

Subject:	UEFA Women's European Football Championships 2021		
Date of Meeting:	27th September 2018		
Report of:	Executive Director Economy, Environment & Culture		
Contact Officer:	Name:	Ian Shurrock	Tel: 01273 292084
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 The Football Association (FA) has bid to the European Football Association (UEFA) to host the Women's European Football Championships 2021 in England. The FA has selected Brighton & Hove to be a host city in the bid with the AMEX Community Stadium as a proposed match venue. Brighton & Hove Albion FC and the Sussex County Football Association (SCFA) would be key partners with the council to deliver the host city requirements if the bid to host the Championships in England is successful.
- 1.2 The city has a successful track record in hosting major sporting events including the Rugby World Cup in 2015. Such events have a range of benefits including a positive economic impact, the promotion of the city to an international audience, further recognition of the city as a venue for major sporting events, and in this instance an opportunity to promote women's and girls' football.

2. RECOMMENDATIONS:

That Tourism, Development & Culture Committee:

- 2.1 Notes that Brighton & Hove has been included as a host city in a bid by the FA to host the Women's European Football Championships 2021 in England.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The FA indicate that football is now the top participation sport for women and girls in England with almost 2.5 million registered players. However, there is still significant potential to increase that participation even further. The FA's strategy is to double participation and double the number fans between 2017 and 2020. The infographic attached in Appendix 1 "Women's and Girls' Football in Numbers 2017/18 Season" gives an overview of the development that has already been achieved. A headline statistic is that currently 1.7 million women and girls play football regularly.
- 3.2 Hosting the UEFA Women's Euro 2021 in England would provide an ideal opportunity for the FA to market and promote the women's and girls' game in the

build up to, during and post the tournament to drive participants, spectators and fans for the game. This will drive heightened awareness and profile for the tournament across the country, together with specific programmes of activation within host cities to promote the sport.

3.3 The partnership with the Sussex County FA and Brighton & Hove Albion FC will be key to using the tournament to further promote the women's and girl's game in the city including:

- SSE Wildcat Centres that showcase the benefits of participation in football to women and girls.
- Albion in the Community – Female Football Development Programme
- Girls' Football Festival.
- Promotion of opportunities for women in coaching, refereeing and administration.

3.4 There would be the opportunity for Brighton & Hove as a host city to benefit from promotion and visibility across international broadcast and news coverage. Viewing figures internationally for the UEFA Women's Euro's 2017 were:

- Global TV audience – 165 million
- 4.1m visits to uefa.com, 4.4m video views
- England v Netherlands semi-final, average 2.7m, 4m peak

3.5 As part of the tournament promotion, the FA will work with Host Cities to support wider tourism initiatives to promote host cities as a destination to visit. This was a successful element of the UEFA Women's Euro 2005 which was the last time the tournament was held in England.

3.6 The key tournament information includes:

- Provisional dates: 11th to 31st July 2021
- Final Bidder: England
- Announcement of Host Country: December 2018
- 16 teams, playing 31 matches

3.7 The cities and stadiums included in the FA bid are:

- Brighton & Hove – AMEX Community Stadium
- London - Wembley Stadium and Brentford Community Stadium
- Milton Keynes - Stadium MK
- Manchester - Manchester City Academy Stadium
- Nottingham - Meadow Lane
- Peterborough - ABAX Stadium
- Rotherham - AESSEAL New York Stadium
- Sheffield - Bramall Lane

3.8 While final bids from Austria and Hungary have not materialised, the bid from the FA will be strictly evaluated by UEFA prior to any award of the tournament being made. All the stadia and host cities will be subject to review by UEFA and subject to change. Representatives from the UEFA may visit England, and possibly

Brighton & Hove, in October/November. In addition, the tournament would provide the opportunity to use local club grounds as training venues and hotels for accommodation specifically for the tournament participants as well as spectators.

3.9 As with the Rugby World Cup, our responsibilities as a Host City will principally include as indicated below with the bid commitment to deliver these requirements in brackets. The bid gave the opportunity to bid on a Gold, Silver and Bronze basis. Bronze being the minimum requirement and the lowest in the scale of financial commitment. The council bid on the basis of the Bronze commitment to be realistic on available financial resources.

- Event safety (£10,000 – of which it has now been confirmed 85% will be covered by central Government))
- City dressing programme (£20,000)
- Transport/traffic management (£20,000)
- Promotion and marketing (£80,000)
- Fan engagement (£40,000)
- Staff support (£50,000 of which £25,000 is in staff time)
- Tournament draw venue (£5,000)
- Stadium (with requirements provided by BHAFC)

3.10 The FA will commit a total of £100,000 per year of investment for participation programmes across the chosen Host Cities. Host Cities will be able to apply for a share of this investment from 2019, through to 2021. The investment will be based on sound proposals for suitably-structured programmes that can have a long-term impact on women's and girls' participation in the area. In addition, there would be further potential benefits such as:

- Creating health-related programmes and activities within the community.
- Increasing participation amongst women and girls.
- Bringing international football to the local community/region at affordable prices.
- Volunteering opportunities– including young mascot programmes, flag bearers, welcome teams, increasing and developing the number of people involved in a volunteering pathway that gives a long-term impact in Host City communities.
- Developing “fans of tomorrow” for existing women's teams in the area, as well as the host football stadium.

3.11 The FA has stated that they will commit to prioritise each selected Host City in the provision of mini-pitches within educational settings. Each mini-pitch has an estimated value of £70,000-75,000. Together with basic ancillary facilities to support community use, these would have a total value of £100,000-£130,000 per project. Across the country, the FA is looking to deliver hundreds of pitches within educational settings. The final scale of the FA's ambition will be confirmed following their discussions with other funding partners.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 A bid was submitted on the basis of the potential benefits for Brighton & Hove to be a Host City for this tournament.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 The bid has been prepared at short notice in partnership with Brighton & Hove Albion FC and the Sussex County FA.

6. CONCLUSION

- 6.1 If the bid is successful for Brighton & Hove to be a Host City for the UEFA European Football Championships 2021, there would be the opportunity for the city to further promote women's and girls' football and achieve the significant benefits of an international sporting event.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 There are no direct financial consequences as part of this report, however, in the event that the bid is successful Brighton and Hove as a Host City may benefit from funding from the FA for participation programmes and potential investment in mini pitches. The council will be required to meet costs of up to £200,000 associated with the bid as detailed in paragraph 3.9 above. Funding will be set aside from existing income streams and revenue budgets within the Economy, Environment & Culture budget over the next three financial years and set aside within a reserve. The outcome of the bid will be known in December 2018.

Finance Officer Consulted: Rob Allen

Date: 28/08/18

Legal Implications:

- 7.2 Host city agreements have been provided by the FA and UEFA and the council has been asked to sign up to these as part of the bid process. The council's legal officers have provided advice on the terms of these proposed agreements to officers working on the bid.
- 7.3 In accordance with the council's Contract Standing Orders, the Executive Director, Economy Environment & Culture has authority to sign the agreements on behalf of the council.

Lawyer Consulted:

Isabella Sidoli

Date: 28/08/18

Equalities Implications:

- 7.4 The tournament would provide an excellent opportunity to further promote women's and girls' football in the city.

Sustainability Implications:

- 7.5 As with all the major events in the city we will work with the event organisers on the sustainability of the event in line with the Sustainable Event Guidelines.

Any Other Significant Implications:

- 7.6 None.

SUPPORTING DOCUMENTATION

Appendices:

1. Women's and Girls' Football in Numbers

Documents in Members' Rooms

1. None

Background Documents

1. None

