

Gloucester City Council

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| Meeting: | Overview and Scrutiny Committee | Date: | 15 June 2015 |
| Subject: | Rugby World Cup Update Report | | |
| Report Of: | Cabinet Member for Regeneration & Economy | | |
| Wards Affected: | All | | |
| Key Decision: | No | Budget/Policy Framework: | No |
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| Appendices: | 1. RWC2015 tickets for the four matches at Kingsholm | | |

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 and 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.

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 March 2015.
- 3.2 Since the last report, the Rugby World Cup Project Board has met on a number of occasions, receiving updates on each of the key strands of activity necessary to deliver our Host City commitments. The Project Plan has now been finalised and is monitored by the Project Board. Updates are provided to the Project Board on a monthly basis, with any issues or unachieved milestones identified.

3.3 Fanzone

- 3.3.1 Marketing Gloucester are leading on the development and delivery of the Fanzone and final details will be confirmed in the next few weeks. ER2015 have provided additional support in terms of their Fanzone Consultant working closely with Marketing Gloucester, and through the identification of a Production Manager who has provided detailed specifications and costings based on the preferred design and layout. The Project Board are still looking to create a mock Rugby Stadium and due to costs and the site layout, it has been agreed that the seating area will not be covered. This both reduces costs and makes better use of the available space.

- 3.3.2 We are still looking to produce the Fanzone within the original budget (net £200k) although final figures are to be confirmed. We have, however, now agreed the charges for the Food and Beverage retailers, and this will bring in an income of £20,000.
- 3.3.3 Whilst the main Fanzone will be based in Orchard Square, due to the number of other activities now likely to take place whilst the Fanzone is open, we are also looking to use some space in Mariners Square. This is likely to be a “Family / Club Zone” with GRFU bringing in a number of activities and activations, such as an inflatable obstacle course, a 3D Photo Wall and a kicking simulator. This means that the capacity of the Fanzone is likely to be between 5000 and 7000. We recently attended a GDECL meeting to discuss these options.
- 3.3.4 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. We are still in discussions with Gloucester Rugby and hope that they play an active part in the Fanzone activities. Neighbourhood Management are working alongside Marketing Gloucester to deliver a number of community lead events on the days when the Fanzone is not in operation, this will not necessarily bring in additional income, but will ensure that the infrastructure is used to its maximum.
- 3.3.5 Final layout and design, together with a Dressing Plan, must be submitted to England Rugby by 18 June.

3.4 Volunteer Plan

- 3.4.1 Official “Pack” Volunteers have now been appointed by ER2015 and a launch event took place in May with all volunteers from across the Country invited to Stadium MK for a training day. This will now be followed up with a regional event (to be held in Bristol) and a final local event in Gloucester. ER2015 will provide the uniforms and equipment for all of these volunteers.
- 3.4.2 The Pack Volunteers will be based across the City (on the walking routes) but not in the Fanzone. We will be allocating our own volunteers where necessary. In total, ER2015 have appointed 160 volunteers to be based in Gloucester.
- 3.4.3 Marketing Gloucester are leading on the Volunteer Plans, and we hope to encourage staff and other community groups to get involved. We are looking to finalise a deal for sponsorship of the volunteers working in the City to the sum of £2000, and this should cover the costs of t-shirts, bags and water/food for each volunteer.

3.5 Communications and Marketing

- 3.5.1 The County Council are now leading on the Communications and Marketing Plan. The Plan has been updated and has a series of activities and milestones for the coming months. There have been a number of Press Releases, both nationally and locally in recent weeks, with further tickets now being released for sale and the launch of the Fanzone and Trophy Tour locations.

3.5.2 The City Council used the Spring copy of City Life to provide information about the Fanzone and the Summer version will be a RWC Special. We are looking to work with Marketing Gloucester to ensure all of the Websites carry a strong RWC lead and that we promote the City wherever possible.

3.5.3 A residents leaflet has now been produced and will be distributed to local residents and businesses in and around Kingsholm, the Fanzone and City Centre. Officers and Members have been invited to a further meeting of the Kingsholm and Wotton Neighbourhood Partnership (18 July). This will be a good opportunity to meet with residents and businesses and talk about the RWC and what it will mean to them.

3.6 World Cup Legacy

3.6.1 The focus for our Legacy work 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

3.6.2 A number of activities have already taken place, ie the upgrading of the Floodlights at Kingsholm and the agreement to install a new stone bench in Kings Square, together with improvements to local sports clubs. With the final plans for the Fanzone now taking shape, we are able to focus our attentions on what the RWC coming to Gloucester really means and the opportunities this provides us.

3.6.3 The City Council has also joined Tewkesbury Borough Council and Cheltenham Borough Council in a “Sporting Legacy” initiative that looks to provide additional support to community groups and sports clubs. This is being run in conjunction with the Citizen.

3.7 Events Overview

3.7.1 The Events Programme is beginning to take shape. 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, as part of the Festival of Rugby (see below)

3.7.2 Unfortunately, the initial bid to the Arts Council to fund some of the planned activities was unsuccessful. However, with some guidance, the bid has been resubmitted and we hope to hear the outcome in the next few weeks.

3.7.3 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. The Trophy will be in the City of Gloucester on Thursday 16 July and will be taken to Robinswood Hill, the Cathedral, Blackfriars, The Soldiers of Gloucestershire Museum and Gloucester Museum. The tour will provide both photo opportunities of the Trophy in some iconic Gloucester locations, but will also be a

great for residents to come and see the Trophy. In addition, the Trophy will visit the Fanzone on one day before going to Kingsholm whilst one of the matches is on.

- 3.7.4 Arrangements for the Scotland Welcome Ceremony on Gloucester are progressing. The Ceremony will be held at Gloucester Cathedral on Thursday 17 September. ER2015 will be drawing up the Guest list for this event.

3.8 Festival of Rugby

- 3.8.1 Details of the “Festival of Rugby” can be found on the Website (www.festivalofrugby2015.com). At present, there are very few “Gloucester” events on the Website, and so we are encouraging anyone holding an event between 10 June and 31 October to make the most of the facility to promote their event.

3.9 City Dressing / Cleansing

- 3.9.1 There is no further update on this since the last report. 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 back out to Kingsholm. We will also be introducing new lamppost banners in key strategic routes in to and around the City. Full details of the City Dressing Plans can be provided to Members on request.
- 3.9.2 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.
- 3.9.3 As part of our preparations for the RWC, Neighbourhood Management are working with the County Council and Amey, so as to ensure the City is looking its best in terms of cleanliness and that any repairs and improvements necessary are carried out in good time. They have identified and agreed an Action Plan and the majority of the work will be completed in August. In addition, Deep Cleans will be carried out in and around the Stadium, City Centre and main routes into the City, as well as Grass Cutting and Litter Picking on all of these routes.

3.10 Transport Plan

- 3.10.1 There is no further update on this since the last report. 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.
- 3.10.2 The Transport Plan is an evolving document, and will form the basis of key communications with local businesses and residents. The Transport Plan was submitted to ER2015 for their comments and has subsequently been approved. A copy can be provided for Members on request.

3.11 Host City Ticket Allocation

- 3.11.1 Being a Host City means that the City Council have been allocated 500 tickets to be distributed to community groups and individuals across the City. The aim of the ticket distribution is to bring Rugby to a wider audience and ensure that the RWC reaches communities / individuals that would not necessarily get the opportunity to attend matches at this level and on this scale. In Gloucester, we want to make sure the 500 tickets are divided to allow school children, young people, family support groups, volunteers, key community groups and some of our unsung heroes to enjoy the games held at Kingsholm.
- 3.11.2 Before distributing the tickets, we were required to develop a framework for the allocation and this has now been approved by ER, so the tickets, once received, can be distributed accordingly. The tickets can only be used by the groups and / or individuals who have been nominated, and so cannot be passed on or sold.
- 3.11.3 Details of how these will be distributed are attached at Appendix 1. Further details of the groups identified and the number of tickets allocated to them will be made available in due course.
- 3.11.4 As part of this programme, each Member will be allocated two tickets to give to their chosen "Unsung Hero" in their Ward. Members will not be able to allocate these to any relation, friend or acquaintance, and any unused tickets will be reallocated to community groups.

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

Gloucester Host City - RWC2015 tickets for the four matches at Kingsholm

Background:

As part of the RWC2015 we have been allocated 500 tickets for distribution. We are keen to use the tickets to bring Rugby to a wider audience, enable the RWC2015 to touch communities / individuals that would not necessarily get the opportunity to attend matches at this level and on this scale. In Gloucester, we want to make sure the 500 tickets are divided to allow school children, young people, family support groups, volunteers, key community groups and some of our unsung heroes to enjoy the games held at Kingsholm.

Objectives:

The objectives of the ticket distribution are:

- to extend reach of the RWC2015 as far as possible
- to enable Rugby to have a positive impact on the residents of Gloucester from key priority communities
- to thank people who do some great things in our communities

Audiences we want to include:

- Community Groups
- Young People / Youth Sport
- Schools
- Family Support Groups
- Volunteers
- Unsung Heroes

Distribution of tickets:

| Audience | Numbers of tickets | How / action / process | Responsibility |
|---|---------------------------|---|---|
| Community Groups | 160 | All Community Groups and Voluntary Sector Organisations working with and in communities to make Gloucester a better place | Gareth Hooper – Senior Partnership and Engagement Officer |
| Young People / Youth Sport Group | 112 | Young People who are active in the community or would otherwise be unable to access tickets | Ismael Rhyman – Neighbourhood Manager |
| Schools | 90 | Schools close to Kingsholm or where Community Groups have not been identified | Verona Vidal – Partnership and Engagement Officer |
| Family Support Groups | 40 | Groups that provide advice and support to families across the City | Isobel Edwards – Partnership and Engagement Officer |
| Volunteers | 16 | Friends Groups and active individuals in the Community | Isobel Edwards – Partnership and Engagement Officer |
| Unsung Heroes | 82 | Each Ward Councillor to be allocated 2 tickets to be given to the “Unsung Heroes” in their Ward. Also a Staff Nomination process will be put in place to identify 10 Unsung / Community Champions | Ross Cook – Corporate Director |
| TOTAL | 500 | | |