
13th March 2013

Name of Cabinet Member:

Cabinet Member (Strategic Finance and Resources) – Councillor Duggins

Director Approving Submission of the report:

Director of Finance and Legal Services

Ward(s) affected: All

Title:

City Council Contribution to Funding of Davis Cup Event in the City

Is this a key decision?

No

Executive Summary:

This report confirms a commitment for the City Council to make a financial contribution of £50,000 towards the hosting of the Davis Cup tennis event announced recently and planned to take place between 5th April and 7th April at the Ricoh Arena. The Davis Cup is a world-class tennis event and this represents an opportunity to raise the profile of Coventry on a national and international stage. The hosting of a sporting event such as this also sits well alongside the Council's stated aim of building on the legacy from being a co-host city for London 2012 as well as encouraging people to take part in sport and physical activity.

Recommendations:

The Cabinet Member is recommended to:

- (1) Approve retrospectively a contribution of £50,000 from corporate resources to support the Davis Cup tennis event to be held in the city in April 2013

List of Appendices included:

None

Other useful background papers:

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

City Council Contribution to Funding of Davis Cup Event in the City

1. Context (or background)

- 1.1 This report confirms a commitment for the City Council to make a financial contribution of £50,000 towards hosting the Davis Cup tennis event announced recently and planned to take place between 5th April and 7th April at the Ricoh Arena. The Davis Cup is a world-class tennis event and this tie is to be played between Great Britain and Russia for the right to qualify for the World Group Play-Offs in September.
- 1.2 The financial contribution has been required as subvention monies. In effect the contribution has helped to underwrite some of the costs of the event which helped to incentivise the event organisers to make the decision to hold the event in Coventry.

2. Options considered and recommended proposal

- 2.1 The proposal for retrospective approval is to make a financial contribution of £50,000 in support of the event to ensure that it is held locally.
- 2.2 The timescales for this decision have meant that there was no option but to bring this report for retrospective approval. Council officers were contacted by the Arena Company in late January with a request to make a £50,000 contribution to support the Davis Cup event in the Jaguar Exhibition Hall at the Ricoh Arena. The event organisers were seeking assurance within a very tight timescale that this contribution would be made available at a time when the event was being offered to other venues across the country. In order to secure this event on behalf of the city, officers agreed to an in-principle agreement to provide the funding, backed by subsequent member discussion and a commitment to bring this report to the next meeting of the Cabinet Member (Strategic Finance and Resources).
- 2.3 The Council Plan states that Coventry is proud to be a city that works for jobs and growth and to support and celebrate our young people. Support for events such as this 2013 Davis Cup tie enables the Council to demonstrate its commitment to these objectives. The event represents an opportunity to raise the profile of Coventry on a national and international stage and gives an excellent opportunity to build on the legacy of being a co-host city for London 2012 and to encourage people to take part in sport and physical activity.
- 2.4 The Ricoh Arena has already hosted a range of successful sporting events on the national and international stage. Olympic football at the City of Coventry stadium last summer is estimated to have boosted the local economy by £50 million, and the city is increasingly getting a national reputation as an excellent venue for major sporting events.

3. Results of consultation undertaken

- 3.1 No consultation has been undertaken in relation to this report.

4. Timetable for implementing this decision

- 4.1 The event will take place in April. The financial contribution is likely to be required within the 2012/13 financial year.

5. Comments from Director of Finance and Legal Services

- 5.1 Financial implications
This proposal is to make a financial contribution of £50,000 from existing corporate budgets to underwrite the event, payable to the event organisers. It is also proposed that additional work will be undertaken to support and market the event, undertake some city dressing and

support some further potential work with the Lawn Tennis Association locally in supporting tennis development in the city. Specific marketing and city dressing costs will be funded from within existing marketing budgets managed by the Corporate Communications Governance Board.

The Council will not derive any direct financial benefit from this contribution. However, as the recent Medium Term Financial Strategy and 2013/14 Budget Setting reports have made clear, the future of local government funding gives councils a direct financial stake in the future growth of its local Business Rate base. Therefore, it will be vitally important in the future for the Council to demonstrate that it is an attractive place for people to live, visit, do business with and do business in. This type of event is paramount in building up a picture of Coventry as a vibrant and successful location and taking a long-term perspective it makes sense for the Council to support this type of high profile event.

5.2 Legal implications

There are no specific legal implications in relation to the report proposals.

6. Other implications

None

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

The hosting of events such as this can be seen as part of a long-term strategy to enhance the city's reputation, moving on a path towards creating jobs through the growth of business and investment in the city and helping more residents get jobs. As indicated above, further work is planned alongside the event to support tennis development in the city, consistent with the Council's aim of improving the health and wellbeing of children and young people. In addition, the event has a clear and direct impact on enhancing the reputation of the city and making it a place that people are proud of and as well as dovetailing well with the aim of maximising the benefits to the city from hosting the 2012 Olympics.

6.2 How is risk being managed?

The report is recommending a discrete financial contribution to the event and no financial risks are anticipated. The Davis Cup has been held on a regular basis over many years and the Ricoh Arena has a track record for holding a range of successful sporting events. On this basis the likelihood of adverse reputational risks arising is low.

6.3 What is the impact on the organisation?

None

6.4 Equalities / EIA

The report proposes a single financial transaction to an externally managed sporting event. On this basis it has been judged that equality analysis is not required in support of this report.

6.5 Implications for (or impact on) the environment

None

6.6 Implications for partner organisations?

The event is another important coup for the Arena Company of which the City Council is a 50% shareholder.

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