

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2155

Title: #LondonIsOpen for summer campaign

Executive Summary:

One of the principal purposes of the Greater London Authority is to promote economic development in London.

Early reports from tourism partners and stakeholders suggests that the recent terror attacks in London, the horrific fire at Grenfell Tower and heightened security concerns are impacting on the number of Londoners visiting London attractions.

In order to support the tourism industry in London, the third largest in our city, and allay concerns about visiting London attractions, the Mayor of London wants to promote London's visitor attractions this summer through a marketing and events campaign that will be run from July – October 2017. The #LondonIsOpen for summer campaign will complement work being done by London & Partners to promote London as a tourist destination internationally.

The campaign will also support and celebrate London's diverse cultures and communities and promote our values of openness and inclusiveness – showing that our city is open.

Decision:

The Mayor of London approves:

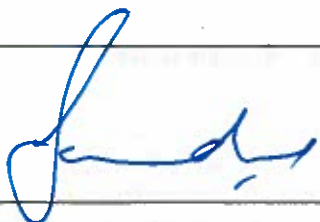
- £200,000 to be spent on marketing, events and associated production costs for the Summer in London Marketing & Events Campaign.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

11/7/17

PART I – NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1. Early reports from tourism partners and stakeholders suggests that the recent terror attacks in London, the horrific fire at Grenfell Tower and heightened security concerns are impacting on visitor numbers to the city, particularly Londoners visiting London attractions.
- 1.2. The Association of Leading Visitor Attractions (AVLA) has reported a significant fall in visitor numbers to attractions and theatres that cater predominately to young families and school groups.
- 1.3. TfL figures show that since the recent terrorist attacks, the number of off-peak/non-commuter journeys has fallen, particularly into Zone 1 around key visitor attractions.
- 1.4. London's tourism industry is an important part of London's economic success. Tourism contributes an estimated £36 billion a year to London's economy and supports around 700,000 jobs in the capital, making it the third biggest industry in the capital.
- 1.5. In exercising the GLA's statutory powers to promote economic development in London, the Mayor wants to run a marketing and events campaign to encourage London residents, in particular, London families, to enjoy the wealth of cultural and sporting activities that London has to offer over the summer and autumn.
- 1.6. This will complement activity by London & Partners (L&P) to promote London internationally as a city to visit and enjoy over the summer.
- 1.7. Together, L&P and GLA will develop a suite of 'special offers' to attract visitors and a marketing campaign to promote them.
- 1.8. The GLA will allocate up to £200,000 to this activity which will be focused on a range of activities including marketing campaign, advertising and events.

2. Objectives and expected outcomes

- 2.1. #LondonIsOpen for summer will highlight the wealth of activities available to Londoners and visitors to London.
- 2.2. The campaign will target Londoners, with a focus on families, with the aim of increasing the number of Londoners visiting London attractions.
- 2.3. The activity is planned to take place from July — October 2017.
- 2.4. The campaign will consist of paid for advertising such as social media activity, Out of Home (OOH) media, events and promotion at large scale sporting and cultural events throughout the capital this summer (e.g. London2017).
- 2.5. £200,000 is required for marketing support, which will include advertising, print and production costs and event support which will consist of additional stewards and infrastructure at all Mayor of London and supported by events and to ensure that the campaign can be activated. Events that are to incorporate this campaign include Pride, London2017, Liberty, Notting Hill Carnival, Totally Thames, London Mela, Africa in the Square, and others.

3. Equality comments

- 3.1 All of our communications, marketing (both digital and print) and events activity are designed with accessibility at the fore. This includes using clear and accessible language and ensuring designs are easy to read from a visual perspective. We are increasingly using video, with subtitling, to communicate key messages.
- 3.2 Officers confirm that there are no adverse implications under the public sector equality duty in relation to the procurement and commissioning of the activities described above. The GLA will ensure that participants are sourced through a range of networks, organisations and communities and that all communications are designed to be as accessible as possible.
- 3.3 Additionally, the objective of this campaign is about supporting and celebrating London's diverse cultures and communities and promoting our values of openness and inclusiveness.

4. Other considerations

Risks & issues

- 4.1 London's tourism industry is an important part of London's economic success. Tourism contributes an estimate of £36 billion a year to London's economy and supports around 700,000 jobs in the capital, making it the third biggest industry in the capital.
- 4.2 As noted, following the recent terrorist incidents in London, we have seen a drop in the number of Londoners visiting London attractions which is impacting London's business community. If this is not addressed, with the city taking a lead on a coherent message to go out to communities and businesses, there is a risk that there will be a greater negative impact to London and Londoners.

Links to Mayoral strategies and priorities

- 4.3 This campaign links to Mayoral priorities in the manifesto to support business growth, and to make London a fairer and more tolerant city, that is open and accessible to all.

Impact assessments and consultations

- 4.4 As part of the development of the campaign activity, appropriate research and message testing will be carried out to ensure the impact of the campaign is maximised. Quarterly brand tracking will be carried out via the GLA Intelligence team.
- 4.5 The team will, as stated previously, work with London and Partners on this campaign who will also conduct their own tracking and campaign reporting.

5. Financial comments

- 5.1 The £200,000 estimated cost of this proposed marketing campaign will be funded from the Events for London Programme budget in the first instance. Any shortfall in budget provision will then be sourced from the Authority's Contingency Budget for 2017-18.

6. Legal comments

- 6.1 The foregoing sections of this report indicate that:

- 6.1.1 the proposals in respect of which the Mayor's approval is sought concern the exercise of the general powers of the GLA, falling within what may be considered to fall within the GLA's powers to do such things as are facilitative of or conducive to the fulfilment of its principle purposes; and
- 6.1.1.1 in formulating the proposal in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:
- (a) pay due regard to the principle that there should be equality of opportunity for all people;
 - (b) consider how the proposals will promote the health of persons, health inequalities between persons and to contribute towards achievement of sustainable development in the United Kingdom; and
 - (c) consult with the appropriate bodies.
- 6.2 The proposals may also be considered to align the with the duty of the GLA to encourage tourism to, in and through Greater London.
- 6.3 Officers must ensure that services or supplies required for the proposed campaign are procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code and appropriate contract documentation is put in place and executed by the GLA and providers before the commencement of any such supplies or services.
- 6.4 In taking the decisions requested, the Mayor 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 between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it and foster good relations between persons who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.

7. Planned delivery approach and next steps

Activity	Timeline
Announcement [if applicable]	Mid July 2017
Delivery Start Date	Mid July 2017
Delivery End Date	October 2017
Project Closure:	October 2017

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) 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 approval or on the defer date.

Part 1 Deferral:

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

If YES, for what reason:

Publication of the report in advance of the completion of procurement activity to source supplies and services required in respect of the aims of the proposed expenditure would prejudice the GLA's ability to promote optimal competition and secure value for money.

Until what date: (a date is required if deferring): 31 August 2017

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be 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:

Sarah McFarlane has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

Emma Strain has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Leah Kreitzman has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on the 10 July 2017

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date

TOM MIDDLETON ON BEHALF OF MARTIN CLARKE 10.07.17

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

Date

D. Bellamy

10/7/2017

