

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2834

### ICC Women's T20 World Cup – Potters Fields activation weekend

#### Programme: Boosting London's Growth Sectors

#### Executive summary:

The ICC Women's T20 World Cup will take place across England from 12 June to 5 July 2026. London will play a prominent role: both the Kia Oval and Lord's Cricket Ground will host matches throughout the tournament, culminating in two semi-finals at the Oval, and the final at Lord's.

Heightened interest is expected during the final week. As such, the GLA and the England & Wales Cricket Board plan to deliver a joint public activation at Potters Fields Park on 27 and 28 June 2026 (the penultimate weekend of the tournament). This will help build momentum ahead of the concluding stages of the tournament; and give Londoners an opportunity to engage with, and be inspired by, this major global event.

This ADD seeks approval to commit £20,000 from the Major Sports Events programme budget, as a contribution to the site hire fee for Potters Fields Park, for the activation weekend.

#### Decision:

That the Assistant Director of External Relations approves spending £20,000 from the Major Sports Events programme budget, in 2026-27, as a contribution to the hire costs for Potters Fields Park. This is for a public activation event on 27-28 June 2026, delivered jointly by the GLA and the England & Wales Cricket Board.

#### 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, External Relations

**Signature:**



**Date:** 27 April 2026

## **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 growing to be the undisputed global capital for women’s sport, as the city plays host to the world’s biggest events. 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 ICC Women’s T20 World Cup is one of the most significant global tournaments in women’s sport. London will play a central role, hosting key matches throughout. Both semi-finals, and the final, will be hosted in London.

To capitalise on the heightened visibility, and to support the Mayor’s commitment to increasing women’s sport participation and visibility, the GLA and the England & Wales Cricket Board (ECB) are collaborating on a free-to-access activation at Potters Fields Park.

- 1.5. The hire fee for the Potters Fields Park site, on the weekend of 27-28 June, is £30,900. The GLA will contribute £20,000; the ECB will cover the remainder of the hire fee, and all activations. Potters Fields Park will invoice the GLA directly for its share of the costs.

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

- 2.1. The objectives are to:
  - build momentum ahead of the decisive stages of the tournament
  - give Londoners (particularly young people and women) opportunities to engage with cricket
  - celebrate London’s hosting role, and support the city’s reputation for major sporting events
  - drive awareness and ticket sales for concluding matches held in London.

#### **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.

The GLA has engaged with the ECB to establish that it is working with its equality, diversity and inclusion department in the development and execution of all their activations; and will ensure there is no disadvantage to any attendee.

#### 4. Other considerations

4.1. The risks and mitigations are outlined in the table below:

<b>Risk</b>	<b>Likelihood/impact</b>	<b>Mitigation</b>
Poor weather affecting attendance	Medium/medium	The ECB will use weather-resilient infrastructure and promote the event widely in advance.
Event clashes with other London activities	Low/low	The MSE team will ensure liaison and coordination with key London partners – including TfL, Westminster and Events teams – via the usual GLA processes.
Cost increases	Low/low	Budget agreed early with clear scoping. It should be noted that there will be no required additional budget from the GLA.
Low public engagement	Low/low	Strong communications plan with ECB and key London partners.

4.2. The scope and objectives of this project align with section 3.5 of the Boosting London's Growth Sectors delivery plan, through the aim to ensure London is an attractive and high-quality destination for visitors. The plan contains a commitment to deliver on London's obligations as host city for major events – specifically the Women's T20 World Cup.

#### 5. Financial comments

- 5.1. Approval is sought for the MSE team to contribute £20,000 towards the cost of hiring the Potters Fields Park site on the weekend of 27-28 June. The ECB will contribute the remaining £10,900 for the venue hire fee. This will be funded from the programme budget for 2026-27.
- 5.2. The payment will be made directly to the venue for the GLA share of the costs.
- 5.3. The expenditure will be part of the 'Boosting London's Growth sectors' delivery plan.

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

6.1. The work will be delivered according to the following timetable:

<b>Activity</b>	<b>Timeline</b>
Confirmation of funding to ECB	24 April 2026
Payment to Potters Fields Park	30 April 2026
Site design	May 2026
Stakeholder coordination	May – June 2026
Event delivery	27-28 June 2026

**Appendices and supporting papers:** *List or state none*

**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.

**Strategic Programmes**

**Does this decision seek approval for activity falling within the remit of a programme delivery plan? YES**

If YES, which programme does this fall within: Boosting London's Growth Sectors

**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:**

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

✓

**Mayoral Delivery Board**

A summary of this decision was reviewed by the Mayoral Delivery Board on 27 April 2026.

**ASSISTANT DIRECTOR, FINANCIAL SERVICES:**

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

Signature



**Date** 27 April 2026