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## UEFA EURO 2028 Host City Agreement

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### 1. Introduction

Ireland & the UK are in a competitive process to be the hosts of the UEFA EURO 2028 tournament. The bid is led by the five football associations with full support from Government partners. A preliminary bid was submitted to UEFA on 16 November 2022.

The UEFA European Football Championship (the EUROS) is the primary football tournament organised by UEFA. It is second biggest international football tournament in the world, bringing 24 national teams, from across Europe, together to compete every four years.

The organisers, with full Government support, will work with UEFA and national football associations to host a landmark celebration that is intended to captivate the general public and increase participation and engagement in football. The bid will showcase games in cities in Dublin and UK cities with world-class tourism infrastructure, all connected by direct, quick and sustainable travel options and with appropriate accommodation that will provide an unrivalled experience for teams and fans. The Ireland & UK EURO 2028 bid will also seek to deliver significant and lasting impacts for local communities via the provision of funding for new and upgraded grassroots facilities as a tournament legacy

If the bid is successful, 51 matches will take place across Ireland & the UK in the summer of 2028 with a number of matches scheduled for Dublin. Dublin City Council will play a major role in the organisation and delivery of the event.

### 2. Benefits of Hosting UEFA EURO 2028

Deloitte has undertaken an impact analysis for EURO 2028. It is estimated that 50% of the spectators would originate outside of the UK and Ireland. Approximately 90,000 of these fans would travel to Ireland for the tournament. Approximately 60,000 of these fans would be ticketed with the remainder travelling to Ireland without a match ticket. In addition to the estimated expenditure of those overseas visitors, expenditure by UEFA, their staff, media and journalists has also been included in the impact analysis. The estimated spend (direct, indirect and induced) in Ireland is up to €513m based on 6 match being played in Ireland. The vast majority of this spend will be in Dublin.

Building on that spend, in terms of the Gross Value Added (GVA) economic impacts at the time of the event, Deloitte's estimates indicate a GVA of c. €238m for 6 matches played in Ireland. The GVA is the net output or surplus value of the event. This comprises wages paid to employees, profits earned by businesses and production taxes collected by Government.

Even allowing for some permanent displacement and deadweight effects the impact of hosting the UEFA EURO 2028 tournament as part of a joint Ireland and UK bid will generate a very positive return on investment for Dublin and Ireland. The benefits that will accrue to Dublin City vs the rest of the country have not been broken down, but it is fair to say that a large proportion will remain in Dublin.

### **3. Dublin City Council Role in UEFA EURO 2028**

As the host city municipal authority Dublin City Council will be responsible for the provision of a number of elements which will be an integral part of the tournament. These include the following activities:

- Provision of Fanzones at Merrion Square Park, Dublin Castle & Smithfield
- Commercial Activation & Rights Protection
- City Promotion & Dressing
- Host City Projects
- Traffic Management
- Host City Volunteer Programme.

The estimated cost to meet the above commitments is approximately €11 million. If the bid is successful it is expected that the costs will be funded from a number of sources:

- Funding provided by Central Government
- City Council Funding Committed to UEFA EURO 2020 that was unspent and
- An annual provision in the City Council's budget over 5 year period (2024-2028).

{A letter of commitment from the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in respect of contributing towards the costs that will be incurred by the City Council is expected and will be circulated before the City Council meeting on 3 April.}

### **4. Host City Agreements and Guarantees Required**

Dublin City Council as a potential Host City is required to sign a Host City Agreement which covers the elements listed above. In addition a number of other commitments are required by UEFA from host cities. These include various Guarantees to be provided by Dublin City Council on a range of issues such as 'Rights Protection', 'Fair Pricing', and 'Sustainability'.

The Final Bid Dossier is to be submitted to UEFA on 12 April 2023. The evaluation of the EURO 2028 bids will be published by UEFA in September 2023 with the hosts of UEFA EURO 2028 to be announced on 10 October 2023.

### **5. Conclusion/Recommendation**

It was very unfortunate that the EURO 2020 games in Dublin had to be cancelled, particularly after significant investment in both time and money by the City Council. We now have the opportunity to put the experience gained there to good use, to participate in the hosting of the EURO 2028 tournament and to realise significant benefits for the city and its businesses

I am seeking the approval of Elected Members Council to sign the relevant EURO 2028 Host City Agreement and Guarantees on behalf of the City Council ahead of the final bid submission on 12 April 2023.

I recommend that the Council adopt the following resolution:

*'That Dublin City Council approves the contents of Report No 95/2023 and agrees to the signing of the UEFA EURO Host City Agreement.'*

**Owen P. Keegan**  
**Chief Executive**  
**28<sup>th</sup> March 2023**