

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2353

### Title: ICC Cricket World Cup 2019 Fan Zone

#### Executive Summary:

The 2019 ICC Cricket World Cup began on 30 May and runs to 14 July. The event is being hosted by England and Wales. The GLA has been working with the tournament organisers to put on a free to attend Fan Zone on the final weekend of the tournament, 12 – 14 July. The Fan Zone will bring people together and give them the opportunity to learn how to play cricket and, on 14 July, will host a screening of the final.

This decision seeks approval of grant funding of £21,600, from the Major Sports Events Budget, as a contribution towards the operational costs of the ICC Cricket World Cup's London Fan Zone, taking place at Trafalgar Square.

#### Decision:

That the Assistant Director of External Relations approves:

Grant funding of £21,600 in 2019/20 to the organisers of the ICC Cricket World Cup, Cricket World Cup 2019, towards the delivery of the London Fan Zone.

#### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

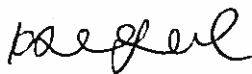
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Katharine Segal

**Position:** Assistant Director, External Relations

**Signature:**



**Date:** 09/07/2018

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

##### **Background**

- 1.1. The success of the 2012 Olympic and Paralympic Games has cemented London's position as a world-leading host of major sporting events. London has secured a portfolio of events since the Games that will help sustain our position as a world leading host and is in keeping with the stated legacy aims from London 2012, one of which is to ensure that the facilities built for the Games continue to be used to stage high-level international sporting events. They include the 2015 Rugby World Cup, 2016 European Swimming Championships, 2016 Track Cycling World Championships, 2017 IAAF World Athletics Championships and International Paralympic Committee (IPC) World Athletics Championships, 2018 Women's Hockey World Cup, 2019 ICC Cricket World Cup, 2020 UEFA EURO, 2021 UEFA Women's EURO.
- 1.2. Recognising that most major sporting events require some level of public support, the GLA allocated £2.4 million over four years to future major sporting events as part of the 2014/15 budget setting process. This Major Sports Events Budget supports the GLA's major sporting events strategy for London, 'London: Home of World Class Sport', which was published in April 2014 and is a key element of the Mayor's Sports, 'Sport for All of Us' strategy. An additional £1 million was allocated to the programme as part of the 2016/17 GLA budget setting process, providing a total budget between 2014/15 and 2020/21 of £3.4m.
- 1.3. The London-wide approach to bidding for and supporting major sporting events has established the GLA as the first point of call for anyone looking to bring their event to London, and firmly establishes the GLA as London's strategic lead for major sporting events.

##### **The Event**

- 1.4. The ICC Cricket World Cup takes place every four years and is the pinnacle international one-day cricket competition, drawing significant crowds to matches and huge global audiences through TV and online broadcast. In 2019 it is being hosted in England and Wales from 30 May to 14 July. It is the fifth time that the Cricket World Cup will be held in England and Wales, following the 1975, 1979, 1983 and 1999 World Cups.
- 1.5. London is hosting 10 games during the tournament. The first match, plus four others in the first half of the tournament, will be played at The Oval (LB Lambeth). The final, plus four other matches in the second half of the tournament, will be played at Lord's (LB Westminster).
- 1.6. The GLA has been working with the tournament organisers, Metropolitan Police Service, Transport for London and the London Boroughs of Lambeth and Westminster for several months to support the operational planning of the event in London.
- 1.7. The GLA has been working with the tournament organisers to deliver a free to attend Fan Zone on the final weekend of the tournament, 12 – 14 July. The Fan Zone will focus on community activity on 12 and 13 July, giving people the opportunity to learn how to play the different elements of cricket. On 14 July, the day of the final game, the Fan Zone will screen the final.
- 1.8. At the request of the GLA, the tournament organisers have increased the footprint of the site to cater for additional spectators, ensuring the maximum number of Londoners possible will benefit from this high-profile engagement opportunity. Grant funding was requested by Cricket World Cup 2019 to contribute towards the additional operational costs associated with the increased site footprint, as well as to support the provision of security personnel to manage an increased spectator

capacity. The £21,600 grant will contribute towards a total London Fan Zone delivery budget of £350,000.

## 2. Objectives and expected outcomes

2.1. The objectives of the proposed funding are to:

- Increase economic investment into London;
- Increase international exposure of London;
- Increase opportunities for Londoners to participate in sport and physical exercise programmes associated with major sporting events; and
- Increase opportunities for Londoners to volunteer at a major sporting event.

## 3. Equality comments

3.1 Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.

3.2 The GLA Major Sports Events Team will ensure that as many Londoners as possible, including those with protected characteristics (as defined in the Equality Act 2010), are considered in the planning of the event and have the chance to be involved in some way, be that through playing, training, volunteering or supporting teams.

3.3 The GLA Major Sports Events Team will continue to work with the tournament organisers and the Fan Zone event operator, People, to ensure that the Fan Zone is an accessible venue.

## 4. Other considerations

### Key Risks and Issues

	<b>Risk</b>	<b>Likelihood / Impact</b>	<b>Response &amp; Mitigation</b>
1	The organisers do not meet all planning requirements (including adherence to health and safety legislation) and the Fan Zone is cancelled.	Low/ Low	The GLA Major Sports Events team, along with the Events for London and Facilities Management teams regularly attend city wide steering group meetings to discuss planning and operational delivery. Westminster City Council also sit on these meetings.
2	The Final of the Cricket World Cup is cancelled due to bad weather and the screening is not possible.	Medium/ Medium	If the game is not played on 14 July, the Fan Zone will remain open for members of the public to take part in the activations which are part of the event, but no screening of the final will take place at Trafalgar Square.
3	The Fan Zone has low attendance	Low/ Medium	Multiple London stakeholders have been part of the planning for the Fan Zone and have contributed to the development of an integrated

			communications plan to ensure the event is promoted as widely as possible. Partners will be on standby on event day to ensure additional promotional activity takes place if attendance is low.
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#### Links to Mayoral Strategies & Priorities

4.1 The objectives of the proposed expenditure are to:

- Support delivery of the 2019 ICC Cricket World Cup London Fan Zone; and
- Support delivery of the Mayor's sports strategy and the GLA's major sports events strategy, 'London: Home of World Class Sport' (as set out in paragraph 1.22); which is to:
  - Increase economic investment into London;
  - Increase international exposure of London; and
  - Increase opportunities for Londoners to engage with major sports events through opportunities to attend, volunteer at, gain qualifications from, and participate in community sport activity that is linked to, the event.

4.2 Hosting the 2019 ICC Cricket World Cup in London presents a significant opportunity to maintain and build on London's reputation as a leading global city and a destination for hosting the world's biggest sporting events.

4.3 Scored against the criteria contained within the GLA's Major Sports Events Framework, the event performs extremely well.

- **Direct Economic Benefit** – Hosting the ICC Cricket World Cup in London will bring increased visitor numbers and economic benefit to London. The direct economic benefit for London of hosting 10 matches compared with the proposed grant value is far above the gold scoring threshold. The Cricket World Cup is one of the biggest global major sports events and performs strongly in this regard.
- **Exposure/Reach** – The ICC Cricket World scores gold against the GLA's assessment criteria for exposure/reach, primarily due to the sizeable domestic TV audience and enormous following of the event in India.
- **Community Engagement** – The event is also delivering wider social benefits by engaging a range of stakeholders in the development and delivery of an integrated cricket and social legacy programme that focuses on improving accessibility to sport and increasing participation levels. The event has a huge profile domestically and presents a significant hook to drive forward a number of community initiatives. The event organisers have also provided the GLA with approx. 1,500 tickets to London games which have been distributed to community organisations across the city. Finally, the proposed screening at Trafalgar Square increases the community engagement opportunities of the event further, by offering Londoners who are not in possession of a match ticket to be part of the final match.

4.4 Overall, the event scored gold against our evaluation criteria. It delivers against the key GLA objectives of: delivering direct economic benefit to the city through non-London based spectators visiting and staying in the city; increasing tourism by through exposure of London overseas; and improving the health and wellbeing of Londoners, particularly through the establishment of a large-scale community engagement programme alongside the event.

**5. Financial comments**

- 5.1 The proposed grant funding of £21,600 will be funded from the 2019-20 Major Sports Events programme budget, held within the External Relations Unit.

**6. Planned delivery approach and next steps**

<b>Activity</b>	<b>Timeline</b>
ADD Signed	July 2019
Funding Agreement executed	July 2019
Event	14 July 2019

**Appendices and supporting papers:**

None.

**Public access to information**

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

**Part 1 - Deferral**

**Is the publication of Part 1 of this approval to be deferred? NO**

**Part 2 – Sensitive information**

Only the facts or advice that would be exempt from disclosure under FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

**Is there a part 2 form –NO**

**ORIGINATING OFFICER DECLARATION:**

Drafting officer to confirm the following (✓)

**Drafting officer:**

Hannah Barclay has drafted this report in accordance with GLA procedures and confirms the following:

✓

**Corporate Investment Board**

This decision was agreed by the Corporate Investment Board on 8 July 2019.

**ASSISTANT DIRECTOR OF FINANCE AND GOVERNANCE:**

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

*Tom Middleton*  
PP. Tom MIDDLETON

Date

8/7/19