**SPORTS BUSINESS COUNCIL**

**NOTES OF THE MEETING HELD ON 27 JUNE 2017**

**Premier League, 30 Gloucester Place, London**

**Attendees**

Co- Chairs:

Tracey Crouch MP Parliamentary Under Secretary of State for Sport and Civil Society

Richard Scudamore Executive Chairman, Premier League

Members:

Jo Adams CEO, England Netball

Kate Bosomworth Independent Consultant and Board Member, Sport England

Richard Callaway UK Sports Marketing Director, Nike

Huw Edwards Director of Public Affairs, ukactive

Paul Foster CEO, The Great Run Company

Tom Harrison CEO, England and Wales Cricket Board

Dan Lane CEO and Founder, WOOOBA

Christopher Lee Managing Director, Europe, Middle East and Africa, Populous

Mark Lichtenhein Chair, Sports Rights Owners Coalition

Sally Munday CEO, England Hockey

Warren Ralls Director, Local Enterprise Partnership Network

Barbara Slater Director of Sport, BBC

Secretariat:

Emma Boggis CEO, Sport and Recreation Alliance

Simon Miller Policy Advisor, Major Events and Sports Economy, DCMS

Leigh Thompson Policy Manager, Sport and Recreation Alliance

Others:

Francesca Broadbent Sports Economy, DCMS

Bill Bush Director of Public Affairs, Premier League

Andrew Honeyman Head of Sport, DCMS

Cameron Yorston Private Secretary to Tracey Crouch, DCMS

Alex Williams Department for Business, Energy and Industrial Strategy

**Apologies**

Robert Cook UK Managing Director, Virgin Active

Steven Ward CEO, ukactive (Huw Edwards representing for first meeting only)

Claire Williams Deputy Team Principal, Williams Grand Prix Engineering Limited

Philip Yates Managing Director UK, Ottobock

1. **Welcome**

1.1 The Minister welcomed everyone to the meeting and thanked them for their enthusiasm for the creation of the Council. She had for the last two years been chairing the Tourism Industry Council, and the Department also brought together Creative Industries in a similar way, and based on that experience felt that bringing sector representatives together would help unleash the economic potential of the sector. The first meeting was an opportunity to come together and agree collectively how to proceed with the very clear intent that the discussions would be led by the industry.

1.2 RS added his welcome as Co-Chair and emphasised the simple but obvious point that it all starts with sport and everything else – including economic success – flows from making sure that it is as good as it can be.

1. **Terms of Reference**
   1. The Minister set out a number of rules which Council members were asked to agree to which included:
      * Engagement was required from the highest level, so going forward no substitutes for meetings would be permitted.
      * A ‘three strikes and out’ rule would be adopted and meeting dates would be set well in advance.
      * The Council was not intended to be a talking shop – members would be asked to lead specific working groups which would drive activity between meetings.
   2. The Sport and Recreation Alliance would work in partnership with DCMS to provide the secretariat to the group and the Minister was committed to ensuring strong representation from both genders on the Council.
   3. Members were invited to identify any omissions from the membership and asked to confirm that they would be happy for the membership list and the Terms of Reference to be published on [www.gov.uk](http://www.gov.uk). Members agreed to publication.
   4. The Council also discussed the records that would be prepared of the meeting and how they would be disseminated, to include how those beyond the Council were aware of its work. It was recognised that some elements of the discussion might be sensitive, commercially or otherwise, and therefore Members would be given an opportunity to ask for any redactions to the minutes before publication.
   5. At the Minister’s invitation, Warren Ralls (WR) briefly outlined the purpose of the 38 Local Enterprise Partnerships (LEPs) which had been created throughout England to drive forward local economic strategies; and options for how the LEPs could be represented on the Council – this could be done either through the LEP Network or by including an individual LEP Chair.
   6. Council members asked how they could promote the work of the Council to their own networks and potentially engage other individuals on specific issues where relevant. The Minister made clear that she expected there to be a two-way dialogue between representatives on the Council and the wider sector.
   7. The Minister also agreed that consideration should be given to adding prioritisation of issues and timing into the terms of reference.
   8. In summing up the item, the Minister confirmed:
      * The Terms of Reference had been agreed, but would be reviewed to consider how best to reflect the issues of timing and prioritisation. **ACTION: DCMS**
      * Members were content for the Terms of Reference and the membership list to be published on gov.uk. **ACTION: DCMS**
      * A comprehensive note of the meeting would be produced with the expectation that it would be published on gov.uk, although members would have the opportunity to request any redactions should they be needed. **ACTION: DCMS/Sport and Recreation Alliance**
      * WR would be the initial LEP representative although this could be kept under review as the work progressed. **ACTION: WR**
      * Members were encouraged to promote the role of the Council and the specific work streams to their own networks. **ACTION: All**
2. **BREXIT** 
   1. The Minister introduced the item by stating that the Government had set out its core objectives for exiting the EU and issued a clear statement of intent in a White Paper. As members would be well aware, formal negotiations had now started and will continue. There were key issues within the negotiations which were relevant to sport and the Minister was grateful to those members, and others, who had engaged with the Department to date on this issue. There would be specific negotiating groups on citizens’ rights, the UK/EU financial settlement, Ireland and Northern Ireland and other issues. The Minister invited members to comment on how the Council can feed into wider discussions and was particularly interested to know if there were issues which members did not feel the Department had yet engaged on but which were relevant to the sector.
   2. The following comments were made in discussion:
      * As much certainty as possible would be welcomed, but the challenge of that was not underestimated.
      * The acquisition of talent was a key issue for all sports.
      * Intellectual property was already a complex issue in sport and would be no less complicated post-BREXIT.
      * The relentless pursuit of the Digital Single Market and the de-territorialisation of rights had not always been met by the full force of Government; there was an opportunity to address that now.
      * Reciprocal tax arrangements and free movement of people and equipment were key issues for event organisers and equipment/apparel manufacturers.
      * Allowing NGBs to retain sovereignty over their own rights and retain the ability to exploit them was crucial.
      * Consideration needed to be given to sports who are developing fledgling rights, as well as those with well-established properties.
      * Small policy changes could have a profound impact
      * Consideration should be given to the extent to which NGBs should be able to set their own rules, for example on overseas players, so as not to fall foul of the law yet address their own individual circumstances. One size won’t fit all.
      * In all areas, regulatory arrangements would need to be considered carefully – BREXIT would create a significant amount of change that would need to be managed through flexible and responsive regulatory solutions.
   3. In summing up the discussion, the Minister stated that rather than create separate a working group on BREXIT, all of the groups would be asked to consider it as a strand within their work as it was relevant to all. Similarly, all groups should consider regulatory requirements as a standing item. **ACTION: Working Group Chairs**

1. **INDUSTRIAL STRATEGY**
   1. The Minister invited Alex Williams (AW) from the Department for Business, Energy and Industrial Strategy (BEIS) to provide some context and background on the Government’s plan for an industrial strategy.
   2. AW set out the intent and purpose behind the Industrial Strategy Green Paper and made the following comments:
      * The Government had published its Green Paper in January 2017 setting out the proposed approach under ten pillars and including key early actions.
      * 1900 responses had been received during the consultation and the Department was currently reviewing these. Government was committed to setting out its approach by the end of the calendar year.
      * The strategy would cover how to create the conditions for businesses to grow, exports to increase and skills to develop.
      * The Government recognised that different sectors may require different approaches and had challenged sectors of the economy to self-organise (including working with LEPs, universities and others) to make a compelling proposition to Government about the support they needed.
      * The Government was looking for concrete proposals which demonstrated a credible analytical base. In short, there was a call to arms to sectors to make Government an offer they could not refuse.
      * Although no new money was available there was an opportunity to refocus existing investment and change troublesome regulation.
      * To date 58 self-identifying sectors had engaged with Government.
      * The offer from Government was to create a sector deal, and there was an expectation of two-way commitments being made.
   3. The following points were made in discussion:
      * There had been very little reference to sport in the consultation document so there was a need to demonstrate the importance of the sector to the wider economy.
      * There was an opportunity to look at infrastructure investment and how to leverage private sector investment into the sector.
      * The role of open data was crucial. The sector was, worryingly, very far behind other sectors on this and could not afford to be.
      * This was an opportunity to work on more concretely defining the sector, with more work needed on this.
      * The importance of the gig economy, particularly with regard to staff for event staging needed to be considered.
   4. In summing up the item, the Minister confirmed the following actions:
      * A BEIS official would be invited as a standing attendee at the Council; **ACTION: DCMS**
      * Infrastructure investment would also be a theme for all of the working groups to consider (see para 3.3). **ACTION: Working Group Chairs**
      * KB would provide an update on the Open Data Institute/Sport England Open Data project at the next meeting with a view to discussing how the Council could lead/support this work. **ACTION: KB**
2. **Priority work areas**

5.1 The Minister introduced the item and invited Council members to consider which issues should form the priority areas of work for the Council moving forward. The following points were noted in discussion:

* + In view of recent terror attacks, sport now faced significantly increased security and counter-terrorism risks. The sector therefore needed to be able to stage events but also be adaptable and demonstrate it was capable of managing these risks in a complex and fast-moving environment. While it was recognised that good practice was shared between sport and counter-terrorism experts through the Crowded Places Information Exchange (CPIE) sport sub-group, it was agreed that the Council should form a view on the economic implications of emerging security and counter-terrorism risks and what more could be done to support the sector, particularly for smaller event organisers who have limited resources.
  + Following the requirements set out in Government’s sports strategy *Sporting Future*, many governing bodies were seeking to diversify and grow income from staging events. The timescales for sports to be able to demonstrate financial sustainability to Government and Sport England were demanding and it was agreed that the Council should focus on event staging as a priority area. It was further agreed that the event staging workstream should include an explicit focus on security and counter-terrorism risks and associated sector needs.
  + A robust and properly enforced intellectual property regime was essential for the long-term health of the sports sector. This applied not just to the larger, more commercially mature sports but across the wider sector; sports that were in the process of developing and launching fledgling competitions needed to be able to monetise the value in the rights once there was sufficient market appetite. Similarly, broadcasters needed certainty that they would have exclusivity over the broadcasting of events.
  + The sector needed a skilled and flexible workforce in order to meet the challenges of the future. Many roles in the sector e.g. event stewarding had become increasingly skilled in recent years (safeguarding skills, etc.) but were also based on flexible working patterns and therefore formed part of the wider ‘gig’ economy. In this context, the sector needed to work closely with Government to ensure that public policy decisions e.g. design of the Apprenticeship Levy scheme supported the needs of the sport sector.
  + The sector needed to get better at demonstrating the economic and social impact of sport to generate wider government buy-in and leverage greater investment from the private sector. Much of the evidence existed already but the sector needed to bring it together and tell a more compelling story. Given the close links between the two, The Minister suggested a priority area for the Council should be to combine the drawing together of existing evidence on sport’s economic and social value with a consideration of how to maximise local partnerships to deliver real economic impact.

5.2 In light of the preceding discussion, it was agreed that four working groups should be formed to address the following priority work areas with chairs/co-chairs appointed to each:

* + Intellectual property – Chair: Mark Lichtenhein
  + Event staging and venues – Co-chairs: Joanna Adams/Paul Foster
  + Skills – Chair: Steven Ward
  + Sport economy evidence base and local partnerships – Co-chairs: Emma Boggis/Warren Ralls

The following Council members volunteered to assist each working group:

* Intellectual property:Tom Harrison, Barbara Slater (with the Premier League)
* Event staging: Tom Harrison, Christopher Lee, Sally Munday
* Skills: Kate Bosomworth
* Sport economy evidence base and local partnerships: Richard Callaway, Paul Foster, Dan Lane, Steven Ward
  1. Summing up the item, the Minister confirmed the following:
* International trade and soft power, whilst important issues for the Council, were best dealt with through existing Government arrangements, notably the Department for International Trade and DCMS through its coordination with other departments. **ACTION: DCMS**
* The chairs of each working group would develop a Terms of Reference and working brief for their groups and report back at the next meeting in September. The terms of reference should reflect the inclusion of discussion around BREXIT, regulatory requirements and infrastructure investment **ACTION: Working Group Chairs.**

1. **Future meetings**
   1. The Minister confirmed that the Forum would next meet in September and then December and that dates would be identified shortly. **ACTION: DCMS**
2. **Any Other Business**
   1. The Council discussed how best to share information in between meetings and DL offered to set up a group on Slack and circulate information to members. **ACTION: DL**
   2. There was an open offer from the Premier League to support the work of the Council and working groups, whether through the provision of meeting rooms or access to data and insight recognising the reach that was possible through the organisation.
   3. Dan Jones, Senior Partner at Deloitte, had also offered to provide pro bono support to the Council. The Secretariat would follow up on this. **ACTION: DCMS/Sport and Recreation Alliance**

**8 Comments received via correspondence**

8.4 Access to the correct talent post-BREXIT and the skills agenda in general need to be escalated, and clarity on new regulation should also be sought as swiftly as possible. A curriculum for nurturing young talent and developing them as leaders in sports businesses should be assessed. **ACTION: Working Group Chairs**

8.5 A reference should be made in the Terms of Reference specifically highlighting the need to ensure outcomes from the Council emphasise inclusivity in sport. **ACTION: DCMS**