

Gloucester City Council

Meeting:	Overview & Scrutiny Committee	Date:	15 September 2014
Subject:	Rugby World Cup Update Report		
Report Of:	Cabinet Member for Regeneration and Culture		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	None		

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 Overview & Scrutiny Committee 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 The report is a summary of where we are to date with regard to the Rugby World Cup 2015, outlining actions completed and actions pending. An earlier update report was presented to the Committee in February, and this report sets out the progress since that time.
- 3.2 As previously advised, preparations for the Rugby World Cup are heavily controlled by the International Rugby Board (IRB), Rugby World Cup Limited (RWCL) and England Rugby 2015 (ER2015). *A copy of the Project Governance arrangements were provided with the February report.*
- 3.3 Delivery of the City's World Cup commitments and preparation is overseen by the City Steering Group. In addition, there is an internal Project Board and a series of sub-groups set up to ensure that each strand of our commitments will be delivered. Progress against the required actions is monitored by ER2015 and, to date, we have achieved all of the deadlines set. The following sub-headings set out the key areas of work currently underway:-

3.4 **Fixtures**

- 3.4.1 In February we were still waiting to hear which qualifiers would be playing at Kingsholm. The complete line-up has now been confirmed and so we now know that Argentina, Georgia, Japan, Scotland, Tonga and the USA will all be visiting Gloucester. The confirmed fixtures are:

RWC kick off times

Kingsholm Stadium	Sat 19 Sept	Tonga v Georgia	Gloucester	12.00pm
Kingsholm Stadium	Wed 23 Sept	Scotland v Japan	Gloucester	2.30pm
Kingsholm Stadium	Fri 25 Sept	Argentina v Georgia	Gloucester	5.00pm
Kingsholm Stadium	Sun 11 Oct	USA v Japan	Gloucester	8.00pm

3.5 **Fanzone**

- 3.5.1 Planning for the Fanzone continues. Gloucester Docks has been agreed as the location for the main fanzone with ER2015. The fanzone will primarily serve the main sponsors for the RWC2015, but outside of the main area the City Council can influence what happens and plans include a family area, non drinking area and a large screen for fans to watch the games.

- 3.5.2 Current issues regarding the fanzone include:

- The layout of the site
- Access / tickets / barriers / security
- Use of Giant Screens
- Catering / toilets
- Tented (covered) areas

- 3.5.3 England Rugby 2015 and Heineken (one of the main sponsors) will be visiting Gloucester in September to view the fan zone area with regards to commercial partner activation.

- 3.5.4 As previously advised, we are looking at a number of events and activities, in and around the fanzone area, that will complement and enhance the visitor experience.

3.6 **Marketing**

- 3.6.1 The Communications and Marketing team helped Visit England with their filming in and around the City as part of the promotional Rugby World Cup Video, that highlighted each of the Host Cities. The video is now available and has been used on a number of occasions to help promote both the World Cup and what Gloucester will have to offer.

- 3.6.2 ER2015, Marketing Gloucester and the Communications and Marketing team have put together a coordinated strategy for the delivery of the key marketing and promotional activities. A Communication and Marketing Plan has been submitted to ER2015 and the related sub-group continues to oversee its delivery.

3.6.3 There are a number of key marketing and promotional milestones and activities taking place during September:

- City Dressing - **Sept 1st – Sept 30th**
 - To coincide with the “Year to Go”, this will see the installation of banners on a number of key routes and locations across the City
- Announcement of the Team Bases - **1st September**
- The “Year To Go” mark - **18th September**
- Volunteering “Try-Outs” - **22nd – 26th September**
 - Events at GL1 as part of the recruitment of volunteers
- Official General ticketing period - **12th – 29th September**
 - The general public will need to register an interest via www.rugbyworldcup.com/frontrow
 - A co-ordinated press release from ER2015, Marketing Gloucester and the Communications and Marketing team will set out the relevant information around this key event.

3.7 **World Cup Legacy**

3.7.1 As previously reported, a World Cup Legacy sub-group has been formed to ensure that the Rugby World Cup lives on long past the Tournament. The aim of the group is to increase participation in rugby and sport generally in schools, colleges and universities. Club engagement at grass roots level is pivotal as this is an area of importance which has been highlighted by both Gloucester Rugby and Gloucestershire RFU.

3.7.2 A number of sites around the City, such as the Cathedral, the Museums and Heritage sites will be used to deliver cultural activities to the wider community with a focus on building a positive visitor experience during the Rugby World Cup.

3.7.3 Further details of the legacy programme will be provided in due course.

3.8 **Events Overview**

3.8.1 As set out in 3.6 above, there are a number of key dates during September, and, to help celebrate and promote these, a number of small events will be taking place:

- The “Year To Go” celebrations will be based around an event at **Kingsholm Stadium**. Further details will be announced shortly.
- The Key milestones will be displayed the new Column Banners, Catenary (City Centre) Banners and Bridge Banners.

3.9 **Festival of Rugby**

3.9.1 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. So far the Sportbeat event has been identified as falling within this category but it is anticipated that many more events will develop in the near future especially when this can be widely publicised.

- 3.9.2 We are still waiting for Guidance from England Rugby 2015 with regards to the actual opportunities surrounding this event. Further details of the Festival of Rugby will, therefore, be provided in due course.

4.0 Alternative Options Considered

- 4.1 Gloucester's preparations and activities are agreed by both the City Steering Group and Project Group. Any changes to the agreed programme must be reviewed and approved by these and the related sub-group would then look to deliver the agreed actions.

5.0 Financial Implications

- 5.1 The allocated budget for this work is £350,000 and we are continuing to look at ways in which to increase this through sponsorship, grants and investment through third parties.
- 5.2 Costs are still being gathered for various aspects of the fan zone and other events to be held in the City. The budget is being monitored by the Project Board.

6.0 Legal Implications

- 6.1 As part of our 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.)

7.0 Risk & Opportunity Management Implications

- 7.1 All risks and opportunities are monitored by the Steering Group and Project Group. The main focus is on the agreed budget and the potential reputational issues of being involved in organising such a high profile event.

8.0 Other Corporate Implications

Community Safety

- 8.1 None at present.

Sustainability

- 8.2 None at this stage.

Staffing & Trade Union

- 8.3 None at this stage.

Background Documents: None