

## **REPORT TO SCRUTINY COMMITTEE ECONOMY AND EXECUTIVE**

**Date of Meeting: 18 June 2015 and 1 July 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 continue the process of updating 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. Some of the information provided has been included in previous updates but are repeated for Member who have not previously received them.

#### **2. Recommendations:**

- 2.1 That Scrutiny Committee Economy supports and requests Executive to endorse the programme of legacy projects, the preparations for the Fanzone and activities to promote the city leading up to the Tournament.

#### **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. The remainder is solely expenditure related to the delivery of the Fanzone.
- 4.2 Additional staff time is devoted to the delivery of the programme of activities which has increased 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 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. 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:
- [www.heartofdevon.com/rugbyworldcup](http://www.heartofdevon.com/rugbyworldcup) is the main call to action for all things RWC. This website is updated on a weekly basis and includes a wide range of information on rugby related blogs, matches, places to visit, teams playing in Exeter, the Festival of Rugby, places to stay, things to do in and surrounding Exeter and the RWCvolunteers – The Pack.
  - The Heart of Devon Tourism partnership has been targeting away teams and their supporters clubs to stay longer for matches played at Sandy Park, prior to RWC, to increase the awareness of Exeter as a short break destination
  - ER2015 has a large web and media presence which continually includes references and information on Exeter
  - Developed an online marketing campaign for Easter entitled #ExeEggChase which was a treasure hunt along the Exe Estuary Trail encouraging people to cycle along the trail and for them to find hidden chocolate rugby balls along the route. The prize was a Host City rugby ball, bike hire and a selection of tickets to local attractions and events
  - Working on a wide range of media and PR opportunities related around the launch of the Fanzones, Welcome Ceremony announcements, additional RWC2015 tickets going on sale, Fly The Flag (flag bearers) competition, 100 days to go, domestic Trophy Tour, 50 days to go and the start of RWC in Exeter

- Lots of regular tweets through @HeartofDevon on RWC encouraging people to visit the area for a short break. RWC focused tweets on @RWC2015Exeter related to rugby in general
- Assisting Exeter Pound with a rugby themed note, which includes England cap Jack Nowell
- Working with Exeter Airport to install 'Welcome to Exeter' posters, raising the awareness of Exeter as RWC2015 Host City
- Encouraging local businesses and event organisers to participate in the national Festival of Rugby so that there is a wide range of rugby related events during the period of RWC2015
- As part of City Council sponsorship of the annual Exeter Festival of SW Food & Drink, our marquee was rugby themed promoting RWC2015 and the European Rugby 7s Grand Prix
- Exeter attended Confex in London, an exhibition promoting conferences and meetings, to promote Exeter & the Heart of Devon for business tourism. Exeter were located on the Visit England stand, with a RWC2015 focus
- Working with Matford Land Rover branding a Land Rover Discovery and developing a competition to win tickets for matches at Sandy Park
- Developing inward investment marketing activities relating to RWC2015:
  - A5 flyer – to be placed in hotel rooms promoting available sites for investment
  - PR – promoting opportunities for business relocations & inward investment – Met Office supercomputer will be a big driver for PR work
  - Advert – within match day programmes for Sandy Park, Twickenham and Manchester promoting Exeter for inward investment
- Going forward, majority of marketing and PR activity will be related to promoting the Exeter Fanzone, including days open and events taking place

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 progressed detailed plans for the provision of a Fanzone in Northernhay gardens during the tournament with the minimum capacity of 5,000 showing agreed matches over 13 days, including a big screen, a stage area and an area for food and drink suppliers. A programme of entertainment is being organised around the screening of the games to contribute to the atmosphere of the event.

8.8 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. At the time of writing the report five additional events are being programmed the details of which may have been confirmed by the date of the Committee.

A community crafting project led by the independent business quarter of the city was launched in mid-May involving local and regional craft organisations alongside local

businesses, charities and social groups. It aims to cover the parts of the city that are not included in the official RWC-branded city dressing plans in handmade bunting and 'yarn-bombing'. It is intended to create a unique and memorable atmosphere throughout the city centre and is reliant on generosity of local businesses and volunteers to help produce bunting and knitting which will be installed at the same time as the official dressing from 6 August through to 31 October.

#### *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.

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#### *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 and Licensing Manager has been leading a multi-agency working group on this activity. A comprehensive operational plan has been submitted to ER2015 which is currently being reviewed. At the heart of that plan will be joint enforcement teams made up of officers from the Police, Trading Standards and Environmental Health and Licensing with support from the extensive CCTV camera network that both Exeter City Council's control room and Devon County Council Highways have offered to provide.

#### *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 scheme based on Westpoint;
  - additional trains and buses for the matches;
  - improving signage for pedestrians and cyclists, plus cycle parking;
  - 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 continued to work alongside E2015's volunteer programme ensuring the two separate teams (City-based volunteers managed by E2015, and Fanzone-based volunteers managed by the Council) are viewed as 'one team'. 30 volunteers have now been engaged by the City Council to help with the Fanzone activities and another 270 have been appointed by E2015 as part of 'The Pack' to be involved in supporting the matches at Sandy Park and around the city centre and at key city gathering points during the tournament.

Bespoke training will be created for the Fanzone volunteers and will also be available to E2015 to use in their training sessions. It will include a range of visitor information to keep fans and visitors in the Exeter and Heart of Devon area for longer during their stay. E2015 will also share their own training materials for use in the Fanzone team training sessions thereby reducing or eliminating additional costs.

City Council officers are working with other organisations to increase longer-term volunteering across the city for other sporting and cultural events, promoting opportunities through events such as the Devon County Show and the national Workforce Kick-Off event in Milton Keynes for The Pack. Links have also been made with Join In UK and the Youth Sports Trust and Active Devon are supporting the Council in maximising the opportunities from the high profile media coverage for organisations such as these.

### *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 Express&Echo and Radio Exe to deliver a tournament to over 500 children in the Exeter and surrounding areas involving commercial sponsors and collaborative working by local media companies. A second tournament is now being planned for later on in the summer as well as a school's tournament at Sandy Park prior to the World Cup in September
  - Development of participation of more women in rugby resulting in the formation of the Exonians ladies team who have now had South West league approval and are forming a second team for the new season in September. We are now working to set-up another women's team at Exeter Saracens following the success of the Exonians
  - Active Exeter's Sport and well-being festival will take place on 19<sup>th</sup> July at Exeter Quay. 5000 plus visitors attended the event in 2014 and an increase of 380 participant sign-ups received on the day. 26 exhibitors signed-up to date
  - REEP programme – Rugby Empowering Employment Programme launched January this year. REEP uses sporting values: preparation, commitment, hard work, skill and collaboration as the essential elements of a programme for any young person between 16-24 years struggling to take first steps on their career ladder regardless of their interest in sport or rugby. Young people from the first REEP group are still on track. They are demonstrating their determination, newly acquired skills and confidence, whilst continuing their valuable relationships with trained volunteer mentors. Five of the nine are now in employment, two are returning to education, one is currently in voluntary employment and has applied for the Army. Only one is still receiving job seekers allowance. As a result of the success of the first, a second REEP project started on Monday 11 May 2015
  - Exeter Hawks Wheelchair rugby team launched and are now playing in the regional league. This project incorporates after school sessions from 11-16 year olds (currently 13 registered) and a community session for 11 adults. Funding from Sport England

- Distribution of 'MY First Rugby Ball' book to all Reception/yr1&2 pupils in Exeter schools. This includes a CPD teachers' programme/assemblies package/interactive web development and links with local rugby clubs and schools to run tots programmes. The first has now begun at St Leonard's Primary School. The 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 and has been received extremely well by the twenty three schools taking part. This project is now likely to be rolled out nationally.
- 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 run two Photographic exhibitions during the duration of the tournament. Both projects are working with local rugby clubs and being promoted via a strong social media presence; one is aimed at social enhancement and the other links to world culture
- Cash for Communities: £10,000 has been launched in January 2015 through Express & Echo to city community groups to bid for grants from the Legacy fund based on detailed criteria. Groups that benefited include: Men in Sheds, Excite Poetry, Wessex RFC, Lunchbox, Newcourt Community Association, 100 Club Countesswear, Alphington Village Hall, Exeter Youth Rugby, Topsham RFC, Junior Park Run
- Healthy Lifestyle Initiative in partnership with DCC Public Health, Create a Lifestyle initiative linked to RWC2015, includes walking groups and pop-up cooking.
- Trophy Tour: Webb Ellis Cup to visit the region as part of England Rugby's Domestic Trophy Tour. On 8<sup>th</sup> July there will be a promotional opportunity for the area involving the Lord Mayor's of Exeter and Plymouth at Haytor. Friday 10<sup>th</sup> July it will visit the local team bases and host stadium. Saturday 11<sup>th</sup> July will celebrate the cup being in the city with a Civic reception at the Guildhall and then moving on to the Cathedral for public activity. The day has been supported by Princesshay and we hope to encourage local clubs and organisations to be a part of proceedings and bring the City alive as part of the Festival of Rugby

#### *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 taking place together with the police, fire and ambulance services.

**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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