

London NFL Steering Group
13 May 2015
Actions

Attendees:

Neale Coleman, Advisor to the Mayor of London (Chair)

Alistair Kirkwood, Managing Director, NFL UK

[REDACTED] NFL
 [REDACTED], NFL
 [REDACTED] NFL
 [REDACTED] NFL
 [REDACTED] GLA
 [REDACTED] GLA
 [REDACTED] TfL
 [REDACTED] Westminster City Council
 [REDACTED] L&P
 [REDACTED], L&P
 [REDACTED], JLL
 [REDACTED] DCMS
 [REDACTED], Sports Major Events, DCMS

Action	Lead	Deadline
1. NFL and GLA to liaise on possibility of inviting a Brazilian delegation to one of the 2015 International Series Games.	NFL/GLA	July 2015
2. NFL to share plans for planned July PR visit by players from teams competing in 2015 International Series.	NFL	June 2015
3. NFL/GLA/L&P to work together to maximise benefits of forthcoming visits by teams or team owners to London.	NFL/L&P	Ongoing
4. L&P to organise Global Sports Leaders Dinner for Thursday October 29 th 2015.	L&P	October 2015
5. NFL/GLA to continue working to expand Play 60 programme in London, including the Play 60 Bowl event in July.	NFL/GLA	July 2015
6. Sport England/DfE to be introduced to the Play 60 programme at the appropriate moment.	GLA	July 2015
7. GLA to make contact with all boroughs yet to respond to training venue letter.	GLA	June 2015
8. JLL to continue exploring training venue options	JLL	September

and developing shortlist focused on proximity to stadium. To report back at next meeting		2015
9. All partners to explore opportunities for better promoting London around the 2015 International Series.	GLA	Ongoing
10. Visiting teams looking to increase the amount of promotional work they do around the International Series games. NFL to report on impact of this increased activity at next meeting.	NFL	September 2015
11. GLA/NFL to look at what level of involvement the Mayor of London may be able to have in plans to mark the 50 th Superbowl in February 2016.	GLA	September 2015