

<b>Committee(s):</b> Communications & Corporate Affairs Sub Committee  Policy and Resources	<b>Dated:</b> 15 November 2023  16 November 2023
<b>Subject:</b> Strategic Engagement at the 2024 Paris Olympics and Paralympics	<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>Yes</b>
<b>What is the source of Funding?</b>	<b>PIF</b>
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>Yes</b>
<b>Report of:</b> Emily Tofield, Executive Director of Corporate Communications and External Affairs	<b>For Decision</b>
<b>Report author:</b> Sam Hutchings, Head of Sport Strategy & Engagement, Town Clerk's Department	

### SUMMARY

This report sets out the City Corporation's proposals to engage in the upcoming Olympic and Paralympic Games in Paris in July, August and September 2024. In view of the strategic importance of this engagement and the unique context, it is proposed that an allocation of £100,000 be made from Policy Initiatives Fund in 2024/25 to cover this expenditure, including sponsorship of both GB Houses. GB House is a base for all British athletes and para-athletes. It is also used as a venue to showcase British talent, creativity and innovation to a global audience. The Communications & Corporate Affairs Sub Committee, which has responsibility for sport engagement in the City Corporation, should continue to monitor and oversee the plans to engage in the games as they develop.

#### **Recommendation**

That, Members of the Communications & Corporate Affairs Sub Committee:

- i) Endorse the City Corporation's engagement approach to the Paris 2024 Olympic & Paralympic Games as outlined in this report; and

That, Members of the Policy and Resources Committee

- ii) agree that £100,000 be allocated from the 2024/25 Policy Initiatives Fund, categorised as 'Promoting the City' and charged to City's Cash to cover costs of this engagement.

## **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. Earlier this year, the City Corporation approved a new sport strategy – *A Global City of Sport* – to guide future sport priorities and investment. This report sets out a vision and priorities for the City Corporation's involvement in sport, including investing in facilities, activating spaces, celebrating impact, attracting events and supporting community clubs. Under Priority 3, Members agreed that we should seek to celebrate the positive impact of sport, by 'maximising our domestic and international reach to promote sport opportunities in London and the UK'.

### **Paris 2024 Engagement**

2. Members will be aware of the unparalleled engagement opportunities offered through involvement in the Olympic and Paralympic games. Previously the City Corporation played an integral role in welcoming people to London during the 2012 Games. We also committed £40,000 to engagement around the Tokyo Games in 2020, via sponsorship of Team GB House, although this could not be realised owing to the COVID-19 restrictions in place at the time.
3. Next year will mark the first time a European city has hosted the Games since London 2012 and given its location and status as a competing financial centre, Paris represents a huge opportunity for the City Corporation, London and the UK to promote its offer to a global business, political and senior stakeholder audience. Recent [research](#) by EY showed that the UK's engagement through major sports events could generate huge soft power and trade benefits. The Head of Sport Strategy & Engagement (HSSE) is now part of a group of key government bodies, including the Department of Culture, Media and Sport (DCMS) and the Department of Business & Trade (DBT), seeking to maximise soft power and trade outcomes from next year's competition and beyond.
4. In recent months, discussions have been held with the British Olympic Association (BOA), British Paralympic Association (BPA) and the Mayor of London's office about sponsorship of GB House. GB House will be the official venue that will be used to promote British innovation, business and creativity during the Games. This opportunity will provide the City Corporation with unique access to engage with senior domestic and international business and policy stakeholders, as well as promoting UK business, culture and sport. Involvement in the Paralympics is also being considered and, subject to Member support for this approval, it is anticipated that a small delegation, including the Lord Mayor and the Policy Chairman, would attend engagement events during both competitions.
5. Although the terms of any agreement to sponsor the GB Houses are yet to be finalised and are commercially sensitive, it is suggested that an allocation of £100,000 would allow the City Corporation to be well positioned to have some brand promotion and engage meaningfully with political and business stakeholders

during both games. It is likely that the majority of this allocation would be used to engage around Team GB House during the Olympic Games. In return for any financial support, it is expected that the City Corporation would be appropriately recognised through brand and message promotion, given an opportunity to host a business focused event at the House and be able to participate in other sponsor engagement events taking place during Games time. Opportunities to celebrate the Games with partners in London beforehand are also being explored and will be finalised by early 2024. Any final agreement with the BOA and BPA would be shared with the Chair and Deputy Chair of this Committee before being signed off.

6. Subject to Members approval, further discussions will be taken forward to finalise the terms of sponsorship with the BOA and the BPA. This will also be conducted alongside discussions with the Mayor of London's office and relevant government departments, who have also indicated an interest in undertaking significant engagement in Paris next year. As we get closer to the games, it is likely that there will be a clearer picture of potential engagement opportunities and events planned in Paris. A programme of engagement will be prepared by the HSSE and shared with Members of the Communications & Corporate Affairs Sub Committee once available in early 2024.
7. Members should also note that a World Union of Olympic Cities annual summit is taking place in Paris later this month to consider plans for next year. The City Corporation has been invited to participate in this summit and it is proposed that the Policy Lead Member for Sport and the HSSE attend this event to represent the City of London and discuss with key contacts around engagement opportunities next summer. This visit will be organised in accordance with the City Corporation's Business Travel Scheme and costs will be met from existing budget allocations.

### **Corporate & Strategic Implications**

8. Strategic Implications – as well as supporting the priorities set out in the new sport strategy, the proposals in this paper are aligned to the City Corporation's current Corporate Plan to 'support a thriving economy' and 'inspire enterprise, excellence, creativity and collaboration'.
9. Financial Implications – Earlier this year, Members agreed to fund the implementation of Phase 1 of the new sport strategy for the Square Mile. Owing to the significant expenditure commitment required to engage meaningfully in the Paris 2024 Games, it is proposed that an additional allocation of £100,000 be drawn from the 2024/25 Policy Initiative Fund categorised as 'Promoting the City' and charged to City's Cash. The current uncommitted balance in the 2024/25 PIF is £605,000 prior to any allowances being made for any other proposals on this agenda.
10. Resource Implications – None
11. Legal Implications – The agreements for both Houses will be checked for legal implications with the Comptroller and City Solicitor once finalised.
12. Risk Implications – None

13. Equalities Implications – efforts will be made to engage through both the Olympics and Paralympics and to promote inclusivity in sport and particularly to showcase sport for people with disabilities.

14. Climate Implications – all travel to and from the Games in Paris will be organised in accordance with the Business Travel Scheme and the expectation to use sustainable forms of transport where possible.

15. Security Implications – none.

## **Conclusion**

16. This report provides an update to Members on the proposals in negotiation to ensure the City Corporation is well positioned to engage meaningfully with stakeholders and partners during the Paris 2024 Games next year. It is proposed that £100,000 be allocated to cover costs of sponsoring GB promotional houses at the Olympics and Paralympics and that the Communications & Corporate Affairs Sub Committee continue to monitor the plans for engagement during this period. Any unspent amount will be returned to the PIF account and can be spent on other initiatives as determined by the Committee.

## **Sam Hutchings**

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