

DEPARTMENT FOR CULTURE, MEDIA AND SPORT



Revisiting the Manchester 2002 Commonwealth Games

Government Response
to the Fifth Report from the
Culture, Media and Sport Select Committee
Session 2001–2002

*Presented to Parliament
By the Secretary of State for Culture, Media and Sport
By Command of Her Majesty
July 2002*

© Crown Copyright 2002

The text in this document (excluding the Royal Arms and departmental logos) may be reproduced free of charge in any format or medium providing that it is reproduced accurately and not used in a misleading context. The material must be acknowledged as Crown copyright and the title of the document specified.

Any enquiries relating to the copyright in this document should be addressed to The Licensing Division, HMSO, St Clements House, 2-16 Colegate, Norwich, NR3 1BQ. Fax: 01603 723000 or e-mail: licensing@cabinet-office.x.gsi.gov.uk

REVISITING THE MANCHESTER 2002 COMMONWEALTH GAMES

GOVERNMENT RESPONSE TO THE FIFTH REPORT FROM THE CULTURE, MEDIA AND SPORT SELECT COMMITTEE, SESSION 2001-2002

The Government welcomes the continuing interest shown by the Culture, Media and Sport Committee in the preparations for the XVII Commonwealth Games in Manchester in July/August this year. The Government believes that the Games will be a fitting climax to the celebrations of the Golden Jubilee of Her Majesty The Queen, a highlight of an excellent summer of sport and an important demonstration of Britain's ability to host a major international sporting event.

The Select Committee made a number of key conclusions and recommendations in their report.

- (a) We are certain that this country's international reputation as a host for the most important sporting events rests upon the success of the Manchester Commonwealth Games. (paragraph 8)**

Britain's reputation as a successful host of international events derives from our proven track record for holding such international successes as the London Marathon and the Wimbledon Championships. The Government also believes that the international community will be influenced in its judgement of Britain's ability to host the largest international sporting events, not only by what happens in Manchester during the Commonwealth Games, but also how well organised are subsequent major events such as the Ryder Cup later this year and World Indoor Athletics Championships in Birmingham next year.

- (b) We are encouraged by the developments in the organisational structure of Manchester 2002 Limited (M2002), and the continued engagement of the public funding partners in the key strategic and financial decisions. We recommend that the relatively late creation of the crucial Chief Operations Officer post be considered amongst the lessons to be learned from the Games and included in the Legacy document to be prepared by M2002. (paragraph 11)**

Staffing issues will be considered in the report prepared by M2002 Ltd following the Games.

- (c) We expect a clear statement to be made by M2002 Ltd breaking down any spending from the July 2001 contingency fund after the Games have concluded. (paragraph 14)**

Information on spending on the Games will continue to be made available to Parliament. This will include spending from the contingency fund established in July 2001.

- (d) We consider that M2002 should be congratulated for developing an inclusive ticketing and entertainment strategy, and we look forward to receiving future updates from M2002 on ticket sales levels, particularly those from venue outlets and the sale of community ticket packages. (paragraph 18)**

The Government welcomes the Committee's positive comments about M2002's ticketing and entertainment strategy. Information on ticket sales will continue to be made available to Parliament.

- (e) Despite public attention being focussed on the World Cup, the Committee expects to see greater promotion of the Games nationwide: both in the final months before the opening ceremony and continuing to the closing of the Games. (paragraph 23)**

Promotion of the Games has increased in the immediate run-up to the opening ceremony, particularly since the beginning of the United Kingdom leg of The Queen's Jubilee Baton Relay.

- (f) Whilst the latest news from M2002 is encouraging, we recommend that M2002 opens further stores — or promote its product lines in stores outside Manchester — particularly in international airports, to gain maximum exposure of the Games brand. We consider that M2002 should build on the major UK brands already included as licensees and ensure that Games merchandising lives up to the promises of customer satisfaction and national awareness of the products available. We believe that the measures for the success of the marketing department should include product sales figures. (paragraph 24)**

Successful merchandising of the Games will make a small, but significant contribution to their overall financial performance. The Government believes that detailed matters of the promotion of Games' merchandise is a matter for the commercial judgement of M2002 and its licensees.

- (g) It remains a key challenge for M2002 to accommodate the Games family, and the Committee is reassured that M2002 is working to develop the necessary plans for overflow accommodation. It is for M2002 to recommend changes in Games practice to the Commonwealth games Federation and we would expect to see such recommendations as part of the Legacy document prepared by M2002 after the Games. (paragraph 26)**

The report prepared by M2002 after the Commonwealth Games will deal with these matters.

- (h) We believe that the effective implementation of M2002's transport strategy is vital to a safe and enjoyable Games. We welcome the measures that have been taken by M2002 so far to tackle the challenge of the huge numbers of visitors expected at the events. (paragraph 28)**

The Government welcomes the Committee's positive comments. The Government also believes that adequate transport arrangements will be an important part of the success of the Manchester Games.

- (i) The Committee acknowledges that many of the venues have already been used for sporting events and are encouraged that detailed operating tests are planned for those not yet in use. (paragraph 29)**

The Government agrees that venue testing is important to the success of the Games. The principal Games' venue, the City of Manchester Stadium, was successfully tested on 15-16 June.

- (j) In evidence to the previous Committee, the Cabinet Office Minister responsible for the Games said that he was keen that both the Government and this Committee examine the lessons learned from the partnership formed between Government and the organisers. We recommend that this partnership be examined within the Legacy document to be prepared by M2002 after the Games. (paragraph 30)**

The Government agrees that it is important to assess the lessons learned from the Commonwealth Games about the relationships between the Government, the Games organisers and other principal parties. This will be covered in follow-up reports completed after the Games.

- (k) The Committee recommends that an assessment of the successful employment of volunteers after the Games be included in the "success factors matrix" and the Games Legacy document. (paragraph 32)**

The Commonwealth Games should be an important step forward for volunteering in the United Kingdom and the Government agrees that follow-up arrangements should be assessed as part of the lessons learned. Manchester City Council is developing proposals with local partners to ensure that the impetus towards volunteering around the Games can be carried forward as part of their future regeneration strategies.

- (l) The Committee recommends that the Legacy document prepared by M2002 after the Games should identify the central core of employees within M2002 and the UK's other sporting bodies, whose expertise should be available to other organisers of international sporting events in the UK to ensure our success as a host country in future. We also repeat the recommendation of the previous Committee that the Government should consider retaining a core team of experts to provide advice in regard to future bids and future events. (paragraph 33)**

The Government share the Committee's wish to ensure that the lessons of the Manchester Games are captured and that arrangements for transferring experience and expertise are developed. The Government also notes that there is an established international market in Games expertise and that the United Kingdom should not necessarily expect, any more than any other country, to have immediately available within the domestic economy the full amount of skilled personnel who will be required to stage the largest international sporting events.

- (m) The Committee is encouraged by the positive report of the study undertaken by Cambridge Policy Consultants, and, whilst repeating the concerns of the previous Committee that SportCity must be maintained and properly funded, believes that**

MCC have put in the necessary groundwork to link the Games with the wider regeneration of the area. We look forward to the reports of future studies on the impact of the Games including the projections that SportCity would create around 3,000 permanent jobs. (paragraph 36)

The Government notes the Committee's recommendation and welcomes the positive contribution which the Commonwealth Games have made to the economic regeneration of East Manchester. Manchester City Council will continue to monitor the economic impact associated with the Games and the regeneration of East Manchester.

(n) We recommend that the Legacy document to be prepared by M2002 include full consideration of the organisational structure necessary for a major international sporting event. (paragraph 38)

The final report will consider organisational structures fully.

(o) The Government must consider the good example of the working relationships behind the Manchester Commonwealth Games. The Government should also consider the success of the structure installed by the Prime Minister after the recommendations made by the previous Committee which resulted in the appointment of the Rt Hon Ian McCartney MP, as Minister with responsibility for the Games, which galvanised the whole process and almost certainly saved the Games. We were disappointed that these arrangements were not continued after last year's General Election, believe that only the pre-election structure installed made the Games possible, and recommend that in future, when the Prime Minister has created such a successful structure, he should stick with it. (paragraph 39)

The Government notes the Committee's comment.

(p) It would have been ideal had the Performance and Innovation Unit within the Cabinet Office completed its work on hosting world class events in time to assist preparations for Manchester 2002 but nonetheless we believe that the policy review would benefit greatly from taking account of the performance of the major partners in organising the Manchester Commonwealth Games. (paragraph 40)

The Performance and Innovation Unit report has been able to take into account the experience of preparation for the Commonwealth Games.



Published by TSO (The Stationery Office) and available from:

Online

www.tso.co.uk/bookshop

Mail, Telephone, Fax & E-mail

TSO

PO Box 29, Norwich NR3 1GN

Telephone orders/General enquiries 0870 600 5522

Order through the Parliamentary Hotline *Lo-Call* 0845 702 3474

Fax orders 0870 600 5533

Email book.orders@tso.co.uk

Textphone 0870 240 3701

TSO Shops

123 Kingsway, London WC2B 6PQ

020 7242 6393 Fax 020 7242 6394

68-69 Bull Street, Birmingham B4 6AD

0121 236 9696 Fax 0121 236 9699

9-21 Princess Street, Manchester M60 8AS

0161 834 7201 Fax 0161 833 0634

16 Arthur Street, Belfast BT1 4GD

028 9023 8451 Fax 028 9023 5401

18-19 High Street, Cardiff CF10 1PT

029 2039 5548 Fax 029 2038 4347

71 Lothian Road, Edinburgh EH3 9AZ

0870 606 5566 Fax 0870 606 5588

TSO Accredited Agents

(see Yellow Pages)

and through good booksellers

ISBN 0-10-155762-0



9 780101 557627