

AGENDA ITEM:

REPORT TO:	MERSEYSIDE FIRE & RESCUE AUTHORITY
DATE:	23RD JANUARY, 2007
REPORT NO.	CFO/15/07
REPORTING OFFICER:	KIERAN TIMMINS, EXECUTIVE DIRECTOR OF FINANCE & RESOURCES
CONTACT OFFICER:	D. ROBINSON
OFFICERS CONSULTED:	
SUBJECT:	WORLD FIREFIGHTERS GAMES – NEW YORK INTERNATIONAL FOOTBALL TOURNAMENT

Purpose of Report

1. To inform Members of a proposal to send the Service's football team to New York to take part in an annual International Football tournament and to use the trip as a promotional opportunity for The World Firefighters Games.

Recommendation

2. That the Authority support the proposal and;
 - (a) Approves the grant of a limited amount of leave to certain personnel;
 - (b) Approve part-funding of the trip from a provision already approved by the Authority for promotional activity of this nature in the World Firefighters Games budget
 - (c) Approve one Elected Member and one officer to represent the Authority in support of the team and promotional activity.

Background

3. In 2003 CFO McGuirk accompanied by White Watch Low Hill Fire Station were part of a Civic delegation that travelled to New York to acknowledge the sacrifice of, and pay respects to, all those who had lost their lives on 9/11. Low Hill Fire Station had raised £5000 for the Sergio Villeneuve Scholarship Fund. Sergio was a star member of the FDNY Soccer Team and was one of the firefighters to die in the twin towers. The FDNY Soccer Team decided to ensure his name would be remembered by raising funds for a scholarship fund in his name. Low Hill played a friendly fixture with the FDNY team and along with community Coaches from LFC who were also part of the Civic delegation, provided a soccer coaching clinic for children of FDNY firefighters. The visit was a huge success and contacts have remained strong.

The Tournament

4. The Service's football section very recently received an invitation from the FDNY Soccer Team to enter a side from Merseyside in their prestigious annual International Soccer Tournament, which runs between 25th & 29th April 2007. Subject to Authority approval, the proposal is to send our representative football team consisting of 14 players to compete.
5. A proposed itinerary for the event is included at Appendix "A".

Supporting Sport & Fitness

6. The Chief Fire Officer is keen to develop a wide-ranging strategy aimed at improving the health and well being of staff through sport and sees this proposal as tangible evidence to staff of this new initiative.

Promoting The Games

7. Attendance at the tournament in New York would present an excellent opportunity to promote the Games to a key target market. Members may be aware that historically the Games has been very poorly supported by American firefighters and our aim is to reverse this trend for our Games.
8. The tournament ends with a presentation dinner evening (full undress uniform) and the organisers have been asked to allow a representative from Merseyside to make a short speech of thanks and invitation to the Games, followed by a viewing of the promotional video.
9. The event also provides an opportunity to promote the Games less formally before, during and after the football matches by handing out promotional materials such as T Shirts, DVD's, pens etc. Opportunities to network at informal social gatherings will also be seized.

Leave

10. Staff attending the tournament will not be available for duty for a period of 5 days. Given the promotional role they will undertake coupled with the Chief Officer's "Supporting Sport" initiative, it is proposed to provide some assistance with leave. The Chief Officer considers it reasonable that no member of staff should have to take more than 2 days leave. This would equate to a total contribution by the Authority of 7 days leave at a cost of approximately £1700

Equality & Diversity Implications

11. There is an opportunity to recruit volunteers for the running of the Games from minority and excluded groups and from youth diversionary programmes being undertaken by MF&RS at present. In this way the Games can provide a lasting legacy for the city and region.

Financial Implications

12. Costs, including in-kind contribution for leave, are detailed below. Members are asked to note that the total contribution by the Authority can be met from funds already approved for international marketing and promotion from the World Firefighters Games budget.

Item	Cost
Air Fares	£4,340 (14 x economy)
Assistance with purchase of new kit with WFG08 logo	£500
Leave	£1,700 (in kind contribution)
Promotional Materials	£700
Accommodation	£000 (at individuals own expense)
TOTAL (inc. In-Kind)	£7,240

BACKGROUND PAPERS

None