

REQUEST FOR DIRECTOR DECISION – DD1417

Title: Rugby World Cup Central London Fanzone Activations

Executive Summary:

The right to host the 2015 Rugby World Cup was awarded to England in 2009. The Tournament comprises 48 matches between 20 teams taking place at 13 stadiums in England and Wales. London plays host to three of the tournament's official venues; Twickenham, Wembley and the Olympic stadium. 17 of the 48 matches will be played across the three London venues.

The Rugby World Cup is now the third biggest sporting event in the world and it is anticipated that it will attract over 500,000 foreign visitors to the UK with a large majority of the visiting fans using London as their base for the tournament.

To celebrate the semi-finals, bronze final and final being held in London, the Mayor of London is working with England 2015 to deliver an official Rugby World Cup fanzone for the semi-finals and final weekend in Trafalgar Square. As well as providing an enhanced event experience for people visiting London, it will also screen the World Cup Final live, creating a unique finale to the tournament and offering global exposure for an iconic London location.

The funding request in this decision was approved in principle by the Major Events Oversight Board, chaired by the Chief of Staff and Deputy Mayor, Policy and Planning, in February 2015.

Decision:

That the Director approves:

- Expenditure of up to £150,000 towards the delivery of the Trafalgar Square Fanzone, screening of the final of the Rugby World Cup 2015 and associated activity.

AUTHORISING DIRECTOR

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: Jeff Jacobs

Position: Executive Director of
Communities and Intelligence

Signature:



Date:

30/10/2015.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The right to host the 2015 Rugby World Cup was awarded to England in 2009. The Tournament will comprise 48 matches between 20 teams taking place at 13 stadiums in England and Wales. The overall tournament duration is 44 days. London plays host to three of the tournament's official venues; Twickenham, Wembley and the Olympic stadium. 17 of the 48 matches will be played across the three London venues.
- 1.2 The Rugby World Cup is now the third biggest sporting event in the world and it is anticipated that it will attract over 500,000 foreign visitors to the UK with a large majority of the visiting fans using London as their base for the tournament.
- 1.3 In December 2014 England 2015, the organising committee for the Rugby World Cup, appeared before Major Events Oversight Board to seek permission to host a fanzone in central London and also to screen the final. As part of the on-going partnership with England 2015 the Board agreed to explore the options on a central London fanzone. The Board charged officers in the GLA's Sports Unit to work with key stakeholders, England 2015 and the RFU to scope out and deliver a central London fanzone for the final stages of the Rugby World Cup.
- 1.4 An initial £100k contribution was agreed towards the delivery of a fanzone with agreement to review the full costings once the scoping exercise was completed and deliverables agreed.
- 1.5 To celebrate the semi-finals, bronze final and final being held in London, the Mayor of London is working with England 2015 to deliver an official Rugby World Cup fanzone for the semi-finals and final weekend in Trafalgar Square. As well as providing an enhanced event experience for people visiting London, it will also screen the World Cup Final live, creating a unique finale to the tournament and offering global exposure for an iconic London location.
- 1.6 The funding request in this decision was approved in principle by the Major Events Oversight Board, chaired by the Chief of Staff and Deputy Mayor, Policy and Planning, in February 2015.
- 1.7 In addition to the funding sought in this decision, the Mayor of London has committed £100,000 towards a legacy programme which will specifically focus on the boosting of grassroots participation in rugby, by actively engaging with women, girls, disabled people and those from ethnic minority communities.
- 1.8 As part of the GLA's commitment to a legacy programme officers are working with the RFU to deliver a programme of grassroots rugby activations as part of the Trafalgar Square fanzone.
- 1.9 From Monday 26 to Thursday 29 October, Londoners are being encouraged to give rugby a go. In the build up to the Rugby World Cup Final, Trafalgar Square will play host to a mini-rugby pitch. The RFU has secured local rugby clubs to promote the array of opportunities that exists for Londoners to take part regularly in rugby, and the RFU will be showcasing its flagship grassroots participation projects, including its 'All-Schools' programme; non-contact 'Touch' version of the game; as well as opportunities aimed at increasing the game's reach amongst women and girls.

2. Objectives and expected outcomes

- 2.1 Officers are working with England 2015 to deliver a central London fanzone in Trafalgar Square on the semi-final weekend on 23, 24 and 25 October and the final weekend on 30 and 31 October. The fanzone will deliver an enhanced visitor experience for those attending London for the Rugby World Cup as well as showcase rugby at international and grassroots level to a new audience.
- 2.2 In partnership with the RFU, officers will develop and deliver a programme of grassroots activity on Trafalgar Square as part of the central London fanzone activation.
- 2.3 Officers are working with England 2015, World Rugby and key agencies to produce and deliver a live screening of Final of the Rugby World Cup in Trafalgar Square for up to 40,000 spectators. This will include live links between Twickenham Stadium and Trafalgar Square which will be broadcast to a global audience.

3. Equality comments

- 3.1 Sport England research shows that rates of inactivity are significantly higher amongst women, older people, disabled people, and groups of BAME people. The work of the GLA's Sport Units grass roots programmes focus on targeting previously inactive Londoners, and the proposed targeting of female and older participants and officers will ensure that equalities considerations are mainstreamed throughout the delivery phase of the project.
- 3.2 This project aims to engage women, girls, disabled people, BAME people and people from lower socio-economic groups, through sports demonstration and participation as well as presenting further training opportunities within London.
- 3.3 Officers are working with England 2015 to ensure proposals have complied with the Authority's related statutory duties to:
 - (a) pay due regard to the principle that there should be equality of opportunity for all people;
 - (b) consider how the proposals will promote the improvement of health of persons in greater London and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - (c) consultation with appropriate bodies.

4. Other considerations

- 4.1 By showcasing the Rugby World Cup and grassroots sports programmes in Trafalgar Square, it is an opportunity to reach out to a broad and diverse audience of potential new rugby fans and engage with them in showcasing grassroots sporting opportunities. This is in line with the Mayor's sports and health strategies.
- 4.2 The Rugby World Cup Central London Fanzone will contribute to a range of Mayoral agendas including: equalities, volunteering, sport & physical activity, 2012 legacy, tackling social isolation and promotion of London to an international audience.
- 4.3 England 2015 and officers in the GLA's Sports Unit consulted with London's key agencies through the Major Events and Oversight Board. The Board warmly welcomed the proposal for a fanzone and screening of the final.

5. Financial comments

- 5.1 Approval is being sought for expenditure of up to £150,000 towards the delivery of the Trafalgar Square Fanzone, screening of the Final and associated activity.
- 5.2 The revenue cost of £150,000 will be funded from the 2015/16 Major Sports Events budget.

6. Legal comments

- 6.1 The report above indicates that:
- 6.1.1 the decision requested of the director (in accordance with the GLA's Contracts and Funding Code fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation, and social development in Greater London; and
- 6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:
- pay due regard to the principle that there should be equality of opportunity for all people (further details on equalities are set out in section 3 above) and to the duty under section 149 of the 2010 Act to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not¹;
 - consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - consult with appropriate bodies.
- 6.2 Any services or supplies required must be procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code.

Officers must ensure that appropriate contract documentation is put in place and executed by the successful bidder(s) and the GLA before the commencement of any services or supplies.

7. Planned delivery approach and next steps

Activity	Timeline
England 2015 Presentation to MEOB	Feb 2015
Announcement	June 2015
Delivery Start Date	October 2015
Delivery End Date	31 October 2015

¹ The protected characteristics and groups are: age, disability, gender reassignment, pregnancy and maternity, race, gender, religion or belief, sexual orientation and marriage/ civil partnership status.

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) 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 approval or on the defer date.

Part 1 Deferral:

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

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be 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:

Jon-Paul Graham has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. J. Hille

Date

28.10.15

