
**SPORTS UPDATE – EUROPEAN CAPITAL OF SPORT 2014 & CARDIFF
METROPOLITAN UNIVERSITY JOINT VENTURE**

Purpose of report

1. To provide Members with an overview of Cardiff's year as European Capital of Sport 2014, and to provide information on the joint venture between Cardiff Council and Cardiff Metropolitan University for sports development.

European Capital City of Sport

2. In 2011 Cardiff was awarded the title of European Capital for Sport 2014. This recognised Cardiff as a top European city for sports excellence, and for community and grass roots sports development. The year ran from January 2014 and placed obligations on Cardiff to stage a programme of major events and community sports activity, and to organise a conference.
3. At their 3 October 2013 Committee meeting, Members of the Economy & Culture Scrutiny Committee were informed of the following objectives for the year:
 - Deliver a successful Year of Sport to the satisfaction of ACES (European Capitals of Sport Association), with a mix of grass roots participation and top level events; some with a European context.
 - Enhance recognition throughout the UK and Europe of Cardiff in Wales being a top sports city, to position the city in bidding for future events.
 - Engage the local community in organising sports events and activities.
 - Assist in messaging for economic development, tourism and inward investment into Cardiff.

4. Members were also informed that the following would be highlights for Cardiff's year as European Capital of Sport:

- A media launch in January 2014.
- A one day sports conference in October or November 2014, possibly in conjunction with another major national organisation.
- The Cardiff Games, with school activity taking place throughout the Year and Level 3 Finals between 23 and 27 June 2014.
- The community will be invited to organise events and activities and be able to download the European Capital for Sport logo for their use.
- Throughout the Year, there will be a focus on equalities in sport, particularly disability, which will feature strongly in local programmes, activity and messaging.

5. Attached at **Appendix 1** is the brochure produced to promote Cardiff as European Capital of Sport 2014. Page 8 contains a comprehensive calendar of sports events proposed to be held in Cardiff in 2014 and Page 16 indicates the range of partner organisations working together to deliver this programme of events.

6. Previous Scrutiny - Members wrote to the Cabinet Member – Sport Leisure & Culture following the item at the 3 October 2013 Committee Meeting with the following observations:

- Members of the Committee were concerned that Cardiff as the European Capital City for Sport 2014 had not been advertised enough. It was essential that this type of achievement be relayed globally to enhance Cardiff's status on the world stage.
- Develop a clear set of targets and performance indicators to be set for measuring the success of the year; a Communications and Media Plan; an Investment and Sponsorship Plan; a Sports Events Plan
- The Committee emphasised the importance of ensuring that sports clubs at grassroots level reap the benefit of these major sporting events taking place in Cardiff. Community engagement was vital to ensure that Cardiff as the

European Capital of Sport 2014 was a success, involvement and participation at this level would increase awareness and the overall promotion of sport.

Joint Venture – Cardiff Metropolitan University

7. In September 2014 it was announced that the Council had signed an agreement with Cardiff Metropolitan University to deliver sports services in the city. This agreement received financial backing for Sport Wales and Cardiff City Football Club and aims to provide valuable investment for grass roots sport. A briefing note (attached as **Appendix 2**) provides the context and details of the Joint Venture. Members will also find information on funding streams, governance arrangements, the project board and regional sports boards within this document.
8. As part of the agreement, the Council's Sports Development Team, known as Sport Cardiff, transferred under TUPE to Cardiff Metropolitan University employment. A restructure of the service has been undertaken, with delivery through six neighbourhood management areas (as seen in **Appendix 3**).

Way Forward

9. Councillor Peter Bradbury (Cabinet Member for Community, Development, Co-operatives & Social Enterprise) has been invited and may wish to give a statement. Chris Hespe, Director (Sport, Leisure & Culture), Steve Morris (Parks and Sport Development Manager) and Chris Jennings (Assistant Director of Cardiff Met Sport) will also be in attendance to answer Members' questions.

Legal Implications

10. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising

from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

11. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/ Council will set out any financial implications arising from those recommendations.

Recommendations

12. The Committee is recommended to give consideration to the information attached to this report and received at this meeting and to submit any recommendations, observations or comments to the Cabinet Member.

Marie Rosenthal
County Clerk and Monitoring Officer
8 May 2015