

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2717

New London Architecture – principal partner funding

Executive summary

This decision sets out the sponsorship arrangements between the GLA and New London Architecture (NLA) for 2024-25. NLA provides the GLA (as a principal partner) with a range of key services and functions within the built-environment sector. These include forums; a programme of events; conferences and workshops; think tanks; site visits; exhibitions; awards; and publications. These showcase and promote London as a hub of creative talent; and a leading international centre of learning, creativity, development and growth. This helps to deliver the Mayor's priorities to stimulate regeneration, and create new homes and jobs. This decision form is seeking to renew this sponsorship arrangement which was previously approved under ADD 2236. The details of the services provided are included in appendix A.

Decision:

That the Head of Regeneration and Growth Strategies approves:

- awarding the contract for 2024-25, to a value of £38,500 and
- a related exemption from the requirements of the GLA's Contracts and Funding Code, in order to renew the GLA's sponsorship without a competitive procurement exercise.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

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: Louise Duggan

Position: Head of Regeneration and Growth Strategies

Signature:



Date:

08/07/2024

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. New London Architecture (NLA) has worked with the GLA for several years, and this decision extends the arrangement previously secured by decision ADD2236. NLA convenes and curates a unique forum that brings London's architecture planning and development professionals together with communities, developers and investors; and promotes ways of making London a better place for all. It does so through an annual programme of conferences and workshops, think tanks, site visits, exhibitions, awards, and publications. This programme promotes London as a hub of creative talent; and a leading international centre of creativity, development and growth. This helps to deliver the Mayor's priorities to stimulate regeneration, and create new homes and jobs.
- 1.2. As part of our principal sponsorship, GLA officers have helped shape, and participated in, NLA programme activities focused on housing, planning, design, place-making, tall buildings, infrastructure and culture.
- 1.3. The cost to the GLA for principal sponsorship has increased over time, due to NLA extending and broadening the range of services, and opportunities for participation and inflation. Relevant ADDs approving previous expenditure are ADD236, ADD210 and ADD384.
- 1.4. This decision seeks approval, from the Head of Regeneration and Growth Strategies, of the GLA's agreement to be a principal sponsor to NLA for 2024-25 at a cost of £38,500. This will enable the GLA to continue taking a prominent role in NLA's work; and to maintain access to the full range of benefits associated with this high-level partnership.

Single-source procurement

- 1.5. GLA officers acknowledge that section 9 of the GLA's Contracts and Funding Code (the Code) requires a competitive tender process for all goods and services contracts with a value above £10,000. However, section 10 of the Code provides that an exemption from that requirement may be approved upon certain specified grounds, including where there is a complete absence of competition. For the reasons set out below, GLA officers are of the view that this ground is applicable in this case.
- 1.6. NLA provides a unique forum for the GLA to engage with other professionals in the planning, housing, architecture and regeneration fields. This includes promoting major initiatives to key stakeholders. It enables the GLA to participate in critical debate on issues affecting the future of London – including housing, public realm, tall buildings, and the densification needed to accommodate growth. The promotion of the GLA's work via the NLA channels (including its programme of activities) is seen to have a uniquely valuable and strategic impact that cannot be replicated by another supplier. Additionally, the range of benefits supplied through principal sponsorship of NLA cannot be obtained from another single organisation. NLA helps to deliver the Mayor's priorities for new housing and economic development in areas of the city.
- 1.7. The higher level of principal partner is deemed good value for money, as it enables the range of benefits to be more widely used across the GLA.

2. Objectives and expected outcomes

- 2.1. Sponsorship of NLA contributes to two key Mayoral priorities: building more homes for Londoners; and securing jobs and growth for the capital. NLA events are used to promote major programmes such as New London Plan policies and Opportunity Areas. These stimulate regeneration, and create new jobs and homes. This work supports unlocking the potential of the Opportunity Areas, London's

reservoirs of brownfield land. NLA events also support the development and implementation of the London Plan. The New London Awards recognise the best in planning, architecture and development in London; and encourage high standards of design and public realm. It also provides support to the Mayor's Good Growth by Design programme, where NLA is identified as an Advocate Organisation.

2.2. Principal sponsorship of NLA gives the GLA an opportunity to make a significant contribution to the following NLA objectives:

- build London's profile as an international centre for excellence in the fields of architecture, planning and development, by promoting the talent, output and success of these sectors; and help to create opportunities for these sectors to win business from domestic and overseas clients
- facilitate innovation, cross-fertilisation and testing of ideas, best practice and professional services through networking and learning opportunities
- spotlight, celebrate and communicate the talents and achievements of London professionals, thereby enhancing London's global reputation as a leader in these fields
- provide a platform for those in the architecture and planning sector to showcase the best of their work to a targeted local and international audience
- bring together architects and built-environment professionals to engage with setting the future agenda for London, through debate and engagement in the issues currently affecting the city – these include housing, public realm, tall buildings, and the densification needed to accommodate growth
- work with the sector to develop and deliver opportunities that contribute towards the aims and objectives of the GLA's equality, diversity and inclusion agenda
- work with the principal sponsors, including the GLA, to facilitate high-quality events across the capital; and give high prominence to the sponsors on the NLA website and all relevant publicity materials.

3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010 (the Equality Act), as public authorities, the Mayor and the GLA must have due regard to the need to eliminate unlawful discrimination, harassment, and victimisation; and to advance equality of opportunity, and foster good relations, between people who share a protected characteristic and those who do not. Protected characteristics under the Equality Act comprise age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage or civil partnership status (the duty in respect of this last characteristic is to eliminate unlawful discrimination only).
- 3.2. Through the proposed contribution to NLA, the GLA will require the recipient to evaluate the potential impacts of its work on those with a protected characteristic; and ensure that any activity minimises disadvantages to all those with a protected characteristic within society.
- 3.3. Those that may share a protected characteristic should be encouraged and supported to engage fully, as appropriate. As a condition of funding, NLA will be required to meet the Public Sector Equality Duty and demonstrate this through regular reporting of progress.
- 3.4. The contract with NLA will support initiatives to help diversify the sector; and raise the profile of individuals from, and organisations of, underrepresented groups.
- 3.5. This decision is not expected to have any negative impact on persons with a protected characteristic under the Equality Act.

- 3.6. Further measures to ensure GLA and NLA obligations under the Equality Act are met through this commission will be detailed in the funding agreement.

4. Other considerations

- 4.1. A key risk associated with principal sponsorship of NLA is that the GLA does not fully engage with NLA throughout the year, meaning we do not obtain the full range of benefits that comes with this package. However, the key units within Good Growth, and Housing and Land, have existing active engagement with NLA to coordinate requests to access the benefits. They work closely with NLA to ensure Mayoral priorities are fully represented within NLA's programme.

5. Financial comments

- 5.1. Approval is requested for:

- expenditure of £38,500 with New London Architecture
- a related exemption from the requirements of the GLA's Contracts and Funding Code, in order to renew the GLA's sponsorship without a competitive procurement exercise.
- This expenditure is budgeted for within the Small Programmes budget that is held within the Coordination and Programme Unit's approved budget for 2024-25 financial year.
- All expenditure will be incurred by 31st March 2025.

6. Legal comments

- 6.1. The foregoing sections of this report indicate that the decisions requested of the Head of Regeneration and Growth Strategies concern the exercise of the Authority's general powers; falling within the Authority's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation, social development and the improvement of the environment] in Greater London; and in formulating the proposals in respect of which a decision is sought officers have complied with the Authority'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; and
 - consult with appropriate bodies.
- 6.2. In taking the decisions requested, the Head of Regeneration and Growth Strategies 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 (age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation) 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 Head of Regeneration and Growth Strategies should have particular regard to section 3 (above) of this report.

- 6.3. The procurement of the sponsorship and support services from NLA is valued at £38,500. Section 9 of the Authority's Contracts and Funding Code (the "Code") requires that the Authority undertake a formal tender process or make a call off from an accessible framework for procurements with a value between £10,000 and £150,000. However, section 10 of the Code also provides that an exemption from this requirement may be justified on the basis that there is an absence of competition. The officers have set out at paragraphs 1.6 and 1.7 above the reasons why the procurement of the services from NLA falls within the said exemption. Accordingly, the Head of Regeneration and Growth Strategies may approve the exemption if he or she be so minded.
- 6.4. Officers must ensure that appropriate contractual documentation be put in place and executed by the NLA and the Authority before the commencement of the services.

7. Planned delivery approach and next steps

- 7.1. The project will be delivered according to the following timetable:

Activity	Timeline
Procurement of contract	July 2024
Delivery start date	July 2024
Final evaluation start and finish	April 2025
Delivery end date	April 2025

Appendices and supporting papers:

Appendix A: NLA proposal for principal sponsor

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 be published either 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? NO

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:

Laurence Tricker has drafted this report in accordance with GLA procedures and confirms the following:

✓

Corporate Investment Board

A summary of this decision was reviewed by the Corporate Investment Board on 8 July 2024.

✓

ASSISTANT DIRECTOR, FINANCIAL SERVICES:

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

Signature:



Date:

10/07/2024

PP Tricia Clark on behalf of Anna Casbolt