

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD1223

Title: The Great British Carnival anniversary event in QEOP on 27 July 2014

Executive Summary:

The London Legacy Development Corporation ("Legacy Corporation" or "LLDC") seeks Mayoral consent to the LLDC's decision to provide grant assistance of £150,000 to Artaha Productions Limited to deliver the Great British Carnival (GBC) anniversary event in Queen Elizabeth Olympic Park (QEOP) on Sunday 27 July 2014. Approval is required under Section 213 of the Localism Act 2011, and Paragraph 3.2 of the LLDC Governance Direction 2013, because the grant value exceeds the Legacy Corporation's delegation level for giving financial assistance by grant as approved under DD854.

Decision:

To give consent, under Section 213 of the Localism Act 2011, to the LLDC's decision to provide grant assistance of £150,000 to Artaha Productions Limited to deliver the Great British Carnival (GBC) anniversary event in Queen Elizabeth Olympic Park on Sunday 27 July 2014.

AUTHORISING DIRECTOR

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: David Lunts

Position: Executive Director of Housing and Land

Signature:



Date: 29/05/14

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The London Legacy Development Corporation is seeking approval to provide grant assistance of £150,000 to Artaha Productions Limited to deliver the Great British Carnival (GBC) in Queen Elizabeth Olympic Park (QEOP) on Sunday 27 July 2014 to mark the second anniversary of the start of the London 2012 Games.
- 1.2 The Great British Carnival was an event first developed as part of the London 2012 Cultural Olympiad, and celebrates the very best of carnival arts across the UK, while building strong connections with international artists, especially in Rio de Janeiro, Brazil. Artaha Productions Limited, an independent arts organisation, who conceived the Great British Carnival and continue to produce the event in different locations, proposed to bring the event to QEOP, and it was approved as one of the cultural events on the Park that would be grant funded as part of the LLDC's Arts & Culture strategy. It was subsequently decided that the ambition and remit for the event matched the objectives for a proposed LLDC event for the second anniversary of the 2012 Games, and the Corporation agreed to provide an increased grant contribution to Artaha Productions Limited to deliver the anniversary event of greater scale and impact on the Park.
- 1.3 The Great British Carnival Anniversary event will celebrate two years since the London 2012 Games by showcasing local carnival content from the four surrounding boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest, bringing the best of carnival arts from across the UK and featuring artists from Brazil and Rio de Janeiro, and make links to both the World Cup 2014 and Rio 2016. Local participation will also be delivered through a community outreach programme run by Artaha in the run up to the event, which will engage:
 - 200 participants directly engaged in Theatre and Performance skills development and bespoke carnival workshops;
 - 8,000 people through wider light touch participation activity as part of the programme, such as a mask making challenge etc.
- 1.4 The ambition for the Great British Carnival to take place on QEOP is identified in the Mayor's Cultural Strategy, and is strategically supported by the GLA.
- 1.5 The Legacy Corporation grant will pay for all of the artistic content and most of the production costs for the event, such as stages, marquees, site dressing, and event management.
- 1.6 Section 2013 of the Localism Act 2011 requires that the Mayor consents to the giving of financial assistance by LLDC. The General Grant Consent 2012 approved by DD854 gives a general consent for the LLDC to give financial assistance by way of grant under certain defined circumstances, and up to a threshold of £100,000. The value of the grant proposed in this decision exceeds this threshold. The LLDC Governance Direction 2013, approved under MD1227, states at paragraph 3.2 that Mayoral consent must be obtained under the Direction to any LLDC decision to provide financial assistance by way of grant that does not fall within the scope of the General Grant Consent.

2. Objectives and expected outcomes

- 2.1 The objectives and expected outcomes of the grant, are to:
 - a) deliver an event that celebrates the best of carnival arts across the UK, and the anniversary of the beginning of the London 2012 Games, attracting local communities to the Park and building a sense of ownership and engagement in the Park;

- b) provide a visually beautiful and exceptional visitor experience;
- c) provide an event of the highest artist quality and promote cultural innovation and ambition;
- d) provide an event that is free to attend and fully accessible;
- e) celebrate the full Park (with exception of the Stadium) being open to the public;
- f) include representations from all of the surrounding carnivals: Newham, Hackney, Tower Hamlets and Waltham Forest;
- g) make links with Rio by featuring Brazilian artists and celebrating the 2016 Games starting in two years;
- h) fully animate the South Park, including both the rooms and the lawn, and to make a significant visual and physical impact;
- i) make links with local cultural organisations such as East London Dance, Theatre Royal Stratford East, The Yard Theatre, Stratford Circus etc. These organisations could be engaged as part of the outreach programme, and it anticipated that the project will work with up to forty different artists and arts organisations from local to international.

2.2 The expected outcomes of the grant/event are:

- At least 20 local community organisations from across the 4 East London Growth Boroughs involved in the outreach programme;
- To work with at least 20 artists, fabricators and organisations based in the surrounding boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest;
- To make a tangible link back to London 2012 – The Great British Carnival was first created as part of the London 2012 Cultural Festival, and by featuring a number of Brazilian artists from Rio de Janeiro it also makes links and looks forward to Rio 2016. The Legacy Corporation is also exploring using volunteers and artists from the London 2012 ceremonies;
- To attract an audience of at least 10,000 – 15,000 throughout the day, in addition to normal Park visitors. Tracking mechanisms will be used to quantify event visitors to the Park.
- The event to last at least 9 hours (12noon – 9pm).

3. Other considerations

a) *Key risks and issues*

This project is low risk and there are no anticipated reputational or financial impacts on the GLA. The budget for this is included in the LLDC's revenue budget and ten year plan, which is the subject of a separate Mayoral decision. LLDC's risk assessment for this project has identified the following risks for which mitigations plans are already in place:

- There is a delivery risk that the event will not meet the quality and profile expected by stakeholders for the anniversary event. This is a low level risk as LLDC has identified an experienced delivery partner in Great British Carnival to deliver this event.
- There is a risk that the local boroughs will not engage. This is low level risk as Great British Carnival and LLDC are working with local boroughs to ensure that local organisations are involved well in advance of the event.

b) *Links to Mayoral strategies and priorities*

The Mayor's London Plan states that: "The Mayor will work with partners to develop and implement a viable and sustainable legacy for the Olympic and Paralympic Games to deliver fundamental economic, social and environmental change within East London, and to close the deprivation gap between the Olympic host boroughs and the rest of London. This will be London's single most important regeneration project for the next 25 years." The event will contribute to establishing the Park as a cultural and visitor destination, and support convergence by increasing cultural participation by local residents in East London's Growth Boroughs.

The ambition to bring GBC to QEOP is specifically addressed in the recent Mayor's Cultural Strategy at Policy 1.3, which states that, "The Mayor will ensure culture plays a full role in securing the legacy of the 2012 Olympics and Paralympics, both in relation to physical infrastructure, design and public art projects but also in terms of engaging with communities and young people, particularly those in east London".

c) Impact assessments and consultations

The event supports the Legacy Corporation's priority themes:

Promoting convergence and community participation: GBC will be built on an outreach programme in the surrounding boroughs that will actively have people taking part and coming to the event with something that they have made or been involved in in the run up to the event. Artistic development and leadership programmes delivered for young artists will support them in pursuing careers in the cultural sector;

Championing equalities and inclusion:

A wide range of participants, audiences and artists will be targeted to take part in the event, and all elements of the event itself will be fully accessible in line with the Corporation's inclusive design standards.

Ensuring environmental sustainability:

The event will follow the Corporation's guidelines on reducing the impact of events that are provided to all event managers.

The LLDC has been in consultation with the local boroughs on the timing of the event to ensure that this doesn't clash with existing local carnivals. As the GBC is based on representing carnival arts from across the UK, consultation with, and involvement of, many different cultural stakeholders and partners is integral to the project.

It is not considered that the Mayor needs to undertake any further impact assessments or consultation in respect of this specific decision.

4. Financial comments

4.1 LLDC will be providing a revenue grant of £150,000 in 2014-15 to Artaha Productions Limited to deliver the Great British Carnival anniversary event. The grant will come from the Corporation's revenue budgets, as follows:

- i. £70,000 from the Arts & Culture and Community budgets to facilitate the creative delivery, and a strong community engagement project;
- ii. £80,000 from the events budget to scale up and deliver an appropriate anniversary event.

4.2 Both elements of funding identified above have been approved through the LLDC's internal project approval process. Artaha has also applied for Arts Council England (ACE) funding to support the event, a decision on which is expected in early June. If ACE funding is not secured, specific artistic content will be removed, without major impact to the overall scale of the event. The organisers are also exploring other funding and sponsorship opportunities. The Legacy Corporation has confirmed that it will not be providing any additional funding for the event beyond the £150,000 grant. The decision will not require any additional revenue funding from the GLA.

5. Legal comments

5.1 No particular legal implications arise from this decision. The Executive Director of Housing and Land, or any member of staff specified in Annexe 2 to the Mayoral Scheme of Delegation is authorised

(under MD1166) to discharge and exercise the Mayoral functions under the LLDC Governance Direction 2013 and Localism Act 2011.

6. Planned delivery approach and next steps

- 6.1 The event will be delivered by Artaha Productions Limited, and is being managed by the LLDC's experienced Events Team, who follows an approved process for delivering safe and successful events on the Park which is signed off by the QEOP Safety Advisory Group. The Corporation works with delivery partners to ensure and assure that their plans are appropriate and deliverable. A detailed Event Management Plan is required from Artaha, which is reviewed by the Safety Advisory Group, and updates on the event are reported to the Legacy Corporation's Park Opening and Operations Committee.

Activity	Timeline
Announcement	Early to mid-June 2014 for community engagement programme
Delivery Start Date of the community engagement programme	Mid June 2014
Anniversary Event	27 July 2014
Final evaluation start and finish	Post 27 July 2014
Project Closure	30 August 2014

Appendices and supporting papers:

- None

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? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

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:

Michelle Reeves has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Fiona Duncan has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature



Date

29 May 2014

PP EXECUTIVE DIRECTOR OF RESOURCES