

Gloucester City Council

Meeting:	Overview & Scrutiny Committee	Date:	23rd March 2015
	Cabinet		25th March 2015
Subject:	Rugby World Cup Update Report		
Report Of:	Cabinet Member for Regeneration & Culture		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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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 the preparations as part of Gloucester's Host City arrangements for the Rugby World Cup 2015.
- 2.2 Cabinet are asked to **NOTE** the progress made so far regarding preparations as part of Gloucester's Host City arrangements 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. This report aims to bring Members up to date on developments since the last report in September 2014.
- 3.2 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). Key stake holders and Commercial partners are now becoming more involved as the Rugby World Cup starts to near.
- 3.3 As part of our arrangements, a Project Board has been formed so as to ensure all key stakeholders are able to provide updates on each aspect of the plans they are responsible for, and as a forum to exchange views and ideas so as to ensure we all make the best possible success of such a fantastic event for the City.

- 3.4 To ensure we meet all aspect of our Host City Agreement, a Project Plan has now been developed and circulated to the Project Board who have provided their comments. The Project Plan sets out all of the key dates and milestones and will be reviewed and updated by the Project Board each month.

3.5 Fanzone

- 3.5.1 Plans for the Fanzone are nearing completion and we will be able to confirm all of the arrangements on Thursday 26 March, as part of a national media launch of all Fanzone locations.
- 3.5.3 We are also looking to finalise details for the events and activities to be held in and around the Fanzone, and again, further information will be provided to all Members as soon as this is available.

3.6 Communications and Marketing

- 3.6.1 The County Council are now leading on the Communications and Marketing Plan. In March, there will be a series of press releases, in the main led by ER2015 on a national basis, but with specific information being made available locally:
- Fanzone – location, times events, partners etc
 - Residents and Businesses Leaflets (to be issued in March/April and further updates in June / July and August / Sept)
 - City Dressing
 - Domestic Trophy Tour
 - Volunteer Programme
 - Community Involvement and Opportunities
 - Transport Plan
 - Spectacular
 - Welcome Ceremonies
- 3.6.2 Officers are preparing a leaflet for local residents and businesses, to be distributed in and around Kingsholm, the Fanzone and City Centre. We plan to issue a series of leaflets and information in March/April, June / July and August / September.
- 3.6.3 Officers and Members have been invited to a meeting of the Kingsholm and Wotton Neighbourhood Partnership (14 March). This will be a good opportunity to meet with residents and businesses and talk about the RWC and what it will mean to them.

3.7 World Cup Legacy

- 3.7.1 Clearly being a RWC Host City brings with it many opportunities to promote the City and create a lasting legacy. It is estimated the RWC coming to Gloucester will bring with it an additional £48m to the local economy. There are numerous other legacy opportunities, such as the World Host Ambassador training that has been offered to service sector businesses, as well as an increase in sport and community activity in the City.
- 3.7.2 The full impact on the City is yet to be evaluated, but our focus is on –

- **Improved Physical / Built Environment** – Better facilities for our local community
- **Improved Health and Wellbeing** - Greater participation, both as players and spectators
- **Greater Civic Pride / Destination Gloucester** - Stronger presence of Gloucester as a Tourist Destination

3.7.3 Full evaluation of the impact and legacy from the World Cup will form part of a final report to be published at the end of this year.

3.8 Events Overview

3.8.1 The Events Programme is beginning to take shape, although some of the events are embargoed until they are announced by ER2015 later this month. However, we will provide further information on all of these as soon as we can. Many of the events will focus on the Fanzone and City Centre, but we are also keen to hear from and work with communities who want to make the most of the RWC coming to Gloucester and want to hold their own events over the summer months and through September and October.

3.8.2 We hope to be able to announce the ER2015 “Spectacular” that is planned for Gloucester. It is envisaged that the Spectacular will not only help promote Gloucester as a Host City, but also provide us with a lasting legacy in the City. We are, however, still awaiting confirmation of the outcome of the Arts Council bid, and this will determine the scale of events to be organised in and around the City.

3.8.3 As part of the preparations for the RWC, ER2015 are organising the Domestic Trophy Tour, with the Webb Ellis Trophy travelling around the country, and will be spending three days in and around Gloucester. Again, at this stage, we are restricted on the details we can release, but will provide Members with further information as soon as we can announce the details.

3.8.4 Gloucester has also been chosen to host a “Welcome Ceremony” one of the visiting Nation’s. Unfortunately, we are unable to provide full details at this stage, but it will be an exciting event that will welcome one of the teams to the RWC and promote Gloucester and all the activities that will be taking place in the City.

3.9 Festival of Rugby

3.9.1 Details of the “Festival of Rugby” have now been released. The Festival of Rugby provides an excellent opportunity for communities and groups to promote rugby themed events and activities in the local area via the Festival of Rugby website (www.festivalofrugby2015.com), so that anyone visiting the City will be able to see what is going on in and around the City.

3.10 City Dressing Sites Overview

3.10.1 Plans to “Dress” the City throughout the RWC have now been submitted to ER2015. The main focus of the Dressing will be on the walking routes from the Train and Bus Station to the Fanzone and out to Kingsholm. We will also be introducing new lamppost banners in key strategic routes into and around the City. Full details of the City Dressing Plans can be provided to Members on request.

- 3.10.2 As well as the official City Dressing, we would also encourage residents and businesses to join us in welcoming visitors to the City and dressing their premises and homes in either rugby themed or visiting nations' flags and colours.

3.11 Transport Plan

- 3.11.1 The County Council have been leading on the development of the Transport Plan, which provides details of travel routes for fans and visitors in and out of the City, advising of the car parking capacity, coach park arrangements and associated information. The Transport Plan also confirms the walking routes to and from the Bus / Train Stations to the Fanzone and Kingsholm, and the road closures.
- 3.11.2 The Transport Plan is an evolving document, and will form the basis of key communications with local businesses and residents. The Transport Plan has been submitted to ER2015 for their comments and approval, and a copy can be provided for Members on request.

4.0 Alternative Options Considered

- 4.1 Plans for the RWC are evolving all of the time and further information will be shared with all Members whenever it is available.

5.0 Financial Implications

- 5.1 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.
- 5.2 Costs are still being gathered for various aspects of the fan zone meaning at present there has been a minimal spend so we are well within the allocated budget.

6.0 Legal Implications

- 6.1 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.)

7.0 Risk & Opportunity Management Implications

- 7.1 The main risk is that of exceeding the initial budget of £350,000. This is being closely monitored by the Project Board.
- 7.2 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.

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