

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD280

Title: 2015 EUROPEAN URBAN GOLF CHAMPIONSHIPS

Executive Summary:

This ADD seeks approval to commit £13,000 from the Major Sports Events Fund towards delivery of the 2015 European Urban Golf Championships to be hosted on Queen Elizabeth Olympic Park on the 14th and 15th May 2015.

Decision:

That the Assistant Director:

- approves the award of £7,200 in grant funding to the London Legacy Development Corporation (LLDC) in relation to the hire costs of Queen Elizabeth Olympic Park for the 2015 European Urban Golf Championships.
- approves the award of £5,800 in grant funding to Community Golf CIC in relation to the staging costs of the 2015 European Urban Golf Championships.

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: Amanda Coyle

Position: Assistant Director – Health & Communities

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

1.1 Background

- 1.1.1 The success of the 2012 Olympic and Paralympic Games has cemented London's position as a world-leading host of major sporting events. The Queen Elizabeth Olympic Park has also added significantly to the range of world class sporting facilities available for hosting events in London. A key part of the on-going legacy of London 2012 is ensuring that these facilities and others around London be regularly and fully made use of.
- 1.1.2 London has already secured a portfolio of additional events for the years ahead 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, 2015 European Hockey Championships, 2015 Formula E Championships, 2016 European Swimming Championships, 2016 Track Cycling World Championships, 2017 IAAF World Athletics Championships and IPC World Athletics Championships.
- 1.1.3 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 Fund supports the Mayor's major sporting events strategy for London, 'London: Home of World Class Sport', which was published in April 2014.
- 1.1.4 This new London-wide approach to bidding for and supporting major sporting events establishes the Mayor's Office as the first point of call for anyone looking to bring their event to London, and firmly establishes the Mayor's Office as London's strategic lead for major sporting events.

1.2 European Urban Golf Championships

- 1.2.1 The European Urban Golf Championships is Europe's largest cross-golf event. Founded in Germany, the 2014 event had ten competing nations; with at least 12 nations expected to compete in this year's event.
- 1.2.2 The event will take place on Queen Elizabeth Olympic Park on May 16th 2015, across 14 specially designed holes. Approximately 200 participants will take part in the event. On May 15th 2015, a Crossgolf Open will take place on the same course, with participants drawn from the local community, with a focus on inactive people and those from disadvantaged communities – as well as regular crossgolf participants.
- 1.2.3 In addition to the European Urban Golf Championships, Community Golf CIC is using the event as a platform to develop a wider community engagement programme focused on attracting new participants into golf. The event will also engage and train a number of local volunteers.
- 1.2.4 Whilst the economic benefit to the city from the event will be limited – at least in year one – there will be some return generated by participants coming into London from overseas. This will be quantified post-event. The event has only been secured for one year; any request for city-support in future years would need to apply to the Major Sport Events Fund and be presented to the GLA Events Steering Group (GESG).

1.2.5 Evaluated against the criteria set out in the GLA’s Major Sports Events Strategy, “London: Home of World Class Sport”, it was deemed that:

- the Economic Impact of the event falls below our minimum expectation;
- the International and Domestic Broadcast falls below our minimum expectation;
- the Community Engagement proposal for the event was evaluated as borderline bronze/silver.

1.2.6 As such, the GESG agreed to award a total of £13,000 towards the staging costs of the event. In light of the fact that there is a £7200 hire cost for Queen Elizabeth Olympic Park, it was agreed that the simplest approach would be for the GLA to pay the hire fee directly and then pay the residue of the £13,000 to Community Golf CIC.

2. Objectives and expected outcomes

2.1 The objectives of the proposed funding are to:

- Support the successful hosting of the London leg of the 2015 European Urban Golf Championships
- Support delivery of the Mayor’s major sports events strategy, ‘London: Home of World Class Sport’;
- Increase economic investment into London;
- Increase opportunities for Londoners to participate in sport and physical exercise programmes associated with major sporting events;
- Assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.
- Increase opportunities for Londoners to volunteer at a major sporting events;

3 Equality comments

3.1. Every major event that seeks financial support from the GLA must demonstrate how the event will engage with the local community, in line with the Mayor’s grassroots sport policy, ‘A Sporting Future for London’ and the Mayor’s Sports Legacy Programme. The event is making use of local volunteers drawn from a variety of local community groups and, associated with the event, there is a comprehensive community engagement programme taking place which is targeted at getting disadvantaged young people from the local community into playing golf.

3.2 Queen Elizabeth Olympic Park, where the event is being held, is fully accessible. The Park offers good step-free access, hard-standing surfaces, regular seating and accessible Blue Badge car parking for each of the venues.

3.3 The event is being promoted by the LLDC through all its channels. The LLDC has a strong track record of engaging with all sections of the local community with events that are hosted on the park.

4 Other considerations

4.1 Key Risks and Issues

	Risk	Likelihood / Impact	Response & Mitigation
1	That the event does not deliver against London’s key strategic objectives	Medium / Low	The evaluation process undertaken in order to determine city support for events is robust and thorough.

			<p>Assumptions made in Community Golf CIC's proposal were tested and challenged by the GLA and partners prior to deciding to offer financial support in order to ensure confidence that the event is likely to deliver on its claims.</p> <p>The GLA is represented on the event steering group to oversee operational delivery.</p>
2	Another funding partner withdraws support, or projected commercial income is not realised, putting the event at risk, and thereby exposing the Mayor/GLA to reputational risk.	Low / Medium	Prior to committing GLA funding, a comprehensive and robust event budget with evidence of commitment from a range of public and private sector partners was submitted, thereby ensuring that the risk is spread.
3	Reputational risk of the event failing to sell all tickets and broadcasting pictures of the venue internationally with empty seats.	High / Medium	It is anticipated that the event will not sell out. However, the GLA is working with the event to market the availability of tickets as widely as possible and we are working with other event stakeholders to put in place a comprehensive strategy for distributing unsold tickets to local community groups and organisations to ensure the venue is full.

4.2 Links to Mayoral Strategies & Priorities

GLA support for the event will:

- support delivery of the Mayor's major sports events strategy, 'London: Home of World Class Sport';
- support the aims of 'Inclusive and Active 2' strategy for increasing participation in sport and physical activity amongst disabled people in London;
- support delivery of the Mayor's grassroots sport policy, 'A Sporting Future for London';
- assist in meeting the objectives of the Mayor's Health Inequalities Strategy;
- promote social development in London;
- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.
- support the Mayor's priorities around volunteering and his Team London programme.

4.3 Impact Assessments and Consultations

4.1 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme.

4.2 According to the most recent Sport England Active People survey (APS 8 published in January 2015), levels of participation in sport and physical activity are variable across different socio-demographic groups in London. Across all 33 London Boroughs, average figures indicate that 43% of men participate in sport at least once a week compared to 32% of women. 37% of Black Asian

Minority Ethnic (BAME) people participate weekly compared to 39% of people of white origin. 19% of disabled people participate weekly compared to 40% of non-disabled people. 17% of people over the age of 65 participate weekly compared to 52% of those between the age of 16 and 25. 41% of people from socio-economic groups 1 to 4 participate weekly compared to 25% of people from socio-economic groups 5-8 (based on the National Statistics Socio-economic classification system).

- 4.3 Every major event that seeks financial support from the GLA must demonstrate how the event will engage with the local community, in line with the Mayor's grassroots sport policy, 'A Sporting Future for London' and the Mayor's Sports Legacy Programme.
- 4.3.2 In writing 'A Sporting Future for London', the GLA Sports Unit consulted extensively with over 400 individuals from over 100 different groups and organisations including national governing bodies of sport, the Pro-Active Partnerships, senior representatives from local authorities and a wide variety of sports clubs and community organisations.
- 4.3.3 The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.
- 4.3.4 In writing 'London: Home of World Class Sport', the GLA Sports Unit consulted extensively with various national governing bodies of sport in the UK, Sport England, UK Sport, London Sport, relevant Local Authorities, LLDC, Lee Valley Regional Park Authority, London & Partners, sports venue owners in London and Transport for London. The strategy has been greatly welcomed by all key London stakeholders and partners, as well as the key national agencies identified above.

5. Financial comments

5.1 The total cost of this proposal is £13,000 and will be funded from the Major Sporting Events Programme budget held within the Health & Communities Unit in 2015-16. Any changes to this proposal, including budgetary implications will be subject to further approval via the Authorities decision-making process. All appropriate budget adjustments will be made.

5.2 The Sports Unit within the Communities & Intelligence Directorate will be responsible for managing the GLA's activities relating to this proposal and ensuring that all the GLA's expenditure complies with the Authority's Financial Regulations and Contracts & Funding Code.

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:

Kelhem Salter has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:

Date: