

## TRAFFORD COUNCIL

**Report to:** Executive  
**Date:** 13 December 2021  
**Report for:** Decision  
**Draft Report of:** Executive Member for Culture and Leisure

### Report Title

**Women's European Championship 2022**

### Summary

The report provides information on the Women's European Championships, which starts in July 2022. Trafford is hosting the opening game and this report provides the details of the activity the council and its partners are coordinating and articulates the legacy plans that have been put in place to create more opportunities for Women and Girls to play football. It also details the position in relation to the proposed Hosting Agreement and delegates authority to enable the same to be completed

### Recommendation(s)

**The Executive is recommended to:**

- **note the contents of this report;**
- **delegate authority to the Corporate Director for Place in consultation with the Corporate Director for Governance and Community Strategy to finalise the terms of the Hosting Agreement;**
- **delegate authority to the Corporate Director for Governance and Community Strategy to enter into the Hosting Agreement**

Contact person for access to background papers and further information:

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Extension:

Background Papers: None

*Implications:*

Relationship to Policy Framework/Corporate Priorities	This work supports the Council's Corporate Plan priorities of Health and Wellbeing, Pride in our Area and Successful and Thriving Places. The event also links to wider ambitions of Trafford Moving, to inspire others to be active.
Relationship to GM Policy or Strategy Framework	This work supports the aims of the GM Cultural Strategy.
Financial	As part of our hosting obligations the council is required to commit a contribution of £20,000 to the opening ceremony. In addition to this the council is contributing £127,881 towards tournament legacy, culture programme, fan party and host city dressing. Leisure Budgets and Culture Budgets with a total contribution of £147,881
Legal Implications:	We are required to enter into a legal agreement with UEFA and the FA as a host city. The agreement sets out the requirements which the Council will be required to meet as a host city and the support which will be provided by the FA and others.
Equality/Diversity Implications	Not applicable
Sustainability Implications	Not applicable
Carbon Reduction	Not applicable
Resource Implications e.g. Staffing / ICT / Assets	Not applicable
Risk Management Implications	All event deliverables will be managed through and events management plan. This includes a risk register
Health & Wellbeing Implications	The Women's Euro's Legacy projects will increase opportunities for women and girls to be active through football
Health and Safety Implications	Delivery of the event will be subject to consultation with the borough Safety Advisory Group (SAG) and the relevant licenses.

## 1.0 Background

- 1.1 England was confirmed as the host for the Women's European Championships in 2018. The competition is one of the most prestigious in the women's game, it was originally billed to be played in 2021 but was postponed to 2022 due to COVID.
- 1.2 Given the popularity and the audiences that engaged in Women's World Cup in 2019, UEFA the sport's governing body wished to engage with a larger venue for the opening game, as such, Old Trafford was announced as the venue for the opening game this subsequently meant Trafford becoming the 9<sup>th</sup> and final host city for the tournament.
- 1.3 Trafford will host the opening game of the competition on the 6<sup>th</sup> July 2022, the opening game will feature the Lionesses, England's women's team. The fixture is anticipated to be a sell-out and will mean that Trafford is hosting one of the most important fixtures of the tournament, the Lionesses' opposition will be Austria which was announced at the final draw on the 28<sup>th</sup> October, at Victoria Warehouse. There are also group games being hosted by Manchester and Wigan & Leigh

## **2. Hosting Commitments**

- 2.1 Since being announced as a host city in 2019 the council's Sports & Physical Activity Relationship Manager has been working with counterparts at the Football Association (FA) to develop a host city concept. This concept details how Trafford will use the opportunity to inspire more women and girls to play football through a legacy programme and how the borough will support the delivery of the opening game.
- 2.2 The Host City concept covers 6 key domains, these domains subsequently cover all the elements of planning and delivery required to make the most of this opportunity;
- Domain 1: Administration
  - Domain 2: Business (Rights Protection and Commercial Engagement)
  - Domain 3: Legacy
  - Domain 4: Local Promotion
  - Domain 5: Mobility
  - Domain 6: Safety and Security
- 2.3 All of the delivery to date has been overseen by the Sports Events Steering Group (SESG), which is chaired by the Corporate Director of Place. The plans developed focus on a number of key areas which are detailed below, a subsequent delivery plan, budget and Local Organising Committee (LOC) has been created to ensure the opening game is a success that builds on the borough's reputation for hosting events of this magnitude.
- Host City Dressing and Promotion
  - Fan Zone & Fan Parade
  - Legacy and Cultural Offer

## **3 Host City Dressing and Promotion**

- 3.1 This element of the host city concept focuses on detailing how the area around the stadium, Old Trafford and key transport hubs will be dressed to promote the tournament, to make these locations feel part of the experience, help spectators way-find and to show the area at its best. An element of this also includes how promotional sites in the area will be used by the tournaments sponsors. There is a budgetary commitment to this of £40,000, which will be further supplemented by a grant from the DCMS, the additional costs detailed in the table in section 8. Will be met by selling advertising opportunities to the tournament sponsors. A detailed plan has been created to enable this.

## **4 Fan Party and Fan Parade**

- 4.1 To engage residents and welcome spectators to Trafford a Fan Party is being developed, which is being hosted at UA92 within their car-park. The Fan Party will serve as a safe and secure area for fans and residents alike to engage in activities relating to the tournament and our legacy plans. The Fan Party will feature activities, food and music with the aim of creating a carnival atmosphere. The Fan Party is being designed to cater for approx, 10,000 spectators visiting over the course of the 6<sup>th</sup> July. The Fan Party will be open from 11am-7pm, during this time opportunities will be provided to local schools and residents to engage in the activities alongside ticketholders.

4.2 A key feature that all hosts are being encouraged to organise is the Fan Parade. The Fan Parade is a led procession of fans of both teams, which will be led from the Fan Party to Old Trafford in time for the opening ceremony. A budgetary commitment of £45,247 has been made to support the delivery of the Fan Party and Fan Parade. With the council contributing £22,221 from Leisure (£19,301 cash contribution and £2,920 VIK), the remainder is being funded by the FA and DCMS (£23,026).

## 5 Legacy

5.1 Legacy programmes are a vital part of these types of events. Programmes like the one that has been developed for the Women's Euro's ensure that the benefits of hosting the tournament are felt across the whole of Trafford. The Legacy plan has been developed jointly with Manchester and is an important mechanism to inspire the next generation of players and volunteers.

5.2 Trafford has a joint legacy plan with Manchester due to the close proximity of the two hosts. The legacy plan, which was launched in May 21 sets out how both boroughs and all of the stakeholders involved in football will work together to create more opportunities for women and girls to play, officiate, coach and volunteer in football to achieve the outcomes below So far £118,875 has been committed to this area. The FA have contributed £93,875. The council has made a commitment of £20,000 cash and £5,000 VIK, which has come via the Local Pilot budget managed by the Leisure service.



5.3 As a result of the development plan, Trafford has benefitted from investment from the FA which has enabled more opportunities in a school setting and the appointment of an Adult Recreation Officer, which is a shared role between Manchester and Trafford that is hosted by Manchester FA. A digital overview of the joint legacy plan can be accessed via this link; <https://www.thefa.com/competitions/uefa-womens-euro-2022/legacy-programmeme/manchester-trafford-euro-2022-legacy>

## 6. Culture & Heritage Programme

6.1 Another opportunity for broader engagement for residents is via the tournaments cultural & heritage programme. The programme being developed for the tournament and subsequently Trafford will feature a number of aspects. There will be a heritage programme that will highlight the history of a once banned sport and the individuals that have paved the way for the popularity the game experiences now. The cultural programme will also feature bespoke performances, installations and library programmes all of which create further opportunities for residents to engage with the tournament. There is a budgetary commitment to the delivery of this element of the tournament of £40,000 with approx. with match funding from the Arts Council of £130,000, which hasn't yet been confirmed.

## 7. National Promotional Programme

7.1 In advance of the opening game at Old Trafford there will also be a National Promotion Programme (NPP). The purpose of the NPP is to raise awareness of the tournament, it's due to take place between May – June 2022. The NPP will feature many of the aspects that will be included in the Fan Party at UA92, this includes to play small sided versions of the game, a showcase of the legacy programmes, music and food and drink. The NPP will also be supported by the BBC who will promote the opportunity through their various channels. The council is currently working in partnership with the Trafford Centre to host the NPP, as it has a bespoke event space and provides an opportunity to engage a larger number of people including non-traditional football audiences. In advance of the competition there will be various other programmes, such as a schools week and a trophy tour, which are commonplace for events of this type and size. Trafford's LOC, will seek to ensure these opportunities reach as many residents as it can

## 8. Budget and Finance

8.1 As has been articulated in the sections above there are a number of aspects of this event that require a direct budgetary commitment to ensure their delivery. These are being met through Leisure services budgets and reserves (total £107,881) including a small contribution from the Local Pilot budget. The remainder is being met through the Arts Council and Heritage Lottery Fund (£40,000) Value in Kind of grant from the FA and DCMS.

Delivery Area	Cost inc. VAT	Trafford Contribution (cash) & source	FA Legacy Contribution (cash)	DCMS Phase Contribution	Trafford Contribution (VIK)
Host City Volunteers	£12,626	£8,580		£4,046	£0
Fan Party	£34,736	£16,850	£3,000	£13,186	£1,700
Fan Parade	£10,511	£2,451		£6,840	£1,220
City Dressing	£90,000*	£40,000		£10,000	£0
Tournament Co-ordination	£19,600	£0		£19,600	£0

Rights Protection Programme (inc Policing)	£5,000	£0		£5,000	£0
Opening Ceremony (inc Policing)	£20,000	£20,000			£0
Legacy	£118,875	£20,000	£93,875		£5,000
Heritage & Culture	£40,000	£40,000			
Local Promotion	£150,000	£0			£150,000
<b>TOTAL</b>	<b>£501, 348</b>	<b>£147,881</b>	<b>£96,875</b>	<b>£58,672</b>	<b>£157,920</b>

\* Additional £40,000 coming from corporate sponsorship – see section 3.

8.2 An Economic Impact Assessment has been commissioned by the FA, whilst these figures are not available for this report based on the work delivered for the Rugby League World Cup 2013 and the Cricket World Cup 2019 an event of this scale could yield between £8-12 million.

## 9. Safety and Security

9.1 The Agreement requires that the council works together with the relevant authorities to produce an integrated “Host City Safety and Security Concept”, including all aspects of safety and security relating to the hosting of the events, having regard to the Tournament Requirements and reflecting any international good practices related to event safety and security.

## 10. Governance

10.1 The delivery of the opening game and the legacy is overseen by the Major Events Steering Group, operational delivery is facilitated by the LOC, and this group is predominantly council officers, with the addition of representatives from Manchester United and LCC. The event will also be scrutinised by the borough Safety Advisory Group (SAG). In addition to these mostly internal groups there are various other sub-groups including a GM coordination group, which consists of the host city leads from all three GM hosts, TfGM, Marketing Manchester, Manchester Airport, GMCA and GMP.

10.2 The Hosting Agreement sets out the Obligations of the Council as the “Host City” and also the obligations of UEFA and the FA as tournament organisers. The Agreement covers, a number of areas including rights protection, for brands and sponsors associated with the fixture, expectations around access to Old Trafford, the need to include a Fan Party and Fan Parade and the detailing of which organisation is responsible for administration and costs associated with the aspects covered under the 6 domains of the Host City concept, previously mentioned. The broad detail of the rights and obligations under the Agreement in relation to each of those domains is as detailed in this Report

## 11. Summary

11.1 The Women’s European Championships provides another opportunity to promote Trafford on a world stage, the opportunities being developed provide opportunities to continue developing the boroughs capacity to host high profile events building on the successes of previous finals, the Cricket World Cup and the Tour of Britain. The championships also provide the borough the opportunity to build towards the postponed Rugby League World Cup finals in November, which Trafford is hosting.

- 11.2 This event provides the borough with a lasting legacy for female football, supporting local girls, women, clubs and communities with the access, opportunity and shared ownership of the boroughs leading sport, the tournament and opening game will provide the impetus and the legacy programme, which continues beyond the tournament will sustain engagement and increase opportunities for Women and Girls to be active in Trafford

### **Other Options**

If the council were not to enter into the Host Agreement with the UEFA and FA, it would put the project at risk, as the authority would not be able to access funding associated with the project, the borough would also not be able to benefit from the Legacy investment and opportunities as well.

### **Consultation**

Whilst no formal consultation has been conducted on the event as a whole, there are various elements within the wider events delivery, which have been informally consulted upon such as the Legacy plan.

### **Reasons for Recommendation**

It is important for the council to enter into and endorse the Hosting Agreement, especially given the financial commitments received by the council and the expenditure planned. Entering into the agreements protects the rights and actions of the key stakeholders involved in delivering the event including the council as host. A number of the future funding mechanisms the council can access are also tied into the agreement, which the council will not be able to access if the agreement is not signed.

**Finance Officer Clearance** *PC*  
**Legal Officer Clearance** *TR*

**[CORPORATE] DIRECTOR'S SIGNATURE** *(electronic)*



To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.