



Agenda:

Originator: Paul Brook

Tel: 2474233

Not for Publication: The appendices of this report are exempt/confidential under Access to Information Rule 10.4 (3)

Report of the Director of City Development

Executive Board

Date: 24 November 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

At the 17 June 2009 Executive Board, Members determined that Leeds should submit a bid to England 2018 to become a Host City for the staging of the FIFA World Cup™ 2018. This report updates Members on the progress to date with that bid and highlights the legal and financial matters which need to be considered when making a submission. A copy of the Final Bid document will be made available to Members before the Board meets.

Members are requested to note the legal and financial considerations and to give officers instructions with regard to the submission of the bid.

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 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 stage the 2018 tournament in England 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 on 14 December 2009. This concludes the competitive process and England 2018 will then make its decision on 16 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	26 November 2009
Presentation of Bid at Wembley Stadium	14 December 2009

England 2018 decision on Host Cities	16 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 of the Football Association) and Andy Anson (the Chief Executive Officer of England 2018) at Wembley Stadium to discuss the commitments required from 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 26 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 23 November 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.

Members will note, therefore, the likely direct economic benefits for the Region of hosting FIFA World Cup matches. Added to this must be the benefits which flow from international television exposure through 24 billion individual viewings.

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

Agreement	To be Executed By
Host City Agreement	Applicant Host City
Stadium Agreement	Stadium owner/operator
Training Site Agreement	Stadium owners/operators
Intellectual Property Rights (IPR) Agreement	Applicant Host City
Annexe A to Briefing Circular No.13	Applicant Host City

- 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'.

England 2018 has now advised Applicant Host Cities as to how their bids will be evaluated/scored. Signing of the above agreements will be scored on a pass/fail basis. The Council's Chief Executive and Chief Asset Management Officer have met with the England 2018 Bid Director who has confirmed that failure to sign any of the five agreements, or any attempt to modify them or caveat the commitment offered, will result in a city's bid being classed as non-compliant.

- 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 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. A DVD containing information about the Leeds bid, and asking viewers to support the application at backthebidleeds.com, has been sent to every Leeds school. Schools have been invited to take part in a competition, with prizes for individual children and also the school, where they can submit any piece of music, written work, or art work to showcase why World Cup 2018 should come to the Leeds City Region.

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 26 November 2009. Members are required to approve the bid document and authorise the signing of the various legal agreements before this date.

Signing of the legal agreements brings with it a number of obligations and Members will wish to consider the information contained in the exempt section of this report in coming to a decision regarding the submission of the bid document.

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, should Members determine to continue with the submission, the decision to submit the Final Bid should not be subject to Call In.

9.0 RECOMMENDATIONS

9.1 Members are requested to:-

- (i) Note the legal and financial implications of bid submission as detailed in the exempt section of this report.
- (ii) Give officers instructions with regard to the submission of the final bid and the associated signed legal agreements, and, if appropriate, instruct that funding for design work, as detailed in the exempt section of this report, be made available through the Capital Programme.
- (iii) Note that this decision is not subject to Call In.
- (iv) Agree the proposals contained in the Exempt section of this report with regard to land acquisition matters.

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

