Members Present

Lord Howell of Guildford (Chairman)
Baroness Armstrong of Hill Top
Baroness Goudie
Lord Hodgson of Astley Abbotts
Lord Janvrin
Lord Ramsbotham

Examination of Witnesses

David Collier, Chief Executive, England and Wales Cricket Board (ECB), Lord Moynihan, former Chairman, British Olympic Association, and Richard Scudamore, Chief Executive, Premier League

Q274 The Chairman: Thank you, all three of you, very much for coming to talk to us today. I should say that you should have in front of you a declaration of the interests of the people on this Committee, so you know where we are coming from. I hope that paper is in your places. As you know, this Committee is looking at Britain’s power and influence overseas—so-called soft power, but obviously there are many sorts of power—and evaluating where our strengths are, where our strengths could be increased, where our weaknesses are and how we can reshape our diplomacy, and other aspects of our interface with other countries, more effectively in our own nation’s interest and, indeed, in the interests of all the involved bodies. Right at the centre of this, we feel, is the world of sport. I was given a bit of paper this morning saying that 1.46 billion people follow the Premier League on television around the world, so there is no doubt about the extent and the reach of that, and indeed many of our sporting events.

Could I begin with a fairly general question to each one of you? We will then develop ideas from there. What role do you think the English Cricket Board, the BOA or the Premier League play in promoting British culture, influence and values abroad? Is sport’s appeal universal? Does the UK benefit, or are there some downsides that concern you? Can we start on that? Could I start with Mr Collier, as you are sitting in the middle?

David Collier: Thank you, my Lord Chairman. When we go on overseas tours and trips, we do see it as an opportunity not only to showcase Britain but to act as a platform for promotion. I was lucky enough to be in India yesterday and to see how the Indian populace engages with cricket and sport, which is quite incredible.

Baroness Armstrong of Hill Top: It is.

David Collier: When we had the ICC Champions Trophy in England earlier in the year, we had a global television audience of over 1 billion people, and a lot of those were in the Indian subcontinent. We have just had two trade missions to India, one with the Prime Minister and one with the Mayor of London. Our opportunity is to help open the doors. When we have the team and the players there, it helps. It helps by opening the door, but that is our role. The other area we see as somewhere where we can play some role is in the support of the community. In Calcutta, there is a school called Future Hope, which we have supported over a number of years. When we were in Pakistan in 2005, very sadly when the
earthquake took place, to help and give some hope back at that time was a role that we could play. We see it very much as a platform for promotion and an opportunity to showcase Britain, Chairman.

**Q275 The Chairman:** Mr Scudamore, I notice that the Secretary of State for Culture, Media and Sport said that she regards you as an example of soft power that underpins the GREAT campaign. She talks about the Premier League’s relationship with the British Council and so on. Could you elaborate on all these aspects of your work?

**Richard Scudamore:** Yes, thank you, Lord Chairman. Your opening premise is entirely correct: we are now broadcasting over 200,000 hours into 212 countries across the world. Therefore, it is pretty hard to go anywhere in the world where they have not either heard of us or, certainly in most cases, seen us or some of our output. Remember that many other organisations pay significant sums of money in advertising and marketing to have that type of reach. We are in the unique position where people pay us for the privilege of being distributed in those 212 countries. Clearly there is an opportunity there to use that power—let us call it influence—more widely. This Government and, in fairness, the previous Government have recognised that.

Just like David, we have been on a sixth and are about to go on a seventh tour with the Prime Minister on a trade mission. For us, that is very much a spike in our activity. Whilst that gets headlines and it plays back into the UK, we go on a very different basis from everybody else who goes on those trips. Most other people go on those trips with a view to securing business or opening doors. We have already done our 212-country business; we are very much there to help government to create a better feel, really, about the UK. Certainly, in the last one, I think Mr Cameron’s first four speeches referenced the Premier League in the opening gambit, where he said, “I am here on a trade delegation and I even have something you have all heard of and all recognise: the Premier League”, and we had the trophy and everything else. I am not saying we are the vaudeville act of the trip by any means, but we are certainly there to provide a point of common discussion, a point of common interest and some levity, to lighten things, because we are clearly apolitical.

However, as David said, the most important part of what we do is the work that we do in those countries: the community work, the social-development work and the work that we do long after the trips have left the country. We are now operating with the British Council in over 21 countries. We have trained over 2,300 coaches, who have in turn trained 400,000 young people to play football.

We are into some tough places to reach, as well. The police from Rio have visited to look at and copy one of the social inclusion schemes that we operate here in the UK. We have had the police from Jakarta come, and the social justice department from Jakarta come. We have had the police in Calcutta come and the local Indian premier league have come. We are developing huge programmes in the favelas and in the slums of India, using football and the power of football to help develop people’s lives. A whole canvas goes on where we think we are making a positive contribution to how people view the UK.

**Q276 The Chairman:** There are many questions arising out of these things and we will pursue them. However, Lord Moynihan, you were at the heart of the whole Olympic triumph a year ago, and have been very much involved in the BOA through this whole saga. How do you see the impact and legacy of the whole Olympic scene helping this country’s image in the world?
Lord Moynihan: My Lord Chairman, first, I would agree with my colleagues that sport unquestionably is a major asset in the area of soft power. It has a global outreach. We have just heard evidence to support that. If well organised, it enhances reputation and respect, and it delivers credibility. From the British Olympic Association’s point of view, in deciding to bid to host the Games in London, it was very important to us to make sure that this would provide clear benefits in the context of business opportunities, particularly in the sporting context, that it would enhance the confidence of the country pan-globally and that it would have significant outreach in the Olympic family, because we are very conscious of the fact that, of the 204 national Olympic committees, the overwhelming majority of them have sport run by Governments. It is the Governments who fund the vast majority of those 204. It is the Governments who place the very high priority, therefore, on the success of their athletes. That is why it is not surprising to recognise that Kazakhstan, Cuba, Ukraine, North Korea, Iran and Jamaica were all in the top 20 countries that came here, and they all had very significant funding. The Jamaican Government put $17.4 million into the hands of the medallists and the finalists, and I think Usain Bolt took $2.6 million from that. That is the Jamaican Government’s approach to it. We recognise that if you can host a great Games, you have that outreach to 204 national Olympic committees, the overwhelming majority of whom place the soft power of sport very high on their list of political priorities.

The Chairman: What about the lasting aspects of it all on the Olympic side? The charge was £9.3 billion. That is what we paid. What is the lasting legacy of that? Is it just a one-off thing? Do we have to keep staging all the time to make our impact?

Lord Moynihan: There are two important questions there. To answer the first one, I have no doubt at all that, in the 21st century, if you are going to host a major sporting event such as the Olympic Games, sport has to be the catalyst for urban regeneration programmes. If you look at London, the first £6 billion was spent by the ODA on urban regeneration in one of the poorest parts not just of London but of Europe. The urban regeneration investment that had to be accelerated to meet the opening ceremony is going to have lasting legacy benefits for the local communities in that area.

First and foremost, therefore, to justify the spend, the sporting element had to be written into the proposal as the catalyst for a lasting legacy for the local people. In this case, it was the East End of London. When we set to work on preparing to bid, we had the west of London as one option and the east of London as the other. Mayor Livingstone was in no doubt whatever about where he wanted it to go, for good reason. The sporting element of the financial package—the £2 billion that was raised by LOCOG—was all raised from the private sector. They took a third of their money from sales of tickets, they took a third of their money from sponsorship, and they took a third of their money from television rights. The actual running of the Games was all from the private sector. The vast majority of government money went into infrastructure: new roads, burying the pylons, improving the rail services and making sure there was a legacy in housing, both private rented and social housing for some of the more deprived communities in the immediate area of the Olympic park.

The Chairman: One sees pictures of weeds growing over the entrance to the marvellous Olympic stadium, which we all enjoyed visiting. Certainly, it looks a bit sad. Is there a danger there that this will purvey the wrong impression?

Lord Moynihan: It is apposite to quote another Select Committee of this House, which reported yesterday and said that it “searched for white elephants and did not find any”. The reality is that it is not in danger of becoming a white elephant, because at a very early stage of planning the legacy aspects, the facilities, the park, integration with the local community
and new infrastructure—were all taken into account. I am a tremendous supporter of the work Sir John Armitt did in the early days. Sir John Armitt was one of the jewels in the crown of the Olympic Games, because he saw right from day one that it was vital to seek good legacy use of the facilities by the local community as well as facilities for the benefit of high-performance athletes. The local community needed to 'buy in' to make a very active park that had a legacy reaching forward many decades to come.

**Q277 The Chairman:** Unless my colleagues want to come in, let us turn to football and cricket. For football, it is perfectly obvious from the figures that you quote, Mr Scudamore, that we have a huge viewership in Asia. The global audience distribution is 31% in Asia, 23% in Europe, excluding us, and 16% in the Middle East. The extent of your popularity is not in question, but how do we benefit from it? Does the UK benefit from it?

**Richard Scudamore:** We benefit hugely. Let us take the direct benefit: clearly, there is an economic return for that reach. The Premier League generates some £800 million per year of international revenues, which in itself is good inward investment. As you know, that money gets aggregated with what we generate domestically, and we divide that up between the clubs not just in the Premier League but throughout the football pyramid; it funds an awful lot of activity within the football pyramid. There is the direct economic benefit of that. To give you a macro figure, we generate £1.9 billion a year, of which we will give away £268 million this year. I would challenge this Committee, or any Committee, to come up with a business with a larger gross revenue that gives away that percentage of its revenue. This is obviously the direct benefit.

The indirect benefit to the UK is that we are referred to overseas. Whilst we have a pretty sophisticated marketing machine in the Premier League, we have been trying to get people to understand that we have a sponsor. Despite our attempts to call our league the Barclay’s Premier League abroad, once you step outside the UK it is called the English Premier League. Therefore, there is a huge association with it being quintessentially English. Whilst you can talk about foreign players and owners, in a sense they are buying into and helping promote the Englishness of it. That is what the foreign owners are buying; they are buying something that is very authentic, which has been here since 1888 and is very legitimate. In a global world, where people all over the world have the same access to images, both in television and digital terms, people gravitate towards world best.

Therefore, the reason for those audience numbers, in my view, is because what is produced here on English soil—and Welsh soil, of course, because we have Cardiff and Swansea—is something the rest of the world looks at and thinks, “We know the game football; it is a simple concept. It is 11 against 11, and it has not changed much, but we do particularly like this version of it”. It is the same reason why, in any global sport, global sporting icons will continue. We have some fantastic assets here in this country. It is not only our cricket and football, but think of Wimbledon and the British Open and a whole load of iconic sporting events. Now they can see everything, people choose to gravitate towards the best. We are lucky that we are producing the best.

This has huge impact on how positive people feel about us. You will know this. You have travelled the world; you have been to other countries. You will know that sport is a common currency and a common language, which you can talk about to taxi drivers or anybody you meet. It is not just my sport; it applies to a lot of English sports. It is very powerful.
Lord Hodgson of Astley Abbotts: I wonder whether I could press you a bit on the softer side. I understand these money benefits. This is not meant to be a negative question; indeed, I pray in aid the fact I am leaving this meeting to go and watch England play Germany at Wembley. One of the appearances of the Premier League is that money counts for everything; if you are rich enough, you do not need to worry about anything. You hardly need to worry about what a referee says. You can speak to him in almost any way. You do not need to be a lip reader to see what is said to the referees in the middle of these matches. There seems to be a question mark here: the soft power aspects, as opposed to the economic values, do seem to be very much tipped towards the super rich, the super powerful and away from the rule of law and order, looking after the smaller person, and the sort of thing we might stand for in a wider field.

Richard Scudamore: I am trying to wrestle the question from that. We are talking about sport, are we not? The reality is this—

Lord Hodgson of Astley Abbotts: Could I stop you there? When you go to watch children playing on a Saturday morning, they behave like Premier League players: they swear and shout and they curse the referee, and their fathers encourage them so to do.

Richard Scudamore: Let me go all the way back. Let me start with what I call our virtuous circle. The only way sport in this country is successful is if you put on a show that people want to watch. We will get into an interesting debate as to what sort of things people watch. We believe that the show we put on is an extremely compelling show, and people want to watch it. People want to watch it here in ever increasing numbers. The stadia are literally fuller than they have ever been. We are about to have our record season both in attendance and occupancy. Our audiences around the world are growing, and the fact is that we are putting on a show that for whatever reason people want to watch.

I do not shirk from the essence of the question: do we see things on a football field that perhaps are unedifying and you would not want to see? The answer to that is yes, but we can only go by data, and the data are that the numbers of those incidents are reducing.

Last season, only one team was charged by the FA with surrounding the referee at a game. That has come down from 19 five seasons ago. The reality is that player behaviour is actually improving. The game has improved. We look through rose-coloured spectacles back at football. As I say, I am of a certain age, and I can remember certain tackles, certain leg-breaking activities and punching. Not a single punch was thrown in a Premier League game for the past two seasons. I can produce video—not as much video, because we did not have as much taken back in the 1960s and 1970s—of more fisticuffs, more punching and more violence taking place on a football field. The difference is that we now have 32 cameras scrutinising absolutely everything that goes on. I am not saying they are perfect, but I absolutely believe, from all the evidence we have, that player behaviour is actually better than it was in the past, although it is not perfect.

We are also in a situation where, quite frankly, people are not sat watching the games for that reason. They are watching the games because they provide compelling sporting entertainment and unscripted drama. That is the most important aspect of this. I do not need to sit here and defend the popularity of our sport, but there are important things that have happened in the past to improve behaviour. Are they all saintly? Do they all necessarily show the Corinthian spirit you might wish them to display? I cannot sit here and say they are, but it is not as bad as perhaps you might be characterising.
Baroness Armstrong of Hill Top: I am a football fanatic; you have to be to support some teams. I learnt my football in the Northern League, which will be 125 years old next year. I could go on about all that, but that is not soft power. Can I ask you how much of that £268 million is spent in the UK and how much is spent abroad?

Richard Scudamore: Of that, we will probably spend about £20 million abroad.

Baroness Armstrong of Hill Top: What sort of discussion do you have with the clubs about this sort of activity, about football being an international thing and their responsibilities internationally?

Richard Scudamore: There is huge discussion. First of all, nothing happens in the Premier League without a discussion with the clubs. I know some may characterise it as an autocracy, but it is not; certainly, it is a democracy. To get that group of owners to give away £268 million is itself a challenge, but it is a democratic challenge: constitutionally, 14 clubs have to vote for anything to happen. There is a big discussion that goes on with all our clubs about the relative merits of a number of things. Let us get away from economics: there is not a club within the Premier League that does not value, cherish, nurture, actively promote and spend its own income—not just the money we might distribute to them—on these type of activities, whether that is the community activities at home or the international activities. The clubs are fully engaged with us. We may lead and open doors; we do lots of things with confederations around the world, other football associations and football leagues. We have visits from all of them and we visit them. We take clubs with us.

An example is our Premier Skills programme, which is a coaching programme operating with the British Council, about which you have probably heard from Martin Davidson at this Committee. We operate that now in 21 countries and we are about to expand to 23. We always take coaches from clubs. We do not sit at the Premier League with a huge staff; we always take clubs with us whenever we are doing anything. In fact, we were in New York with the British Consul doing a promotion on community activity a couple of months ago, and we took club people with us. The clubs are all climbing over themselves to get involved in this on the ground. There is Sunderland’s work in Africa. Chelsea has left a blue pitch behind in China. I cannot do this off the top of my head, but if you are interested I could give you a written, systematic report of where all the 20 current clubs are active on the ground internationally, trying to encourage the development of sport and football in those countries.

Baroness Armstrong of Hill Top: In relation to what you said about soft power, and in fact what David Collier said about the responsibility to sell the country and the image of the country, do you think the feeling that supporters have that we are being taken over by foreigners as owners, and the reality of the number of foreign owners there are, is a challenge to this concept that the Premier League is essentially a British institution, because football was born here?

Richard Scudamore: It is entirely the opposite: the fact that so many foreign players are able to come here, and we are prepared—

Baroness Armstrong of Hill Top: I am talking about the owners.

Richard Scudamore: I will come to the owners secondly. First of all, our international appeal is partly enhanced by the fact that foreign players play here. You get spikes of interest in certain countries when certain players from foreign countries are playing here. It is similar with foreign owners. You cannot have it all ways. I go on these trips with David Cameron, and on these trips he talks about how Britain is open for business. If this
country wishes to trade and do business overseas, the opposite is also true: these businesspeople have to be able to come and do business here.

Let me go through the fan base. When it comes to foreign ownership, whilst it is a very dangerous road to go down to put foreign owners in a group versus UK owners, I will give the Committee this evidence: I have been in this job for almost 15 years, and there is no such thing as a foreign owner or English owner by way of any distinction as to whether they are good owners or bad owners. The reality is that I have worked with good and bad, both English and foreign. The reality is that all that matters to us at the Premier League, quite frankly, is whether there are decent owners running the clubs properly and with proper probity. We are pretty much in touch with the fans. We have huge research resources; we do 30,000-fan surveys on an ongoing basis throughout. The fans are, quite fundamentally, more concerned about the success of their team and whether their team are doing well or not than the nature of the ownership of their club. That is absolutely the bottom line.

There is a similar thing in an international context: the fact that we are open to business and we welcome foreign investment stands us well around the world. It is why it makes it easier to go and speak to countries, because we are apolitical in that sense.

**Q280 Baroness Armstrong of Hill Top:** You say that the important thing is whether they are good owners and whether they are owners who are doing the right thing. There have been a few problems around that. Some of the evidence given to the Committee is that one of strengths of this country in terms of its soft power—this goes beyond sport—is the nature of governance and regulatory activity. Businesspeople tell us that our methods of accountancy and regulation have been something they have been able to use internationally. Is there not a bit of a problem around that?

**Richard Scudamore:** It is entirely the opposite. I can only tell you what I believe: that we are admired around the world for the way our football is governed. We are admired around the world for it. Let me give you some examples. At the end of the day, in our football regulation we do not regulate whether people are any good or not at making decisions. Remember, this is a sporting competition, where only one can finish first and people can get promoted and relegated. In the Premier League, we have a pretty robust rulebook on what is required of an owner in financial regulation and ownership tests. We do not have a competency test as to whether you are going to pick the right manager, pick the right players or win football matches.

However, we are admired around the world for the fact that we have taken the lead in many of these things. Our financial regulation is ahead of the curve; our owners and directors test is way ahead of what goes on in other sporting organisations within football. We have our third-party ownership rules, which means that no third party can invest in players. I have entertained 46 other leagues and football associations in three years, coming to the Premier League or us visiting them, wishing to copy our football governance, not criticise it. Whilst we have a prism here where we look critically—I can only give you the evidence—we are admired throughout the world for the way we organise football.

**Baroness Armstrong of Hill Top:** I would just mention Birmingham and Portsmouth.

**The Chairman:** I want to bring in cricket, but perhaps we can come back to it.

**Q281 Baroness Goudie:** Quickly, on the whole question of ethics around football and the Premier League, you have talked about a number of things involving education today. You have at no point talked about bringing up the makeup of your boards to have women on your boards. You have hardly any women on football boards, although you have a
number of women who attend football matches. I have not seen anything in the press or anywhere else—I have done quite a lot of work on this—about encouraging girls not to grow up to want to be WAGs. That is all part of what I feel football should be about. You pretend and are meant to be a family game; it is quite important you put some more money into representing the other 51% of the world and Great Britain.

Richard Scudamore: First of all, these are independent, separate limited companies.

Baroness Goudie: No, but you should encourage this.

Richard Scudamore: We are not going to get involved in the board makeup of individual football clubs. We have a Premier League board, of which there are only two people; they are currently both male. The chairmanship has just recently changed. We only have a board of two.

Baroness Armstrong of Hill Top: That is a problem, too.

Baroness Goudie: That is why I am asking you these questions.

Richard Scudamore: The problem is that it is not a normal board, because the material decisions are made by 20 clubs. Effectively, you have 20 clubs as the shareholders. There are not many businesses where every shareholder gets to vote on every material issue every four to six weeks, so you do not need a wider board. When it comes to the clubs themselves, again, we are completely neutral as to what the club ownership structure looks like: having a 100% owner is entirely acceptable, as is a supporter-owned club like Swansea City. As I say, we take a neutral position as to what that is.

Coming on to women generally, though, we have hugely progressed the amount of women who attend our games. We have huge programmes in gender diversity. Also, when you look at the community programmes we are getting involved in, there are unbelievable numbers. As my colleagues will know, we are supporting Premier League 4 Sport, where, as part of the Olympic programme, we offered 12 other sports help by using the infrastructure or name of a club. For example, to Arsenal we said, “Would you mind having an Arsenal table tennis club?”. Equally, it might be badminton, hockey, judo or all these other sports. The number of take-ups in those sports through the Premier League community operation is now 37% female. Again, nearly all our community work is completely gender neutral, despite football still being a far more natural sport for boys in this country. We are very conscious of this. As I say, we are absolutely promoting the interests of women, women’s football and women’s participation in other sports. However, it is not a corporation, where I own the 20 clubs, so we are not going to get into mandating female membership on boards.

Baroness Goudie: You should be changing your ethics in that way. You should be going further.

Q282 Lord Janvrin: I am going to move on to slightly different ground. It is ground that all three of you have covered. It is more for Mr Collier and Mr Scudamore. Lord Moynihan, I am sure we will come on to the mega-events. One of the things we are grappling with is the extent to which Government can, should or should not be involved in the way in which soft power is projected around the world by, for example, football or cricket. You have both referred to the way in which the Government is looking at trade promotion on the back of sporting activities. Do you welcome that? Could more be done, or do you think there is a danger in government being too involved in some of your sporting activities? Could you say a little about the way you see this operating in future? We are very keen to look at what we should be doing in five years’ time.
David Collier: As a national governing body, it is important for us to be totally apolitical, to start with. Richard said that at the start. I see it as us promoting the national interest in many, many ways. I do not see it as a political lead as much as a national-interest lead. We have shown not only that we have the respect of the rest of the world but that we have been able to innovate with the rest of the world. The UK—England and Wales, in cricket—won the rights to stage the 2009 world event in England. We staged the ICC Centenary conference in 2009 of 106 nations. This year, 2013, we hosted the Champions Trophy. We have the Women’s Cricket World Cup in 2017 and the World Test Championship, and the Cricket World Cup in 2019. That is a tremendous track record of bringing global events to this country. It is something we are particularly proud of. The influence we can have in other countries is very, very important.

I am lucky enough also to be involved in the hockey world. I was tournament director at the Commonwealth Games in Delhi. The overlap is tremendous. The amount of interest there in England was fantastic. I honestly believe that we played quite a significant role on that side. Our Chance to Shine project, which some of the Members here will be fully aware of, has gone into schools in England and Wales and has been copied around the world. We have 2 million children playing cricket, of which 46% are young girls. If that is copied in countries like India, Pakistan and, in fact, Afghanistan, it will have a tremendous legacy from this country to overseas markets.

Lord Janvrin: I appreciate all that, and I fully accept that this is terrific. My interest is that that would happen whether government was encouraging it or not, because that is what you are doing; it is what you have decided as an apolitical body. I just wonder whether there is more or less that the Government should or should not be doing in hitching on trade promotion to tours and that kind of thing. It is that area.

David Collier: Realistically, on an England cricket tour of two or three months, we probably have two opportunities to be able to support that type of activity. When we were in New Zealand last year, we had a business reception at the High Commission and a supporting event in Christchurch. When we hold those events, the most important thing is that they are fully structured and interlinked. We do not want to have different events dotted around all over the place; it has to be a consolidated event. That is the role that high commissions around the world play with us. We have found they work exceptionally well. The high commissions around the world are tremendously supportive when we go abroad, and we like to be able to reciprocate and give something back.

Q283 The Chairman: This opens up a more difficult subject, which is not merely about sport supporting the Government but about where the Government’s interests on the foreign policy side begin to weave together with the activities of Olympic sports, cricket or football. Are there some dangerous areas we ought to be aware of here that worry the three of you? May I start with Lord Moynihan?

Lord Moynihan: 25 years ago, the idea of state involvement in sport was frankly unthinkable. When I was Minister, it barely registered on the agenda. Now, the reality is that it is part of the everyday landscape in virtually every country. The question is why, and the answer is that sport has universal power. Its passion and its ability to captivate are engaging the public in ways which politicians can frankly only dream of. The net result of that is that politicians are looking at the sprinkling of Olympic gold dust on their electoral fortunes in equal measure to many millions of pounds spent on other policies. The damage that results from that, or the risk, is one of intrusion by Governments into regulatory controls or ‘ownership’ to the detriment of sport. On the other hand, sport stands firmly
behind the view that it should be autonomous, live within the laws of the land and run its business accordingly, and, if it is a professional sport or one of the 26 summer Olympic sports, it should look after the interests of its athletes. It applies to all three of us; even cricket was an Olympic sport back in Paris in 1900!

The challenge, then, is to see how the two can be balanced. Over the next 25 years, this is going to be a major challenge for sport, politicians and the soft power element of sport: retaining that autonomy but recognising the authority of government. Take the European Union. Ten years ago there was nothing, as far as the European Union was concerned, devoted to the promotion of sport. In 2007, a White Paper on sport was published. By the time we adopted the Lisbon treaty, the European Union adopted competence in the areas of sport. Now, there are policies coming out of Brussels on gender equality in sport, fighting against doping in sport, social inclusion and volunteering. This will continue. The challenge for sport and for politicians is to find ways of co-operating, co-ordinating, consulting and working together, while respecting each other’s position. However, if this carries on too far, without the checks and balances that are inherent in sport running its own activities there will be state control of sport. There is a real danger that that direction might lead to, for example, Brussels being concerned about the HSE aspects of children swimming before 10 o’clock in the morning in an Olympic final under the age of 18. You can see a whole series of different potential issues arising out of that.

With autonomy on the one hand and the growing desire of state interference across the world on the other, the job of the Olympic movement, the job of FIFA and the job of the cricketing world is to retain autonomy through co-operation, co-ordination and working closely with Governments rather than being at odds with them. That Olympic gold dust is very significant indeed to elected Governments.

Q284 The Chairman: What about when Government expresses a view about whom we should be playing against and where we should go in the world or where we should compete? Mr Collier, is that something that concerns you?

David Collier: In the International Cricket Council, we have byelaws and regulations that say that we commit to a number of tours over an eight-year period, which is what we call the future tours programme. There are only two reasons why you can cancel those tours: one is an independent safety and security assessment, i.e. that it is not safe to tour that particular country at that time, and the other one is a government instruction. It cannot be advice; it must be an instruction. There is a very clear line between advice and instruction. We have worked through a number of significant issues. I totally agree with Lord Moynihan. In terms of working closely with Government, I reference the Mumbai attack, when we were touring India at the time. Our chairman, our board and I had to decide whether we were going back a few weeks later, and we did. Naturally, we worked very closely with the Government at that time, but it was a support mechanism; it was not a control mechanism. That was what was so important to us.

The Chairman: How do you feel about the instruction side of it? It has happened, has it not?

David Collier: It has happened. It is fortunately very rare. There have been instructions from time to time. The Gleneagles agreement was a very, very good example of a clear instruction in sport. In our view, it has to be that clear for us. We are not experts in making those sorts of political decisions. We require instruction, not advice.
Richard Scudamore: I was going to make a general comment about independence versus autonomy. I do not think there is a Prime Minister or a Government I have worked with in this job who wishes to run football. As they have consistently said, “It is bad enough making the decisions that we have to make to run the country; we would be blamed for all that as well”. Clearly, there is a separation. However, there is clearly more that government could be doing. Whilst we see ourselves as a sport, we think there is a lot of soft power inherent in the creative industries in the UK. Sport would put itself alongside architects, designers, pop musicians and filmmakers. Think of the creative industries that make people feel very good about Britain. Again, it was on show and it was well shown at the Olympic opening ceremony, closing ceremony and throughout. We showcased what was good about Britain, and so much of it was in our creative industries and our design industries; underpinning all that is intellectual property. Whilst I may be in sport, I am actually in an intellectual property-based business. Therefore, in answer to the question of whether government could do more, I think all of us would be of the view that a clear and consistent line globally on the value of a decent intellectual property base with a proper copyright regime could actually help our soft power, because so much of this soft power is tied up in these types of industries; we could be doing more.

Q285 The Chairman: Let me ask you another question about our interface with the rest of the world. Is the fact that we are members of the Commonwealth any consideration in any of your thinking? Is it something we could do more about and emphasise more greatly?

Richard Scudamore: The fact that we are a member of the Commonwealth has never actually crossed my mind in terms of how we might promote Britain.

Baroness Armstrong of Hill Top: Football is not a Commonwealth sport in the way that cricket is.

Richard Scudamore: It is not a Commonwealth sport; it is a global sport. However, there are two things we have that are a huge advantage. One is Greenwich mean time, because the fact that we are set on the meridian means doing business and communicating with the world on a global basis, where everything takes place eight hours before or eight hours after us is hugely advantageous. The other is the English language. In the work that we do with the British Council, there is no doubt about it: the universal language of business, certainly contractual business, around the world is English. Airline pilots all speak English, people contract in English, people want to learn English. Around the world we get great support from the British Council, UKTI and the Diplomatic Service, through the Foreign and Commonwealth Office. Basically wherever we go we have links with the British Council in promoting the English language. These are two very important strengths. Greenwich mean time, for doing business globally, and the English language are two things that again we should be capitalising on.

The Chairman: Of course, cricket is spiritually connected to the Commonwealth. Is that something you think about a lot?

David Collier: The whole cultural foundation of our game is based on England and the Commonwealth. We do have natural links and ties. Is it direct? No, it is not. Our use of the Commonwealth is much more indirect than direct. We are now seeing the emergence of what I see as the next generation. For instance, we have a tour by India to England next summer, and we will have two broadcasts: one will be in English, one will be in Hindi. The Hindi audience will actually be larger than the English-speaking audience. That is how it is evolving. It is a change and a migration from where we have been in the past, but it is an exciting migration. We are getting a truly multicultural audience watching our sport. At our
Champions Trophy final last summer, I would say that 80% of the crowd were of Asian origin. That is a huge change and it is something we are very proud of.

Q286 The Chairman: Lord Moynihan, the Commonwealth Games is coming up, and I know your eye is very much on that. How do you think that is going to play in the wider world, and how will it play in this country?

Lord Moynihan: In the wider world, it will be a great success. One of the great attributes of the approach that Glasgow have taken towards hosting the Commonwealth Games next year is to build on the success of the London Games, as well as the confidence the world has now in the United Kingdom to host Games. They have been very receptive to looking closely at how London was run and taking the best of London and to build on it. They have a first-rate Organising Committee that is going to organise the Games. As we have just heard, there is a strong historical tie, through sport, in the Commonwealth, which will celebrate together during the Commonwealth Games. I have every confidence that we will see a great Games next year.

That said, one of the challenges to government, and indeed to sport, is that we have often spoken about a decade of sport in this country and the importance of a decade of sport. It is very important not only that we have a series of events—be it the Rugby League World Cup at the moment followed by the Commonwealth Games, the Ryder Cup, the Rugby World Cup, and of course the Cricket World Cup coming up towards the end of the decade—that we learn from each event, that we learn best practice, that we build skills in sports management, that we assist companies that are delivering services and goods to those events, and that we see this as a sequence of events that strengthen our ability to contribute globally, both in the running of events but also in the business side of international sport. We must not lose that opportunity. It is quite easy, given the structure of sport, for sporting events to be a series of one-off events run by different groups. I would hope that government would see the benefit of building through this decade so that when we emerge out of it we do not just look at a series of great events but we look back at a much more disciplined approach to a legacy framework of excellence that can then contribute to the world, because there is a huge and growing business out there that we should be capturing. My colleagues here are frequently on planes in order to capture it.

However, this comes back to some of the tougher questions to Mr Scudamore. I have to say, when I look back at when I was Minister for Sport and the problems that I had at that time in football and look at the game today, I have seen it transformed. When I look at the Olympic Games in London last year and then look back to the Daily Mail headline when we first hosted them in 1908, when there was a diplomatic crisis with the United States, and the front page of the Daily Mail was, “Battle of Shepherd’s Bush”, which highlighted the complete breakdown in relations between the US and ourselves—talk about soft power being completely counterproductive. At that time we chose the umpires and the referees, and actually in effect managed the running of the sports in many respects. We organised that the best runners from America were not in the 400-metre final. Instead, the best athletes were competing against each other in the earlier rounds. Our policemen put on service boots when it came to the tug of war against the Americans and basically laughed them out of court, so we won gold, bronze and silver medals in the tug of war. It got worse than that. There was a crisis at the opening ceremony when the Americans refused to dip their flag to King Edward VII stating, “This flag dips to no earthly king”, which caused a massive diplomatic crisis.
We should get it in perspective that where we are today is actually a very good place. We should give credit to a lot of first-rate professional sports administrators who are now running football, cricket and our other sports. However, we must not sit still but build on that and grow our influence, because that feel-good factor is very strong now in this country, and nothing succeeds like success. We need to create a momentum of good will and opportunity that helps Governments to open doors and help build British business and influence around the world. That can easily dissipate, if we are not very disciplined and focused on continuous improvement.

Q287 The Chairman: That is a very positive and constructive view. I have one slightly negative question before we move on. Might the Commonwealth Games raise questions about the unity of the United Kingdom?

Lord Moynihan: That is a question I have been asked ever since I first got into sports administration 30 years ago. Of course, the distinction is that we take Team GB to the Olympic Games, and England, Scotland, Wales and Northern Ireland will be competing in their own right in the Commonwealth Games. The answer to that is very clear: at present, the International Olympic Committee takes the UN lead. To look at it conversely, if Scotland determines to become an independent country, at that point the IOC would look at Scotland and say, “We recognise you as an independent country, and you would have your own national Olympic committee”. Until that point, they would take the position of the United Nations that they are part of the United Kingdom and part of Team GB. That is understood, and we have a healthy understanding and respect for that distinction.

Baroness Armstrong of Hill Top: Would that be true of all sports?

Lord Moynihan: It is not always without its challenges, not least Olympic football.

The Chairman: In a sense, we have had a flying start as a nation, because we were the originators of many of these sports and associated with them. What you are doing worldwide is very exciting, but is there a possibility that as the power and wealth in the world shifts outside Europe and almost the Atlantic area, other countries are going to take up these sports, promote them and promote new alliances and new leagues, which would take us away from the heights we have achieved? Is there a danger, on the football side, that our extraordinary influence and the labels of Manchester United, Everton and so on, which are known across the globe, are going to be diluted and other countries are going to take a more prominent position?

Richard Scudamore: Obviously there is a theoretical, and perhaps real, possibility that others will grow and start to compete. However, there is an evolution about these things. If you go back to the early 1980s, the Italian teams were probably the people who exported most and were the most dominant world league in football. Clearly the Germans are doing pretty well at the minute. Their national team and their league are both doing pretty well. We are not complacent about that. However, you have to look at what the drivers of interest are.

I go back to my previous point: we need to continue to try to put on the best possible show. By that I mean an absolute focus on keeping the best talent on the field and basically making sure that what you watch is as good as it can be, and by making sure that grounds are full and that the clubs work extremely hard. Despite many headlines about ticket pricing and everything else, the clubs work extremely hard to discount and to make sure that grounds are as full as they can be. We have to make sure those stadia are modern and fit for purpose.
There is one big threat, which is the integrity threat in betting and betting manipulation. Our game is seen across the world as the most honest game. Yes, the Chinese betting market bets on our football, because they believe it to be the most honest form of football in the world. As long as we keep protecting the things that drive the interest and credibility of our sporting competition, I see no reason why we cannot keep up with the rest, if not stay ahead of them.

Will others get near us? Yes, they will, as the Germans are doing now. Will other countries develop their football? I am sure they will. I am absolutely certain that China, India and the US will have professional leagues within my lifetime that are extremely strong and credible, but if we keep doing these things properly and protect the integrity of what we do, and keep reinvesting and doing the right things, I see no reason why we should not keep ahead of the pack.

David Collier: We would see it as an opportunity and a bonus, actually, because we would see the whole balance of us exporting some expertise to help other countries develop as actually what we should be doing. We have wonderful universities like Loughborough, which develop top-class sports administrators. That is a fantastic thing that this country exports. If we look at where we have been at the past in cricket, only 20 or 30 years ago there was a veto between England and Australia that could hold back every other nation. To me, that is not a democratic way of running a world governing body or an organisation. We are now in the situation where countries are seeking our help and influence to help them reach that next stage. It is good for us and it is good for world sport if other countries become more professional.

The Chairman: Is cricket spreading internationally? One occasionally sees rather vacuous headlines about the United States getting more involved and that sort of thing. Is that actually a phenomenon going on? Are more countries becoming cricket mad?

David Collier: The third largest television audience for the World Cup was out of the USA. It is growing enormously, particularly down the eastern seaboard. Again, it is partly an Asian population down that eastern seaboard that has started to take up the game. I lived in Texas for a time and we had a Dallas County Cricket Club, would you believe, there.

Richard Scudamore: Is there a Dallas County Cricket Club?

David Collier: Yes, Dallas County Cricket Club. It is spreading. We have 106 countries around the world. China is playing more and more cricket based out of Shanghai and Hong Kong, obviously due to the influence there was there. Afghanistan has just qualified for the next World Cup, which is a fantastic achievement.

Baroness Armstrong of Hill Top: It is, yes.

David Collier: When we see that story, and the Afghans coming over year to Lord’s last year to train and play, it is a story that sport should be proud of.

The Chairman: That is a very interesting answer.

Q288 Baroness Armstrong of Hill Top: The real threat to cricket in many senses has been the betting and the problem of that in India. The growth of the Indian Premier League has encouraged a very different approach. What are you learning from the strengths of the game in India, and what have you been doing around the gambling problem? We did have it in this country. How is that being dealt with internationally?

David Collier: Betting and gaming is the area of sport that keeps me awake most at night at the moment. It is very difficult. When Hugh Robertson was the Minister for Sport, at the
Commonwealth Games in Delhi we talked about it on the night before the Commonwealth Ministers’ Meeting. In a market that does not even allowing gambling, how you could even think about legislating in the Asian market in that area is a very difficult problem. Betting and gaming is not solely a problem out of India by any manner of means.

Baroness Armstrong of Hill Top: No, I know. It is because cricket is so prevalent in India.

David Collier: Absolutely, and the amounts that are being bet on sport are huge. We have had input into the Gambling Act at the moment. We are very concerned that we would need a major events bill, not only to promote major events in this country, but to help us. Richard mentioned intellectual property. A lot of the protections that were put around the Olympics would be wonderful for us to have. It is very difficult for us to explain, after the Olympics, that to ticket tout a ticket for the archery was illegal and the next week it is not illegal in cricket. It is very difficult to explain that to the general public. This is why we think the consistency of a major events bill is something we need to take forward.

Baroness Armstrong of Hill Top: That is interesting.

Q289 The Chairman: I would like to come on to the soft-power aspects of our discussion and the additional contribution that your sports are making to development in other countries. The Premier League does a lot in Africa, does it not? You mentioned it earlier. Could you tell us a little bit more about what you do?

Richard Scudamore: Yes, we have extensive activity across a whole range of countries. Let us break it down. There is a community-based action programme. The main programme is called Premier Skills. Premier Skills is a coaching programme that coaches coaches, because there is very little point in us trying to send enough people abroad to coach actual players. We just could not send enough to make it effective. It is a case of teaching someone to fish and you feed them for a lifetime. We have coached 2,300 coaches around the world, working with the British Council, which is an extremely strong partnership. We will soon be in 23 countries: 400,000 young people have been trained through that.

There is a more difficult to achieve yet very rewarding break-off from that, which is where we blended our Premier Skills activity with a scheme started here in the UK that came out of the discussion with the police regarding police charges, where we argued that we gave a lot back to communities and therefore our games should be policed and the police wanted to charge us more outwith the footprint of football clubs. That discussion between the Metropolitan Police and me—Philip French, who is sat behind me, was with me then—resulted in a programme called Kickz, which is our football clubs going into the toughest urban areas in this county as a diversionary activity, after schools on Thursdays, Fridays and Saturdays, taking young people in and teaching them football. It has extended out to pop music, and various other sports have been involved and have copied the model. We have taken that internationally, and the police from Brazil, Jakarta and Calcutta have been to copy this scheme, as I said. We are working with police forces in various parts of the world. A whole load of activity goes on throughout all these countries.

The other development activity, which is more on the administrative side, is where we spend an inordinate amount of time visiting and developing relations through all the various confederations and other football bodies throughout the world. As I say, we visit, we hold workshops, we have best-practice sharing sessions. We cover a whole range of things, from governance to how form a league or write a rule book. There is a whole load of stuff we do throughout the world with many confederations. London is a very popular place to visit: not
a week goes by when there is not another league or football association or football club somewhere that wants to come and visit the Premier League and find out what we do. I am not dismissing the discussion we had earlier about some of the issues—nobody is saying what we do here is perfect—but I still would contest that we are the envy of many in the world.

Here is a view: you cannot only want to do business in these countries, you have to put some effort into soft power to make it actually live and feel real for those people that are viewing this. Without all that other activity, it would be a very hollow thing we did, so we take it very seriously and try to live up to those responsibilities as best we can—very ably assisted, I have to say, by the clubs, which are very willing to take part in those activities.

The Chairman: We are generally pretty proud to run an enormous overseas development programme in this country. Do elements of that back up your work in sports and community work? Is there a link between the two?

David Collier: With the Department for International Development, for instance, we ran a programme regarding HIV in the Caribbean three years ago with Lord Newby. On a very similar programme, we have an education and literacy programme running out of India at the present time. We have partnerships with organisations such as Magic Bus. There is a whole series of those activities.

We have touched on Afghanistan, but this summer it was quite remarkable to see the Maasai warriors coming over to the UK in full regalia and playing at Lord’s. The amount that has done to stimulate interest in the Maasai has been absolutely enormous. We have many links, not only through domestic programmes but through those international programmes.

Lord Moynihan: In the Olympic movement, one of the key issues in 2005 was to ensure that international development was at the heart of what we were going to do over those seven years building up to 2012. I declare an interest as one of the founding trustees, when we set up International Inspiration. International Inspiration reached over 16 million children across the world and sought to change and improve their lives through educational projects, public health projects, inclusion and community cohesion initiatives, and the empowerment of girls and women, which was a very important part of that. All that was done working with British government agencies as well as the United Nations family.

One of the things we pushed hard to do was to support the IOC in its attempts to gain observer status within the United Nations, which it has succeeded in doing. That has provided a transformational opportunity for the Olympic movement. We now have the UN Office on Sport for Development and Peace, based in Geneva, which makes recommendations directly into national and international strategies of national Governments. The Foreign and Commonwealth Office has been very supportive of this, as it is with the Olympic Truce, which is a very important part of the work the Olympic family seeks to support. Again, it comes back to the point I made about the transformation of sport over the last 25 years. Sport now touches virtually every British government department’s agenda, let alone, internationally, every Government’s agenda. Through development initiatives, we can seek to engage in a way that we never did 25 years ago, which has really gathered momentum over the last five years. Hosting the Games here helped us accelerate our involvement in a range of projects, not least, as I say, International Inspiration and the IOC observer status at the UN.

Richard Scudamore: I cannot let the moment go. Lord Moynihan would acknowledge that the Premier League was the first to commit to funding International Inspiration, and we
remain the largest contributor to it. We were the first to come out of the blocks after the Singapore decision. Again, there is joined-up-ness even on this table.

**Lord Moynihan**: Especially on this table.

**Richard Scudamore**: Especially on this table.

**Q290 The Chairman**: You have all had a great story to tell, but can we have the final bit of our discussion on the Government and what you feel our Government can do more to reinforce your, in many areas, highly successful operations, and what government should stop doing, which might get in the way of your highly successful operations? Obviously, this Committee is going to report on the governmental aspects of soft power and it is by no means owned as an issue by government as a whole. It is a many headed interface between this nation and others, but if in the quiet hours of the morning you are thinking, “What more can these people at Westminster and Whitehall do?”, what is your answer? Who would like to start?

**David Collier**: I would have one single answer, and that is the one I touched on earlier, which was the Major Events Bill. The reason for that is that it brings great revenue into this country when we hold global events. We cannot compete with some other nations unless we have some of the protections that were afforded around the Olympics. We learnt an awful lot from the Olympics. That experience was hugely beneficial. Areas such as ticket touting, betting and gaming could easily be covered in that Bill and legislation. We would not then have to go back, independently and individually, to the Minister to seek protections that are required from world governing bodies every time we bid for an event. Every time I bid for a cricket event, I need to go back to the Minister to seek help on specific areas such as visas and touting. If we could bring through a major events Bill, it would be a tremendous step forward for this country.

**The Chairman**: That is a very clear answer.

**Richard Scudamore**: I have touched on mine already, but I will widen it. We need consistency, really. We are open for business. Would the Government please be consistent about the fact that we are open for business? Would they have a consistent view about IP? I find government far happier to preach to the Chinese about IP when we are in China than when we are around the table in Brussels, and I certainly do in the corridors of these two institutions here, because it is politically more difficult to do it here than it is when you are in China. It is the same elsewhere. If we visit universities in India and the Universities Minister is with us, we are hijacked by the fact that Indian students are not getting visas. Even the most talented, brilliant students have difficulty with visas. Again, when I travel the world, we are faced with inconsistency all the time. I would ask that the Government at least try to be consistent about whether we are open for business or not. If we are, let us have a consistent policy about the fact that we are open for business.

**The Chairman**: For one moment, I thought we were going to have a session in which the visa issue was not going to be mentioned, but I was wrong; it comes into everything. Thank you for highlighting it. Lord Moynihan, do you have a final thought on this main question for government?

**Lord Moynihan**: From the perspective of the British Olympic family, the answer is very clear: work day and night to ensure that we have a lasting sports legacy in this country from these Games, for our young people in particular, able bodied and disabled, through a coherent legacy plan that improves facilities, recognises the power and impact of sport on local communities, improves the quality of coaching, primary school teaching and sport in
schools, and recognises that we should have a step change from what we had when we went into the Games as a result of hosting them. We had the most magnificent Games. Now, let us make sure we match it with an outstanding legacy.

**Q291 Lord Ramsbotham:** I have come back from Kenya, where I was inspecting prisons. I asked the high commissioner what the most significant thing as far as British soft power in Kenya was concerned, and he said the Premier League. I then went to a prison where I met a marvellous Kenyan marathon runner, whose first experience of coming abroad was the Commonwealth Games in Manchester. She said that she has never forgotten the way in which Manchester welcomed her at the Commonwealth Games.

Just picking up on Lord Moynihan’s point, I went and studied what Manchester had done to exploit the Commonwealth Games, and how Manchester had welcomed it. They had used it to provide a framework for everyone who wanted to get involved with any sport, to come in, join, learn and develop it. I rather hoped that would have happened with the Olympics, and it does not seem to have happened. We do not seem to have learnt the lesson of Manchester. It is a great pity. I do not know whether you would agree.

**Lord Moynihan:** We have in some sports, but not in all. The classic example of where we have is cycling. We have now enhanced our reputation globally through Brian Cookson winning the presidency of UCI. We have had two consecutive British Tour de France winners and we have built a tremendous industry push, both in this country and globally, on the back of that success. We now have cycle lanes and linked-up government initiatives to support cycling. We have Olympic success. We have more people cycling to work, partially because of growing congestion on the roads. This will be a $64 billion global business by 2018, and our share of that business has gone up nearly £1 billion in two and a half years. It shows that by co-ordinating and co-operating with government you can build on the success that we unquestionably had during the games at cycling and its wider popularity. However, in many other sports we did not.

In terms of welcoming the 10,500 athletes of the world, I always said that the key to the success of the Games would be listening to them as they left. They went back around the world having experienced much of what we did, which was an extraordinary sense of self confidence and a certain pride, but a certain humility in the pride nevertheless, because it could easily have gone wrong on so many occasions. We have done something outstanding in sport. My belief is that we should not see it in isolation; we should be working together to make sure that in this decade we consistently win bids to host international and European events, and that we consistently learn from each event to improve our ability to look after the athletes who we are there to serve.

**Richard Scudamore:** My Lord, your survey of one in Kenya is replicated throughout the world. The many surveys done by Populus rank the Premier League alongside, in any particular order, depending on which country, the monarchy and the BBC as the most admired British institutions and the institutions that make people feel better about the UK. In India and China, we are actually number one, ahead of those two. Again, your survey of one is sound.

**The Chairman:** Just to add to Lord Ramsbotham’s question about Kenya, we do not have anyone from the world of tennis here today, although we all know about our tennis influence on the world, starting with Wimbledon. Some of the most satisfactory feedback I have ever had from someone in relation to sport and aid was from the supply of tennis balls to primary and secondary schools in Kenya. This produced effusive thanks far beyond what
was offered in the first place, and it reminds us all that sport can be extremely rewarding in every aspect. Thank you very much indeed for telling us your story today. You may have problems, but your successes outweigh your problems, and obviously want to be built upon. Thank you very much indeed.