



Glasgow City Council
City Administration Committee

Item 2

3rd November 2022

Report by Bailie Christie, Convener for Culture, Sport & International Relations

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UEFA European Football Championships 2028 Bid

Purpose of Report:

To update CAC on the opportunity to bid to secure the UEFA European Championships 2028 as part of a UK & Ireland bid, to set out next steps, and to recommend the city's financial contribution to the event.

Recommendations:

It is recommended that the Committee:

- Consider the contents of this report
- Approves the funding request to Glasgow to host events as part of the UK & Ireland UEFA European Championships in 2028 bid
- Glasgow City Council steps down responsibility for delivery to Glasgow Life

Ward No(s):

Citywide:

Local member(s) advised: Yes No consulted: Yes No

PLEASE NOTE THE FOLLOWING:

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1. Introduction

- 1.1 Glasgow has the opportunity to be part of a UK and Ireland bid to host the UEFA European Football Championships in 2028. We would be the only Scottish city involved.
- 1.2 Glasgow City Council provided confirmation of in principle support of a UK & Ireland bid to host the UEFA European Football Championships 2028 (EURO 2028), in partnership with the Scottish Government and SFA through an Expression of Interest (EOI) submission in March 2022. The EOI was non-committal, and it was agreed that any bid was subject to further work around costs and a formal funding decision from both Glasgow City Council and the Scottish Government.

2. Background

- 2.1 UK Sport led a feasibility study into hosting the event, which has included consideration of the financial requirements of host association, cities and governments, as well as the wider winnability and strategic considerations. This was undertaken in collaboration with the UK & Ireland Governments and Host Associations due to the English host cities not yet being selected.
- 2.2 A central bid team has been established in the FA to coordinate the EURO 2028 bid and Glasgow Life has been working with the Council family, the SFA, Scottish Government, EventScotland and Police Scotland to contribute to the feasibility study and bid from a Glasgow perspective.
- 2.3 Hosting EURO 2028 would build on the success of EURO 2020. While the event was severely impacted by the pandemic, Glasgow worked closely with UEFA, the SFA and Scottish Government to deliver the country's first major event emerging from the pandemic, building credibility for the city and also retaining as much benefit as possible for the city.
- 2.4 The UEFA European Football Championships is amongst the largest sports events in the world. Securing EURO 2028 for the city as part of a UK and Ireland-wide bid would be a major coup, generating significant value for the city, including multi-million-pound investment from the Scottish and UK Governments to support the city's economic and social recovery.

3. The Event

- 3.1 EURO 2028 would see the UK and Ireland host a 24-match tournament, with the format seeing Glasgow host six matches, including a Quarter-Final, subject to UEFA approval, from mid-June to mid-July in 2028 at Hampden Park.
- 3.2 The SFA, Scottish Government and EventScotland are working with UK & Ireland partners and Deloitte to develop a legacy framework across football, social, economic and environment. The draft framework aligns strongly with Glasgow City Council's priorities and the local delivery structure created will

integrate discussions at a national level with host city partners to maximise the impact and benefits for Glasgow from the event.

3.3 As part of the bid, there is a commitment to work with UEFA in the delivery of a sustainable event delivery model as part of their sustainable events plan, Strength Through Unity 2030. It should be noted that the funding recommendation includes an additional portion of activation funds to be retained by Glasgow as a potential joint project for Glasgow, Scottish Government and SFA to drive lasting benefits and legacy.

3.4 In addition to the six matches at Hampden as the only Scottish host city, Glasgow would also be the hub of an associated cultural and community programme, building on the success of The European Championships 2018 and the ambitious legacy programmes built into The Cycling World Championships 2023.

3.5 Glasgow would once again host a fanzone and football village during the tournament, providing an opportunity for visitors and local citizens to come together for a programme of activities celebrating football and Glasgow's unique welcome, including matches, cultural programming and football related activities designed to encourage participation. The programme will be designed to engage and appeal to a wide audience from young people and families to visiting fans.

3.6 To further strengthen the impacts and benefits of the event to Glasgow, it is anticipated that a portion of the £7.5M from GCC would be ringfenced for specific initiatives, partnerships and activities to engage the city and its visitors in the lead up to and during the event. The activity would include ensuring accessible pathways and the capacity to respond to the interest generated from hosting the event.

2. Budget

2.1 Initial feasibility based on the partners' combined knowledge of hosting major events in the UK, including UEFA EURO 2020 and 2022, has identified the expenditure that will be required to deliver the host city obligations. This includes inflationary assumptions for 2028, along with a contingency of 10-20% across budget lines depending on level of confidence in costs. A financial request from Glasgow City Council, capped at £7.5M, including city wide activation, is being sought to contribute to the host city delivery costs, with the significant majority of funding coming from other sources.

2.2 An initial independent assessment of the economic impact of hosting this event has been undertaken using information from previous major events held overseas and in the UK, which estimates, conservatively, the event should deliver £152m "Gross Value Added" benefit to the Scottish economy. Glasgow would reasonably anticipate benefitting from a large portion of the economic value through visitation and spend associated with a large travelling

contingent, trade opportunities, direct expenditure in the city through the delivery of the event, job creation/ retention and skills development.

2.3 GCC investment of up to £7.5M towards the hosting of the event, and the additional city specific activation, will provide strong arguments in favour of activating contributions from the other potential funding partners and would bring significant benefits to Glasgow.

2.4 The Scottish and UK Governments are in the process of reaching a decision on funding, with the total funding package and viability of the bid expected to be confirmed in March before final bid submission to UEFA.

3. Bidding Process and Next Steps

3.1 The central bid team are coordinating final input from partners to submit a preliminary bid dossier on 16 November. We anticipate feedback from UEFA to help inform any final changes before final bid submission on 12 April 2023. It is anticipated that the successful host city will be announced by UEFA in September 2023.

4. Policy and Resource Implications

Resource Implications:

<i>Financial:</i>	The council will contribute up to £7.5M (capped) to the event for delivery and city activation
<i>Legal:</i>	The council will require to enter into a contractual arrangement, most likely with the Scottish Government, to facilitate the funding and then step down those obligations to Glasgow Life.
<i>Personnel:</i>	To deliver an event of this scale there will be personnel requirements. All the costs of dedicated event resource would be covered by overall event budget. Furthermore, there may be savings to GCC by not backfilling posts who are working on the Championships.
<i>Procurement:</i>	Depending on the governance model developed for this event, there could be options for utilizing Glasgow City Council's framework to ensure longer terms advantages.

Equality and Socio-Economic Impacts:

<i>Does the proposal support the Council's Equality Outcomes</i>	Yes, regarding Outcome 3, this event will provide service users with protected characteristics targeted, improved and more
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2021-25? Please specify.

accessible information about the event and wider services provided by the Council Family.

With regards to Outcome 2, this event will further lessen and remove barriers to participation in physical activity and sport but also learning, arts and culture for people with protected characteristics.

What are the potential equality impacts as a result of this report?

The event will support Glasgow Life in continuing to deliver programmes of sport and physical activity that are tailored to support and encourage disabled people and those currently disengaged from active lifestyles to become more active.

Please highlight if the policy/proposal will help address socio-economic disadvantage.

An objective to hosting this Championships is helping people to sustain and improve their health especially in disadvantaged communities. Active Scotland has a vision of Scotland where more people are more active, more often.

The new Active Scotland Delivery Plan aims to reduce physical inactivity in adults and teenagers in Scotland by 15% by 2030. This is a unique opportunity to put football centre stage in creating a better place to live, work and visit. In doing so it could make a valuable contribution to the six Active Scotland outcomes of:

- Encouraging and enabling the inactive to be more active
- Encouraging and enabling the active to stay active throughout life
- Developing physical confidence and competence from the earliest age
- Improving our active infrastructure – people and places
- Supporting well-being and resilience in communities through physical activity and sport
- Improving opportunities to participate, progress and achieve in sport.

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:

GCC and partners are committing to work with UEFA to develop a Sustainable Event Plan to align with their pan-European Sustainability Plan. It is anticipated that that all five themes of the Climate Plan will be considered and that those sustainable practices become embedded within wider event delivery practice, where possible.

What are the potential climate impacts as a result of this proposal?

The most notable climate impact will be through visitation associated with the event. The Sustainable Event Plan will consider an approach and measures to offset some of this impact, including a focus on extending stay and active travel.

Will the proposal contribute to Glasgow's net zero carbon target?

The aim of the Sustainable Event Plan will be to contribute to Glasgow's net zero carbon target.

Privacy and Data Protection Impacts:

3 Recommendations

It is recommended that the Committee:

- Consider the contents of this report
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- Glasgow City Council steps down responsibility for delivery to Glasgow Life