

Gloucester City Council

Meeting:	Cabinet	Date:	15 July 2015
Subject:	Rugby World Cup Update Report		
Report Of:	Cabinet Member for Regeneration & Economy		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Ross Cook, Corporate Director		
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Appendices:	1. Gloucester Host City - RWC2015 tickets allocation		

1.0 Purpose of Report

- 1.1 To update Members on progress on the key issues for the delivery of the Rugby World Cup 2015 (RWC15).

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** 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 provides an update on three main areas of our Rugby World Cup preparations –

- a) Fanzone
- b) Cultural Programme
- c) Community Activities

3.2 Fanzone

- 3.2.1 Marketing Gloucester are leading on the development and delivery of the Fanzone and in recent weeks have been working with a number of partners with regard to the different elements in and around the Fanzone. As previously advised, the main Fanzone will be a mock Rugby Stadium and we now plan create two additional areas, with a Family Zone and a separate area linked to the Festival of Rugby.
- 3.2.2 The Family Zone area is currently being worked on. Gloucester Rugby have confirmed that they will work on this area and include training sessions for the public and groups. The RFU and Gloucester Rugby have also committed to running training sessions for the public and local clubs. A full timetable of activities is being drawn up at the moment. There is also a lot of interest from local and Gloucestershire schools in using the area during this timeframe.

- 3.2.3 The Family Zone area will consist of a large 35m x 25m inflatable sand pitch. An inflatable obstacle rugby training structure, toilets, and a catering and drinks unit. A secondary screen is being looked at for this area, budget permitting. GDECL have been consulted on the use of this area, and in principal are happy for it to go ahead, but they require more detail as and when things are confirmed.
- 3.2.4 GCC (Gloucester City Council) are working with Gloucester Rugby and Gloucester Quays on the content and programme for this area.
- 3.2.5 The main screen area in Orchard Square is now confirmed and most quotes from suppliers have been collected and suppliers have been selected. A catering and bar supplier has been selected. Site meetings will be taking place over the next month with the chosen suppliers to work on the finer details of the site.
- 3.2.6 Gloucester Quays are supporting both Fanzone sites and are working with GCC on extending the dressing of the site into Llanthony Road and Pillar and Lucy Square, where additional activities will be on offer during the Fanzone period.

3.4 Cultural Programme

3.4.1 Marketing Gloucester, supported by GCC, applied to the Arts Council for funding for a RWC cultural programme in January this year. The funding has been confirmed and £85,000 has been awarded to deliver a programme of international entertainment during the RWC period.

3.4.2 The aim is to create 5 x themed weeks in the City Centre during the RWC period.

Week 1 – 14 th – 19 th Sept	USA
Week 2 – 20 th – 26 th Sept	Scotland
Week 3 – 27 th -3 rd Oct	Japan
Week4 – 4 th – 10 th Oct	Georgia
Week 5 – 11 th – 17 th Oct	Argentina

3.4.3 All City Centre businesses are being approached to join in with the theming of the City. They are being asked to focus on the flags for these countries, and dress their windows with their own produce in the colours of the countries' flags. In addition, if they wish, they are also being asked to consider meals or drinks of the week based on the country, entertainment from these countries and to get as involved as much as they can. Various meetings took place in February, which all businesses were invited to. In addition, letters will be sent out over the next month with more information on the themed weeks and how everyone can be involved.

3.4.4 To support the businesses, the Arts Council funding will pay for large scale artistic shows from performers from Scotland, Japan and Georgia on the weekends of each themed week. It is also paying for a HAKA performance and workshops with 10 different community groups and a project run by the dance company Avant Garde with the aim of getting 200 dads and their children to perform in the Fanzone. In addition to this Marketing Gloucester will fund performances for the USA and Argentina weeks.

- 3.4.5 The main focus for these performances will be the gate streets and Kings Square with some additional performances taking place in the Fanzone over the last weekend.
- 3.4.6 In addition to this programme, the Neighbourhood Management team are working on a community film project, working in conjunction with the University of Gloucestershire. Various proposals are being submitted at the moment by the University. The aim is to have a variety of short films and documentaries made by students and community members about the Rugby World Cup coming to Gloucester, their city and why they love it, the heritage of rugby and championing volunteers for the world cup and community champions. The films will be shown on the Fanzone screen on match days and non-match days.

3.5 Community Events

- 3.5.1 The City Council recently sent out invitations for communities to apply for funding from the remainder of the Youth Grants Fund, to support events in their local area. The fund sought applications that helped to celebrate the Rugby World Cup, but also encouraged communities to hold their own events over the summer period.
- 3.5.2 There was considerable interest in the fund and final decisions on the applications are now being issued. The applications sought funding of nearly £15,000 and we had applications from 20 different groups from all across the City. Events included groups using local open space for Rugby themed play and rugby skills, as well as supporting drug and alcohol support groups offering additional support to visiting fans and officials.
- 3.5.3 The fund has created some really exciting opportunities for communities to come together and enjoy the excitement of the Rugby World Cup coming to Gloucester.

3.6 City Dressing and Legacy

- 3.6.1 As part of the dressing being planned across the City and to coincide with the height of Gloucester's festival season, the Scrumpty Trail will be running from the beginning of August to the end October. The "Where's Scrumpty trail" will see 20 five foot-tall sculptures form a line out across the historic streets and green spaces of Gloucester. Designed by artists, a number of the sculptures will be auctioned off for charity. The City Dressing Programme will see many of the streets decked with both the official Rugby World Cup banners and flags, and in addition, residents and businesses are encouraged to put out their own displays to ensure the City is awash with colour.
- 3.6.2 Discussions are continuing with Network Rail with regards to installing some Rugby World Cup themed displays on the railway bridges on the key routes around Kingsholm, ie London Road and Kingsholm Road.
- 3.6.3 A Crowdfunding bid has been launched in an effort to secure a lasting commemoration to Gloucester's role in this year's Rugby World Cup. It is planned to install a new stone bench King's Square. Funders pledging £100 will be able to have their name engraved on special bricks which will be placed around the bench that is being carved by Gloucester Cathedral stonemason. Marketing Gloucester

are leading on this and have set up a Crowdfunder page for people to sign up and get involved.

3.7 Host City Ticket Allocation

- 3.7.1 Being a Host City means that the City Council has 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 and 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.
- 3.7.2 Before distributing the tickets, we are 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 or individuals who have been nominated and so cannot be passed on or sold.
- 3.7.3 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.
- 3.7.4 As part of this programme, each Member will be allocated two tickets to give to their chosen "Unsung Hero" in their Ward. An application form will be issued to all Members for them to nominate their "Unsung Heroes" all across the City.

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 Fanzone 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.

(One Legal 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 six 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		