

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2236

### Title: GLA Principal Sponsorship of New London Architecture 2018-19

#### Executive Summary:

The New London Architecture (NLA) is a unique forum which brings together London's architecture, planning and development professionals, together with communities, developers and investors, to explore and promote ways of making London a better place for all. Through an annual programme of events, conferences and workshops, think tanks, site visits, exhibitions, awards and publications, the NLA showcases and promotes London as a hub of creative talent and a leading international centre of learning, creativity, development and growth. This helps to deliver the Mayor's priorities to stimulate regeneration and create new homes and jobs.

Approval is sought from the Assistant Director to renew the GLA's agreement to be a Principal Partner of the NLA for the 2018-19 year. This will enable the GLA to continue to take a prominent role in the NLA's work and maintain access to the full range of benefits associated with high-level sponsorship.

#### Decision:

That the Assistant Director of Regeneration approves:

1. Expenditure of £22,000 to renew the GLA's sponsorship of New London Architecture for one year (2018-19) at a level of Principal Partner; and
2. A related exemption from the requirements of the GLA's Contracts and Funding Code so as to renew the GLA's sponsorship without a competitive procurement exercise.

#### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

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:** Debbie Jackson

**Position:** Assistant Director of Regeneration

**Signature:**



**Date:**

11/07/18

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

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

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

- 1.1 Since April 2015, the GLA has sponsored the New London Architecture (NLA) as a Principal Partner. This allows the GLA access to a full range of sponsorship benefits, including significantly shaping and contributing to the NLA's annual programme in order to demonstrate the GLA's leadership and activities in relation to critical housing, planning and development issues. It provides a unique platform on which to engage with planning and development sector professionals. Previously, the GLA sponsored NLA for a number of years at a lower level of sponsorship, which allowed the GLA a number of free places at NLA events.
- 1.2 As part of our principal sponsorship, GLA officers have helped shape and participated in NLA programme activities focused on housing, planning, design, place-making, tall buildings, infrastructure and culture. Recent events have included 'The Big Debate' – a discussion on the future shape of London, posing new ideas and thinking for the next London Plan.
- 1.3 The cost of sponsorship for 2017-18 and 2016-17 was £22,000 (see ADD210 and ADD384). The costs of sponsorship in 2015-16 was £20,000 (this lower cost did not include the Mayor's Prize at the New London Awards).
- 1.4 Approval is now sought to continue to sponsor the NLA at the higher Principal Partner level, at a total cost to the GLA of £22,000 for 2018-19.

#### Single Source procurement

- 1.5 GLA officers acknowledge that section 9 of the GLA's Contracts and Funding Code ("Code") requires a competitive tender process for all goods and services contracts with a value above £10,000. However, section 10 of the Code provides that an exemption from that requirement may be approved upon certain specified grounds, including where there is a complete absence of competition. For the reasons set out below, GLA officers are of the view that this ground is applicable in this case.
- 1.6 The New London Architecture provides a unique forum and platform for the GLA to engage with other professionals in the planning, housing, architecture and regeneration fields. This includes the promotion of major initiatives to key stakeholders, such launches of Opportunity Area Planning Frameworks (OAPFs). It enables the GLA to participate in critical debate on issues affecting the future of London including housing, public realm, tall buildings and the densification needed to accommodate growth. The promotion and showcasing of GLA work and projects via the NLA channels, including its programme of activities and on its website, is seen as having a uniquely valuable and strategic impact which cannot be provided by another similar supplier. Additionally, the range of benefits supplied through principal sponsorship of the NLA cannot be obtained from another single organisation. They help to deliver the Mayor's priorities for new housing and economic development in areas of the city.
- 1.7 A lower level of sponsorship (at a lower cost) would limit the extent of this engagement and provide fewer benefits to various teams across the GLA. The higher Principal Partner level is deemed to be good value for money, as it enables the range of benefits to be more widely used across the GLA.

## **2. Objectives and expected outcomes**

- 2.1 Sponsorship of the NLA contributes to two key Mayoral priorities: building more homes for Londoners, and securing jobs and growth for the capital. NLA events are used to promote major programmes such as New London Plan policies and Opportunity Areas and which stimulate regeneration and create new jobs and homes. This supports the unlocking of the potential of the Opportunity Areas, London's reservoirs of brownfield land. NLA events also support the development and implementation of the London Plan. The New London Awards recognise the best in planning, architecture and development in London and encourage high standards of design and public realm. It also provides support to the Mayor's Good Growth by Design programme where the NLA are identified as an Advocate Organisation.
- 2.2 Principal sponsorship of the NLA provides an opportunity for the GLA to make a significant contribution to the following objectives of the NLA annual programme:
- Contribute to London's profile as an international centre for excellence in the fields of architecture, planning and development by promoting the talent, output and success of these sectors, and help to create opportunities for these sectors to win business from domestic and overseas clients;
  - Facilitate innovation, cross-fertilisation and testing of ideas, best practice and professional services through networking and learning opportunities;
  - Spotlight, celebrate and communicate the talents and achievements of London professionals, thereby enhancing London's global reputation as a leader in these fields;
  - Provide a platform for the architecture and planning sector to showcase the best of their work to a targeted local and international audience;
  - Bring together architects and built environment professionals to engage with setting the future agenda for London through debate and engagement in the issues currently affecting London, including housing, public realm, tall buildings and the densification needed to accommodate growth.
  - Work with the principal sponsors including the GLA to facilitate high quality events across the capital and give high prominence to the sponsors on the NLA website and all relevant publicity materials.
- 2.3 In line with these objectives, teams across the GLA can access the unique benefits associated with being a Principal Partner of the NLA, which include:
- Overall alignment with New London Architecture and our year round programme of events, research and publications
  - Branding as one of a select number of Principal Partners across the NLA website, all NLA digital communications, in the NLA Galleries, and key printed collateral including delegate packs
  - Opportunity to formally support two key programmes or events throughout the year as relevant for the GLA. Suggested programmes:
    - International Dialogues – to develop links with other cities and consider specific Mayoral / Deputy
    - Mayoral meet ups
    - Inspiring Women – to feed into work around 'year of the woman' at City Hall.

- NextGen – to support development within the industry and link to Public Practice
- On Locations – work with NLA to formally align with an On Location event.
- Continuation of the 'Mayor's Prize' within the New London Awards including a GLA table at the New London Awards Lunch
- Ability to feed in ideas and suggestions to the programme for future events and areas to cover in our On Location series. This will help to shape the NLA programme, and offer opportunities for GLA speakers across our events.
- Quarterly meetings with senior NLA team to discuss involvement and areas of focus for the GLA
- Engagement to cover all key teams at GLA (Regeneration, Housing and Land, Planning and Culture)
- Free tickets to NLA half-day conferences
- Discounted rate for NLA On Location events
- Preferential booking for free and member-only events
- NLA events CPD accredited
- Subscriptions to New London Quarterly
- Free hire of The NLA Galleries at The Building Centre for an evening event (catering & security costs apply)
- Supported by Mayor of London logo in prominent place on all NLA literature and supporters board in the NLA galleries

### **3. Equality comments**

- 3.1 The principal level of sponsorship of the NLA allows wider access from across the GLA to the range of benefits available. There will be opportunities to promote and showcase some of the GLA's key projects, all of which are subject to adherence to the GLA's duties under the Equalities Act 2010. It is unlikely that sponsorship of the NLA would result in any negative equalities impacts.

### **4. Other considerations**

- 4.1 A key risk associated with principal sponsorship of the NLA may be that the GLA does not fully engage with the NLA during the year so that we not obtain the full range of benefits that comes with this package. However, DEE and Housing and Land liaise with the NLA to coordinate requests to access the benefits, and work closely with the NLA to ensure Mayoral priorities are fully represented within the NLA programme.
- 4.2 Principal Sponsorship of the NLA facilitates the promotion of a range of key priority projects which are supported by the Mayor.

### **5. Financial comments**

- 5.1 The £22,000 cost of this proposal will be funded from Development, Enterprise & Environment Minor Programme budget (£12,000) and the Housing & Land Management, Support and Consultancy budget (£10,000) for 2018-19.

## 6. Legal Comments

### 6.1 Sections 1 to 4 of this report indicate that:

- 6.1.1 the decision requested of the assistant director, in accordance with the GLA's Contracts and Funding Code (the "Code"), falls within the GLA's general statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the discharge of its general functions; and
- 6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the GLA'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 Section 9 of the Code requires the GLA to seek competitive tenders in respect of the services required or call off the services required from an accessible framework. However, the assistant director may approve an exemption from this requirement under section 10 of the Code upon certain specified grounds. One of those grounds is a complete absence of competition. Officers have indicated in section 1 of this report that this ground applies, and that the proposed contract affords value for money. On this basis the assistant director may approve the proposed exemption if satisfied with the content of this report.

6.3 In taking the decisions requested, the Assistant Director 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, 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 Assistant Director should have particular regard to section 3 (above) of this report.

## 7. Planned delivery approach and next steps

Activity	Timeline
Delivery Start Date	April 2018
Delivery End Date	March 2019

### Appendices and supporting papers:

Single Source Request form.

**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:**

Sarah E Considine has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant– Legal teams have commented on this proposal as required, and this decision reflects their comments.

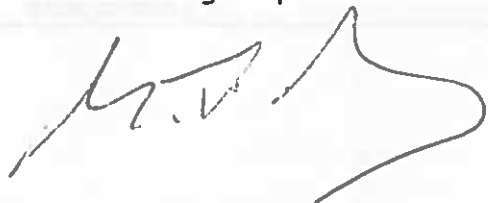
**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 9 July 2018.

**HEAD OF FINANCE AND GOVERNANCE:**

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

**Signature:**



**Date:**

09-07-18

## Greater London Authority

## Single Source Request

<b>SUBJECT</b>	<b>GLA Principal Sponsorship of New London Architecture 2018-19</b>	<b>Date:</b> XXX
<b>Originating Department: DEE</b>		<b>Cost Centre / WBS code No:</b> XXX
<b>Submitted By (Budget Holder):</b>		<b>Prepared By:</b>
<i>Signature</i>		<i>Signature</i>
<i>Print</i>	Debbie Jackson	<i>Print</i> Sarah E Considine
<b>The Budget Holder accepts that in submitting this single source request it may be subject to challenge as "anti competitive" by an external third party under the EC Treaty of Rome.</b>		

<b>Consultees/Procurement Comments</b>	
<i>Add details as appropriate e.g. Legal Specialist, Sponsor, other staff etc.</i>	
<i>Consultees may indicate agreement or dissent or make other comments if appropriate.</i>	
<b>Procurement signature (only if approved )</b>	
<i>Signature</i>	<b>Date</b>
<i>Print</i>	<i>Shopping Cart No.</i>
<i>Single Source Request Value</i>	<i>PO No.</i>

**1 Purpose of Goods / Services**

Renewal of the GLA's agreement to be a Principal Partner of the New London Architecture (NLA) for the 2018-19 year. This will enable the GLA to continue to take a prominent role in the NLA's work and maintain access to the full range of benefits associated with high-level sponsorship.

The NLA is a unique forum which brings together London's architecture, planning and development professionals, together with communities, developers and investors, to explore and promote ways of making London a better place for all. Through an annual programme of events, conferences & workshops, think tanks, site visits, exhibitions, awards and publications, the NLA showcases and promotes London as a hub of creative talent and a leading international centre of learning, creativity, development and growth. This helps to deliver the Mayor's priorities to stimulate regeneration and create new homes and jobs

**2 Background**

Since April 2015, the GLA has sponsored the NLA as a Principal Partner. This allows the GLA access to a full range of sponsorship benefits, including significantly shaping and contributing to the NLA's annual programme in order to demonstrate the GLA's leadership and activities in relation to critical housing, planning and development issues. It

provides a unique platform on which to engage with planning and development sector professionals. Previously, the GLA sponsored NLA for a number of years at a lower level of sponsorship, which allowed the GLA a number of free places at NLA events.

### **3 Alternatives**

Given the value of the proposed contract, GLA officers acknowledge that section 4.1 of the GLA's Contracts and Funding Code ("Code") requires a formal tender process for all goods and services contracts with a value above £10,000. However, section 5 of the Code provides that an exemption from that requirement may be approved upon certain specified grounds, including where there is a complete absence of competition. For the reasons set out below, GLA officers are of the view that this ground is applicable in this case.

The New London Architecture provides a unique forum and platform for the GLA to engage with other professionals in the planning, housing, architecture and regeneration fields. This includes the promotion of major initiatives to key stakeholders, such as launches of Opportunity Area Planning Frameworks (OAPFs). It enables the GLA to participate in critical debate on issues affecting the future of London including housing, public realm, tall buildings and the densification needed to accommodate growth. The promotion and showcasing of GLA work and projects via the NLA channels, including its programme of activities and on its website, is seen as having a uniquely valuable and strategic impact which cannot be provided by another similar supplier. Additionally, the range of benefits supplied through principal sponsorship of the NLA cannot be obtained from another single organisation. They help to deliver the Mayor's priorities for new housing and economic development in areas of the city.

### **4 Reason Request has been raised after commitment (if applicable)**

N/a

### **5 Impact on Funds**

The cost of renewing the GLA's sponsorship of New London Architecture for one year at a level of Principal Partner is £22,000. This will be comprised of £12,000 from the DEE budget and £10,000 from Housing & Land budgets. The cost of sponsorship is the same as in 2017-18 (ADD210).

### **6 Recommendation(s)**

That a PO is raised for £22,000 for New London Architecture to cover the cost of sponsorship at Principal Partner level for the 2018-19 year.

### **7 Disclaimer (for Budget Holder)**

I, the client, am fully aware of the requirements of the Transport for London Business Ethics policy.

I, and any other persons involved in the selection of this supplier, declare that I/we have no existing financial or other interests in the recommended supplier for this transaction and I/we am/are not aware that any close relative or friend has any such interests.

I, and any other persons involved in the selection of this supplier, declare that I/we have not received in the last 12 months any offer of gifts or hospitality from the recommended supplier for this transaction other than those I/we have already disclosed.



I understand that nothing I have signed seeks to circumvent the provisions of the Public Interest Disclosure Act 1998.