

SportAccord Birmingham West Midlands

7th-12th April 2024

Management and Governance Framework

For Discussion and Agreement

Overview

Sport Accord World Business and Sport Summit (SportAccord) brings together 2000 delegates, from 1000 different organisations and 145+ International Sporting Federations affiliated with the International Olympic Committee (IOC) who all host their Annual General Assemblies at SportAccord each year.

The 6-day international business summit is attended by global leaders of sport represented at the highest levels. The event is planned to take place from the 7-12th April 2024 and the International Convention Centre, Birmingham has been secured to host the summit, conference and exhibition.

SportAccord is a globally significant business event hosting world leaders in sport in the region for one week and will provide an unrivalled opportunity to promote the city and regions assets, venues and infrastructure to the international sporting community, attracting an unprecedented level of interest and stimulating hosting opportunities for a strong pipeline of Major Sporting and Business Events.

The total investment from the WM Regional Major Events Fund will be £3m and the Host City will be Birmingham City Council who will receive funding directly from WMCA. The hosting contract for SportAccord will be directly between Birmingham City Council and SportAccord including the payment of a rights fee and the procurement of supplies and services relating to the delivery of SportAccord including; ICC venue hire, conference catering, VIP accommodation, event production and delivery.

West Midlands Growth Company (WMGC) as the regional body responsible for attracting and securing major sporting and business events, will provide wrap-around advice and support and work closely with Birmingham City to ensure that the benefits of hosting SportAccord are maximised across the region and it's stakeholders.

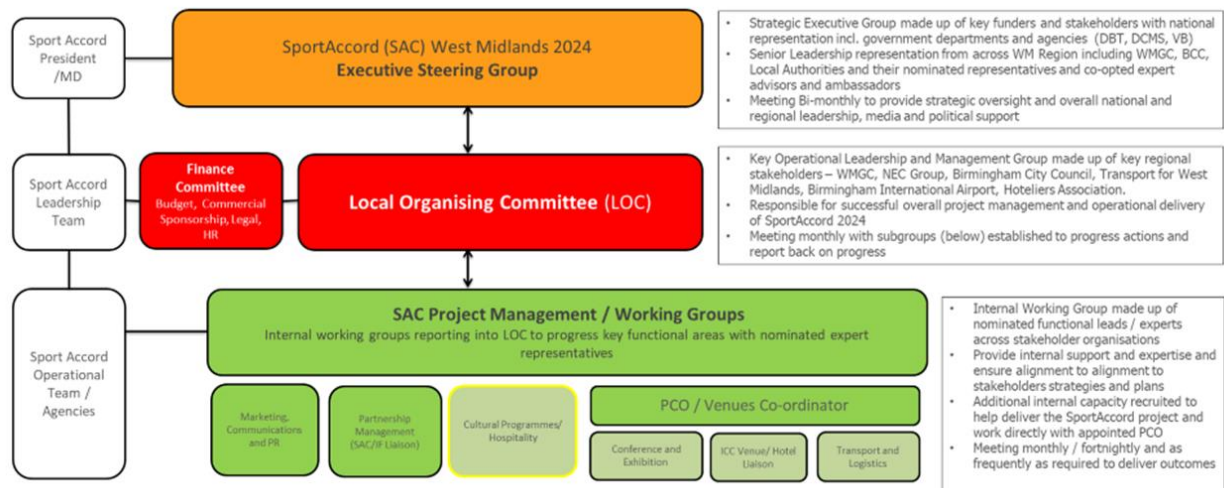
This includes planning and delivery of the regional familiarisation programme and hosting visits to key venues, PR and communications, investor engagement and where appropriate international promotion, through its Global West Midlands Programme. Birmingham and West Midlands Convention Bureau will also lead and co-ordinate all accommodation for the SportAccord key delegates and VIPs and liaise with accommodation providers to ensure that room stock is available throughout the duration of the summit.

Governance Structure

The proposed governance structure for SportAccord is based on the recommended approach specified in the contract with a Local Organising Committee (LOC) being established at the heart of the partnership between SportAccord (SAC), Birmingham City Council (BCC), West Midlands Growth Company (WMGC), The NEC Group (NEC) and our key regional stakeholders integral to the successful operational delivery of the summit including Birmingham International Airport, Transport for West Midlands and the Hoteliers Association.

The proposed governance structure and outline responsibilities is illustrated below;

Sport Accord Report – Appendix 1



Executive Steering Board

Birmingham City Council and West Midlands Growth Company will work together to establish an **Executive Steering Board** made up of key senior representatives from across the West Midlands Region and national agencies to provide strategic direction and oversight and ensure that we deliver a conference and hosting programme that showcases the best of the region's assets and infrastructure and positions West Midlands future hosting ambitions at the forefront of the event.

The Executive Steering Board will work closely with the SportAccord Executive to ensure we have influence over the conference programme, speaker opportunities, delegate itineraries, cultural and social programme and hosting familiarisation visits to showcase regional host venues. 150 delegate places will be available to distribute amongst our own political and business networks, key stakeholders, commercial partners and major event hosting venues who will be at the forefront of the SportAccord exhibition that runs parallel to the main conference programme.

Local Organising Committee

Birmingham City Council will establish a **Local Organising Committee (LOC)** responsible for overall project management and operational delivery of SportAccord 2024, leaning on previous experience of successfully delivering the Birmingham 2022 Commonwealth Games. This management group will be made up of key regional stakeholders including WMGC, Convention Bureau, NEC Group, TfWM, Birmingham International Airport, Hoteliers Association.

Roles and responsibilities of those stakeholders on the Local Organising Committee (LOC) will require further discussion and agreement by stakeholders once the SportAccord funding has been secured and the SAC Summit has been awarded to West Midlands but can logically summarised below based on key responsibilities and strengths;

Organisation	Outline Responsibilities
Birmingham City Council	<ul style="list-style-type: none"> Host City and contracting organisation with SAC Funding recipient and budget management and procurement of venues and services

Sport Accord Report – Appendix 1

	<ul style="list-style-type: none"> Contracting organisation with ICC, Official Hotels and PCO Overall project management and co-ordination of LOC Civic Reception, city wide dressing and welcome for SAC delegates
West Midlands Growth Company	<ul style="list-style-type: none"> Convention Bureau function co-ordinating hotel and accommodation requirements for SAC Regional hosting programme and familiarisation visits to key venues PR and communications support including speakers and delegates Partners West Midlands Stakeholder Engagement Targeted engagement with International Federations identifying future hosting opportunities for sporting and business events
NEC Group (ICC)	<ul style="list-style-type: none"> Hosting of event at ICC and co-ordination of SAC venue requirements Catering and hospitality requirements throughout conference programme Conference production and branding and look and feel of venue Exhibition design and co-ordination through in-house team liaising with SportAccord Exhibitors
Transport for West Midlands	<ul style="list-style-type: none"> Transport co-ordination and liaison across city and region Showcase city capabilities and capacity for hosting Major Events
Birmingham International Airport	<ul style="list-style-type: none"> Co-ordination of arrival and welcome for International delegates arriving at Birmingham International Liaison on shuttle services to city centre including rail and VIP executive transport
Hoteliers Association	<ul style="list-style-type: none"> Co-ordination and liaison with accommodation providers to ensure room availability for delegates Provide welcome and reception for SAC delegates and officials at designated official hotels Liaison with hospitality sector and restaurants

Project Management Group(s)

The LOC will be underpinned by a number of internal **Project Management Groups** which will be established to co-ordinate and progress some of the critical functional elements and may involve establishing short life working groups made up of key officers and individuals, utilising expertise within partner organisations. The details of those involved in the SAC Project Management Group and the specific thematic allocation of responsibilities is suggested below;

- Finance, Legal and HR – Birmingham City Council
- Marcomms – BCC / WMGC / WMCA / SAC
- Commercial/Sponsorship – BCC / WMGC / SAC
- SAC Partnership Management – BCC / WMGC / SAC
- Cultural / Regional Hosting Programme – WMGC / WMCA

A **Professional Conference Organiser (PCO)** will also be appointed to oversee the successful operational delivery of the Conference and Exhibition including liaison with the ICC venue on event production, catering, exhibitors and suppliers, AV requirements and delegate co-ordination including venue access, registration and customer services.

The relationship with the SportAccord organisation will be critical as we rely greatly on their experience and expertise in the successful hosting and delivery of SportAccord in Birmingham and West Midlands. This is highlighted in the overview provided below where many of the responsibilities are shared between SportAccord and the LOC;

Colour Index:

SA Responsibility LOC Responsibility SA & LOC Responsibility

All areas are supervised with responsible council part in SA

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