

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2735

### Major Sports Events Evaluation Report – project update

#### Executive summary:

As outlined in Assistant Director Decision 2654, the GLA has appointed Think Beyond to deliver an annual evaluation report measuring the impact of targeted major sports events hosted in London between 2023 and 2025.

For the events assessed in 2024, the Major Sports Events (MSE) team would like to add to the evaluation report by collating carbon-footprint data. The team also wishes to create tools supporting current and future event partners to reduce their environmental impact.

The MSE team is seeking to allocate £25,000, from the existing MSE annual budget for 2024-25, to fund this additional piece of work. This will increase the total value of the contract with Think Beyond, for the MSE Evaluation Report 2023-25, from £50,000 to £75,000.

#### Decision:

That the Assistant Director of External Relations approves an additional spend of up to £25,000 from the Major Sports Events (MSE) annual budget. This is to conduct a carbon-footprint assessment, and produce carbon-reduction planning guidance. This spend would increase the total value of the contract with Think Beyond, for the MSE Evaluation Report 2023-25, from £50,000 to £75,000.

#### 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:** Nicole Valentinuzzi

**Position:** Assistant Director of External Relations

**Signature:**



**Date:**

18/11/2024

## **PART I – NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1. As per Assistant Director Decision 2654, the GLA has appointed Think Beyond to deliver an annual evaluation report. The aim of this report is to demonstrate the impact and benefit of targeted major sports events hosted in London between 2023 and 2025.
- 1.2. Each report will consistently measure data across four core pillars: economic impact; global reach; environmental sustainability; and social integration. The Major Sports Events (MSE) team released its first ever impact report in July 2024, featuring events held in 2023 (Formula E, Major League Baseball, NFL and Ride London).
- 1.3. This first report attracted press attention; and gave the Mayor a platform to showcase London as a global destination for sport, and to validate the benefits of hosting events in the city. It has given the MSE team benchmarks on the level of impact required for the GLA to consider supporting major sports events.
- 1.4. The report's current scope includes a set of environmental sustainability data related to the events, but not carbon footprinting. The MSE team wishes to add to the evaluation report for 2024 events, by collating carbon footprint data. The team will use this data to create tools enabling current and future event partners to reduce their environmental impact.
- 1.5. Think Beyond already has a relationship with each of the event partners, and is experienced in carbon footprint assessments. It has developed a methodology, tailored to sports and events, and built on the internationally recognised Greenhouse Gas Protocol standard. It has also developed a web-based platform, the Think Beyond carbon calculator, aligned to this methodology.
- 1.6. Using the Think Beyond carbon calculator, rather than traditional manual reporting methods, has the following benefits:
  - Each event partner receives access to the secure platform, where Think Beyond gives them direct support to easily collect data and calculate their event's carbon footprint.
  - Event partners have access to a clear online view of their data and carbon footprints.
  - While each event partner only has visibility of their own data on the platform, all the collected data goes into the GLA dashboard. Only the GLA has access to this comprehensive view of all partners.
  - Through the platform, there is a consistent methodology in how London-based event partners calculate and view their footprint. This makes it easier for the GLA to understand the overall impact of events.
- 1.7. The financial overview is set out below:

<b>Item</b>	<b>Budget</b>	<b>Budget year</b>
Consultancy fees	£25,000	2024-25
Total (including value in kind)	£25,000	

#### **2. Objectives and expected outcomes**

- 2.1. This additional scope of work aims to better understand and report the carbon footprint associated with major sports events in London. In this way, the work will inform actions that the GLA could take to help reduce the carbon footprint of major sports events (reduction planning); and add value to

event-partner relationships by providing carbon-footprint data, and guidance on how event partners could reduce their footprint.

2.2. For the events assessed in 2024, Think Beyond would be responsible for the following:

- Collecting data: Working directly with the event partners and host venues to collate the data needed to calculate each event's footprint through the Think Beyond carbon calculator.
- Calculation: Via the Think Beyond carbon calculator, calculating the carbon footprint of each event; providing event partners with an online dashboard to show a breakdown of emissions by scope, with year-on-year comparison; and highlighting the activity hotspots.
- Report summary: Efficiently compiling all the individual event data into a single report for the GLA, which includes the emissions of all chosen events over the year.
- Carbon-emissions hotspot analysis and recommendations: Identifying the key carbon-emissions hotspots across the major events; and developing recommendations for how these can be addressed first, to achieve the maximum carbon-emissions reduction, in the most efficient and cost-effective way. The GLA cannot control all aspects of event delivery; these recommendations will highlight areas where the GLA could play a role, or where recommendations can be made to event partners or venues.
- Event carbon emissions checklist: High-level guidance across common event emissions activities. This will be a first step in helping events reduce their carbon footprint from planning stage; or will form part of any application for funding.

### **3. Equality comments**

3.1. Under section 149 of the Equality Act 2010, as a public authority, the Mayor of London 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 have a 'protected characteristic' as defined in the Equality Act 2010 and those who do not.

3.2. As part of the existing scope of the MSE evaluation, we are assessing how major sports events can have a positive impact on social integration – particularly between people with protected characteristics. Specifically, we are assessing direct event impact on:

- relationships – how events have encouraged spectators from diverse backgrounds to have positive experiences together; and promoting events to local residents
- participation – how events have encouraged Londoners of different ages, genders and ethnicities in physical activity and volunteering
- equality – how events have helped reduce barriers and inequalities for Londoners, by making sure the event: feels welcoming to attendees (e.g. those with accessibility needs); helps to remove barriers to sustained participation, via physical activity, for those in under-served communities; and supports training and development for young people in London.

This additional scope of work will have no impact on the existing evaluation report, which is looking to measure the social impact of major sports events.

#### 4. Other considerations

- 4.1. This work will reinforce London's priorities set out in the MSE Strategic Framework 2023-30 by:
- adding value to sporting bodies, venues and existing events to develop stronger partnerships that will boost the benefit to London and Londoners
  - providing evidence and in-depth analysis against the sustainability pillar within the MSE strategic values
  - designing interventions and producing data to influence sporting bodies to support the Mayor's policy objective of making London a net-zero city by 2030.
- 4.2. Since 2016, the Mayor has been on a mission to make London one of the world's greenest cities; and to be a leader in tackling the climate crisis.
- 4.3. Whilst major sports events bring large economic and social benefit to London, they also have an impact on the environment. Measuring this impact, and producing guidance to support event partners to reduce or offset their carbon emissions, will support the Mayor's green manifesto commitments as set out in the table below.

Mayor's Manifesto 2024	Commentary
Making London a net zero-carbon city by 2030	With this report, event partners can understand their direct environmental impact and take steps to reduce it in the future. It will track carbon footprint trends across sports and venues in London; and identify areas of influence for the GLA. It will create meaningful guidance, so that future London events can reduce their carbon footprint – from bid stage to planning, delivery and evaluation.
Continue taking bold action to clean up London's air	
Creating jobs and economic growth for Londoners	This work will identify key carbon-emissions hotspots, and reduction interventions that may encourage event partners to invest in additional resources, providing more jobs for Londoners in future.
Fully cement London as the undisputed sports capital of the world	This is a collaborative project to add value for event partners. It will give them their own benchmark; celebrate best practice; and highlight areas for improvement around their carbon emissions. It will further cement the GLA's relationships with the biggest major sports events; and strategically position London as leader in hosting the most sustainable events in the world. This reputation will encourage rights holders to host more events in London, in order to meet their own environmental objectives.
Turning the Crystal Palace National Sports Centre into Britain's first zero-carbon major sports centre	Think Beyond will conduct detailed assessments of major sports events stadia and venues, identifying trends from the events industry. Crystal Palace National Sports Centre can learn from these, and incorporate them in their venue design to make them even more environmentally efficient.

- 4.4. The following risks around the contract variation for the MSE Evaluation report have been identified.

Risk	Impact/Likelihood	Mitigation(s)
Risk of challenge from supplier over not being given the chance to participate	Low/medium	If the budget is to be spent in this financial year, there is not enough time to retender this work and have the report completed in the same timeframe as the existing evaluation report. Think Beyond has existing relationships with event partners and is already conducting similar work under the existing contract; these efficiencies would be lost in using a different supplier.

Financial risk by not being able to demonstrate competition	Medium/Low	Think Beyond has created a competitive quote for this work. Its costs associated with data collection are minimal, as the it is already doing this work under the existing agreement. It has the tools ready; is available to start this work; and has already made contact with the event partners to start the MSE Evaluation report for 2024.
Contract not meeting objectives	Medium/Low	The first year of the contract has been managed without issues, and none are anticipated for this work. The MSE team has created a milestone tracker to monitor progress against the contract objectives for the MSE evaluation; the work outlined in this decision form would be added to this. To be part of the TfL framework, Think Beyond has been through various checks during the original procurement process with TfL to ensure its financial sustainability.

- 4.5. There are no data protection, health or safeguarding implications identified in this work.
- 4.6. There are no known conflicts of interests, or interests to declare, associated with this decision, including from officers drafting or clearing this decision.

## 5. Financial comments

- 5.1. Approval is sought to spend £25,000 from the 2024-25 MSE budget to increase the scope of work and contract value with Think Beyond for the MSE Evaluation report. This creates a total spend of £75,000. There is sufficient budget within the current year to fund this request.

## 6. Planned delivery approach and next steps

- 6.1. The next steps are summarised below:

Activity	Timeline
Agree funding	November 2024
Amendment of contact	November 2024
Data collection commences	November 2024
Carbon footprint report completed	February 2025
Reduction Planning guidance completed	March 2025

## Appendices and supporting papers:

[ADD2654](#)

### 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:

Holly Colvin has drafted this report in accordance with GLA procedures and confirms the following:

✓

#### Advice:

The Finance team has commented on this proposal.

✓

#### Mayoral Delivery Board:

This decision was agreed by the Mayoral Delivery Board on 18 November 2024.

✓

### ASSISTANT DIRECTOR FINANCIAL SERVICES:

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

**Signature:**

*Anna Gustaf*

**Date:**

18/11/2024