

Gloucester City Council

Meeting:	Cabinet Council	Date:	10th July 2013 18th July 2013
Subject:	Rugby World Cup 2015		
Report Of:	Joint Report of the Leader and Chief Executive		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	Yes
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Appendices:	None		

1.0 Purpose of Report

- 1.1 To advise members of progress with the bid and subsequent planning for the Rugby World Cup 2015, and to seek formal approval for the necessary expenditure.

2.0 Recommendations

- 2.1 Members are asked to **NOTE**

- (1) the success of Gloucester's bid to be a host city for the 2015 Rugby World Cup and the economic benefit to the City.

- 2.2 Council is recommended to **RESOLVE that**

- (1) the sum of £350,000 be approved to meet the City Council's obligations in being a host City for the Rugby World Cup 2015.

3.0 Background and Key Issues

- 3.1 Members will recall that, in partnership with Gloucester Rugby, the Council submitted a bid to be a host city and venue for the Rugby World Cup 2015. Following an extensive bidding and shortlisting process, we were advised on 2nd May 2013 that we had indeed been successful. There was considerable positive publicity and the news was extremely well received both within the City and further afield.

3.2 Kingsholm and the City as a whole has been selected to host four matches.

These are:

19 th September 2015	Tonga v Europe 1 Qualifier
23 rd September 2015	Scotland v Asia 1 Qualifier
25 th September 2015	Argentina v Europe 1 Qualifier
11 th October 2015	Americas 2 Qualifier v Asia 1 Qualifier

4.0 The Bid Commitments

- 4.1 As part of the bid the Council has committed to working with Rugby World Cup Limited, English Rugby 2015 Limited (ER2015), and with the Rugby Club to deliver a first class spectator experience, that will connect with audiences, has rugby at its heart, provides unforgettable memories and is in fact, much more than a sporting tournament.
- 4.2 Helping fulfil this ambition on behalf of Rugby World Cup 2015 will significantly put Gloucester on the map, in front of many visitors and a worldwide television audience, and provide a significant economic boost to the City and the region.
- 4.3 Specific commitments that the Council made as part of its bid relate to the following:
- 4.3.1 Provision of a Fanzone- Likely to be within the Docks this will be an entertainment and refreshment venue open on Kingsholm match days and at other times during the tournament. It will include large screens and staging.
- 4.3.2 Provision of festivals – It is likely that the summer festival of 2015 would be moved to the autumn to combine with the World Cup, together possibly with the annual Blues Festival as well. Markets and food festivals are also likely to be arranged.
- 4.3.3 Music and events – We would look to arrange a complementary programme of events that would encourage visitors to spend longer in the City during the World Cup.
- 4.3.4 Provision of staffing and organisation of volunteers – City Council staff would be required to work during certain aspects of the World Cup and we would also need to facilitate groups of volunteers who would be responsible for certain activities on the model of the London 2012 Olympics.
- 4.3.5 Purchase of match tickets – the Council has agreed to purchase match tickets across all four matches for use within our community development programmes. Our intention is that these should be made available to children from less affluent areas of the City.

5.0 Marketing

- 5.1 City Council marketing staff and those of local agencies such as Marketing Gloucester will work throughout the period between now and autumn 2015 to promote the World cup and the City as a venue. Physical fixings will be provided to enable the City to be dressed for the World Cup, including for example banners and lampposts.

6.0 Commercial Rights Protection

- 6.1 As with the Olympics strict commercial sponsorship arrangements will be in place and ambush marketing and unauthorised advertising will be prohibited. City Council staff will, as last year, be involved in protecting these rights.

7.0 Safety and Support

- 7.1 The Gloucester Safety Advisory Group, together with the Council's Emergency planning team will be involved in both the pre – planning and ensuring the safety of the event.

8.0 Rugby Legacy

- 8.1 In the run up to the tournament there will be opportunities for the City, particularly through local clubs and schools to participate in the development of legacy activities which will increase the participation in rugby and improve facilities. There is also a possibility of significant investment in grounds and equipment.

9.0 Development of the tournament

- 9.1 Since the success of the bid a number of meetings have been held with England Rugby 2015 and planning has started.
- 9.2 A number of additional activities are now in train:
- 9.2.1 Webb Ellis Cup tour – The trophy itself will be in Gloucester for a few days at a date yet to be determined.
- 9.2.2 'Ten years on' celebration – 2013 is the tenth anniversary of England's Rugby World Cup triumph. As yet undetermined celebrations are planned for October.
- 9.2.3 Rugby World Cup are keen that New Years Eve 2014, 'the dawn of World Cup Year' is marked in the host cities.
- 9.2.4 We ourselves would plan to have World Cup related displays in the City Museum at the appropriate time.

10.0 Governance of the process

- 10.1 The overarching agreement is the host city agreement which enshrines the commitments of the Council and ER2015 to delivering the tournament. ER2015 will enter into similar agreements with other key stakeholders as the Rugby Club.
- 10.2 To enable the co-ordination and delivery of the City's commitments to the World Cup, there will be a City Steering Group which will involve officers from the relevant agencies, companies and bodies, chaired by ER2015. Participants will include the City Council, Gloucester Rugby Club, County Council, Police, Tourism and marketing agencies and the local RFU/regional legacy group.

- 10.3 Involvement of local business and economic organisations will be through the normal constituent bodies as they are required and it is likely that the Steering Group may have sub-committees to deal with specific issues such as Tourism and the Fanzone.
- 10.4 Member supervision will be exercised by the relevant Cabinet Member reporting to Cabinet and Council where necessary, and Overview and Scrutiny Committee may wish to consider progress periodically.

11.0 The Economic Benefits

- 11.1 Sporting tournaments of this nature, as with other major events bring significant economic benefits to the host countries and the host cities taking part. The Rugby World Cup in New Zealand attracted an estimated 133,000 international visitors and an estimated economic benefit of NZ\$ 1.73 billion The Olympics are calculated to have had an economic benefit of an estimated £5 billion For an event like our own Tall Ships Festival we calculate an economic benefit to the City of £2 million spent from over 100,000 festival-goers. Given such a high benefit to investment ratio it can be seen that the benefit to Gloucester is significant. This is likely to be across many sectors of the economy particularly, pubs, restaurants and hotels, but reaching into many other areas as well. There is of course no doubt that there will be a positive benefit for other parts of the County too as visitors will stay in other neighbouring districts.
- 11.2 The economic legacy will not be only one-off as by showing the City in its best possible light and by providing a first class experience, it will be possible to encourage inward investment and longer term economic development.

12.0 Financial Implications

- 12.1 Members will recall that we identified potential costs in February's Events report and the bid document of £275,000. The final costs of staging such a spectacular and hugely prestigious event are difficult to predict and clearly there will be in kind costs as well as pure expenditure. We are however working with partners to meet some of the costs and have already been promised some funding by Enterprise/Amey, and the County Council are meeting the responsibility for transport management. The ability to attract sponsorship, for aspects such as the Fanzone, is as yet undetermined, but every effort will be made to do so in order to spread the financial commitment. We do, however, anticipate that financial requirements will exceed those originally included in the bid.
- 12.2 What is however, very clear is that the economic and prestige benefits of the tournament outweigh many times the investment required.
- 12.3 Given the uncertainty on estimated costs at this stage, there will inevitably be a requirement to update the original figure as the project progresses. The £350,000 provision will be included for the project in the update to the Council's Money Plan in September 2013. Members will receive regular monitoring reports on progress.

13.0 Legal Implications

- 13.1 Section 145 of the Local Government Act 1972 (“the 1972 Act”) empowers the Council to contribute towards expenses of the provision of entertainment of any nature within or outside its area and to enclose or set apart any part of a park or pleasure ground for use for this purpose. The Council also has powers under Section 144 of the 1972 Act to encourage visitors to its area for recreational purposes and incurring expenditure for this purpose would be permissible under Section 111 of the 1972 Act as being incidental or conducive to discharge of this function.
- 13.2 Subject to approval of the required expenditure, the Council will enter into the Host City Agreement and will be legally bound by its terms and under a duty to deliver the commitments given by the Council in the City’s bid. The power to enter into the Host City Agreement would also fall under Section 111 of the 1972 Act.

14.0 Risk & Opportunity Management Implications

- 14.1 There are two principal risks Firstly, excessive costs to stage the tournament. This can be mitigated by careful financial monitoring and management. Secondly, failure to deliver in accordance with the terms of the Host City Agreement which could have financial as well as reputational consequences. However, as Members can see extensive planning and monitoring is already underway to ensure that the likelihood of any such failure is reduced.
- 14.2 The opportunities for the City, as already outlined in the report are tremendous. The event will be broadcast in numerous countries worldwide and will bring significant numbers of additional visitors into the Gloucester area.

15.0 People Impact Assessment (PIA):

- 15.1 At present, there are no adverse impacts identified for any of the Protected Characteristic groups; as the RWC progresses, Impact Assessments may be required against particular elements of being a Host City. These will be completed and presented as and when required.

16.0 Other Corporate Implications

16.1 Community Safety

None at this stage. The role of the police and Safety Advisory Group is referred to in the text of the report.

16.2 Sustainability

A requirement of the RWC2015 is that host cities work towards achieving BS ISO 20121 (Event Sustainability). The Cultural Services Group is already geared up for operating with sustainability at the heart of what it does, demonstrated by its Green Tourism Business Scheme Awards. Currently, the TIC holds a gold award, the

Guildhall a silver award and the Museums are working towards the bronze award with their assessment later this summer.

16.3 Staffing & Trade Union

As noted above the relevant roles of staff and volunteers will require clarification and reward strategies established accordingly.

Background Documents: Rugby World Cup 2015 bid document (This document contains exempt information as defined in paragraph 3 of Schedule 12A to the Local Government Act (as amended)).