

CABINET MEETING: 16 NOVEMBER 2017

EURO 2020 FAST TRACK BID SUBMISSION

CULTURE & LEISURE (COUNCILLOR PETER BRADBURY)

AGENDA ITEM:3

DIRECTOR OF ECONOMIC DEVELOPMENT

The Appendices to this report are not for publication under Schedule 12A Part 4 paragraph 14 and Part 5 paragraph 21 of the Local Government Act 1972.

Reason for this report

1. To obtain urgent approval for Cardiff Council to support the re-submission of the 2014 bid to become a host city for the UEFA European Football Championships Final Tournament in 2020 (EURO 2020)

Background

2. In 2014 the Football Association of Wales (FAW) approached Cardiff Council, the Welsh Government and the Principality Stadium for their support in submitting a bid to host the UEFA European Football Championship Final Tournament in 2020 (EURO 2020).
3. The EURO Championships is the third largest sporting event in the world, after the Summer Olympics and FIFA Football World Cup. To celebrate the 60th Anniversary of Euro Champions, UEFA decided to stage the 2020 tournament across 13 different cities (and countries). Their vision is to deliver a tournament for the European family of football that is accessible to all; and for most people, be a once in a lifetime opportunity to experience the EURO Championships near their home.
4. Cabinet agreed on the 14 April 2014 to support the 2014 bid. In the final UEFA evaluation, Cardiff narrowly missed securing a host city place but did go on to secure the rights to host the UEFA Champions League Final in June 2017.

Issues

5. On the 20 September 2017, due to concerns regarding the completion of the new Brussels Eurostadium in time for the staging of the 2020 tournament, the UEFA Executive Committee took the decision to conduct a “fast-track” process to identify a suitable alternative host venue. UEFA have invited Wembley, Cardiff and Stockholm to enter this process and re-submit their bids to host the four potentially displaced matches. Matches will include 3 group games and a last 16 match.
6. Wembley has been approached as the only EURO 2020 host association with the potential availability to organise the four additional matches. Cardiff and Stockholm have been approached as the only UEFA member associations from the original UEFA EURO 2020 bidding process that were admitted to the voting phase but who were not selected as hosts.
7. In order to meet UEFA’s deadline FAW needed to have reviewed the original bid, confirmed that all 18 guarantees and all original legal agreements – such as the Host City Agreement - were still valid and resubmit the original or revised bid by the 3rd November 2017. Following which a full-evaluation of the submitted fast-track dossiers will be undertaken. UEFA will make their final decision on both the Brussels stadium and any replacement host venue on the 7th December 2017.
8. To promptly progress this opportunity the FAW, Cardiff Council, Welsh Government, Cardiff Airport, Principality Stadium and South Wales Police reviewed the original 2014 bid document. This review and the associated detailed discussions have been informed by the benefit of having recently successfully delivered the UEFA Women’s and Men’s Champions League Final in the city.
9. The economic value to the city of hosting the games in 2014 was estimated at £40m. This figure has now been amended based on the experience of Bordeaux in 2016 where the economic impact was valued at £110m. Bordeaux hosted five games in its 35,000-seat stadium so this is considered to be a conservative estimate for Cardiff and Wales given the larger capacity of the Principality Stadium.
10. Although hosting EURO 2020 does not provide automatic qualification for the host Country, should Wales qualify for EURO 2020 then Wales would, if our bid was successful, play at least 2 out of their 3 group games in Cardiff. UEFA have yet to allocate match packages to any of their 13 host cities but provisional dates span from the 12th June to the 24th June 2020 for the three group stage matches. With the last 16 match taking place between the 27th and 29th June 2020.
11. Cardiff’s role as the Host City is critical to the FAW’s bid and as a successful Host City; we would be responsible for the delivery of a number of key elements for which financial support will be required. The details of these requirements and the associated costs are captured in the confidential Appendix 2

12. The Host City Agreement is a joint agreement between UEFA, the Football Association of Wales and Cardiff Council, as the administrative body responsible for the City. However, as many of the UEFA obligations detailed within the agreement fall outside of the Council's responsibility - safety and security being one example, it is important to note that the finance and resource support required to deliver those elements will be met by the FAW, Principality Stadium, the Welsh Government, South Wales Police, the UK Government and other key partners. Cardiff Council's support is contingent on the delivery of that partnership support.
13. Should the bid be successful all partner agencies will be working closely together to ensure that all resource commitments are agreed and closely monitored, duplication of effort is avoided and associated spending plan commitments are strictly controlled.

Scrutiny Consideration

14. This matter was considered at the Economy & Culture Scrutiny Committee on 9 November 2017. The letter from the Chair of the Committee is attached at Appendix 1

Reasons for Recommendation

15. To secure a successful bid outcome and to facilitate the successful staging of the UEFA European Football Championship Final Tournament in 2020 resulting in:
 - Significant economic benefits for Cardiff and the City Region estimated at £110m.
 - Compliment Cardiff's sporting event portfolio
 - Provide an international media platform that promotes the reputation of Cardiff and Wales.
 - Supports the development and sustainability of the cultural, creative event and tourism sectors.
 - Showcases our heritage, venues, parkland and waterfront
 - Support and promotion of the health and wellbeing agenda by expanding the opportunity to participate in sport and physical activity and seeking to significantly increase the number of people wanting to play, coach, or volunteer within Welsh Football.

Legal Implications

16. The authority has the following relevant powers applicable to the proposed bid:
 - Section 144 Local Government Act 1972- power to encourage persons to visit their area for recreation and other persons to provide facilities for conferences.
 - Section 145 Local Government Act 1972 – power to do, arrange or contribute to expenditure of doing anything expedient for provision of entertainment of any nature.

- Section 2 of the Local Government Act 2000 – power to do anything likely to promote the social, economic or environmental well-being of their area subject to certain constraints.
 - Section 9 of the Local Government (Wales) Measure 2009 – power to provide financial assistance, enter into arrangements, co-operate, provide staff, goods, services or accommodation for the purpose of discharging its duties to continuously improve in the performance of its functions.
17. It will be necessary to enter into the Host City Agreement pursuant to which the Council will undertake significant obligations. It will be reliant in some cases on others to comply with those obligations and it will therefore be necessary to ensure that suitable agreements are developed with bid partner bodies.
 18. In respect of requirements which involve financial assistance or support from the Council these will need to be clearly understood and arrangements implemented to ensure that vires, procurement and state aid requirements are satisfied, particularly in connection with support for free transport.
 19. The Host City Agreement will also require the Authority to secure agreements with hotels to provide the minimum number and standard of rooms required by UEFA.

Financial Implications

20. The financial implications are at Appendix 5 to this report and contain information which is not for publication under Schedule 12A Part 4 paragraph 14 and Part 5 paragraph 21 of the Local Government Act 1972.

Urgent Decision Exempt from Call-In

21. This decision has been certified by the Chief Executive as urgent because any delay likely to be caused by the call-in process is not in the public interest under section 13 of the Scrutiny Procedure Rules.
22. The decision is urgent as a result of the UEFA Fast Track Bidding process. In order to submit the bid an extensive review of the original bid documentation had to be undertaken and costed so that an informed decision could be made as to whether to enter the bid process. This work, and the associated in principle funding commitments from stakeholder partners, was only finalised and secured in the last week. Failure to submit the bid by the deadline with all associated in principle guarantees would have rendered the Football Association of Wales bid non-compliant. Given that Cardiff had been presented with a second opportunity to secure host city status in 2020, as agreed by Cabinet on 10th April 2014, failure to act promptly would have seriously prejudiced the city's opportunity to secure the event and the associated £110m economic investment.

23. Furthermore UEFA has stipulated that the Cabinet's decision must be promptly advised following consideration of this report in good time for the UEFA bid selection meeting is on 7 December. Hence a call in of the Cabinet's decision would invalidate the bid
24. In sum, the Chief Executive has certified that this decision is urgent and therefore the call-in procedure should not apply. The Chair of the Economy & Culture Scrutiny Committee has been consulted in this matter and has agreed that this report should be certified as urgent.

RECOMMENDATION

Cabinet is recommended to support the bid for Cardiff to become one of the 13 Host Cities to host the UEFA European Football Championship Final Tournament in 2020 subject to confirmation of financial support being confirmed by all bid partners.

NEIL HANRATTY

Director

10 November 2017

The following Appendices are attached:

Appendix 1 – Letter from the Chair of the Economy & Culture Scrutiny Committee

Appendix 2 - Host City Requirements and Financial Budget

Appendix 3 - Host City Agreement for the UEFA European Football Championship Tournament 2020

Appendix 4 - Annex B EURO 2020 Overview and Cost Contributions

Appendix 5 – EURO2020 Overview

Appendix 6 – Financial Implications

The following Background Papers have been taken into account:

UEFA EURO 2020 Host Association Appointment Fast Track Process