

Birmingham City Council

Report to Cabinet

21 March 2023



Subject: UEFA Euros 2028 Host City Bid

Report of: Mark Wiltshire – Interim Strategic Director City Operations

Relevant Cabinet Members: Councillor Ian Ward, Leader of the Council
Councillor Yvonne Mosquito, Cabinet Member for Finance and Resources
Councillor Sharon Thompson, Cabinet Member for Housing & Homelessness
Councillor Jayne Francis, Cabinet Member for Digital, Culture Heritage & Tourism

Relevant O&S Chair: Councillor Jack Deakin, Chair Commonwealth Games, Culture and Physical Activity Scrutiny Committee
Councillor Akhlaq Ahmed, Chair Resources Scrutiny Committee

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Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, add Forward Plan Reference: 008786/2021		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential: Appendix 1 has been published as an exempt item under Section 100A(4) of the Local Government Act 1972 on the grounds that: it involves the likely disclosure of exempt information as defined by Paragraph 3 (Information relating to the financial or business affairs of any particular person (including the council))		

of Part 1 of Schedule 12A of the Act; and the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

1. Executive Summary

- 1.1. The Commonwealth Games were an unprecedented success with more than 5 million people visiting the City, driving investment, delivering both training and jobs and significantly improving the perceptions of our city amongst a worldwide audience. The event delivered £453.7m economic benefit to the region.
- 1.2. A previous report to Cabinet on 23rd September 2022 gave approval to a number of projects to maximise opportunities and embed the legacy benefits of the Games. One key legacy ambition approved through the report was the submission of a host city bid, as part of a UK and Ireland bid to host the UEFA Men's EURO in 2028. Birmingham and its partner Aston Villa Football Club (AVFC) have successfully progressed through the initial shortlisting round and await a decision on whether we have been selected as one of The FA's English venues.
- 1.3. If Birmingham can secure one of the final English host city venues it will further drive benefits for the city and its residents including a share of the following: 51 tournament matches seen in 229 territories, shown by 137 broadcasters, reaching a live cumulative event audience of 4.6bn, bringing an estimated total tournament lifecycle socioeconomic impact of £5.6bn (tournament time impact of £2.3bn & pre/post impact of £3.3bn). With a likelihood of hosting up to 5 tournament matches, this will provide a platform to deliver against Birmingham's Be Bold corporate plan and major sporting events strategy which will drive further event legacy including: -
 - the city's international profile, image, and stature as a global events destination with a unique heritage that is welcoming, youthful and diverse
 - create opportunities for businesses and the economy that will stimulate economic and employment growth
 - encourage engagement and participation by creating opportunities for citizens to engage in physical activity and improve their health and wellbeing
 - build and improve capacity of our workforce through skills training, employment, and volunteering opportunities
 - strive to improve community cohesion by working with our diverse communities to ensure the event is inclusive and connected to our citizens in a way that helps to deliver civic pride
 - drive promotion of positive environmental and sustainable practices of event delivery
- 1.4. An early estimate of the total impact (GVA and Legacy) to be derived from being a host city is £117.1m. (This figure is based on the City-level socioeconomic modelling tool, provided by UK Sport, and developed by Deloitte.)

- 1.5. The paper sets out the investment required to deliver on the host city requirements.

2. Recommendations

The Cabinet is invited:

- 2.1. To note the progress that has been made following the approval of Cabinet (September 2022) to bid for UEFA EURO 2028.
- 2.2. To approve the additional £1.5m budget to support the Council's bid as a Host City for the UK&I bid for UEFA EURO 2028 as outlined in Exempt Appendix 1 of this report.
- 2.3. To approve the financial plan to fund UEFA EURO 2028 should the City's and subsequently the UK & Ireland's hosting bid be successful, as set out in the table under paragraph 9.7.
- 2.4. Subject to the success of the bid, Cabinet delegates the approval of the procurement strategy and the award of contracts associated with EURO 2028 to the Strategic Director - City Operations, in conjunction with the Assistant Director Procurement (or their delegate), the Director of Council Management (or their delegate) and the City Solicitor and Monitoring Officer (or their delegate) and in consultation with the Cabinet Member for Finance and Resources.

3. Background

- 3.1. Cabinet approved a report at the 23 September 2022 meeting setting out an initial set of key legacy projects, that it wishes to see progressed. It authorised bid submissions and resources for Eurovision and UEFA EURO 2028, as well as the commissioning of Birmingham Festival 2023. It also directed that business cases should be developed to support Grassroots Sport and Grassroots Culture. Progress has been made on all these fronts and this report sets out the progress made, and the next steps required with regards to UEFA EURO 2028.
 - 3.1.1. The FA is leading a process to identify host Cities & Stadia to enable them, (England) alongside Wales, Scotland, Ireland, and Northern Ireland to bid to host UEFA EURO in 2028. Birmingham is one of 7 longlist English Cities to be narrowed down before the bid is submitted in April 2023.
 - 3.1.2. Birmingham City Council recently set out its Legacy Plan alongside an ambitious 10-year Major Sporting Events Strategy (2022-2032), which aims to capitalise on the springboard provided by Birmingham's status as Proud Host City for the 2022 Commonwealth Games. This bold, new strategy provides a portfolio approach to aid the city in attracting and hosting events that deliver positive social, economic, and environmental impacts for the

residents of Birmingham, its businesses, national governing bodies, and the wider regional economy.

- 3.1.3. There is an opportunity now to build on this legacy. The City and its residents face huge challenges, but it is more important than ever to stimulate activity by investing into our local economy to support businesses and help people into work – signalling to potential investors that Birmingham remains open for business. The CWG demonstrated the impact that can be made by securing £453.7m of regional economic benefit and 40,000 jobs and skills. The UEFA EURO impact is of a lesser scale, with the benefit being shared across cities within a UK & Ireland bid but the Birmingham benefit is still estimated to be c£117.1m.

3.2. Selection Process Update:

- 3.2.1. To deliver the current 24 team tournament format, 10 stadia is optimum ensuring coverage across the five national football associations involved in the bid.
- 3.2.2. Twenty English stadia originally expressed an interest in being a host for this event Birmingham and Villa Park were successful in the first assessment process and secured a place on the longlist of 7 English cities / 9 English stadia that The FA submitted to UEFA for feedback in their preliminary bid dossier. A further positive was that we secured the status of the only city and stadium within geographical Zone 3 (Midlands) in this longlist.
- 3.2.3. The selection process was designed to deliver a winnable list of host cities and stadia which, together with partners across UK&I, will ensure the strongest possible host cities concept is submitted to UEFA in line with the bidding process and tournament requirements.
- 3.2.4. The next stages are expected to be
- February/March 2023 – English Selection panel meet to select final shortlist of host cities and stadia.
 - 24th March 2023 – deadline for Host City legal documents signature & Stadium Owner & Operators legal documents signature.
 - 12th April 2023 - Final Dossier Submitted by UK&I Bid to UEFA and public announcement of shortlisted cities and stadia
 - Autumn 2023 – Announcement from UEFA on the appointment of the successful Host Bid (Country or Countries)

3.3. Overview of Our Bid

- 3.3.1. Villa Park is the stadium put forward in the Birmingham bid. AVFC's redevelopment plans will ensure that the stadium meets the essential aspects of the UEFA bid requirements. AVFC will need to invest financially in stadium

improvements (many of which were planned anyway) but will also be able to charge a stadium hire fee through to the UK&I Bid /UEFA.

- 3.3.2. Alongside the stadium the city has to offer a 'city experience' including a fanzone (screening plus food/beverage) and a football village (experiences). Officers have engaged positively with The FA to identify options that meet their criteria and UEFA expectations. Decisions on locations ultimately put forward will be finalised with The FA to ensure any final bid to UEFA has the strongest possibility of success. However, Victoria Square, Centenary Square, Smithfield/Festival Square as well as the Utilita Arena (to meet minimum screening capacity for twelve key games within the city centre) are all in the mix.
- 3.3.3. This part of the offer will see people coming in the city to enjoy the vibrant welcome our people, retail, hospitality, and hotels can offer. 50% of tournament spectators are expected to come from outside the UK&I, with non-European visitors expected to stay an average of c11 nights. We expect over £100m of Event-time GVA to be realised in economic benefit as a result of the event.
- 3.3.4. The Fanzone match screening will be operational for 31 days, with higher profile matches being screened in locations that can accommodate 10,000+ fans. The Football Village is smaller scale with an emphasis on providing daily activation across the Tournament. The football village will focus on fan engagement, family friendly activations, cultural programming, interactive activities for young people and the integration of the Tournament partners. We would expect to maximise the impact of the Birmingham Festival and ensure synergy with the UEFA EURO 28 celebrations.
- 3.3.5. With the support of Visit Birmingham, the accommodation capacity requirements have been identified to meet the rating, travel radius and specific facility needs for anticipated visitors and supporters as well as UEFA's key target groups including UEFA family, teams, referees etc. The information submitted ranges from 5-star hotels through to camping grounds.
- 3.3.6. The potential team training venues have been identified through liaison with 3 Cities colleagues in Coventry and Wolverhampton as well as the appropriate Premier League and Championship football clubs, allowing us to put forward five locations that meet the geographical location, travel time from Villa Park and technical requirements for the bid.
- 3.3.7. From a transport and mobility perspective, in close collaboration with TfWM colleagues and support from the CBT consultants, work has been undertaken to plan for UEFA's desire to meet 80% of transport and mobility requirements through sustainable modes including public transport, shuttles from railway stations, park and ride, walking and cycling routes etc. Across the 5 games we would expect c244,000 attendees at Villa Park, whilst visitors will come

into the city across the full 31 tournament days to enjoy the Fanzone match screening and football village experiences.

4. Options considered and Recommended Proposal

- 4.1. The 23 September 2022 Cabinet report made the decision to bid to be a host city within the UK&I bid for UEFA EURO 2028. The budget has been scrutinised with support of The FA and with the central government contribution now confirmed, an additional amount of funding is required. Due to the competitive nature of the bid process, figures are provided on a confidential basis in Exempt Appendix 1. In light of the additional funding requirement, the options are:
- 4.2. Option 1 – to progress with this proposal, taking into account the financial implications as set out in Exempt Appendix 1
- 4.3. Option 2 - to withdraw Birmingham City from the longlist of English host cities and not incur any further expenditure
- 4.4. Recommended Option - to proceed with Option 1 as detailed within this report and as per the recommendations outlines at section 2.

5. Consultation

- 5.1. Officers have engaged with The FA and their bid team as well as the DCMS over the last six months following our Expression of Interest.
- 5.2. Locally partners have been involved in the development of the bid including Transport for West Midlands, West Midlands Growth Company, Visit Birmingham, AVFC, BCFC, WBAFC, WWFC, University of Warwick, Wolverhampton City Council, Coventry City Council.

6. Risk Management

- 6.1. If we are successful in being shortlisted a full risk assessment will be developed. However, at this stage the key risks, if shortlisted, are
 - Ability to successfully deliver 80% capacity sustainable transport & mobility solutions
 - Securing appropriately skilled and experienced workforce (staff and contactors/freelancers) at the right time
 - Securing a final Fanzone solution, acceptable to UEFA, to deliver match screening capacity requirements
 - Inflation costs, though this has been built into the budget based on advice from Office for National Statistics/Office for Budget Responsibility

7. How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

- 7.1. Aligns well with outcome 4 Priority 8, to enhance Birmingham's status as a city of culture, sports, and events by increasing the number of sporting and major events at our landmark venues. If Birmingham secures one of the final four English host city venues it will further drive benefits for the city and its residents including a share of the following: 51 tournament matches seen in 229 territories, shown by 137 broadcasters, reaching a live cumulative event audience of 4.6bn, bringing an estimated total tournament lifecycle socioeconomic impact of £5.6bn (tournament time impact of £2.3bn & pre/post impact of £3.3bn). 50% of tournament spectators are expected to come from outside the UK&I, with non-European visitors expected to stay an average of c11 nights. We expect over £100m of Event-time GVA to be realised in economic benefit as a result of the event. The football village will focus on fan engagement, family friendly activations, cultural programming, interactive activities for young people and the integration of the Tournament partners. We would expect to maximise the impact of the Birmingham Festival and ensure synergy with the Euro 28 celebrations.
- 7.2. Is consistent with Outcome 5, priority 2; To encourage citizens of all abilities and ages to engage in physical activity. The FA will help deliver a comprehensive social impact programme across all host cities which will increase engagement and participation in football at grassroots level and promote healthy lifestyles.
- 7.3. And is consistent with Outcome 5, Priority 3; We will use the Games as a catalyst for the development and promotion of apprenticeships, volunteering, and leadership opportunities to enhance the skills of our workforce and communities. Event-time employment will see the development and promotion of apprenticeships, volunteering and leadership opportunities for employment directly, B2B and due to consumer spending.
- 7.4. Birmingham Business Charter for Social Responsibility (BBC4SR) Compliance with the BBC4SR is a mandatory requirement that will form part of the conditions of any contracts let. All organisations entering procurement arrangements with the City Council will need to sign up to the BBC4SR subject to contract value thresholds.

8. Legal Implications

- 8.1. Cabinet, via the Commonwealth Games Legacy Report of 23rd September 2022, has already authorised, in the event Birmingham is selected as part of the bid, the City Solicitor and Monitoring Officer (or their delegate) to sign all relevant documents associated with the hosting of the UEFA Euros 2028, including the host city contract.
- 8.2. Under Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report, which are within the remit and limits of the general power of competence in Sections 2 and 4 of the Localism Act 2011.

- 8.3. The legal powers to stage activities and events of this nature are contained with Section 145 of the Local Government Act 1972.

9. Financial Implications

- 9.1. Paragraphs 9.1 to 9.5 are set out in the Exempt Appendix 1
- 9.6 Cabinet approval to the EURO 2028 bid noted the funding proposals at that point and that a future report would set out the confirmed position. The sources of funding that were outlined for the programme of major events remain in place. The city's bid to host Eurovision 2023 was unsuccessful so in accordance with the report the funding identified to support that event becomes available for the remaining and future programme.
- 9.7 Funding sources for the UEFA 2028 Tournament will come from a number of sources identified for Commonwealth Games Legacy events, as reported to Cabinet in February 2023 - Outline Business Case for The Commonwealth Games Legacy Programme. More specifically for the UEFA EURO 2028, funds will also be drawn from sources identified in the September 2022 Cabinet bid report, such as:

	£m Range over 5 yr period
uplift in advertising venue linked to increased visitor numbers (income excess set aside annually)	£1m CWG uplift + £200k per annum contribution £2.0m
Partner contributions – e.g., training hosts, Transport for West Midlands	tbc
Partner bids to consider skills, jobs, and business growth	tbc
BCC City Readiness underspend & other CWG Legacy fund bids	£2-4m
Windfall Capital Receipt from ringfenced business support programme (no associated debt or balance sheet asset value)	>£0.75m
Major Events Reserve	£0.3m
Fanzone income – arrangement to be confirmed by UEFA	Tbc
BCC CWG Legacy underwrite	If required

- 9.8 The exact mix and allocation of each source will be considered as part of the CWG Legacy Portfolio, but the sources above are projected to provide sufficient sum for the UEFA EURO 2028

10. Procurement Implications (if required)

- 10.1. There are no direct procurement implications for this report. Should the bid be successful any further procurements sourced will be the subject of separate reports and in compliance with the Public Contracts Regulations 2015 (PCR) and the Council's Procurement and Contract Governance Rules as set out in the Council's Constitution. Any resulting procurement activity will need to factor in necessary lead-in times both around the ensuring compliant processes are applied but also supply chain ability to respond and deliver in line with expectations.

11. Human Resources Implications (if required)

- 11.1. There are no HR (Human Resources) implications in submitting the bid, although if the bid is successful HR recruitment processes will need to be followed.

12. Public Sector Equality Duty

- 12.1. The Council is required to pay due regard to its public sector equalities duties, and this will be reflected by the completion of an equalities impact assessment. It is noted that there are no immediate issues arising directly from this report.

13. Background Documents

- 13.1. Major Sporting Events Strategy 2022 – 2032
- 13.2. Commonwealth Games Legacy Report presented to Cabinet on 22nd September 2022

List of appendices accompanying this report:

Exempt Appendix 1 Financial Requirements

Appendix 2 Environment and Sustainability Assessment UEFA 2028