** – the City Corporation hosted this event for the second time in collaboration with UK Sport, the British Olympic Association and the British Paralympic Association. Speakers at the seminar included the Minister of Sport for Zimbabwe, Kirsty Coventry, and the International Paralympic Committee member, Chelsea Cottell. Following the speeches, a networking reception was organised involving attendees from various national sport federations in the UK.
  - **London Sport Awards** – the City Corporation hosted the London Sport Awards for the third time as a core sponsor. The Chair of this Sub Committee welcomed guests to the event to recognise the outstanding achievements of those involved in delivering grassroots sport in London. The Business Contribution to Sport Award, which is sponsored by the City Corporation, was won by UBS for its work with Sport Inspired to tackle child poverty through sport provision.

### **Forward Look**

3. 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 1). These include:
  - **MLB London Series** – the City Corporation will host a celebratory event prior to the MLB London Series Games between Chicago Cubs and St Louis Cardinals at the London Stadium. The dinner at Guildhall on the evening of 23<sup>rd</sup> June 2023 will involve guests from the teams, MLB, sponsors and relevant business organisations. Owing to the increased presence of US sports taking

place in the capital, work is underway to connect with NFL and NBA on similar engagement opportunities.

- **2<sup>nd</sup> Global Sport Agora** – the City Corporation is again working with the World Academy of Sport on plans to host the 2<sup>nd</sup> edition of the Global Sport Agora in early September. This event is a unique forum bringing senior business and sport leaders to discuss shared issues, such as data driven decision making, investing for impact and managing risk. The plan is for the City of London to host this event for another two years before it moves to New York in 2025.
- **Safe Sport International (SSI) Conference** – SSI is the international agency leading on the elimination, globally, of all forms of violence, abuse and harassment against athletes of all ages. The City Corporation will host an evening networking reception as part of the conference which is taking place in September this year.
- **ICF Canoe World Championships** – the ICF Canoe Slalom World Championships will take place at Lee Valley White Water Centre later this year. Following discussions with UK Sport on the importance of this event in London, a roundtable dinner will be held at Guildhall bringing together key organisers and officials.
- **200<sup>th</sup> Anniversary of Rugby** – following an approach from World Rugby to help celebrate the 200<sup>th</sup> anniversary of Rugby this year, provisional arrangements have been made to host a networking reception at Guildhall to mark this occasion. This event will take place immediately after the Men's Rugby World Cup in France during the Autumn and will be an opportunity to look ahead to England hosting the Women's Rugby World Cup in 2025.
- **IWG Women & Sport** – since the transfer of hosting responsibilities to the UK of the International Working Group of Women & Sport, discussions have taken place on ways to promote and support the success of women in sport over the next four years. It is envisaged that an event to mark the 30<sup>th</sup> Anniversary of the Brighton Helsinki Declaration will take place in Guildhall at some point early next year.
- **UEFA Champions League Final** – following our support for a successful bid to UEFA from the Mayor of London to host the Champions League Final in 2024 at Wembley, the City Corporation has agreed to host the pre-final dinner at Guildhall the night before the game. This will be an important opportunity to showcase London as a potential host for games in a bid to host the Men's Euro Football Championships in 2028.
- **Paris 2024** – Members will be aware of the important engagement opportunities that are offered during Olympic and Paralympic Games. This will be particularly relevant next year when Paris hosts the games, given its location and status as a financial centre. The Sport Engagement Manager is in discussions with the British Olympic Association and Mayor of London's office about sponsorship of GB House, the official venue that will be used to promote British innovation and creativity. This unprecedented opportunity could provide the City Corporation

with a unique opportunity to engage with senior domestic and international stakeholders, as well as supporting our endeavours to promote UK business and sport. Engagement during the Paralympics is also being actively considered. Further updates will be provided on this to Members in due course.

## **Conclusion**

4. 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.

## **Appendix**

Sport Engagement Schedule – 2023-26

### **Sam Hutchings**

Sport Engagement Manager

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## Appendix 1

### **Sport Engagement Schedule** **2023-2026**

<b>Year</b>	<b>Date</b>	<b>Event</b>	<b>Engagement</b>
2023	20 <sup>th</sup> March	UK Sport International Relations	Seminar & Networking Reception (plus small dinner)
	23 <sup>rd</sup> March	London Sport Awards	Awards & Networking Reception
	25 <sup>th</sup> May	Harry Kane Freedom Ceremony	Freedom Ceremony
	23 <sup>rd</sup> June	MLB London Series Event	Team and Sponsor Event
	6 <sup>th</sup> / 7 <sup>th</sup> September	2 <sup>nd</sup> Global Sport Agora	Dinner & Conference
	13 <sup>th</sup> September	Bloomberg Square Mile Relay	City Race Sponsorship
	18 <sup>th</sup> September	Safe Sport International	Networking Event
	21 <sup>st</sup> Sept	ICF Canoe World Championships	Roundtable Event
	October	NFL London Series Roundtable	Roundtable Event
	December	200 <sup>th</sup> Anniversary of Rugby	Networking Reception
2024	March	IWG Women & Sport Event	Reception & Dinner
	31 <sup>st</sup> May	UEFA Champions League Final	Pre-final Celebration
	14 <sup>th</sup> June – 14 <sup>th</sup> July	UEFA Men's Euro 2028	International
	26 <sup>th</sup> July – 11 <sup>th</sup> Aug	Olympic Games	International
	28 <sup>th</sup> Aug – 8 <sup>th</sup> Sept	Paralympic Games	International
	11 <sup>th</sup> September	3 <sup>rd</sup> Global Sport Agora	Dinner & Conference
2025	September	Women's Rugby World Cup	Various as host
	September	4 <sup>th</sup> Global Sport Agora	Dinner & Conference
2026	19 <sup>th</sup> – 27 <sup>th</sup> March	Commonwealth Games	International
	June-July	FIFA Men's World Cup	International
2028	June-July	UEFA Men's Euro 2028	Various as host
	July / Aug	Olympic Games	International
	Aug / Sept	Paralympic Games	International