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## Report of the Director of City Development

### Executive Board

Date: 28 October 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)

## 1.0 INTRODUCTION

- 1.1 On 13 May 2009 and 17 June 2009 Executive Board received reports which proposed that Leeds should seek to be selected as a Host City for the Football World Cup 2018. The reports outlined the likely benefits to the Leeds City Region from gaining Host City status and also gave a broad indication of the areas of cost associated with staging the competition. Officers now have more detailed information regarding these matters which is detailed in the exempt section of this report.
- 1.2 At the 17 June 2009 meeting Members determined to formulate a bid from Leeds on the basis that the City wishes to be selected as a Host City for the Football World Cup 2018. A revenue budget of £105,000 was approved for the purpose of advancing the bid. This expenditure is part funded by Yorkshire Forward who are contributing £40,000 towards these costs.

## 2.0 TIMETABLE

- 2.1 England 2018, the limited liability company set up by the Football Association to lead the England Bid, must submit its bid to FIFA (the Federation Internationale de Football Association) in May 2010. As a part of its bid England 2018 will propose between 10 and 12 Host Cities where games will be staged. Accordingly England 2018 has been running its own competition to identify the most appropriate Host Cities by December

2009. FIFA will make its decision on where the World Cup 2018 will be staged in December 2010.

### **3.0 PROGRESS TO DATE**

3.1 The Host City bidding process has a number of elements. The Applicant Host Cities are involved in a competitive process and consequently much of the information surrounding the process must be kept confidential. The cities do, however, have an ongoing dialogue with England 2018 which enables their bids to evolve and improve over time so as to ensure that they fully meet all of FIFA's minimum requirements.

3.2 There are three written submissions to England 2018. The first two of these are followed by day long inspection visits to the bidding cities where the Applicant Host City also makes a presentation of its bid. Following the inspection visits the Applicant Host City receives, on each occasion, an inspection report from England 2018. The Final Bid submission is followed by a Host City presentation to England 2018 at Wembley Stadium in early December 2009. This concludes the competitive process and England 2018 then makes its decision on 14 December 2009 regarding the Host Cities to be included in its bid to FIFA.

3.3 In summary then, the bidding process is as follows:-

#### **Completed to date:-**

Outline Bid (8,000 words) submitted	8 July 2009
First inspection visit to Leeds	16 July 2009
First inspection report received	3 August 2009

Preliminary Bid (17,000 words) submitted	25 August 2009
Second inspection visit to Leeds	7 September 2009
Second inspection report received	21 September 2009

**Still to do:**

Final Bid (40,000 words) to be submitted	9 November 2009
Presentation of Bid at Wembley Stadium	8 December 2009

England 2018 decision on Host Cities	14 December 2009
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- 3.4 During this process the Executive Board Member for Development and Regeneration and the Chief Asset Management Officer met with Lord Triesman (the Chairman) and Andy Anson (the Chief Executive Officer) of England 2018 at Wembley Stadium to discuss the commitments involved for selected Host Cities. Members should be aware that Applicant Host Cities must make a number of financial and legal commitments when they submit their bids and these are discussed more fully in the exempt section of this report.

**4.0 NEXT STEPS**

- 4.1 The Council and its City Region partners are currently in the process of completing the Final Bid document for submission to England 2018 on the 9 November 2009. The timescales are very tight and accordingly the draft Final Bid document can only be issued to Members for their consideration on the 27 October 2009 for its approval at this Board. Because the Final Bid document forms part of a competitive process, it must be treated as an exempt/confidential document.

**5.0 FINANCIAL AND LEGAL IMPLICATIONS**

- 5.1 England 2018 has commissioned an Economic Impact Assessment report from Price Waterhouse Cooper (PWC) and the results of this have been supplied to Applicant Host Cities. The report is confidential and therefore further details are given in the exempt section of this report.

- 5.2 However, Member's may wish to note that the 2006 World Cup in Germany is estimated by the German Government to have:-

- (i) Injected circa 3 billion euros into the German economy.
- (ii) Created 50,000 new jobs
- (iii) Increased tax receipts by circa 600 million euros

Overnight stays in hotels were up by 2.0 million on the previous year during the tournament in June and July 2006. Total overnight stays were up 3.5 million if the period from January 2006 to July 2006 is considered. Overnight stays in German Host Cities were up by an average of 16.4% in June 2006 and for those cities not regarded as traditional tourist destinations such as Dortmund and Kaiserslautern overnight stays were up by 45.3% and 30.2% respectively. Around 21 million people visited official FIFA Fan Fests in 12 Host Cities. Nine million people went to Berlin alone, the first time an event in Germany recorded more visitors than the Oktoberfest, the largest public festival in the world. Three million people went to the FIFA Fan Fest in Cologne

and 1.9 million did the same in Frankfurt. In Munich eight million fans flocked to the city on match days.

- 5.3 With regard to legal agreements FIFA requires Host Cities and their partners to sign three agreements:-

<b>Agreement</b>	<b>To be Executed By</b>
Host City Agreement	Applicant Host Cities
Stadium Agreement	Applicant Host Cities (Stadium owner/operator)
Training Site Agreement	Applicant Host Cities (Stadium owner/operator)

- 5.4 FIFA expect all agreements to be signed unaltered. Annex 4 of the Bidding Agreement states:-

'The Host City Agreements duly executed and initialled by the executive authority of the proposed Host City, must fully comply with, and shall not deviate in any way from, the template agreement provided by FIFA ...'

Host Cities and stadiums will not be considered by FIFA unless properly executed agreements are submitted with the official England Bid. England 2018 has therefore stated that:-

'England 2018 will not include in its Bid Book cities and stadiums that have not complied fully with the FIFA requirement'.

- 5.5 Central Government is also required by FIFA to sign eight Government guarantees by 4 December 2009. If these are not signed as worded then England's bid will be deemed not to be compliant and consequently invalid.
- 5.6 An analysis of the benefits and risks associated with signing the various Host City Agreements is given in the exempt section of this report.
- 5.7 The appendix of this report is exempt/confidential under Access to Information Rule 10.4 (3) as it contains information which if disclosed could prejudice the commercial interests of the Council and other outside bodies.

## **6.0 CONSULTATION**

- 6.1 The Council operates a web-site where the public can make comment about the World Cup 2018 bid. It also produces a bulletin on bid progress which is widely available.

## **7.0 LINKS TO CORPORATE OBJECTIVES**

- 7.1 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 Economy :	Increase international communications, marketing, and business support activities to promote the City and attract investment.

## **8.0 SUMMARY**

- 8.1 The deadline for the Final Bid submission is 9 November 2009. Members are required to approve the draft bid document before this date so that it can be sent to the printers who will have one week to produce the official bid document. The document as viewed by Members at this Board will still require significant formatting and certain elements may be subject to change, depending upon the position regarding completion of the FIFA legal agreements. However, Members can be assured that the substance of the Bid Document will not change following their approval.
- 8.2 Members have previously taken the decision in principle to submit a Host City bid. That decision was eligible for Call In. Given the imminent deadlines which now have to be met regarding bid submission it is proposed that the decision to submit the Final Bid should not be subject to Call In.

## **9.0 RECOMMENDATIONS**

- 9.1 Members are requested to:-
- (i) Instruct officers to submit the Final Bid to England 2018 by the required deadline.
  - (ii) Note that this decision is not subject to Call In.
  - (iii) Authorise the Chief Executive, in consultation with the Leaders of the four main political groups, to take such decisions as are required to ensure that the Final Bid submitted is compliant.

## **10.0 BACKGROUND PAPERS**

13 May - Football World Cup 2018 Executive Board Report  
17 June - Football World Cup 2018 Executive Board Report  
22 July – Elland Road Masterplan and World Cup 2018 Executive Board Report  
Price Waterhouse Cooper - World Cup Economic Impact Assessment