

EXETER CITY COUNCIL

EXECUTIVE
26 NOVEMBER 2013

COUNCIL
17 DECEMBER 2013

RUGBY WORLD CUP 2015

1. PURPOSE OF REPORT

- 1.1 To seek formal approval for the City Council to commit resources to support its Host City status for three games in the Rugby World Cup tournament in September/October 2015.

2. BACKGROUND

- 2.1 The Rugby World Cup is the third largest global sporting event and will be hosted in England from 18 September to 31 October 2015. Exeter has been chosen as one of eleven 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.
- 2.2 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.
- 2.3 The City Council and Sandy Park have already set up a broad ranging steering group to start preparing 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 started work on key areas of activity including marketing and communication, the Fanzone, transportation and the legacy of the tournament. The working groups report back to the steering group in order to ensure all effort is coordinated.
- 2.4 Effective marketing will be 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 effort.

- 2.5 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 young people in a wide variety of ways in building confidence and team working skills, commitment to meeting challenging goals and of course improving fitness. This has already started with the Young Rugby Ambassador programme working in clubs across Devon, raising awareness of the benefits of being involved in rugby and playing the game.
- 2.6 There are specific responsibilities in being a Host City which will require expenditure by the City Council and which are set out below.

3. HOST CITY RESPONSIBILITIES

- 3.1 As a Host City the City Council is required to sign a formal Host City Agreement which sets out the specific roles and responsibilities it accepts it has to undertake. These activities are set out below with wording as extracted from the Agreement document.

3.2 Marketing Support

The Host City will provide marketing support to fully assist ER2015 in the promotion of the Tournament, to support ticket sales, to provide visitor information and to work with ER2015 and/or Rugby World Cup Limited (RWCL) partners (broadcasters, sponsors, external marketing partners).

3.3 Provision of Fanzone

The Host City will provide (at its own cost) a Fanzone during the Tournament in accordance with the following principles:

- (i) minimum capacity of 5,000 (unless otherwise approved by ER2015);
- (ii) showing Tournament matches (using RWCL's broadcast feed) and all other content and activity within the Fanzone to be agreed between the Host City and ER2015 but at a minimum shall include big screen(s), a dedicated space in which RWCL Licensees may stage activities, stage area and an area for food and drink suppliers;
- (iii) the Host City shall have the right to appoint third parties to provide food and beverage at the Fanzone and to retain any revenue from it;
- (iv) open for a minimum of ten days (match days at the Venue, all England games including the Tournament opening game, both semi-finals and the final);
- (v) the Host City shall have the right to commercialise the Fanzone only on such days when no Tournament matches are played and only in accordance with the Fanzone Guidelines including, but not limited to, the removal of all Tournament branding and 'look and feel' from the Fanzone on such days;
- (vi) the Host City shall ensure that the Fanzone is clean, safe, well-lit and suitable for the purpose for which it is provided and meets the standard befitting the reputation and stature of the Rugby World Cup, being one of the top five global international sporting events.

3.4 City Dressing

The Host City will make available (free of charge) City Dressing Spaces which, as a minimum, shall be:

- (i) 50 Lamp post banners
- (ii) Electronic variable message signs (wording to comply with Government Guidance)
- (iii) 5 Flag posts
- (iv) Fencing banners
- (v) 4 General banner sites

The City Council is in discussion with the County Council over the provision and funding of the lamp-post banner fittings and the use of the variable message signs.

The Host City will procure that the City Dressing Spaces will have the necessary infrastructure in place to display the relevant signage, banners, flags and other 'look and feel' (e.g. flagpoles, hanging frames etc) together with all necessary licences, consents and permissions.

ER2015 shall be responsible (at its own cost) for the provision of all signage, banners, flags and other 'look and feel' for display at the City Dressing Spaces.

3.5 Commercial Rights Protection

The Host City shall ensure that the Fanzone is free from unauthorised promotional material and selling of related goods at all times during the Tournament and shall use reasonable endeavours to assist ER2015 to ensure that the area around Sandy Park is also free from such activity.

3.6 Transport Management Support

The Host City will procure that Devon County Council will (using local transport operators) provide an adequate commercial public transport service in terms of quality, efficiency and timing (given the reasonably anticipated requirements of supporters and spectators) to enable team supporters and spectators to attend open training sessions and matches in the Territory, including but not limited to the following activities:

- (i) provision of park and ride schemes;
- (ii) provision of any additional public transport within the Host City as deemed necessary following an assessment of the potential impact of the Matches and the Fanzone;
- (iii) provision of vehicle and cycle parking;
- (iv) way-finding and event travel signage;
- (v) temporary road closures;
- (vi) stewarding and traffic wardens;
- (vii) Police liaison including Team/VIP Police escorts.

The County Council has accepted the responsibility of conducting this area of work.

3.7 City Venue Use by ER2015

The Host City will make available (at its own cost) Host City venues for use by ER2015 for a minimum of eight occasions from Spring 2013 in connection with the promotion and delivery of the Tournament (including one VIP reception per Match staged in the Host City) and the entertaining of guests prior to matches.

3.8 Volunteers Support

The Host City will provide ER2015 with reasonable assistance in relation to ER2015's volunteer programme including:

- (i) assisting ER2015 with the promotion of ER2015's volunteer programme within the city;
- (ii) assisting ER2015 with the identification, procurement and operation of a volunteer centre within the city; and
- (iii) working with ER2015 to integrate ER2015's volunteer programme with any of the Host City's volunteering programmes.

3.9 Accommodation

The Host City to offer 50 hotel rooms. They are offered on the following basis:

- Minimum 3* or 4* hotels on bed and breakfast basis subject to availability
- Hotels within 20 minutes of city centre
- To be used between 1st April 2013 – 10th October 2015

These have been provided for free by the Exeter and Heart of Devon Hotels and Restaurants Association.

3.10 Host City Staff Time

The Host City will be prepared to contribute staff time to making this event as successful as it can within its resources including making available staff to work directly on it during the planning phases.

4. PROPOSAL

4.1 As mentioned above the City Council has already started work with partners towards delivering the requirements of being a Host City. In order for Exeter to be confirmed as a Host City by ER2015, the City Council has to sign a formal contract – the Host City Agreement.

4.2 Delivering the responsibilities of a Host City will involve expenditure by the City Council which at this point is difficult to accurately predict. Following initial research into anticipated costs and potential income streams by Cadeleigh Creative consultants, specialists in events management, it is recommended that funding of a total of £300,000 is set as the budget for the City Council's contribution to the event.

4.3 The opportunity for commercial activities to raise additional funding to offset these costs should be 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. Officers will be working to determine effective ways to encourage and promote commercial activity including entertainment events on non-games days and through the provision of food and drink on game and non-games days. The intention is to raise revenue to offset City Council funding as well as make the event as successful as possible in securing economic benefit for the city.

5. RESOURCE IMPLICATIONS

5.1 The proposed budget of £300,000 can be funded from New Homes Bonus. The expenditure is likely to be split across financial years as follows: £10,000 for 2013/14, £90,000 for 2014/15 and £200,000 for 2015/16.

6. RECOMMENDATION

- 6.1 That the City Council commit up to £300,000 towards activities relating to the city being a Host City for games and visitors to the Rugby World Cup 2015.

ASSISTANT DIRECTOR ECONOMY

Local Government (Access to Information) Act 1985 (as amended)

Background papers used in compiling the report:

None