

# Gloucester City Council

<b>Meeting:</b>	<b>Cabinet</b>	<b>Date:</b>	<b>2<sup>nd</sup> April 2014</b>
<b>Subject:</b>	<b>Rugby World Cup Update Report</b>		
<b>Report Of:</b>	<b>Cabinet Member for Regeneration &amp; Culture</b>		
<b>Wards Affected:</b>	<b>All</b>		
<b>Key Decision:</b>	<b>No</b>	<b>Budget/Policy Framework:</b>	<b>No</b>
<b>Contact Officer:</b>	<b>Adam Balding, RWC Event Co-ordinator</b>		
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<b>Appendices:</b>	<b>Appendices 1 &amp; 2 - Images of 'Wrapping' to Bus Station</b>		

## 1.0 Purpose of Report

- 1.1 To update Members on progress against the key issues for the delivery of the Rugby World Cup 2015.

## 2.0 Recommendations

- 2.1 Cabinet are asked to **NOTE** the progress made so far regarding preparations for the Rugby World Cup 2015.

## 3.0 Background and Key Issues

- 3.1 This report is a summary of where we are to date with regard to the Rugby World Cup 2015, outlining actions completed and actions pending. This report aims to bring members up to date on developments.
- 3.2 Preparations for the Rugby World Cup continue to be heavily controlled by the International Rugby Board (IRB), Rugby World Cup Limited (RWCL) and England Rugby 2015 (ER2015). However, key stake holders and commercial partners are now becoming more involved as the Rugby World Cup gets nearer.
- 3.3 Gloucester City Council now has an all party members project group that meets on a bi-monthly basis to review progress and generate ideas. The second meeting of this group is arranged for 17<sup>th</sup> April 2015 at 5pm.

## 4.0 The Following Sub Headings show Members the key areas of work that are ongoing:-

### 4.1 Fixtures

- 4.1.1 It has recently been confirmed that Georgia have qualified and will be playing two games in Gloucester. America 2 and Asia 1 are the two remaining countries who are still to be confirmed.

## RWC Kick Off Times

Kingsholm Stadium	Sat 19 Sept	Tonga v Georgia	Gloucester	12.00pm
Kingsholm Stadium	Wed 23 Sept	Scotland v Asia 1	Gloucester	2.30pm
Kingsholm Stadium	Fri 25 Sept	Argentina v Georgia	Gloucester	5.00pm
Kingsholm Stadium	Sun 11 Oct	America 2 v Asia 1	Gloucester	8.00pm

## 4.2 Fanzone

- 4.2.1 Planning is well under way. Gloucester City Council and Marketing Gloucester in consultation with England Rugby have started to plan how the FanZone will run. There will be two areas made up of a family zone which will be more focused towards people with children and then a general zone which will be geared towards larger parties.
- 4.2.2 Currently Gloucester City Council has identified 17 days when the key games will be shown. As a host city we have to show all of the host city games, England's games, the semi final and final. This will leave 25 'dark days' to be potentially filled by outside events to keep the fanzone lively and bring money back into the Rugby World Cup budget.
- 4.2.3 As part of the host city agreement free WiFi needs to be provided within the Fanzone area and how this will be delivered is currently being considered.
- 4.2.4 The first draft of the Fanzone Operational Plan has to be submitted to England Rugby 2015 by the 31/03/2014. The plan will cover the points listed above.

## 4.3 Marketing

- 4.3.1 Marketing Gloucester and the City Council are working hard to promote the City as a base for travelling fans. France and Ireland games are being held in Cardiff which is easily commutable from Gloucester, so these nations are being targeted. Joint marketing with Exeter for Tonga. When Americas 2 and Asia 1 qualify, to start marketing to them.
- 4.3.2 Also, Tourist Information is being developed in various languages to accommodate visiting fans.
- 4.3.3 The next Rugby World Cup Communications meeting is on Thursday 27<sup>th</sup> March 2014 to confirm the official England Rugby PR company. This is a quarterly meeting where all of the host cities attend to discuss all Rugby World Cup related matters.
- 4.3.4 The Bus Station is being wrapped to promote the Rugby World Cup and this will be completed by April 4<sup>th</sup> 2014. Appendix 1 shows how this will look.

## 4.4 World Cup Legacy

- 4.4.1 Activities to promote the RWC legacy are well underway. These include:
- Wheel chair rugby, which has been launched in Gloucester and is being supported by Gloucester Rugby Club.

- Gloucester Rugby Club and Hartpury College have formed a partnership to create a women's rugby team for the 2014/2015 season.
- A relationship with Cheltenham Festivals is being created for the cross promotion of events leading up to and post RWC 2015.
- Local schools are being engaged in arts projects in conjunction with the RWC 2015. This work is being delivered through Young Gloucestershire.
- The County Council are looking at funding for sustainable transport in and around Gloucester using the RWC as a method of promoting green transport.
- Permanent physical legacy - as yet undefined. Invite ideas.

## **5.0 Events Overview**

5.1 Discussions are taking place with a view for events to run for the duration of the whole Rugby World Cup period from September 18<sup>th</sup> - October 31<sup>st</sup> 2015. Events being considered include:-

- A mini art exhibition at the Cathedral promoting local art.
- A sculpture trail throughout the City Centre
- Events led by the Commercial Partners of ER2015
- Joint working with Cheltenham Festivals (within Gloucester) during the Rugby World Cup.

## **6.0 Festival of Rugby**

6.1 The festival of rugby is an opportunity for events to be held as part of the celebration of the Rugby World Cup 2015 without conflicting with any of the sponsorship rights. The initial proposed date for the Festival of Rugby is currently being reviewed by England Rugby 2015, with a view to extending the festival by 2 months so it runs from June through to September 2015.

## **7.0 City Dressing Sites Overview**

- 7.1 Suitable lighting columns have been identified around the City and we are waiting on the structural information from the County Council in relation to which columns are suitable for having banners hung from them before final decisions can be made.
- 7.2 330 lighting columns have been identified as being potentially suitable but we are waiting to hear from ER2015 as to how many banners the City will be allocated.
- 7.3 City centre flag pole locations are currently being investigated.
- 7.4 Banners for the official commercial sponsors will be made available for dressing the City. However, exact numbers are yet to be confirmed by ER2015.

## **8.0 Alternative Options Considered**

8.1 None.

## **9.0 Financial Implications**

9.1 The allocated budget is £350,000 and we are currently looking at ways in which to increase this through sponsorship, grants and investment through third parties.

## **10.0 Legal Implications**

10.1 As part of the host city agreement we must fulfil certain criteria which were agreed upon at the signing of the host city document.

(Legal Services have been consulted in the preparation this report.)

## **11.0 Risk & Opportunity Management Implications**

11.1 The main risk is that of exceeding the initial budget of £350,000. This is being closely monitored by the Project Board.

11.2 The benefit and expectation of the economic impact on the city of Gloucester is high as we anticipate a fantastic 6 weeks of sport and entertainment.

11.3 A pre and post Rugby World Cup analysis is being devised in partnership with Hartpury College to look at the potential economic impact on Gloucester.

## **12.0 Other Corporate Implications**

### Community Safety

12.1 None at present.

### Sustainability

12.2 None at this stage.

### Staffing & Trade Union

12.3 None at this stage.

**Background Documents:** None