

# GREATER LONDON AUTHORITY

## REQUEST FOR DIRECTOR DECISION – DD2271

**Title: Crowd Dynamics Study for Major London Event**

### Executive Summary:

During the planning phase of a major event that will take place in central London we have developed concerns that there could be significant crowding issues. To best avoid and plan we would like to commission a crowd dynamics study that would monitor and assess the risks of key viewing areas and spaces along with walking routes and crowd pinch points to ensure safety of visitors and members of the public throughout the duration of the event.

### Decision:

That the Executive Director of Communities and Intelligence approves:

1. Expenditure of up to a maximum of £150,000 across a period of six months to pay for an externally commissioned crowd dynamics and visitor study (and an annual review, if required) for the event in question; and
2. Seek and accept and use any additional income from suitable agencies, without the need for a further decision form to;
  - Contribute to the costs of the study which will reduce the GLA's net expenditure; and
  - Support an increase of the scope of the study should it be required and the cost is in excess of £150,000

### 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:** Sarah Mulley

**Position:** Interim Executive Director  
Communities and Intelligence

**Signature:**



**Date:** 20.08.18

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

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

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

- 1.1 The City Operations and Events team are working towards the planning of a major event that will take place in central London. The crowds that will be drawn to this event may be unprecedented for an event in Central London.
- 1.2 We agree with all agencies involved that an external study would be beneficial to the project so that more detailed, transport, crowd management and contingency plans can be put in place to ensure the safety of visitors to the event and members of the public.
- 1.3 Information included in this study has been pulled together by the crowd dynamics and visitor working group that is supporting the delivery of the event. This information will be provided to TfL to enter into a competitive procurement process to allocate the work.

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

##### Objectives:

- 2.1 Analyse the capacities of event site spaces along with developing an understanding of landowner vs event owner and requirements associated.
- 2.2 As a priority review proposed walking routes and make recommendations as to people movement strategies i.e. when sites are close to capacity and closed.
- 2.3 This should take into consideration:
  - Capacities of the walking routes
  - Positioning of crowd control barriers and the impact.
  - An analysis of major work schemes in and around the area
  - Impact of other events and weather on both venues/spaces and crowds
- 2.4 Produce a crowd model illustrating the impact of crowds to and from transport hubs on each day of the event.

##### Expected Outcomes:

- Produce a decision matrix for crowd dynamics to support agencies.
- Produce a risk/congestion (heat / density) map.
- Produce a map detailing land and event owners
- Produce a report based on all aims and objectives detailed in the tender.
- Provide a list of each location, route capacity and alternative contingency locations.
- Run a workshop to work through findings and recommendations for a final report.

### **3. Equality comments**

- 3.1 This study will look at all event spaces and access points ensuring that majority of routes are accessible for disabled members of the public and visitors. Spaces that are not accessible will be clearly signposted to ensure a good visitor experience.
- 3.2 This event is open to all who wish to attend, however there may be some restrictions to certain areas if crowds are too large and the space deemed unsafe to allow any more people access.
- 3.3 There are no other restrictions on this study that could impact any other area.

### **4 Other considerations**

- 4.1 There is a significant risk to the running of business as usual for London during this event if this study is not completed prior to the event taking place.
- 4.2 There is a significant risk to the transport network with delays and overcrowding due to the volume of people should there not be clearly mapped out and planned walking routes and contingency plans in place.

### **5 Financial comments**

- 5.1 Approval is being sought for expenditure of up to £150,000 to commission a crowd dynamics study for the Major London Event.
- 5.2 Should any income materialise this will be offset against the expenditure, or support the increase of the scope of the study should it be required.
- 5.3 The expenditure will be funded from the Major Events reserve.

### **6 Legal comments**

- 6.1 The foregoing sections of this report indicate that the activity in respect of which approval is sought may be considered to be facilitative of and conducive to the promotion of tourism to, in and through Greater London and have complied with the GLA'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 All works, services and/or supplies required for the delivery of the proposed event must be procured by Transport for London's Commercial team 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 GLA before the commencement of the works, services and/or supplies required.
- 6.3 The GLA may seek sponsorship when exercising its general powers pursuant to 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. Officers should not however, place any reliance upon such income until legally binding commitments are in place with sponsors.

**7. Planned delivery approach and next steps**

- 7.1 The below table is an outline of the timelines that the study will take in principle, the tender will be sought through the TfL procurement system and will be a closed competitive process. Whereby five companies have already been sought.

<b>Activity</b>	<b>Timeline</b>
Procurement of contract	Aug 2018
Announcement	Sept 2018
Delivery Start Date	Sept 2018
Final evaluation start and finish (self/external)	February 2019
Delivery End Date	March 2019
Project Closure:	March 2019

**Appendices and supporting papers:**

None.

**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**

**Reason:** This should not be published until the procurement process has been completed and contract is in place. Should be End of October 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 – YES**

**ORIGINATING OFFICER DECLARATION:**

Drafting officer to confirm the following (✓)

**Drafting officer:**

Sophie Scowen has drafted this report in accordance with GLA procedures and confirms that:

✓

**Assistant Director/Head of Service:**

Emma Strain 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.

✓

**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 20 August 2018.

**EXECUTIVE DIRECTOR, RESOURCES:**

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

Signature

*M. D. Allge*

Date

20.8.18

