

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD3211

Paris 2024 – Olympics and Paralympics activity in London and Paris

Executive summary:

The Paris 2024 Olympic and Paralympic Games present a unique opportunity to promote London to the world. The Games provide a global platform used by countries, cities and brands to convey their promotional messages to the world; and to target potential investors. Working with the British Olympic Association and the British Paralympic Association, this MD seeks approval for a programme budget to cover promotional activity across both games in Paris and London.

London's focus in Paris will be to ensure the city is represented on a global stage by promoting the city's business, trade and cultural offering, to attract foreign direct investment and to promote London as a key destination for major events.

Activity in London will focus on providing opportunities for Londoners to engage with the Games; and showcasing London as the backdrop for key homecoming moments of national importance as the athletes return from the Games.

This MD also seeks approval to receive income and receive funding on a cost-recovery basis.

Decision:

That the Mayor:

- approves expenditure of up to £750,000 in 2024-25 to promote London's business, trade and cultural offer; attract foreign direct investment; and promote London's hosting of major events through activity in London and Paris in connection with the Paris 2024 Olympic and Paralympic Games
- approves the direct award of a contract to the British Olympic Association (BOA) for a value of up to £450,000 for activity in London and Paris in connection with the Paris 2024 Olympic Games
- approves an exemption from the requirements of the Contracts and Funding Code to allow for the direct award of the contract to the BOA, as set out directly above
- approval of multiple value in-kind funding of up to £25,000 to Team GB and ParalympicsGB for use of Trafalgar Square for any pre-Games promotional activity
- authorises the receipt of income and funding on a cost-recovery basis.

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:

16/11/24

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

Decision required – supporting report

1. Introduction and background

- 1.1. The Paris 2024 Olympic and Paralympic Games present an unparalleled opportunity to promote London to the world. The Games provide a global platform used by countries, cities and brands to convey their promotional messages to the world; and to target potential investors.
- 1.2. To maintain its position as the sporting capital of the world, London must proactively use this opportunity – the first Games in Europe for over a decade – to build on and maintain its success following the 2012 Olympics. This opportunity supports London's priorities in its new Major Sports Event Strategic Framework, London: Sporting Capital, to develop an exciting pipeline of future sporting events; boost London's economy and reach; and develop stronger partnerships with sporting bodies, venues and existing events to boost the benefit to London and Londoners.
- 1.3. In recent years, London has invested in the national house at both the Olympic and Paralympic Games. The only exception to this is the 2020 Games in Tokyo (held in 2021), due to the coronavirus pandemic. London was represented at the 2008 Games in Beijing through London House; and at the 2016 Games in Rio through British House. By using these platforms strategically, London can promote long-term trade and investment relationships; attract new investors; and celebrate the city's diverse and unique culture.
- 1.4. As cities become the driving force of national economic growth, they compete for the same talent, ideas and capital. Key nations such as France, Germany, Italy, Japan, China, America and Canada have already committed to a national house and the promotion of their cities at the Paris 2024 Olympic and Paralympic Games. London will use this ultimate global platform to convey the message that London is the world's best city to study, invest and do business, positioning the capital as the partner of choice for both trade and investment.

Olympics activity

- 1.5. The Paris Olympics Games will take place from Friday 26 July to Sunday 11 August 2024. Below is an overview of the proposed activity that would take place in Paris and London in partnership with the British Olympic Association (BOA).
- 1.6. In Paris, London will have access to British House, and a specific private area to use as a base and meeting area to promote London's business, trade and cultural offering, attracting foreign direct investment, and promoting London as a key destination for major events.
- 1.7. In London, the BOA will deliver two Fan Zones in London, at Battersea Power Station and King's Cross. Each site will have dedicated screens relaying all the events in Paris, alongside family-friendly activities for members of the public to enjoy. The King's Cross site will also act as a media hub for the BOA, as many of the Team GB athletes will be travelling back via Eurostar and visiting the King's Cross site on their return. London will therefore provide the immediate backdrop to all Team GB homecoming media and broadcast moments.
- 1.8. The Civil Society and Sport team is developing a volunteer programme as part of the summer's Team London Ambassador programme to run alongside the Kings Cross London Fan Zone. This will ensure wider GLA policy outcomes can be built into the next summer's activity.
- 1.9. As part of the partnership with the BOA, Mayor of London branding and promotional London content will be displayed at both British House, and the London Fan Zones in Battersea Park and King's Cross.
- 1.10. The Major Sports Events team have helped secured and will be supporting several events in London in the immediate build-up to the Olympic Games. The Diamond League London Athletics Meet will be hosted at London Stadium on 20 July; and the O2 Arena will be hosting USA Basketball warm-up games on 20-22 July. These events will provide the world's best athletes with their final preparation

event before they travel to Paris; and offer London an opportunity to harness the added exposure due to its proximity to the Olympics.

Paralympics activity

- 1.11. The Paris Paralympic Games will take place from 28 August to 8 September 2024. Below is an overview of the proposed activity that would take place in Paris and London in partnership with the British Paralympic Association (BPA).
- 1.12. London would like to host a homecoming event for the ParalympicsGB team as they arrive back in London via Eurostar on 9 September 2024. (This is still in the early days of development.) Unlike Team GB, the majority of the Paralympic team will travel to London together at the end of the Games. This opportunity would provide a unique moment to welcome home the team; celebrate their successes; and showcase London as the immediate backdrop to all ParalympicsGB homecoming media and broadcast moments. The GLA is working with the BPA to determine the best approach for this moment, and will ensure wider GLA policy outcomes can be built into next summer's activity – including a potential volunteering programme and cultural offering as part of the event.
- 1.13. As part of the partnership with the BPA, Mayor of London branding and promotional London content will be displayed at British House and at the potential homecoming event in King's Cross.

In-kind support

- 1.14. As part of London's support for Team GB and ParalympicsGB, the city will also provide in-kind support – namely, free use of Trafalgar Square (all associated costs to sit with the organising body and subject to availability) for any pre-Games team announcements requiring a prominent London background (value in kind estimated no greater than £25,000).

Benefits

- 1.15. At a high level, the benefits to London are as follows:
- maintaining London's position as the sporting capital of the world:
 - maximises London's links and associations to the Games
 - provides a platform to promote London as a key destination for major events with stakeholders – including sporting national governing bodies who will also be in attendance in Paris
 - ensuring London remains the best city in the world to do business
 - providing a platform to promote London's business, trade and cultural offering
 - providing a platform to attract foreign direct investment
 - community engagement and legacy.
- 1.17. Team London will also be asked to lead the volunteer programme, which will ensure wider GLA policy outcomes can be built into the activity.

Funding proposal

- 1.18. The current overall event budget, subject to approval, is as follows (all of this is forecasted expenditure in 2024-25):

Expenditure	Amount
Activation of Olympic 2024 Fan Zones in London	£400,000
British House activity in Paris in partnership with the BOA	£50,000
Team London volunteer programme uplift for Kings Cross Fan Zone	£25,000

Paralympics GB Homecoming contribution, including programming	£150,000
Project resourcing	£50,000
Contingency	£75,000
Total	£750,000

1.19. The GLA is in the process of finalising contracts with the BOA and the BPA.

Receipt of income and funding

Project governance

1.20. The GLA will meet separately with the BOA and BPA regularly to discuss progress via project board meetings.

1.21. The GLA will set up an internal oversight group and sub-groups relating to the key project workstreams. The lead officer from the Host City Development team will ensure that relevant London stakeholders, GLA teams, and London and Partners are included in these meetings to offer project advice and support; and to ensure the project aligns with mayoral strategic priorities.

2. Objectives and expected outcomes

2.1. The objectives of this are as follows:

- to promote London's business, trade and cultural offering; to attract foreign direct investment; and to promote London as a key destination for major events.
- to increase international exposure of London
- to increase opportunities for Londoners to engage with the Olympics through opportunities to attend, volunteer at and participate in the Fan Zones
- to contribute to achieving the Mayor's 'Tourism Vision for London'
- to deliver across a range of the Mayor's priorities, including community participation and youth engagement.

2.2. Partnering with the BOA and the BPA at the Paris 2024 Games provides a significant opportunity to maintain and build on London's reputation as a leading global city, and a destination for hosting the world's biggest sporting events; and strengthen relationships with the International Olympic Committee and the International Paralympic Committee.

Exemption from the Contracts and Funding Code

2.3. This decision requests approval of the direct award of a contract of up to £450,000 to the BOA; and an attendant exemption from the Contracts and Funding Code. The contract relates to activity in London and Paris in connection with the Paris 2024 Olympic Games.

2.4. The GLA would ordinarily enter into a competitive procurement for a contract over £150,000. However, the GLA can directly award contracts of this value where they meet the requirements of regulation 32 of the Public Contract Regulations 2015. In this case, the BOA is the sole official Olympic body for Great Britain and Northern Ireland recognized by the International Olympic Committee; and is the main organiser for British House in Paris and the Fan zones in London.

2.5. The requirements of Regulation 32 are also mirrored in the GLA's Contracts and Funding Code, including the direct award of a contract on the basis of exclusive rights or intellectual property rights. To that end, the BOA has exclusive rights to the official British team logo, Team GB, and the exclusive rights of association that this brings as part of the Olympics Games. To ensure the best value for money is provided, the GLA will work closely with the BOA to monitor budget and milestone trackers.

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 Host City Development team and the Major Sports Events 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 event, and have the chance to be involved in some way – be that through playing, training, volunteering, or supporting teams.
- 3.3. Having Team London manage and deliver the event volunteer programme would ensure the King's Cross Fan Zone programme aligns with the existing Team London equality policy. Team London volunteer programmes are open to all that apply, regardless of race, disability, sex, age, sexual orientation, religion or belief, pregnancy and maternity, and gender reassignment.
- 3.4. Appropriate assistance to all Londoners and visitors will be available at the King's Cross Fan Zone. The volunteer-recruitment strategy will encourage those with language skills to join the volunteering programme. This ensures that the sites will be able to offer assistance to both Londoners and visitors with whom we may have previously been unable to communicate; and will foster good relations between persons who share a relevant protected characteristic and persons who do not.
- 3.5. Planning is being shaped by 'London 2030 Tourism Vision' (formerly 'A Tourism Vision for London') to ensure that visitors are provided with information in accessible formats to help them do and see more in London. This information has been improved to help them find rewarding experiences. Visitors and Londoners alike are encouraged to explore areas beyond central London. This means persons who share a relevant protected characteristic will be able to participate in public life, or in any other activity in which participation by such persons is disproportionately low.
- 3.6. The GLA will continue to work with the BOA and the BPA to ensure that all activity is accessible, with a relevant and effective strategy. A strategy will be used throughout the project to mark out the necessary steps to meet the needs of persons who share a relevant protected characteristic, which are different from the needs of persons who do not share it.
- 3.7. The Fan Zones, the ParalympicsGB homecoming and cultural activity will be inclusive and aimed at all Londoners. This will be achieved through the programme content; the broad and targeted approach to marketing channels; and access facilities at the event, which specifically aim to reduce barriers to attendance for people with disabilities or mobility issues.

4. Other considerations

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

	Risk	Likelihood/ impact	Response and mitigation
1	Further calls on GLA budget and/or a reduced programme of delivery in the lead-up to the Games.	Medium/ medium	London's contribution to the event budget will be final. Strong financial planning and discussions have taken place with the BOA and the BPA. The GLA will put Memorandums of Understanding in place with the BOA and the BPA.
2	Events outside the GLA's control could have an impact on the	Low/ high	The GLA will work closely with the BOA and the BPA to ensure any unavoidable changes are known early, and managed and communicated appropriately.

	delivery and scheduling of the activities.		
3	Great Britain not performing well could have an impact on attendance at the Fan Zones, and result in a lack of engagement with the Games.	Low/medium	At recent Games, Great Britain have finished in the top five; they are therefore likely to do well in Paris. The GLA's promotion of the Fan Zones will be based on the Games as a whole, and on community engagement across the city.
4	Due to an international crisis (e.g. pandemic, war) the event faces the potential for significant changes/cancellation.	Low/high	The GLA has success in adapting and delivering events under challenging circumstances. Major issues will be raised at the project board to assess the impact on the event, and make decisions around scope and/or viability. The team's experience in delivering both the Men's and Women's EUROs during the pandemic has proven that the GLA is adept at responding to significant changes and challenges in a dynamic manner, and at no extra cost to itself.

Links to Mayoral strategies and priorities

4.2. GLA support for the event will:

- support the delivery of the Mayor's manifesto commitment to explore London as a host for future Olympic Games
- support delivery of the GLA's major sports event framework
- increase economic investment into London
- increase international exposure for London as the world's leading city for sport
- increase international exposure for London in key European tourism markets.

4.3. The table below shows how the event aligns to the current recovery missions.

Building Strong Communities	A volunteer programme will accompany the King's Cross Fan Zones, at which Team London will play a pivotal role.
High Streets for All	Promoting the Fan Zones in Battersea Park and King's Cross will encourage eventgoers to attend and spend directly in the local area. With both zones being in areas of regeneration, this would drive footfall and spend into the area.
A New Deal For Young People	Promoting the Fan Zones will encourage Londoners, including young people, to engage with the Games and inspire the next generation.
Mental Health and Wellbeing	Partnering with the BOA and the BPA will promote the positive benefits of sport and encourage more Londoners to take up exercise to support their mental health and wellbeing.

Subsidy control

4.4. For grant funding to be classified as a subsidy, it must meet each limb of the four-limbed test set out in the Subsidy Control Act 2022. The proposed value-in-kind grants meet neither limb C nor D of the test. To that end, the grants are aimed primarily at promoting the national sporting teams, which are official bodies and have no direct competitors. The purpose of this value-in-kind grant for the use of Trafalgar Square is to support the BOA and BPA in projects to build public interest in the national sporting teams and to promote London as a key destination for major events and to promote its business, trade and cultural offering. Furthermore, both the BOA and the BPA are not for profit

organisations. Neither grant has an effect on competition or investment in the UK nor does it affect trade or investment between the UK and a country outside the UK.

5. Financial comments

5.1. This proposal requests:

- approval for expenditure of up to £750,000 in 2024-25:
 - to set up British House in Paris for the duration of the Olympic and Paralympic Games
 - run activities and Fan Zones in London during the Games
 - contribute to a homecoming parade after the Paralympic Games
- approval for up to £25,000 of value in kind, for use of Trafalgar Square for any pre-Games Team GB and ParalympicsGB media announcements
- authorisation of the receipt of income and funding on a cost-recovery basis.

5.2. British House and associated events will be run in association with the BOA and BPA; the contribution from the GLA is part of a wider programme of activities. The total contribution from GLA is expected to be a maximum of £750,000.

5.3. There is no specific budget for this activity in 2024-25. The funding has been set aside in 2024-25 in the Events Reserve and will be drawn down as required.

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 fall within the statutory powers of the GLA to promote and/or to do anything that is facilitative of, or conducive or incidental to, economic development and wealth creation within Greater London; and in formulating the proposals in respect of which a decision is sought, officers have complied with the GLA'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 United Kingdom
- consult with appropriate bodies.

6.2. Furthermore, the decisions above also fall within the statutory powers of the GLA under section 378 of the Greater London Authority Act 1999 (the Act). Under that section, the GLA has the power to do anything for the purposes of encouraging people to visit Greater London and to encourage people from outside the United Kingdom to visit the United Kingdom via Greater London. As set out at paragraph 2.1, above, the objectives of the fan zones and related activities the subject of this decision are aimed at, inter alia, realising the Mayor's "Tourism Vision for London".

6.3. In taking the decisions requested of him, 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; advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, sex, age, sexual orientation, religion or belief, pregnancy and maternity, and gender reassignment) and persons who do not share it; and foster good

relations between persons who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.

Procurement

- 6.4. The first decision, above, seeks approval for £750,000 expenditure in 2024-25. Officers are reminded to comply with the requirements of the GLA's Contracts and Funding Code, when they procure works, services and/or supplies in furtherance of the project. Furthermore, the officers must ensure that contracts be put in place between the GLA and the relevant service providers and suppliers before the commencement of the relevant services and/or supplies.
- 6.5. The second and third decisions, above, seek approval of the direct award of a contract of up to £450,000 to the BOA. The Public Contracts Regulations 2015 and the GLA's Contracts and Funding Code allow for such an award where the counterparty has exclusive rights. As the officers have set out at paragraphs 2.3 to 2.5, above, the BOA is recognised by the International Olympic Committee as Britain's official Olympic association. As such, it holds exclusive rights to the British team's logo, Team GB, and the associated rights such as the right to organise the official British Olympic headquarters in Paris, British House. To that end, the Mayor may approve the exemption, if he be so minded.

Receipt of income

- 6.6. The third decision, above, relates to the receipt of income. Where the income is in the form of grant funding, officers must ensure that the GLA complies with any conditions placed on the use of the grant funding. Furthermore, the GLA may also receive income in the form of sponsorship or a profit-share from concessions at the live sites. To that end, pursuant to section 93 of the Local Government Act 2003, the GLA has the power to charge for discretionary services. However, officers should note that this power is subject to a duty to ensure that, taking one financial year with another, the income from the charges must not exceed the costs associated with the provision of the services. Furthermore, under section 378(9) of the Act, the GLA may receive contributions towards its expenses in carrying out its functions. Accordingly, to the extent that income is unrelated to sponsorship and concessions, that income may also be received by the GLA for the purposes of the project.

Provision of in-kind funding

- 6.7. The fourth decision, above, seeks approval for the provision of in-kind funding of up to £25,000 for Team GB and ParalympicsGB promotional activity. The proposed grants may be viewed as a conditional gift, rather than a contract for services and supplies. Officers are reminded to put in place appropriate grant agreements between the GLA and the respective grantees prior to the payment of any tranches of the grant funding.

Subsidy control

- 6.8. Grant funding is considered to be a subsidy only if it meets each limb of the four-limbed test set out in the Subsidy Control Act 2022. Officers have set out at paragraph 4.4, above, how the proposed grants meet the four-limbed test.

7. Planned delivery approach and next steps

- 7.1. The project will be delivered according to the timetable below.

Activity	Timeline
Mayoral Election	2 May 2024
Finalise programme	June 2024
Olympic Games	26 July – 11 August 2024
Paralympic Games	28 August – 8 September 2024
Paralympic GB Homecoming – Kings Cross	9 September 2024

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: Several large-scale procurements and contracts will be established in the lead-up to the event; budgets should therefore not be revealed until post-event.

Until what date: 1 October 2024

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:

Sophie Humphries has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

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

✓

Mayoral Adviser:

Felicity Appleby and Sarah Brown has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 8 January 2024.

✓

INTERIM CHIEF FINANCE OFFICER:

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

Signature:**Date:**

12/01/2024

CHIEF OF STAFF:

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

Signature:**Date:**

12/01/2024