

Subject:	Rugby World Cup 2015		
Date of Meeting:	29 November 2012		
Report of:	Interim Lead for Culture		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The American Express Community Stadium has been selected as one of 17 possible venues across England and Wales bidding to host matches as part of the Rugby World Cup 2015.
- 1.2 The council are working with Brighton and Hove Albion Football Club, who play at the stadium, to develop a bid which combines the attributes of the state of the art stadium with the City's wider cultural and tourist offer.
- 1.3 Since Brighton & Hove was named as one of the cities on the long list in early October there have been further discussions with the tournament organisers - England Rugby 2015 Ltd - to inform the selection process. An outline of the selection process and timescales are provided later in this report.
- 1.4 The opportunity to host matches in such a prestigious, global sporting event would further promote Brighton & Hove as a sporting city, building on the success of major events such as the Brighton Marathon, London to Brighton Bike Ride and Olympic Torch Relay.

2. RECOMMENDATIONS:

- 2.1 That the committee support the bid for Brighton & Hove to become a host city for the Rugby World Cup 2015.
- 2.2 That the committee give approval for the council to enter into a contract with England Rugby 2015 Ltd in accordance with the financial commitments and other terms outlined in this report should it be selected and delegate completion thereof to the Head of Legal Services in consultation with the Director of Finance and Interim Lead for Culture.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 In 2009 the International Rugby Board (IRB) awarded the Rugby Football Union (RFU) the rights to host the 2015 Rugby World Cup. The RFU has set up a wholly owned subsidiary, England Rugby 2015 Ltd (ER2015) to manage and deliver the tournament in conjunction with Rugby World Cup Ltd which is a wholly owned subsidiary of the IRB.
- 3.2 The Rugby World Cup is one the largest global sporting events. The event in 2015 is estimated to attract a total of 2.9 million spectators, a global television audience of 4.2 billion and over 400,000 overseas visitors.
- 3.3 On 8th October 2012, ER 2015 announced the long list of 17 potential match venues for consideration to host the 48 Rugby World Cup matches over a six-week period from 18th September to 31st October 2015. The venues selected comprise some of sport's most iconic stadia with the best facilities from 15 different cities across England and Wales. From the long list of 17 venues, a final selection of 12 will be named early in 2013.
- 3.4 The long list was selected following initial requests from ER2015 for information from the stadium owners and city authorities. From the city authorities, ER2015 asked for information about population, transport infrastructure, accommodation, events & tourism, medical facilities, safety & security, volunteers, marketing, commercial rights protection and city venue space. The council was also asked to commit to providing support for the event in a number of areas which are outlined later in this report.
- 3.5 Below is an outline timetable of the selection process:

Activity	Date
Official stadium visits	June – August 2012
Requests for information to cities	September 2012
Long list of venues selected	8 October 2012
Provisional legal agreements with cities and stadium owners completed.	30 November 2012
Stadiums and host cities announced	Early 2013 (date TBC)
Full RWC 2015 fixtures announced	Spring 2015 (date TBC)

Benefits to the City

3.4 If Brighton & Hove were to be selected as a host city, there would be a number of long-term benefits;

- Prestige associated with hosting part of a major global sporting event would enhance Brighton & Hove's reputation as a sporting city and a cultural and tourist destination.
- Hosting matches of the Rugby World Cup 2015 will benefit the city's economy. Following the last Rugby World Cup in 2011 in New Zealand, an economic impact report prepared for Wellington City Council showed that nearly \$100 million went into the city's economy from a total of eight matches and the New Zealand economy as a whole was boosted by \$1.2bn. It is therefore estimated that the economic benefit to Brighton & Hove could be in the region of £2-3 million.
- Opportunity to showcase the city to a global audience.
- Opportunity to showcase the stadium as one of the premier sports venues in the country.
- It would establish the stadium and city as a potential venue for future major sporting events.
- Increased tourism in the lead-up to and during the event.
- Specialist rugby development staff will be employed to provide a lasting legacy in the city through the implementation of programmes and initiatives designed to increase participation. There will be an opportunity to further build upon the strong partnership between the council's Sports Development department and the RFU's development team by working closely with schools, local clubs and other sections of the community.
- Raised profile of rugby in the city and across the south east of England as a direct result of hosting matches locally. This will help to increase participation and engagement with the sport in line with the key objectives of the council's Sport and Physical Activity Strategy.
- Assist local rugby clubs to thrive by attracting new participants.

Legal Agreement

3.6 As indicated above, ER2015 have requested the council to commit to providing support to the event. This support will consist of in-kind services and resources being provided by various council departments in the lead up to and during the event itself. Exact details of this commitment will form the basis of a legal agreement drawn up at the end of November 2012 between ER2015 and the council. If selected as one of the final 12 venues, the council will be bound by the terms of this agreement. There will be a separate agreement between ER2015 and the Football Club.

3.7 Areas of support required by ER2015 and likely to be included as part of the agreement are listed below;

- Marketing support
- Provision of a fully funded fan zone
- Provision of city dressing space for RWC 2015 banners, posters etc
- Full support of RWC 2015 Commercial Rights Protection Programme
- Assistance with Transport Management Plan
- City venue use for civic reception/VIP events
- Support for RWC 2015 Volunteer Programme
- Agreement to purchase match tickets for use within community development programmes (would be allocated to Looked After Children and as rewards for volunteers)
- Agreement to financially support specialist rugby development staff
- Access to council events staff to work a percentage of their time for a defined period leading up to and during the event
- Access to team training facilities
- Other support relating to the co-ordination of the event through utilisation of links with key agencies and partners (e.g Safety Advisory Group)

Financial Commitment

3.8 As part of the legal agreement outlined above, the council are required to make a financial commitment. This is proposed to be up to £200,000 to cover the cost of providing the following:

- Match tickets to be used in community development programmes and as rewards for volunteers - £10,000
- Rugby development and legacy-building - £50,000
- Events staff support - £45,000
- Support for Volunteer Programme - £45,000
- Linked cultural events - £50,000

3.9 The extent of this financial commitment is to be finalised through the ongoing discussions with ER2015. It may be possible to make use of other 'in-kind' support once we have a stronger understanding of the event's requirements and the opportunities it brings for the city.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

4.1 As part of the initial requests for information, internal consultation took place with colleagues in Marketing, Legal, Transport, Policy, Tourism, NHS Brighton & Hove, Civil Contingency, Licensing, Events and Venues.

4.2 Letters of support have been received from Brighton Rugby Club, Hove Rugby Club, Sussex Rugby Football Union, Sussex County Cricket Club, Sussex Police and the Safety Advisory Group.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The potential financial commitment of up to £200k from the city council will be funded from corporate budgets and reflected in forward budget strategies. It is expected that other in kind support will be offered which has not yet been quantified. Partners will also be offering financial and in kind support.
- 5.2 Should the bid be successful the financial impact will be reflected in budget planning. Hosting this event is expected to deliver benefits to the city economy.

Finance Officer Consulted: Anne Silley *Date:* 19th October 2012

Legal Implications:

- 5.2 The exact terms of the proposed agreement are not known at the current time, but it is anticipated that it will include the issues referred to in paragraph 3.7 of this report and that there will be a separate agreement between the Football Club and ER2015 specifically relating to the use of the community stadium.

Lawyer Consulted: Bob Bruce *Date:* 18th October 2012

Equalities Implications:

- 5.3 Being a host city will provide opportunities to engage all sections of the community with a major sports event. The delivery of rugby development programmes will be targeted at schools and communities who have limited opportunities to participate. The fan zones will also provide free access for all to view matches and connect with the festival atmosphere generated by such an occasion.

Sustainability Implications:

- 5.4 The council holds the British Standard for sustainable events BS 8901 and the International Standard for Environmental Management ISO 14001 for its own Events and Venues. The support provided to ER2015 by the council's events team would ensure that the principles of these standards would be adhered to wherever possible.

Crime & Disorder Implications:

- 5.5 Increased engagement in sport and physical activity is recognised as having a positive effect on reducing crime and anti-social behaviour. Any crime and disorder implications will be fully assessed through the usual event planning framework and in consultation with key partners and agencies.

Risk and Opportunity Management Implications:

- 5.6 Risk and opportunity management is built into each major event plan.

Public Health Implications:

- 5.7 There are positive public health and wellbeing implications for an event such as the Rugby World Cup. It will encourage and increase active participation in the sport, engagement, a positive sense of community spirit and volunteering at a large and small scale.

Corporate / Citywide Implications:

- 5.8 There are a number of key benefits to being selected as a host city for the Rugby World Cup 2015 and these are listed at 3.4.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 During the period of negotiation with ER2015, the council will review each of the commitments required as part of the agreement and discuss alternative options where appropriate.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Being part of such a global event as the Rugby World Cup provides an ideal opportunity to establish the Amex Community Stadium as a major sporting venue.
- 7.2 It would also enhance Brighton & Hove's reputation as a sporting city and a cultural and tourist destination.

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

None