**SPORTS BUSINESS COUNCIL**

**NOTES OF THE MEETING HELD ON 15 JANUARY 2018**

**Lords Cricket Ground, St John's Wood Rd, London**

**Attendees**

Co-chairs:

Tracey Crouch MP Parliamentary Under Secretary for Sport and Civil Society

Richard Scudamore Executive Chairman, Premier League

Members:

Jo Adams CEO, England Netball

John Allert Chief Marketing Officer, McLaren Technology Group

Kate Bosomworth Independent Consultant and Board Member, Sport England

Christian Brodie Chair, South East Local Enterprise Partnership

Richard Callaway UK Sports Marketing Director, Nike

Paul Foster CEO, The Great Run Company

Tom Harrison CEO, England and Wales Cricket Board

Dan Lane CEO and Founder, WOOOBA

Mark Lichtenhein Chair, Sports Rights Owners Coalition

Sally Munday CEO, England Hockey

Barbara Slater Director of Sport, BBC

Bill Sweeney Chief Executive, British Olympic Association

Steven Ward CEO, ukactive

Secretariat:

Emma Boggis CEO, Sport and Recreation Alliance

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

Robert Gill Policy Support Officer, Sport and Recreation Alliance

Others:

Francesca Broadbent Head of Elite Sport, DCMS

Bill Bush Director of Public Affairs, Premier League

Andrew Honeyman Head of Sport, DCMS

Cameron Yorston Private Secretary to Tracey Crouch, DCMS

Stuart Walters Department for Business, Energy and Industrial Strategy

Apologies:

Robert Cook UK Managing Director, Virgin Active

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

Philip Yates Managing Director, UK, Ottobock

1. **Welcome from co-chairs**
   1. Richard Scudamore (RS) welcomed those assembled. In particular he thanked the ECB and Tom Harrison (TH) for hosting the meeting.

* 1. TH also welcomed attendees to Lords Cricket Ground and reflected on the key announcements made by the ECB during 2017, including the changes made to the organisation’s governance structure and the new broadcast deal it had secured and looked ahead to the main priorities at the ECB during 2018. TH offered his congratulations to the co-Chair of the Council Tracey Crouch MP (TC) for being re-appointed as Minister for Sport, and to the new Secretary of State for Digital, Culture, Media and Sport Matt Hancock MP.
  2. TH also offered his thoughts on how, when in Australia to watch the Ashes, he noticed how sport was ingrained into public life, to the extent that the majority of state governments are investing billions of dollars building multi-sport venues because of the recognition they give to the value of sport to the country’s culture and economy, and to the health of its population. He reflected that through the Sports Business Council we have a real opportunity to drive home the message about the value of sport to help TC deliver her brief and make the case for sport and physical activity across government.

1. **Update from Subgroups**
   1. RS invited updates from each subgroup in turn.
   2. The Skills subgroup (led by Steven Ward (SW)) gave the following update:

* TC met with the Minister for Skills and Apprenticeships Anne Milton MP to discuss various issues around the skills of the sporting workforce and apprenticeships. She highlighted a consultation to which the government was inviting views, and to which the subgroup will be responding.
* Members of the subgroup also met with the Institute for Apprenticeships (IfA) and secured a commitment from them to work more closely with the sport and physical activity sector to deal with the bottleneck in apprenticeships.
* The subgroup has secured, via the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA), a commitment to a Service Level Agreement around the approval of apprenticeship standards submitted to the IfA, which would speed up access to new qualifications eligible for funding under the Apprenticeship Levy.
* The Sports Business Council should consider further action if this commitment is not honoured by the IfA.
* A timetable of meetings of the subgroup have been set out over the next twelve months, and a Terms of Reference document has been agreed.
  1. The Intellectual Property Rights (led by Mark Lichtenhein (ML)) gave the following update:
* Following the discussion at the last meeting there was a consensus within the subgroup on the need to establish a better relationship with the gambling industry for a fair return to sport, noting that the challenge to deliver this is well understood.
* ML referred to ongoing discussions in the US, notably Indiana and New Jersey, about whether sports gambling should be legalised. The case had been referred to the Supreme Court and a decision is expected later this year. In anticipation of a verdict, many states are drafting legislation that will legalise gambling on sporting events, with the state of Indiana preparing to include a 1% integrity fee on the turnover on betting fees made from a sporting event.
* The Council members agreed there was a desire to look again at the relationship between betting and the sports on which they run markets.
* ML went through some of the key figures from the latest research into gambling in the UK.
* On piracy, the subgroup have found commonalities amongst providers who host illegal streaming of events (not exclusively sporting events) and are looking at how to target the illegal providers. ML also cited how the UK is seen as a world-leader in this area, but more joined up thinking is needed as well as consideration on how it extends to digital and counterfeit goods.
* The subgroup is also tracking progress on copyright issues as legislation passes through European institutions.
  1. The Event Staging subgroup (led by Jo Adams (JA) and Paul Foster (PF)) gave the following update:
* The subgroup felt that there was an inconsistency in the approach taken by police and local authorities towards counter terrorism requirements due to the right advice not always getting through. The subgroup is engaging with the National Counter Terrorism Information Exchange to ensure consistency in advice given to NGBs and is looking at organising a counter-terrorism workshop.
* The subgroup also felt there were inconsistencies in the regulatory structures and stakeholder support between one-off and regular events.
* The issues faced by NGBs when accessing facilities for high profile events was also considered by the subgroup. The subgroup had secured agreement for support from UK Sport to conduct an audit of arenas used by sports in the UK, which they would present to the Council in the autumn.
  1. The Sports Economy Evidence Base subgroup (led by Emma Boggis (EB) and Christian Brodie (CB)) gave the following update:
* The subgroup is preparing a briefing note that contains some key lines that demonstrate the economic impact of the sports sector. This is nearly complete and will be shared with members of the Council in due course.
* Other discussion within the subgroup had focussed on the case for a ‘sector deal’ which would be covered under the next agenda item.
  1. In summing up the discussion, RS:
* Suggested that, in future, subgroups produce a one page summary of their activity since the last meeting and send to DCMS to include in the papers of the meeting. **ACTION: All Chairs of the subgroups/DCMS**
* Suggested that the subgroup chairs set out timescales for when they intend to deliver their recommendations to the Council to give a clearer sense of milestones. **ACTION: All Chairs of the subgroups**

1. **Note of last meeting and Matters Arising**
   1. RS asked members of the council if there were any issues with the note of the last meeting of the Council. Kate Bosomworth requested that the action regarding OpenData is put back on the list as open as she felt there was more to do in this area.[[1]](#footnote-1) **ACTION: DCMS/Sport and Recreation Alliance**
2. **Sport’s alignment with Government’s Industrial Strategy**
   1. In introducing the item RS pointed out that there is a difference between the social value of sport that emphasises the physical and mental health benefits of sport and the business of the sports economy. He suggested that in the discussion around a sector deal Council members might want to find a meeting point between these two areas that would suit proponents of both.
   2. RS invited EB, supported by SW and Bill Sweeney (BS), to talk members of the Council through a presentation outlining the case for a sector deal for sport.

* EB summarised the discussions of a roundtable attended by officials from DCMS and several members of the Council on how a sport sector deal could be reached. During the roundtable attendees heard from representatives of the construction and tourism sectors on how they had agreed a sector deal with the Department for Business, Energy and the Industrial Strategy (BEIS).
* An important lesson attendees took from the construction and tourism deals was to decide on one specific problem that a deal would solve and focus on securing a deal around that.
* EB drew attention to the slides which highlighted how a healthy workforce can help overcome the ‘productivity challenge’, why a sector deal would be beneficial, the advice from other sectors to start high-level and be clear about the sector’s ‘burning platform’.
* BS talked about basing a sector deal around ‘active participants’ – in particular looking at sport’s role in decreasing obesity rates.
* SW shared feedback from a representative from the construction industry who was present at the roundtable, who said that in his opinion the sport and physical activity sector was well placed to agree a sector deal. He also pointed out that the construction sector shares some of the issues the sports sector faces, e.g. low productivity
* RS went through the key questions set by BEIS that were included in the presentation. He emphasised that any sector deal would require pooled resources from members as it would take a lot of work and would need the Council to consider how a deal would work. He said that the Premier League would be supportive of something that is meaningful and that would make a difference but fundamental questions remain. Discussions would require a clear focus.
* In response, TC asked BEIS for an update on the future direction of the ‘sector deal’ concept. Stuart Walters replied that the BEIS Secretary of State was still supportive of sector deals but the department had received a flood of interest in them from over 60 sectors. The department was therefore taking stock and working out the process and governance around sector deals.
* Stuart Walters also mentioned that deals could be amended and revisited if necessary once agreed.
* Ultimately, there was no agreement as to what the actual objectives of a Sport Sector deal would be, and therefore more consideration is required.
  1. The following points were made in discussion:
* The Council’s remit of creating proposals to Government to help boost the economic contribution of the sector is compatible with a sector deal. It was noted that the council had been set up before the Industrial Strategy had been created and that we can get on with enhancing the economic value of sport rather than wait for a deal to be agreed.
* The profile of sport isn’t high amongst most Local Enterprise Partnerships (LEPs). Having a sector deal that creates a role for LEPs will help raise the profile of sport in them.
* There is no rush to negotiate a deal, while a timescale might focus the mind we need time to work out what we want to focus on.
* We should find a way of bringing the themes discussed by the subgroups together.
* Any deal should focus on the ‘business of sport’, though not forgetting that many of the council’s members work in the ‘business of participation’.
* Most NGBs are funded through public money, so any deal should try and attract more commercial revenue into sport in order to reduce NGB’s reliance on public money.
* There would need to be both ‘give’ and ‘take’ from both the sector and government to secure a ‘sector deal’.
* A ‘sector deal’ could prove a catalyst for much broader conversations.
* A key area where sports can attract more revenue is in staging major events, so a deal could contain measures to make it easier to organise events, for example making better shared use of facilities and reducing the amount of bureaucracy involved in organising events.
* Regular domestic events, not just ‘one-off’ events, should also be regarded as offering revenue growth opportunities.
* The Council should not get too focused on the term ‘sector deal’, as much of the work already underway effectively constitutes proposals for a ‘sector deal’.
  1. RS summed up the discussion by saying:
* He will go back to TC and encapsulate a summary of the discussion that just took place **ACTION: RS**
* Council subgroups should continue with their current areas of work to identify specific asks of Government; any sector deal will need to draw upon this work;
* Subgroups should consider the sector deal key questions posed by BEIS. **ACTION: Subgroup Chairs**

1. **Presentation on the Department for International Trade’s Sports Sector Advisory Group (SAG)**
   1. RS invited Jon Tibbs (JT) to present to the Council on the Department for International Trade’s Sports Sector Advisory Group.
   2. JT outlined the Group’s role in helping UK companies win tenders for international sports events, with a particular focus on winning contracts for major sporting events such as 2018 Asian Games in Jakarta, 2019 Rugby World Cup in Japan, 2019 Pan American Games in Lima, 2020 Tokyo Olympic and Paralympic Games and the 2022 Football World Cup in Qatar. The group arranges trade missions to the host nation for UK companies who are looking to bid for contracts, accompanied by a government minister.
   3. The group is also focused on sports development projects including increasing football participation in India, and football, snooker and sailing development projects in China.
   4. UK companies have been very successful at securing work around organising major international sporting events. Over the last three and a half years, UK companies have won £1 billion worth of business or export wins from global sports projects taking place between 2015 and 2022. These figures only include wins where the UK Government has had a role to play - the overall figure is therefore likely to be greater. JT said this success was due to the excellent reputation Britain has for running big sporting events that was gained from the success of London 2012 Olympic and Paralympic Games.
   5. The following comments were made in discussion:

* Advice to the Pan-American sector was being provided by a mixture of officials from Government and figures from the private sector.
* Sport is seen as a worthy economic sector, as well as a prestigious one.
* The work being done by the group fits well with the work the Council is doing, and the two groups could be mutually-reinforcing.
* The sector could be said to have progressed more in areas such as mental health than in maximising economic growth. There is an opportunity for the Council and the SAG to help Government make some progress in this area.
* The Council and the SAG create an opportunity to feed back to Sport England and UK Sport and encourage them to help the sector in different ways.

1. **Any Other Business**
   1. RS thanked attendees for coming and contributing to the discussions. He reminded attendees that the next meeting of the Council will be taking place on Monday 16 April (12.00-14.00).

1. Clarification - OpenData was not closed as a topic - just the specific action from the previous meeting. DCMS will work with KB to scope the next steps of the Council’s considerations of data issues. [↑](#footnote-ref-1)