

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2301

Title: Major Sports Events Review – Consultancy

Executive Summary:

This decision seeks approval to commit up to £20,000 from the Major Sports Events Programme Budget to contribute towards the appointment of a research consultant by London & Partners (L&P) to undertake a review of potential major sports event hosting opportunities over the next 20 years (total project cost of c£40,000). The work is a key element of the GLA and L&P's review of their Major Sports Events Framework, as detailed in the Mayor's Draft Sport Strategy.

Decision:

That the Assistant Director of External Relations approves:

Expenditure of up to £20,000 to contribute to London & Partners, towards a total project cost of c£40,000, to produce a review of potential major sports events hosting opportunities over the next 20 years.

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: Emma Strain

Position: Assistant Director, External Relations

Signature:



Date: 19.12.18

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. Following the success of the 2012 Olympic and Paralympic Games, the GLA began a new role coordinating the city's approach to hosting major sports events in London. Working in partnership with key partners and agencies, the aim was to ensure that London continued to play host to major sports events in the years following the Games, and to cement the city's position as the world's leading destination for sports events.
- 1.2. The GLA's approach to hosting major sports events was established in July 2014 through the publication of its first major sports events framework 'London: Home of World Class Sport'.
- 1.3. The framework identified the areas of support that the city could provide to event owners, national governing bodies of sport (NGBs) or international sports federations (IFs) wishing to bid to bring events to London. It also set out the three criteria that the GLA would use to assess applications for support: economic benefit; international exposure; and community engagement. City support for events was broken down into the following categories:
 - Political support
 - Financial support
 - Venue support
 - City activations
 - Marketing and promotional support
 - Accommodation support
 - Community engagement support
- 1.4. The framework was endorsed by the following partners:
 - London & Partners
 - London Legacy Development Corporation
 - Lee Valley Regional Park Authority
 - Transport for London
 - Metropolitan Police
 - The Royal Parks
- 1.5. The approach has been well received, allowing IFs, NGBs and event owners to direct enquiries and applications for city support through one central body, with support provided from a range of city partners and agencies; our role in doing so is now well established.
- 1.6. With over four years' experience of implementing 'London: Home of World Class Sport' to learn from, and with significant changes to the sporting and political landscape having occurred in the intervening period, a review of the framework is now required to ensure it remains relevant, resonates with our partners, and sets direction for future hosting aspirations. The Mayor's Draft Sport Strategy states that this review is due to take place.
- 1.7. The process of the review is broken down into three key strands:
 - Stakeholder consultation – liaison with key partners and agencies with a stake in major sports events in London.

- GLA policy consultation – liaison with GLA policy leads to ensure alignment with wider corporate and Mayoral policy directives.
- Global events review – procured piece of work to map out a global list of sports events, including event characteristics, audiences, reach, economic impact, costs etc.

1.8. Recommendations will be drawn from the above and made to the Mayor for approval and implementation.

1.9. This decision pertains specifically to the third strand of the wider framework review. In view of L&P's expertise and wider event prospecting interests (including cultural and community events), it will lead this strand of the review with the GLA contributing towards its costs.

2. Objectives and expected outcomes

2.1. This work will contribute towards the wider objective, as stated in the Mayor's Draft Sport Strategy, to evaluate the Major Sports Events Framework to ensure it reflects the Mayor's priorities and stays relevant to the needs of London and Londoners.

2.2. The objectives of the wider review are to deliver:

- An updated public-facing framework document, to replace 'London: Home of World Class Sport'.
- Clarity on the GLA's policy position across a broad spectrum of issues that interface with major sports events (e.g. environment, food, equality and diversity etc.)
- An updated set of criteria for assessing applications for the GLA to support major sports events.
- A target list of events that the GLA could be interested in bringing to London*

3. Equality comments

3.1. The public sector equality duty requires the identification and evaluation of the likely potential impacts, both positive and negative, under section 149 of the Equality Act 2010 (the "Equality Act") as public authorities, the Mayor and the GLA must have due regard to the need to eliminate unlawful discrimination, harassment and victimisation, and to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not. Protected characteristics under the Equality Act comprise age, disability, gender re-assignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage or civil partnership status.

3.2. Due to the nature of this proposed decision, no effects, positive or negative, are foreseen on persons with a protected characteristic as defined under the Equality Act.

4. Other considerations

Risks

| | Risk | Likelihood / Impact | Response & Mitigation |
|---|--|---------------------|---|
| 1 | The work is not completed to the set deadlines, delaying the wider Major Sports Events Framework review. | Low/ Medium | L&P are experienced in procuring consultancy work and the GLA will be part of the reporting process with the appointed consultant to ensure any slippage is managed as part of the wider project. |

| | | | |
|---|---|-------------------|--|
| 2 | Conflicting event hosting targets with Government and/or national governing bodies of sport. | Medium/ Medium | The GLA's preferred event targets may not align with Government and/or national governing bodies of sport. Financially, as well as for many other practical reasons, it will be important to consider alignment of hosting targets with UK Sport and NGBs. UK Sport has recently published a list of its potential hosting ambitions for major and mega events which the review will consider. |
| 3 | Financial implications of securing events. Potential need to secure additional budget in future years to pursue identified hosting targets. | High/ Medium | The GLA currently has a modest uncommitted budget through to 2020/21 for supporting major sports events. Identification of a target list of events will likely require additional financial commitments to be sought. |

Links to Mayoral Strategies & Priorities

- 4.1 This work is directly aligned to the Mayor's Draft Sport Strategy and will support the Mayor's Manifesto commitment to "Build on the city's success in hosting the 2012 Olympic and Paralympic Games by bidding for similar global sporting...events to come to London."

Impact Assessments and Consultations

- 4.2 The Mayor's Sport Strategy was subject to a full public consultation between 20th July and 12th October 2018. The Strategy was made available for consultation with key stakeholders and partners and was subject to a full equalities impact assessment

5. Financial comments

The expenditure of up to £20,000 towards the appointment of a research consultant, will be funded from the 2018-19 Major Sports Events Programme budget with the Team London and Sport Unit.

6. Planned delivery approach and next steps

| Activity | Timeline |
|--|--------------------|
| CIB Approval for ADD | 17 December 2018 |
| L&P procurement of consultant | By 25 January 2019 |
| Conclusion of procured work | By 1 March 2019 |
| Major Sports Events Framework Review Completed | April 2019 |

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) 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 it has been approved 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 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included 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:

Hannah Barclay has drafted this report in accordance with GLA procedures and confirms the following:

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 17 December 2018.

ASSISTANT DIRECTOR OF FINANCE AND GOVERNANCE:

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

Signature



Date

17.12.18

