

Gloucester City Council

Meeting:	Cabinet	Date:	16 September 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:	None		

FOR GENERAL RELEASE

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** that the progress made so far regarding the preparations as part of Gloucester's Host City arrangements for the Rugby World Cup 2015 be noted.

3.0 Background and Key Issues

- 3.1 The report provides an update on the main areas of our Rugby World Cup preparations, which is now the culmination of over three years work by many people inside and outside the City Council. The Host City Agreement between the Council and England Rugby 2015 places certain obligations on the Council, but our activities are greatly in excess of what we are required to do as the Council is determined to make the most of this opportunity for the benefit of Gloucester's residents and businesses.

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 it, including the structure of the site, but also the content on each day it is open. As previously advised, the main Fanzone will be a mock Rugby Stadium (in Orchard Square in the Docks) and there will be a separate Family Zone based in Mariners Square.
- 3.2.2 Orchard Square has now been cleared and so is ready for the Fanzone installation. The final plans for the look and feel of the Fanzone have now been agreed and set up of the site will commence in the week before the first match.

- 3.2.3 Since the last update, there have been a number of changes to the plans for the Family Zone. The initial plan was to include a Beach Rugby Pitch as the main focus for the Family Zone and a number of Partners (RFU, GRFU, Gloucester Rugby) would use the pitch to hold training sessions and other activities. However, having taken on board comments from the residents in and around that area, it has been agreed to remove this from the plans and the Family Zone will include a number of “Have a Try” activities such as an inflatable obstacle course, inflatable speed pass, inflatable precision pass and inflatable line out wall.
- 3.2.4 In addition, the RFU and GRFU are looking to set up an Activation site at Llanthony Priory and this will be branded as a Festival of Rugby event. They will be holding a series of training and try out sessions with the aim of getting more people involved in rugby.
- 3.2.5 The changes to the Family Zone mean that we have been able to reduce the planned spend on the Fanzone and Family Zone and so are now looking at the feasibility of providing some sort of Fanzone in Gloucester for the knock-out stages of the tournament. In line with the requirements of the Host City Agreement, we had originally planned to provide a Fanzone for the duration of the Group Stages. This was driven by the need to provide the Fanzone while the majority of visitors were in the city, the constraints of budget, the amenity of Docks residents and the wish to allow businesses in the city, particularly in the city centre, to benefit from the knockout stages. However, as the tournament gets closer and the excitement continues to build, we recognise that there may well be interest in being able to watch the matches on a big screen in the city in the latter stages, particularly if England progress past the pool stage. We are therefore looking at the options of whether to set up a new Fanzone in the City Centre to show the knock-out matches, which will take place over three weekends.
- 3.2.6 The ability to do this will depend on the overall budget available and, potentially, on support from external partners and businesses.

3.3 Cultural / Events Programme

- 3.3.1 As detailed in the last report, Marketing Gloucester, supported by the City Council, applied to the Arts Council for funding for a RWC Cultural Programme. The funding has been confirmed and £85,000 awarded to deliver a programme of international entertainment during the RWC period.
- 3.3.2 Plans for the 5 x themed weeks in the City Centre are now progressing and will include –
- w/c 19 September – American themed events such as with Lindy Hop dancing, a Lindy Hop flash mob, swing music, Harleys and American cars;
 - w/c 25 September – Scottish themed events including Bagpipes, and Highland dancers.
 - w/c 03 October – Japanese themed (plans to be confirmed);
 - w/c 10 October – Georgian themed week, street dance battle; and
 - w/c 17 October – Argentinian themed events – Tango dancers

- 3.3.3 There will be activities in Kings Square on most Saturdays throughout the Group stages.
- 3.3.4 The Scrumpy Trail, which is being promoted as part of the Festival of Rugby, has been a great success and has drawn tens of thousands of people into the City. One of the RWC Legacy strands was to promote the City as a tourism destination and it is clear that this sort of activity has put Gloucester on the map.
- 3.3.5 Coverage from the Rugby World Cup Trophy visiting Gloucester has also helped raise the profile of the City with photos of the different locations being used by both local and national media.
- 3.3.6 The City will be hosting the Welcome Ceremony for the Scotland Rugby team on 17 September. Hosting such a prestigious event for one of the Home Nations will continue to promote the City as a location for high profile events.
- 3.3.7 The WOW Rugby exhibition at Gloucester Museum has been very popular and coverage of the Living Statute in the City Centre has raised its profile even higher. The exhibition continues throughout the RWC period and so will be a welcome addition to the cultural programme on offer.
- 3.3.8 A number of businesses have already decorated their premises as part of the celebrations and will be running events throughout the RWC. We would encourage everyone to get involved in any way they can, so as to make the most of this exciting opportunity to promote Gloucester with the eyes of the world upon us.

3.4 Community Events

- 3.4.1 Having allocated £15,000 of grant funding to promote community events and activities, both in the build up to and throughout the tournament, we are now seeing numerous events being promoted across the City, such as exchange of Japanese and Chinese Culture in Kingsholm with opportunities to try foods like Sushi and Rahmen, all linked together with a Rugby quiz; Rugby themed sports days in Barton; and an inter-community athletics fun event at Blackbridge Jubilee Athletics track. These are great opportunities for communities to both celebrate the RWC and promote activities in their local area. This will also help create a lasting legacy as more people get involved in activities within their local community.
- 3.4.2 In addition, we will be using the Fanzone, on days when matches are not being shown, to showcase films made by local people about Gloucester. We recently announced “Gloucester Stories” – a short film competition where the winners will have their films broadcast at the Fanzone as well as other locations across the City, and online.
- 3.4.3 The competition is open to anyone, and stories must centre around the City of Gloucester.

3.5 City Dressing

- 3.5.1 The City Dressing Programme has commenced with over 100 lighting column banners being installed across the City. Having now taken delivery of the

remainder of the banners and bunting, we have now commenced installation of the dressing throughout the City and along the walking routes to and from the City Centre to the Fanzone and Kingsholm Stadium.

- 3.5.2 We are awaiting confirmation from Network Rail for permission to install banners on the two railway bridges. This is getting very tight for time, but we still plan to install these before the first match.
- 3.5.3 There has been some really exciting community activity to tidy up the footpath along Deans Walk and this will now leave a lasting legacy with a new mural along the ways of this well used walking route to Kingsholm.
- 3.5.4 Street cleansing plans for both before and during the tournament are now at an advanced stage, and many of the streets in and around Kingsholm have been "Deep Cleaned". Amey and Neighbourhood Management will be monitoring the streets and open spaces throughout the period so as to ensure the City looks at its best.
- 3.5.5 Works to tidy up Kings Square are proceeding and the new paving has now been installed and the low level walls repainted. Due to the number of events taking place in Kings Square throughout the World Cup, a temporary toilet will be installed during this period.
- 3.5.6 As detailed in the last update report, 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.

3.6 Host City Ticket Allocation

- 3.6.1 We have now taken receipt of the 500 Host City tickets and plans are being put in place to distribute these to the chosen groups and individuals. We have notified all of the Community Groups who have been chosen to receive tickets and will be arranging for them to collect them ahead of the first match.

3.7 Communications

- 3.7.1 The Rugby World Cup edition of City Life is now being distributed across the City. We have ordered an additional 10,000 copies so that visitors to the City can pick up a souvenir copy during their visit.
- 3.7.2 We are now finalising plans for a final mail drop to residents living in and around Kingsholm Road, as well as in and around the Docks. This will include final information regarding road closures and delivery of an "Access Permit" that will provide residents access to and from their properties when Kingsholm Road is closed.

3.8 Volunteering

- 3.8.1 The volunteering plans are now being finalised. Localised training for the Pack (ER2015) Volunteers has commenced and we are now looking at the final number of volunteers needed for the 11 days of the Fanzone. We will be looking to

provide a uniform for all volunteers and Civica have kindly provided £2000 to help fund this.

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 We are still within the agreed budget and the changes to the plans for the Family Zone will free up some additional resource. However, delivery of the whole project within budget is reliant on a number of income streams (sale of TIC merchandise, income for cost of the stone bench) and so this could impact on the final costings.
- 5.2 If it is decided to extend the period of the Fanzone, this will have an impact on the budget. However, it is proposed to use the events contingency of £25,000 to help cover the costs of this.

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.

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