



Report of the Director of City Development

Executive Board

Date: 13 May 2009

Subject: FOOTBALL WORLD CUP 2018

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

This report brings to the attention of Members that the English Football Association has invited the City of Leeds to bid to become a 'host city' for the football World Cup 2018.

The report points out that there are significant benefits to be drawn from achieving host city status. In particular:-

- media exposure to an international audience of over 24 billion people
- significant additional leisure and business spend in the City Region resulting from the influx of visitors
- potential catalyst for regional infrastructure development and other physical development
- legacy of improved sports facilities and increased grass roots sport participation.

The report also points out that the commitments to be made by host cities are potentially onerous, and that significant resources, both human and financial, may need to be committed to the project.

Leeds City Council would be required to lead on any bid for host city status from the Leeds City Region, and the involvement of all key stakeholders is required.

The report recommends that if Members are supportive of the request from the English Football Association to submit a bid for host city status then the Council should:-

- (i) Agree the governance structure proposed in the report
- (ii) Agree the attendees for the Host City briefing session in London on Monday 18 May 2009
- (iii) Instruct officers to report back to Executive Board as soon as the human and financial resource implications of the project are known.
- (iv) Enter into early dialogue with Leeds City Region partners

1.0 INTRODUCTION

- 1.1 The Football World Cup is staged every four years and offers substantial benefits to the host country. Consequently, there is always strong competition for the privilege of staging the tournament.
- 1.2 The tournament and the bid process to stage it are run by the Federation Internationale de Football Association (FIFA) and the bid process commences almost ten years before the tournament is staged. The locations for the 2010 tournament (South Africa) and the 2014 tournament (Brazil) have already been determined through competition and FIFA is now inviting bids to stage the 2018 and 2022 World Cups. FIFA will announce its decision on the location for the 2018 and 2022 tournaments at the same time in December 2010.
- 1.3 The English Football Association, the FA, feels that it is in a strong position to secure the nomination for one of these two tournaments, although it is specifically targeting 2018.
- 1.4 A key part of any bid to FIFA will be the role to be played by the chosen host cities. The FA is likely to propose 12 stadia to be used during the tournament and with 2/3 likely to be in London that would leave 9/10 stadia in the provinces to be used for the tournament. Stadia in Wales, Scotland, and Northern Ireland will not be used.
- 1.5 The FA has visited a number of English cities to inform them of the opportunity to bid for host city status. Leeds is one of these cities.

2.0 THE TIMETABLE

- 2.1 In order that the FA can submit its bid to host the 2018 World Cup to FIFA on the 14 May 2010 it has stipulated that it will determine the bids from potential English host cities in November 2009. This means that if the Leeds City Region is to be a contender then there are approximately 6 months available to formulate a bid.

3.0 THE BENEFITS OF BEING A HOST CITY

- 3.1 World Cup 2018 would be an international showcase for what the City and the region has to offer. The World Cup 2006 in Germany attracted 24 billion television viewers from 240 countries and these figures are likely to increase by 2018 through new benchmarks which will be set at South Africa 2010 and Brazil 2014.
- 3.2 Because the World Cup is a 3/4 week tournament involving teams from all over the world, football supporters will visit and reside in the host country for a significant period of time. This is in addition to the teams and their entourages, the international media, and FIFA officials. Members will note, therefore, that the leisure and business spend in the regional economy resulting from the influx of visitors would be very significant.
- 3.3 Nomination as a host city could prove to be a catalyst for regional infrastructure development and other physical development, and while increased Government financial support cannot be guaranteed it may well be that Government agencies like the RDAs might be asked to target their expenditure accordingly to support the World Cup.

- 3.4 As with the Olympics 2012, it would be expected that following the staging of any World Cup tournament the host country would be left with the legacy of improved sports facilities and increased grass roots sport participation.
- 3.5 It is almost impossible to put a price on the value of such benefits but the FA has commissioned consultants which will be reporting on this. RDAs may also commission work to supplement that commissioned by the FA.

4.0 ENGLAND'S CHANCES OF SUCCESS

4.1 The FA is anxious not to make play on the fact that England is the 'home of football' or that England has not staged the World Cup tournament since 1966. Rather, the FA sees itself in a position to deliver a unique festival of football which will engage the whole country and will deliver positive change in England and across the world.

4.2 Key points in England's favour will be:-

- previous experience of hosting major sporting events
- low delivery risk since many high quality stadia have already been built
- secure environment with significant experience of policing large football matches
- outstanding candidate host cities
- home crowd for every team
- the ability to deliver a financially successful World Cup for FIFA (which derives the majority of its income from this four yearly event).

4.3 There is expected to be strong competition to stage the tournament from:-

USA
Mexico
Spain/Portugal partnership
Belgium/Holland partnership
Russia
Qatar
Korea
Japan
Indonesia
Australia

However, it is known that Qatar and Korea are targeting only the 2022 tournament.

4.4 On balance, while competition is likely to be strong, the English FA believes that it has a good chance of securing the 2018 nomination. Members will note, however, that until a decision upon the awarding of the tournament is made by FIFA in December 2010, any work done and costs incurred by the Leeds City Region in seeking host city status for 2018 could prove abortive.

5.0 THE LEEDS CITY REGION'S CHANCES OF SUCCESS

5.1 First, it should be made clear that selection as a host city is not dependant upon Premier League Football being played in that city. Indeed, even if it were, some city's teams could well lose that status through relegation between being selected in November 2010 and the tournament being staged in 2018.

5.2 The key criteria for selection revolve around a city region's ability to support the FA in its bid to FIFA, but in particular:-

- (i) **Catchment/coverage** - FIFA and the FA will both be keen to see matches staged in areas with large population catchments. As the third largest city in England with a population of some 750,000 people, a City Region population of 5 million, and with 11 million people within 90 minutes travelling time, Leeds is a key location.
- (ii) **The entertainment and cultural offer** - As has been stated earlier, large numbers of visitors would be resident in England during any tournament and the amount of time which they actually spend at live football matches would be only a small proportion of the time which they spend in the country. It is therefore important for host city regions to demonstrate that they can offer a full entertainment and cultural programme to their visitors. Clearly here, hotels, restaurants, and bars will also have a key part to play. The ability to offer what are known as 'Fan Parks' where supporters can gather and interact and watch televised games, along with the provision of all the usual support facilities (toilets, food etc) will also be key.
- (iii) **Stadium capacity** - FIFA has not yet issued its bid guidance. This is expected shortly. However the tournament format is expected to be:-
 - 32 teams divided into 8 groups of 4 with each team in the group playing all of the other 3 teams (ie 6 games in all in each group)
 - 16 teams (the top two teams from each group following the playing of the group matches) taking part in 8 second round knockout matches
 - 8 teams taking part in 4 quarter finals
 - 4 teams taking part in 2 semi-finals
 - 2 teams taking part in the final at Wembley

FIFA is expected to require stadia with a net (excluding executive boxes, media seats etc) capacity of 40,000 seats for the group stages. This may rise to 50,000 for the staging of second round and quarter final matches. Elland Road Stadium, the home of Leeds United, has a gross capacity of 40,000. Some minor adaptations would be necessary to achieve a 40,000 net position. Clearly more substantial works would be required to achieve 50,000 seats, although the Club has previously worked with the Council to show at Elland Road how a 60,000 seat capacity stadium could be achieved within the context of the Elland Road Development Masterplan previously agreed by this Board, and architects drawings of the options are available. Under both 40,000 seat and 50,000 seat configurations improvements would be needed to the quality of the facilities.

- (iv) **Training Camps** - Competing teams require top class training facilities which are secure and within easy reach of top class hotels. Clearly Leeds United's Thorp Arch training facility would meet the requirement here but there are also other such facilities within the Leeds City Region.

6.0 BID STRATEGY

- 6.1 If it is to bid for host city status the Leeds City Region will need to make an early decision about the 'stadium offer'. Given that Leeds is the third largest city in England Members may consider that the City should seek to stage one of the 8 second round matches, and even, perhaps, a quarter final. Such an aspiration might require a commitment to increasing the current stadium capacity at Elland Road.
- 6.2 Should Members determine to bid for host city status then officers will bring a further report to this Board outlining the options in this regard and the likely implications of pursuing them.

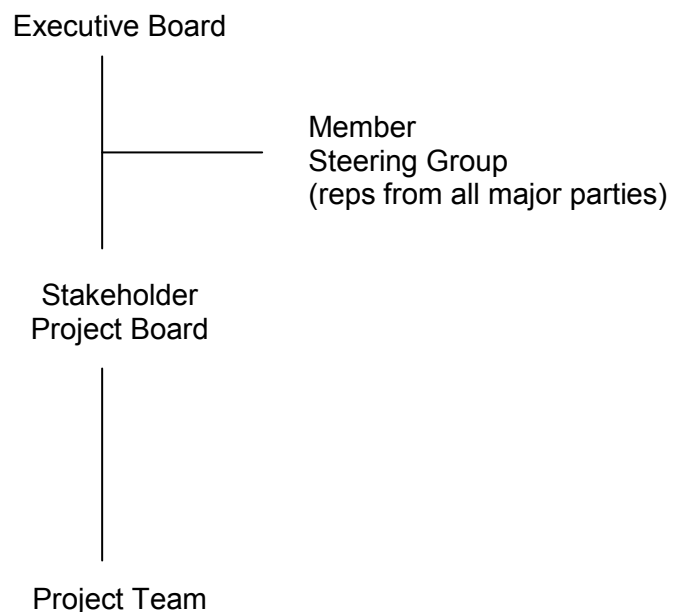
7.0 BID COVERAGE

- 7.1 Bid coverage is likely to include all of the issues attached at Appendix 1, but in particular:-
- stadium and training venues
 - transportation and airport facilities
 - safety and security
 - accommodation capacity
 - fan park sites
 - the entertainment/cultural offer

8.0 GOVERNANCE

- 8.1 If Members are minded to seek host city status for the Football World Cup 2018 then a City Region bid with involvement from all key stakeholders is likely to find favour. Leeds City Council would need to take the lead but supported in particular by Leeds United FC.

- 8.2 The following governance structure is proposed:-



8.3 Proposed composition of the Stakeholder Project Board

- Leeds City Council - Chief Executive (Chair)
- Director of City Development (Deputy Chair)
- Leeds United Football Club
- Yorkshire Forward
- Welcome to Yorkshire
- West Yorkshire Police
- Metro
- Chamber of Commerce
- University of Leeds
- Leeds Metropolitan University
- Marketing Leeds
- City Region Representative
- + others as and when appropriate

8.4 Proposed composition of the Project Team

- Leeds City Council
 - Chief Asset Management Officer (Project Lead *)
 - Project Manager
 - Chief Officer – Major Projects
 - Head of Arts and Events
 - 2012 Olympics Project Officer
 - Business Tourism Officer
 - Head of Transport Policy
 - Property Surveyor
 - Finance Officer
 - Senior Policy & Information Officer (Economy)
- Leeds United Football Club
- Metro
- West Yorkshire Police

*The Council's Chief Asset Management Officer is the only officer remaining in the Council's employ who played a key role in delivering Euro '96 for the City. It is therefore proposed that because of his previous experience with major football tournaments he takes the project lead.

8.5 The FA is running a briefing session in London on Monday 18 May 2009 for representatives from potential host cities who are invited to send up to 10 delegates (excluding RDA and Football Club representatives who will receive separate invites). If Members are minded to seek host city status then the following representation is recommended:-

- Leeds City Council
 - Leader of the Council
 - Deputy Leader of the Council
 - Chief Executive
 - Director of City Development
 - Chief Asset Management Officer
 - Project Manager
- West Yorkshire Police
- Metro
- Chamber of Commerce
- Marketing Leeds

9.0 LINKS TO CORPORATE OBJECTIVES

9.1 Host city status would provide the following links to Improvement Priorities in the Leeds Strategic Plan 2008-11:

Culture - to facilitate the delivery of major cultural schemes of international significance.

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

10.0 FINANCIAL AND LEGAL IMPLICATIONS

10.1 Members should note that host cities will be required to sign up to financial and contractual commitments as a condition of the bid process. Officers are advised by the FA that these are non-negotiable.

10.2 Officers will report back to a future meeting of this Board as soon as the level of the human and financial resource implications of the project are known.

11.0 RECOMMENDATIONS

11.1 Members are requested to:-

- (i) Confirm that Leeds investigate the submission of a Leeds City Region bid to become a host city for the Football World Cup 2018.
- (ii) Agree the governance structure proposed in this report.
- (iii) Note the proposed Leeds City Region representatives for the Host City Briefing in London on Monday 18 May 2009
- (iv) Instruct that officers report back to Executive Board as soon as the likely human and financial resource implications of the project are known
- (v) Instruct officers to open early dialogue with City Region partners

Background Papers

England's 2018 Bid – Candidates Host City Selection Presentation