

APPLICANT HOST CITY



**BIDDING NATION
ENGLAND**

**ENGLAND
UNITED
THE
WORLD
INVITED**

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STEPHEN WRAY

Bristol City
Council

THE BIGGEST EVENT IN THE WORLD

- Germany 2006
 - 32 teams
 - 64 matches, 31 days
 - 12 stadia in 12 different cities
 - nearly 19000 media
 - 3.36m spectators in stadia, 18.4m in fan parks
 - 24 billion viewers in 240+ countries watched at least 1 match
 - Hannover 2006 Host City



TIMETABLE

- **18 MAY** - invitation to qualify issued to applicant host cities
- **8 JULY** - submission of applicant host city outline bids
- **13-24 JULY** - first inspection visits
- **3 AUG** - first inspection reports
- **25 AUG** - submission of applicant host city preliminary bids
- **31 AUG-11 SEPT** - second inspection visits
- **21 SEPT** - second inspection reports
- **6 NOV** - submission of applicant host city final bids
- **27 NOV** - completion of evaluation of applicant host city bids
- **14 DEC** - selection and announcement of E2018 Candidate Host Cities



ENGLAND FACES STRONG COMPETITION



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2018 | 2022

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Register your support for England & Bristol at www.England2018bid.com NOW!

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HOST CITIES ARE VITAL TO ENGLAND'S BID

- an outstanding technical bid
 - from England to FIFA
 - from Candidate Host Cities to FA & FIFA
- complete support from Candidate Host Cities
- integral to *content & presentation* of England's technical bid
- comprehensive and competitive Candidate Host City selection process
- maximum impact across as many English regions as possible



BENEFITS OF BEING A HOST CITY

- 7 years as a FIFA World Cup Host City
- once-in-a-lifetime opportunity
- showcase as an ambitious international city
- catalyst for wide-ranging development and investment
- influx of leisure and business visitors
- city and community pride
- 31 days as a host to 4 or 5 World Cup finals matches



HOST REGION IS VITAL TO BRISTOL'S BID

- West of England and wider South West
- *'Chose Bristol, get the West of England free!'*
- Bristol only city that can claim to bring a whole region with it
- regional support for England and Bristol bid is vital
- geography is strong card for Bristol - must make it count



REGIONAL BENEFITS AND OPPORTUNITIES

- Team Base Camps
- Training Sites
- Fan Fest sites
- Transport infrastructure & planning
- tourism & visitors
- international showcase for the region as a whole



TECHNICAL REQUIREMENTS

- **introduction to applicant host city**
- **hosting concept**
- **football development**
- **sustainable social and human development**
- **sustainability & environmental protection**
- **stadium**
- **venue-specific team hotels & venue-specific training sites**
- **team base camps & team base camp training sites**
- **accommodation**
- **'fan fests'**
- **transportation**
- **information technology & communication network**
- **safety & security**
- **health & medical services**
- **competition-related events**
- **media facilities, communication & public relations**
- **media & marketing rights**
- **finance**
- **political system**



A NEW REGIONAL STADIUM FOR BRISTOL

- planning application June '09
- planning decision late '09
- on-site early '10
- construction 2010-2012
- 30k capacity
- designed to extend to 42k capacity



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