



LEE VALLEY REGIONAL PARK AUTHORITY
EXECUTIVE COMMITTEE
26 NOVEMBER 2015 AT 10:30

Agenda Item No:

7

Report No:

E/427/15

**NATIONAL GOVERNING BODY MAJOR SPORTS EVENT
SUPPORT 2016 – 2020**

Presented by the Head of Sport & Leisure

EXECUTIVE SUMMARY

At Executive Committee held on June 26 2015 (Paper E/410/15) Members were provided with an update on the major sport events which had been held at the Authority's legacy venues following the London 2012 Olympic & Paralympic Games.

The paper considered the benefits to the Authority and the financial commitment required to host such events.

Since that time officers have undertaken further work and research on the issues arising from the hosting of such events and this paper provides details of:

- the events (secured or in the bidding process) for the period 2016 – 2020;
- the process all National Governing Bodies will be required to follow to access Authority support;
- the criteria to be used to assist with the decision making process; and
- recommends that a budget for Major Events Support is considered.

RECOMMENDATIONS

- Members Approve:
- (1) the approval process set out in paragraph 11;
 - (2) the support criteria set out in paragraph 16;
- Members Consider:
- (3) that as part of the 2016/17 budget process the setting of a Major Events Support budget as set out in paragraph 18; and
- Members Note:
- (4) the major events (secured or in the bidding process) for the period 2016 – 2020.

BACKGROUND

- 1 A paper presented to Executive Committee in June 2015 (E/410/15) provided a review of the major sporting events programme at the Authority's three legacy venues following the London Olympic & Paralympic Games in 2012. All the

events being hosted until the end of 2016 were secured prior to the London 2012 Games and began the delivery of the promise made to the International Olympic Committee (IOC) by London to leave a legacy of facilities capable of hosting major sporting events.

- 2 The paper outlined the need for a strategy relating to the bidding and hosting of major sporting events in the future. This paper puts forward a decision making process and criteria that can be used to assist in making decisions on event support in the future for Member approval.
- 3 A number of events have now been secured by the National Governing Bodies (NGBs) for 2016 onwards and a number are in the planning process. As Paper E/410/15 set out there are a number of tangible benefits from the hosting of major events which include, but are not limited to:
 - the continuing increase of the Authority's profile;
 - benefits to the local & regional communities;
 - an increase in revenue to the relevant venue; and
 - an increased profile with partner organisations.
- 4 Since June Authority officers have met with the following organisations to obtain a greater understanding of how the Authority can develop a process that is clear, robust and defines the Authority's role;
 - relevant NGB's;
 - UK Sport;
 - Sport England;
 - Greater London Authority; and
 - London & Partners.

A key area of consideration for the Authority was its role in major events, is the Authority a venue supplier or an event partner?

- 5 What has become clear is that NGB's (who are the event rights holders along with the International Federations) have on occasions bid for events and undertaken detailed planning before fully engaging with the Authority. Time pressures prior to London 2012 being the main reason for this but this has created the following issues;
 - late requests for support; and
 - and ad hoc business planning.

This report seeks to resolve these issues.

MAJOR SPORTS EVENTS 2016-2020

- 6 Following on from the success of the first round of major sports events held at the Authority's legacy venues the relevant NGBs have now been successful in bidding for further events for the period 2016 – 2020. The events secured to date which are being supported by the Authority are detailed in the table below:

Event	Authority Funding	Notes
2015 Wheelchair Masters Tennis – Lee Valley Hockey & Tennis Centre	£45,000	Value in kind & in the approved 2015/16 budget

2016 UCI World Track Championships - Lee Valley VeloPark	£100,000	Value in kind & in the approved 2015/16 budget
Wheelchair Masters Tennis – Lee Valley Hickey & Tennis Centre	£45,000	Value in kind & in the approved 2016/17 budget

- 7 England Hockey (EH) have successfully bid for and won the rights to host the following events at the Lee Valley Hockey & Tennis Centre:
- Hockey Women's Champions Trophy;
 - Hockey World League Finals;
 - Women's Hockey World Cup.

Any potential Authority funding/support for the three hockey events above is yet to be agreed. The Greater London Authority is supporting these three events with £900,000 of city funding and officers will return to Members with a proposal once the detailed work has been conducted with EH.

- 8 Further events are currently at the pre bidding stage and these are as follows:

Event
2017 Wheelchair Masters Tennis at Lee Valley Hockey & Tennis Centre
Cycling World Cup at Lee Valley VeloPark
2018 Wheelchair Masters Tennis at Lee Valley Hockey & Tennis Centre
Canoe Slalom World Cup at Lee Valley White Water Centre
2019 Wheelchair Masters Tennis at Lee Valley Hockey & Tennis Centre
Canoe Slalom World Cup at Lee Valley White Water Centre
2020 Wheelchair Masters Tennis at Lee Valley Hockey & Tennis Centre
Canoe Slalom European Championships at Lee Valley White Water Centre

- 9 The list of major international sports events that the Authority's venues will or potentially host over this period of time demonstrates part of the legacy success of these venues.

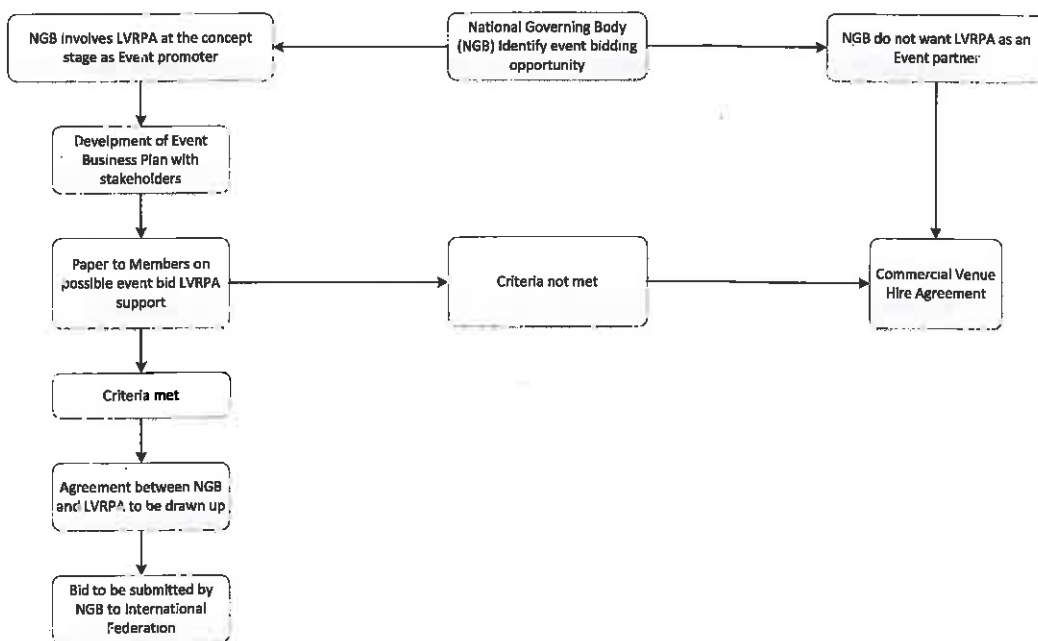
PROCESS FOR FINANCIAL SUPPORT

- 10 As set out in detail in the previous paper (E/410/15) the Authority (along with other funding partners) have historically been asked to provide financial support for these types of events to ensure a successful bidding process. The support usually takes two forms: a cash sum and/or value in kind (VIK). VIK can include such things as the cost of hire for the venue and/or the venue's loss of income during the event.
- 11 Below is the recommended process which NGB's will have to follow to seek

support from the Authority for any future event bid:

- the Authority is involved from the conception stage when a bidding plan is being developed along with the other relevant partners;
- the Authority is included in all the detailed business planning work prior to a bid being submitted;
- Members consider the Authority's support which is dependent on the event and its opportunities prior to the bid being made;
- if Members approve the proposed support an agreement is signed between the relevant NGB and the Authority detailing the principles agreed with Members;
- a bid to the relevant International Federation is then made by the NGB;
- if successful the relevant NGB must enter into a full venue use agreement within six months.

Authority support flow chart



- 12 Any NGB not following this process will be treated purely as a venue hire and a full commercial rate will be quoted and booking made direct with Lee Valley Leisure Trust (the Trust). There would be no exceptions to this unless an opportunity presented itself and officers would present this to Members for their consideration.
- 13 The process for agreeing the venue hire costs is well defined with the Trust and has been working well for a period of time. The process is as follows:
- Authority officers define the usage requirements with the relevant NGB;
 - the NGB prepares an event brief with specific requirements;
 - Authority officers work with venue managers to agree costs associated with the requirements;
 - venue hire costs agreed between Authority and Trust;
 - detail then fed into venue use agreement.

It has been agreed with the Trust that the costs and what's included in that will be agreed first with the venue manager/relevant Trust Director before being

presented to the Trust Managing Director for final sign off.

CRITERIA & STRATEGIC BENEFITS

- 14 Other major event funding partners have determined a range of criteria/strategic benefits that they request to see delivered in return for financial support of major events. These can be used to gauge how appropriate financial support may be and if the Authority can support the NGBs in the specific manner through the bidding process.
- 15 Authority officers have undertaken research into such funding criteria and engaged with other funding partners to consider a range of possible criteria that could be applied to bids and/or requests for financial support.
- 16 Officers recommend the following criteria is implemented to assess all bids received by the Authority from NGBs:

Financial – The robustness and deliverability of the business plan and its process to create an economic benefit for the Authority and Trust:

- overall financial risk;
- maximise the commerciality of the event - tickets, sponsorship, merchandise, concessions;
- increased revenue through the venue (i.e., increased food & beverage sales);
- profitability level;
- increased stays at Authority accommodation portfolio including its third party partners (i.e., the youth hostel).

Community Engagement – To fully maximise community engagement across the region, increasing opportunities for sports, volunteering and workforce development:

- a focus on sports participation, particularly in hard to reach communities and people new to the sport;
- sports programmes that can demonstrate longevity and a real commitment to ensuring lasting participation;
- ability to support the Authority in delivery of its Lottery Funding Agreement targets;
- opportunities for event volunteering, particularly in hard to reach communities and people not currently involved in the sport;
- a commitment to workforce development, mentoring and training, providing people new to the sport with opportunities to engage at a major event.

Exposure – The level in which the event can positively showcase the Authority, regionally, nationally and internationally:

- event status to create a greater awareness of the Authority's venues and its facilities;
- broadcast plan and potential reach;
- media plan and potential reach;
- credibility of event, is this an event with a history or creates an opportunity.

Strategic Value – The level to which the event meets the strategic objectives of the Authority:

- delivering a regional audience with a non-riparian focus;
 - support the Authority in becoming a must visit destination and delivering a message that “you can use these facilities”;
 - stakeholder engagement, opportunities to engage with current, new and potential stakeholders.
- 17 The criteria will be used to assess the bids made and determine the (level of) Authority support for forthcoming bids at its venues for presenting to Members for a final decision.
- 18 Members are asked to approve the creation of a Major Events Support budget capped at £150,000 per financial year through to 2020 that can only be made available for use once the individual event is approved by Executive Committee. There is the potential for the continuation of a significant international sports events programme across the Authority’s 3 legacy venues over the next 4 years. Officers recommend that a budgetary provision is made which will enable the organisation to support those events where there are demonstrable benefits. An estimated sum of £150,000 per annum has been identified by officers. This budget could be set aside as a new budget for this period or earmarked from general reserves subject to an approved business plan approved by Members and the available resources being there to support the event.

ENVIRONMENTAL IMPLICATIONS

- 19 There are no environmental implications arising directly from the recommendations in this report.

FINANCIAL IMPLICATIONS

- 20 Members are requested to decide whether to set up a specific budget for this purpose within the 2016/17 budget process up to the sum identified or whether they wish to deal with this as one-off expenditure in each year from general reserves subject to an approved business plan and the available resources being there to support the event.

HUMAN RESOURCE IMPLICATIONS

- 21 There are no human resource implications arising directly from the recommendations in this report.

LEGAL IMPLICATIONS

- 22 There are no legal implications arising directly from the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

- 23 There are no risk management implications arising directly from the recommendations in this report.

EQUALITY IMPLICATIONS

- 24 There are no equality implications arising directly from the recommendations in this report.

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PREVIOUS COMMITTEE REPORTS

Executive Committee	E/410/15	Major Sporting Events Update	25 June 2015
Executive Committee	E/192/12	Eton Manor Hockey & Tennis Centre - Hockey European Championships Bid 2015	23 February 2012
Executive Committee	E/215/12	Bid for the 2016 World Track Cycling Championships at the Lee Valley Velodrome	24 May 2012
Executive Committee	E/395/15	European Hockey Championships 2015 at Lee Valley Hockey & Tennis Centre	26 February 2015

LIST OF ABBREVIATIONS

the Trust	Lee Valley Leisure Trust
NGBs	National Governing Bodies
VIK	Value in kind
IOC	International Olympic Committee
EH	England Hockey

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