

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2543

Title: Passing the Baton: honouring the Queen's Baton Relay at the Queen Elizabeth Olympic Park – a celebration of sport and community

Executive summary:

Sunday 5 June 2022 will see the Queen's Baton Relay return to London. The London Legacy Development Corporation (LLDC) and the Lee Valley Regional Park Authority (LVPRA) have outlined a proposal to welcome the Baton to Queen Elizabeth Olympic Park (QEOP).

The proposal provides a PR moment that showcases the Lee Valley VeloPark as the host venue for cycling for the Birmingham 2022 Commonwealth Games. The event will include representation from elite athletes and local community sporting activity. It will highlight the legacy of London 2012, and its ongoing success in QEOP and the legacy venues in hosting national and international events, as well as providing ongoing community and elite sporting opportunities.

The proposal aligns with GLA, LLDC, LVPRA and Greenwich Leisure Limited objectives as well those of Birmingham 2022; the plan is for the Baton to then proceed to the Royal Docks, enabling both locations to showcase East London as part of the Commonwealth Games and the Queen's Platinum Jubilee celebrations.

GLA revenue funds are available for and it is proposed to make a grant to the LLDC in accordance with the provisions of section 121 of the Greater London Authority Act 1999.

Decision:

That the Assistant Director of External Relations confirms the availability of and approves the award of revenue grant funding of £30,000 from the Major Sports Events Fund to the London Legacy Development Corporation, under section 121 of the Greater London Authority Act 1999, for the Queen's Baton Relay at Queen Elizabeth Olympic Park on 5 June 2022.

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: Emma Strain

Position: Assistant Director

Signature:



Date:

6/12/21

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. There is a longstanding history of the GLA, the LLDC and the LVPRA supporting the Queen's Baton Relay. In 2014, as part of wider Park opening plans, the GLA supported a day of events and activities to support the Queen's Baton Relay as it visited the Park on its journey through London.
- 1.2. The 2022 Commonwealth Games Track Cycling event will take place at the Lee Valley VeloPark. This provides an excellent opportunity for the Baton Relay to form part of this international event, highlighting the London 2012 legacy, as well as being part of HMQ's Platinum Jubilee Bank Holiday weekend.
- 1.3. The Baton Relay is due to take place on 5 June. Consideration is being given to the planning of an evening concert on the same day. The proposal from LLDC/LVPRA/GLL is to plan a morning of activity prior to gates opening at 15:00 for the potential concert. This allows the Baton to then be taken to the Royal Docks for the afternoon.
- 1.4. The proposed activity will be developed further by the LLDC and its partners and a delivery partner will be appointed once confirmation of timings has been received from Birmingham 2022.
- 1.5. Both the LLDC and the LVPRA are providing value-in-kind support through the complimentary use of venues; links to the local community groups; and staffing resource. The GLA revenue funding will enable the LLDC/LVRPA to amplify the activity to create national and international profile; engage communities; and provide an impactful showcase of the Park in its 10th anniversary year.
- 1.6. A 'Legacy Pentathlon' is proposed that takes the Baton from the Olympic Bell at London Stadium, around the QEOP legacy venues ending up at the Lee Valley VeloPark. The draft route is to be discussed but LLDC will be working closely with a delivery partner to develop this.
- 1.7. The ambition is to:
 - celebrate the continued legacy from the Games – tie in with the anniversary of the games and the thriving legacy venues
 - showcase local community physical activity projects – specifically focusing on cycling (e.g. British Cycling) and engaging with harder-to-reach communities
 - link into volunteers across the LVPRA and QEOP who were part of London 2012 and continue to volunteer
 - link to the fact that the Lee Valley VeloPark is hosting the track cycling events
 - incorporate inclusivity – for example, through engaging Bikeworks who provide adapted bikes outside and on the track
 - encourage the people who have engaged on the British Cycling City Academy project to attend, all on bikes (photo opportunity); potentially one of the community members could ride the baton around the road circuit or the inside of the VeloPark.

- 1.8. The Baton will move round the Park by different methods – on foot, bike and even in water, with key opportunities for striking photographs for press and social media. The proposed list of activities, below, is subject to change but is aimed to keep within window of activity.

Olympic Bell to the Copper Box Arena 08:30 – 9.45	<ul style="list-style-type: none"> • Before travelling to the Copper Box Arena, a victory lap around Stadium Island. • Potential for Baton to go to ArcelorMittal Orbit at either this point (and perhaps slide from the platforms down to ground level) or later as it travels around QEOP. • The Baton will then travel to Copper Box Arena to see a showcase of netball as a Commonwealth Games (but not Olympic) sport.
Copper Box Arena to London Aquatics Centre (LAC) 10:00 – 10:45	<ul style="list-style-type: none"> • A representative from Bikeworks will handcycle the Baton to a diver or swimmer at the LAC • At the LAC, the baton will appear to 'dive' off the 10m board and potentially be 'swum' through the pool, or perhaps be involved in some synchronised swimming.
London Aquatics Centre to Lee Valley VeloPark 11:00 – 12:15	<ul style="list-style-type: none"> • The Baton will then be paddle boarded up the City Works river and the Lea River (a cheeky 2022 'budget' take on David Beckham/Steve Redgrave bringing the Olympic Torch by river to the London 2012 Olympic Opening Ceremony).
Arrival at the Lee Valley VeloPark – host venue of Birmingham 2022 12:30 – 13:15	<ul style="list-style-type: none"> • Lee Valley Regional Park to develop details of activity.
Exits Lee Valley VeloPark and QEOP on route to Royal Docks	<ul style="list-style-type: none"> • TBC by a cyclist – but no road closures required.

- 1.9. Financial overview:

Item	Budget	Item Lead
LLDC have sought GLA funding to cover: Event delivery and community engagement	£30,000	GLA
Total value in kind	£10,000	LLDC /LS185/ GLL/ Equans/ LVPRA
Total £ and value in kind	£40,000	

2. Objectives and expected outcomes

- 2.1. We will provide up to £30,000 of revenue funding which the LLDC have agreed will be used as a contribution to its costs of the delivery of an event celebrating the journey of the Queen's Baton (the Commonwealth Games' equivalent of the Olympic Torch) next summer. It is proposed to make a grant to the LLDC.
- 2.2. Benefits for London by the provision of funding:
 - continues to showcase London as global destination for hosting major sports events, and our iconic venues, through participation in a major international sporting occasion such as the Birmingham 2022 Commonwealth Games
 - provides front content and messaging to communicate the ambitions and ongoing legacy of the London 2012 Olympic and Paralympic Games, by showcasing the success of the legacy venues
 - community involvement/local legacy – provides an opportunity to promote and showcase ongoing community engagement at QEOP, the LVPRA and local boroughs.
 - inward investment/economic impact – opportunity to highlight the messaging around ongoing inward investment and economic impact.

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' to the need to eliminate unlawful discrimination, harassment and victimisation; as well as to advance equality of opportunity, and foster good relations, between people who have a 'protected characteristic' as defined in the Equality Act 2010 and those who do not.
- 3.2. At this stage, no equality issues have been identified with regard to this event. However, this will be kept under review.
- 3.3. The GLA will work with the venues to ensure that it is an accessible venue, with a relevant and effective strategy. Appropriate assistance to all Londoners and visitors will be available at the event.

4. Other considerations

- 4.1. At this stage no significant risks or issues have been identified in association with plans for the Queen's Baton Relay at QEOP.
- 4.2. The GLA's Major Sports Events team will work with the Birmingham 2022 Commonwealth Games Comms team to ensure engagement and PR opportunities are maximised.
- 4.3. There are no data protection, health or safeguarding implications identified with regard to this work.

4.4. There are no conflicts of interest to declare in relation to the staff involved in this project.

4.5. GLA support for the event will:

- support delivery of the GLA's major sports events framework, 'London: Home of World Class Sport'
- increases economic investment into London
- support delivery of the Mayor's sports strategy, 'Sport Unites'
- increase international exposure for London as a major destination for world-class sport and tourism, particularly in the Commonwealth.

5. Financial comments

5.1 Assistant Director of External Relations' approval is being sought for the award of revenue grant funding of £30,000 to the London Legacy Development Corporation, under section 121 of the Greater London Authority Act 1999. This funding will be to cover the cost of planning, organising and delivery of the Queen's Baton Relay at Queen Elizabeth Olympic Park (QEOP) on 5 June 2022. The cost of this funding will be met from Major Sport Event's 2021-22 budget and the funding will be managed and monitored by the Major Sports Events team within Strategy and Communication's Directorate.

6. Planned delivery approach and next steps

6.1. The next steps are summarised below:

Activity	Timeline
Agree funding	November 2021
Birmingham 2022 to confirm	November 2021
Develop content and plans	November – February 2022
EMP planning	February – April 2022
Final EMP due	1 May 2022
Post-event reporting/evaluation	End July 2022

Appendices and supporting papers:

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 either be published 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:

Pending procurement of delivery partner

Until what date: 29 July 2022

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:

Polly Hanford has drafted this report in accordance with GLA procedures and confirms the following:

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 6 December 2021

✓

ASSISTANT DIRECTOR OF FINANCE AND GOVERNANCE:

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

Signature



Date

7/12/21