

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 30
Brighton & Hove City Council

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|-------------------------|---|--------------------------------|---------------------|
| Subject: | <i>Proposal for City to Host UK Corporate Games June 2009</i> | | |
| Date of Meeting: | 16 th September 2008 | | |
| Report of: | Director of Cultural Services | | |
| Contact Officer: | Name: | Liz Brand | Tel: 29-1614 |
| | E-mail: | Liz.brand@brighton-hove.gov.uk | |
| Key Decision: | Yes | Forward Plan No. CRT 2916 | |
| Wards Affected: | All | | |

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To agree to Brighton and Hove hosting the UK Corporate Games likely to be early June 2009.
- 1.2 The Games have been running since 1988 (World) and will bring 5,000 – 6,000 participants and visitors to the city, therefore having a direct economic benefit of £2.5M - £3M, (based on VisitBritain's figures) to accommodation, transport providers, bars, restaurants, visitor attractions and retailers in the city.

2. RECOMMENDATIONS

- 2.1 (1) To agree to Brighton and Hove hosting the UK Corporate Games in June 2009 (Subject to securing SEEDA funding as detailed in Section 5 of this report).

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The World Corporate Games Began in San Francisco in 1988 and have been hosted by Hawaii, Lille, London, Geneva, Seville & Zagreb in recent years.
- 3.2 The UK Corporate Games began in Milton Keynes in 1993 and have been hosted by Manchester, Peterborough, Newcastle and Belfast amongst others. The games will bring, Chief Executive Officers, Managing Directors, senior and middle management, employees and clients from national, multinational organisations and institutions to the city.
- 3.3 The games run Thursday to Sunday comprising individual and team sports, social events, a grand games parade and a business tourism day.

- 3.4 There is scope for Brighton and Hove City Council to use the business tourism day with hundreds of top businesses attending, to attract inward investment to the city. The Business Retention and Inward Investment Study is currently being produced by the City Council's Economic Development Unit, however the hosting of this event could provide the City with a quick win in attracting inward investment, showcasing all that we have to offer to some of the largest employers in this country.
- 3.5 The games are open to individual and team sports, regardless of age or ability. They are also fully disabled integrated.
- 3.6 The Games would offer a platform for Brighton and Hove to showcase all the city can offer and build upon the reputation of Brighton and Hove as a healthy and happy city, a great place to visit, to invest and do business. The event also brings with it a good degree of media interest.
- 3.8 The organisers will also be working with the TakePart Festival, School Sports Festival and the 2012 coordinator within Brighton & Hove City Council, and are in discussions with St. Dunstons and the Sussex Disability Sports Group to promote 'sport for all' in the city.
- 3.9 Representatives from the UK Corporate Games have visited the city on a number of occasions to assess the viability of our sports venues, social venues and accommodation providers which they believe are suitable for to host the Games in 2009.
- 3.10 The organisers are awaiting a decision by SEEDA to contribute towards the rights fee with that decision expected in early September 2008.
- 3.11 Given the current economic climate and trading conditions, securing this event for the City would be a positive outcome for local tourism businesses including hotels, restaurants and venues who between them employ almost 13,000 local people.

4. CONSULTATION

- 4.1 There has been open dialogue between the City Council's tourism team VisitBrighton, council run sports venues; Withdean Complex, Waterhall/Hollingbury Golf Courses, both Sussex and Brighton Universities, amongst others, and by the UK Corporate Games to gauge interest among their corporate membership.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

The UK Corporate Games are run by an external company, who pay for all associated promotional, venue and staffing costs. SEEDA have been asked to contribute £80,000 towards the total costs. The City Council is expected to secure the hosting fee of £20,000, which can be met from

within the Director of Cultural Services budget and the City Marketing budget.

The delegates to the games will be using the Council's conference delegate booking service for securing their accommodation, providing some commission income which will help to partially offset the hosting fee. Additionally of course the delegates will be bringing extra revenue into the City.

Finance Officer Consulted: Peter Francis

Date: 14/08/08

5.1 Legal Implications:

A contract would need to be entered into with Sport For Life Limited ["SFL"] which would refer to the payments to be made by the council and by SEEDA and generally indicate the position relating to use of logos, promotional opportunities etc. A draft contract has not yet been produced by SFL, but, subject to SEEDA's position, it is expected to closely follow the form of previous contracts, including that relating to the UK Corporate Games 2006 at Swindon, which would be acceptable

Lawyer Consulted: Bob Bruce

Date: 14/08/08

5.2 Equalities Implications:

The games are fully integrated for disabled participants. We are currently in discussion with various groups; St Dunstons, Sussex Disability Sports Group and Community Sports to actively encourage and promote participation.

5.3 Sustainability Implications:

The Games organisers would use local businesses for printing, catering, apparel, promotional material and sundries pertinent to the games. In addition to this, during the games the organisers would boost employment in the city by sourcing officials and administrators from the local area.

5.4 Crime & Disorder Implications:

There are none.

5.5 Risk & Opportunity Management Implications:

There are none.

5.6 Corporate / Citywide Implications:

Protect the environment whilst growing the economy.

By hosting the UK Corporate Games, the city would see a direct economic benefit of £2.5m - £3m as participants pay for their own inbound transportation, accommodation and sustenance. They will also use existing local transportation; taxis's and hire vehicles in the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 None considered.

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 The direct and indirect economic benefit of hosting the UK Corporate Games would be worth £2.5m - £3m to the city over 4 days. Hosting the games would promote Brighton and Hove as a healthy city keen to further our reputation for holding major events and as a great place to locate a business for the purposes of inward investment.

SUPPORTING DOCUMENTATION

Appendices:

1. None

2.

Documents In Members' Rooms

1.

2.

Background Documents

1. None

2.