

REQUEST FOR MAYORAL DECISION – MD1169

Title: Events for London Programme for 2013/14

Executive Summary:

The Mayor has a statutory duty to hold public consultation events; develop and promote London as a destination and gateway for the UK; and promote social development in London. Events have a profound potential to bring economic and social benefits to London, and can raise the city's profile in the world's media.

The GLA budget allocation for the programme in 2013-14 is proposed at a maximum of £1,165,000 - leveraging an additional £280,000 sponsorship income to the GLA to support the events budget- plus £125,000 for Triathlon to be carried forward from 2012-13. A further £3,055,000 is invested into the events programme from external organisations and sponsors enabling the delivery of a large proportion of the events programme.

Decision: That the Mayor approves the:

1. Events Programme and allocation of a net GLA funded Events Programme budget of £1,290,000;
2. Seeking of additional sponsorship from suitable partners in order to raise additional revenue for the Events Programme (target £280,000) which will be used to enhance events within the Programme if forthcoming;
3. Award of grant funding to and entry into and execution of funding agreements with various organisations as noted in Table 2, with a maximum aggregated value not exceeding £565,000;
4. Procurement, award of, entry into and execution of contracts for services required to facilitate Events Programme delivery including event management, marketing, printing, photography, artistic, and market research services with a maximum aggregated value not exceeding £880,000;
5. Allocation of £50,000 from 2012/13 Events for London programme budget towards the production costs for St Georges Day 2013, to be incurred in 2012/13; the total cost of the event being split across financial years 2012/13 and 2013/14;
6. Carry forward £250,000 from the 2012/13 events for London Programme for the funding for Triathlon 2013-15 (of which £125,000 for 2013-14).
7. Delegation of authority to the Director of Communications and External Affairs to approve all further arrangements for the delivery of the Events Programme and constituent events (in accordance with the budgetary provision made for each) as set out in this report including without limitation the procurement, award and execution of contracts for services, and/or supplies, sponsorship agreements and grant funding agreements irrespective of value.

Mayor of London

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the Code of Conduct for elected Members of the Authority. Any such interests are recorded below.

The above request has my approval.

Signature



Date

11.03.13.

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

Decision required – supporting report

The Mayor is statutorily required under the Greater London Authority Act 1999 (GLA Act) to carry out a minimum of two public consultation events (People's Question Time) and a State of London Debate.

Under the same Act, the Mayor has a statutory duty to develop and promote London as a destination and gateway for the UK, as well as to promote social development 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.

Events bring Londoners together from across the city, from different communities, creating a sense of shared interests and culture. Most importantly, 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.

The GLA budget allocation for the 2013/14 programme is proposed at £1,290,000, with the intention that this investment leverages an additional £280,000 sponsorship income to the GLA to enhance the events budget. A further £3,055,000 would be invested into the wider events programme (those events which the GLA provides funding to support) from external organisations and sponsors enabling delivery of these GLA funded projects as part of events programme. Without the funding provided by the GLA, many of the events within the programme would not be delivered, having a detrimental effect on the businesses supplying services to deliver the events, those that benefit from increased customers as a result of the events and also the communities who receive social benefits by attending the events.

Peoples Questions Time & State of London Debate (included in table 1 below)

Peoples Questions Time

The Greater London Authority is also statutorily required under the Greater London Authority Act 1999 (GLA Act) to carry out public consultation meetings. These are in the form of People's Question Time, which take place in a variety of locations across London. These events are managed by the London Engagement Events Team working closely with the Mayor's Office and the Assembly Secretariat.

These events provide the opportunity for the public to meet and ask questions to the Mayor and the London Assembly. It offers the Mayor and London Assembly the opportunity to deliver and discuss with the London Community their plans, priorities and policies for London.

The cost for delivery of 2 statutory People's Questions Time events would be £50,000.

State of London Debate

The GLA Act also requires the Mayor to host a State of London Debate (SOLD), open to all members of the public.

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 all members of the community to debate and feedback on the Mayor's strategies and priorities for London. The event allows facilitation of 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.

Particular efforts are made to ensure the audience reflects London's diversity as well as the key equalities target groups and wider audiences are accessed through radio debate and online debate.

The cost for delivery of the State of London Debate would be £50,000.

Events Programme

The London Events programme has been delivered successfully since 2003, enhancing and enriching London with events to meet the needs and engage with all Londoners.

The proposed events programme supports the promotion of London's diverse cultures contributing both to the international profile of London, and promoting the city as a destination in specific markets. It also encourages the fuller participation of all its communities, contributing to all sectors of the London economy. Events bring Londoners together from across the city, from different communities, creating a sense of shared interest and culture, thus helping to encourage social development and cohesion.

On a more subjective level, events help to improve Londoners' quality of life and support their general well-being. Particularly at a time where Londoners' disposable income may be limited, free events provide Londoners access to entertainment, providing enjoyment and a 'feel good' factor. Events also enable people to interact and engage on a social level, as well as feel part of a community. The development and planning of the events often involves support and engagement from the community through volunteering, providing added benefits to volunteers of education or increased skills by working on different parts of the event. This also contributes to peoples' sense of positive well-being. We will be working with the Team London Ambassadors programme as part of the Games legacy, having these volunteers at the major events.

The proposed 2013/14 events programme is outlined in table 1. The anticipated audiences attending events as part of this programme is expected to be between 2 and 2.5 million people. From research conducted at events within previous programmes, the average 'additional spend' (that which is spent over and above a person's expenditure if they did not attend an event) was £15. This equates to between £30m and £37.5m spent in the local economy as a result of the events.

The proposed Events Programme requiring approval is as follows:-

	Event	Planned date	Grant Funded or GLA delivered
1	St Georges Day (Q1)	20/04/2013	GLA Delivered
2	Vaisakhi (Q1)	05/05/2013	GLA Delivered
3	State of London Debate (Q1)	06/2013	GLA Delivered
4	Shubbak (Q1/2)	22/06/2013	Grant Funded
5	Pride (Q2)	06/07/2013	Grant Funded
6	London Mela (Q2)	08/2013	Grant Funded
7	Eid (Q2)	08/2013	GLA Delivered
8	Notting Hill Carnival (Q2)	25/08/2013	Grant Funded
9	Carneval Del Pueblo (Q2)	08/2013	Grant Funded
10	Liberty (Q2)	09/2013	GLA Delivered
11	Mayors Thames Festival (Q2)	07/09/2013	Grant Funded
12	Klezmer in the Park – Jewish events(Q2)	09/2013	Grant Funded
13	Triathlon Grand Final 2013	09/2013	Grant Funded
14	Diwali (Q3)	10/2013	GLA Delivered
15	Menorah – Jewish Events(Q3)	12/2013	Grant Funded
16	Chinese New Year (Q4)	02/2014	Grant Funded
17	St Patricks Day (Q4)	16/03/2014	GLA Delivered
18	Cultural Campaign	On going	GLA Delivered with Grant

			funding projects within it
19	Peoples Question Time - throughout the year	On going	GLA Delivered
20	Research and Evaluation	On going	GLA Delivered

Table 1

Grant Funded Events

As can be seen from Table 1 above certain events are events of third parties but are grant funded by the GLA. Recipients are required to go through stringent checks both financial and legally – complete grant funding forms, being clear on the events aims and objectives, how this fits in with the Mayor's objectives and culturally enhances the capital.

The GLA event officers work closely with the recipients of GLA funding to ensure successful delivery of funded events. Clear milestones are set within the funding agreements and it is only at the time the milestones are met that funding is released. These milestones ensure the safety of GLA funding and cover any risk involved in supporting these events.

The GLA's financial support for the grant funded events indicated within the table 1 above is only a small element of the cost of these events. Supporting these events enables Mayoral profile and highlights the Mayors support to the communities involved in the delivery. As such a return should be considered excellent value for money. The detail of the funding to be provided is set out in Table 2 below.

Event to be Funded	Recipient of Grant Funding	GLA funding	Total Cost of the Event
Notting Hill Carnival	London Notting Hill Carnival Enterprises Trust and Paddington Development Trust	£160,000	£800,000
Pride	London LGBT Community Pride C.I.C	£150,000	£425,000
Chinese New year	London Chinatown Chinese Association	£70,000	£400,000
Thames Festival	Thames Festival Trust	£60,000	£1,120,000
Carnival Del Pueblo	Carneval Del Pueblo Association	£30,000	£120,000
London Mela	Ealing Council	£50,000	£430,000
Jewish Events	London Jewish Forum; Jewish Leadership Council; and Jewish Music Institute	£25,000	£50,000
Shubbak	The Arab British Centre	£20,000	£275,000
TOTAL		£565,000	£3,620,000

Table 2

GLA Delivered Events

GLA delivered events (see table 1 above) require certain external specialist supplies and services which will be procured under the Events Framework, for event production services, which runs until the end of 2013

(noting that a new Events Framework will be OJEU procured to be available once the existing Framework expires). The estimated cost of such supplies and services are also set out in Table 3 below.

Sponsorship and other Income

For all of the events delivered by the GLA sponsorship will be sought as in previous years. The GLA will provide funding for the core event and sponsorship (if received) will be used to enhance the events. As such where sponsorship is not received the event will be delivered in line with the budgeted GLA funding available.

As well as seeking sponsorship to support the events, additional income that can be obtained from funding agencies (e.g. the Arts Council in respect of Liberty as in previous years) will be applied for.

Where certain concessions are sought e.g. food and drink stalls/tents on Trafalgar Square during events the income from this will also be used to enhance the relevant events. (NB: Officers will ensure that concessions are in keeping with and relevant to the events in question).

Event	Estimated 3rd Party Income	GLA Budget Allocation	Total Event Cost
St Georges Day	£20,000	£100,000	£120,000
Liberty	£60,000	£100,000	£160,000
St Patrick Day	£90,000	£100,000	£190,000
Eid	£25,000	£25,000	£50,000
Vaisakhi	£10,000	£25,000	£35,000
Diwali	£50,000	£25,000	£75,000
Cultural Campaign	£25,000	£75,000	£100,000
TOTAL	£280,000	£450,000	£730,000

Table 3

Triathlon

As the IPB meeting on 2 September 2011, it was agreed to provide funding of £350,000 for the 2013 Triathlon World Championship Series Grand Final and the 2014 and 2015 Triathlon World Series. It was agreed that the funding for this project would come from the Events for London programme budget. This was formally approved under MD1010.

During 2012/13, savings were made within the Events for London programme as a number of cultural campaigns, which would ordinarily be funded by the Events for London Programme budget, were funded as part of the London 2012 City Operations budget (Secrets: Hidden London and Showtime). It is therefore proposed to allocate these savings to the outstanding Triathlon funding costs 2013-15, and therefore carry forward £250,000 from 2012/13 Events for London budget to cover the full funding requirement as per the Funding Schedule in the Funding Agreement and MD1010. The carry forward would be allocated as set out in Table 4 below.

Financial Year	Milestone	Amount	Budget Status
2012/13	First instalment relating to Grand Final 2013	£100,000	Payment complete
2013/14	Second & final instalment total for Grand Final 2013	£125,000	Carry forward from 2012/13 budget
2014/15	First & final instalment total for World Series 2014	£75,000	Carry forward from 2012/13 budget
2015/16	First & final instalment total for World Series 2015	£50,000	Carry forward from 2012/13 budget
TOTAL		£350,000	
Amount carried forward from 2012/13		£250,000	

Table 4

Commissioned outcomes

- Increased spend in the local economy of up to £37.5m. Whilst it is clear that events stimulate additional spending, and this research has been taken at events within the GLA event programme, it should be noted that the true level of the additional spending is relatively unclear.
- Events can deliver positive externalities through visitor satisfaction and if delivered successfully can promote London as a leading global city encouraging investment and tourism.
- Active promotion of wider mayoral priorities directly to key community groups or audiences, and to captive audiences.

Non-quantifiable benefits

- Increased positive global reputation of London.
- Positive profile for London, encouraging economic investment.
- Education and increased awareness of other communities in London encouraging social cohesion.
- Positive profile of London encouraging a sense of pride in Londoners for the city they live – supporting well-being and improving Londoners quality of life.
- Enjoyment and satisfaction with the aim of supporting the well-being of Londoners.

Evaluation and reporting

Market research is to be conducted at each event, with input into the questions from GLA Marketing, Intelligence and Economics teams to ensure they are relevant to provide appropriate analysis. The results from each individual event can be used to benchmark against other events, as well as determine where refinement on questions/analysis is made. Additionally, feedback and results from a particular event can help shape the delivery/make improvements to subsequent events.

The budget allocation for this market research is proposed at £50,000 for data collection, and basic analysis. Detailed analysis will be completed in-house.

Procurement

- Events delivered by the GLA will be procured under the Events Framework, for event production services, which runs until the end of 2013. During 2013, the Events Team will establish a new events framework, in consultation with TfL procurement, through the OJEU procurement process.
- Events receiving funding will be on the basis of funding agreements, with pre-determined milestones.
- All events will be managed by an events officer from within the Events for London team.

2. Issues for consideration

a) Links to strategies and Corporate Plan

In approving the Events Programme, this directly links to:

1. Developing world-class events in line with the Mayor's Cultural Strategy – to assist in the development of a 'stimulating, creative and cultural London', and the pledge to 'commission a series of events in Trafalgar Square, as well as cultural campaigns and festivals'.
2. Developing 'a programme of activities/events to engage with London's diverse communities to help deliver the Mayor's priorities, strategies and policies, as well as celebrate London's rich diversity'.
3. Promoting sustained economic growth and competitiveness of London as a World City through tourism, economic development and positive media coverage.

b) Impact assessments and Consultation

The impact assessment of the events will be on an event by event basis through the multi-agency planning process (Licensing Operational Safety Planning Groups), including Westminster City Council (or other local authority impacted), 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. Neighbours on Trafalgar Square are consulted regularly and through established quarterly planning meetings.

Where events involve specific communities, these communities are engaged through a stakeholder group who advise on the event.

Public correspondence, via the Public Liaison Team, and market research at events is also considered for future planning of events where negative comments/improvement suggestions are made and may be reasonably implemented.

c) Risk

Risk description	Mitigation / Risk response
Event may be cancelled due to force majeure (e.g. extreme weather, riots, industrial action, death of a major Royal etc)	external issues monitored via project planning and risk assessment
Additional Sponsorship cannot be guaranteed as income may not be achieved, which could impact some of the	A sponsorship steering group is now established, but events need to ensure that they are suitably prioritised

planned events. This risk is now increased given the economic climate and key sponsorship staff leaving the GLA, and a restructuring of the team with any new sponsorship staff based in a different department, and therefore very likely that priorities will not focus on events. A new sponsorship team may also have a positive impact on securing external funding for events.	amongst other demands for sponsorship. Most key events have a core budget, which leverages other income and enables a basic event delivery
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) could have an impact on budget and cause overspend	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)
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.
Communities not supporting the event (particularly where the event is aimed at that community), and the reputational risk to the GLA 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

3. Financial Comments

- 3.1 The gross cost of the 2013-14 Events Programme is up to £1,570,000. This cost is to be met by GLA contribution of up to £1,290,000 and a third party income target of £280,000.
- 3.2 The GLA contribution of up to £1,290,000 is to be comprised of:
- £1,015,000 from the approved 2013/14 Events for London Programme Budget, External Affairs;
 - £50,000 from 2012/13 Events for London Programme budget for St George's Day 2013, where spend falls within 2012/13 financial year;
 - £125,000 from the 2012/13 Events for London Programme Budget to be carried forward subject to the year-end approvals process for funding Triathlon funding 2013/14; and £100,000 from the 2013/14 London Engagement Budget, External Affairs.
- 3.3 Third party income made up of sponsorship, grants and concessions will be sought of up to £280,000 making up the gross event budgets. Officers are reminded not to commit the Authority into any contracts relating to these funds until they have been secured. Should income targets not be met, events will be delivered within the GLA budget provision.
- 3.4 Expenditure for St George's Day 2013 is incurred across 2012/13 and 2013/14. All expenditure that falls in 2012/13 is to be met from the existing 2012/13 Events for London Programme budget.

This is estimated to be up to £50,000. The remaining £50,000 of the St George's Day project budget will be met from the 2013/14 Events for London budget allocation.

3.5 The outstanding GLA contribution for funding towards Triathlon 2013-15 is £250,000 (as approved in MD1010). Expenditure in 2013/14 for funding towards Triathlon 2013 is £125,000 and included within the carry forward figures noted above in 3.2. The remaining £125,000 will also be carried forward from the 2012/13 Events for London Programme budget and allocated over the following financial years: 2014/15 - £75,000 and 2015/16 - £50,000.

3.6 A budgeted breakdown for each event/project is set out below:

Event/Project	GLA Contribution	Third Party Income	Gross Event Budget
Notting Hill Carnival	£160,000	-	£160,000
Pride	£150,000	-	£150,000
Chinese New year	£70,000	-	£70,000
Thames Festival	£60,000	-	£60,000
Carnival Del Pueblo	£30,000	-	£30,000
London Mela	£50,000	-	£50,000
Jewish Events	£25,000	-	£25,000
Shubbak	£20,000	-	£20,000
St Georges Day*	£100,000	£20,000	£120,000
Liberty	£100,000	£60,000	£160,000
St Patricks Day	£100,000	£90,000	£190,000
Eid	£25,000	£25,000	£50,000
Vaisakhi	£25,000	£10,000	£35,000
Diwali	£25,000	£50,000	£75,000
Cultural Campaigns	£75,000	£25,000	£100,000
State of London	£50,000	-	£50,000
Peoples Question Time	£50,000	-	£50,000
Market Research and Evaluation	£50,000	-	£50,000
Triathlon	£125,000	-	£125,000
Total	£1,290,000**	£280,000	£1,570,000

* The St Georges Day budget is profiled such that £50,000 of the 2013 event spend is allocated from and incurred in 2012/13, from the Events for London Programme budget and £50,000 from the 2013/14 Events for London programme budget.

** The Total 2013/14 GLA funding for the Events for London Programme includes the carry forward of £125,000 from the 2012/13 financial year, and expenditure of £50,000 within 2012/13 for the St George's Day 2013 event.

3.7 All appropriate budget adjustments will be made.

3.8 The Events for London Team within the External Affairs directorate will be responsible for the management of these events and projects and ensure compliance with the Authority's Financial Regulations, the GLA Contracts and Funding Code and Expenses and Benefits Framework.

4. Legal Comments

4.1 Sections 1 to 3 of this report indicate that:

4.1.1 the decisions requested of the Mayor fall within his statutory powers, acting on behalf of the Authority, to do anything which is facilitative of or conducive or incidental to the promotion of social and economic development in Greater London and encouraging people to visit Greater London;

4.1.2 in formulating the proposals in respect of which a decision is sought officers 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.

4.2 The Authority may seek sponsorship when exercising its section 30 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 the provision;

4.3 Section 1 of this report indicates that the contribution of up to £585,000 of grant funding to the proposed recipients amounts to the provision of grant funding and not a payment for services or supplies. Officers must ensure that the funding is distributed fairly, transparently and in accordance with the GLA's equalities in a manner which affords value for money in accordance with the GLA's Contracts and Funding Code. Officers must also ensure that appropriate grant funding documentation is put in place and executed by the proposed recipients and GLA before any commitment is made to the award of such grant funding.

4.4 The supplies and services required for the delivery of the proposed Events Programme must be procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code. Officers must ensure that appropriate contract documentation is put in place and executed by the successful bidder(s) and the Authority before the commencement of the services.

4.6 Under Section 38 of the GLA Act 1999, the Mayor may delegate the exercise of the GLA's functions to any GLA staff member if he should choose.

5. Investment & Performance Board

The Events programme was initially reviewed by the Investment and Performance Board (IPB) on 7 February 2013, following which changes to the programme were made as recommended by the Board resulting in the programme as set out in this MD, which was approved by IPB on 27 February 2013.

The funding of £350,000 for Triathlon 2013-15 was agreed at IPB on 2 September 2011. IPB stated that the funding should be provided from the Events for London Programme budget.

6. Background/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. Any facts and advice that should not be made automatically available on request should not be included in Part 1 but instead on the separate Part 2 form. Deferment is only applicable where release before that date would compromise the implementation of the decision being approved.

Is the publication 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 event costs would prejudice the GLA's ability to solicit genuinely competitive bids for related event organisation services. The GLA event officers also undertake consultation with the communities/projects who receive funding, and disclosure of the funding ring-fenced prior to any full funding application process may seem to influence any subsequent funding decision.

Until what date: 31 March 2014

Is there a part 2 form - NO

ORIGINATING OFFICER DECLARATION:

Tick to indicate approval (✓)

Drafting officer Kim Hobbs has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

Assistant Director/Head of Service:

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

✓

Sponsoring Director:

Will Walden has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Will Walden has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

OFFICER APPROVAL

Executive Director, Resources

I have been consulted about the proposal and confirm that financial and legal advice have been taken into account in the preparation of this report.

Signature

M.D. Allen

Date

4.3.13

Chief of Staff

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

Signature

Edmund H

Date

04.01.2013

11/11/11

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