

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD3414

Notting Hill Carnival 2025 – additional funding

Executive summary:

This Mayoral Decision seeks approval of further funding to that approved in MD3347. This funding will be awarded to the organiser Notting Hill Carnival Limited, which delivers the internationally renowned Notting Hill Carnival.

In 2025-26, additional budget of £594,000 is required for the stewarding programme, and to support the implementation of certain crowd-management operations, as recommended from the first phase of an independent safety review of Notting Hill Carnival following the 2024 event.

Decision:

That the Mayor approves further GLA net expenditure of £594,000, in addition to the £946,300 already approved under cover of MD3347, in the form of grant funding to Notting Hill Carnival Limited. This will contribute to supporting the additional costs around stewarding and crowd-management operations, that arise from delivering the 2025 Notting Hill Carnival.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

15.08.25

PART I – NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1. This Mayoral Decision (MD) seeks the Mayor's approval for additional funding of £594,000 towards the delivery of Notting Hill Carnival (Carnival) in 2025. This will provide further support towards stewarding (£180,000) and crowd-management operations (£414,000) at the event. This will be in addition to the £946,300 funding agreed under cover of MD3347.
- 1.2. The GLA has powers and duties under the Greater London Authority Act 1999 (GLA Act) to promote: wealth creation, economic and social development, and improvement of the environment in Greater London; and tourism to, in and through Greater London. Events have a profound potential to bring economic and social benefits to the city. Major events can raise the city's profile and present a positive image to the world's media and potential visitors.
- 1.3. Carnival is one of London's highest-profile public events, attracting approximately one million visitors over the August bank holiday weekend from across the capital, the UK and the world. Importantly, it is a community-led event, with a huge sense of ownership from local communities.
- 1.4. The artistic vision of Carnival is to foster the creative development and enhancement of diverse artistic excellence; and to transform perceptions of Carnival culture locally, nationally and internationally. The event celebrates the history of Carnival, and reflects diverse artistic elements, cultural identity, heritage and community cohesion. Alongside the delivery of the Carnival weekend, there is an associated programme of community-led work that runs throughout the year, including Carnival Arts education projects.
- 1.5. Carnival's combined programmes and events support the GLA's duty to promote tourism and is relevant to the GLA's powers regarding economic and social development in London. In its strategic role for London, the GLA supports Carnival as a major event of significant benefit to the city. Providing funding to the organiser, Notting Hill Carnival Limited (NHCL), supports its costs towards stewarding and enabling safer delivery of the event.
- 1.6. Though it is not responsible for Carnival, the GLA considers it important to take, to the fullest extent possible, reasonable steps to help NHCL mitigate public safety risks at this internationally renowned, community-led, major event.
- 1.7. The scale and complexity of delivering this event requires collaboration with, and significant support from, multiple statutory agencies. In addition to significant operational requirements, the levels of support needed to deliver a safe and successful event have been further amplified by changes in audience behaviour at major events, and the need to consider the wider security threats to major high-profile events.
- 1.8. NHCL is supported in the operational planning and delivery of the event by key statutory agencies, which together form the Licensing, Operational and Safety Planning Group (LOSPG). This includes representatives from the three boroughs; the Metropolitan Police Service (MPS); London Fire Brigade (LFB); Transport for London (TfL); British Transport Police (BTP); London Ambulance Service (LAS); and the NHS and its partner, St John Ambulance.
- 1.9. The Notting Hill Gold Strategic Group (GSG) oversees the strategic operational planning and delivery of the event, which is attended by senior members of the GLA, Westminster City Council, Royal Borough of Kensington and Chelsea, TfL, the MPS, LAS, LFB and other key stakeholders and partners.
- 1.10. The Notting Hill Carnival Strategic Partners Group (SPG) is a forum for the key funders and contributors of Carnival to provide strategic oversight, support and guidance to the Event Organisers, NHCL, in the development and acceleration towards sustainable future growth and long-term

development of Carnival. This is attended by senior members of the GLA, WCC, RBKC, the MPS and NHCL.

Crowd-management, safety and stewarding

- 1.11. As outlined in MD3347, NHCL commissioned an independent crowd dynamics review to address crowd management, safety enhancements and coordination among partners. The work has been divided into two phases: immediate improvements for the 2025 event; and strategic objectives for sustained improvements starting in 2026.
- 1.12. Following the completion of phase one, key recommendations in the following areas emerged:
 - maximise existing resource efficiency
 - organisational restructure of NHCL
 - universal wayfinding
 - digital comms uplift
 - information sharing
 - decision models
 - suitable and sufficient risk assessments
 - clearly outlined crowd safety responsibilities
 - peer review and audit
 - agreed models for decision-making and implementation.
- 1.13. Additionally, it was recognised that stewarding provision for Carnival in 2025 should be maintained. However, to retain the level of stewarding as in 2024, a further £180,000 of funding is required. This is due to increased costs from London Living Wage increases and the change to employer's National Insurance contributions, which are passed on to NHCL as the client.
- 1.14. In response to the review, NHCL approached the SPG for funding to support implementation of the recommendations. These had been costed at an anticipated budget of £2.2m.
- 1.15. The GLA approached central government for this financial support; this request was rejected.
- 1.16. Due to the reduced timescales for delivery arising from government consideration of the funding request, NHCL submitted a revised implementation plan based on priority areas and associated funding request to the SPG of £958,000. Following discussions within the SPG, NHCL requested that the GLA contributes a further £594,000 in 2025-26 (£180,000 towards the increased stewarding costs, and £414,000 towards implementing recommendations associated with the crowd-management operation).
- 1.17. Other strategic partners have also committed funding: RBKC (£232,000), WCC (£132,000) and the MPS (which has committed police assets to continue in some key roles).
- 1.18. This additional funding will ensure that extra safety and infrastructure measures are in place so that Carnival can take place this year.

2. Objectives and expected outcomes

- 2.1. Providing additional funding to support the stewarding-provision costs and the crowd-management operations will support the delivery of Carnival this year, ensuring a safer event and minimising the impact on agency services. The GLA, through its membership of the LOSPG, will monitor the outcomes against the stewarding plan and an agreed set of deliverables.
- 2.2. Without adequate stewarding provision, or effective crowd management operations at Carnival, the ability to realise the wider benefits of the event will be impacted. The funding for this event supports the following London-level outcomes:
 - London as a world-leading global city – through an enhanced positive profile for London, encouraging economic investment and tourism
 - London as an attractive and high-quality destination for visitors – through the delivery of an internationally renowned event that attracts local, national and international audiences
 - Londoners feeling able to take part in the city’s cultural life – both in attending the event, and being part of its delivery, creatively and operationally; it provides skills through training, volunteering and employment opportunities, and encourages Londoners’ sense of pride in their city, and sense of community and social cohesion
 - Londoners feeling safe – through the support given to provide adequate event stewarding
 - Londoners living in a city that supports their mental and physical health – through the enjoyment and satisfaction gained from attending events, Londoners’ wellbeing, health and quality of life are improved. This is particularly applicable to Londoners with limited disposable income, as free events offer access to the arts and entertainment, which they may otherwise not be able to experience.
- 2.3. This activity, and the impact of the GLA funding proposed, will be measured through feedback from the multi-agency LOSPG, the GSG and the SPG throughout the planning process for Carnival.

3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010, the Mayor and the GLA are subject to the public sector equality duty and must have due regard to the need to:
 - eliminate unlawful discrimination, harassment, and victimisation
 - advance equality of opportunity between people who share a relevant protected characteristic and those who do not
 - foster good relations between people who share a relevant protected characteristic and those who do not.
- 3.2. The “protected characteristics” are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage/civil partnership status. The duty involves having appropriate regard to these matters as they apply in the circumstances, including having regard to the need to: remove or minimise any disadvantage suffered by those who share or are connected to a protected characteristic; take steps to meet the diverse needs of such people; and encourage them to participate in public life or in any other activity where their participation is disproportionately low. This can involve treating people with a protected characteristic more favourably than those without one.
- 3.3. Carnival is one of London’s largest cultural events, delivered primarily by London’s Black Caribbean and Black African communities. Community stakeholder groups are engaged in the planning and promotion of the event, ensuring that it is appropriate and representative of the carnival community that it promotes. As this is a Black, Asian and Minority Ethnic community and volunteer-delivered

event with an international profile, there are limited resources to provide the infrastructure that an event of this scale requires. By providing this funding, the GLA is supporting its safe and successful delivery for the community, for Londoners and for the many national and international visitors who attend.

- 3.4. Carnival is also a major international event that is inclusive and aimed at bringing people from different communities together to help foster good inter-community relations. This is achieved through the programme content, and the widespread media coverage and profile it receives. The preparation for Carnival involves many local outreach programmes in music and arts education, managed by the organisers NHCL. They also manage a board of Carnival representatives that consists of community stakeholders across all Carnival disciplines.

4. Other considerations

Key risks and issues

- 4.1. Though it is not responsible for Carnival, the GLA considers it important to take, to the fullest extent possible, reasonable steps to assist NHCL to mitigate public safety risks.
- 4.2. In its strategic role for London, the GLA supports Carnival, as a major event of significant benefit to the city, by providing funding to the organiser, NHCL, to support the stewarding programme and crowd management operations to enhance public safety at the event.
- 4.3. The table below shows the key risks, and corresponding mitigations/responses:

Risk description	Mitigation/risk response	RAG
Whilst the Mayor is not responsible for Carnival, there is a reputational risk to London and the Mayor of this event failing.	There is a robust multi-agency planning process for Carnival, so early indications of potential event failure can be identified.	Amber
Event may be cancelled due to force majeure (e.g., extreme weather, industrial action, pandemic, etc). This may result in reputational and financial risk, as liability for event-planning and secured-services costs will remain.	External issues monitored via project planning and risk assessment.	Amber
Not having oversight of planning with regards to funding granted.	The GLA attends regular LOSPG, GSG and SPG meetings with the statutory authorities and event organisers. Senior representatives from the MPS, local authorities and the GLA also attend a Strategic Funders Group. Plans are also reviewed and tested during readiness exercises, which the GLA attends.	Green
Inadequate funding for stewarding would increase reliance on the police to manage crowd safety at the event. Statutory agencies would likely be unable to approve this important community event taking place.	This funding request would mitigate this risk as far as reasonably possible.	Amber
Organiser does not deliver against grant aims and objectives.	The organiser will be required to meet certain agreed milestones, and evidence its costs, before funding claims are paid.	Amber
Increased security risk in London.	Police presence at the event will remain appropriate and proportionate to the current threat levels.	Amber

NHCL cannot generate income; similar funding requests will be made to the GLA and other partners in future years.	Increased funding helps to mitigate this, whilst providing additional leverage in seeking increased commitments from other funders.	Amber
Funding provided may be insufficient, following rises in supplier and infrastructure costs, and further recommendations from the crowd-safety review.	Continual monitoring of stewarding costs throughout the project, and regular meetings to discuss funding. Any risks will be raised by the GSG. Decisions on the event's viability or additional budget requirement will be escalated, and appropriate approvals sought.	Amber
Stewarding companies and staff are not available.	Continue to work with the organiser to identify, early on, risks to stewarding provision. Alternate suppliers to be looked at by the organiser to fulfil requirements. Any risks will be raised by the GSG.	Amber
Reduced funding from other strategic partners (WCC and RBKC).	As set out in this decision, funding commitments from partners for this year's Carnival have been agreed at the Strategic Funders Group.	Green

Links to Mayoral strategies and priorities

4.4. Approving funding for Carnival links to the following Mayoral priorities:

- making sure Londoners from all walks of life can enjoy arts and culture
- encouraging London's diverse communities to come together
- fighting for London's economy
- ensuring the safety of Londoners.

4.5. This work also links to the following Mayoral strategies:

- All of Us – Strategy for Social Integration: using sport, volunteering, arts and culture as powerful tools for social integration; and establishing London's reputation as a welcoming city for newcomers from other parts of the UK and abroad, with opportunities to feel a strong connection and positive sense of belonging to the city in which they are living.
- Culture strategy: the Mayor will continue to fund festivals and events with an emphasis on more community involvement, increasing quality, raising London's profile, and increasing volunteering.
- Inclusive London, the Mayor's equality, diversity and inclusion strategy: celebrating London's rich diversity; and bringing communities together through a series of high-profile, accessible and inclusive events and campaigns.

Consultation and impact assessment

- 4.6. The SPG provides strategic support for the event from RBKC, WCC, the MPS, TfL, the Mayor's Office for Policing and Crime, and the GLA – working alongside the event organiser.
- 4.7. The event organiser engages with the wider community and stakeholders to ensure that the community is represented from all generations. Public correspondence (via the GLA Public Liaison Unit, WCC and RBKC) is also considered for future planning of the event, where comments and suggestions are made and may be reasonably implemented.
- 4.8. Assessment of the event's impact will be carried out through the multi-agency planning process via LOSPG and other subgroups, whose members include WCC, RBKC, the MPS, TfL, LAS, LFB, NHCL (or

another organiser), and other key stakeholders. This is to ensure that the event is delivered safely, and adheres to the regulations regarding licensing, noise, crowd management and infrastructure.

Conflicts of interest

- 4.9. There are no known conflicts of interest in relation to this MD form and those involved in the delivery of the programme.

5. Financial comments

- 5.1. This MD form seeks to approve an additional funding package, to the community organiser of Carnival, of up to £594,000 in 2025-26 to support the stewarding and crowd management operations for Carnival in 2025.
- 5.2. The costs of £594,000 will be funded from the Major Events Reserves in 2025-26, however, the Major Events reserves will not be able to meet ongoing budgetary pressures from crowd management and other enhanced safety measures across the different events' programme. Therefore, a sustainable funding model needs to be put in place. For the GLA to be satisfied with NHCL's capacity and financial status to successfully administer the proposed grant award (or that of any future organiser), funding will be subject to: satisfactory due diligence; annual checks; and mitigations included in the funding agreement to protect the GLA's financial investment in the programme.
- 5.3. The Events for London team, within the Strategy and Communications directorate, will manage this programme which is part of the Celebrating London delivery plan

6. Legal comments

Power to undertake the requested decisions

- 6.1. The foregoing sections of this report indicate that the decisions requested of the Mayor concern the exercise of the GLA's general powers; and fall within the GLA's statutory power to do such things considered to further, or that are facilitative of, or conducive or incidental to, the promotion of social development and economic development and wealth creation within Greater London. In formulating the proposals in respect of which a decision is sought, officers have complied with the Authority's related statutory duties to:
- pay due regard to the principle that there should be equality of opportunity for all people
 - consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the UK
 - consult with appropriate bodies.
- 6.2. In taking the decisions requested, the Mayor must have due regard to the Public Sector Equality Duty – namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010; and advance equality of opportunity, and foster good relations, between persons who share a relevant protected characteristic (age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation) and persons who do not (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.
- 6.3. If the Mayor makes the decisions sought, officers must ensure that:
- the award of grant funding is made fairly, transparently, in manner that affords value for money and in accordance with the requirements of the GLA's Contracts and Funding Code; and a grant

funding agreement is put in place between, and executed by, the GLA and the proposed recipient before any commitment to fund is made

- any services required are procured in accordance with the GLA's Contracts and Funding Code; and contracts are put in place between, and executed, by the GLA and contractors before commencement of such services.

6.4. Officers must ensure, that they comply fully with all Subsidy Control Act 2022 requirements in respect of the expenditure proposed.

7. Planned delivery approach and next steps

7.1. The project delivery timeline is outlined below:

Activity	Timeline
Crowd dynamic and safety review completed	April 2025
Agreed funding plan for implementing review recommendations	June 2025
Event delivery	August 2025
Debriefs and full evaluation	September – October 2025
Funding agreement review, and revised KPIs and milestones plans	October – December 2025

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.

Part 1 – Deferral Is the publication of Part 1 of this approval to be deferred? YES

If YES, for what reason: The event organiser will be going through procurement processes to secure security services, and the community stewarding programme. Disclosure of the available funding before this process is complete could impact on ensuring best value so a deferral until after the event is suggested.

Until what date: 28 August 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:

Kim Hobbs has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

Chandru Dissanayake has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Nadeem Javaid has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Mayoral Delivery Board

This decision was agreed by the Mayoral Delivery Board on 4 August 2025.

✓

CHIEF FINANCE OFFICER:

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

Signature:

Fay Hannan

Date:

12/08/2025

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor.

Signature:

D. Jellamy

Date:

11/08/2025