

REPORT TO SCRUTINY COMMITTEE ECONOMY AND EXECUTIVE

Date of Meeting: 22 January 2015 and 10 February 2015

Report of: Assistant Director Economy

Title: Rugby World Cup 2015 Update

Is this a Key Decision?

No

* One that affects finances over £1m or significantly affects two or more wards. If this is a key decision then the item must be on the appropriate forward plan of key decisions.

Is this an Executive or Council Function?

Executive

1. What is the report about?

- 1.1 To update Members on the preparation for Exeter being a 'Host City' for the Rugby World Cup tournament taking place between 18 September and 31 October 2015, including work being undertaken to ensure that there is a legacy from the city's involvement.

2. Recommendations:

- 2.1 That Scrutiny Committee Economy comment on and note the contents of the report.
- 2.2 That Executive comment and note the contents of the report.

3. Reasons for the recommendation:

- 3.1 To update Members on progress with preparations for the tournament.

4. What are the resource implications including non financial resources.

- 4.1 The City Council has approved expenditure up to a total of £300,000 to support the city's preparation for and delivery of its responsibilities as a 'Host City' as designated by the International Rugby Board having worked with Exeter Rugby Club Ltd to secure the opportunity for the benefit of the city. This expenditure includes an allocation of £50,000 to support a range of legacy projects which are summarised in the report.
- 4.2 Additional staff time is devoted to the delivery of the programme of activities which will increase as preparation progresses.

5. Section 151 Officer comments:

- 5.1 There are no additional financial implications raised in the report.

6. What are the legal aspects?

- 6.1 The City Council has signed a formal Host City Agreement as the lead body responsible for working with the venue – Sandy Park and for the provision of a Fanzone in the city during the tournament. The content of the agreement was essentially "non negotiable". The details of this have previously been reported to Committee. Other key responsibilities include being responsible for commercial rights protection, activities during the tournament supporting sponsors and the tournament organisers, England Rugby 2015 (ER2015).

7. Monitoring Officer's comments:

This report raises no issues for the Monitoring Officer.

8. Overview:

- 8.1 The Rugby World Cup is the third largest global sporting event and will be hosted in England and Wales from 18 September to 31 October 2015. Exeter has been chosen as one of twelve locations as a Host City. Three games will be played at Sandy Park stadium in the preliminary group stages. As a Host City the Council accepts responsibility for the provision of a Fanzone during the tournament and a number of the activities including supporting Sandy Park on games days.
- 8.2 The city's involvement as a Host City presents a unique opportunity to use this international sporting event to have a lasting impact on the city by promoting it through the world media which will undoubtedly be extensive both in the lead up to and during the tournament. The organisers of the event, based on the experience of past and similar events, expect that over 4 billion people will watch the games at some point during the tournament and that over 500,000 visitors will travel to the UK to watch or be involved in some way. It is intended that there will also be lasting impact, a legacy from the contributions rugby can make to the development of young people.
- 8.3 The City Council and Sandy Park have been working through a steering group overseeing the preparations for the tournament as a Host City and the responsibilities which the venue have to undertake in hosting these games. A number of working groups have been working on key areas of activity including marketing and communication, the Fanzone, commercial rights protection, city dressing, volunteering, transportation and the legacy of the tournament. The working groups report back to the steering group in order to ensure all effort is coordinated.
- 8.4 Effective marketing is important from attracting as many visitors as possible to the city and Fanzone during the tournament but also to take advantage of the scale of promotional activity that will take place nationally and internationally. The city's profile will be given a high level of international exposure providing the opportunity to attract visitors before and after the tournament and to encourage them to stay longer during the period of the three games taking place at Sandy Park. The opportunity to showcase the economic development of the area is also to be a focus of the marketing and business legacy effort. The following points summarise examples of marketing activity in hand:
- 140,000 copies of the 2015 Exeter Official City Guide are due to arrive late December for distribution across the South West. There is a 10-page RWC pull-out within the City Guide and the opportunity to re-print this section of the guide closer to the start of RWC to include up to date information on the Fanzone and Festival of Rugby
 - www.heartofdevon.com/rugbyworldcup is the main call to action for all things RWC. This has been updated and includes lots more information on matches, places to visit, places to stay and things to do in and surrounding Exeter
 - Information has been provided to Visit Devon to include on their website (<http://www.visitdevon.co.uk/inspire-me/rugby-world-cup-2015-in-devon-exeter/>), social media and e-newsletter
 - Work is progressing with Exeter Chiefs to raise the profile of Exeter as a short break rugby destination – targeting away teams and their supporters clubs to stay longer
 - ER2015 has a large web and media presence which continually includes references and information on Exeter
 - A business-led marketing group is working to encourage businesses and local media to work together to get the benefits of hosting three RWC matches in Exeter. Heart Radio,

Radio Exe, Express & Echo and Archant Media are working together to pull together a media package for businesses to buy into

- Exeter and the Heart of Devon Tourism Partnership have paid into the internationally targeted Visit England rugby campaign
- Paddington Bear recently visited Exeter for the weekend, ending his time at Exeter Chiefs match. Lots of social media engagement and businesses inviting him to stay/visit their premises raised the city's profile

8.5 The International Rugby Board (IRB) and the Rugby Football Union (RFU) have set out an objective to secure a rugby legacy from the tournament. At the level of the Host City, Exeter is collaborating with the wider South West RFU organisation and are setting out to find ways of benefiting a range of people and organisations in a wide variety of ways.

8.6 Progress with these areas of activity and the specific responsibilities in being a Host City are set out below.

Provision of Fanzone

8.7 As Host City the City Council is committed to and has detailed plans for the provision of a Fanzone during the tournament with the minimum capacity of 5,000 showing agreed matches over a minimum of 10 days, including a big screen, a dedicated space in which RWCL licensees may stage activities, a stage area and an area for food and drink suppliers. The Fanzone is being considered for other activities on days when no tournament matches are played.

8.8 Preparation for the Fanzone is progressing well, summarised as follows:

- Layout planned of Northernhay Gardens to have large stage and screen, bar(s) and food concessions to achieve licensed capacity of 6,000 people
- Draft Risk Assessment, draft Event Management Plan written for initial approval by Exeter Steering group and Safety Advisory Group before deadline by ER2015 at end of March
- Infrastructure Fanzone legacy: with Parks/Open Spaces installation of permanent drinking water tap in Northernhay and demounting of gate railings at Northernhay Place, levelling of ground will help pave the way for the installation of a small permanent side gate (both the latter require listed planning or Section 1 consent); potential contribution to permanent CCTV camera to be installed on Boots in Bailey St facing up to Northernhay Place (this is a regular trouble spot at weekends)
- The availability of the site has been promoted to a number of event promoters and organisations for both Fanzone and 'non-Fanzone' days in order to take advantage of the structures which will be in place and to develop a exciting programme of activity over the period of the tournament which may also produce additional income to offset costs

City Dressing

8.9 The City Council is responsible for arranging for the necessary infrastructure to be in place to display the relevant signage, banners, flags and other 'look and feel' (e.g. flagpoles, hanging frames etc) together with all the necessary licences, consents and permissions. The City Council is working with the County Council over the provision and funding of the lamppost banner fittings and the use of the variable message signs. ER2015 is responsible for the provision of all signage, banners, flags and other 'look and feel' for display. A city centre retailer is leading a working group aiming to add to the atmosphere and welcome of the city centre during the tournament.

Commercial Rights Protection

- 8.10 The City Council is responsible for ensuring that the Fanzone and the area around Sandy park are free from unauthorised promotional material and selling of related goods at all times during the tournament. The Environmental Health Manager has been leading a multi-agency working group on this activity.

Transport Management Support

- 8.11 Officers at Devon County Council are working with ER2015 to make sure there will be an adequate commercial public transport service in terms of quality, efficiency and timing to enable team supporters and spectators to attend open training sessions and matches including the following:
- provision of park and ride schemes;
 - provision of vehicle and cycle parking;
 - way-finding and event signage;
 - temporary road closures;
 - stewarding and traffic wardens;
 - Police liaison including Team/VIP Police escorts

The County Council has accepted the responsibility of conducting this area of work and is coordinated with other preparations for RWC by the overview steering group.

Volunteers Support

- 8.12 City Council officers have been heavily involved in relation to ER2015's volunteer programme including promoting ER2015's volunteer programme within the city; assisting with the identification and operation of a recruitment centre within the city; and working with ER2015 to integrate the volunteer programme with other volunteering programmes in the city. Some 40 volunteers are being included to help with the Fanzone activities and another 300 will be involved in supporting the matches at Sandy Park and around the city centre and at key city gathering points during the tournament.

City Council officers are also working with the marketing sub-group to create a team of Rugby/City Ambassadors, known as '#TryExeter Ambassadors', who will be people from each organisation in the city spreading the word and the excitement for RWC between now and the tournament, to promote the Fanzone, the three matches, travel arrangements and Festival of Rugby events.

Legacy Activities

- 8.13 The City Council is playing a very active leadership role in stimulating and where necessary coordinating the following:
- Tag festival taken place at Crealy Park working with E&E/Radio Exe/ECC to deliver a tournament to over 500 children in the Exeter and surrounding areas involving commercial sponsors and first time collaborative media working
 - Development of participation of more women in rugby resulting in the formation of the Exonians ladies team who have played in their first tournament and came third, now awaiting South West league approval
 - Sport and well-being festival plans for 2015 underway. 5000 plus visitors attended the event in 2014 and an increase of 380 participant sign-ups received on the day
 - Programme to support confidence building and work preparation activities for disadvantaged young people

- Exeter Hawks Wheelchair rugby team launched and will begin to play in league games from March 2015. This will incorporate after school sessions from 11-16 year olds (currently 13 registered) and a community session for 11-adult. Funding from Sport England
- Distributing 'MY First Rugby Ball' book to all Reception/yr1&2 pupils in Exeter schools. To include a CPD teachers' programme/assemblies package/interactive web development and links with local rugby clubs and schools to run tots programmes. Book aims to adopt the values and morals of rugby into an academic environment whilst increasing interest in the game of rugby and overall multi-skills
- Two Economic Business Benefits Conferences have taken place, bringing together all of the key players in business/industry as well as City Centre independents to encourage opportunities and engagement with business/inward investment/tourism/increased visitor stay etc. The emphasis is on businesses 'doing it for themselves'. Several sub groups now up and running working on the various areas of discussion – marketing, city dressing, transport etc. All to support main steering group activity
- RAMM to launch a Photographic exhibition project working with local rugby clubs and promoting via a strong social media presence
- Housing Conference planned to address deprivation and look at ways the community can engage in projects to encourage Healthy & Active Lifestyles. Working to Health and Well Being Board agenda of being most active City in the South West by 2018. Promotion through our housing stock
- Cash for Communities: £10,000 to be launched in January 2015 through Express & Echo to city community groups to bid for grants from Legacy fund based on detailed criteria
- Healthy Lifestyle Initiative in partnership with DCC Public Health, Create a Lifestyle initiative linked to RWC2015, includes walking groups and pop-up cooking

Staff Time

- 8.13 In addition to the City Council's revenue allocated primarily to the Fanzone and legacy activity, the City Council and members of the steering group are allocating increasing levels of staff time to delivering Exeter as a successful Host City.

The opportunity for commercial activities to raise additional funding to offset the costs of the Fanzone are being pursued. There are limitations within the Host City Agreement to such commercial activity where it might challenge the promotion activity and rights of the main sponsors.

9. How does the decision contribute to the Council's Corporate Plan?

Involvement in Rugby World Cup is enabling the Council to work with Sandy Park and other organisations to make a significant contribution towards the stated priority of running a successful event aiming to bring wider economic and social benefits to the city and the region.

10. What risks are there and how can they be reduced?

The Steering Group is aware of the risks relating to transport, crowd management, safety and security relating to a number of aspects of the tournament at and near to the venue and in the city centre. Desk-top exercises to simulate and discuss mitigation to risks and problems are being planned in for February onwards and up to the event.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

The breadth of legacy and other activities being planned will have extensive impact on these groups as listed and described in the report.

12. Are there any other options?

None at this point.

Richard Ball, Assistant Director Economy

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

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