

Gloucester City Council

Meeting:	Overview and Scrutiny Cabinet	Date:	7 March 2016 9 March 2016
Subject:	Rugby World Cup Final 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 provide Members with a summary of the outcomes of our Host City project as part of the Rugby World Cup 2015 (RWC) celebrations and to note the ongoing legacy priorities.

2.0 Recommendations

- 2.1 **Overview and Scrutiny** is asked to note the outcomes of being a RWC Host City and the ongoing legacy priorities that have evolved since that time.
- 2.2 **Cabinet** is asked to **RESOLVE** that the outcomes of being a RWC Host City and the ongoing work of the RWC Legacy Group set up to ensure a real legacy is achieved be noted.

3.0 Background and Key Issues

- 3.1 The City of Gloucester was extremely proud to be chosen to be a RWC Host City, and the whole city came out in support of the once in a lifetime opportunity for the city. 10,000s people visited the city throughout the tournament period, with approximately 50,000 people visiting the Fanzone and many more visiting the city and watching the matches at Kingsholm.
- 3.2 The success of being a Host City was well documented at the time, and the city received worldwide coverage, particularly on the day that Scotland played Japan at Kingsholm. The whole city showed itself off to the world audience and truly put Gloucester on the map.
- 3.3 The Fanzone was a major success and the investment of bringing the tournament to the city far exceeded all expectations. The city centre was awash with visitors

and events such as the Scrumpty Trail and the Cultural Programme, all bringing the whole city alive.

3.4 Since the tournament has finished, the legacy work has continued and the momentum of bringing the RWC to Gloucester has seen numerous opportunities for further investment in the city. This report highlights some of the results of being a Host City, as well as setting out some of the current and future projects that have come to fruition as a result of the tournament coming to Gloucester.

3.5 **Legacy Priorities**

3.5.1 In the build up to the commencement of the tournament, the RWC Project Board identified three legacy priorities –

- Putting Gloucester on the Map
- Improved Sporting Facilities
- Increasing Involvement / Volunteering

3.5.2 These priorities have already seen considerable investment in the city as a result of being a Host City, and many more of the social and economic benefits will become clearer in the months and years to come. A full Economic Impact report for the whole England2015 tournament is awaited and Gloucester is to be used as a case study. We will publicise this report as soon as it is available.

3.6 **Investments and Improvements – Ongoing Legacy**

3.6.1 As detailed above, there have already been a number of significant investments and improvements that came about as a result of being a Host City. This work will continue, and below are some of the key outcomes to date.

3.6.2 Sporting Facilities – We have already seen the investment being made by University of Gloucestershire and the plans to redevelop their Oxstalls Campus. This will see much improved sporting facilities on the site and neighbouring Plock Court and Bakers College. In addition, the plans to create a new Sports Hub at Blackbridge are taking shape and a community engagement programme will soon commence. Prior to the RWC, the City Council supported the Gloucester Citizen “Sporting Legacy” programme that saw £30,000 from three Councils, being given to sports clubs across all three areas.

3.6.3 The RWC saw a considerable amount of Inward Investment within the city with a number of well-known businesses opening in the city in advance of the tournament starting. During the tournament, we were able to welcome a number of potential investors to see what Gloucester can offer, and this has helped reinforce the message that Gloucester is open for business. Furthermore, by firmly putting Gloucester on the map, we have seen continued interest from countries such as Japan, who will be hosting the 2019 RWC and are keen to work with the city and learn from our experiences.

3.6.4 Hosting such a high profile Sporting Event has also resulted in a number of new sporting events being organised in the city. The Gloucester 10K has now become a key event in the runner’s diary and there are plans to hold a new Triathlon and Gloucester City Marathon in 2016. A number of rugby related events such as

Rugby in the Park and Gloucester Rugby's Beach Rugby tournament will be exciting additions to the sporting diary. All of these and many more sporting events are encouraging more people to get involved and given them the opportunity of trying a new sport and getting fit. The RFU and GRFU used the RWC to encourage more people to take up rugby, whether as players, officials, club officials or supporters. We hope to see further investment and outcomes from this in the coming years.

- 3.6.5 Being a Host City also saw some improvements being made at Kingsholm Stadium, including improved floodlights and new media facilities, as well as improvements to the ground, including reusing the artificial grass that was used at the Fanzone.
- 3.6.6 Throughout the tournament, the city experienced a number of new cultural activities, which was supported by over £80,000 of Arts Council funding. This saw international artists such as the Red Hot Chilli Pipers, Argentinian Dancers, a performance of the Haka, amongst a number of exciting new acts, performing in the city and has helped to create an increased cultural appetite that is being taken forward by the newly formed Cultural Board and soon to be published Cultural Strategy, that will set out the city's vision and priorities for Cultural activities over the next 10 years.
- 3.6.7 As part of the cultural programme, the city has seen a rise in the number of professional Street Art installations. This followed the success of the Paintjam event held in 2014 and this will continue to be a key part of both the cultural offer, including a new event in 2016, but also to continue to improve the city Street-scene.
- 3.6.8 The RWC brought forward a number of physical improvements across the city. This included the repainting of many items of street furniture and the four bins installed outside of Kingsholm that depicted images of each of the teams playing during the four Gloucester matches. There were further improvements, such as the resurfacing of Kingsholm Road and the introduction of new lamppost banners, the sprucing up of many parks and open spaces, as well as changes to the Train Station and surrounding areas. Ongoing improvements were made to Kings Square such as new paving and improvements. We are now looking at further improvements to Kings Square, including the feasibility of installing a permanent Big Screen.
- 3.6.9 Clearly being a Host City has put Gloucester on the world map and we have seen a significant increase in tourist activity both during and since the tournament took place. The Scrumpty Trail was a huge success and plans for further trails are being considered as well as seeing Scrumpty form part of other events and celebrations across the city. The positive economic impact for the tourist and service sector will no doubt be felt for many years to come. To assist with this, we were pleased to receive funding to provide "Welcome Host Training" to a large number of people working in the Service Sector, such as Taxi Drivers and Catering staff. Gloucester Museum held its "WOW Rugby" exhibition throughout the tournament, including items such as the Invictus poems signed by Francois Pienaar, which were auctioned for charity raising over £1,000 for local charities. This has helped to create ongoing support and interest in all of the Museums across the city.
- 3.6.10 The number of Volunteering opportunities both during and since the tournament has seen a continued interest and pride in the city and across many different

communities. Many residents got involved during the tournament, whether as official “Pack” volunteers, as well as helping at the Fanzone, across the city, hosting community events and getting more involved with their local sports and community groups. The City Council supported a number of community events during the RWC and will continue to support communities through our grants scheme.

3.6.11 One of the notable successes during the RWC was the Community Film Project that saw a number of Community Groups produce short films about their community and being proud of coming from Gloucester. The films were shown on the Fanzone Big Screen throughout the tournament.

3.6.12 Of course the successes of being a Host City could not have been achieved by any one organisation alone, and was built on fantastic partnership working. This has cemented relationships with a number of key partners and will ensure that partnership working is fundamental to the way we work in the future. We would like to put on record our thanks to everyone who was involved in making this event such a success.

4.0 Alternative Options Considered

4.1 Being a RWC Host City was an unqualified success and this was down to the way the project was run and the commitment and hard work of many individuals and groups. The decision to bid to be a Host City was a major consideration due to the costs involved. However, it was a huge success and the benefits of doing this will no doubt be felt by the city for many years to come.

5.0 Financial Implications

5.1 The Council set itself an extremely tight budget to deliver this project, and whilst a number of minor issues remain to be resolved, we are projecting that the whole project will have been delivered within the budget set. This has been achieved by careful management of the expenditure and looking at alternative funding and reduced / removal of unnecessary costs wherever possible.

(Financial Services have been consulted in the preparation of this report)

6.0 Legal Implications

6.1 The City Council has delivered all aspects of the Host City Agreement it had with England Rugby and so there are no outstanding legal implications.

(One Legal have been consulted in the preparation of this report)

7.0 Risk & Opportunity Management Implications

7.1 The main risks of being a Host City were exceeding the budget of £350,000 and any potential negative media coverage. However, the event was delivered within budget and was such a success and all media coverage was extremely positive about the city and our residents who took the tournament to their hearts.

8.0 Asset Based Community Development

- 8.1 The success of being a RWC Host City was in no small part achieved by the support and commitment of many local community groups who set up numerous events and activities to help promote and celebrate everything Gloucester can offer. This showed just what amazing communities we have across the city and the assets they have available to them to create such community spirit.

9.0 Other Corporate Implications

Community Safety

- 9.1 None identified

Sustainability

- 9.2 None identified.

Staffing & Trade Union

- 9.3 None identified.

Background Documents: None