



# FIFA WORLD CUP BID

## ENGLAND 2018/2022

*EPG helps the home of football bid for the World Cup*

In January 2009, Fédération Internationale de Football Association (FIFA) formally invited applications for host city candidates for the 2018 and 2022 FIFA World Cups. As you would expect, England, the home of football was very eager to host this great event, with the England 2018 bid team submitting a sixty-three (63) page bid document that it had finalised the previous year.

At EPG we were engaged to provide strategic planning and cost management services to the bid team formed by the Football Association (the FA), England 2018/2022 Bidding Nation Ltd, with a particular emphasis placed on providing preliminary cost estimates for the fifteen (15) stadia across the twelve (12) English cities that were being proposed to FIFA as part of the bid.

We also undertook a gap analysis of the existing facilities of these venues versus the FIFA tournament requirements to determine what modifications and subsequent costs would be required to turn them into World Cup ready venues. Cost estimates were also developed for the operational functional areas required at the venues to deliver the event including, event security and event safety, athlete & event catering, workforce planning, event management & operations and event logistics. Additionally, we were responsible for ensuring that the solutions presented included a significant element of environmental sustainability, a key measure of FIFA's capability assessments for candidate cities.

### *Location & Year*

London 2008 - 2010

### *Client Sector*

Single-Sport Event

### *Services Provided*

Event Strategy