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## Report of the Acting Director of City Development

### Executive Board

Date: 22 June 2011

Subject: Rugby League World Cup 2013

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#### Electoral Wards Affected: All

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)

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## EXECUTIVE SUMMARY

1. This report outlines how Leeds has the opportunity to submit a bid to be a Host City for the 2013 Rugby League World Cup (to be held in England and Wales). Rugby League is a major part of Leeds' heritage and hosting the World Cup could bring significant economic, cultural and health benefits to the city. Details of the benefits of hosting the event and the bidding process are outlined.
2. The deadline for the 'final bid' document is July 15<sup>th</sup> and within it there is a requirement for a 'consortium' made up of city partners to develop bid activity under the leadership of the Local Authority. A final decision on whether Leeds is successful in becoming a Host City is expected in November 2011. Executive Board support is sought to submit a bid to the Rugby Football League

## 1.0 Purpose Of This Report

1.1 This report brings to the attention of Members details of the 2013 Rugby League World Cup (RLWC), including benefits of hosting the Tournament. It details the bidding process for potential Host Cities. The report also seeks approval for the submission of a final bid and provides details on the role of a consortium who will lead RLWC activity.

## 2.0 Background Information

2.1 England and Wales have been selected as the host countries for the 2013 Rugby League World Cup

2.2 The event will see 14 international Rugby League sides compete in the sport's most prestigious tournament that will take place over four weeks from October 2013.

2.3 The Rugby Football League (RFL) is inviting cities and towns from across England and Wales to be hosting partners for the World Cup. Potential hosting partners have been invited to bid for three elements:

- (i) hosting rights for World Cup matches;
- (ii) rights to provide base camps for visiting teams and officials; and,
- (iii) rights to provide training camps for visiting World Cup teams.

2.4 Following consultation with the Executive Member for Leisure and the Leader of the Council, the Acting Director of City Development, under delegated powers, gave approval for officers to express Leeds' interest in bidding for rights and to submit an 'initial bid' on April 15<sup>th</sup>. This allowed Leeds to be considered as a hosting partner and allows the council to submit a final bid document.

2.5 The RFL is now inviting the submission of final bids on July 15<sup>th</sup> 2011. The timetable the RFL has outlined for selection of hosting partners is as follows:

<b>Activity</b>	<b>Target Date</b>
Inspection and Clarification Visits	9 <sup>th</sup> May – 1 <sup>st</sup> July
Submission of final bids	15 <sup>th</sup> July
Assessment of final bids	18 <sup>th</sup> – 29 <sup>th</sup> July
Commercial/ Contractual Meetings	1 <sup>st</sup> August – 31 <sup>st</sup> October
Announcement of Host Cities	November 2011

## 3.0 Main Issues

### Why bid to be a Host City?

3.1 Leeds is known worldwide for its Rugby League pedigree and the city's most successful club, Leeds Rhinos, is arguably one of the most successful professional Rugby League clubs in the world. Leeds also has a one of the largest Rugby League fan bases in the country and a number of successful community and amateur clubs.

3.2 Being a Host City will also promote the 'Leeds offer' to the world. As the World Cup would take place over a four week period, supporters will visit and reside in the host country/ cities for a significant period of time. There will also be long stays from match officials, the teams and their entourages, international media, business

delegates and RFL officials. The hosting of the event provides a major tourism opportunity for the city.

- 3.3 The Tournament is expected to bring economic benefits to the UK of between £30m - £50m. Over 250,000 people will attend games and games will be broadcast in over 120 countries attracting an estimated 20 million viewers worldwide. Therefore, the leisure and business spend in the local economy could be significant if Leeds was to host the event.
- 3.4 In addition, with Trinity Leeds and the Leeds Arena both due to be completed and open in 2013, hosting of the RLWC could be part of a landmark year for Leeds.
- 3.5 There are also opportunities from hosting the event to improve Rugby League Development in the city and to improve local facilities. The hosting of major events can also: act as a catalyst for improving community cohesion; bring new audiences to the sport and increase the % of residents participating in healthy activity.

### **What is required to submit a final bid?**

- 3.6 The RFL has set clear objectives for the tournament and bidding cities need to demonstrate how these objectives can be met in the bid. The objectives are:
- To deliver a profitable tournament to benefit development of the sport worldwide;
  - Establish the Rugby League World Cup as a premier global sporting event;
  - To leave a lasting legacy for the sport in the UK
- 3.7 The criteria that will be used to evaluate final bid submissions in line with these objectives are:
- **Hosting Concept** – each host city is required to outline a unique ‘host city concept’ and provide details on the host city including its relevant experience of hosting major events and the history of rugby league in the city.
  - **Rugby League Development** – this considers host city’s proposals on programmes and schemes that will develop Rugby League in the local area. This includes bringing Rugby League to new audiences and ensuring a suitable legacy from the games.
  - **Stadiums** – this criteria evaluates the stadia proposed by host cities to host matches.
  - **Facilities** – this evaluates the base camps (hotels) and training camps that host cities propose.
  - **Civic Pride and Community Engagement** – host cities are to outline events and activities that will help create a sense of civic pride and engage communities in the RLWC. Community support for the bid will also be evaluated.
  - **Marketing Support** – considers the marketing support host cities can provide in support of the World Cup to help maximise attendances at games and help promote the Tournament.
- 3.8 Leeds Rhinos and Leeds United have included Headingley Carnegie and Elland Road as potential stadiums and both have strong experience in hosting major events. Both stadia meet capacity requirements to host group games, quarter finals and semi-finals.

- 3.9 For base camps, Leeds will put forward a host of first class facilities from locations across the city. Facilities at Leeds Metropolitan University, John Charles Centre for Sport, Leeds Rugby Academy and Weetwood Sports Fields are proposed as Training Camps for visiting teams.
- 3.10 Organisations such as Northern Ballet, Phoenix Dance, West Yorkshire Archive, and the council's libraries, arts and heritage teams have outlined a range of cultural events and activities as part of civic pride and community engagement. Marketing Leeds is developing a range of activities to engage the business and wider communities in the RLWC.
- 3.11 Grassroot sporting clubs and organisations from across Leeds have also shown support for the bid with letters of support. The council's Rugby League Development Officers and community development managers at Leeds Rhinos are developing rugby development and participation plans as part of the bid.

### **Consortium Requirement**

- 3.12 The RFL has made it a requirement of all potential Host Cities that a 'consortium' should be established with relevant partners to co-ordinate the bid and that the consortium should be led by the Local Authority. The RFL expect to see the following groups represented:
- Relevant Stadium owners/ operators
  - Team Base Camp and Team Training Site owners/ operators.
  - Local Rugby League Clubs (including professional and community clubs) and the Rugby League Community
  - Public administration bodies
  - Chambers of commerce
  - Hoteliers Groups
  - Education and health authorities
  - Community Groups
- 3.13 Accordingly, a Leeds 2013 consortium has been proposed to the RFL and will be led by the Executive Member for Leisure.
- 3.14 If Executive Board support is given to the bid, the consortium will take the strategic lead on RLWC bid activity. This includes the consortium having responsibility for: the content of the final bid; progressing commercial and contractual discussions with the RFL; agreeing key strategies; championing and promoting the bid; engaging with city partners; and ensuring the RFL's objectives and criteria are met and exceeded.
- 3.15 It is proposed that the consortium will regularly report to the Executive Board at key milestones and will seek approvals once the outcomes of contractual and commercial discussions are known. Day to day, the project will be managed by officers in City Development under leadership of the Chief Libraries, Arts and Heritage Officer. Officers will report to the consortium and engage with stakeholders, such as elected members and the Sustainable Economy and Culture Board, in progressing activities.

## **4.0 Implications For Council Policy And Governance**

### **4.1 Risk management**

4.1.1 Officers have undertaken a risk assessment of the bid process. The highest impact risks identified are:

- Leeds bidding for activity and not being selected as a Host City
- The Leeds bid not being able to agree contractual and commercial terms with the RFL
- The bid not having required support and input from partners and communities

4.1.2 Although there is no certainty that Leeds will be successful in this very competitive process, the risks of not being successful will be mitigated through a carefully co-ordinated bid that aims to exceed the RFL's objectives as well as a campaign to generate community and stakeholder support. An experienced team, led by the consortium, will support any negotiation on contractual and commercial terms.

4.1.3 If Executive Board is minded not to approve the submission of a bid, Leeds will not be a hosting partner for the World Cup, meaning Leeds missing out on benefits that could arise by hosting the RLWC.

### **4.2 Forward Plan**

4.2.1 As submitting a bid could lead to Leeds hosting the 2013 Rugby League World Cup, with sporting, hotel and leisure facilities utilised across more than 2 wards in the city, the decisions required of Executive Board are classified as key decisions. Accordingly, in line with the procedure detailed in the Constitution, the proposed key decisions were placed onto the Forward Plan.

### **4.3 Scrutiny process: Call-In**

4.3.1 Part 4 of the Constitution outlines how Scrutiny has the right to 'call-in' any decision of the Executive Board unless certain criteria are met meaning that exemption from call in would apply. Executive Board is advised that the key decisions required at today's meetings are exempt from call-in.

4.3.2 This is because, if Scrutiny call the decisions in and refer the matter back to Executive Board, the earliest Executive Board can re-consider the decisions would be July 27<sup>th</sup>. The deadline for submission of a final bid is July 15<sup>th</sup>; therefore there is a risk that the decisions being called in could stop Leeds submitting a bid. This would seriously prejudice the public's and council's interest and ability to secure benefits of hosting the World Cup. Due to the RFL's timescales for the process, this is the earliest the matter could have been considered by Executive Board in reporting cycles therefore an earlier decision was not possible.

### **4.4 Equality and Diversity and Cohesion and Integration**

4.4.1 Officers have undertaken an Equality, Diversity and Cohesion and Integration Impact Assessment (EDCI) of the bid process and of Leeds hosting the event. This sought to identify where barriers may be in place for communities in participating in Rugby League related activities as well as how the RLWC could provide an opportunity to foster good relations in the city. Feedback from consultation, the RFL's own equity assessments and lessons learned from previous activities also formed part of the assessment.

4.4.2 Outcomes from the EDCI have influenced the contents of Leeds final bid. In particular there will be proposals in the Leeds Hosting Concept that seek to eliminate barriers on matters relating to race, sexual orientation, disability and gender – four areas where there are traditionally barriers to inclusion in Rugby League. In hosting the RLWC, Leeds will maximise opportunities to celebrate the diversity in Leeds and ensure a legacy accessible for all communities.

#### **4.5 Council policies and City priorities**

4.5.1 Hosting the RLWC aligns well with a number of city priorities and strategies. The Draft Vision for Leeds 2011-2030 outlines the city's aspiration to be recognised locally and internationally as the best city in the UK, with Leeds being:

- the best city for business where people enjoy high-quality culture, sport and entertainment;
- a place where local cultural and sporting activities are available to all
- a city that is fair, open and welcoming

4.5.2 Hosting high profile events, such as the RLWC – with significant economic and cultural impact and worldwide profile – can help Leeds achieve these particular aspirations.

4.5.3 The World Cup will also contribute to the achievement of the four year city priority plans, especially on themes of Sustainable Economy and Culture and Health and Well Being. Particular city priorities that hosting of the RLWC can help achieve include:

- More people get involved in the city's cultural opportunities
- Supporting the recovery of the Leeds economy
- More people will make healthy lifestyle choices
- Increase a sense of belonging that builds cohesive and harmonious communities

#### **4.6 Consultation**

4.6.2 Consultation has taken place with key partners such as Leeds Rhinos, Leeds United, community sporting clubs, Marketing Leeds, hotelier representatives, cultural organisations and other key partners in the city. Partners are supportive of proposals and are committed to bringing the RLWC to Leeds.

4.6.3 Furthermore, a 'back the bid' campaign was initiated in May 2011 that sought the support and views of Leeds communities. Feedback from this campaign and consultation will influence the final bid document and future plans.

#### **5.0 Legal And Resource Implications**

5.1 Executive Board has the power to approve the key decisions recommended in this report. At this stage of the bidding process, there are no legal implications and submitting a final bid does not contractually commit the council or the city to any activity.

5.2 Staffing resources from Asset Management are available to manage the process day to day, under leadership of the Chief Libraries, Arts and Heritage Officer.

- 5.3 Executive Board is advised that submitting a final bid does not require a financial commitment from the council. However, the bid team is aware that any commitments made within the bid document must be deliverable.
- 5.4 At this early stage, Executive Board is asked to note that there may be a budget pressure estimated at £25K in 2012/13 and £75K in 2013/14 as a consequence of the RLWC. However, the financial implications will be reported in more detail prior to any final commitment being made.
- 5.5 As noted above, the RFL will commence discussions on commercial and contractual matters from 1 August. Details of the RFL's requirements are unknown at this stage. It is therefore proposed that the consortium progress commercial discussions and report back to Executive Board with recommendations once details on financial implications are known, at which stage the Council can make a final decision on whether it wishes to participate.

## **6.0 Conclusions**

- 6.1 Hosting of the RLWC in 2013 could bring significant economic, cultural and health benefits to the city and help meet a number of strategic objectives. If Executive Board give permission for the submission of a final bid, Leeds will be considered at the next stage of evaluation. Officers will report back Executive Board with details on commercial requirements and further details on cost prior to the conclusion of the bidding process.

## **7.0 Recommendations**

- 7.1 Executive Board is requested to note the contents of the report and:
- give approval for Leeds to submit a bid to be a Host City for the Rugby League World Cup 2013 on July 15<sup>th</sup> 2011
  - note the requirement for the consortium to take responsibility for the Rugby League World Cup bid and subsequent World Cup related activity.
  - give approval for the consortium to progress contractual and commercial discussions with the Rugby Football League and for officers to report back to Executive Board with requirements once contractual and commercial details are known.

## **8.0 Background Papers**

- Invitation to be selected as a Host Town or City for the Rugby League World Cup in 2013
- Rugby League World Cup 2013: Equality, Diversity, Cohesion and Integration Impact Assessment
- Notification of Key Decision for Forward Plan: Rugby League World Cup 2013
- Delegated Decision Notification – Rugby League World Cup 2013, (March 2011)
- Rugby League World Cup 2013: Risk Assessment