

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2007

Title: Culture Strategy 2016-17

Executive Summary:

This document concerns the development of the Mayor's manifesto pledges during 2016-17. It centres on putting mechanisms in place to legitimately and effectively research, evidence and scope relevant policies and programmes as directed by the Culture Delivery Group and the Mayor's Culture Strategy Group for London. The total annual Culture Strategy budget is £121,000 with £38,000 already approved in MD1603.

Decision:

The Executive Director approves expenditure of up to £83,000 of the Culture Strategy budget for 2016-17.

This will cover costs associated with running the Cultural Strategy Group for London and beginning to research and scope cultural policies and programmes from the Mayor's Manifesto, as well as additional administrative support to increase in-house capacity.

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: Executive Director Communities and Intelligence

Signature:



Date:

9 August 2016

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

In his election manifesto the Mayor has committed to deliver on a number of cultural plans and policies over his four year term. A Culture Delivery group has been set up to oversee delivery of the manifesto pledges. As proposals for the delivery of the pledges become clearer, budgets will need to be allocated for specific research, campaigns, events and specialist advice to ensure they are on target.

The Cultural Strategy Group for London is established under section 375 of the Greater London Authority Act 1999 and is the main mechanism for advising the Mayor on policy and strategy. The Group is drawn from across London's culture and creative industries and advises the Mayor on the on-going challenges and needs of the sector.

This DD seeks approval for the expenditure of GLA funds in accordance with the Mayor's cultural manifesto and in dialogue with The Cultural Strategy Group under section 375 of the Greater London Authority Act 1999.

2. Objectives and expected outcomes

Running of the Group and engaging the Culture Sector – up to £8,000

The objective is the smooth running of quarterly meetings for this high level Group alongside additional sector engagement and consultation events required to develop the strategy.

The Cultural Strategy Group for London meets on a quarterly basis, including hosting an annual open meeting providing hospitality for up to 350 guests. During this first year of the 2016-2020 administration, it is expected that additional special events for sector engagement and consultation alongside sub groups on specific policy issues will be required. A separate DAR is in place for the Culture Reception hosted by the Mayor on 18 May at City Hall for £4,000. Funding would be used to provide hospitality, technical support and venue hire if needed. As members are not remunerated they are able to request travel expenses for attending meetings and sub groups.

Outcomes include:

Welcome reception for the culture sector by the new Mayor;
Three meetings, including the annual open meeting; and
1 to 2 sector engagement and consultation events.

Research & Development, feasibility and scoping studies – up to £58,500

To ensure that the Mayor's manifesto pledges for culture are developed and delivered, the GLA will commission research and development, feasibility and scoping studies to inform policy development and identify suitable strategic programme interventions. Further work will need to be undertaken for initiatives advised by the Cultural Strategy Group for London.

The objective is to undertake relevant and high quality research & development, feasibility and scoping studies to ensure that the work is advanced on delivery the election manifesto culture pledges including:

- Developing a Culture Infrastructure Plan for London
- Identifying Creative Enterprise Zones across London

Outcomes include:

Research project to inform proposed policy interventions; and

Feasibility/scoping study to inform proposed strategic programmes implantation.

Research & Development, feasibility and scoping studies – up to £16,500

To support the Culture Team in delivering these additional projects, immediate administrative support is required at 2 days a week – an annual cost of up to £16,500. This will be provided via a staffing approval form.

3. Equality comments

While the members of the Mayor's Cultural Strategy Group for London should be representatives and experts of the culture sector, attention should also be paid to the Groups make up to ensure it is also representative of London's diversity.

The delivery of the Culture Infrastructure Plan and the Creative Enterprise Zones will include discussions with the Diversity and Social Policy team to ensure the needs of London's diverse communities are reflected in future plans.

4. Other considerations

- a) Reputational risk if the Mayor does not deliver on his election manifesto for culture. The Culture Delivery Group will meet regularly and include representation across the GLA and GA family to ensure pledges are on target for delivery. Once the Cultural Strategy Group for London are appointed, further work will be undertaken to ensure the manifesto commitments are on track.
- b) The Mayor's manifesto pledges include:
 - Developing a Culture Infrastructure Plan for London to provide a strategic overview of current cultural provision, identify trends, gaps, future requirements and set out a roadmap to 2030. Enabling London to plan for culture as we plan for housing, transport and health.
 - Identifying and delivering Creative Enterprise Zones across London, districts that incentivise and nurture creative enterprise

5. Financial comments

- 5.1 Approval is being sought for expenditure of up to £83,000 on the Cultural Strategy budget. The expenditure will be incurred on spend as detailed in sections 1 and 2 above.
- 5.2 The revenue cost will be funded from the 2016-17 Culture Strategy budget within the Communities & Intelligence Directorate. The total 2016-17 Culture Strategy budget is £121,000 with £38,000 approved in MD1603.

6. Legal comments

- 6.1 Under section 41 of the Greater London Authority Act 1999, the mayor must keep the culture strategy under review and make such revisions as he considers necessary. Under section 375 of the Greater London Authority Act 1999 the Cultural Strategy Group for London has the function of providing a draft cultural strategy and advice to the mayor on the implementation of the cultural strategy.
- 6.2 Sections 1 to 4 of this report indicate that:

- 6.1.1 the decision requested of the director (in accordance with the GLA's Contracts and Funding Code) fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation and social development in 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:

- pay due regard to the principle that there should be equality of opportunity for all people (further details on equalities are set out in section 3 above) and to the duty under section 149 of the 2010 Act to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not¹;
- 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.

- 6.3 Any services, which are to be procured by the GLA on behalf of the Cultural Strategy Group for London, 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 bidders(s) and the GLA before the commencement of any services.

- 6.4 Officers must ensure that where any additional staffing is required that this is approved through the appropriate HR processes.

7. Planned delivery approach and next steps

Running of the Cultural Strategy Group for London

Cultural Policy & Project Officer with responsibility for the management of the Cultural Strategy Group for London will deliver quarterly meetings and special events. Pending the Mayoral appointment of new members planning will commence for the first meeting. Expected date September 2016.

Research & Development, feasibility and scoping

The Culture Delivery Group has been set up with representatives from across the GLA, TfL, LLDC and L&P. The Group will meet on a fortnightly basis to agree the direction of travel to ensure all the culture manifesto pledges can be delivered. This will include commissioning external work e.g. research, feasibility, scoping, identifying existing global exemplars. Additional administrative support for the Culture Team will also be contracted.

At the inaugural meeting of the Cultural Strategy Group for London, planned for September 2016, the Group will discuss the direction of travel and identify areas for further research and evidence. Research and evidence gathering will follow to inform and shape the delivery of the work programme.

¹ The protected characteristics and groups are: age, disability, gender reassignment, pregnancy and maternity, race, gender, religion or belief, sexual orientation and marriage/ civil partnership status.

The Culture Policy & Project Officer will facilitate these commissions as part of their role as Secretary for the Group.

Activity	Timeline
Welcome reception for culture sector by new Mayor	18 May 2016
Appoint Cultural Strategy Group for London Chair and members	September 2016
First meeting of Cultural Strategy Group for London	September 2016
Appoint external consultants for specific research, feasibility and scoping as advised by Culture Delivery Group and Culture Strategy Group for London	August 2016 to March 2017

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:

Jackie McNerney 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

M. D. Allen

Date

8.8.16