

Raising the heartbeat of the nation

Step four of a five-step plan for a more active population.



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Keep the UK the home of world-class sport through major events

legislation and dedicated resources to protect sporting integrity.

The UK is the world's leading nation at hosting sporting events due to the quality of our facilities, the capacity of our infrastructure and the passion of our fans.

High quality and successful elite sport is not just considered an important driver of participation, but is enormously economically valuable, and helps to enhance the UK's standing in the world.

Key Recommendation A - A relaxation on the rules for taxation of elite athletes and better intellectual property protection would both preserve the status of the UK as the home of international sport

The Alliance recognises the role Government already plays in supporting these occasions and the work it does in supporting and guaranteeing major events. However more can be done to ensure that the UK remains an attractive world class venue.

- A sports organiser's right would enable sport to protect itself from unauthorised use of its products and to receive a financial contribution from third parties wishing to associate with their

competitions. The influence major events have on participation, as well as their international diplomatic value, makes it important that the Government continues to ensure that they come to the UK.

- There must be a balanced and proportionate approach to the taxation of overseas stars competing in the UK. Taxing an athlete's worldwide earnings at the UK rate often discourages the world's best athletes from competing in UK events. We want the world's stars to compete on the big stage here and must ensure that our taxation rules allow and encourage them to see the UK as the world's best place to compete.

Key Recommendation B - **The Government should produce a strategy to protect the integrity and honesty of top level sport from corrupt betting**

- The strategy should examine the potential need for a dedicated and properly funded body to be set up to tackle betting and integrity corruption. Building on the experience and success of UKAD this could be financed through the new tax revenues from licensed overseas operators.
- The Government should use opportunities in its legislative programme to rationalise the complex existing legal framework and to clearly criminalise match fixing.

Key Recommendation C - **Effective legislation and regulation which makes the buying and selling of tickets on the secondary ticket market as transparent as possible**

The current regulations covering the selling of tickets for sporting events on the secondary ticket market leave too many consumers exposed to potential mis-selling and fraud. There must be effective, targeted legislation which requires those selling tickets on the secondary market to provide basic, essential and clear information about the location, original price, and terms and conditions of the ticket.

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