

City of London Corporation Committee Report

Committee(s): Communications & Corporate Affairs Sub Committee	Dated: 29 th May 2025
Subject: Sport Engagement Update	Public report: For Decision
This area of work delivers on all of the Corporate Plan 2024-29 outcomes	
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	NA
What is the source of Funding?	NA
Has this Funding Source been agreed with the Chamberlain's Department?	NA
Report of: Paul Wright, City Remembrancer	
Report author: Sam Hutchings, Head of Sport	

SUMMARY

This report provides an update on the work of the City of London Corporation's Sport Team in delivering the City of London Corporation's sport engagement programme as part of our wider Sport Strategy work. Details of upcoming planned events and engagement are provided. Members are also asked to consider and endorse the Ticket Allocation Policy for the City Corporation

Recommendations

That Members:

- i) Note the sport engagement update outlined in this report, and
- ii) Review and endorse the current Ticket Allocation Policy for the City of London Corporation (attached as an Appendix)

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. 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.

Sport Strategy

2. In June 2023, Members of the Policy and Resources Committee agreed to [A Global City of Sport: A Sport Strategy for the Square Mile \(2023-30\)](#) which sets out a vision and five sport themes / priorities for the City Corporation over the next seven years. The Vision is to make the City of London a leading global city of sport, through valued and exceptional sport facilities, events and engagement. The five priorities are:
 - A) INVEST in sport facilities
 - B) ACTIVATE our streets / spaces
 - C) CELEBRATE the impact of sport
 - D) ATTRACT more high-quality sport events
 - E) SUPPORT community sport
3. The delivery of the strategy is overseen by the Sport Sounding Board which meets quarterly and is chaired by the Lead Member for Sport (appointed by the Policy and Resources Committee). The Head of Sport, along with the Sport Strategy Officer and the Community Sport Officer (the Sport Team), work with departments across the organisation to deliver on the five priorities and report to the Sounding Board as well as other relevant committees on progress and decision requests. An update on this work was provided to this Sub Committee, as well as the Policy and Resources Committee, at the end of last year. A further update, including plans to move to phase 2 of the strategy, will be provided in the autumn.

Forward Look

4. Linked to Priority 3 of the new sport strategy, the aim of this report is to provide Members of this Sub Committee with an update on sport engagement plans for this year, specifically to celebrate the positive impact of sport. Already this year the City Corporation has hosted events to celebrate the launch of the nationwide 'Lets Dance' campaign and the London Sport Awards.
5. In line with normal corporate practice, in return for either venue or financial support for a sport engagement event it is normally expected that appropriate recognition will be given to the City Corporation by the partner organisation for this support. This would normally involve logo promotion, support with messaging, speaking opportunities and guest invitations. Although most of the engagement takes place

at City Corporation venues, some will take place at other locations across London, the UK and globally. International engagement is worthwhile only when the outcomes are clearly tangible and beneficial to both the City Corporation's objectives and wider UK ambitions around soft power and trade.

6. The Sport Team is working on a number of new engagement activities that are due to take place in the coming months as outlined below:

- London Sport Festival Launch – working with the Central London Alliance and local Business Improvements Districts, we are hosting a two-day launch event of the London Sport Festival. This will take place in Guildhall Yard on 22nd and 23rd May and will showcase a number of the sports available to take part in across the Square Mile over the summer as part of the [London Sport Festival](#) in 2025.
- Lord Mayor's Gulf Visit – the Lord Mayor is travelling to various countries in the Gulf at the end of May and, as part of his formal programme, will be meeting with stakeholders investing in sport venues and events. The Head of Sport is providing assistance to this engagement and helping with briefing materials ahead of the visit.
- GB Olympians AGM – Guildhall will host the Annual General Meeting for GB Olympians, the body representing all past and present Team GB athletes. The event will take place mid-June and include a Q&A session for the recently elected chair of Team GB, Dame Katharine Grainger.
- City School & Academy Sports Day – an event will be held at West Ham Park on 19th June involving pupils from all the schools and academies supported by the City of London Academies Trust. Working with colleagues from the Community & Children's Services department, the Sport Team is helping to deliver a day of activities for pupils to compete against each other in a variety of sports.
- UEFA Women's Euros (Switzerland) – following an approach from the Foreign & Commonwealth Development Office (FCDO) and the Department for Business & Trade (DBT), the Head of Sport is helping to deliver a series of trade and soft power events in Zurich (Switzerland) to coincide with the upcoming Women's Football Euro Championships. It is anticipated that a short visit, involving a high-profile event supported by the UK Embassy in Switzerland, will take place in mid-July. Subject to availability, the Policy Chair and Lead Member for Sport are likely to participate in this visit.
- European Paralympic Committee Network Event – the City Corporation will host a networking event in central London to welcome members of the European Paralympic Committee visiting London in early September. The event will be an opportunity to promote the capital as a destination for Paralympic sport and the City Corporation's role is to host a networking reception as part of the formal proceedings planned for this visit.

- International Partnership Against Corruption in Sport – in collaboration with UK Sport, the City Corporation has agreed to host a networking event ahead of the Annual General Meeting of the International Partnership Against Corruption in Sport (IPACS) in September. This group leads relevant discussions around global collaboration to bring an end to all forms of corruption in sport.
- Women's Rugby World Cup – the Head of Sport has been working directly with World Rugby to support its plans to host its General Assembly in Guildhall prior to the Women's Rugby World Cup final later this year. The event will involve all international rugby federations from around the world and consists of formal proceedings and informal networking opportunities at the end of September, prior to the final which is due to take place at Twickenham on 27th September. The Civic Affairs Sub Committee has also agreed to support this event and the Head of Sport is working with strategic partners, including HM Government to maximise potential benefits to the UK from this engagement opportunity.
- City Sport Week – plans are afoot to develop a new initiative that will help bring global business and sport leaders together to discuss shared issues in an informal setting over a fixed 3-day period each year in the Square Mile (similar to the Davos concept). This initiative is likely to be launched next year and will operate alongside the already established Global Sport Agora – which the City Corporation has supported since its inception in 2022. Further details will be provided in due course and it is anticipated this event will help support the City Corporation's wider destination and growth ambitions.
- UK Sport International Relations Seminar – the City Corporation is working with UK Sport to host an international relations seminar in October which will bring together domestic sport federations from across the UK to hear a high-profile speaker discussing key international issues impacting the delivery of elite sport events.
- Lord Mayor's Appeal Boxing Event – the Head of Sport is working with the organisers of a high-profile boxing event, involving the Lord Mayor, due to take place in early October. The event is likely to present significant media opportunities as well as potential to raise funds for the Lord Mayor's Appeal. Guildhall will host the [event](#) which will involve amateur bouts between representatives from London and New York Fire Brigades.
- London FA Awards – the City Corporation continues to support the London FA Awards and will host its annual awards ceremony at Guildhall again this year, celebrating the role of volunteers, players and officials in delivering grassroots football across the capital.
- World Union of Olympic Cities (Seoul) – as a new affiliate member of the World Union of Olympic Cities (WIOC), the City Corporation has been invited to put forward a representative to join a panel of speakers on the legacy impact of hosting an Olympic games. The event will take place in

Seoul, South Korea and will be attended by cities from around the world that have hosted and made bids to host a past and upcoming Olympic Games. Further details are still to be finalised before a decision is made on the City Corporation's participation.

- Winter Olympics (Milan) – the Head of Sport is working with the British Olympic Association on plans to engage both domestically and internationally during next year's Winter Olympics taking place in Milan, Italy. Further details will be provided on this once finalised but it is likely to involve partnering with Team GB on a domestic event at Guildhall and an event in Milan during the competition.
- ITTF World Team Table Tennis Championships – London will host the World Team Table Tennis Championships in May next year and the Sport Team is working with Table Tennis England to identify engagement and activation opportunities around this competition to help celebrate and promote the health benefits of table tennis in the Square Mile.
- ICC Women's T20 World Cup – the Head of Sport is liaising with the organisers of the next women's T20 cricket world cup which is due to take place in England next summer, with the final at Lords in London. Opportunities to engage through this competition are being explored and further updates on this will be provided in due course.
- FIFA Men's World Cup – the next men's football world cup is due to take place in the United States, Canada and Mexico. The Head of Sport is discussing potential domestic and international engagement opportunities around this competition with key government and business partners.
- International Working Group on Women & Sport – the Head of Sport has been providing support to the senior team at the IWG on Women & Sport around sponsorship opportunities for their major summit taking place in Birmingham next summer. The City Corporation has been a major supporter of this initiative and helped celebrate the 30th anniversary of its creation last year.
- Commonwealth Games (Glasgow) – originally due to be staged in Victoria (Australia) the next Commonwealth Games will be held in Glasgow in August 2026 and the City Corporation will offer support consistent with previous competitions staged in the UK by providing assistance to help with welcoming VIPs in London during this period.

City of London Freedoms

7. A number of high-profile events have recently taken place to celebrate the award of freedoms to well-known sports people, including Ian Wright, Lady Mary Peters and Sir Hugh Robertson. Plans are also underway to recognise the contribution of Team GB superstar, Sir Chris Hoy, as well as a number of boxing related freedoms to coincide with the Lord Mayor Appeal event in the autumn. The allocation of the

Freedom continues to be a great way for the City Corporation to demonstrate its support to individuals who have contributed to national and local sporting success.

Sport Diplomacy

8. The Head of Sport continues to sit on a government led group seeking to improve the soft power and diplomacy outcomes of hosting and engaging through major sport events. The group, chaired by the Department for Digital, Culture, Media & Sport, meets every two months to consider upcoming sport diplomacy opportunities deep dive into specific countries hosting upcoming major sport events. The next meeting will be held in June in Guildhall and provides an opportunity to consider potential engagement in the US, which will be hosting the upcoming men's football world cup and the Olympic & Paralympic Games in Los Angeles in 2028.

Community Sport

9. The Community Sport Officer (CSO) has been working on a number of community sport events aimed at local residents, school pupils and city workers. These include activity programmes aimed at younger and older people, primarily delivered in community spaces across the Square Mile, including Golden Lane Leisure Centre. Activities aimed at younger people tend to be delivered during school holidays and include multi-sports sessions, SEND sport classes as well as a focus on urban sports. Activities for older people involve Zumba sessions, Hula Fit and Tai Chi. The CSO has been working to deliver a number of activations over the summer in line with aspirations for the London Sport Festival (see above)

Mass Participation Events

10. The Sport Strategy Officer (SSO) has been supporting efforts to bring more high quality mass participation events to the Square Mile in line with the new sport strategy aspirations. Events being considered are the return of the London Nocturne – a high-profile cycling event in the Square Mile – and enhancements to the route for a triathlon taking place across central London. We are also in discussions around strengthening our partnership work with London Marathon Events to ensure enhanced outcomes for the City Corporation and our aims to improve community sport opportunities in the Square Mile.

Ticket Allocation Policy

11. From time to time the City Corporation is offered tickets to sporting events taking place in the UK. A policy for allocating these tickets was last agreed by this Sub Committee on 31st October 2022 and is attached as an appendix. Members are invited to review this policy and decide if any updates should be made to its terms going forward.

Lead Member for Sport

12. The introduction of a Lead Member for Sport was agreed by the Policy and Resources Committee over two years ago and this role will continue until at least

2026. At the same time as the new strategy being introduced, it was recognised by Members in 2023 that sport should be a corporate priority and a Member lead on this area of work was crucial to ensure delivery of desired outcomes. Since then, the current serving Lead Member for Sport has been pivotal in supporting efforts to deliver the objectives set out in the new sport strategy and assisting transition plans to the next phase of this ambitious vision. In addition, they have provided invaluable guidance to the Head of Sport on engagement and event opportunities, helping to achieve lasting outcomes from this important Member-led initiative.

Conclusion

13. This report provides an update to Members on the work of the Team to take forward the sport engagement programme. 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, Members are invited to consider the existing ticket allocation policy and decide whether any updates should be made since it was introduced.

Appendix

Appendix 1 - Ticket Allocation Policy

Sam Hutchings

Head of Sport

E: sam.hutchings@cityoflondon.gov.uk

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 it may also be appropriate 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. Member 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 / Deputy Chair of Policy and the Sport Engagement Lead Member 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.