

Report to:	CABINET
Report of:	DEPUTY CHIEF EXECUTIVE AND THE STRATEGIC DIRECTOR OF PLACE
Date of Decision:	20 April 2015
SUBJECT:	MAJOR EVENTS FUNDING & EUROPEAN CAPITAL OF RUNNING
Key Decision: Yes	Relevant Forward Plan Ref:545151
If not in the Forward Plan: (please "X" box)	Chief Executive approved <input type="checkbox"/> O&S Chairman approved <input type="checkbox"/>
Relevant Cabinet Member:	Deputy Leader
Relevant O&S Chairman:	Councillor Carl Rice - Governance, Resources and Customer Services
Wards affected:	All

1. Purpose of report:	
1.1	To approve expenditure to support a programme of high profile major sporting and cultural events in 2015-17.
1.2	To approve a new running programme to reduce health inequalities across the city, targeting people who are inactive; including establishing a new 10km mass participation event in the city centre, and promoting Birmingham as the European Capital of Running.

2. Decision(s) recommended:	
2.1	That Cabinet Approves expenditure of £4.651m to support a range of sporting and cultural events in Birmingham set out in (2.2) and (2.4) below.
2.2	Approves the allocations of funding from the Major Events budget, set out in Appendix One at a cost of £3.096m for the financial years 2015/16 to 2017/18.
2.3	Enters into an agreement with British Athletics to continue to host a programme of major athletics events in the city for a minimum of 3 years.
2.4	Subject to (2.2) accepts a revenue grant of £1.555m from Sport England (to increase participation in running and help reduce health in equalities across the city), and authorises the associated expenditure on a programme of running-related activities from April 2015 to December 2017, described in Appendix Two.
2.5	Authorises the Director of Legal and Democratic Services, in conjunction with the Assistant Director Culture & Visitor Economy, and the Assistant Director Sport, Events & Parks, to negotiate, seal, execute and complete all legal documentation to give effect to the above recommendations.

Lead Contact Officer(s):	Val Birchall, Assistant Director Culture & Visitor Economy Steve Hollingworth, Assistant Director Sport, Events and Parks
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3.	Consultation
3.1	<u>Internal</u>
	The Major Events Board, including the Deputy Leader, Cabinet Member for Development, Transport and Economy and Cabinet Member for Skills, Learning & Culture, has recommended the allocation of the Major Events budget. The Cabinet Member for Commissioning, Contracting and Improvement and the Cabinet Member for Health & Wellbeing have been consulted and support the recommendations in this report. Senior officers from Finance, Legal Services, Corporate Communications and Procurement have contributed to the recommendations in the report.
3.2	<u>External</u>
	Representatives of Sport England, British Athletics, England Athletics, Midland Counties Athletic Association, Birmingham Athletics Network, Marketing Birmingham, Birmingham Sports Commission, Birmingham Athletics Forum, Lawn Tennis Association, Sport Birmingham, Birmingham International Airport, Birmingham Festivals Board, the NEC Group and MARCHE (Midlands Association of Restaurants, Caterers, Hotels and Entertainment) have been consulted.

4.	Compliance Issues:
4.1	<u>Are the recommended decisions consistent with the Council's policies, plans and strategies?</u>
	The Leader's Policy Statement 2014 makes a commitment to "working with partners to ensure the city retains a programme of major sports and cultural events that can enhance Birmingham's reputation as a great place to live, work and visit", which is delivered by the recommendations in this report. The Major Events Board (including representatives of the Council) was established following the service review of Major Events and Marketing Birmingham in 2013 to create a partnership vehicle for events planning and investment and includes representatives of the hospitality sector, venues, higher education and Business Improvement Districts. The Board has reviewed the business cases for each event proposed against clear impact criteria and recommended the allocations of the Major Events budget set out in Appendix One of this report. The Sport and Physical Activity Strategy contributes to ensuring that Birmingham becomes a healthy and active city by encouraging people to be more active. Athletics generally, and running specifically, are identified in the strategy as both a priority sport for mass participation to increase physical activity, and a key performance sport for events, facility development, economic benefit and legacy. The activities set out in Appendix Two of this report will contribute to delivering this aim.
4.2	<u>Financial Implications</u>
	Appendix One lists a programme of major events totalling £3.096m which will be funded from the City Council's revenue major events budget 2015-18. Sport England has confirmed a revenue grant of £1.555m towards the European Capital of Running programme set out in Appendix Two, conditional on the Council providing revenue partnership funding of £1.380m. Appendix One shows that the Council's recommended proposed spend on major athletics events in 2015-18 through the proposed allocations to the Diamond League, British Championships and Indoor Grand Prix is £1.626m (exceeding this requirement). The Major Events budget beyond 2015-16 is subject to formal approval by the City Council as part of its annual budget setting process and this report commits expenditure in 2015-18. The total commitments set out in Appendix One are less than the total provision for this purpose in the current Long Term Financial Strategy. Break clauses will be included in the contract with British Athletics, to enable the Council to withdraw from the arrangements after three years if future funding for Sports Events is curtailed.

4.3	<u>Legal Implications</u>
	The cultural festivals will be funded through the Council's third sector grants process, and the funded organisations have the required policies in place (including Equalities and Safeguarding). The grant from Sport England is subject to provision of the partnership funding associated with the major athletics events, and other conditions as set out in Appendix Two. The Council will enter into a contract with British Athletics to host the Diamond League, Indoor Grand Prix and British Championships. Under s145 of the Local Government Act 1972 and s1 of the Localism Act 2011, the Council has the power to award grants and to enter into the arrangements required to deliver the recommendations in this report.
4.4	<u>Public Sector Equality Duty</u>
	Equality Analysis Initial Screenings have been undertaken for Major Events (ref EA000568) and European capital of Running (ref EA000662) and are attached as Appendix 3. There are no adverse implications identified from the actions recommended in this report.

5.	Relevant background/chronology of key events:
5.1	The Council's approach to supporting major events has been reviewed through the corporate Service Review process in 2013 and 2014. A Major Events Board was established in 2014, chaired by the Council's Deputy Leader and including the Cabinet Members responsible for culture and business events, and stakeholders such as the hospitality industry, the NEC Group, the University of Birmingham and Marketing Birmingham. The Major Events Board has agreed clear criteria by which future events are assessed (relating to economic impact, reputation as a destination and relationship to other strategic objectives including priority business sectors). The business case for each of the events recommended for support in this report has been considered by the Major Events Board, which also oversees the city's calendar of events and co-ordinates the use of city dressing assets
5.2	The International Dance Festival Birmingham (IDFB) was established in 2008 as a biennial event and Cabinet approved a festivals strategy in December 2013 which identified IDFB as the city's "signature festival" as a cornerstone of the Birmingham festivals calendar, with the ambition to develop a further signature event. The arts festival planned for September (title to be confirmed) builds on the success of the Four Squares festival, created for the opening of the Library of Birmingham in 2013 and delivered by the Birmingham Arts Partnership. It is supported by the Retail Business Improvement District and other stakeholders including Arts Council England. The festival makes a major contribution to the citywide promotional campaign "More Birmingham", which encompasses the completion of New Street station, opening of Grand Central shopping centre and the Rugby World Cup. The Birmingham Festivals Board, which oversees the festivals strategy, has identified this major festival as the second signature event in Birmingham's festivals calendar.
5.3	As a legacy of the London 2012 Olympics, Birmingham staged a Sports Summit to help shape the future sporting landscape in the city, leading to a new Sport & Physical Activity Strategy for the city, approved by Cabinet in December 2013. The strategy focuses on working to promote physical activity in deprived communities in order to increase participation rates and reduce health inequalities, with three key priorities of removing barriers to sport and physical activity, especially to those currently inactive and from the most deprived areas of the city, developing high quality facilities for national and international events and providing an "excellence pathway" from participation of the inactive through to elite performance, working with National Governing Bodies of Sport

to maximise an Olympic Legacy for the city.

- 5.4 The Council entered into discussions with British Athletics to renew existing arrangements for hosting the three major athletics events described in this report (Diamond League and British Championships at Alexander Stadium, and Indoor Grand Prix at the Barclaycard Arena) and secured the events as set out in Appendix One. The Council also entered discussions with Sport England to establish the participatory programme, and was offered a grant to support the European Capital of Running programme for three years, as described in Appendix Two, subject to continued investment in these elite events. Following this period, it is anticipated that the local and 10k runs will become self-sustaining through entrance fees and sponsorship, enabling them to continue at no net cost to the Council.

6. Evaluation of alternative option(s):

- 6.1 The Council could decide not to support the events listed or to support different events or to allocate different levels of funding from those recommended. In developing the recommendations in this report, the Major Events Board has reviewed the business cases including the benefits provided and level of support required and the opportunity to benefit Birmingham in a range of ways (including improving wellbeing, supporting the city's profile as a regional capital and through the economic benefits associated with cultural tourism) would be lost or impaired.
- 6.2 The Council could decide not to accept the Sport England grant and its associated conditions, which would deprive Birmingham of investment of £1.55m. An opportunity to address health inequality, and to promote the City's credentials as a centre of high performance athletics would be lost.

7. Reasons for Decision(s):

- 7.1 To support a range of high profile sporting and cultural activities which raise the city's profile both nationally and internationally, resulting in positive impact to the city's wellbeing, reputation and economy.
- 7.2 To provide the required match funding for a grant award from Sport England for the European Capital of Running programme.

Signatures

Date

Deputy Leader

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Cllr Ian Ward

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Chief Officer

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Paul Dransfield, Deputy
Chief Executive

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Sharon Lea, Strategic Director
of Place

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List of Background Documents used to compile this Report:
Cabinet Report 16 December 2013, Sport and Physical Activity Review – Transformation of the Leisure Service
Cabinet Report 16 December 2013, Commissioning of Arts Activities 2014-16

List of Appendices accompanying this Report (if any):
1 Summary of Major Events to be supported
2 Summary of the European Capital of Running programme
3 Equalities Assessment Major Events Ref (EA000568) and European Capital of Running Ref (EA000662)