

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2536

Title: Initial feasibility study exploring a bid for the 2036 or 2040 Olympic and Paralympic Games

Executive summary:

The Mayor has stated that exploring a bid for the 2036 or 2040 Olympic and Paralympic Games is the ultimate demonstration of his plan to build a brighter future for London after the pandemic. This decision is to approve up to £50,000 to procure a contract for professional services to conduct an initial feasibility study to scope out the first steps in this process. This funding will come from the Major Sports Events budget.

Decision:

That the Assistant Director of External Relations approves expenditure of up to £50,000 from the Major Sports Events Fund, to procure a contract for professional services to conduct an initial feasibility study exploring a bid for the 2036 or 2040 Olympic and Paralympic Games, in accordance with the GLA's Contracts and Funding Code.

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: Emma Strain

Position: Assistant Director, External Relations

Signature:



Date:

13 September 2021

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. The GLA Major Sports Events team is investigating the feasibility of a bid for a future Summer Olympic Games in response to the Mayor's commitment during the election campaign where he stated: *"Exploring a bid for the 2036 or 2040 Olympic and Paralympic Games is the ultimate demonstration of my plan to build a brighter future for London after the pandemic."*
- 1.2. The Mayor's manifesto stated: *"Hosting major global sporting events will do much to boost the city over the coming years. I'll look to make the most of the opportunity presented by holding the delayed UEFA Euro 2020 fixtures in London this summer, including the final and semi-finals, plus the UEFA Women's Euros in 2022, and bidding to host future global events where this makes sense."*
- 1.3. The upcoming Summer Olympics will be hosted in the following cities:
 - 2024 – Paris, France
 - 2028 – Los Angeles, California, USA
 - 2032 – Brisbane, Australia.
- 1.4. There is no formal continent cycle as per FIFA World Cups. Although informally laid down, there is an expectation that the Games are moved around the World.
- 1.5. The bidding process, run by the International Olympic Committee (IOC), has changed in recent years. The decision to bid is taken by the respective country's Olympic and Paralympic bodies. All National Olympic Committees have the opportunity to join a 'continuous dialogue' for the Summer Olympic Games, the Winter Olympic Games or the Youth Olympic Games at any time.
- 1.6. The IOC sees key benefits to this approach, namely that non-committal and non-edition-specific discussions can be held to ensure that sustainable Games concepts are developed that align with community needs and cities' existing longer-term development plans; and that it reduces costs for interested parties and enables the IOC to share more information and expertise, and provides for more services at the IOC's cost.
- 1.7. In the UK, the national bodies are the British Olympic Association (BOA) and the British Paralympic Association (BPA).
- 1.8. The host city for an Olympic Games was traditionally chosen seven to eight years ahead of the event. However, recent awards, such as Brisbane, have been made earlier to enable more time to plan/deliver the Games. Australia began the process in 2018 for Brisbane (14 years before the targeted Olympic year).
- 1.9. The IOC did not fulfil the traditional formal bidding process before awarding Australia its preferred status as host for 2032. This is the first time that the IOC has adopted a 'targeted dialogue' process. This is largely in response to the global economic and health crises.
- 1.10. Understandably, opinions on the change are mixed across the industry. Positively, it avoids the huge time, resource and cost that goes into an Olympic bid. Negatively, it reduces the opportunity for competition from other potential host countries and cities.
- 1.11. The times and market have changed. As we have seen with the high-profile football competitions, it is becoming difficult for single cities to afford to bid (and subsequently host) mega sports events. The IOC recognises this and there is a significant shift towards the use of pre-existing facilities alongside the challenge of more sustainable Games generally.

- 1.12. A future UK Summer Olympic Games bid has been discussed at various intervals since 2012, by both key stakeholders (such as UK Sport) and government officials. It is considered to be relatively early to consider a future bid, being only nine years on from London 2012. However, 2036 would be 24 years since 2012, and 2040 would be 28 years on.
- 1.13. In 2019, UK Sport discussed the possibility of a mounting a bid for the 2036 Games. In response, an IOC spokesperson said: *“There is no reason why London can’t bid. There was Los Angeles in 1984 and again in 2028, then Beijing for 2008 and again for the Winter Olympics 2022. We’re always pleased when cities bid for the Games and particularly London, with its great legacy. I’m sure people in London would relish it.”*¹
- 1.14. Looking back to recent history, the USA’S Los Angeles hosted the Summer Olympics in 1984 and will host again 40 years later in 2028. Atlanta also hosted the Games in 1996, meaning the Olympics returns to the USA as an overall nation after 28 years. In Australia, there will be 32 years between the Sydney Olympics in 2000 and Brisbane in 2032.
- 1.15. Other nations that have been cited in the media as considering bidding in 2036 include Russia (St Petersburg/Kazan), Indonesia, Turkey (Istanbul) and India (Ahmedabad). In addition, those bidding for 2032, now awarded to Brisbane, may consider bidding for 2036. These nations included Germany, Qatar, Hungary, India and Indonesia, and there was also a joint bid from North Korea and South Korea.
- 1.16. Currently, there is limited formal clarity on whether the UK government would support a bid. However, in the aftermath of Great Britain and Northern Ireland’s success in this summer’s Tokyo Olympics, media reports stated: *“Ministers will engage with the London Mayor to develop a pathway to ‘bringing the Games back to London’.”* A UK government source stated: *“The UK has a global reputation for delivering sporting success, especially after London 2012.”* The source added: *“We are always open to future hosting opportunities, especially events that will catapult us onto the world stage.”*²
- 1.17. It remains to be seen whether the government will consider funding for a formal bid in the forthcoming autumn 2021 spending review. A rough estimate for a Summer Olympic Games bid would be between £10m and £20m. The scale of work associated with a bid cannot be underestimated. By way of comparison, the UK government is currently in the process of establishing the feasibility of a UK and Ireland bid to host the 2030 FIFA World Cup. The small team is already three years into a detailed feasibility study, with plans to establish a special-purpose vehicle by the end of the year.
- 1.18. Given the recent IOC changes that allow regions or countries to now bid for the Olympics, rather than a single city, it is highly likely that a UK bid would cover multiple cities as opposed to single-city bid as in 2012. Our experience of delivering UEFA Euro 2020 this summer, being the home of Wembley Stadium and other world-class sporting venues, coupled with our track record of hosting other major sports events, will stand us in good stead to position ourselves at the heart of a bid *“to host the most sustainable Games ever”*³.
- 1.19. This decision proposes to approve expenditure of up to £50,000 from the Major Sports Events Fund to procure a contract for professional services to conduct an initial feasibility study exploring a bid for the 2036 or 2040 Olympic and Paralympic Games with key stakeholders. We anticipate that this budget will enable a comprehensive piece of work to take place engaging with key stakeholders over the coming six months.
- 1.20. The professional services contract will be procured in accordance with the GLA’s Contracts and Funding Code.

¹ *SportsPro* (online), “London eyes 2036 Olympics bid”, 28 February 2019.

² *Daily Express* (online), “Brexit Britain’s London 2040! Bid to bring Olympics BACK to London begins”, 10 August 2021.

³ *Evening Standard* (online), “Sadiq Khan aims to bring Olympics back to London if re-elected as mayor” 4 May 2021

2. Objectives and expected outcomes

- 2.1. We will procure a supplier to conduct an initial feasibility study over the coming six months, to explore the feasibility of a bid with key stakeholders including, but not limited to the BOA; the BPA; the Department for Digital, Culture, Media and Sport; UK Sport; and other UK cities.
- 2.2. This study will make recommendations as to next steps, and will consider the most appropriate approach and timings in collaboration with key stakeholders. This study will also make any necessary business case for future phases of this work, and recommended investment and activity required to take this forward.

3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010, as a public authority, the Mayor of London must 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 have a 'protected characteristic' as defined in the Equality Act 2010 and those who do not.
- 3.2. At this stage, no equality issues have been identified with regard to this work. The procurement specification will include equalities obligations which bidders will need to consider.

4. Other considerations

- 4.1. At this stage, no significant risks or issues have been identified in associated with this feasibility study.
- 4.2. As set out earlier, this feasibility study responds directly to the commitment made by the Mayor with regard to *"exploring a bid for the 2036 or 2040 Olympic and Paralympic Games [as] the ultimate demonstration of my plan to build a brighter future for London after the pandemic."*
- 4.3. The Mayor's manifesto stated: *"Hosting major global sporting events will do much to boost the city over the coming years. I'll look to make the most of the opportunity presented by holding the delayed UEFA Euro 2020 fixtures in London this summer, including the final and semi-finals, plus the UEFA Women's Euros in 2022, and bidding to host future global events where this makes sense."*
- 4.4. Consulting with key stakeholders is a central element of this commission.
- 4.5. There are no data protection, health or safeguarding implications identified with regard to this work at this stage.

5. Financial comments

- 5.1. Assistant Director approval is sought for expenditure of up to £50,000 to procure professional services to conduct an initial feasibility study to explore a bid for the 2036 or 2040 Olympic and Paralympic Games.
- 5.2. The expenditure will be funded from the Major Sports Events 2021-22 budget held within the Strategy and Communications Directorate.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract	September 2021
Announcement	October 2021
Delivery start date	October 2021
Delivery end date	31 March 2022

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) 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 it has been approved or on the defer date.

Part 1 – Deferral

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

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under the FoIA should be included 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:

James Fitzgerald has drafted this report in accordance with GLA procedures and confirms the following:

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 13 September 2021.

ASSISTANT DIRECTOR OF FINANCIAL SERVICES: Fiona Marsh on behalf of Anna Casbolt

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

Signature



Date

13 September 2021