

GREATER **LONDON** AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD321

Title: 2015 EuroHockey Nations Championships

Executive Summary:

This ADD seeks approval to spend £20,000 from the Major Sport Events Fund towards the delivery of the 2015 EuroHockey Nations Championships to be hosted at the Lee Valley Hockey and Tennis Centre in Queen Elizabeth Olympic Park between 21 and 30 August 2015.

Decision:

That the Assistant Director approves the award of £20,000 in grant funding to England Hockey as a contribution towards the staging of the 2015 EuroHockey Nations 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:

June
26 ~~July~~ 2015

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 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 EuroHockey Championships 2015

- 1.2.1 London will host the 2015 Men's and Women's EuroHockey Championships between 21 and 30 August 2015 at the Lee Valley Hockey and Tennis Centre, Queen Elizabeth Olympic Park. The event will bring together the top eight European national men's and women's hockey teams to compete over a nine day period.
- 1.2.2 This event was secured by London prior to the establishment of the GLA Major Events Fund, however since the successful bid; it has become clear that a GLA contribution is required to secure a balanced budget.
- 1.2.3 England Hockey subsequently submitted an application to the GLA Major Events Fund for a £20,000 contribution to the staging of the event. The application set out how the event would satisfy the evaluation criteria set out in the GLA's Major Sports Events Strategy, "London: Home of World Class Sport".
- 1.2.4 Evaluated against the criteria set out in "London: Home of World Class Sport", it was deemed that:
- the Economic impact of the event was evaluated as bronze.
 - the International and Domestic Broadcast was evaluated as bronze.
 - the Community Engagement proposal for the event was evaluated as gold.

- 1.2.5 The event was presented at the GLA Events Steering Group (GESG) on 9 September 2014. The GESG agreed for up to £20,000 from the GLA Sports Team budget be used to contribute towards the staging costs of the 2015 Euro Hockey Championships.
- 1.2.6 In addition, England Hockey submitted a funding application to both Sport England and the GLA Major Events Engagement Fund to deliver a comprehensive community legacy programme associated with their 10 year major events programme, with a focus on: increasing the reach and visibility of hockey in London; providing more opportunities for people to engage with the sport; developing the capacity of local hockey clubs; and increasing club participation. £100,000 has been conditionally allocated from the GLA Sports Team Budget and Sport England has agreed a conditional grant of £286,000 to contribute towards this four year programme.

2. Objectives and expected outcomes

2.1 The objectives of the proposed funding are to:

- Support the successful delivery of the Eurohockey Championships 2015
- 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;
- Support the aims of 'Inclusive and Active 2' strategy for increasing participation in sport and physical activity amongst disabled people in London;
- Assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.

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 Hockey.
- 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 London Legacy Development Corporation (LLDC) and Lee Valley Regional Park Authority (LVRPA) through their channels. The LLDC and LVRPA have 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. Assumptions made in England Hockey'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. The GLA is in regular contact with the event organiser to ensure successful operational delivery.
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, whilst a number of tickets remain, sales have been very strong and exceeded expectations. In addition it is anticipated that all the England games will sell out.

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

- 4.3.1 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme.
- 4.3.2 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).
- 4.3.3 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.
- 4.3.4 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.
- 4.3.5 The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.
- 4.3.6 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 £20,000 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:

Richard Cumbers 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:

25.06.15