

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2607

Title: Business Friendly Licensing and Regulation Fund

Executive summary:

The challenges of the pandemic resulted in innovative ways of working to protect high streets and local economies and successful partnerships between local authority regulation, regeneration and economic development teams, as well as high street businesses, the police, the GLA and other partners.

To support this, the GLA commissioned research into business-friendly licensing and regulation practices and launched a small grant-funding programme to allow boroughs to trial innovative solutions. These innovations will be shared with boroughs across London.

This decision seeks approval to reallocate £55,000 of underspend from the Economic Development Unit's Technology and Innovation Programme budget (approved under cover of MD2921) to the Culture and Creative Industries Unit's 24 Hour London programme budget, to increase the grant funding available to boroughs through this fund.

Decision:

That the Executive Director of Good Growth approves the reallocation of £55,000 from the Economic Development Unit's Technology and Innovation Programme budget to the Culture and Creative Industries Unit's 24 Hour London programme budget, to support expenditure on the Business Friendly Licensing and Regulation Fund. This takes the total grant funding being made available from £70,000, as was previously the case (approved under cover of MD2963), to £125,000.

AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Philip Graham

Position: Executive Director, Good Growth

Signature:

Date: 15/11/22



PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. London's high streets at night were devastated by the pandemic, with many culture, leisure and hospitality businesses being the first to close and among the last to reopen. Prior to COVID-19, London's night-time economy was worth over £26bn a year and employed 1.6m Londoners.
- 1.2. To ensure businesses could operate within the ever-changing restrictions of the pandemic, licensing, regulation and business support teams had to work together in new ways, responding to the fast-moving challenges of the pandemic. This has resulted in innovative ways of working and successful partnerships between local authority regulation, regeneration and economic development teams, as well as high street businesses, the police, the GLA and other partners.
- 1.3. The London Recovery Programme, led by the GLA and London Councils, aims to boost London's high streets by making it easier for businesses to trade and access council support. London Councils has published its Pledges for Business, which are backed by every council leader in the capital. They include a commitment from local authorities to implementing a 'business-friendly' approach to licensing and regulation. With London's high streets suffering long-term damage from the pandemic, this business-friendly approach will be essential for economic recovery in all parts of the capital.
- 1.4. To support this work, the GLA commissioned research into business-friendly licensing and regulation practices. The research has provided a wealth of examples across seven themes of how councils supported their local businesses before and during the pandemic.
- 1.5. The Mayor approved a fund of £70,000 to help local authorities develop and trial innovative business-friendly licensing and regulation practices (MD2963). 13 boroughs submitted expressions of interest to the fund; these were assessed by GLA officers, with input from officers from London Councils.
- 1.6. Five projects were identified as being suitable for funding. The total amount requested for these projects is £125,000.
- 1.7. These projects are detailed in the table below.

Borough	Project	Amount requested
Camden	Run a multi-borough project to make licensing policies more business-friendly; and provide pre-application support for businesses seeking a licence.	£25,000
Enfield	Streamline licensing processes for pavement licences; boost outdoor hospitality activity; and create a new business forum.	£25,000
Hackney	Expand the Open Markets app to work better for, and increase, night markets.	£25,000
Harrow	Streamline licensing processes; and create a one-stop shop website and a business-accreditation scheme.	£25,000

Islington	Support roll-out of a rider-owned takeaway delivery app to new areas of the borough; upskill drivers' understanding of regulation issues; and support development of a new policy on delivery drivers.	£25,000
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- 1.8. The current budget of £70,000, approved under MD2963, does not allow for all the identified projects to be supported.
- 1.9. Additional funding of £55,000 has been identified from underspend in the Economic Development Unit's Technology and Innovation Programme budget, approved for the Challenge LDN programme under MD2921. Reallocating this funding would allow all five of the identified projects to be supported.
- 1.10. Challenge LDN is the Mayor's open innovation programme, which brings innovators together with London's public, private and third sectors to co-design solutions to the city's complex challenges. Complex challenges require flexible solutions; therefore, novel approaches have been utilised for two of the three challenges within Challenge LDN 2022. These novel approaches have required lower spending than was initially budgeted for, allowing for the reallocation of this funding.
- 1.11. The additional funding from the Economic Development Unit budget would be targeted to support projects that focus on the use of technology in their innovations – namely those proposed by Hackney and Islington.
- 1.12. As approved in MD2963, specialist licensing consultants will work with GLA officers and funded boroughs to develop metrics and performance indicators to monitor the impact of the projects and the overall programme.

2. Objectives and expected outcomes

- 2.1. The objectives of the investment are to:
 - enable all five recommend business-friendly licensing projects to be supported
 - support night-time businesses to recover from the pandemic
 - help local authorities to develop and implement innovation in licensing policies and practices that will help grow London's 24-hour economy.
- 2.2. This will achieve the following outcomes:
 - more business-friendly licensing practices introduced, as a result of trial projects and data sharing, to boost London's recovery at night
 - borough licensing teams working more collaboratively; and providing certainty and clarity to businesses
 - establishing London as a global testbed for solutions to city challenges.

3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010, as a public authority, the Mayor of London must give 'due regard' to the need to eliminate unlawful discrimination, harassment and victimisation; as

well as to advance equality of opportunity, and foster good relations, between people who have a 'protected characteristic' as defined in the Equality Act 2010 and those who do not.

- 3.2. The 24 Hour London programme aims to make London a safe, fair and sustainable 24-hour city. It does this by working with local authorities to ensure our high streets and town centres work better for all Londoners around the clock. It also aims to improve conditions for night workers, who suffer a range of inequalities compared to their counterparts who work during the day, and are more likely to be from groups with protected characteristics than other workers.
- 3.3. The proposed projects outlined in this decision form will enable the continued creation of opportunities for Londoners, providing social and economic benefits in the capital. They will also offer support to those businesses particularly impacted by COVID-19, including those in the hospitality and leisure sector.

4. Other considerations

- 4.1. The programme outlined in this decision also links to the following Mayoral strategies and priorities:
- the Mayor's Vision for London as 24-Hour City
 - the Economic Development Strategy
 - the Business, Jobs and Growth recovery foundation
 - the Helping Londoners into Good Work recovery mission.

Risks

- 4.2. The risks and mitigations are detailed in the table below.

Risk	Probability (low, medium, high)	Impact (low, medium, high)	Mitigations in place
Financial mismanagement by any organisation in receipt of GLA grant funding.	Low	Medium	Responsible GLA officers overseeing grant-funding programmes will closely monitor delivery and meet regularly with delivery partners. Funding agreements will be put in place; payments will be made against clearly defined milestones and, where appropriate, in arrears.
The activities set out in this decision do not meet their specific aims and goals.	Low	Medium	Programmes detailed in this decision have evolved from previous pieces of specific work. They have been researched extensively; and detailed programme plans and delivery schedules are in place.

			Relevant officers in the Unit hold relationships and work closely with other GLA policy officers.
Delays to delivery of projects by funded organisations.	Low	Low	Responsible GLA officers overseeing grant funding programmes will closely monitor delivery and meet regularly with delivery partners.

Conflicts of interest

- 4.3. There are no conflicts of interest to note for any of the officers involved in the drafting or clearance of this decision form.

5. Financial comments

- 5.1. MD2963 approved a grant fund totalling £70,000 to support the Business-Friendly Licensing and Regulation Fund. As indicated within the report, an additional £55,000 budget is required to support the programme and maximise project delivery. This will increase the total grant funding available for the programme to £125,000.
- 5.2. The additional £55,000 budget requirement will be funded via the reallocation of funding from the GLA's Economic Development Unit's Technology and Innovation Programme budget (currently totalling £374,000) as approved as part of the 2022-23 GLA budget process; and will now be accounted for within the GLA's '24-Hour London' Programme budget held within the Culture and Creative Industries Unit.
- 5.3. The Programme is expected to be completed by 31 March 2023. All appropriate budget adjustments will be made.

6. Legal comments

- 6.1. The foregoing sections of this report indicate that the decisions requested of the Director fall within the exercise of the GLA's statutory duties to promote tourism to, in and through Greater London, and powers to promote and/or to do anything that is facilitative of, or conducive or incidental to, economic development and wealth creation within Greater London; and in formulating the proposals in respect of which a decision is sought, officers have complied with the GLA's related statutory duties to:
- pay due regard to the principle that there should be equality of opportunity for all people
 - consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom
 - consult with appropriate bodies.

- 6.2. In taking the decisions requested of him, the Director must have due regard to the Public Sector Equality Duty – namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010; and to advance equality of opportunity, and foster good relations, between persons who share a relevant protected characteristic (race, disability, sex, age, sexual orientation, religion or belief, pregnancy and maternity, and gender reassignment) and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Director should have particular regard to section 3 (above) of this report.
- 6.3. Officers have indicated that the expenditure proposed amounts to the provision of grant funding as a contribution to related third-party project costs and not a payment for services to be provided. They must therefore ensure that the proposed funding is disbursed in a fair and transparent manner, in accordance with the GLA's Contracts and Funding Code; and funding agreements are put in place between and executed by the GLA and proposed recipients before any commitment to provide the funding is made.

7. Planned delivery approach and next steps

Activity	Timeline
Decision signed	November 2022
Grant funding letters signed	November 2022
Delivery begins	November 2022
Final evaluation report from boroughs submitted to GLA	March 2023
Final programme evaluation from consultants submitted to GLA	March 2023

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

Part 1 - Deferral

Is the publication of Part 1 of this approval to be deferred? YES

Delay publication to allow for public announcement of funding to be made.

Until what date: 31 December 2022

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under the FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Tim Spires has drafted this report in accordance with GLA procedures and confirms the following:

✓

Assistant Director/Head of Service:

Shonagh Manson has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

Corporate Investment Board

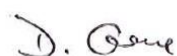
A summary of this decision was reviewed by the Corporate Investment Board on 14 November 2022.

✓

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature



Date

19/11/22