

# Birmingham City Council

## Report to Cabinet

14 December 2021



**Subject:** YONEX All England Badminton Championships 2022-2026

**Report of:** Rob James - Managing Director, City Operations

**Relevant Cabinet Member:** Councillor Ian Ward – Leader

**Relevant O &S Chair(s):** Councillor Mariam Khan – Commonwealth Games, Culture and Physical Activity  
Councillor Mohammed Aikhlaq, Resources

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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: 009286/2021		
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 : Schedule 12A Local Government Act 1972 Section 7.3 – Information contained within this paragraph is commercially sensitive until the contract is signed with the Badminton Association of England Ltd.		

### 1 Executive Summary

1.1 This report details the rationale for the Council's proposed sponsorship of the YONEX All England Open Badminton Championships 2022-2026.

- 1.2 The Championships corroborate the Council Plan outcome 4, priority 8, to enhance Birmingham's status as a city of culture, sports and events.
- 1.3 The YONEX All England Open Badminton Championships has been a key event in the council's annual portfolio of sporting events; the Championships have taken place in the city since 1994.
- 1.4 The Championships support the council's aims to engage and inspire individuals to improve their physical well-being through sports participation and by forging strong links with the national governing body provide a platform to develop a tangible legacy programme.
- 1.5 The Championships support the local economy, boosts tourism, promotes an active lifestyle and promotes Birmingham as a city of sport enhancing its image, profile and reputation both domestically and internationally.

## **2 Recommendations**

- 2.1 That Cabinet:
- 2.2 Approve sponsorship of the YONEX All England Open Badminton Championships, to support the common interests of both organisations namely, to increase the awareness and participation of badminton in Birmingham and promote the City of Birmingham as a world class hosting city.
- 2.3 Delegate authority to the Assistant Director of Neighbourhoods in consultation with City Solicitor and Monitoring Officer to negotiate, execute and complete an agreement with Badminton Association of England Ltd for the YONEX All England Open Badminton Championships and to negotiate, execute and complete any other necessary documentation to give effect to the recommendations included in this report.

## **3 Background**

- 3.1 The Championships are a key event in the City's annual events programme and support the wider objectives of the City's 10-year major sports and events strategy to deliver events with impact and purpose.
- 3.2 The Championships has been financially accounted for within the major events budget.
- 3.3 The YONEX All England Championships will be held at the city's Utilita Arena and the venue is secured during this period through a venue licence directly between the NEC Group and The Badminton Association of England Ltd.
- 3.4 Badminton Association of England Ltd (Badminton England) are the national governing body of the sport and is the owner of and has the rights to stage the YONEX All England Open Badminton Championships. The Badminton Association of England has an experienced team of professionals with the necessary relationships and expertise in place to successfully deliver the Championships to the highest international standard.

- 3.5 The Championships are part of the prestigious HSBC Badminton World Federation Series, where it sits as one of just three Super 1000 tournaments alongside China and Indonesia in the top tier of the circuit. The next series of events will be held annually in March 2022-2026.
- 3.6 The event has significant prominence across Asia, with streaming and TV coverage the profile and image of the City is greatly enhanced within these markets.
- 3.7 The Championships attract major corporate sponsorship from YONEX & HSBC which amplifies Birmingham's exposure to these high-profile companies.
- 3.8 The Championships attract 31,000 visitors who come to the City to watch the world's elite players (from over 30 countries) compete in this prestigious event. Profile and image of the City is raised through Worldwide coverage of the event via Broadcast and live streaming Internationally, with a potential household reach of over 336 million people in 69 markets. (source: Badminton England)
- 3.9 Regional economic benefit to hotels, hospitality and city businesses through the attendance of over 31,000 visitors to the event, in addition to competitors, officials and contractors
- 3.10 Birmingham will be recognised as the City Partner of the Event and a strategic partner of the Badminton Association of England Ltd.
- 3.11 Badminton Association of England Ltd has given a commitment to appoint a dedicated legacy manager to engage in disadvantaged communities, to focus on the most inactive and under-represented, to achieve long terms gains in physical activity and wellbeing.
- 3.12 Badminton Association of England will use their coaching network to support and train coaches, teachers and volunteers, to work in schools to encouraging participation and to increase local competition in support of local talent.

#### **4 Options considered and Recommended Proposal**

- 4.1 Not to sponsor the YONEX All England Open Badminton Championships.
- Withdrawing the Council's support of this event following a long association with the Championships would not be consistent the Council's Major Sports & Events Strategy.
  - By not supporting the event the Council would miss an opportunity to enhance its status as a city of culture, sports and events.
  - The Council would lose the opportunity to connect with Asia as a major international territory through the reach and profile of this prestigious event.
  - The Badminton Association of England Ltd would not provide a dedicated legacy manager to help support and encourage participation and physical activity through badminton as a leisure activity.

- 4.2 The City of Birmingham sponsor the YONEX All England Open Badminton Championships. This is the preferred option as it enables:
- continuous support for this event; and
  - Birmingham to obtain the benefits as set out in this report and in particular at paragraphs 3.7 to 3.13.

## **5 Consultation**

- 5.1 The City events team has reviewed the Championships using the major events evaluation framework. the Championships meets the City's key priorities and outcomes assessment and will be funded from the events budget.
- 5.2 The City has also consulted with the NEC Group to ensure there is venue availability during the term of the agreement and the NEC have confirmed they are entering into a long-term venue agreement with Badminton Association of England Ltd to host the YONEX All England Open Badminton Championships.

## **6 Risk Management**

- 6.1 The City has limited financial exposure. As outlined in Section 9 the contractual value is specified and is funded through planned annual events budget.
- 6.2 The host venue will be secured in Birmingham until 2026 through a long-term agreement between Badminton Association of England Ltd and the NEC.

## **7 Compliance Issues:**

### **7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?**

- 7.1.1 The event supports the Council Plan outcome 4 priority 8, to enhance Birmingham's status as a city of culture, sports and events and to engage and inspire individuals to increase their physical activity.
- 7.1.2 The event meets the strategic aims of the recently developed 10-year Major Sports Events Strategy 2022-2032 which aims to host events of impact (delivers on profile, image and economic impact) and purpose (delivers on engagement, participation and skills).

### **7.2 Legal Implications**

- 7.2.1 Under Section 1 of the Localism Act 2011, the Council has the power to enter the arrangements set out in this report, which are within the remit and limits of the general power of competence Section 2 and 4 of the Localism Act 2011
- 7.2.2 The legal powers to stage activities and events of this nature are contained with Section 145 of the Local Government Act 1972.

### **7.3 Financial Implications**

7.3.1 The City's proposed financial commitment to the Badminton Association of England Ltd is contained within appendix 2 – exempt information.

7.3.2 The event is funded from the annual events budget and is allocated through to financial year 25/26.

7.3.3 Birmingham City Council, as a sponsor of the Championships, financially contributes to the event being a sustainable and viable proposition within the Badminton World Federation's World Tour, where the YONEX All England Open stands proudly within the top tier of international competitions. The National Governing Body, Badminton England annually invests circa. £200k into the operational delivery of the Championships in order for it to take place in Birmingham, alongside costs and resources which contribute towards the social value, which recognises the inspiration and presence of the Championships as a key enabler of participation and tackling inequalities in the city.

7.3.4 Badminton England see Birmingham City Council as a key long term partner and wish to work constructively in partnership to ensure the ongoing success of the event and will share with the city the event costs to ensure transparency, in addition to appropriate media valuations and economic impact reporting. The 'Birmingham' brand was within the top five at the 2021 Championships, generating a QI Media Value of £3,003,343 (through over 631 hours of exposure), and the most recent study reported a direct economic impact on the city of £2.58M as a result of staging the 2018 Championships.

7.3.5 In order to maximise the investment to the city,

- Badminton England and BCC will meet with the Chamber of Commerce and West Midlands Growth company to explore how the event could be used to provide links with local business and key target markets (Malaysia, Japan etc)
- Badminton England and BCC Events will facilitate a meeting with internal service providers such as catering, conferencing, advertising etc to explore what commercial opportunities may exist, linked to the staging of the Championships, or its legacy activities
- For the 2023-26 cycle Badminton England will identify resources and services for tender and promote a Birmingham First approach where procurement policies allow, subject to operational standards and commercial competitiveness. This will enable prioritisation of local companies when undertaking procurement to deliver the Championships, further growing the direct economic impact.

7.3.6 The Events Team will work through partners in the newly formed Birmingham Sporting Events Leadership group to look at ways to maximise the

commercialisation of all events, including ways that deliver economic benefit to businesses to the city and direct income to the council.

#### **7.4 Procurement Implications (if required)**

7.4.1 There are no procurement implications. This is for sponsorship of the event and therefore not covered under the Public Contracts Regulations 2015.

#### **7.5 Human Resources Implications (if required)**

7.5.1 There are no direct human resource implications. The sponsorship agreement will be managed by the existing BCC Events team.

#### **7.6 Public Sector Equality Duty**

7.6.1 There is no negative impact to the Equality Duty

### **8 Background Documents**

8.1 All relevant information is provided within the context of this document, no further supporting information is required.

#### **List of appendices accompanying this report:**

Appendix 1 – ESA Yonex All England Badminton Championships

Appendix 2 – Exempt Information