



Glasgow City Council

City Administration Committee

Item 4

20th November 2025

**Report by Bailie Annette Christie, City Convener for Culture,
Sport and International Relations**

Contact: Billy Garrett

Ext: 70989

FIFA Women's World Cup 2035 – Feasibility and Bid

Purpose of Report:

To advise the City Administration Committee on the opportunity to secure the FIFA Women's World Cup 2035 as part of a Football Associations (FAs) led bid, set out key deadlines and request funding.

Recommendations:

The City Administration Committee is asked to:

- 1) Consider the contents of this report;
- 2) Note that the Chief Executive agreed the following recommendation under delegated powers on the grounds of urgency:
 - Approve the funding request to Glasgow to host events as part of the FA led bid to secure the FIFA Women's World Cup 2035; and
- 3) Agree that Glasgow City Council steps down responsibility for delivery to Glasgow Life.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

1 . Introduction

- 1.1 Glasgow has the opportunity to be one of the host cities for the FIFA Women's World Cup in 2035, with three stadia capable of meeting the hosting requirements (Hampden, Ibrox and Celtic Park). As the National Football Stadium, Hampden would be expected to be a first choice to be put forward, though the stadium selection is ultimately a FIFA decision.
- 1.2 In March 2025, the football associations of Scotland, England, Wales and Northern Ireland submitted an Expression of Interest (EOI) to host the FIFA Women's World Cup 2035, which was subsequently confirmed as the only valid EOI by FIFA.
- 1.3 Since then, a bidding agreement has been signed and submitted to FIFA by the FAs. The bidding agreement provides bidders with information on the structure and content of the bid and the documents that are required to be submitted and ensures that the key principles of the bidding process – objectivity, transparency, integrity and commitment to human rights and sustainable event management – are observed. The bid is due to be submitted in the the fourth quarter of 2025
- 1.4 Following a thorough evaluation process, FIFA will publish its evaluation reports and, should the hosting requirements be met, the Member Associations gathered at the FIFA Congress will appoint the hosts of the respective competitions in the second quarter of 2026.
- 1.5 Glasgow was required to confirm a desire to be part of the UK bid to DCMS by Friday November 14th. This timing made it impossible to come to CAC in advance of that deadline.
- 1.6 As Committee approval could not be obtained within the required timescale, the Chief Executive approved the following recommendation set out in this report under delegated powers on 13 Novemeber 2025 on the grounds of urgency:-
 - to approve the funding request to Glasgow to host events as part of the FA led bid to secure the FIFA Women's World Cup 2035.

2 Background

- 2.1 The FIFA Women's World Cup is the largest women's sporting competition in the world and has been part of the UK Government and Associations' hosting ambitions for a number of years.
- 2.2 The tournament has previously been hosted on a 32-team format, with FIFA recently indicating that from 2031 it will increase to 48 teams.
- 2.3 Further work is being undertaken by the Football Associations, including the Scottish FA, and government partners, including the Scottish Government and UK Government, on the bid opportunity. FIFA has published an

overview of the topics to be covered in the bid book¹

2.4 Key topics to be covered in the bid book, alongside the overall event vision and approach include:

- **Women's Football: Development and Legacy** - The member association(s) must provide information on women's football and how hosting the tournament is intended to contribute to its development locally and nationally, along with the positive legacy effects targeted for women's football in the host country and abroad.
- **Sustainability and Human Rights** - commitments to sustainability, human rights, sustainable procurement and climate action, stating that the Competition will be delivered in compliance with FIFA's sustainability requirements. An explicit public commitment to involving local communities and carrying out stakeholder dialogue in the planning and delivery of the event.
- **FIFA Fan Festival Sites** - In order to welcome and host all football fans during the FIFA Women's World Cup, the FIFA Fan Festival – consisting of public screenings of matches combined with cultural entertainment in a safe environment – has grown to form an integral part of the fan experience. Two proposals in each host city for central and iconic locations suitable for staging the FIFA Fan Festival.
- **City infrastructure** – details of accommodation, transport and competition-related event sites available for hosting, providing a detailed overview of the infrastructure in place to welcome visitors from across the world and designing a positive and engaging experience in host cities. This includes the potential to host the International Broadcast Centre.

3 Financial Contribution

- 3.1 The request from the FA is for the host city to fund and underwrite 40% of the host city costs, with the UK Government covering the remaining 60% and DCMS have confirmed this position.
- 3.2 A 40% contribution to the Glasgow host city costs is approximately £10 million in estimated 2035 prices.
- 3.3 Officers have been engaging with the Scottish Government to seek a further contribution to host city costs and the Scottish Government confirmed on November 12th that they would contribute 15% of the total cost, capped at £3.75 million.
- 3.4 The current financial position, building in the contributions from both UK and Scottish Governments would require a Host City Contribution of £6.2 million with the expectation that this should be covered by Glasgow City Council.

4 Key Considerations

¹ [FWWC-2031-2035-Overview-of-the-Bidding-Processes.pdf](#)

- 4.1 **Host City Funding** - With the DCMS funding and underwrite confirmed, securing the remainder of the necessary financial support and guarantees on other key areas will be critical to progressing the bid.
- 4.2 **Tournament Format and Match Split** – FIFA as event owner and the FA as lead bidding association will liaise closely on the principles of stadia selection and tournament match split, working in conjunction with the other bidding associations.
- 4.3 **City Hosting Obligations** –A suite of documents has been shared including the Host City agreement and commitments for FIFA Women’s World Cup are largely similar to UEFA EURO 2028 and include a hosting a Fan Festival/ Fan Zone, coordination of associated promotion, activation and city operations. With experience from EURO 2020 and EURO 2028 planning, Glasgow Life have built these commitments into the projected Host City Budget and funding recommendation.
- 4.4 **Proposed Delivery Model** – it is anticipated at this stage that a separate limited company would be set up by FIFA to deliver the event. However, it’s important to highlight that Host Cities will not be represented on the board which is comparable to EURO 2028 but not other major events that have taken place in the city. Glasgow would expect to be represented at a Scotland level assurance group.
- 4.5 **Strategic Alignment and Benefits to the city** – the event would strongly align with city strategies and priorities:
- **Glasgow Events Strategy 2035** – event aligns strongly with the Glasgow Events Strategy. Attracting this high-profile women’s sporting event would continue to build the city’s vibrant and inclusive events portfolio and further strengthen the city’s reputation and profile as a major sports and events city. Building a pipeline of football events would be key to leveraging its success, developing participation and audiences through events and activation in the lead up, including with EURO 2028.
 - **Glasgow Tourism Strategy 2030** – attracting visitors from key overseas markets to extend their stay in the city and showcasing the city through TV and media is a key priority for the city.
 - **Glasgow Economic Strategy 2022 – 2030** – event aligns and supports the Glasgow Economic Strategy through the tourism benefits this will deliver, along with the employability opportunities that would be generated.
 - **Physical Activity and Sport** – football is the most popular sport in the city and hosting the event would provide a strong platform to drive participation, engagement and interest at all levels of the game and sport more generally. The city continues to experience significant growth in interest and participation in women and girl’s football, with an event such as this serving to further accelerate that.

5. Next Steps and Timelines

5.1 Further work with UK Sport on development of Host City Agreement.

5.2 **Final Quarter 2025** – bid submission

Policy and Resource Implications

Resource Implications:

<i>Financial:</i>	The council will contribute £6.2 million to the event for delivery and city activation
<i>Legal:</i>	The council will require to enter into a contractual arrangement with the event organisers and then step down those obligations to Glasgow Life.
<i>Personnel:</i>	To deliver an event of this scale there will be personnel requirements. All the costs of dedicated event resource would be covered by overall event budget. Furthermore, there may be savings to GCC by not backfilling posts who are working on the Championships.
<i>Procurement:</i>	Depending on the governance model developed for this event, there could be options for utilizing Glasgow City Council's framework to ensure longer terms advantages.

Council Strategic Plan: Aligns with the Grand Challenge - "Increase opportunity and prosperity for all our citizens"

Equality and Socio-Economic Impacts:

<i>Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.</i>	Yes, regarding Outcome 3, this event will provide service users with protected characteristics targeted, improved and more accessible information about the event and wider services provided by the Council Family.
	With regards to Outcome 2, this event will further lessen and remove barriers to participation in physical activity and sport but also learning, arts and culture for people with protected characteristics.

What are the potential equality impacts as a result of this report?

Should Glasgow host the event, it would support Glasgow Life in continuing to deliver programmes of sport and physical activity that are tailored to support and encourage disabled people and those currently disengaged from active lifestyles to become more active.

Please highlight if the policy/proposal will help address socio-economic disadvantage.

Should Glasgow host the event, an objective would be helping people to sustain and improve their health especially in disadvantaged communities. Active Scotland has a vision of Scotland where more people are more active, more often.

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:

Should Glasgow host the event, GCC and partners would commit to work with FIFA to develop a Sustainable Event Plan to align with their global Sustainability Plan. It is anticipated that that all five themes of the Climate Plan would be considered and that those sustainable practices would become embedded within wider event delivery practice, where possible, should Glasgow host the event.

What are the potential climate impacts as a result of this proposal?

Should Glasgow host the event, the most notable climate impact will be through visitation associated with the event. The Sustainable Event Plan would consider an approach and measures to offset some of this impact, including a focus on extending stay and active travel.

Will the proposal contribute to Glasgow's net zero carbon target?

Should Glasgow host the event, the aim of the Sustainable Event Plan will be to contribute to Glasgow's net zero carbon target.

Privacy and Data Protection Impacts:

Are there any potential data protection impacts as a result of this report -

No

If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out

6. Recommendations

The City Administration Committee is asked to:

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- 2) Note that the Chief Executive agreed the following recommendation under delegated powers on the grounds of urgency:
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- 3) Agree that Glasgow City Council steps down responsibility for delivery to Glasgow Life.