

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD3220

New Year's Eve 2023 – additional support

Executive summary:

This Mayoral Decision (MD) seeks approval of further expenditure to that approved under cover of MD3009 and MD3172, concerning the delivery of London's New Year's Eve (NYE) celebrations in 2023. GLA net expenditure of £12m across 2022-23, 2023-24, 2024-25 and 2025-26 (£3m per year) to deliver an annual NYE event and broadcast that celebrates and promotes London nationally and internationally was approved under cover of MD3009. Additional funding for the NYE event of up to £868,333 each year between 2023-24 and 2025-26, and an event ticket price of £20, was approved under cover of MD3171.

This retrospective MD seeks the Mayor's approval further funding for the 2023 NYE event to cover the additional increased costs incurred on security and stewarding, infrastructure and local authority costs of up to £285,405 which, due to the complex planning of the event, only became known at the final stages of the planning of the event. This is in addition to the net £3,868,333 per year already approved under cover of MD3009 and MD3172. The total costs of the event are within the provision made in the 2023-24 GLA: Mayor budget.

Decision:

That the Mayor approves further GLA net expenditure of £285,405 for the 2023 New Year's Eve (NYE) event, in addition to that already approved under cover of MD3009 and MD3172, to meet costs of delivering the 2023 NYE event, ensuring safety at the event was maintained.

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:

8/2/24

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

Decision required – supporting report

1. Introduction and background

- 1.1. This Mayoral Decision (MD) is an update to MD3009 and MD3172 with regards to the delivery of London's New Year's Eve (NYE) celebrations. It seeks the Mayor's retrospective approval for additional funding of £285,405 to meet additional costs of the 2023 event.
- 1.2. Since the pandemic we have seen a significant increase in the costs which have been driven up by reduced availability of trained staff; supply-chain issues; and increases in both materials and event-infrastructure costs. Alongside this, the expectations and requirements imposed by local authorities have also increased, ahead of the imminent introduction of Martyn's Law, proposed in the wake of inquiries into terrorist attacks in public spaces across the UK – most notably the Manchester Arena bombing. The purpose of Martyn's Law (previously referred to as the Protect Duty) is to improve security in public spaces. While some changes have already been implemented, this is likely to lead to increased security and infrastructure costs for future years events.
- 1.3. During the 2022 NYE event, significant crowd management challenges were encountered from non-ticket holders. This was due to increased non-ticketed audiences; and a change in behaviour from a section of the public, as seen across the events, sporting and entertainment industry since the COVID-19 pandemic.
- 1.4. Therefore, the primary focus for planning NYE 2023 was to build resilience into the event plans to account for the much bigger non-ticketed crowds, and how this change in behaviour could be managed.
- 1.5. Whilst every effort was made by the Events for London team and the event production company to deliver the event within the approved budget, the complex nature of this event and the necessity to act in the interests of public safety has resulted in an increase in expenditure.
- 1.6. The additional funds were required to support delivery of three main areas: additional security and stewarding; additional infrastructure; and increased partner costings. It was only in mid-December, once planning was completed, that officers had a clear picture of the total requirements. These three areas are detailed further below.

Additional security and stewarding

- 1.7. Security and stewarding provision needed to be increased across the whole event footprint. Specific areas where provision was significantly increased included transport hubs; the event perimeter; soft and hard ticket checks at entry gates; and the egress walking route.

Additional infrastructure

- 1.8. A decision to use robust infrastructure on the specific parts of the perimeter of the event was agreed as part of the planning process. This includes egress and ingress gates, and other locations where breaches occurred in 2022.

Increased partner costings

- 1.9. For event delivery we work with five local authorities (Lambeth, Southwark, Westminster, City of London and Camden) to deliver the event and use a number of services provided by them. These include cleansing of highways and public spaces; road closures; parking suspensions; and licensing. The impact of putting robust infrastructure in place, earlier, is that the fees and costs from local authorities significantly increased beyond what was anticipated.

2. Objectives and expected outcomes

2.1. The key objectives for the NYE celebrations are to:

- galvanise Londoners behind a core values statement, which generates optimism and positive public support for London as a centre of progression and equality during the current national economic challenges
- promote London nationally and internationally as a global city, strengthening its reputation across the UK and overseas, and raising confidence to visit, study and do business in London, thereby supporting economic recovery
- generate economic benefit to London through visitor spend
- support London's emergency services with a planned and managed focal point for NYE.

2.2. Attainment of the above objectives were monitored and measured through: pre- and post-event market research; levels and analysis of local, national and international media coverage; and digital traffic and click-through rates on the GLA website and social channels.

2.3. In 2021, a report by professional services firm Hatch, and promotion organisation London & Partners, revealed that major events contribute over £600m on average to the capital's economy every year. The report also found that these events can be a huge catalyst towards London's recovery from the pandemic. It estimated that every visitor to a concert and cultural event generated, on average, £23 to the London economy.

2.4. London's NYE celebration is a significant driver of domestic and international visits to London over Christmas and the New Year. Usually, around 70 per cent of the 100,000 attendees to the event are from outside London. Data from the GLA's previous NYE events indicates that these visitors spend, on average, £112.27 in the city, generating over £11m of additional revenue for London's businesses and economy. This indicates a return on investment of nearly £3 for every £1 spent, generated from ticket-holders alone.

2.5. By providing a planned and managed major event in London on NYE, which is a focal point for celebrations, we support the emergency services in keeping visitors to central London safe on NYE. Unplanned and spontaneous mass-gatherings, which are at risk of occurring without any event focus, increase risk to public safety and put additional pressures on our emergency services, at a time when resources are already stretched on one of the busiest nights of the year.

Additional benefits

2.6. The additional benefits to London and Londoners of the event are:

- an enhanced positive global profile for London, encouraging economic investment and tourism
- increased awareness of London's core values through messaging, encouraging social integration and cohesion
- increased skills through volunteering opportunities.

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' of the need to:

- eliminate unlawful discrimination, harassment and victimisation

- advance equality of opportunity, and foster good relations, between people who have a protected characteristic and those who do not.
- 3.2. The “protected characteristics” are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage/civil partnership status. The duty involves having appropriate regard to these matters as they apply in the circumstances, including having regard to the need to: remove or minimise any disadvantage suffered by those who share or are connected to a protected characteristic; take steps to meet the diverse needs of such people; and encourage them to participate in public life or in any other activity where their participation is disproportionately low. This can involve treating people with a protected characteristic more favourably than those without one.
 - 3.3. The NYE event is aimed at bringing people from different communities together, celebrating London’s diversity and helping to foster good relations between communities. This was achieved through the creative show, which highlighted and celebrated London’s diversity; and through a broad and targeted approach to marketing channels, encouraging people from different communities to attend.
 - 3.4. The contract ensures diversity and representation are embedded throughout the project delivery, and within the creative options for the show.
 - 3.5. Recommendations from an access assessment were incorporated into the event planning, with minimum provision including a dedicated viewing area for people with disabilities and mobility issues; and the provision of a support line in the lead-up to the event to discuss access requirements.
 - 3.6. The event was accessible to all via national media coverage, and live broadcast on national and international television. Subtitles and audio-descriptive support were available throughout the programming.
 - 3.7. Tickets are set at the lowest possible price point in order to maintain affordability and accessibility for public attendance at the event, whilst broadly offsetting the cost of ticket implementation.

4. Other considerations

Risks and mitigation

- 4.1. General risks associated with this event and proposed mitigation were set out in MD3009 and MD3172. The specific risk with not incurring the extra expenditure set out in this decision was to public safety. Accordingly, after consultation with the Chief of Staff on behalf of the Mayor, it was agreed that the extra expenditure should be incurred and that retrospective approval would be sought via a Mayoral Decision form following the event, given officers’ focus at the time needed to be on event delivery.

Links to Mayoral strategies and priorities

- 4.2. In approving the NYE events, links to the following are established:
 - The GLA commitment to support events that form centrepieces in the city’s calendar of events, supporting London’s recovery from COVID-19 and the current national economic challenges.
 - Recovery mission – Engaging Londoners: ensuring Londoners are informed and equipped to participate in the capital’s recovery. This includes through mass public engagement, research, and community and cultural engagement designed to include those most affected by the pandemic; developing engagement activity that enables Londoners to connect and come together around celebrations, commemorations and opportunities to share in cultural activities and feel united in London life, noting the uncertainty caused by the current context; and continuing to support cultural activities that help Londoners to engage with the cultural and community life of their city.

- Recovery mission – Helping Londoners into Good Work: supporting Londoners into good jobs with a focus on sectors key to London’s recovery.
- Culture strategy: the Mayor will continue to fund festivals and events with an emphasis on more community involvement, increasing quality, raising London’s profile, and increasing volunteering.
- Inclusive London – the Mayor’s equality, diversity and inclusion strategy: celebrating London’s rich diversity; and bringing communities together through a series of high-profile, accessible and inclusive events and campaigns.

Consultation and impact assessment

- 4.3. Extensive consultation has taken place with all operational agencies including, but not limited to, the MPS, TfL, the British Transport Police, the London Ambulance Service, LFB, WCC, the City of London Corporation, the Royal Parks, the London Borough of Lambeth, the London Borough of Southwark and any other London boroughs affected. The additional funding providing through this decision supports all partners in the delivery of the event.
- 4.4. Consultation has also been carried out by the event production company as part of their delivery role with any residents and businesses affected by the event. The outcome of the consultation has been factored into the delivery of the event as appropriate.

Conflicts of interest

- 4.5. There are no known conflicts of interest in relation to those involved in the drafting or clearance of this decision form, or those involved in the delivery of the programme.

5. Financial comments

- 5.1. MD3172 approved total gross expenditure of £5.555m for New Year’s Eve for 2023-24. This MD seeks further approval of £387,000 gross expenditure, to cover additional production, security, and infrastructure costs.
- 5.2. This is offset by increased income received through ticket sales and stall income, resulting in a net additional cost to the GLA of £285,405. This is summarised in the table below.

Expenditure	Estimate (MD 3172)	Final costs	Variance
Event production contract	5,300,000	5,684,670	384,670
Other operational costs (ticketing commission/Traffic Management Orders/volunteering/facilities)	175,000	177,045	2,045
Marketing	80,000	80,289	289
Total expenditure	5,555,000	5,942,004	387,004
Estimated ticket and stall income	-1,686,667	-1,788,266	-101,599
GLA net expenditure	3,868,333	4,153,738	285,405

- 5.3. The total net budget for New Year’s Eve in the 2023-24 budget is £4.248m. The additional cost incurred by the GLA can be accommodated within the existing budget.

6. Legal comments

- 6.1. The foregoing sections of this report indicate that the decisions requested of the Mayor fall within the statutory powers of the GLA to promote and/or to do anything that is facilitative of, or conducive or

incidental to, social development and 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. These decisions also fall within the statutory powers of the GLA under section 378 of the Greater London Authority Act 1999 (the Act). Under that section, the GLA has the power to do anything for the purposes of encouraging people to visit Greater London and encouraging people from outside the United Kingdom to visit the United Kingdom via Greater London. As set out in paragraphs 2.1 and 2.6, above, the broadcasting of the NYE event serves to promote London nationally and internationally as a destination to visit, study and do business.
- 6.3. In taking the decisions requested of him, 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; advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender reassignment, age, sex, sexual orientation, religion or belief, and pregnancy and maternity) 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.
- 6.4. Officers must ensure that to the degree that the additional expenditure proposed is to be made in relation to the purchase of supplemental services from contractors those payments are made in accordance with the relevant contracts.

7. Planned delivery approach and next steps

- 7.1. The NYE event was delivered. Following approval of this decision, the remaining payments will be made.

Appendices and supporting papers:

- MD3009
- MD3172

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**

If YES, for what reason: To ensure that commercial confidentiality is not compromised during supplier negotiations ahead of next year's event.

Until what date: 31 December 2024

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:

David Holley has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

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

✓

Mayoral Adviser:

Patrick Hennessy has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

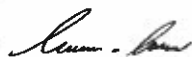
Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 5 February 2024.

✓

INTERIM CHIEF FINANCE OFFICER:

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

Signature:**Date:**

06/02/2024

CHIEF OF STAFF:

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

Signature:**Date:**

05/02/2024

