

REQUEST FOR DIRECTOR DECISION – DD1228

Title: Big Commonwealth Dance Film Project

Executive Summary:

The Culture Team are contracting Leopard Films to produce a film from the combined footage of the Big Commonwealth Dance mass participation dances in each of the 3 cities – London, Glasgow and Sydney - led from Trafalgar Square. 2,014 dancers will be brought together on Trafalgar Square on Saturday 12 (becoming Sunday 13) July 2014, to perform a 5-minute dance choreographed by Rafael Bonachela, Artistic Director of Sydney Dance Company. This will be achieved through a link up by satellite to three locations (London, Glasgow and Sydney). The contract with Leopard Films will include the creative project management, health & safety and full on-site production of the Big Commonwealth Dance mass dance event on Trafalgar Square, and the filming of the event.

Decision:

That the director approves:

1. expenditure of £90,000 (plus VAT) on creative project management, health & safety and on-site production services (from Leopard Film) required for the delivery of the “Big Commonwealth Dance” mass dance event on Trafalgar Square, and the filming of the event; and
2. a related exemption from the requirement of the GLA’s Contracts and Funding Code to call off such services from a framework or seek competitive tenders for the provision of such services.

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: Jeff Jacobs

Position: Head of Paid Service and Executive Director

Signature:

Date: 17 June 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

The Mayor is publicly credited with creating and driving the Big Dance initiative and supersizing the programme across the UK. The Big Dance Commissions for Trafalgar Square have been the centrepiece for the programme in — 2006, 2008, 2010 and 2012.

At the outset, the original plan was to procure a production company based on a budget and experience previous projects. A production management brief was sent out in February and there was no response within the deadline.

However, it quickly became clear that the technical requirements of the project were highly complex and involves a number of extremely specialised disciplines (outdoor broadcast satellite up and downlinks, camera technicians, editors, technical and creative director etc) and very little actual event production (exception some basic infrastructure). Even the lighting requires the input of an OS company, as lighting for filming will be quite different from what is required for a simple live public event. In addition, the project was more expensive than originally conceived and would not be possible to achieve through the original tender brief and required multi-services.

As a result the decision by officers in Culture and Events was taken to review the approach to the delivery of the project and as a result pursue the film production option to secure the delivery within the budget available through the Single Source option agreed by the GLA and TFL.

The requirement is to have a tried and tested company which is capable of orchestrating both the artistic direction, the filming and the ODB project planning as well as producing the Risk Assessments, Method Statements and Build schedules etc necessary for the Trafalgar Square Filming Permission anyway.

2. Objectives and expected outcomes

The appointment of a specialist company is key to the successful delivery of this high profile iconic GLA programme. Given the specialist requirements of this unusual programme, there is significant reputational risk to the GLA and partners if this company do not deliver. Management of such a high profile event on this scale requires an experienced film company with a track record in dance events.

Officers acknowledge that such services should ordinarily be called off from a framework or procured competitively in accordance with section 4.1 of the GLA's Contracts and Funding Code (Code). However, section 5 of the Code also provides that exemptions from this requirement may be approved where the proposed supplier has been involved in a specific current project or where continuation of existing work which cannot be separated from the new project/work.

As noted in section one above no responses were received to the initial tendering process based on this project being an 'event'. However, through this process and discussions it became clear that the main focus of the project was to produce a film of an 'event' and the Events Framework did not have relevant suppliers which could deliver a high quality creative film.

Leopard Films have previously delivered Big Dance Trafalgar Square 2012 which was a commission for Channel 4 requiring a specialist mass dance film production company involving 1,000 dancers and an international choreographer. The director Ross McGibbon is a highly skilled experienced dance film producer. In addition, Leopard Films have made the recent film with Darcey Bussell — a key figure/presenter for this project as the Big Dance Special Ambassador and is on the board of the Sydney

Dance Company. The result of this partnership has led to massive cost savings because the company have a track record in this area of film production and have been able to draw on experts at cost.

As a consequence officers are of the view that because of Leopard Films' experience of dance films, working with the GLA and producing mass dance event – Big Dance 2012 on Trafalgar Square it is unlikely that any other provider would be able to provide a more economically advantageous bid for the work required, other providers having to familiarise themselves with the detail and particular nuances of the GLA's requirements and incurring greater time (and cost in doing the same). Approval of an exemption from the requirement to call off such services from a framework or competitively procure such services is therefore, sought on the basis that Leopard Films has been involved in a specific current project.

3. Equality comments

This project is fully accessible and open to all Londoners to participate.

4. Other considerations

This event will be staged under the Trafalgar Square Filming Licence. This licence is managed by the Facilities Management Team at the GLA, in conjunction with Westminster City Council Special Events and Filming.

Leopard Films will be responsible for gaining full approval for this activity from the relevant parties. This may be dealt with via the LOPSG process, or remotely on submission of documentation satisfactory for the purpose. This will include a Filming Application and any applicable WCC building control approval.

Leopard Films will be responsible for obtaining all other necessary permissions, licenses and insurances regarding the event and shall provide the GLA with copies of the same. Leopard Films shall ensure that conditions of such are fully complied with.

The GLA as Premises Licence holder for Trafalgar Square will have a presence on Trafalgar Square throughout the "event" and in part during the build and de-rig process, as appropriate. Heritage Wardens will be present throughout.

The GLA needs comfort that all risks have been minimised and are dependent on a trusted relationship with high calibre delivery partners to deliver this high profile project and film.

5. Financial comments

- 5.1 Approval is being sought for the GLA to enter into a contract with Leopard Films to produce a film from the combined footage of the Big Commonwealth Dance mass participation dances in each of the 3 cities – London, Glasgow and Sydney (seeking an exemption to the Contracts & Funding Code for this purpose).
- 5.2 The total cost of the proposed contract is £90,000 and will be funded from the Major Culture Project budget for 2014-15, specifically the Big Dance allocation as approved by MD1316. Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 5.3 The Culture Team within the Communities & Intelligence Directorate will be responsible for managing the proposed contract and ensuring that all contract activity and expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

6. Legal comments

6.1 The foregoing sections of this report indicate that:

- 6.1.1 the decisions requested of the director relate to expenditure for the commissioning of services which fall within the Authority's statutory powers to do things facilitative of and conducive to its discharge of its duty to promote of tourism to, in and through Greater London; and
- 6.1.2 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.

6.2 Section 4.1 of the Authority's Contracts and Funding Code ("Code") requires that contracts with values of this level be awarded following by call off from accessible frameworks or formal tender process . However, section 5 of the Code also provides that an exemption from this requirement may be justified where the proposed supplier has been involved in a specific current project or where continuation of existing work which cannot be separated from the new project/work. Officers have indicated in section 1 that this is the case. Therefore, the assistant director may approve the proposed award and exemption if satisfied with the content of this report.

6.3 Officers must ensure that:

- 6.3.1 appropriate contract documentation is put in place and signed by the Authority and Leopard Films before the commencement of the provision of services in question; and
- 6.3.2 any further supplies and services required for delivery of the event must be procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the Code.

7. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	
Announcement [if applicable]	N/A
Delivery Start Date [for project proposals]	9 June 2014
Final evaluation start and finish (external)]:	13 -31 July 2014
Delivery End Date [for project proposals]	14 July 2014
Project Closure: [for project proposals]	31 July 2014

Appendices and supporting papers: Single Source document.

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:

Jacqueline Rose has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Jeff Jacobs 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