

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2939

Title: Community Events Programme 2022-23 to 2024-25

Executive summary:

The Mayor may exercise powers of the GLA to promote wealth creation, economic and social development, improvement of the environment and tourism to Greater London. Events bring economic and social benefits to London and can raise the city's profile by presenting a positive image to the world's media. In addition, the Mayor has a statutory duty to hold public consultation events each year.

This Mayoral Decision (MD) seeks approval for a three-year core community and consultation events programme (2022-23 to 2024-25) with GLA annual expenditure of £1,240,000. This decision also includes the intention to seek sponsorship and other commercial opportunities to enhance the events.

Decision:

That the Mayor:

- i. approves the 2022-23 to 2024-25 core events programme and associated expenditure of up to £3,720,000, of which £2,730,000 (£910,000 per year) is net expenditure (this assumes that at least £990,000 is secured from third parties pursuant to the activity set out in decision ii, below) over the three years (details of which are set out at part 2 of this decision form)
- ii. delegates to the Executive Director, Strategy & Communications (to be exercised without the need for a further decision form) the authority to seek, accept and spend sponsorship and event stall-holder income, from suitable partners, which will be used to enhance events within the programme if secured.

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:

25/2/22

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

Decision required – supporting report

1. Introduction and background

- 1.1 The GLA has, under the Greater London Authority Act 1999 (GLA Act), powers to promote the economic and social development of London and improve the environment in Greater London and duties to promote tourism to, in and through Greater London. Events can bring economic and social benefits to the city; and major events can raise the city's profile and present a positive image to the world's media and potential visitors.
- 1.2 In addition, the Mayor is statutorily required under the GLA Act to carry out a minimum of three public consultation events each year: two People's Question Times (PQT) and one State of London Debate (SOLD).
- 1.3 Community events celebrate the city's diversity as its core asset, bringing people together in shared experiences and providing opportunities for social integration, ultimately bringing positive economic and social benefits to London. Cultural events enrich people's lives, improving their quality of life and general wellbeing. They contribute to the London economy in the generation of jobs – one in six jobs in London is in the cultural sector. Free events provide Londoners with access to arts and entertainment, which they may otherwise not be able to experience.
- 1.4 Major events stimulate London's economy by being a catalyst for economic regeneration and creating publicity to increase the attractiveness of London to new visitors and investors – as well as to Londoners. They provide a platform to showcase London on an international stage and attract visitors to our vibrant city. They also encourage the fuller participation of London's communities.
- 1.5 In 2021, a report by professional services firm Hatch, and promotion organisation London & Partners, revealed that major events contribute over £600m on average to the capital's economy every year and can be a huge catalyst towards London's recovery from the pandemic. The report estimated that every visitor to a concert and cultural event generated on average £23 to the London economy.
- 1.6 The Mayor's 2021 manifesto states:

"As we emerge from the pandemic I want [major events] back, better and more colourful than ever. So when it is safe, I will support religious and cultural festivals once more taking their place as centrepieces in the city's calendar of events, including Christmas, St George's Day, Diwali, Eid, St Patrick's Day, Lunar New Year, Vaisakhi, Black History Month, Chanukah, Pride and UK Black Pride. Building on the success of Africa in London, I'll also develop, in collaboration with London's Black communities, an event to celebrate Black culture."
- 1.7 The core events programme also responds to the Mayor's vision of a 'City for all Londoners', as the programme supports: making London a fairer and more tolerant city that is open and accessible to all, and one in which we can all live and prosper free from prejudice; and enabling all Londoners to benefit from the city's arts and cultural offer.
- 1.8 Community events also link to the Mayor's Strategy for Social Integration, 'All of Us'. Furthermore, in the Culture Strategy it is stated:

"The Mayor will continue to fund festivals and events with an emphasis on more community involvement, increasing quality, raising profile and increasing volunteering."

The events delivered as part of the Mayor's events programme help deliver against these strategic aims, by celebrating our diversity as a city, and encouraging people to be proud of the wide range of different communities that call London their home.

- 1.9 The community and cultural engagement in, and the community-led approach to, our events programme – which brings Londoners together around celebrations and commemorations – supports our Recovery Missions of Engaging Londoners and Building Strong Communities. This is particularly the case for Londoners who are Black or of colour, who were most adversely impacted by the coronavirus pandemic.
- 1.10 The GLA Events team (within External Relations) produces and delivers the GLA statutory events. It also delivers many core community-focused cultural events, as well as a series of events, services and ceremonies to mark key anniversaries or dates of community interest. These cover national celebrations such as St Patrick's Day and St George's Day, and religious festivals that reflect the five main faiths – Christianity, Islam, Hinduism, Sikhism and Judaism – with events such as Eid, Diwali, Vaisakhi, Chanukah and events over Easter and Christmas.
- 1.11 In addition, the GLA provides support in the form of funding, venue waivers and officer support to a number of large-scale community-led events. These include Chinese New Year, La Clave and smaller grassroots events that engage newer communities or those that we do not yet work with.
- 1.12 Funding is also provided to support Pride in London, and Notting Hill Carnival, with separate mayoral decisions taken to approve our funding commitment to these large-scale, internationally renowned community-led events.
- 1.13 Also approved under a separate mayoral decision is our plan and budget commitment to deliver the Mayor's Deaf and disabled-led festival, Liberty.
- 1.14 The Mayor's New Year fireworks event, which supports international promotion, is also delivered by the GLA Events team; and is approved by the Mayor under cover of a separate mayoral decision.
- 1.15 In addition to the core programme the Events for London team delivers ad hoc responsive events; for example: vigils held in response to terror attacks, and subsequent commemoration events; development of the London Blossom Garden as a memorial to key workers and Londoners who lost their lives to COVID-19; and other ad hoc events, for example, screenings of films or sport events.
- 1.16 The events programme needs to have the flexibility to be responsive to topical or community issues, which may benefit from positive impact and community engagement achieved through the GLA either supporting or delivering an event. Counteracting an increase in negative attitudes towards European communities as a result of Brexit would be one example of this. To ensure that the events team can respond to the smaller events that are ad hoc or responsive in nature, there is a small events budget allocation identified within this proposal.
- 1.17 Research undertaken with community focus groups in 2018-19 shows that there is a strong desire from communities to retain 'high-profile' community events on Trafalgar Square; feedback shows that they offer a sense of belonging in London. It is recognised that, whilst

engagement with the 'target community' at these events is generally high, there is potential for improvement. Events on Trafalgar Square offer great value in their capacity to bring together different communities, supporting social integration; and to enhance London's profile as a diverse and open city for visitors. The importance of this should not be underestimated, and therefore we would look to continue this where the events demonstrate broad appeal.

Trafalgar Square is listed as Grade I on the National Heritage List for England of parks and gardens of special historic interest. It also contains many individually listed Grade I and Grade II monuments. The GLA Act assigns the Mayor as the custodian of the Square with the responsibility to ensure the care, control and management of the Square and its ornaments, to protect this heritage asset for future generations. An annual maintenance and restoration period of at least four weeks must be allocated within each financial year to ensure the safety and preservation of the Square. Events on the Square must ensure appropriate fabric protection is in place for the activities and equipment that is used.

Proposed community events programme

- 1.18 Whilst the community events programme is developing, the annual event deliverables during 2022-23 to 2024-25 are outlined in the table below.

	Project Deliverables	Grant funded/GLA delivered
1	St George's Day (Q1)	GLA delivered
2	Vaisakhi (Q1)	GLA delivered
3	SOLD (Q1)	GLA delivered
4	Armed Forces Day (Q1)	GLA delivered
5	Eid (Q1)	GLA delivered
6	Grenfell anniversary (Q1)	Grant funded
7	Latin American festivals (Q2)	Grant funded
8	7/7 Commemoration Event (Q2)	GLA delivered
9	Pride, and Pride community events (Q2)	(separate Mayoral Decision)
10	Notting Hill Carnival (Q2)	(separate Mayoral Decision)
11	Black Cultural Event (Q2)	GLA delivered
12	Liberty (Q2)	(separate Mayoral Decision)
13	Abolition of the Transatlantic Slave Trade (Q2)	GLA delivered
14	Black History Month (Q3)	GLA delivered
15	Diwali (Q3)	GLA delivered
16	Remembrance Day Service (Q3)	GLA delivered
17	Mayor's Carol Service (Q3)	GLA delivered
18	Chanukah (Q3)	Grant funded
19	New Year's Eve (Q3)	(separate Mayoral Decision)
20	Holocaust Memorial Day (Q4)	GLA delivered
21	Chinese New Year (Q4)	Grant funded
22	St Patrick's Day (Q4)	GLA delivered
23	PQT – twice a year (Q3 and Q4)	GLA delivered
24	Small events – disadvantaged and harder-to-reach communities; and ad-hoc events	GLA delivered and grant funded
25	Access improvement	GLA delivered

- 1.19 Within this programme is the plan to deliver a new annual event to celebrate Black culture, as outlined in the Mayor's 2021 manifesto. As part of the scoping and planning for this event, and to embed it both in the annual events community programme and ensure appropriate engagement with London's Black community, it is proposed that during 2022-23 a consultant will be appointed to assist in this event-scoping and engagement.

Statutory events

- 1.20 The GLA is statutorily required under the GLA Act to carry out public consultation meetings. These are in the form of PQT events and the annual SOLD.

People's Question Time (PQT)

- 1.21 These events take place in a variety of locations across London's boroughs, providing the opportunity for the public to meet and ask questions to the Mayor and the London Assembly. It offers the Mayor and the London Assembly the opportunity to discuss their plans, priorities and policies for the city with the London community.
- 1.22 Two PQT events must be held each financial year, with October/November and February/March being determined as the most appropriate timeframes in consideration of the SOLD timeframe. The current schedule for the remainder of this mayoral term includes the following:

Date	PQT host borough	Assembly constituency
November 2022	Redbridge	Havering & Redbridge
March 2023	Ealing	Ealing & Hillingdon
November 2023	Westminster	West Central
March 2024	Richmond upon Thames	South West

State of London Debate (SOLD)

- 1.23 SOLD links to the publication of the Mayor's annual report. It is a flagship Mayoral engagement and consultation event for all Londoners and provides an opportunity for direct engagement with members of the community to debate and provide feedback on the Mayor's strategies and priorities for London. The event facilitates a Q&A session allowing members of the audience to question the Mayor directly on issues of concern. Issues raised at the event can then be fed back directly into policy development.
- 1.24 The Mayor and London Assembly are consulted on locations and dates.

Programme costs

- 1.25 The gross cost of the proposed three-year Events for London core programme 2022-23 to 2024-25 is £3,720,000, with a net cost to the GLA of £2,730,000 (NB: this assumes the leveraging third-party income estimated to be £990,000 – if such income is not secured expenditure will be reduced accordingly).
- 1.26 The events programme budget outlined above was baselined for the next three years as part of the corporate budget-setting process and is the same baseline that was set pre-pandemic. Whilst every effort will be made to deliver the programme within the outlined budget, it is anticipated that there will be significant budget pressures.

- 1.27 The event industry is in a very precarious position with a range of industry pressures that has created a very challenging period for the industry. Many businesses within the sector have not survived the pandemic and other suppliers have effectively created a monopoly in the market. We have also seen a significant increase in the expectations and requirements imposed by local authorities due to the pandemic. Brexit has also had an impact on the supply chain, although due to the absence of events during the pandemic, we have not yet fully understood the direct impact of this.
- 1.28 Whilst this picture is still evolving, and the industry tries to get back on its feet as restrictions ease and events start to return, it is evident there will very likely be significant cost increases in delivering events. Industry experts agree that these increased costs are likely to be a new baseline across the industry for the foreseeable future. As well as the general impact of inflation and fuel/transport cost rises, the main reasons for these increases are as follows:
- Stewarding and local crew/staffing – there is currently a nationally recognised shortage of stewards (as mentioned in the recent Casey report on the issues at Wembley Stadium during the EUROs). Costs have gone up significantly due to limited capacity and higher management fees. Hourly and day rate increases are also being seen across site crew.
 - Site infrastructure and services (e.g. toilets, fencing, generators, marquees, materials, etc) – prices have doubled (in some instances quadrupled, such as cabins) due to current low supply across the UK. There is also a shortage of available drivers. The events industry is currently paying a significant premium for all these services.
 - Staff covid testing – these costs are being passed on through the supply chain. We also have to build in greater staffing during the event build/delivery/closedown process to address short-notice absence caused by staff needing to isolate.
- 1.29 Due to the dynamic nature of planning for events, and the often-limited control over external factors (such as those outlined above, and other external factors such as changing threat levels which would impact on security and crowd management requirements), budgets for each GLA delivered event are indicated as a baseline. Alongside this, a revised and realistic approach to event sponsorship will take place this year to support the event budget. It is the intention that any over/underspend on individual projects will be contained within the overall events programme budget. An assessment of affordability and monitoring of spend will be closely managed for each event in the programme and issues arising will be escalated appropriately.

Sponsorship and other income

- 1.30 For the events delivered by the GLA, sponsorship, other income and concessions (if relevant and appropriate, e.g. food and drink stalls/tents on Trafalgar Square) will be sought. All external income sought will be in accordance with the GLA's powers and its Sponsorship Policy. Should income not meet estimated targets, the events will, wherever possible, be scaled to accommodate delivery within the available budget. Where funds secured exceed the need and capacity of the event(s) in question, the core GLA contribution to the event will be reduced and reallocated to other events within the core programme that may not have reached their income targets, and to support ad hoc small event activity.
- 1.31 In addition to cash income, we will also seek benefit in kind, such as contributions to event programming or other content, to assist in the enhancement and promotion of events.

2. Objectives and expected outcomes

Commissioned outcomes

- 2.1** Bringing communities together and increasing the engagement with London's communities is a key driver for our community events to support social integration. To achieve this, our overarching goals are to:
- identify and target specific communities to support and highlight social inclusion across London
 - use community events to highlight a specific theme that's relevant to the GLA's priorities
 - maintain and develop a long-term relationship with the audiences
 - raise awareness amongst communities of other policy areas
 - set a target marketing reach for each community event after initial benchmarking
 - continue to review both qualitative and quantitative research to inform the programme's development.
- 2.2** This activity will be measured through market research showing the diverse profile of event attendees, alongside the specific community audiences that the event targets. Audience engagement, awareness and sentiment are also measured through the event market research on recall and satisfaction levels, and through digital traffic and click-through rates on the GLA website. Each event will have specific targets for the audience demographic, based on benchmarking and community analysis.
- 2.3** Attendance at events stimulates additional spending. We aim to generate additional spend in the local economy of up to £15m. This figure is based on research conducted at GLA events; it should be noted that the true level of additionality of extra spending is difficult to determine precisely as the sample size of attendees at each event is relatively small.

Additional benefits

- 2.4** The additional benefits of the programme are:
- an enhanced positive global profile for London, encouraging economic investment and tourism
 - education and increased awareness of other communities in London, encouraging social integration and cohesion
 - increased skills through volunteering opportunities.
- 2.5** Whilst difficult to measure, there are a number of additional benefits that we are actively trying to foster through staging the events in our programme, including:
- increased sense of community through volunteering opportunities and social interaction at events
 - encouraging Londoners' sense of pride in their city

- enjoyment and satisfaction to support the well-being of Londoners and improving their health and quality of life. This is particularly applicable to Londoners with limited disposable income, and free events offer access to arts and entertainment which they may otherwise not be able to experience.

3. Equality comments

- 3.1 Under section 149 of the Equality Act 2010, the Mayor and GLA are subject to the public sector equality duty and must have due regard to the need to:
- eliminate unlawful discrimination, harassment and victimisation
 - advance equality of opportunity between people who share a relevant protected characteristic and those who do not.
 - foster good relations between people who share a relevant protected characteristic and those who do not.
- 3.2 The “protected characteristics” are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage/ civil partnership status. The duty involves having appropriate regard to these matters as they apply in the circumstances, including having regard to the need to: remove or minimise any disadvantage suffered by those who share or is connected to a protected characteristic; take steps to meet the different needs of such people; and encourage them to participate in public life or in any other activity where their participation is disproportionately low. This can involve treating people with a protected characteristic more favourably than those without one.
- 3.3 The events programme is planned to 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, specifically to reduce the barriers to attendance by people with disabilities or mobility issues. The events help people to feel part of our city and bring communities together, supporting social integration. They are also a chance for individuals to better understand their fellow Londoners and they support engagement with the city’s wide range of faith and community groups.
- 3.4 Focus group research about the events programme shows that participants value the range of events in London and appreciate the Mayor supporting these. They feel it important to celebrate London’s diversity, and to increase Londoners’ awareness of different cultures and traditions. In the research, they showed a commitment towards inclusion, and understood that the Mayor cares about bringing people together. The events programme was seen as a good use of funding with clear benefits to Londoners.
- 3.5 Whilst many of the events within the programme engage directly with specific community stakeholder groups in their planning and highlight the contribution of specific communities (e.g. Vaisakhi – Sikh community; St Patrick’s Day – Irish community; Eid – Muslim community; Diwali – Hindu community), the events are about bringing different communities together, sharing cultures and supporting social integration. From research undertaken across the events, on average 81 per cent of attendees agree that the events represent the culture they are portraying well, and 62 per cent had learnt something new about the culture of the community whose event they attended.

- 3.6 We will continue to develop our festivals to ensure that they are high-quality, cultural events. Furthermore, we will work with communities to ensure our programme reflects their needs. Throughout the planning process of individual events, we work closely with the Communities and Social Policy Unit through project working groups to ensure that equalities considerations and the needs of those with protected characteristics are considered in our event planning and delivery of the community events programme. We are also developing our community advisory groups to support the planning process and specifically seeking to increase our engagement with harder to reach communities.

4. Other considerations

4.1 Key risks and issues

	Risk description	Mitigation/Risk response	RAG
1	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 specific communities for whom the event is aimed, often in the form of advisory groups, who can feed into the appropriateness and creative content of the event. The Events team works with the Community and Social Policy team and the Public Liaison Unit to ensure this is addressed. Additionally, specific research is conducted with communities to ensure that the events are delivering to the communities' expectations.	G
2	Communities are unable to provide the resources or skills to be more active in the development of the community events programme, including taking on more ownership. This would result in the GLA needing to maintain/increase financial commitment for the event, rather than reduce.	The community events funding to support the development of more grassroots events could be redirected back to the delivery cost for the high-profile community event that the GLA is delivering/supporting.	A
3	An externally delivered event, but funded by the GLA, requires additional funds to ensure successful delivery and make further demands on the GLA.	Regular project planning meetings, where plans and latest budgets are reviewed, are held with the event organisers enabling early indications of budget issues.	A
4	Additional sponsorship cannot be guaranteed, therefore income may not be achieved, which could impact some of the planned events.	The Events team meets regularly with the Commercial Partnerships team to review how income can be generated. The events have a core budget, which leverages other income and enables a basic event delivery.	R

		<p>The commercial partnerships team is focusing on sponsorship for the entire programme as it hasn't been a productive use of time to go for small amounts. This work continues but success cannot be guaranteed.</p> <p>In the absence of sponsorship, we will look to scale down an event so far as possible and realign cost savings across the programme to support budget shortfalls in other events within the programme.</p>	
5	An event outgrows either the space/venue it is staged in terms of audience capacity; or grows to such an extent that it requires additional financial resources to deliver it successfully.	Marketing plans for an event can be reviewed to help reduce the impact of increased audience attendance; however, audience numbers can be difficult to predict as they can depend on many external factors, including the weather. Alternative venues can be reviewed, and additional approaches to sponsors made – particularly if the scale of the event has increased, which may be of interest to potential sponsors.	A
6	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/bigger-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).	A
7	Reputational risk to the Mayor of an event failing.	There is a robust multi-agency planning process for the events programme, so early indications of potential event failure can be identified.	G
8	Event may be cancelled due to force majeure (e.g. extreme weather, industrial action, pandemic etc), resulting in both reputational and financial risk, as costs for event planning and secured services will still be liable.	External issues monitored via project planning and risk assessment.	A
9	Event costs may exceed allocated budgets due to the rise in supplier and services costs as we emerge from the pandemic and post-Brexit.	All project budgets are closely monitored, and the project scope adapted where possible if budgets are not available. There is scope across the programme to use savings created in some events, in order to offset increases in others. Where cost increases cannot be maintained or accommodated as above, decisions on the event viability or additional budget requirement will be escalated and appropriate approvals sought.	R

Links to Mayoral strategies and priorities

4.2 In approving the Events Programme, this directly links to:

- Manifesto commitment: The Mayor's manifesto states:

"As we emerge from the pandemic I want [major events] back, better and more colourful than ever. So when it is safe, I will support religious and cultural festivals once more taking their place as centrepieces in the city's calendar of events, including Christmas, St George's Day, Diwali, Eid, St Patrick's Day, Lunar New Year, Vaisakhi, Black History Month, Chanukah, Pride and UK Black Pride. Building on the success of Africa in London, I'll also develop, in collaboration with London's Black communities, an event to celebrate Black culture."

- 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.
- All of Us – Strategy for Social Integration: using sport, volunteering, arts and culture as powerful tools for social integration; and establishing London's reputation as a welcoming city for newcomers from other parts of the UK and abroad, with opportunities to feel a strong connection and positive sense of belonging to the city in which they are living.
- Culture strategy: the Mayor will continue to fund festivals and events with an emphasis on more community involvement, increasing quality, raising London's profile and increasing volunteering.
- Inclusive London – the Mayor's equality, diversity and inclusion strategy: celebrate London's rich diversity and bring communities together through a series of high-profile, accessible and inclusive events and campaigns.
- Recovery mission – Engaging Londoners: ensure Londoners are informed and equipped to participate in the capital's recovery including through mass public engagement, research and community and cultural engagement designed to include those most affected by the pandemic; develop engagement activity that enables Londoners to connect and come together around celebrations, commemorations and opportunities to share in cultural activities and feel united in London life, noting the uncertainty caused by the current context; and continue to support cultural activities that help Londoners to engage with the cultural and community life of their city.
- Recovery mission – Building Strong Communities: focus on hyperlocal, community-led activities and co-productions with a priority on working with and through Londoners most affected by the pandemic.
- Recovery mission – High Streets for All: develop the capacity of local authorities and town centre partnerships to work with community groups and the private sector to plan for, safeguard and directly deliver a diverse, resilient and thriving mix of high street and town centre activity within easy reach of all Londoners; promote existing community and cultural spaces; and promote cultural engagement.
- Recovery mission – Helping Londoners into Good Work: support Londoners into good jobs with a focus on sectors key to London's recovery.

Consultation and impact assessments

- 4.3 Where events involve specific communities, these communities are engaged through a stakeholder group that is consulted and advises on the event. We are proposing to develop further the community advisory groups to help shape the event and support the planning process.
- 4.4 Public correspondence, via the GLA Public Liaison Unit, and market research at events is also used to assess impact and considered in future planning of events where negative comments and improvement suggestions may be reasonably addressed.
- 4.5 Data protection legislation is taken into account for the events programme, and there is regular consultation with the GLA's Information Governance team. We have processes in place to deal with data we receive and how we use it. This includes a process to seek approval for use of images taken of audience members and performers at our events.
- 4.6 Local authorities and statutory agencies – including Westminster City Council (or any other local authority impacted), the Metropolitan Police Service, Transport for London (TfL), the London Ambulance Service, London Fire Brigade and other key stakeholders to the specific event – are consulted and the event impact assessed via the multi-agency planning process (Licensing Operational Safety Planning Groups), and key stakeholder meetings. This is an essential part of the Premise Licence process.
- 4.7 Neighbours on Trafalgar Square are consulted regularly and through established quarterly planning meetings.

Procurement

- 4.8 Events delivered by the GLA will be procured by TfL Commercial in accordance with the GLA's Contracts and Funding Code, generally using the Events Framework for event production services. Events receiving funding will be on the basis of funding agreements, with predetermined milestones to receive the funding. All events will be managed by an events officer from within the Events for London team.

Conflicts of interest

- 4.9 There are no known conflicts of interest in relation to this decision paper and those involved in the delivery of the programme.

5. Financial comments

- 5.1 Mayoral approval is sought for the 2022-23 to 2024-25 core events programme and associated expenditure of up to £3,720,000. £2,730,000 (£910,000 per year) is net GLA expenditure (details of which are set out at part 2 of this decision form). This assumes that at least £990,000 is secured from suitable third-party partners over the three years. Approval is also requested for delegation to the Executive Director, Strategy & Communications (to exercise without the need for a further decision form) to seek, accept and spend sponsorship and event stall-holder income, from suitable partners, which will be used to enhance events within the programme if secured.
- 5.2 The proposed expenditure for the programme is phased as follows:

Financial Year	Gross Expenditure (£000)	Income (£000)	Net GLA Cost (£000)
2022-23	1,240	(330)	910
2023-24	1,240	(330)	910
2024-25	1,240	(330)	910
Total	3,720	(990)	2,730

- 5.3 The GLA's net cost to the community events programme of up to £910,000 is proposed to be funded from the planned Major Events budget provision for 2022-23 to 2024-25, subject to the final 2022-23 budget-setting process, and that of future years. Depending on the delivery of each event, there may be some budget realignments and reallocations required across projects, which will take place in-year as required, subject to the GLA's decision-making process.
- 5.4 The Events team is expecting income totalling £990,000 over three years (as per above) to enhance and supplement some of the events proposed. If the income target is not met, the project's expenditure will be reduced to the funding available. Any income secured over and above the income target will be used to enhance specific events (subject to the funding agreement and funders' approval); and, where appropriate, the GLA will look to reduce the GLA contribution where enhancements to events are not required.
- 5.5 Break clauses should be in contracts spanning future years to enable the contract to cease should funding not be available in future years.
- 5.6 As detailed within the main body of this report, the Event team delivers several other events during the year, outside of the current portfolio of community events currently seeking approval. These events will be subject to separate approval via the Authority's decision-making process.
- 5.7 The Major Events team within the Strategy & Communications Directorate will manage these events programmes.

6. Legal comments

- 6.1 The foregoing sections of this report indicate that the decisions requested of the Mayor fall within the duties of the GLA to carry out a minimum of three public consultation events each year, and to promote tourism to, in and through, Greater London; and the general powers of the GLA to promote and/or to do anything that is facilitative of, or conducive or incidental to, social development, economic development and wealth creation within Greater London. In formulating the proposals in respect of which a decision is sought, officers have complied with the Authority'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 The GLA may seek sponsorship when exercising its general power under its power to charge third parties for discretionary services under section 93 of the Local Government Act 2003 provided that the charges levied do not exceed the costs of provision (save for where the provision of such

services in relation to the discharge to its duty to promote tourism to, in and through Greater London where costs may exceed provision). Such sponsorship is, in any event raised in accordance with the GLA's Sponsorship policy.

- 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; and to advance equality of opportunity, and foster good relations, between persons who share a relevant protected characteristic (race, disability, gender, age, sex, sexual orientation, religion or belief, pregnancy and maternity, and gender reassignment) 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.
- 6.4 The Mayor may delegate the exercise of the GLA's functions to any GLA staff member should he wish to do so.
- 6.5 In the event that the Mayor is minded to make the decisions sought, officers must ensure that:
- they are content that the GLA can comply with any conditions to which the provision of any third-party funding, sponsorship or other income to the GLA is subject, seeking legal and finance advice as necessary
 - they do not act in reliance of: such third-party funding until legally binding commitments are in place in concerning the provision of the same; or any future year's GLA funding not yet approved via the GLA's budget-setting process
 - any supplies and/or services required for the delivery of the proposed programme are procured by TfL Commercial, who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code; and appropriate contract documentation is put in place with and executed by the GLA and proposed service providers before the commencement of the required supplies and/or services
 - to the extent that the GLA intends to award grant funding to third parties in respect of projects falling within the remit of the programme, such funding is distributed fairly, transparently and in manner that affords value for money in accordance with the GLA's Contracts and Funding Code; and appropriate funding agreements are put in place with and executed by the GLA, and proposed recipients, prior to making any commitment to provide such funding
 - they do not make commitments, undertake activity or enter into arrangements that might have the effect of fettering the discretion of any successor administration, considering in particular the London elections taking place in May 2024 (and include within all agreements that straddle the Mayoral term GLA termination for convenience provisions; and manage such agreements so as to mitigate risks of high levels of abortive expenditure being incurred).

7. Planned delivery approach and next steps

Activity	Timeline
Year 1 project delivery (individual timelines for each project)	March 2022 – April 2023
Individual project review	Ongoing
Annual review	April 2023

Year 2 project delivery (individual timelines for each project)	March 2023 – April 2024
Individual project review	Ongoing
Annual review	April 2024
Year 3 project delivery (individual timelines for each project)	March 2024 – April 2025
Individual project review	Ongoing
Annual review	April 2025

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 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? NO

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 – YES

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Kim Hobbs 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 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 14 February 2022.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date

D. Gane

18/2/22

CHIEF OF STAFF:

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

Signature

Date

D. Bellamy

14/2/22