

PART 2 – CONFIDENTIAL FACTS AND ADVICE

DD2696

Royal Docks Place Promotion and Cultural Placemaking Programme 2024-26

Information may have to be disclosed in the event of a request under the Freedom of Information Act 2000. In the event of a request for confidential facts and advice, please consult the Information Governance team for advice.

This information is not suitable for publication until the stated date because:

The information in the accompanying tables contains confidential commercial information relating to investment in commercially sensitive projects. Disclosure of this information could potentially result in significant material harm to the delivery of these proposed projects; negatively impact upon the GLA's and its public sector partner's ability to secure best value; and have adverse impacts on the commercial interests of private sector partners.

Date at which Part 2 will cease to be sensitive or when this information should be reviewed with a view to publication: March 2025

Legal adviser recommendation on the grounds for not publishing information at this time:

In the event of any request for access to the information contained in this document under section 1 of the Freedom of Information Act 2000 (the Act), it is considered that access can be denied on the basis that the disclosure of such information would prejudice the GLA's commercial interests and therefore is covered by the exemption under section 43 of the Act.

Section 1 of the Act creates the general right of access, which provides that any person making a request for information to a public authority is entitled:

- to be informed in writing by the public authority whether it holds information of the description specified in the request; and
- if that is the case, to have that information communicated to him/her.

Part II of the Act contains a number of exemptions from disclosure for certain classes of information. In particular, section 43 of the Act provides that information is exempt information if disclosure under the Act would, or would be likely to prejudice the commercial interests of any person (including the public authority holding it). The section above indicates that the information is considered commercially sensitive as its release could affect the GLA's ability to effectively negotiate with prospective service providers and/or funding recipients.

The section 43 exemptions are qualified exemptions and their use is therefore subject to a public interest assessment.

Public interest assessment

At present, on balance, it is considered that the public interest is best served if the information is not disclosed at this point. Disclosure by the GLA would be likely to have a detrimental effect on the GLA's commercial interests and the delivery of the proposed project.

The eligibility of these exemptions should be reassessed in the event of an FOI request for this information as the level of sensitivity may change over time and different circumstances may alter the arguments in favour of non-disclosure.

Legal Adviser – I make the above recommendations that this information is not suitable for publication at this time.

Name: Emma Brookman

Date: 27/02/2024

Once this form is fully authorised, it should be circulated with Part 1.

Decision and/or advice:

- As detailed in Part 1, this DD seeks approval to spend up to £1.89m revenue expenditure to deliver a two-year programme of cultural placemaking, marketing, communications and community engagement activity against strategic outcome 3 for 2024-26.
- The table below sets out the expenditure breakdown:

Objective	RDT-funded activities	2024-25		2025-26		Totals
		Rev	Cap	Rev	Cap	
Raise profile	<i>Creative services:</i> brand, photography, copy, videography, print, subscriptions, research	£135,000		£135,000		£270,000
	<i>Investment promotion:</i> industry partnerships, events, exhibitions, production costs, model updates and maintenance	£182,000		£138,000		£320,000
	<i>Destination marketing:</i> contribution to paid marketing campaigns for At-the-Docks and Royal Docks Originals	£75,000		£75,000		£150,000
	<i>Community Initiatives:</i> grant funding and support for LBN's People Powered Places programme			£100,000		£100,000
Attract and engage audiences	<i>Royal Docks Summer Splash:</i> production and delivery of key At-The-Docks placemaking project	£200,000		£200,000		£400,000
Empower culture and creativity	<i>Cultural Strategy – People Strand:</i>					
	<i>Creative Connector and Creative Network group:</i> coordination of engagement groups for residents and creatives	£5,000		£5,000		£10,000
	<i>Stakeholder and funder engagement and fundraising:</i> consultancy support	£15,000				£15,000
	<i>Cultural Strategy – Programme Strand</i>					
	<i>Royal Docks Originals:</i> local engagement, main and local commissions, youth participation, Festival hub, production, water arts infrastructure	£135,000		£307,000		£442,000
	<i>Public Art:</i> The Line membership	£20,000		£20,000		£40,000

	<i>Ensemble Festival: contribution to two-day summer event & local traineeships</i>	£15,000			£15,000
	<i>Culture within Newham: contribution to Creative People and Places project</i>	£50,000		£50,000	£100,000
<i>Cultural Strategy – Place Strand</i>					
	<i>Public realm: winter festive installations</i>	£2,000		£3,000	£5,000
	<i>Production company: management, production and delivery of events</i>	£8,000		£15,000	£23,000
	Totals	£842,000		£1,048,000	£1,890,000
Total revenue					1,890,000
Total capital					0