

Cabinet

23 June 2020

Name of Cabinet Member:

Deputy Leader and Cabinet Member for Policing and Equalities - Councillor A S Khan
Cabinet Member for Public Health and Sport – Councillor K Caan

Director Approving Submission of the report:

Director of Business, Investment and Culture

Ward(s) affected:

All

Title:

Hosting the International Children's Games (ICG) 2022 in Coventry

Is this a key decision?

Yes - this decision will have an effect on communities and businesses across a number of wards in the city.

Executive Summary:

Coventry has been offered the opportunity to host the International Children's Games (ICG) in August 2022. The ICG will involve around 1,800 visitors and athletes coming to Coventry for the week-long competition and will be a further opportunity for Coventry to secure legacy benefits and to promote the city as a venue for major sporting events. This report seeks the necessary approvals to accept the invitation to host the games, and the authority to incur the related expenditure.

Recommendations:

Cabinet is asked to:

- 1) Accept the invitation to host the International Children's Games (ICG) in Coventry in August 2022.
- 2) Approve expenditure to a maximum of £1 million pounds to support the cost of hosting the ICG in 2022, to be funded from corporate reserves.
- 3) Authorise officers to commence any necessary organising arrangements.
- 4) Delegate authority to the Director of Business, Investment and Culture, following consultation with the Deputy Leader and Cabinet Member for Policing and Equalities, to procure the necessary services for the successful delivery of the ICG, including an events management company to oversee the organisation and management of the games, and to enter into the associated contracts with the successful tenderers.

- 5) Authorise Officers to develop and implement a comprehensive strategy for funding and sponsorship of the ICG with external organisations.
- 6) Delegate authority to the Director of Business, Investment and Culture, following consultation with the Deputy Leader and Cabinet Member for Policing and Equalities to negotiate the terms of any sponsorship and advertising contract and to enter into the necessary related legal agreements with third parties to secure the maximum contribution to support the games from sources outside the Council.

List of Appendices included:

Appendix - ICG Bid Document from July 2019

Background papers:

None

Other useful documents

None

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

1. Background

- 1.1 The International Children's Games (ICG) was first organised in 1968. ICG began as an athletics competition in Celje, Slovenia (then Yugoslavia) involving nine cities from east and west. ICG grew into an annual event recognized by the International Olympic Committee, in which more than 49,000 youths from more than 530 cities in 114 countries have participated.
- 1.2 ICG is an alliance of cities and individuals who pursue the common goal of forming friendship and peace through sport. It relies on the vision and generosity of cities around the globe to host its summer annual Games and its periodic winter Games. Hosting ICG provides a city the opportunity to welcome international visitors, showcase itself as a destination location and major event host, and provide its citizens with the opportunity to see high quality international sport.
- 1.3 Hosting ICG is a major undertaking for any community as significant resources and planning are required to manage the Games successfully. Coventry hosted the ICG in 2005. 1,250 participants took part in 5 major sporting events attracting visitors from 33 countries, 53 cities and 4 continents.
- 1.4 Coventry has been offered the opportunity to stage the ICG from Wednesday 10th August to Monday 15th August 2022, which is three days after the Closing Ceremony of the Commonwealth Games in Birmingham for which Coventry will host specific sports events.
- 1.5 It is anticipated that the ICG event in Coventry will attract 100 participating cities from around the world, through multiple international city links, universities' connections, twinning relationships, school and city networks. The total number of visitors is expected to be around 1,800 including between 80-125 VIPs travelling with the competitors. As the host city, Coventry is permitted to enter unlimited competitors at no registration cost.
- 1.6 The sports programme will follow the technical guidelines of the Games. Eight sports would be offered for both boys and girls, which are swimming, athletics, 6-a-side football, table tennis, tennis, basketball, climbing, 3-on-3 basketball. There will also be a 3km Fun Run to increase participation across the city.
- 1.7 The athletics, tennis and climbing would take place at University of Warwick Sports and Wellness Hub. Swimming would take place at The Alan Higgs Centre 50m swimming pool. Broadgate in the City centre would be the venue for basketball. Other sports included within the Games would be hosted at venues to be agreed, based on best value criteria. A location has not yet been selected for the 3km Fun Run.
- 1.8 The ICG committee visited Coventry in June 2019 to assess the suitability of venues and subsequently discussed Coventry's proposition at the ICG in Ufa, Russia, where the committee unanimously agreed to offer the ICG to Coventry, subject to approval from the Council to underwrite the costs.

2. Options considered and recommended proposal

Option 1 (Not recommended)

- 2.1 To decline the offer to host the ICG in 2022. The Council is not under any obligation to accept the opportunity. However, given the city's status as European City of Sport in 2019 and as a host for activity during the Commonwealth Games in 2022, the ICG offers a further chance to cement the city's reputation as a venue for large-scale sporting events and to encourage local young people to participate in sport and physical activity.

Option 2 (Recommended)

- 2.2 To accept the offer to host the ICG in 2022 and incur the associated expenditure to a maximum of £1 million pounds. The Council's actual exposure would be minimised through an effective strategy for fundraising and sponsorship.
- 2.3 Hosting the ICG will contribute to the aim of the City's Sports Strategy to attract high profile sporting events to the city and to celebrate sporting achievement. It would help to demonstrate the city's credentials and ability to host major sporting events.
- 2.4 Hosting the games would be building on the City's reputation as a location for major sporting events and provide a legacy from the European City of Sport title and the Commonwealth Games, and enabling Coventry to continue to be an active part of the ICG network.
- 2.5 There is the potential for other West Midlands (UK Cities) cities to have their own games hosted in Coventry as part of the ICG. This would bring together young people from throughout the West Midlands (UK) to compete in a significant event and would be an ideal legacy linked to the Commonwealth Games in 2022.
- 2.6 Coventry has spent in excess of £100 million pounds on sporting facilities in recent years and hosting the ICG provides an opportunity to showcase the city's state-of-the-art assets including the new 50m Swimming Pool at the Alan Higgs Centre, the Sport and Wellness Hub and refurbished Athletics Track at the University of Warwick, and The Wave as a destination facility.
- 2.7 Coventry has competed in the ICG for over 20 years, sending young people from Coventry to a host of international events to represent the city and experience success and go on to compete at international level sport or compete professionally. When Coventry hosted the ICG in 2005 an estimated economic impact of circa £3.6 million was achieved. As the ICG would follow closely from the Commonwealth Games, the media coverage could be significant.
- 2.8 When Coventry hosted the ICG in 2005 an estimated economic impact of circa £3.6 million was achieved. The ICG will showcase the city internationally and will bring partner cities from all over the world to Coventry creating potential business and tourism opportunities. As the ICG would follow closely from the Commonwealth Games, the media coverage could be significant. The games will need a large workforce to ensure a safe and enjoyable event, requiring significant volunteering from local people and creating opportunities for engagement for residents and building transferable skills.
- 2.9 The ICG will support the aim of the Sports Strategy to inspire more people within the city to take up and regularly take part in sport. It will contribute to the aim of providing a wide range of high quality and exciting sporting opportunities and experiences and inspiring more people to volunteer, coach and be facilitators of sport. It will engage 200 volunteers delivering the sport, marshalling and providing information points at venues and accommodation centres.
- 2.10 It is a further aim of the Strategy to attract high profile sporting events to the city and to celebrate sporting achievement. Hosting the ICG will support Coventry in attracting future major sporting events and actively demonstrate the positive impact that sports participation has in addressing public health inequalities.

2.11 To host the games, the Council a significant and effective fundraising and sponsorship strategy will need to be developed in order to reduce the overall financial contribution from the Council. This will ensure the cost of the games would be significantly reduced. The Council is working with a sponsorship agency and this would become part of their work as they source sponsorship. Officers are already working with a sponsorship agency which will support this activity.

3. Results of consultation undertaken

3.1 Specific public consultation has not been undertaken in relation to this recommendation. However, key stakeholders, including the city's two universities, event providers, sports providers and facilities management have been consulted and are supportive of the proposal to host the ICG in 2022. Hosting the ICG will contribute to the aims of the city's Sports Strategy which was subject to extensive public consultation and received 1,056 responses.

4. Timetable for implementing this decision

Action	Timescale
To procure event management company	June 2020
Governance structure agreed with Cabinet Members	June 2020
To secure venues for accommodation and sports facilities	July 2020
Invites sent to international cities to compete	August 2020
ICG delegation visit	January 2021

5. Comments from Director of Finance and Director of law and Governance

5.1. Financial implications

The draft budget to host the games is below:

Expenditure Item	2020/21 £000	2021/22 £000	2022/23 £000	Total £000
Accommodation (1,800 people) & meals	63		570	633
Transport/Arrivals/Departures		15	35	50
Sports Facilities/Equipment/Officials			40	40
Games Management/Delivery	10	40	100	150
Medals/Awards/Uniforms			20	20
Marketing/PR/Look & Feel		10	20	30
ICG Protocol (VIP's)			10	10
Security/Medical/Welfare		5	20	25
Volunteer Programme		5	20	25
Insurances/Legal			10	10
GROSS EXPENDITURE TOTAL	73	75	845	993

5.1.1 As set out above, the underwritten cost to the Council of hosting the event is £993,000. There is currently no identified Council budget for this event meaning the costs of up to £993,000 would need to be earmarked from Corporate Reserves. However, the Council will make every effort to secure funds from other sources, including sponsorship. Officers will target potential sponsorship and other income generating activities of £250,000 which if successful, would reduce the total cost to the Council to £743,000.

5.2 Legal Implications

5.2.1 Under Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report, which are within the remit and limits of the general power of competence contained within Sections 2 and 4 of the Localism Act 2011.

5.2.2 There would be a range of services to be procured as well as legal agreements relating to hosting the event, that would have to be signed by the Council. Legal Services will ensure that any procurements to discharge the arrangements approved under this report are undertaken in accordance with the Procurement Regulations (where applicable) and the Council's Rules for Contracts as set out in the Constitution.

6. Other implications

6.1. How will this contribute to the Council Plan (www.coventry.gov.uk/councilplan/)?

The recommendations contained within this report will contribute to the Council Plan core aims of:

- Reducing health inequalities – by raising the profile of sport in the city and encouraging and supporting engagement in regular sporting opportunities. Young people from the city will take part in the ICG and would leave a lasting memory on many to form active lives for future years.
- Raising the profile of the city – by amplifying media opportunities, showcasing the city on an international scale and using the opportunity for corporate social responsibility and Government investment. It will be another major event to showcase Coventry following the Commonwealth Games and will be a great celebration of what Coventry can deliver internationally.
- Increasing access to arts, sports and cultural opportunities – not just for the young athletes who will participate in the games but also the other 500 young people who will take part in the fun run and those spectating and volunteering. It will enable local people to be a part of the opening and closing ceremony and will build on the UK City of Culture year in 2021.

6.2. How is risk being managed?

6.2.1 A Steering Group will be established, to be chaired by the Deputy Leader. A detailed Risk Register will be produced and reviewed regularly and managed by the group.

6.2.2 An experienced external event management company will be appointed to manage the event on behalf of the city council and be responsible for Risk Management and Health and Safety management.

6.2.3 The most significant risk is the need to attract external funding and sponsorship. An external funding and sponsorship strategy will be developed and implemented by a council officers, an appointed sponsorship agency and other local partners. COVID-19 may impact on the achievability of the level of sponsorship needed to off-set the CCC liability.

6.3 What is the impact on the organisation?

6.3.1 An external event management company will be sought to manage the planning and delivery of the event, and the contract overseen by the Council's officers in Sport, Culture and Destination Services.

6.3.2 There are no HR implications for the organisation as these proposals will not affect City Council employees.

6.4 Equalities / EIA

6.4.1 All young people within the specific age range have the opportunity to apply to take part in the children's games. Sports Development programmes across the city will co-ordinate an approach to enable participation in the ICG event.

6.4.2 Regardless of selection we will encourage local sports and community groups to engage with the games and spirit of the games therefore encouraging and inspiring young people who would not usually access any high-profile sports event.

6.4.3 There would be a series of engagement events and festivals in the build-up and during to the event which will also link to the Commonwealth Games. Working with the ICG committee the games in Coventry will aim to host the first showcase of disability sport activity as part of a games, this will aim to encourage the organisers to make the games inclusive which could prove to be an international legacy.

6.4.4 The 3km fun run / walk / wheel event will be open to any young person regardless of selection to the main event and will offer opportunity for young people from different backgrounds and communities to celebrate being with other young people from around the world.

6.4.5 Volunteering will be a key part of the games and recruitment will target those groups that would not usually have the opportunity to access such a high-profile event would be a priority. The volunteering programme will include young people and develop the work of the Coventry Young Ambassadors (Developed as part of European City of Sport 2019), sports leaders and other volunteers involved in UK City of Culture and Commonwealth Games.

6.5 Implications for (or impact on) Climate Change and the environment

6.5.1 The operational planning for the games will aim to minimise the impact on the environment as far as possible. Once in Coventry, the travel footprint of competitors will be reduced due to the main activities being hosted in one site location i.e. University of Warwick. People who attend the games will be encouraged to choose a sustainable form of transport and spectators will be encouraged to utilise the new bicycles that will be installed. In addition, the games will aim to reduce waste that will be generated by using recycled materials used where possible (and will be included in contracts). There will be partnerships created to ensure that transport procured is environmentally friendly and where possible green transport will be contracted. The event will adopt UK Sport advice to make the ICG 2022 as environmentally friendly as possible.

6.6 Implications for partner organisations

- 6.6.1 The impact on partner organisations will be greatest during the event. University of Warwick will have extensive use of its sports facilities as will venues operated by CV Life such as Xcel Leisure Centre and the Alan Higgs Centre. The proposal will also have an impact on Broadgate where activity is proposed to take place and would support city centre footfall and have an economic benefit. There will be a significant financial benefit to a number of city businesses, through secondary spend from the 1,800 people that attend and take part in the games. A retail and leisure offer will be planned and supported by local businesses with the aim to encourage footfall to local venues and business districts.

Report author:**Name and job title:**

Val Birchall
 Head of Sport, Culture and Destination Services

Service:

Business, Investment and Culture

Tel and email contact:

Tel: 024 76 972734

Email: val.birchall@coventry.gov.uk

Enquiries should be directed to the above persons.

Contributor/approver name	Title	Service	Date doc sent out	Date response received or approved
Contributors:				
Michelle Salmon	Governance Services Officer	Law & Governance	13/05/2020	13/05/2020
Steve Wiles	Service Manager Sport and Culture	Sports, Culture & Destination Services	10/06/2020	10/06/2020
Jonathan Hunt	Development Manager – Sport and Active Recreation	Sports, Culture & Destination Services	10/06/2020	10/06/2020
Phil Helm	Finance Manager	Finance	10/06/2020	10/06/2020
Faye Griffiths	Engagement Manager	Project delivery Team	11/06/2020	11/06/2020
Mark Williams	Lead Accountant, Business	Finance	11/06/2020	11/06/2020
Oluremi Aremu	Major Projects Lead Lawyer	Law and Governance	11/06/2020	11/06/2020
Jane Barlow	Sport and Culture Programme Officer	Sports, Culture & Destination Services	11/06/2020	11/06/2020
Names of approvers for submission: (officers and members)				
Andy Williams	Director of Business, Investment and Culture	-	12/06/2020	12/06/2020
Barry Hastie	Director of Finance	-	12/06/2020	12/06/2020
Julie Newman	Director of Law and Governance	-		
Councillor K Caan	Cabinet Member for Public Health & Sport	-	11/06/2020	11/06/2020
Councillor A S Khan	Deputy Leader and Cabinet Member for Policing & Equalities	-	11/06/2020	11/06/2020
Councillor G Duggins	Leader of the Council	-	12/06/2020	12/06/2020

This report is published on the council's website: www.coventry.gov.uk/councilmeetings