

Mayoral Mandate

Supporting community, cultural and sporting events in London

Introduction

I am committed to delivering a programme of community events and activities that celebrate London's vibrant culture and communities and to cement our reputation as a diverse global city.

This programme should also include: our support for major events in the city to ensure they are delivered successfully and safely; and our city-wide volunteering offer.

As Mayor of London, I am determined to ensure that London is for everyone – a place where we celebrate the culture, heritage and creativity of our communities, and where all Londoners can benefit from the city's arts, culture and events.

The creative sector generates £51.7bn a year, accounts for one in five jobs, and brings people together in times of challenge and celebration. Events, such as London's New Year's Eve celebrations, are a significant driver of domestic and international visitors to London.

This mandate commissions my City Hall team to define how the GLA and organisations across the GLA Group, working closely in partnership with others, can achieve this.

I expect this mandate to be read alongside the mandate for *Boosting London's Growth Sectors* and I expect the delivery plans to be developed in tandem to ensure we strengthen London as a world-leading visitor destination and realise the benefits of our cultural and sporting activities and events. The work commissioned in this mandate should contribute to making London an attractive place to invest in as we seek to grow our city's economy.

Strategic objectives

The GLA has defined a number of London-level, long-term outcomes which reflect Londoners' aspirations for the city and to which the GLA, in partnership with others, is working towards. The core outcomes to which this programme should contribute are: Londoners feel able to take part in the city's cultural life; and London is a world-leading global city.

Alongside this, I expect this programme to make a contribution to making London an attractive and high-quality destination for visitors.

The delivery plan for this programme should recognise all the communities, partners and organisations required to deliver events and activities.

Programme approaches and priorities

The delivery plan for this programme should focus on four key areas of activity:

Major events in London: The delivery plan should set out how the GLA will either deliver or support major events of global and national significance, including New Year's Eve, Pride and Notting Hill Carnival. We should continue to work to attract major sporting events to London as part of my vision for London to be the sporting capital of the world. Major events stimulate London's economy by serving as a catalyst for economic regeneration and creating publicity to increase London's attractiveness to new visitors and investors – as well as to Londoners. They

provide a platform to showcase London on an international. They also encourage the participation of Londoners, and a sense of pride.

Volunteering and taking part in London's events: Volunteering has multiple benefits for Londoners, and I want to ensure that it is accessible to all. The delivery plan should set out how the GLA's work will focus on promoting volunteering and how we can give Londoners the opportunity to participate more directly in London's cultural offer. We should also review the volunteering opportunities that the GLA offers Londoners directly to test whether our direct volunteer deployment is still a valuable use of time and resources, and to assess the benefits it brings Londoners.

Celebrating communities: The delivery plan should set out how the GLA will continue to ensure community representation and the celebration of our city's different communities. We should help people to express pride in London and support them to feel represented in their city – including through the delivery of major community events. We should consider how we continue to best use the Mayor's convening power and funding to use the GLA's key assets (including key strategic sites, such as Trafalgar Square, Parliament Square and Queen Elizabeth Olympic Park), and how to work best in partnership with community charities and the creative sectors to deliver for Londoners.

Celebrating all of London: The delivery plan should focus on local events and celebrations (including the London Borough of Culture), with support and funding provided by the GLA and other partners. We should also consider how access to community events and cultural activity in all parts of London can be achieved.

The GLA should continue to work with the City of London Corporation to invest in a world-class new home for the London Museum at Smithfield, creating a major new attraction for Londoners and tourists, as well as continuing our revenue funding of the museum, consistent with the GLA's statutory obligations.

Contribution to cross-cutting priorities

The programme should identify where it can make a substantive positive contribution to the areas identified as cross-cutting priorities for the GLA. I expect that the key areas of focus for this programme will be around:

- Addressing structural inequalities – building in mechanisms to ensure that activities and events can be accessed by Londoners, and that opportunities to deliver and commission these can reach all business owners.
- Night-time economy – ensuring activities provide healthy, safe, prosperous and inclusive opportunities for Londoners around the clock.

Resources

In 2024-25, the programme will draw on a revenue budget of £15.7m, allocated to: my statutory funding of the Museum of London (£8.1m); the London Borough of Culture (£0.6m); my community events programme (c £1.4m); my major events programme (c £5m); and my volunteering programme (£85,000). Resources associated with my sports and host city programmes also come into play here.

Recognising the significant current fiscal challenges at both London and national levels, I expect the delivery plan to be developed in this context, and to demonstrate what can be achieved within the current level of funding. This should include setting out how resources

might be most effectively redeployed as flexibility emerges over this Mayoral term, and any interventions aimed at securing additional funding to support delivery.

Senior Responsible Owner

I expect the Executive Director of Strategy and Communications to be the Senior Responsible Owner of this programme, with my Mayoral Director for Political and Public Affairs, Mayoral Director for Communications, Deputy Mayor for Culture and Creative Industries, and Deputy Mayor for Communities and Social Justice to provide ongoing oversight and political direction, along with other colleagues from my office.

Next steps

I expect the Mayoral Delivery Board to recommend a delivery plan for this programme to me in line with our governance and oversight arrangements.

January 2025

