

**UEFA EUROPEAN FOOTBALL CHAMPIONSHIPS FINAL  
TOURNAMENT 2028 (UEFA EURO 2028) EXPRESSION OF  
INTEREST**

**CULTURE & LEISURE (COUNCILLOR PETER BRADBURY)  
AGENDA ITEM: 6**

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*The appendix to this report is not for publication under Schedule 12A Part 4 paragraph 14 and Part 5 paragraph of the Local Government Act 1972*

**Reason for this report**

1. To obtain approval from Cabinet to support the submission of an expression of interest to become a host city for the UEFA European Football Championships Final Tournament in 2028 (UEFA EURO 2028) by 23 March 2022.

**Background**

2. Since 2018, reflecting Cardiff's Capital Ambition and Corporate Plan commitments, Cardiff Council have been supporting the development of a potential 5 nation bid to host the FIFA World Cup in 2030. Following an extensive feasibility study, which assessed the potential opportunities in international football, the 5 governments and Football Associations (FAs) of England, Northern Ireland, Scotland, Wales, and the Republic of Ireland (UK and I) have agreed to focus on an official bid to host EURO 2028 and not to progress a bid for the FIFA World Cup 2030.
3. Every four years, the final tournament of the UEFA European Football Championship gathers the European national teams and many of the best European footballers to compete for the Henri Delaunay trophy. Traditionally the event has been ranked the 3<sup>rd</sup> biggest sporting event in the World behind FIFA World Cup and Summer Olympics. However, the viewing figures from EURO 2020 were the biggest of all time with a cumulative estimated audience of 5.23 billion.

**Issues**

4. Submissions of interest for the 2028 and 2032 tournaments are required by 23 March 2022. UEFA will make an announcement about the bids received on 5<sup>th</sup> April 2022 at which point the UK and I will enter into a formal bidding process.

5. To assist funding and delivery partners in considering the expression of interest, detailed work, involving all 5 governments and FAs, has been undertaken to quantify both the cost of hosting UEFA EURO 2028 and its economic impact. To provide a level of surety and allow funding partners to consider their obligations, initial costs have been based on the 2020 UEFA EURO Tournament (in Glasgow and London), the Champions League Final in Cardiff and the UEFA EURO 2024 Technical Specification.
6. Cardiff's role as the Host City is important to the UK & I bid and as a successful Host City; we would be responsible for the delivery of several but not all key elements for which financial support will be required. The details of these requirements can only be fully quantified once the UEFA EURO 2028 Technical Specification document has been received and considered. However, the projected requirements and associated cost implications are captured in the confidential Appendix (Appendix 1) as an early indication.
7. To allow the submission of the expression of interest to proceed, Welsh Government has requested that Cardiff Council indicate its position, which we will capture in an in-principle letter of commitment in respect of our projected obligations and associated costs. The Council has extensive, multi-service experience and capability of supporting major events, and this will be an important factor in the success of the event in Wales. Hosting the tournament will also create opportunities to increase physical activity participation rates in the city, while potentially leveraging from partners as a long-term legacy of the tournament investment into the city's sporting infrastructure.
8. Following UEFA's announcement on the 5<sup>th</sup> April and receipt of the UEFA EURO 2020 Technical Specification, all partner agencies will be working closely together to finalise the bid document to ensure that all resource commitments are agreed and closely monitored, duplication of effort is avoided, and governance arrangements are in place to ensure that all associated spending plan commitments are strictly controlled, and all associated event hosting opportunities are maximised. At this point a further report will be presented to Cabinet to consider the city's obligations and commitments prior to submission of the final five nation bid.

### **Reasons for Recommendation**

9. To support the submission of an expression of interest with the long-term objective to further develop and secure a successful bid outcome to facilitate the staging of the UEFA European Football Championship Final Tournament in 2028 which will:
  - Deliver significant economic benefits for Cardiff and the City Region
  - Signal the Capital's post Covid Recovery and provide an anchor event for the development of a new 10-year event strategy
  - Complement Cardiff's sporting event portfolio

- Provide an international media platform that promotes the reputation of Cardiff and Wales.
- Support the development and sustainability of the cultural, creative event and tourism sectors.
- Showcase our heritage, venues, parkland and waterfront
- Support and promote 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**

10. The Council has a number of legal powers that it could rely on in order to 'support' the submission of an 'expression of interest' (as detailed in the body of this report) to become a 'Host City' for UEFA EURO 2028. It is understood that at this preliminary stage, the support would be set out in a letter and expressed as 'in principle' only, (that is not intended to be legally binding). That said, the indication of support will serve to create a legitimate expectation that the Authority will proceed with matters, subject to the caveats the Authority sets out in its indication of support. Accordingly, when indicating its support the Authority should make clear that should the expression of interest be successful, further reports will be submitted to the Authority seeking authority to; contractually commit the Authority to carry out a Host City role, to incur the requisite expenditure and that to this end the indication of support shall not serve to fetter the discretion of the Authority or its future budget setting decisions .
11. To the extent that the Council will be reliant on others to also deliver the host city role and obligations it will be necessary to ensure that suitable agreements are developed with other bid partner bodies as matter progress . In respect of requirements which involve financial assistance or support from the Council or are to be procured, then these will need to be clearly understood and arrangements implemented to ensure that vires, procurement, and Subsidy requirements are satisfied.

### **General legal implications**

#### **Equality Requirements**

12. In considering this matter the decision maker must have regard to the Council's duties under the Equality Act 2010. Pursuant to these legal duties Councils must, in making decisions, have due regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are: (a) Age,( b ) Gender reassignment( c ) Sex (d) Race – including ethnic or national origin, colour or nationality, (e) Disability, (f) Pregnancy and maternity, (g) Marriage and civil partnership, (h) Sexual orientation (i) Religion or belief – including lack of belief.

When taking strategic decisions, the Council also has a statutory duty to have due regard to the need to reduce inequalities of outcome resulting from socio-economic disadvantage ('the Socio-Economic Duty' imposed under section 1 of the Equality Act 2010). In considering this, the Council must take into account the statutory guidance issued by the Welsh Ministers (WG42004 A More Equal Wales The Socio-economic Duty Equality Act 2010 (gov.wales) and must be able to demonstrate how it has discharged its duty.

### **Well Being of Future Generations (Wales) Act 2015**

13. The Well-Being of Future Generations (Wales) Act 2015 ('the Act') places a 'well-being duty' on public bodies aimed at achieving 7 national well-being goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language, and is globally responsible.
14. In discharging its duties under the Act, the Council has set and published well being objectives designed to maximise its contribution to achieving the national well being goals. The well being objectives are set out in Cardiff's Corporate Plan 2022-25. When exercising its functions, the Council is required to take all reasonable steps to meet its well being objectives. This means that the decision makers should consider how the proposed decision will contribute towards meeting the well being objectives and must be satisfied that all reasonable steps have been taken to meet those objectives.
15. The well being duty also requires the Council to act in accordance with a 'sustainable development principle'. This principle requires the Council to act in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. Put simply, this means that Council decision makers must take account of the impact of their decisions on people living their lives in Wales in the future. In doing so, the Council must:
  - Look to the long term
  - Focus on prevention by understanding the root causes of problems
  - Deliver an integrated approach to achieving the 7 national well-being goals
  - Work in collaboration with others to find shared sustainable solutions
  - Involve people from all sections of the community in the decisions which affect them
16. The decision maker must be satisfied that the proposed decision accords with the principles above; and due regard must be given to the Statutory Guidance issued by the Welsh Ministers, which is accessible using the link below:  
<http://gov.wales/topics/people-and-communities/people/future-generations-act/statutory-guidance/?lang=en>

17. The decision maker should also have regard, when making its decision, to the Council's wider obligations under the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards.

### **Financial Implications**

18. The proposed expenditure, detailed in Appendix 1 is dependent upon the final five-nation bid being successful. The expenditure therefore will not fall due until relatively close to the finals in 2028.

### **Property Implications**

19. There are no specific property implications to be reported at this stage in respect of the UEFA European Football Championships Final Tournament 2028 (Uefa Euro 2028) Expression of Interest report. Any Council property usage, transactions or negotiations required to deliver any proposals should be done so in accordance with the Council's Asset Management process and in consultation with Strategic Estates and relevant service areas.

### **HR Implications**

20. There are no direct HR implications arising from the recommendation set out in this report.

### **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 because of the UEFA Submission of interest deadline of the 23 March 2022. As detailed in this report, to submit the expression of interest an extensive costing exercise had to be undertaken. Given the complexity, this work, and the associated in principle funding commitments from stakeholders and funding partners will be finalised shortly ahead of the submission deadline. Failure to submit the expression of interest by the deadline would render UK & I non-compliant. Given that Cardiff is being presented with a third opportunity to secure host city status for the UEFA European Championship 2028, failure to act promptly would seriously prejudice the city's opportunity to secure the event and the associated economic investment.
23. 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 submission of the expression of interest for Cardiff to become one of the Host Cities to host the UEFA European Football Championship Final Tournament in 2028 subject to confirmation of in principle financial support being confirmed by all bid partners.

<b>SENIOR RESPONSIBLE OFFICER</b>	Neil Hanratty Director of Economic Development
	2 March 2022

*The following Confidential Appendix is attached:*

Appendix 1 – Host City Requirements and Finance