

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2759

### Major Sports Events Barons Court Activations (HSBC Championships)

#### Executive summary:

The GLA has been working closely with the Lawn Tennis Association to develop a mutually beneficial partnership, in the lead-up to the return of women's tennis to the Queen's Club Championship for the first time in 50 years. The partnership includes a plan to enhance fan experience for the event via a series of activations at Barons Court underground station – such as tailored tannoy announcements, and branded vinyls.

The Major Sports Events (MSE) team is seeking approval for £26,500 of funding from the MSE budget (2025-26) to deliver this activity via Transport for London and its contractors.

#### Decision:

That the Assistant Director of External Relations approves expenditure of up to £26,500 from the Major Sports Events annual budget (2025-26), to deliver fan engagement activations at Barons Court station in 2025.

#### 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:** Katie Morrison

**Position:** Assistant Director, External Relations

**Signature:**

K.M.

**Date:**

12/05/2025

## PART I – NON-CONFIDENTIAL FACTS AND ADVICE

### Decision required – supporting report

#### 1. Introduction and background

- 1.1. To maintain its position as the sporting capital of the world, London must continue to secure and deliver a strong portfolio of major sports events (MSE) in the next 10 years. In this way, we can build on and maintain our success following the Olympic Games in 2012, in alignment with the MSE Strategic Framework 2023–30.
- 1.2. As set out in the MSE Strategic Framework 2023–30, a key strategic priority for the Mayor is to develop stronger partnerships with events and stakeholders in London, further enhancing a strong portfolio.
- 1.3. London is set to be the undisputed global capital for women's sport in 2025, as the city plays host to the world's biggest events. These include the Women's Rugby World Cup 2025 final at Twickenham; and the return of women's tennis to the Queen's Club for first time in more than 50 years. World-class women's cricket, football, netball, hockey, basketball and athletics also feature on a packed sporting events calendar in London in 2026.
- 1.4. The new Women's Tennis Association (WTA) 500 event begins on 9 June, with former British No.1 and Olympic Silver medallist Laura Robson appointed as Tournament Director. The tournament will be held shortly ahead of the prestigious 2025 Wimbledon Championships at the All England Lawn Tennis Club.
- 1.5. The MSE team has been working with the Lawn Tennis Association (LTA) to develop a mutually beneficial partnership related to the newly enhanced HSBC Championships. Below is an overview of the headline details:

GLA providing	LTA providing	Joint commitments
<b>Trafalgar Square venue hire free of charge (value up to £25k)</b> High-visibility PR moment to promote women's international tennis returning to London. Mayoral attendance tbc. Date: 30/31 May (tbc).	<b>Community activation and engagement</b> An allocation of community tickets for GLA distribution (quantity 50+).	<b>Jointly funded workforce programme</b> GLA: £200k (Civil Society and Sport team) LTA: £300k. People from under-represented backgrounds across London to be trained and deployed in the tennis workforce over three years, on voluntary and paid bases.
<b>Inclusion in 2025 Impact for London Report, including sustainability focus</b> Inclusion in the report as a key event for London. Focused assessment of tournament carbon footprint in 2024, and clear behind-the-scenes action plan to improve for 2025 (and any relevant positive PR).	<b>Hospitality space and event programme</b> Free-of-charge opportunity to host a GLA event in one of the hospitality areas during the event. One page in each tournament programme (ATP and WTA) for GLA to promote the Summer of Women's Sport Campaign.	<b>Transport for London partnership</b> Targeted collaborations – e.g., station announcements, other activation.

<p><b>Inclusion in the GLA's 'year of Women's Sport' campaign.</b></p> <p>Press releases, hype video online campaign, and promo moments.</p>	<p><b>Tournament visibility</b></p> <p>Proposed package to include on-court painted wordmark; an allocation of sidewall LED branding; tickets; and digital rights.</p> <p>Centre Court sidewall LED branding (5 per cent share of voice during Matchplay).</p> <p>Winners' trophy shots featuring 'London' on-court wordmark.</p>	<p><b>Social media campaign</b></p> <p>Collaborative approach to social media, including Mayor of London and Visit London channels. Number of social posts and website to be mutually agreed between the two parties based on content campaign plan.</p>
<p><b>Mobility planning resource</b></p> <p>Modelling, journey mapping, venue transport planning, troubleshooting. Direct link to TfL Events team to iron out transport challenges.</p>	<p><b>Global visibility</b></p> <p>References to the tournament being London-based, including in comms copy and on international websites (ATP, WTA, etc).</p> <p>Incorporation of messaging into wider LTA narrative to be delivered across events to all ticket holders.</p>	

- 1.6. Financial support from the MSE budget (£26,500) will deliver the Barons Court activations via TfL and its contractors. The LTA will design all assets; provide all talent; and complete the required recordings. It is worth noting that given that this is in support of a partnership between the GLA and the LTA. TfL is not applying any rights fees for this activation.

Themed tannoy announcements	£3,500
In station vinyling	£8,000
TfL project management	£15,000
<b>Total</b>	<b>£26,500</b>

## 2. Objectives and expected outcomes

- 2.1. The following objectives are to be met through supporting this activity:

- strengthen London's partnership with the LTA
- demonstrate London's commitment to women's sport and new MSE
- support the LTA in boosting fan experience for the Championships for Londoners and visitors.

## 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; and to advance equality of opportunity, and foster good relations, between people who have a protected characteristic and those who do not.

- 3.2. The MSE team will ensure that as many Londoners as possible, including those with protected characteristics (as defined in the Equality Act 2010), are considered in the planning of the activation.
- 3.3. The GLA has engaged with TfL to establish that they are working with their equality, diversity and inclusion department in the development and execution of all their activations, ensuring there is no disadvantage to any customers. The proposed activities have been discussed with the relevant parties at Barons Court; they are comfortable this complies with the TfL's Equity in Motion policy.

#### **4. Other considerations**

- 4.1. The MSE team has engaged with TfL to ensure that due diligence is paid to procurement processes, and payment is made to TfL via the correct channels.
- 4.2. A formal memorandum of understanding will be drawn up by the LTA to lay out the terms of the partnership.
- 4.3. There are no known conflicts of interests or interests to declare associated with this decision, including from officers drafting or clearing this decision.
- 4.4. Potential risks are detailed in the table below:

<b>Risk</b>	<b>Likelihood/impact</b>	<b>Response and mitigation</b>
The Mayor's missions and aims are not incorporated into the event.	Low/medium	The MSE team will work closely with the LTA to ensure the partnership is agreed formally.
The event sponsors do not align with the GLA's sponsorship policy.	Low/medium	The MSE team has done high-level due diligence on all current partners; and has shared and highlighted the GLA's sponsorship policy to the LTA.
TfL fails to deliver the activations in time for the event start on 9 June.	Medium/low	The MSE team will meet regularly with TfL Commercial to monitor timelines; and assess risks and mitigations to any potential delays.

#### Links to Mayoral strategies and priorities

- 4.5. GLA support for the event will:
  - support delivery of the GLA's MSE framework
  - increase economic investment into London
  - increase international exposure for London as the world's leading city for sport
  - increase exposure and credibility of women's tennis
  - boost the fan experience of the Queen's Club Championships, a key major event in London.
- 4.6. This decision links to the Mayor's mandate of 'boosting London's growth sectors': it aligns with the strategic objective to show London as an attractive and high-quality destination for visitors, through its programme of successful large-scale sporting events. The GLA's partnership with the LTA, and this associated promotional activity with TfL, seeks to provide effective and impactful delivery of this event, as outlined as an objective in the new mandate.

#### **5. Financial comments**

- 5.1. Spend approval is sought for £26,500 to deliver the series of activations at Baron's Court station in the lead-up to the Queen's Championship in 2025-26.

- 5.2. The costs will be met within the existing Major event programme approved budget for 2025-26, currently assigned to the 'celebrating London' delivery plan under the published budget, and due to be moved to 'boosting London's growth sectors'.
- 5.3. Since the event and programme will be provided in collaboration with the LTA, a memorandum of understanding will assign individual responsibilities in delivery. In addition, Trafalgar Square hire for an event at the end of May, estimated at £25,000, will be offered as value in kind, to further promote women's tennis. Additional funding and programme delivery will be provided by the Civil Society and Sport team; therefore, this falls outside the remit of this ADD.

## **6. Planned delivery approach and next steps**

- 6.1. The next steps are summarised below:

<b>Activity</b>	<b>Timeline</b>
ADD approval	April 2025
Confirm funding with TfL	April 2025
Approve designs and plan	May 2025
Develop assets	May 2025
Delivery	9-22 June 2025

### 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? YES

If YES, for what reason: Commercially sensitive for partner

Until what date: 1 October 2025

### 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:

Laura Pierce drafted this report in accordance with GLA procedures and confirms the following:

✓

#### Mayoral Delivery Board:

This decision was agreed by the Mayoral Delivery Board on 12 May 2025.

✓

### ASSISTANT DIRECTOR, FINANCIAL SERVICES:

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

#### Signature:



#### Date:

12/05/2025