



Council

Thursday, 18 September 2025

Rushcliffe Sport and Tourism Charter

Report of the Director – Development and Economic Growth

**Cabinet Portfolio Holder for Strategic and Borough-wide Leadership,
Councillor N Clarke**

1. Purpose of report

- 1.1. The purpose of this report is to highlight the partnership working and collaboration between Rushcliffe Borough Council and sporting stakeholders Nottingham Forest Football Club, Trent Bridge Cricket, Holme Pierrepont National Water Sports Centre and Nottingham Rugby, to promote tourism and the visitor economy in Rushcliffe: The Home of Sport.
- 1.2. The Leader of the Council has hosted two meetings with the sports stakeholders to create a shared objective for collaboration linked to economic growth and tourism. It is through this joint approach that the Council and sports clubs have agreed a set of principles to capture how working together can elevate the economic vitality and visitor experience and promote a thriving community.
- 1.3. The draft Charter sets out agreed principles for the stakeholders, with the intention of the Council and Sports Clubs signing up to and adopting the Rushcliffe: Together in Sport Charter, as set out in Appendix A.

2. Recommendation

It is RECOMMENDED that Council approves the adoption of the draft Rushcliffe: Together in Sport Charter as set out in Appendix A, with final amendments delegated to the Director – Development and Economic Growth.

3. Reasons for Recommendation

- 3.1. To strengthen the collective reputation of Rushcliffe: Home of Sport and a prime destination for sports and wider tourism.
- 3.2. Build strong and positive relationships through continued collaboration with the major sporting stakeholders.

4. Supporting Information

- 4.1. The Leader of Rushcliffe Borough Council invited the major Sports Clubs to attend a visioning meeting to explore collaboration to elevate the promotional opportunities for local economic growth, tourism and a vibrant community. This led to the creation of a Sports Charter outlining shared objectives and agreed principles to enhance the overall experience for sporting tourists, ensuring a unified regional approach that benefits Rushcliffe and surrounding areas.
- 4.2. The group aims to leverage major sporting events—such as European football and Test Matches at Trent Bridge—to boost local businesses and community benefits through coordinated efforts.
- 4.3. The Charter also highlights the importance of grassroots sports to boost wider community and wellbeing benefits, promoting inclusivity at all levels.
- 4.4. Rushcliffe is leading the way in putting sport at the centre of tourism and community in the wider West Bridgford area and this report seeks the support of the Council for the draft Charter included in the Appendix. The broad principles and objectives of the Charter are supported by each of the Clubs listed in paragraph 1.1, with each Club seeking to adopt the Charter through their own governance processes as soon as practicable. Any changes as a result of this process will be delegated to the Director of Development and Economic Growth to enable the Charter to be adopted.
- 4.5. Initial actions arising from the collaboration are:
 - 4.5.1. To create a new brand for the partnership, which can be used to promote Rushcliffe: Home of Sport, locally, nationally and internationally.
 - 4.5.2. To have a shared events calendar across the stakeholders, opening up opportunities to maximise the visitor experience and link in with new initiatives and cross-promotional campaigns.
- 4.6. Next steps are to connect with the wider sporting offer in the local area across Nottingham and Nottinghamshire and seek support from the East Midlands Mayor, linking into wider Nottinghamshire tourism and the Destination Management Plan.

5. Alternative options considered and reasons for rejection

The alternative could be to not work collaboratively, but this will lead to missed opportunities for local economy and tourism.

6. Risks and Uncertainties

- 6.1. No risks to the reputation or services Council have been identified from this piece of work.

7. Implications

7.1. Financial Implications

No financial implications to the Council have been identified.

7.2. Legal Implications

No legal implications to the Council have been identified. The Sports Charter is not a legally binding document.

7.3. Equalities Implications

There are no equality implications identified.

7.4. Section 17 of the Crime and Disorder Act 1998 Implications

No community safety implications are identified.

7.5. Biodiversity Net Gain Implications

There are no Biodiversity Net Gain implications identified.

8. Link to Corporate Priorities

The Environment	There are no environmental implications
Quality of Life	A thriving high street which benefits from the collaborative working of the major sports clubs in the area benefits the quality of life for local residents
Efficient Services	There are no efficient services implications
Sustainable Growth	Maximising the economic benefit of major sporting events through consistent collaboration could contribute to the growth of the local economy

9. Recommendation

It is RECOMMENDED that Council approves the adoption of the draft Rushcliffe: Together in Sport Charter as set out in Appendix A, with final amendments delegated to the Director – Development and Economic Growth.

For more information contact:	Leanne Ashmore Director Development & Economic Growth 0115 914 8578 lashmore@rushcliffe.gov.uk
Background papers available for Inspection:	
List of appendices:	Appendix A - Sports Club Charter