

# GREATER **LONDON** AUTHORITY

## REQUEST FOR MAYORAL DECISION – MD2349

### Title: England Football Screening 2018

#### Executive Summary:

Following the England national football team's progression to the Semi-Finals of the 2018 FIFA World Cup, agreement was reached for City Hall, working with Government and The Football Association, to support a large-scale public screening of England's Semi-Final versus Croatia in Hyde Park.

This MD seeks approval for the GLA to contribute up to £150k to The Royal Parks for costs of staging the event.

#### Decision:

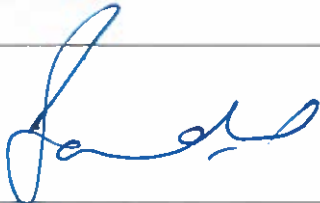
That the Mayor approves expenditure of up to £150k in grant funding as a contribution to the costs incurred by The Royal Parks on staging a large-scale public screening of the England v Croatia World Cup Semi-Final on 11 July 2018 at Hyde Park.

#### 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:

27/10/18

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

### **Decision required – supporting report**

#### **1. Introduction and background**

##### *Background*

- 1.1 Ahead of the 2018 FIFA World Cup, the GLA undertook a scoping and feasibility exercise to identify potential sites in London to host large-scale public screenings of matches, should the England national team progress to the Semi-Final and/or Final of the tournament.
- 1.2 Key considerations for identifying suitable sites included: policing and security; public transport; venue capacity; mobilisation of production company; site licensing and cost.
- 1.3 Working with the Department for Digital, Culture, Media and Sport (DCMS) and the English Football Association (The FA) (collectively, the Event Funders), and in consultation with the Metropolitan Police Service (MPS), it was agreed that the only feasible option to deliver a screening of a Semi-Final match would be at Hyde Park, using the existing infrastructure in place for the British Summertime programme of concerts.
- 1.4 Due to the existing contractual arrangements between the landowner (The Royal Parks) and the British Summertime event production company (AEG), agreement was reached that The Royal Parks would procure AEG to deliver the event.
- 1.5 Prior to the procurement of AEG's services by The Royal Parks, a cost sharing model was agreed between the Event Funders to reimburse The Royal Parks for all costs incurred as a result of staging the event.
- 1.6 It was agreed by the Event Funders, in consultation with the MPS, The Royal Parks and AEG, that the event would be ticketed, with tickets provided free of charge to the public via an online ballot process.
- 1.7 Approval of the GLA expenditure proposed was not secured prior to the event due to the short timeframe for the event to be agreed to and mobilised. A cost-sharing model was agreed by the Event Funders prior to any financial commitment being made and this decision paper seeks retrospective approval for the GLA's contribution to the event.

##### *Financial Overview*

- 1.8 Negotiations took place between the Event Funders, The Royal Parks and AEG prior to the procurement of AEG's services to ascertain and minimise the likely costs of delivering the event.
- 1.9 AEG agreed to produce the event on a not-for-profit, cost-only basis and to pass on the net cost of the event, after receipt of revenues associated with food, beverage and merchandise, to The Royal Parks.
- 1.10 Agreement was reached between the Event Funders to reimburse The Royal Parks for the net costs incurred for the event as follows:
  - The FA – One-third of the total net event costs, up to a maximum of £200,000.
  - DCMS – Following the payment of The FA's contribution, half of the remaining costs.
  - GLA – Following the payment of The FA's contribution, half of the remaining costs.

- 1.11 In addition, it was agreed that DCMS and the GLA would indemnify and keep indemnified on demand and hold harmless The Royal Parks, its subsidiaries and their respective Trustees, Directors, employees, agents, secondees and licensees from and against any and all claims, demands and losses suffered or incurred by any of them arising out of or in connection with his decision to stage the event on the facilities occupied and/or managed by The Royal Parks.
- 1.12 The final net cost of the event is :£361,641.42
- 1.13 The total contributions by the funding partners based on the above estimates\* are therefore as follows:
- The FA – £120,547.14
  - DCMS - £120,547.14
  - GLA - £120,547.14

*\* Please note that the Royal Parks's event costs are not yet finalised and so the parties' contributions may increase although it is not envisaged currently that the GLA'S share will exceed the £150,000 in respect of which approval is sought.*

## 2. Objectives

2.1 The objectives of the expenditure were to:

- Support the successful public-screening of England's World Cup Semi-Final against Croatia.
- Promote the Mayor's objectives around community engagement by offering a venue for Londoners to come together to support the England national football team's progression in the World Cup.

## 3. Equality comments

- 3.1 Hyde Park is fully accessible to anyone who wants to attend. They have been awarded the Silver Level of the Charter of Best Practice by Attitude is Everything, a charity that improves deaf and disabled people's access to live music.
- 3.2 Viewing Platforms where available for wheelchair users and other impairment groups for whom the Ground Level Viewing area is not suitable; and their PAs if required.
- 3.3 Hyde Park has an Accessible Customer Service Hub located inside the event.
- 3.4 Tickets where available for all Londoners.

## 4. Other considerations

### *Key risks and Issues*

RISK	LIKELIHOOD	IMPACT	SCORE (LxI)	MITIGATION
Cost of the event escalates	2	2	4	The GLA undertook feasibility work prior to the engagement of The Royal Parks and AEG to identify the likely costs of staging the event. Negotiations took place with AEG to ensure costs were minimised and agreement

				was reached that funding would only be sought at net cost following the receipt of associated revenues.
Security of the event is threatened	1	3	3	The Event Funders worked in partnership with AEG and the MPS to put in place an integrated security and policing plan to ensure the event was safeguarded appropriately.
Demand for tickets outstrips supply of tickets and non-ticketed spectators seek to attend	1	1	2	A detailed ticketing and communications strategy was implemented by the event partners, with no admittance to the event granted to members of the public without tickets. This was clearly communicated to the public in the build up to the event.

### *Links to Mayoral strategies and priorities*

#### 4.1 GLA support for the event:

- supports delivery of the GLA's major sports events strategy, 'London: Home of World Class Sport'
- increases international exposure for London as a major destination for world-class sport and tourism
- supports the Mayor's priorities around volunteering and his Team London programme
- contributes to achieving the Mayor's 'Tourism Vision for London'

### *Consultation*

- 4.2 The GLA undertook feasibility work prior to the World Cup in consultation with London Boroughs to identify potential venues for staging large scale public screenings of England matches during the latter stages of the tournament.

## 5. Financial comments

- 5.1 Mayoral approval is sought for expenditure of up to £150,000 in grant funding as a contribution to the costs incurred by The Royal Parks associated with staging a large-scale public screening of the England v Croatia World Cup Semi-Final on 11 July 2018 at Hyde Park. This is to be funded from the Major Events Reserve in 2018-19.

## 6. Legal comments

- 6.1 The foregoing sections of this report indicate that:

- The decision requested of the Mayor concerns the exercise of the GLA's powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of tourism to in and through Greater London; and
- 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; and
- consult with appropriate bodies.

- 6.2 In taking the decision requested, 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 between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion) or share it and foster good relations between persons who share a relevant protected characteristic 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.
- 6.3 Section 1 of this report indicate that the expenditure proposed amounts to the provision of grant funding as a contribution to the event costs of the Royal Parks and not a payment for services to be provided. If correct officers must ensure that the proposed funding is disbursed in a fair and transparent manner in accordance with the GLA's Contracts and Funding Code and appropriate funding agreements are put in place between and executed by the GLA and Royal Parks prior to the payment of claims for the funding.

## 7. Planned delivery approach and next steps

Activity	Timeline
Execution of funding agreement with The Royal Parks	October 2018

**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? Yes**

This report contains information which, if published before the GLA funding is completed might affect the GLA's commercial interests in ensuring that the costs of the event are managed as efficiently as possible which is not in the interests of the public.

30 November 2018.

**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:**

James Fitzgerald has drafted this report in accordance with GLA procedures and confirms the following:

✓

**Sponsoring Director:**

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

✓

**Mayoral Adviser:**

Leah Kreitzman 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 22 October 2018.

**EXECUTIVE DIRECTOR, RESOURCES:**

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

Signature

*M. J. O'Leary*

Date

*22.10.18*

**CHIEF OF STAFF: MAYORAL DIRECTOR, POLICY**

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

Signature

*N. Bowler*

Date

*23.10.18*