

**REPORT TO:** Employment, Learning, Skills & Community Policy & Performance Board

**DATE:** 8<sup>th</sup> January 2014

**REPORTING OFFICER:** Operational Director, Community and Environment

**PORTFOLIO:** Community and Sport

**SUBJECT:** Rugby League World Cup 2013 USA Team Visit

**WARD(S)** Borough-wide

### 1.0 PURPOSE OF THE REPORT

To provide a verbal update on the USA Tomahawks team visit in October 2013 to Halton for the Rugby League World Cup 2013 (RLWC 2013).

### 2.0 RECOMMENDATION: That:

the report be noted.

### 3.0 SUPPORTING INFORMATION

3.1 The USA team arrived in England on 19 October 2013 and set up team base at The Park Royal Hotel, Warrington. They commuted to their Training Base at Halton Stadium.

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

3.3 A delivery plan included 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.

3.4 The USA team had 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.

3.5 The delivery plan activities increased the interest and engagement in the

community in sport and cultural activities. The stadium provided an ideal venue to deliver a large range of activities.

- 3.6 The opportunity to rebrand existing activities for services included:
- November 5<sup>th</sup> - Firework music themed
  - HBC Staff restaurants hosted 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.
  - Vintage Rally options and advertising.
  - Stars and stripes bunting.

- 3.7 The RLWC2013 had a dedicated delivery team based at Media City in Salford. As a host city Halton had access to promotional material, such as logos, banners, and posters. There were also a number of national initiatives, such as, Try Reading and Education Resource.

#### 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 & 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 was if the tournament was cancelled or the USA team withdrew.

8.0 **EQUALITY & 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.