

# GREATER LONDON AUTHORITY

## REQUEST FOR MAYORAL DECISION – MD2112

### Title: Liberty Festival 2017

#### Executive Summary:

The Mayor of London's Liberty Festival is a unique annual arts and cultural festival which showcases the work of Deaf and disabled artists and features new performances specially commissioned for the festival.

Liberty 2017 is planned to take place, in partnership with London Legacy Development Corporation (LLDC), on Saturday 15 July at Queen Elizabeth Olympic Park. This is the opening weekend of the London 2017 World Para Athletic Championships and will form part of the cultural offer taking place outside the stadium.

Support for the programme is additionally being sought from Arts Council England.

#### Decision:

That the Mayor:

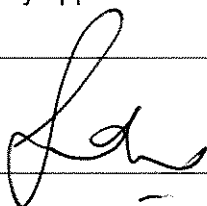
1. approves a core GLA budget of £200,000 to develop and deliver Liberty Festival 2017;
2. consents to the LLDC's provision of up to £200,000 to the GLA and the GLA's use of those monies for event production and marketing costs, to which end the Mayor is requested to sign the attached letter of consent addressed to the LLDC;
3. approves the intention to enter into a funding agreement with Arts Council England and to use the funding for enhanced programming of Liberty Festival 2017, and research and development of future new commissions;
4. approves the seeking of additional sponsorship for Liberty, to be used to further enhance the event if forthcoming.

#### 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:

24/4/17

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1. Under the Greater London Authority Act 1999 (GLA Act) the Mayor has a statutory duty to promote the economic and social development and improve the environment in London. Events have a profound potential to bring economic and social benefits to London, and major events in particular can raise the city's profile and present a positive image to the world's media.
- 1.2. The core events programme responds to the Mayor's manifesto pledge to "Continue to back major cultural festivals to celebrate London's religious and racial diversity, and ensure Pride continue to be a fantastic, community-led showcase of all London's LGBT+ communities." These events mean that we are able to celebrate our diversity as a city, and be proud of the enormous range of different communities that call London their home.
- 1.3. The Liberty Festival is an annual Mayor of London event, which celebrates the contribution of Deaf and disabled people to London's culture. The event was launched in 2003 in the context of the European Year of Disabled People and is now established as a unique, high quality outdoor festival in London, showcasing the work of Deaf and disabled artists.
- 1.4. Liberty has a strong focus on access and inclusion and includes the provision of services and facilities to enable the widest possible access for everyone, regardless of disability.
- 1.5. With the aim to build upon the achievements of 2016 and in particular the continued development of new outdoor performance work by Deaf and disabled artists, an application for Arts Council Grants for the Arts funding has been made for Liberty Festival 2017. The application, for £45,200, will, if successful enable the enhanced creative programming and development of new work for the 2018 festival. We expect to hear back from the Arts Council in May.
- 1.6. For Liberty 2017, it is further proposed to develop programme content with an arts / cultural focus and to work with LLDC to present a varied accessible sports participation programme – a legacy of London 2012 to link sports and culture for enhanced benefits.
- 1.7. 2017 is an extraordinary year for Liberty, with London hosting the World Para Athletic Championships (WPAC). Liberty will help deliver the cultural offer on the opening weekend of these Championships, with the GLA and LLDC working closely with London 2017 to share the site effectively and maximise mutual programme and promotion opportunities.

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

- 2.1. Events bring economic and social benefits to London, and can raise the city's profile, promote London as a leading global city encouraging investment and tourism, and present a positive image to the world's media.
- 2.2. Through the events we actively promote wider mayoral priorities directly to key community groups or audiences, and to captive audiences. This is evaluated through the attendance at events and market research at the event on recall, and through digital traffic and click through rates on the GLA website.
- 2.3. The additional benefits of the event are:
  - Increased positive global reputation of London.

- Positive profile for London, encouraging economic investment.
- Education and increased awareness of other communities in London encouraging social integration and cohesion.
- Increased skills through volunteering opportunities.

2.4. Whilst difficult to measure, there are a number of additional benefits that we are actively trying to foster through staging events, including:

- Increased sense of community through volunteering opportunities and social interaction at events.
- Encouraging a sense of pride in Londoners for the city they live.
- Enjoyment and satisfaction to support the well-being of Londoners and improving their health and wellbeing and quality of life (particularly where Londoners disposable income is limited and free events offer access to arts and entertainment which they may otherwise not be able to experience).

### 3. Equality comments

- 3.1. The events programme is planned to be inclusive and aimed at all Londoners, culturally and socially, achieved through the programme content, the broad and targeted approach to marketing channels, and access facilities at the event.
- 3.2. Liberty engages directly with specific Deaf and disabled community stakeholders via an advisory group and engages with wider Deaf and disabled networks via the GLA's Diversity & Social Policy team and Community Relations team.
- 3.3. As a high quality outdoor festival the event invites different communities to come together to enjoy the arts and sports on offer, thereby supporting social integration.

### 4. Other considerations

#### 4.1. Key risks

	Risk description	Mitigation / Risk response
1	Event may be cancelled due to force majeure (e.g. extreme weather, riots, industrial action etc.)	External issues monitored via project planning and risk assessment
2	Additional sponsorship cannot be guaranteed, that may impact the event content.	The core budget covers the ability to deliver the event, which can also help leverage other income. Additionally, Arts Council Funding has been successful in previous years, and they have indicated their desire to support the event.
3	Late amendments to the event due to external factors could have an impact on budget and cause overspend (e.g. increased stewards in reaction to protestors/higher than expected crowds etc.)	Tight project management and budgetary control, with readjustment to budget lines to manage increases in particular areas (with other cuts/reductions made in other budget lines where possible)
4	Reputational risk to the Mayor of the event failing.	There is a robust multi-agency planning process for the event, so early indications of potential event failure can be identified.

5	Communities not supporting the event (particularly where the event is aimed at that community), and the reputational risk to the Mayor associated with this.	Engagement is made with the Deaf and disabled community in the form of an advisory group, who can feed into the appropriateness and creative content of the event. The Events team works with Communities Team, PLU, and Diversity & Social Policy teams to ensure this is addressed.
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## 4.2 Links to Mayoral strategies and priorities

### 4.2.1 In approving the Liberty Festival, this directly links to:

- Manifesto Commitment – Access to the Arts: Continue to back major cultural festivals to celebrate London’s religious and racial diversity, and ensure Pride continues to be a fantastic, community-led showcase of all London’s LGBT+ communities.
- City for all Londoners: Making London a fairer and more tolerant city open and accessible to all, and one in which we can all live and prosper free from prejudice. Enabling all Londoners to benefit from the city’s fantastic arts and culture.

## 4.3 Impact assessments and consultation

- 4.3.1 The impact assessment of Liberty Festival will be through the multi-agency planning process (Licensing Operational Safety Planning Groups), including MPS, TfL, LAS, LFB and other key stakeholders to the specific event. This is an essential part of the Premise Licence process. Key agencies will be consulted as part of this multi-agency process.
- 4.3.2 The Liberty Festival is organised by the GLA supported by a dedicated Advisory Group with representation from a number of disability organisations is consulted regularly by the GLA on the content, format and direction of the event. Representatives of the group currently include leading disability organisations such as Attitude is Everything, Artsline and Shape.

## 4.4 Procurement

- 4.4.1 Liberty Festival delivered by the GLA will be procured via the Events Framework, for event production services. Liberty Festival will be managed by an events officer from within the Events for London team.

## 5. Financial comments

- 5.1 As part of the 2017-18 GLA budget process, an allocation of £200,000 has been earmarked from within the Events for London Programme budget to part fund the 2017 Liberty Festival. In addition to the GLA contribution of £200,000, LLDC will also be contributing a further £200,000 towards marketing and production costs, specifically towards the procurement of the event production company that is to be jointly procured by the GLA and LLDC via the TfL/ GLA Events Framework Agreement.
- 5.2 The GLA will seek other sources of income via sponsorship and / or grant to enhance the festival. Currently, a grant application has been made to the Arts Council for a grant of £45,200. If successful, the receipt of this grant will be utilised on enhanced programming for the festival as well as development costs for the 2018 festival. Any further receipt of income will be used to enhance the programme and where appropriate reduce the Authority’s contribution to the event. It should be noted that no contractual commitments on programme enhancements will be made until funding sources earmarked to fund the enhancements have been formally confirmed.

## 6. Legal comments

- 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 which is facilitative of or conducive or incidental to the promotion of social development in Greater London and in formulating the proposals in respect of which a decision is sought officers have set out above how they have complied with the Authority's related statutory duties to:
- (a) pay due regard to the principle that there should be equality of opportunity for all people;
  - (b) 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; and
  - (c) consult with appropriate bodies.
- 6.2 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, and to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender, 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.
- 6.3 Officers have indicated that they intend to call off the event production services from the TfL/GLA Events Framework Agreement. To this end, the officers should ensure that they comply with the call off procedure set out in the said framework and that a written call off agreement be entered into between the GLA and the event production company, before the said production company commences to work on the event.
- 6.4 With the consent of the mayor, the LLDC may provide a revenue grant to the GLA (section 121 of the Greater London Authority Act 1999). The officers are reminded that, in accordance with the said section, no conditions may be imposed upon the GLA's use of the granted funds other than that the funds not be used for capital expenditure.
- 6.5 If the GLA's application to the Arts Council England (the "Arts Council") for funding for the Liberty Festival be successful, the officers are reminded to ensure that a written funding agreement be put in place between the GLA and the Arts Council, before the GLA incur any expenditure in respect of the Arts Council's funding. Furthermore, the officers should ensure that they comply with the terms of the said funding agreement in order to avoid the risk of suspension or withdrawal of the funding.

## 7. Planned delivery approach and next steps

Activity	Timeline
Procurement	April 2017
Contract issue	April 2017
Delivery Start Date – event planning	April 2017
Delivery	July 2017
Evaluation – post event	August 2017
Delivery End Date	March 2018
Project Closure	March 2018

## **Appendices and supporting papers:**

For signature: Letter from the mayor to the LLDC indicating the mayor's consent to the LLDC's provision of a revenue grant of up to £200,000 to the GLA pursuant to section 121 of the Greater London Authority Act 1999.

**Public access to information**

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) 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 either be published within one working day after approval 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 MD is requested to be deferred as the disclosure of the estimated project budget would prejudice the GLA's ability to solicit genuinely competitive bids for related event organisation services, as well as sub-contractor costs of the appointed event producer.

Until what date: 17 July 2017

**Part 2 Confidentiality:** Only the facts or advice considered to be exempt from disclosure under the FOI Act should be 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:**

Sarah Barrow has drafted this report in accordance with GLA procedures and confirms the following:

✓

**Sponsoring Director:**

Martin Clarke and Emma Strain have reviewed the request and are satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

**Mayoral Adviser:**

Leah Kreitzman 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 the 18 April 2017

**EXECUTIVE DIRECTOR, RESOURCES:**

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

**Signature**

*M. D. Alce*

**Date**

*18.4.17*

**CHIEF OF STAFF:**

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

**Signature**

*D. Bellamy*

**Date**

*20/4/2017*





# MAYOR OF LONDON

**David Goldstone CBE**

Chief Executive

London Legacy Development Corporation

Level 10

1 Stratford Place

Montfichet Road

London E20 1EJ

Date: 24 - 4 - 2017

Dear David,

## Re: Section 121 Greater London Authority Act 1999

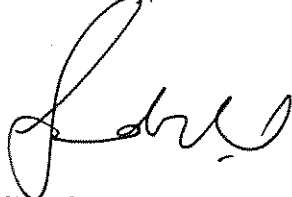
Consent to revenue grant from the London Legacy Development Corporation (LLDC) to the Greater London Authority (GLA) Liberty Festival 2017.

I consent to the LLDC's providing a revenue grant of up to £200,000 (two hundred thousand pounds sterling) to the GLA pursuant to section 121 of the Greater London Authority Act 1999 (the "Act").

You have informed me that the LLDC has sufficient funds to provide the grant in respect of this financial year.

In accordance with section 121 of the Act, I confirm that the said grant will be used to meet revenue expenditure for the purposes of, or in connection with, the functions of the GLA.

Yours sincerely,



**Sadiq Khan**

Mayor of London

Cc: Gerry Murphy, Executive Director of Finance and Corporate Services, LLDC  
Martin Clarke, Executive Director – Resources, GLA  
Vicki Austin, Head of Paralympic Legacy, Inclusion & Sports Participation, LLDC

