

**UEFA EUROPEAN FOOTBALL CHAMPIONSHIPS FINAL  
TOURNAMENT 2028 (UEFA EURO 2028) BID**

**CULTURE, PARKS & EVENTS (COUNCILLOR JENNIFER  
BURKE)**

**AGENDA ITEM: 2**

---

***The appendices to this report is not for publication under Schedule 12A  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 outline the obligations and commitments that make up the Council's proposed contribution to the final bid submission for Cardiff to become a host city for the UEFA European Football Championships Final Tournament in 2028 (UEFA EURO 2028).

**Background**

2. 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. The event is one of the biggest sporting events in the world behind the FIFA World Cup and the Summer Olympics.
3. Reflecting the Council's Stronger, Fairer, Greener Strategy commitment to bid to be a host city for the Euro 2028 football tournament and as detailed in the Cabinet report of 10<sup>th</sup> March 2022, Cardiff Council has been supporting the 5 governments and Football Associations (FAs) of England, Northern Ireland, Scotland, Wales, and the Republic of Ireland (UK and I) with the development of the final 5 nation bid to host the UEFA European Football Championships Final Tournament in 2028.
4. The Council has extensive, multi-service experience and capability of supporting major sporting events. Our role as a Host City is important to the UK & I Bid and will be a pivotal factor in the success of the event in Wales. 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. Whilst significant work was undertaken in preparing the initial expression of interest, the details of the tournament requirements

could only be fully quantified once the UEFA EURO 2028 Technical Specification document was received.

5. Accordingly, following receipt of the specification, all partner agencies have continued to work 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 maximised. This promises to provide an unrivalled experience for UEFA, the competing nations, sponsors, and spectators. The projected requirements and associated cost implications are captured at Confidential Appendix 1.

## **Issues**

6. The final bid submission for the 2028 tournament needs to go to print by 24 March 2023 ahead of the bid submission deadline of the 12<sup>th</sup> April 2023. UEFA will announce the winning bid in September/October 2023.
7. The Host City Agreement and associated guarantee letters required to support Cardiff's role as a Host City are provided in the confidential appendices. It should be noted that not all the asks that are within the Host City agreement are within the Council's control; accordingly, Cardiff Council has sought assurances from our partner bodies including the UK and Welsh Governments to ensure that those services that we are not responsible for have been fully costed and responsibility for their delivery is captured and assured. This is common practice and reflects the established Team Wales delivery model that has so successfully delivered for the city and our global event partners over many years.
8. As part of this process, and in advance of the expression of interest and the initial bid submission Cardiff Council indicated its position to Welsh Government in an in-principal letter of commitment that captured our projected obligations and associated costs. Following the receipt of the technical document and revision of the event budgets and tournament expectations, we are comfortable that our stated position remains as detailed in that initial commitment.

## **Reasons for Recommendation**

9. To support the submission of the final bid submission, delivering on the administrations stated commitment 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.
  - Build on Cardiff's reputation as an international events destination.
  - 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 through the delivery of the UEFA Festival and a cultural and heritage programme.
- 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 including establishing a legacy programme.

### **Legal Implications**

10. The Council has a number of legal powers available to it in order to participate in the joint bid to become a 'Host City' for UEFA EURO 2028.
11. Part 2 of the Local Government and Elections (Wales) Act 2021 provides broad power enabling an authority to do anything an individual person may do. This may include but is not limited to the provision of financial assistance.
12. Section 145 of the Local Government Act 1972 enables the Council to do, or arrange for the doing of, or contribute towards the expenses of the doing of, anything necessary or expedient for the provision of entertainment of any nature.
13. Section 111 of the Local Government Act 1972 provides power to do any thing which is calculated to facilitate, or is conducive or incidental to, the discharge of any of their functions.
14. It will be necessary to enter into the Host City Agreement under which the Council will undertake significant obligations. The Council along with partner bodies and authorities have been afforded an opportunity at the preliminary stage to provide comments on the host city agreement with the final form acceptable to UEFA together with guarantees being annexed to this report. It is recognised that some obligations are not within the control of the Council and where applicable the Council will be expected instead to procure assistance from partner bodies or organisations as appropriate. It is noted that any decision will be subject to receiving assurances as to financial support being provided from such bodies.
15. It should also be noted that whilst the agreement and guarantee will be executed prior to the bid submission they are conditional upon UEFA receiving all requisite documents and executed agreements from relevant bodies and the joint bid being accepted by UEFA. However should the bid be accepted, the Council will be expected to fulfil its obligations and the financial commitments highlighted in this report and its appendices.
16. Where the Council intends to provide for third parties to undertake any obligations on behalf of the Council or provide financial assistance or support from the Council in relation to any ancillary matters arising from it

obligations, then these will need to be clearly understood and arrangements implemented to ensure that vires, procurement, and any subsidy requirements are satisfied. Further legal advice can be provided on any specific or ancillary issues as the matter progresses.

## **General legal implications**

### **Equality Requirements**

17. 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**

18. 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.
19. 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.
20. 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
21. 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>
22. 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**

23. The proposed expenditure, detailed in Confidential Appendix 1 is dependent upon the final five-nation bid being successful. The expenditure currently resourced through earmarked reserves will not fall due until relatively close to the finals in 2028. The confidential contained appendices set a maximum figure.

### **Property Implications**

24. 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**

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

### **Urgent Decision Exempt from Call-In**

26. 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.
27. The decision is urgent because of the need for the bid to go to print by 24 March ahead of the UEFA Submission of interest deadline of 12 April 2023. 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.
28. 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.

### **Scrutiny Consideration**

29. The Economy & Culture Scrutiny committee are due to consider this item on 21 March 2023. Any comments received will be reported to the Cabinet meeting.

### **RECOMMENDATION**

Cabinet is recommended to:

1. Approve the submission of the European Football Championships Final Tournament 2028 Bid.
2. Approve the Host City Agreement and all associated guarantees for submission to the UK&I Bid team by the deadline of the 24th March 2024 subject to confirmation of in principle financial support being confirmed by all bid partners.
3. Delegate authority to the Director of Economic Development in consultation with the Cabinet Member (Culture, Parks & Events) to consider any further matters relating to the bid to continue to support and develop the UK&I bid, subject to the terms of the financial commitment agreed by Cabinet on 10 March 2022.

<b>SENIOR RESPONSIBLE OFFICER</b>	Neil Hanratty Director of Economic Development
	17 March 2023

*The following Confidential Appendices are attached:*

- Confidential Appendix 1 – Host City Requirements and Finance
- Appendix 2 - EURO 2028 Host City Agreement
- Appendix 3 – Sustainability Guarantee
- Appendix 4 – Rights Protection Committee & Enforcement Guarantee
- Appendix 5 – Confirmation letter for Accommodation Capacity and Fair Pricing
- Appendix 6 – Use of Figurative Elements Guarantee – Host City Cardiff
- Appendix 7 – Host City Budget - Cardiff