

REPORT TO: Executive Board
DATE: 5th September 2013
REPORTING OFFICER: Strategic Director, Communities
PORTFOLIO: Community & Sport
SUBJECT: Rugby League World Cup 2013
WARDS: Borough wide

1.0 PURPOSE OF THE REPORT

1.1 To update Members of Executive Board about the current plans for the USA team visit to Halton for the Rugby League World Cup 2013 (RLWC 2013).

2.0 RECOMMENDATION: That Members of Executive Board note the contents of the report and approve the Delivery Plan (Appendix A).

3.0 SUPPORTING INFORMATION

3.1 Most of the information regarding the RLWC2013 has been released nationally; however some information regarding the USA team schedule has not been released. It is anticipated the USA team will arrive in England on 19 October and set up team base at The Park Royal Hotel, Warrington. They will commute to their Training Base at Halton Stadium.

3.2 The RLWC 2013 runs from 26 October to 30 November 2013. Involving 14 teams with games staged at 18 different venues.

3.3 Since the last report meetings have taken place across the Council and with partner agencies, such as, Widnes Vikings, Halton Sports Partnership to prepare a plan.

3.4 A delivery plan has been drafted and can be found in Appendix A, the Halton consortium will prepare detailed plans for the following:

- Civic Reception
- Coaching Master Class
- Open Training Session
- Community Engagement Activity (at least 1 activity per week during the teams stay). Pan-Merseyside and schools tag rugby competitions at the stadium. Local clubs mini tournament.

Once the USA training schedule is received the times and dates can be proposed and further details confirmed.

- 3.5 The USA team have 3 group games: Wednesday 30 October v Cook Islands at Memorial Stadium, Bristol; Sunday 3 November v Wales at Racecourse Stadium, Wrexham; Thursday 7 November v Scotland at Salford City Stadium.
- 3.6 The Organising Committee have received an allocation of tickets for the Wales match, an invitation list is being drawn up and it is proposed to allocate some tickets to community engagement activity and competitions.
- 3.7 Interest in the RLWC 2013 and USA team by the community is unknown; this is a high profile tournament. The delivery plan activities are likely to increase the interest and engagement in the community activity is likely to be in the 100's.
- 3.8 The delivery plan is intended to attract engagement across the age ranges in sport and cultural activities. The stadium provides an ideal venue to deliver a large range of activities. There is opportunity to deliver further activity in other community settings.
- 3.9 There is opportunity for other services to rebrand existing activity. Proposals include:
- November 5th - Firework music to be themed
 - HBC Staff restaurants to host themed days.
 - Brindley shows which could be rebranded
 - American themed school meals across Halton Schools
 - Welcome signage on the four main routes into the borough with the RLWC 2013 logo on.
 - Colour gravel rugby ball display and wicker player on Moor Lane roundabout.
 - Vintage Rally options and advertising.
 - Stars and stripes bunting.
- 3.10 The RLWC2013 has a dedicated delivery team based at Media City in Salford. As a host city Halton has access to promotional material, such as, logos, banners, and posters. There are a number of national initiatives, such as, Try Reading and Education Resource.
- 3.11 The Council's Operational Director for Communities and Environment is the lead officer. Activities during the tournament must be signed off with RLWC 2013 and competing nations.

4.0 POLICY IMPLICATIONS

- 4.1 No policy implications.

5.0 FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications as a result of the Delivery Plan.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children and Young People in Halton

None identified.

6.2 Employment, Learning and Skills in Halton

None identified.

6.3 A Healthy Halton

None identified.

6.4 A Safer Halton

None identified.

6.5 Halton's Urban Renewal

None identified.

7.0 RISK ANALYSIS

7.1 The main risk for the Borough is the tournament is cancelled or the USA team withdraw.

8.0 EQUALITY AND DIVERSITY ISSUES

8.1 There are no Equality and Diversity issues associated with this report.

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

None under the meaning of the Act.