

Subject:	FIFA Under 20 Football World Cup 2017		
Date of Meeting:	17 October 2013		
Report of:	Assistant Chief Executive		
Contact Officer:	Name:	Ian Shurrock	Tel: 29-2084
		Toby Kingsbury	29-2701
	Email:	ian.shurrock@brighton-hove.gov.uk	
		toby.kingsbury@brighton-hove.gov.uk	
Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 Brighton & Hove has been selected by the Football Association (FA) to be a candidate host city for the Under 20 Football World Cup in 2017 as part of their bid to tournament organisers FIFA. Matches would be played at the Amex Community Stadium.
- 1.2 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, Olympic Torch Relay and Rugby World Cup 2015.

2. RECOMMENDATIONS:

- 2.1 That the committee support the inclusion of Brighton & Hove as a potential host city as part of the FA's bid to host the FIFA Under 20 Football World Cup 2017.
- 2.2 That the committee give approval for the council to enter into a contract with the FA 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 Executive Director of Finance & Resources and Assistant Chief Executive.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The FA is bidding to host the U20 Football World Cup in 2017. This tournament will comprise 24 teams and will take place over 23 days in June-July 2017. The FA is seeking to nominate a maximum of ten Candidate Host Cities to FIFA following which, should the tournament be awarded to England, FIFA will lead a process to identify six to seven final Host Cities.
- 3.2 The timeline of the bid process is as follows;

21st October 2013 – Signed copies of Host City Agreements returned to the FA
15th November 2013 – FA bid delivered to FIFA

4th/5th December 2013 – Announcement of Host Country by FIFA

Upon award of the competition to a Host Country, FIFA will select the final Host Cities for the competition in conjunction with the FA.

Benefits to the City

- 3.3 If the FA's bid is successful, there would be a number of long-term benefits to being a Host City;
- 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.
 - 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 even further as a potential venue for future major sporting events.
 - Increased tourism in the lead-up to and during the event.
 - There are positive public health and wellbeing implications for an event such as the FIFA Under 20 World Cup. It will encourage and increase active participation in the sport, engagement, a positive sense of community spirit and volunteering.

Host City requirements

- 3.4 In the event that the FA's bid is successful and Brighton & Hove are selected by FIFA as a Host City, there are a number of areas of support that the city will be required to provide. Exact details of this commitment will form the basis of a legal agreement between FIFA and the council which needs to be finalised by 21st October 2013. If selected as a Host City, the council will be bound by the terms of this agreement. These areas of support are listed below;
- Assist the FA with the selection of four training grounds that meet FIFA's requirements
 - Provide FIFA with bi-annual progress reports.
 - Adopt all measures, including passing the necessary by-laws, to fully implement the safety and security arrangements relating to the competition.
 - Provide city dressing space for banners, posters etc. The council would be responsible for providing all such sites free of charge, and installing, maintaining and taking down such decoration.
 - Provide support to a rights protection programme (protect against ambush marketing) and provide a licensing officer from one month prior to the

tournament until its conclusion. This will include monitoring any ambush marketing within the exclusion zones and key travel routes six months before the tournament.

- Develop and implement a Transport Management Plan. It is proposed that the stadium's own Transport Management Plan is used as the basis for this. Like other matches, the transport arrangements will need to be in line with the existing planning permission for the stadium.
- To carry out activities in a sustainable, environmentally friendly way and in line with relevant legislation.
- To promote the competition on the council's website.
- To develop a programme of events for the period leading up to and during the competition or link to existing cultural events to further promote the competition.
- The council may be required to stage public viewing events. The costs relating to the security, infrastructure, management and operation of the public viewing events would be borne by the council.
- To provide office space for approximately 10 people for the duration of the tournament. The football club have offered use of the stadium for this.
- To make best efforts to render the city as attractive as possible to the members of the public and visiting football fans.
- To obtain and maintain all necessary appropriate insurance coverage.
- If there is insufficient space within the stadium perimeter to host a commercial display (area for FIFA sponsors to undertake fan engagement activities), then the Host City must provide a free-of-charge space of 2,500 square metres within the exclusion zone – outer perimeter of the stadium.

Financial Commitment

- 3.5 Of the commitments outlined above, the following are anticipated to be a direct cost to the council which in total would be approximately £50,000:
- Provision of dressing space and cost of installation of marketing material – Approx £20,000
 - Provision of licensing officer for one month prior and for the duration of the tournament – Approx £5,000
 - Programme of events or links to existing events leading up to competition – Approx £25,000

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

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

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Internal consultation has been undertaken with colleagues regarding the host city requirements listed above and with representatives from Brighton & Hove Albion Football Club.

6. CONCLUSION

- 6.1 Being part of such a global event as the FIFA Under 20 World Cup provides an ideal opportunity to further establish the Amex Community Stadium as a major sporting venue.
- 6.2 It would also enhance Brighton & Hove's reputation as a sporting city and a cultural and tourist destination.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The potential direct financial contribution from the Council is estimated at £50,000 which would only be incurred if selected as a Host City. Funding for 2017/18 would need to be identified and reflected in the Medium Term Financial Strategy. 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. Hosting this event is expected to deliver benefits to the city economy.

Finance Officer Consulted: Anne Silley

Date: 30/09/13

Legal Implications:

- 7.2 The key aspects of the Agreement are set out in paragraph 3.4 of this report. One issue which needs to be resolved is that although it is drafted in familiar legal language, the draft currently states that the Agreement is to be governed by Swiss law, the implications of which are being clarified. The council's usual contractual position is that the law of England and Wales prevails and the legal review of the agreement has assumed that would be the case here. At the time of writing the report the response from FIFA to this jurisdictional point is not known.

If it is accepted by FIFA that the usual English jurisdiction can apply there are no showstoppers in the draft. If however they insist on Swiss jurisdiction, a lawyer familiar with Swiss law would need to be appointed to advise the Council accordingly.

Lawyer Consulted: Bob Bruce

Date: 27/09/13

Equalities Implications:

- 7.3 Being a host city will provide opportunities to engage all sections of the community with a major sports event.

Sustainability Implications:

- 7.4 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 by the council's events team would ensure that the principles of these standards would be adhered to wherever possible.

Any Other Significant Implications:

- 7.5 None

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

None

