



Not for Publication: The Appendix B of this report is exempt/confidential under Access to Information Rule 10.4 (3)

Report of the Director of City Development

Executive Board

Date: 7 April 2010

Subject: World Cup 2018 Update

Electoral Wards Affected:

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Eligible for Call In

Not Eligible for Call In

(Details contained in the report)

EXECUTIVE SUMMARY

Members will recall that on the 24 November 2009 Executive Board approved the submission of a Leeds City Region Bid to England 2018 for Leeds to become a candidate host city for the FIFA World Cup 2018.

This report informs Members that that bid has been successful and that the Leeds City Region will feature as a candidate host city in England 2018's bid book to FIFA, which will be submitted on 14 May 2010. FIFA will make its decision on the host nation for the World Cup 2018 on 2 December 2010.

This report also advises Members of the human and financial resource requirement for Leeds City Council through to December 2010.

1.0 BACKGROUND

- 1.1 On 24 November 2009 Executive Board considered a report of the Chief Asset Management Officer regarding the submission of a bid to England 2018 for Leeds to become a candidate host city for the FIFA World Cup 2018, with Elland Road being the chosen stadium to host matches.
- 1.2 The report outlined the benefits to the Leeds City Region of hosting the World's biggest event and also specified some of the likely costs and risks associated with submission of the bid. Having considered the benefits and risks Members determined to submit the bid by the 26 November 2009 deadline. England 2018 had stated its intention to evaluate the bids promptly and to announce the chosen host cities on 16 December 2009.
- 1.3 Prior to the England 2018 announcement about the chosen candidate host cities the Leader of the Council, officers and the Chief Executive of Leeds United, attended an hour long interview with Lord Mawhinney, Chairman of the Football League, on 14 December 2009. That interview, and the presentation which formed a part of it, went well, and on the 16 December Leeds learned that it had been successful in its bid to become a candidate host city.
- 1.4 England 2018 selected 12 cities (15 stadia) from the 15 bidding cities. The other successful cities/stadia were:-

Birmingham	-	Villa Park
Bristol	-	New Ashton Vale Stadium
Liverpool	-	Anfield or New Anfield
London	-	Wembley Emirates (Arsenal) New White Hart Lane (Tottenham) or Olympic Stadium
Manchester	-	Old Trafford (Manchester United) City of Manchester Stadium (Manchester City)
Milton Keynes	-	Stadium MK (MK Dons)
Newcastle/Gateshead	-	St James' Park
Nottingham	-	New Nottingham Forest Stadium
Plymouth	-	Home Park
Sheffield	-	Hillsborough (Sheffield Wednesday)
Sunderland	-	Stadium of Light

- 1.5 Portsmouth had belatedly withdrawn from the competition. The other three unsuccessful cities were Derby, Hull and Leicester. In addition, two further stadia were rejected:-

Liverpool	-	New Everton Stadium
Sheffield	-	Bramall Lane (Sheffield United)

- 1.5 The selection of Leeds as a candidate host city means that the Leeds City Region and the Elland Road Stadium will feature in the England 2018 bid book which will be submitted to FIFA (the world football governing body) on 14 May 2010. FIFA will make its decision on the host nation for the World Cup 2018 on 2 December 2010.

2.0 THE BENEFITS OF CANDIDATE HOST CITY STATUS

- 2.1 Selection as a candidate host city is a major coup for Leeds and, notwithstanding the fact that Premiership Football is not currently played within the city, or that Elland Road Stadium requires significant upgrading, confirms the city's position as a key population centre with all the necessary infrastructure to support up to 100,000 foreign visitors and to stage the World's biggest event.
- 2.2 Up until FIFA makes its decision on 2 December 2010 on the host nation for World Cup 2018, Leeds will feature as a host city in all England 2018 literature and at all England 2018 exhibitions. The city is also able to use official logos and branding on correspondence and city dressing etc. A full list of the marketing rights associated with candidate host city status is provided in Appendix A. Officers are working with Marketing Leeds to seek to ensure that the city fully exploits its candidate host city status.

3.0 THE PROCESS IN THE LEAD UP TO THE FIFA DECISION ON 2 DECEMBER 2010

- 3.1 England 2018 submits its bid book to FIFA on the 14 May 2010. Printing deadlines mean that the document will be substantially completed by the time that Members consider this Executive Board report.
- 3.2 The Leeds bid book to England 2018 consisted of two volumes with a total of 305 pages. This was supplied both in hard copy and in digital form. England 2018 is currently distilling down all host city bid information to around 40 pages per host city for inclusion in its bid book. All host cities are working with England 2018 on this matter, providing additional digital content (eg detailed CAD drawings) where appropriate. Host cities have been assured by England 2018 that they will be given the opportunity to vet the England 2018 suggested wording for their cities but print deadlines will require that this vetting is done by officers. Members are therefore requested to authorise officers to check and approve the England 2018 suggested wording for Leeds. The England 2018 bid book will have four volumes. Volume 1 will be the bid overview, volumes 2 and 3 will contain the host city information, and volume 4 will contain the Government guarantees, the letters of support, and the completed templates.
- 3.3 Officers continue to work with England 2018 and approved official sponsors (currently British Telecommunications, Price Waterhouse Cooper, and Morrisons Supermarkets) to raise the profile of the bid and to secure signatures in support of the bid from members of the public. England 2018 would like candidate host cities to assist them in identifying additional bid sponsors. Sponsors fall into three categories:-
- (i) 6 Partners
 - Professional Services
 - Airline
 - Retail/Grocery
 - Comms
 - Confectionery
 - Sportswear
 - PWC
 - Morrisons
 - BT
 - (ii) 14 Supporters
 - Including beer, electronics, hotel, energy, non-food retail, car, fuel and fast food
 - (iii) 30 Official Suppliers

- 3.4 Only partners may use the official logo and at the lower levels England 2018 guarantees no exposure, although these sponsors are allowed to promote themselves as official sponsors. At the lower levels there is no exclusivity of product and companies can become sponsors in exchange for relatively small sums of money or the provision of benefits in kind, and the minimum contribution is effectively determined by the cost of the signing-up process and the associated legal work. Some of these smaller financial contributions can be used locally to help defray bidding costs. FIFA do have to endorse all sponsors but this is understood to be a formality in most cases.
- 3.5 FIFA will carry out its inspection visit of the England 2018 facilities between Monday 23 August and Thursday 26 August 2010 (3½) days. Candidate host cities have been requested to ensure that key Politicians and Chief Executives are available for those dates. England 2018 have stressed the importance of having ambassadors and senior elected and paid officials available during the inspection visit. Appropriate diaries have been updated. In particular FIFA will visit:-
- The stadium to be used for the opening game
 - The stadium to be used for the final
 - A small number of group phase stadiums
 - The proposed FIFA HQ
 - The International Broadcast Centre (IBC)
 - A team base camp training site
 - An eve of match team hotel and training site
- } In England's case, both Wembley
- 3.6 Interspersed among these visits will be presentations to the Inspection Team from England 2018, Central Government, and the candidate host cities, and two dinner receptions. Members will note, therefore, that the 3½ day inspection will not be able to take in many host cities. Indeed, the England 2018 proposed itinerary to FIFA is:-
- | | |
|---------------------|--|
| Monday 23 August | - London (stay overnight) |
| Tuesday 24 August | - Newcastle/Gateshead and Sunderland (overnight in North-East) |
| Wednesday 25 August | - Manchester (overnight in Manchester) |
| Thursday 26 August | - London |
- 3.7 The current proposal is to have candidate host city representatives with England 2018 for a presentation on Tuesday 24 August in the North-East and for a dinner on Wednesday 25 August.
- 3.8 Host city presentations may be of only about 10 minutes duration and this may include DVD footage. Content will be agreed with England 2018 and there will be a number of dry-run rehearsals during July and early August 2010 for all those involved in presenting. There will be a dummy inspection visit on 19 July 2010.
- 3.9 The FIFA Inspection Team will consist of 8 members, none of whom are from the group of 24 voting FIFA Executive Committee (Ex Co) members. 2 of the team will be from other football associations. Only 2 of the 8 team members will visit all the bidding countries. The other 6 team places will be filled through rotation. The team will produce a report for consumption by the FIFA Ex Co members. This will be a public document but will not make a recommendation. Rather, it will only be a risk assessment.

3.10 England 2018 and its ambassadors hope to meet with each of the 24 voting FIFA Ex Co members three times before the vote is taken on 2 December 2010. All presentations are being tailored to the specific requirements of each Ex Co member in terms of content, languages used etc.

4.0 THE VOTE

4.1 Bidding countries have been summoned to the FIFA HQ in Zurich on 29 November 2010. They will each give presentations to FIFA Ex Co members on the 1 and 2 December.

4.2 The 24 FIFA Ex Co members will take their decision on the country to host World Cup 2018 late in the day on 2 December.

4.3 The voting works as follows (delegates can vote for their own country):-

- Each of the 24 delegates has one vote
- Votes are cast across the bidding countries
- The country with the least votes is eliminated
- The process is repeated until only one country remains

5.0 SOUTH AFRICA 2010

5.1 England 2018 has indicated its intention to send a party of delegates to the World Cup being held in South Africa this summer. They would like representatives of the candidate host cities to accompany them. England 2018 will have stands at the exhibitions, hold a VIP reception for FIFA Ex Co members, and implement an observer programme to identify lessons learned. Officers have requested more information from England 2018 regarding the specific outputs expected from the visit.

6.0 VENUE SPECIFIC TRAINING SITES

6.1 The Leeds bid book to England 2018 proposed the use of a number of local Football League stadia as eve of match training facilities. The owners of some of these stadia have expressed some concern about the obligations which they will have to take on if they sign the FIFA Training Site Agreement. This matter is discussed further in exempt Appendix B to this report.

7.0 LEGAL AND FINANCIAL CONSIDERATIONS

7.1 The Council is not required to enter into any further legal commitments as a result of being awarded candidate host city status.

7.2 The England 2018 proposal not to visit Leeds during the FIFA inspection visit in August 2010 means that the call upon the 2010/11 revenue budget should be limited and officers are working to identify how any costs incurred before December 2010, when the FIFA decision is taken, can be met from existing budgets.

7.3 The information contained in the Appendix attached to this report is exempt under Rule 10.4.3 of the Access to Information Procedure Rules as it relates to the financial or business affairs of a particular person and of the Council and contains information which if disclosed could prejudice the commercial interests of the Council and other outside bodies.

8.0 LINKS TO CORPORATE OBJECTIVES

8.1 A successful England bid to stage World Cup 2018 would have the following benefits for Leeds:-

Culture : Facilitate the delivery of major cultural schemes of international significance

Enterprise and Economy : Increase international communications, marketing and business support activities to promote the city and attract investment.

9.0 SUMMARY

9.1 Leeds has been successful in its bid to become a candidate host city for World Cup 2018. Officers are now working with England 2018 to seek to secure the nomination of England as the host nation.

9.2 It is important that, as a part of this, key Members and officers are available for the FIFA Inspection Visit in late August 2010.

9.3 Officers are working with Marketing Leeds to fully exploit Leeds candidate host city status and to identify potential sponsors for the England bid.

10.0 RECOMMENDATIONS

10.1 Members are requested to:-

- (i) Note the success of the Leeds Bid to become a candidate host city for World Cup 2018.
- (ii) Note the need to assist England 2018 with its bid to FIFA and commit to making key Members and officers available to England 2018 during the bid period.
- (iii) Authorise officers to make such arrangements as are appropriate with regard to the eve of match training sites as discussed in Exempt Appendix B to this report.

Background Papers

Executive Board report 13 May 2009

Executive Board report 17 June 2009

Executive Board report 22 July 2009

Executive Board report 28 October 2009

Executive Board report 24 November 2009

APPENDIX A

Marketing Rights

1. **Title & designation**

- *Candidate Host City*

2. **Bid Mark and slogans**

- *Use of England 2018 Official Candidate Host City Bid Mark*
- *Use of "Back the Bid" slogan*
- *Use of "Candidate Host City Backs the Bid" slogan*
- *Use of "England United The World Invited" slogan*

3. **Logos**

- *Use of Official Candidate Host City Bid Mark and composite Bid Mark – detailed below*

4. **Branding**

- *Right to use the Candidate Host City Bid Mark internally and externally on outdoor media, buildings, lamp posts, vehicles, etc.*
- *Right to use the Candidate Host City logo and composite logo on all printed materials*

CANDIDATE HOST CITY



**BIDDING NATION
ENGLAND**

**ENGLAND
UNITED
THE
WORLD
INVITED**

CANDIDATE HOST CITY



**BIDDING NATION
ENGLAND**

CITY NAME

CANDIDATE HOST CITY



**BIDDING NATION
ENGLAND**

**APPLICANT
HOST CITY LOGO**

- 5. Digital**
 - Presence on the England 2018 website and on the dedicated Candidate Host City page
 - Web links between the Candidate Host City site and **england2018bid.com**
- 6. Publications & Print**
 - Representation in England 2018 Candidate Host City advertisements and promotional materials
- 7. Promotional Rights**
 - Opportunity to work with other England 2018 Candidate Host Cities and commercial sponsors on co-promotional and networking opportunities
- 8. Licensed Products & Premiums**
 - Right to develop England 2018 and Candidate Host City co-branded products
 - To work with other Sponsors to source unique/bespoke England 2018 bid product
- 9. International & Domestic Event Marketing**
 - Opportunity to work with the bid team and United Kingdom Trade and Industry (UKTi), where applicable, to promote the Candidate Host City and the bid internationally
 - Presence at all domestic and international England 2018 bid events, where appropriate and within FIFA guidelines, including the 'England House' in South Africa for the duration of the 2010 FIFA World Cup
- 10. Networking**
 - Opportunity to network within and across the England 2018 Commercial Sponsor family, Partners, Supporters, Suppliers and across the other England 2018 Candidate Host Cities
- 11. Employee Engagement**
 - Opportunity to promote the Candidate Host Cities involvement in the bid across all internal platforms
 - Opportunity to create bespoke Employee Engagement strategies to energise support
- 12. Tickets & Hospitality**
 - Invitations, access and tickets to all England 2018 events
- 13. PR & Communications**
 - Right to distribute an individual and specific Candidate Host City press release to announce the Candidate Host City's relationship with the bid (subject to approval)