

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD187

Title: London Festival of Architecture and New London Awards 2014

Executive Summary:

The London Festival of Architecture is a city-wide celebration of architecture and architectural talent in the capital. It brings architects and communities together to examine how to make London a better place. It highlights the unique pool of creative talent that London has to offer and promotes London as a leading international centre of learning and creativity. The aims of the Festival align well with Mayoral priorities and with specific objectives in the Economic Development Strategy and Cultural Strategy. This request is seeking GLA funding to support the Festival during the month of June 2014 as a main partner.

This is the fourth year in which the New London Architecture Awards will take place with the aim of recognising the very best in architecture, planning and development in the capital. Previous winners include King's Cross station, the Olympic Legacy Communities Masterplan, Barking Central and the London 2012 Velodrome. Funding would enable the GLA to contribute for a second year to the cost of the of the New London Awards this time in the Best Public Space category, with a Mayor's Office or GLA presenting the award at the event on 9 July 2014.

Decision:

That the Assistant Director of Regeneration approves the award of, entry into and execution of grant funding agreement with the:

1. London Festival of Architecture Ltd (LFAL) for the provision of grant funding to LFAL of £25,000 as a contribution to its costs of holding the London Festival of Architecture 2014.
2. Piper Projects Ltd (Piper), who organise the New London Architecture awards, for the provision of grant funding to Piper of £5,625 as a contribution to the costs of the New London Awards and support of the Best Public Space Category.

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: Debbie Jackson

Position: Assistant Director Regeneration

Signature:

Date: 22 May 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

1.1 London is the capital of culture and our creative industries contribute £19 billion a year to our economy. There are over 10,000 architects in London, many of whom are working across the world, supported by the capital's innovation in engineering and building services. London is both a hub of architectural talent, and a site for architects to engage with pressing urban issues. From its earliest days, the festival has showcased this creative talent, as well as providing a platform for engagement in, and observation about, the city.

1.2 The London Festival of Architecture is the largest celebration of architecture, in the capital, in the UK with a wide range of events including; exhibitions, lectures, talks, bike rides, temporary structures and tours of historic buildings. The Festival is now in its 10th year. It started in 2004 with a series of events focused on Clerkenwell, which is home to more architects per square metre than any other place in the world. Intended as a one off event largely aimed at a local audience, it was designed to celebrate the delights of the historical capital, to focus on its role as a creative hub, and to posit ideas for its future. In 2006 events were held along a route linking Borough, south of the River Thames, with Kings Cross in the north. In 2008 the activity moved across five key areas or 'Hubs', with large scale public events taking place in a different Hub each weekend. In 2010 over 600 events were attended by 250,000 people. In 2012 with match funding from the GLA of £20,000 the theme of the festival was the Playful City – which captured the pre-Olympic fervour in London with over 400 events which attracted over 250,000 visitors.

1.3 2013 was a year of change for the London Festival of Architecture (LFA), as the Festival moved to an annual model with festivities stretched over the whole month of June. The GLA contributed £25,000 matching the same amount contributed by Berkeley Homes. The focus was on a citywide exploration of London's built environment; investigating the importance of architecture and design in London's success and celebrating the city's role as a global hub of architectural experimentation, thinking, learning and practice. Added to this, the 2013 festival - organised by initiating partners, the British Council, NLA, RIBA London and The Architecture Foundation - engaged many of London's leading architectural and cultural institutions that haven't been officially involved before, such as the Design Museum and the ICA. A core programme of 71 individual events including talks, walks, screenings, cycle rides as well as 28 exhibitions and installations were put on through the month of June. A fringe programme of over 80 events and exhibitions was supported by The London Architecture Diary - which allowed practices, artists and smaller independent groups to join the Festival by promoting their events at londonarchitecturediary.com.

1.4 This year's festival (2014) will explore the dynamism of the UK's capital city, and its economic driver, through the central theme: CAPITAL. The concept of capital will serve as a springboard for a broader examination of its different manifestations, from London's role as a cultural capital, to the ways in which human, natural, social and digital capital shape London, especially its architecture and its public spaces. The central spine of LFA is a core programme of events, programmed by the festival team, comprising the initiating partners, Chair and programme manager, along with over 20 partner institutions across London, such as the Barbican, Design Museum, Royal Academy and V&A.

1.5 Over the past decade or more, the capital has stealthily developed a calendar of creative events, which attract significant domestic and global attention, as well as visitors, investors and buyers. Some of these have emerged in the recent past, while others have built on their existing foundations to become even more successful. Shows like London Fashion Week, London Film Festival and, relatively more recently, London Design Festival, are constantly refreshing London's image as a creative capital. Our intention is that the architecture festival becomes part of this international offer, etching London's reputation as a hub for some of the world's best architects and architecture schools. Furthermore, London's built form is a living showcase for its architectural excellence – in its buildings as well as its public realm. The Festival can work

on two levels: a public-facing festival that encourages the public to explore their city, and a moment for architects and built environment professionals to engage with setting the future agenda for London.

1.6 The festival aims to build on LFA's ability to:

- spotlight, celebrate and communicate the talent of our architectural profession - its practices, education, critical thinking and physical contribution to the shape of London;
- showcase the economic contribution to the GDP of the UK, and its global reputation as a creative leader;
- use the creativity of the profession to help Londoners understand their city, both its changing nature and the opportunities for experimentation and shaping our quality of life.

1.7 The New London Awards ("NLA") recognise the very best in architecture, planning and development in the capital. They are now in their fourth year, with previous winners including King's Cross station, the Olympic Legacy Communities Masterplan, Barking Central and the London 2012 Velodrome. Projects selected contribute to the Mayor's vision for London as a city that seeks to improve the quality and standards of design and that respects its rich mix of old and new, that supports the regeneration of its towns, and that strives to improve the usability of its streets and public spaces. The selected category for GLA support is Best Public Spaces, which includes new or rediscovered spaces, parts of London that have been given new life through improvement to streets, squares, playgrounds, waterspaces or parks – places that attract or provide services to the local community, visitors and tourists.

2. Objectives and expected outcomes

2.1 The GLA has general powers to promote economic development and wealth creation, to improve the environment, and the cultural offer of the capital. The London Festival of Architecture and New London Awards provide a unique opportunity to support all of these agendas.

London Festival of Architecture

2.2 As an established forum for debating London's creative and growth potential, the London Festival of Architecture generates impressive audiences with over 250,000 visitors. It also attracts significant corporate sponsorship and in kind support worth over £800,000 (2011 figure). As a result of this widespread support it can draw in participants with an international profile – such as Daniel Libeskind, Rem Koolhaas and Jon Snow - to debate and promote the unique strengths of the city.

2.3 The funding agreement with LFA will set out outputs, milestones and payment and performance monitoring arrangements. The GLA will pay the contribution in one single instalment upon receipt of a satisfactory report providing evidence against the deliverables to be submitted by the delivery partner after the events.

The key objectives of the project are as follows:

2.4 Contribute to London's economy and image

- Contribute to London's profile as a centre for creative industries by promoting the talent, output and success of its architectural sector;
- Showcase the innovation and cross-fertilisation of London's cultural sector through LFA's partner programme, which includes many of its leading cultural institutions;
- Showcase London's related professional services that underpin the creative ecology, enabling constant innovation in our built environment;
- Showcase London's higher education sector through its architectural education;
- Increase the GDP of the UK and London through growing opportunities for the sector to win business – both from domestic and overseas clients.

2.5 Helping to shape London

- Create debate and engagement in the issues facing London now – whether it is its housing ambitions, its public realm, tall buildings and the densification needed to accommodate growth;
- Use collaborations to test ideas and experimentation – whether through cross sector debate or calls for ideas and interventions;
- Bring life to some of London’s lost spaces – whether through temporary interventions or public engagement in design LFA activity can engage communities in new ways to shape their local environments;
- Support the GLA regeneration team and Outer London Commission in its objectives by working with some the outer London boroughs to explore opportunities and issues impacting on the area through, for example, development and intensification.

2.6 In line with these objectives, the key activities of the project are as follows:

- Deliver a full programme of events and activities across London with the initiating partners and the c.70 invited Festival Partner and associated project partners, and include the GLA as a sponsor in all relevant LFA related publicity in compliance with Clause 9 of the agreement.
- Work with key sector organisations including the GLA to facilitate high quality architecture events in key institutions across the capital. GLA representatives to be invited to all 2 monthly Festival Partner meetings.
- Deliver a dedicated LFA lecture tackling one or more current issues around the built environment and public realm, with speakers of international interest including a GLA nominee.
- Deliver an international architecture programme in collaboration with embassies and cultural institutes to enhance the international nature of the Festival.

2.7 Promote London as an architecture destination in the month of June

- Undertake a dedicated media promotion strategy, raising the profile of the LFA and London’s architecture sector to domestic and international media.
- Citywide programming

2.8 Showcase the widest possible range of architecture talent in the city

- Core LFA exhibitions and installations: high quality public projects in a mixture of locations across the city.
- Over 100 events across London, all of which will be open to the public.

Project Outcomes

2.9 The funding agreement with LFA will set out outputs, milestones and payment and performance monitoring arrangements. The GLA will pay the contribution in one or two single instalment upon receipt of satisfactory reports providing evidence against the deliverables to be submitted by the delivery partner after the events.

2.10 As a result of achieving objectives above, the following outcomes are envisaged:

- To have over 50% of LFA visitors attend more than one LFA event
- To have over 100 individual events across the capital
- Broad online and print coverage, in UK and internationally, to include at least 3 major UK media titles
- To have at least 5% of Festival visitors from overseas.

New London Awards

2.11 The funding agreement secures the Mayor's support for the project and in particular the London-wide awards for built and unbuilt projects across all sectors of the built environment in the 'Best Public Spaces' category, which has been agreed with senior GLA senior management. The GLA will also have participation in the selection of the best projects being delivered across the capital shortlisted in the category of 'Masterplans & Area Strategies' by a panel of expert assessors, with winners chosen in conjunction with an eminent international jury.

2.12 A GLA Mayor's Office nominee is to present the Best Public Spaces Award as guest of honour at an awards ceremony on 9th July 2014 attended by 650 of the capital's leading public and private sector professionals across development, design, planning and government. A 12-month exhibition will showcase the best of the awards within the NLA galleries at The Building Centre. An associated events programme will feature the GLA and clients and practitioners behind London's best new projects.

2.13 The GLA will be mentioned in all award related branding in compliance with the funding letter terms including a high-quality publication profiling all shortlisted and winning projects, distributed amongst NLA's national and international network of decision-makers and practitioners.

2.14 The funding agreement with Pipers will set out outputs, milestones and payment and performance monitoring arrangements. The GLA will pay the contribution in one single instalment upon receipt of a satisfactory report providing evidence against the deliverables to be submitted by the delivery partner after the events.

2.15 The key objectives of the project are as follows:

- The open competition and selection process for the New London Awards which NLA will manage
- The technical evaluation of submissions by NLA in which a GLA representative will be involved as an expert assessor
- The competition jury in which a Mayor's Design Advisory Group representative will be included
- The award ceremony to which GLA representatives will be invited and where a nominated GLA/Mayor's Office representative will hand out the 'Best Public Spaces' award at the awards ceremony
- The exhibition of the winning and shortlisted schemes for a 12 month period where NLA will include reference to the Mayor of London's support in accordance with GLA guidelines – start following the event in July for 12 months
- Publication material where appropriate reference will be made to the GLA funding contribution – timing in relation to the event and exhibition
- Two progress meetings between NLA and GLA which will be organised by NLA to review progress

3. Planned approach

3.1 The proposal to make a grant award to the London Festival of Architecture and to Pipers as set out above is based on the fact that there are no other events and awards in London, of a similar focus, scale or reputation, which could deliver equivalent return on GLA investment.

4. Risk

4.1 As with any grant agreements there is a risk associated with the recipient's discharge of obligation. The standard GLA Grant Agreement makes provision for these risks and will be used.

5. Links to strategies and Mayoral and corporate priorities

5.1 The goal is to make an increasing contribution to London's future, both its cultural life and the growth in stature and impact of its architectural community. Funding from the GLA will enable the festival to support the Mayor's objectives across a broad range of activity, working with the relevant teams to:

5.2 Mayoral and corporate priorities- by posing new ideas about the development of London the Festival and New London Awards support the Mayoral objective of making London the best Big City in the world. By showcasing the vitality of London's creative industries it helps to deliver the Mayoral priority of promoting and supporting London's competitiveness. By engaging directly with the everyday experiences of Londoners and championing achievements of development in London it broadens access to and engagement with the opportunities that living in a great big city offers.

5.3 Specifically, the festival aligns well with Objective 1 of the **Mayor's Economic Development Strategy**: to promote London as the world capital of business, the world's top international visitor destination, and the world's leading international centre of learning and creativity. It does this by providing a platform for the architecture and design sector to showcase its work and by connecting with international audiences through collaboration with the British Council.

5.4 Support for the London Festival of Architecture and New London Awards will also help to deliver priority 4 of the **Mayor's Cultural Strategy**: Infrastructure, environment and the public realm. The Cultural strategy notes that *'the GLA is not a grant-giving organisation itself, but it does have modest funds that can be used for events and campaigns and to raise the profile of culture in London.'* It also highlights that architecture and design are, in themselves, important industries for London and that the capital is home to a number of practices with considerable international reputations. In the strategy the Mayor commits *'to champion these industries through ongoing support for those events that serve to showcase the work of architecture firms and design agencies in London and also to contribute to ongoing public debates about the buildings and physical environment in London.'*

6. Impact assessments and Consultation

6.1 GLA support will be set out in two Grant Agreements and that the process of writing and overseeing this will be managed by the GLA Regeneration team. In addition to the Assistant Director and Director, this proposal has been discussed with the Senior Project Manager in the Culture Team.

6.2 The London Festival of Architecture is well supported by the Architecture and Design community – with many practices, using it as an opportunity to showcase their work and to take part in the wider debate about the industry in the capital. The well-known and widely recognised New London Awards are now in their fourth year running and the only awards in London for built and unbuilt projects across all sectors of the built environment.

6.3 As such all consultees agree that this is a unique opportunity to support and promote the architecture and design industry in London.

7. Financial comments

7.1 Approval is being sought to grant fund up to £25,000 to London Festival of Architecture Ltd (LFAL) as a contribution to its costs of holding the London Festival of Architecture 2014 (to be governed by funding agreement).

7.2 Approval is also being sought to grant fund up to £5,625 to Piper Projects Ltd (Piper), a division of which (New London Architecture) organises the New London Architecture awards, as a contribution to the costs of the 2014 New London Awards, and in association with the Best Public Space category in particular (to be governed by funding agreement).

- 7.3 The spend of up to £30,625 will be wholly incurred in 2014/15.
- 7.4 The revenue cost of £30,625 will be funded from the GLA's 2014/15 Regeneration budget.
- 7.5 All appropriate budget adjustments will be made.
- 7.6 As the proposed funding above is to be governed via funding agreements, officers are reminded to ensure that they liaise with both the Legal and Finance Teams in the preparation and execution of the funding agreements. In addition, the monitoring of the funding and associated payments must be line with the Authority's Funding Agreement Toolkit.
- 7.7 Officers will be responsible for assessing the LFAL's grant claims and Piper's grant claims against the funding agreements and taking any remedial action should output and costs vary from the agreements. The funding agreements should clearly state milestones to be met in order to claim funding.
- 7.8 Officers should also ensure that the requirements relating to the Authority's Contracts and Funding Code are met.
- 7.9 Any changes to this proposal must be subject to further approval via the Authority's decision-making process.
- 7.10 The Regeneration Team within the Development, Enterprise & Environment Directorate will be responsible for managing this project and associated funding agreements.

Appendices and supporting papers: None

Public access to information

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval.

Part 1 deferral: any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

Is the publication of this approval to be deferred? NO

If YES, for what reason:

Until what date:

Part 2 confidentiality: any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Tick indicates approval (✓)

Drafting officer:

Tobias Govert has drafted this report in accordance with GLA procedures and confirms that the Finance team has commented on this proposal, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:

Date: