

Birmingham City Council

Report to Cabinet

7th September 2021



Subject: UK Athletics 10-year Partnership - 2022-2032
Report of: Robert 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
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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: 009224/2021		
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: Paragraph 7.3.1. – Information contained within this paragraph is commercially sensitive until contracts with UKA are signed.		

1. Executive Summary

- 1.1. To obtain delegated approval to agree Heads of Terms with UK Athletics (UKA) to form a 10 – year partnership for the period 2022 – 2032 (Partnership Agreement) to host sporting events, which will align and help to deliver the City's Major Sporting Events Strategy

- 1.2. To obtain delegated approval to enter into formal agreement to host the Indoor Athletics Grand Prix and British Indoor Athletics Championships, each on an annual basis, over consecutive weekends, commencing February 2022 until February 2032.

2. Recommendations

- 2.1. Cabinet delegates authority to the Assistant Director of Neighbourhoods in consultation with City Solicitor and Monitoring Officer to approve the principles of the UK Athletics 10-year Partnership Agreement between 2022-2032.
- 2.2. Delegates the authority to the Assistant Director of Neighbourhoods in consultation with City Solicitor and Monitoring Officer to enter into a Single Contractor Negotiation (SCN) and conclude the award of contract to UK Athletics to secure hosting of the Indoor Grand Prix and British Indoor Championships for ten years from February 2022 on an annual basis for the value set out in Exempt Information, Appendix 1.
- 2.3. Authorises the City Solicitor (or their delegate) to negotiate and complete any agreements necessary to implement the above recommendations

3. Background

- 3.1. Birmingham has a rich history and excellent reputation of hosting major athletics events over the past 30 years. Development of The Major Sporting Events Strategy confirms our intention and ambition to position Birmingham as a major events City. A new 10-year partnership with UK Athletics will form a key pillar of the strategy and will demonstrate our desire to build on and further develop our existing relationship and secure new hosting opportunities with UKA in order to maintain Birmingham as the home of athletics.
- 3.2. A Heads of Terms Agreement will be developed in consultation with the BCC Legal team; an outline of the partnership details is detailed in 3.3 - 3.8.
- 3.3. The new agreement will ensure the Indoor Grand Prix and British Championships are hosted in Birmingham on an annual basis during the partnership period. Previously these events were hosted bi-annually with another major City but the City's major investment in a new indoor track has persuaded UKA that Birmingham is best suited to host these events for at least the next ten years.
- 3.4. The partnership commits both parties to explore further opportunities to host a series of outdoor events at Alexander Stadium including mega/major events as part of the legacy for the Commonwealth Games.
- 3.5. UKA and BCC commit to work together to develop an athletics strategy for the City, the key focus will include assessing opportunities and scoping potential for 3x International Sporting Events and maximising investment/funding opportunities through stakeholder relationships with UK Sport and Sport England.

- 3.6. The Diamond League event is a key event in the athletics season and UKA agree to support and work with the City to secure this event for Birmingham from 2023 onwards.
- 3.7. UKA will retain their HQ in Birmingham through the leasing of office space at the Alexander Stadium.
- 3.8. At the end of the 10 years Birmingham to have the first option on reviewing the hosting of the annual events.
- 3.9. Hosting major events attracts new visitors, grows the visitor economy and generates income within the leisure, culture, tourism and hospitality sectors. The partnership will align with our Major Sporting Events Strategy and will deliver against the following outcomes:
- Profile & Image
 - Business and Economic Impact
 - Engagement and participation
 - Environment and Infrastructure
 - Employment and skills
 - Social Impacts
- 3.10. In 2019 Birmingham's Major Events programme delivered more than £75m in economic benefit to the City. Hosting major events and establishing partnerships with key Governing Bodies of sport will support economic recovery for the region as we emerge from the impact of COVID.

4. Options considered and Recommended Proposal

- 4.1. Not approve the partnership: The City Council has a stated outcome to enhance Birmingham's status as a city of culture, sports and events. This partnership supports the ambitions under this priority.
- 4.2. Undertake a tender process to secure the partnership through a competitive market process: This has been discounted because UK Athletics are the only National Governing body for athletics and are therefore the only organisation that is able to form this partnership.
- 4.3. Approve the partnership: This is the recommended option as it sets out Birmingham's ambition to build on the legacy of the Commonwealth Games, aligns with the Major Sports and Events Strategy and show its commitment to athletics.

5. Consultation

- 5.1. UK Athletics have been consulted as part of the partnership negotiations.

6. Risk Management

6.1. There is a reputational risk of not building on the legacy of the Commonwealth Games and utilising the investment.

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

7.1.1 This project is entirely consistent with the Council Plan outcome 4 Priority 8, to enhance Birmingham's status as a city of culture, sports and events.

7.2 Legal Implications

7.2.1. Under S19 Local Government (Miscellaneous Provisions) Act 1976, the Council is able to provide outdoor recreational facilities and to make them available to, and to grant fund, third parties such as UKA who operate on a not for profit basis.

7.3 Financial Implications

7.3.1 The City's proposed financial commitment to UKA [under this report over a period of 10 years] is set out in exempt appendix 1

7.3.2 The costs for the Indoor Grand Prix and British Indoor Championships as set out in the above table are included in the Major Events business plan funded through the annual Major Events revenue budget supported by the drawdown or contribution to the Major Events smoothing reserve. This is a reserve to manage peaks and troughs through the 10-year business plan. Where drawdown of the reserve is required, approval will be sought through the quarterly finance report to Cabinet. The reserve movements are typically less than £200k per annum. The budget to host the Indoor Grand Prix and British Indoor Championships is already included within the Major Events revenue budget.

7.3.3 Historically the two indoor athletics events have supported the local economy by bringing more than 7,000 people to the city with almost 1,000 hotel bed nights being delivered as a result

7.3.4 The impact of the 2019 British Indoor Athletics events alone generated £1,209,184 in media value for the City with 22% of spectators staying overnight and 97% saying they would return to the City for a future athletics event (attached appendix 2 Event Impact Statistics)

7.4 Procurement Implications (if required)

7.4.1 A Single Contract Negotiation (SCN) will be undertaken where necessary to enter into further hosting arrangements under the partnership agreement, in accordance with the Council's Procurement Governance Arrangements and is

justifiable on the basis there is only one National Governing Body (NGB) for Athletics (UKA).

7.5 Human Resources Implications (if required)

7.5.1 There are no Human Resource implications associated with this report

7.6 Public Sector Equality Duty

7.6.1. This decision has no negative impact on those covered by the Equality Duty. This project is unlikely to have a disproportionate impact on any of the protected groups and characteristics under the Equality Act 2010.

8 Background Documents

8.1 None.

List of appendices accompanying this report:

Appendix 1 - Exempt Information

Appendix 2 - Birmingham Indoor Grand Prix Event Economic Impact