

ADD2717 Appendix A: NLA proposal for principal sponsor

Background

NLA – London’s Built Environment Community is a unique forum that brings London’s architecture, planning and development professionals together with communities, developers and investors, to explore and promote ways of making London a better place for all. Through an annual programme of events; conferences and workshops; think tanks; site visits; exhibitions; awards; and publications, NLA showcases and promotes 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.

The London Festival of Architecture (LFA) is an annual city-wide celebration of architecture and architectural talent in London. Now in its 20th year, it brings architects and communities together to examine how to make our city a better place. It highlights the unique pool of creative talent that London has to offer, and promotes London as a leading international centre of learning and creativity. It has a wide range of events including exhibitions, lectures, talks, bike rides, temporary structures and tours of historic buildings.

Principal partnership of NLA 2024-25

Principal partnership of NLA provides an opportunity for the GLA to make a significant contribution to the objectives of the NLA annual programme, as listed below.

The proposal

- 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
- demonstrate commitment to improving the diversity of the built-environment profession, and involving professionals from diverse backgrounds in all aspects of the programme
- support the Mayor’s Green New Deal, and ambitions towards a net-zero London by 2030
- support the Mayor’s ambitions to promote microbusinesses and SMEs across London, and the work of the Anchor Institutions programme, by providing a platform within the programme for a range of voices across microbusinesses, SMEs, community figures and key institutions
- 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 – including housing, public realm, tall buildings and the densification needed to accommodate growth
- work with the principal funders, 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.

By meeting these objectives, NLA may use the Mayor of London's logo to further promote the work it does across London's built-environment community through NLA programming, the LFA, the London Real Estate Forum and the New London Awards.

In line with these objectives, teams across the GLA can access the unique benefits associated with being a principal partner of NLA. These are detailed below.

Key programmes

Future City Makers

NLA's Future City Makers programme brings together built-environment thought leaders to inspire young people to become city-makers. We want to engage them with creative careers in the built environment, while amplifying diverse voices across the industry to help shape a better and more inclusive city.

With access to over 600 schools across London, and a partnership with the Harris Federation at 53 locations operating in areas of high socio-economic disadvantage, NLA is able to ensure that London's young talent has every opportunity to reach their full potential whilst helping to fill the widening skills gap in the industry.

Working with our extensive network of built-environment professionals, we offer young people a comprehensive learning experience, introducing them to the variety of career options. From architecture, urban design and planning, to construction, surveying, project managing, engineering and more, we want young people to have access to resources, careers information and mentoring so they can make informed decisions about their future.

We work directly with schools to provide a toolkit of resources, workshops and lectures, in line with the curriculum, from inspiring speakers; site visits to organisations that are actively seeking new talent for their recruitment pipeline; a matching service for work experience and industrial placements; and access to apprenticeships and other earn-while-you-learn programmes accepting applications.

Our aims are to:

- inspire young people about London's built environment
- engage them with the variety of careers available across the built-environment sector, from architecture to engineering, development and planning
- empower young people by giving them a voice, and equipping them with the skills they need to help shape a better city.

Diverse Leaders

Diverse Leaders celebrates and supports diversity and inclusion in the built-environment industry, championing a representative sector and working to overcome chronic discrimination based on gender, ethnicity, disability, sexual orientation, age or socio-economic background, to create a strengthened, resilient and representative workforce.

Currently 57 organisations are signed up to the Diverse Leaders Pledge. This invites signees to commit to measurable goals over the coming years that we believe will catalyse change; enable engagement, action and progress around diversity and inclusion within the workplace; and foster collaboration across the built environment industry as a whole.

Community

NLA's dedicated community programme brings together those most engaged in our communities to discuss, define and promote best practice in working with residents as active and participatory agents in shaping the city. This programme takes an active role in integrating these specialists and organisations across the entire NLA programme. This is done through our Expert Panels, ensuring this crucial perspective remains part of the discussion.

Furthermore, NLA think tanks bring together community experts with public and private sector voices to address the challenges in engagement. It does so by assessing the changing nature of consultation and the increasing use of digital tools; the issues exacerbated by COVID-19; and the long-term barriers to delivering meaningful places through extensive community engagement and collaboration.

Intelligence

Alignment with key pieces of research. Below are the four upcoming pieces of research (an ideas competition and an insight study) that fall in the 2024-25 financial year.

Public London (June 2024)

Celebrating the 20-year anniversary of the LFA, "Public London: Activating the city" looks at the LFA's transformational contribution to places across London through the lens of cultural placemaking, place activation and meanwhile projects.

This special retrospective publication looks back at the tangible moments where we have actively shaped a better city through engagement with Londoners at local and city-wide levels. It also brings together international examples.

The research will look back at the stories of people, places and partnerships that empowered people to shape their city for the better. We will also share lessons learnt about galvanising places over the last 20 years, and what the future of placemaking will look like in the next 20 years.

Repower London (October 2024)

Tackling climate change means radically transforming the vast network of infrastructure that runs London. Power generation, transport, industry and buildings make up more than 60 per cent of global greenhouse gas emissions. Making these assets 'green' are posing serious challenges to policymakers, planners and businesses.

Expanding on NLA's publications "Planes, Trains and Drains" and "Smarter London: How digital technologies are shaping the city", Repower London examines the potential in the shift towards green energy and the decarbonisation hurdles faced by London's infrastructure.

The study encompasses various aspects of infrastructure, including wind farms, data centres, high-speed rails, and heat networks, under the following categories of infrastructure:

- transport: healthy streets, rails, cycling, aviation, car/EV/AV, deliveries, servicing and construction
- energy: electricity, gas, heating and cooling networks, nuclear, hydro, wind
- digital: 5G, data centres, mobile, broadband
- green and blue: urban greening, the Thames and canals, wastewater, biodiversity, sustainable urban drainage systems, the green belt, food growing
- social: education, health, sports, culture, public amenities.

Reimagine London (autumn 2024)

Reimagine London is our major new ideas competition to help shape the future of the city.

This competition is an opportunity for you to share innovative and aspirational ideas about the future of the capital, which respond to the needs of London. We need you to help shape the city's future.

As London undergoes a massive shift in working and living patterns, it faces enormous challenges in delivering housing and infrastructure needs. COVID-19 has also made inequalities and vulnerabilities even more apparent, and the city must rapidly decarbonise. London finds itself at an extraordinary moment in time, and the built environment is a crucial part of London's future – which is why your ideas can have an enormous impact.

In collaboration with the LDN Collective, Reimagine London is open to multidisciplinary groups of built-environment professionals, community organisations, Londoners, and national and international London enthusiasts – from designers, innovators, entrepreneurs, students and community groups to everyone who has an interest in shaping our city.

Skills for PLACES (spring 2025, tbc)

Closely linked to Future City Makers, this insight study will lay the foundations of what the built environment is and what career opportunities exist for young people. It will provide knowledge about the industry as a whole, and how each sector plays an important role in shaping sustainable spaces and places.

Expert panels

A minimum of two GLA representatives,* as part of this round of experts, will sit on key panels aligned with priorities and goals – including representation on the New London Sounding Board and at least two programme panels.

*The expert panels will be refreshed in July 2024, with the view that the new cycle begins in January 2025.

Deliverables and metrics

Quarterly meetings with Laurence Tricker and Helen Simpson and NLA's Head of Strategic Partnerships and other team members, where relevant to discuss areas of priority and share metrics of key deliverables.

Twice-yearly meeting between NLA's Chief Executive and Directors (Nick McKeogh, Catherine Staniland and Benjamin O'Connor) and the Good Growth Team (Louise Duggan, Lisa Fairmaner, Sarah Considine, Peter Kemp and other colleagues, where relevant).

Network

- Invitations to high-level networking events, including the New London Awards Lunch, the LFA Patrons Dinner, the LREF VIP Reception, and London Leaders Network events that bring all champion and principal partner members together with national, regional and local policymakers.
- Free project submissions to our insight study showcases, and two free case studies per year. Discounted rate for further case studies.
- Free gallery hire for an evening event/reception, in addition to hosting one network meeting for the Good Growth by Design programme with the Mayor's Design Advocates (catering and security costs apply) at the London Centre, as well appropriate pop-up venues throughout the year (to be agreed with NLA in advance).

- Further 20 per cent discount on additional venue hire.
- Digital NLQ magazine subscription.
- Access to CPD accredited webinars (Events mailer sent every Tuesday).
- Free access to half-day conferences and on-location events throughout the year.
- Discounts on all additional event tickets.
- Unlimited Personal Members.
- Regular members newsletter (sent every Wednesday).

Profile

- Brand and logo placement as a principal partner across all NLA content, communications and media channels. Branded against all NLA research outputs as a principal partner.
- GLA involvement in relevant NLA research programmes and publications to be agreed at quarterly meetings.
- Speaking and editorial opportunities across the New London Programme and NLA communication channels.
- Continuation of the Mayor's Prize within the New London Awards, including a GLA table at the New London Awards Lunch. The theme for 2024 is "inclusion of children and young people". The prize will be awarded to the scheme that exemplifies the inclusion of children and young people in shaping and occupying the city.

Grant funding of the London Festival of Architecture 2024

Grant funding of the LFA, which celebrates its 20th anniversary in 2024, provides an opportunity for the GLA to make a significant contribution to the objectives (listed below) of the world's leading architecture festival. This can help it to reach more Londoners, and create a platform for emerging design talent.

The proposal

- Promoting London as the unrivalled global capital city for modern and historic architecture, as well as the practice and study of architecture.
- Providing the major annual event for London's architecture community to engage with public audiences. Through this, engaging the public in the conversation about architecture and our city; and demonstrating commitment to diversity in the built environment professions.
- Enabling the LFA to be a time for the profession to celebrate its work; reflect on new ways of working; and develop new ideas to strengthen the industry.
- Engaging new organisations and individuals to participate in the festival – thereby helping them have a voice in the discussion about architecture and our city.
- Upskilling new and existing organisations, to allow them to stage better and more effective events as part of the LFA – thus improving the overall quality of festival events.

- Promoting diversity within the architecture profession – through campaigns including the Elephant Campaign, and work with ArchitectureLGBT+ and Pride; and by ensuring speaker panels and other activities within the festival reflect the diversity of London.
- Providing opportunities for emerging architectural talent to showcase their work – particularly through LFA competitions.
- Delivering a range of public realm improvements across London throughout the year – for example Thessaly Road with Wandsworth Council; Pews and Perches with the Royal Docks team; New Growth on Exhibition Road with Discover South Kensington; and Pop Up Bike Parking with Network Rail. This will improve the quality of Londoners’ built environment.
- Providing an opportunity for London boroughs to test new ideas during the festival.
- Providing a global stage for London-based architects to showcase their work to a global audience and helping to promote their export services to overseas markets.

Deliverables and metrics

- Quarterly meetings with LFA’s Festival Director (currently on maternity leave), or a member of the senior LFA team, where key milestones and areas of priority for the Good Growth agenda can be shared.
- GLA Officers and Mayor’s Design Advocates will make up part of the competition judging panels to keep alignment with the Mayor’s priorities across the festival.
- As part of this, the LFA team will produce a report annually, at the end of the Festival period, that will be shared with the GLA team, to outline and showcase the achievements and impact of that year’s festival.

Additional benefits

- Feature the ‘Supported by Mayor of London’ logo on the LFA website, festival newsletters, in relevant press releases and festival merchandise.
- The festival will work with nominated mayoral representatives to promote current mayoral agenda through festival activities.
- Fix one meeting per quarter with the Director of LFA and a senior GLA officer.
- Look at opportunities to partner on a refreshed report looking at the value the architecture sector brings to London.
- Continue to provide a platform for the Mayor, Deputy Mayors and/or key GLA spokespeople to address the profession at VIP LFA events.
- Identifying key PR moments for a contribution from the GLA where relevant, included but not limited to the festival launch event, the Patron’s Dinner and the festival closing event.
- The opportunity to ‘kite-mark’ one element of the LFA programme that is specifically aligned with the Mayor’s Good Growth agenda and the Good Growth by Design programme.
- The opportunity for GLA officers to contribute to appropriate panel discussions and events organised during the festival.

- The opportunity for GLA officers to provide thought leadership and vital insight to shape the festival's content and direction
- The opportunity for GLA Officers and or Mayor's Design Advocates to join LFA competition judging panels.