

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2838

Major Sport Events Barons Court Activations (HSBC Championships)

Programme: Boosting London's Growth Sectors

Executive summary:

The GLA is in its second year of partnership with the Lawn Tennis Association. 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 station activation will take place for one week between 8 and 21 June 2026 (dates to be confirmed in the coming weeks), while the Women's WTA 500 event takes place at Queen's Club (as part of the HSBC Championships).

This activity will give Londoners and visitors an opportunity to engage with, and be inspired by, this major global event. It will also demonstrate London's commitment to supporting this event and future iterations of this event in London.

The Major Sports Events team is seeking approval for £26,500 of expenditure to deliver this activity via Transport for London and its contractors.

Decision:

That the Assistant Director of External Relations approves spending £26,500, from the Major Sports Events programme budget (2026-27), to cover the related Transport for London costs for a fan activation at Barons Court station in 2026. This will be delivered over one week between 8 and 21 June 2026.

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: 5 May 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. 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 – and so further enhance a strong portfolio.
- 1.3. London continues to be the undisputed global capital for women’s sport in 2026, as the city plays host to the world’s biggest events. These include the ICC Women’s T20 World Cup and the ITTF World Team Table Tennis Championships.
- 1.4. Financial support of £26,500, from the MSE budget, will deliver the Barons Court activations in partnership with Transport for London (TfL) and its contractors. The Lawn Tennis Association (LTA) will design all assets; provide all talent; and complete the required recordings. It is worth noting that, given this is in support of a partnership between the GLA and the LTA, TfL has given us preferential rates.
- 1.5. In 2025-26, Assistant Director Decision 2759 approved the same amount (£26,500) for the same Barons Court activation.

2. Objectives and expected outcomes

- 2.1. The following objectives are to be met via this activity:
 - strengthen London’s partnership with the LTA
 - demonstrate London’s commitment to women’s sport
 - support the LTA in boosting the fan experience for Londoners and visitors, to ensure the WTA 500 event returns to London in future years.

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 when planning the activation.
- 3.3. The GLA has engaged with TfL to establish that it is working with its equality, diversity and inclusion department, in developing and executing its activations, to ensure 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

Risks

4.1. The main risks, and mitigating actions, are outlined in the table below:

Risk	Likelihood/ impact	Mitigation
Timeline for delivery	Medium/ medium	The LTA, the GLA and TfL meet regularly to ensure the project stays on track, and is delivered in time for the tournament.
Negative public response to branding	Medium/ medium	Last year, overall feedback was positive; the Mayor's Office was content with the level of coverage achieved and the associated public reception. However, a small number of write-ons were received requesting further information on the Mayor's involvement. There was also a small amount of negative feedback, following the extensive publicity (across media coverage and live broadcasts) generated by the Queen's Club event. The MSE team will continue to liaise closely with TfL and the LTA, to ensure that the scale, placement and visibility of Mayor of London branding remain proportionate and appropriate. The MSE team will work with the Mayor's Office to identify the correct campaign messaging.
Cost increases	Low/low	Budget agreed early, with clear scoping. It is worth noting that there will no additional budget from the GLA.
Low public engagement	Low/low	Strong communications plan with the LTA and key London partners.

Links to Mayoral strategies and priorities

4.2. The scope and objectives of this project align with section 3.5 of the Boosting London's Growth Sectors delivery plan. They do so through the aim to ensure London is an attractive and high-quality destination for visitors.

Conflicts of interest

4.3. There are no conflicts of interest to declare for those involved in the drafting or clearance of this decision form.

5. Financial comments

5.1. Approval is sought to spend £26,500, in 2026-27, to enhance fan experience through a series of activations at Barons Court underground station. The spend is related to TfL costs for the fan activation at the station.

5.2. This will be funded from the MSE programme budget for 2026-27.

5.3. Any contracts that cover future years will require break clauses. Any significant changes in the anticipated spend profile, across the years, must be reflected during the budget-setting process.

6. Planned delivery approach and next steps

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

Activity	Timeline
Confirmation of funding and payment to TfL	May 2026
Campaign printing and sign-off	May 2026
Launch campaign	Campaign will run for one week between 8 and 21 June 2026 (exact dates to be confirmed)

Appendices and supporting papers:

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:

Lottie England 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 5 May 2026.

ASSISTANT DIRECTOR, FINANCIAL SERVICES:

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

Date 5 May 2026

Signature

