

# GREATER LONDON AUTHORITY

## REQUEST FOR MAYORAL DECISION – MD2087

**Title: Lumiere 2018**

### Executive Summary:

Lumiere London is a free outdoor light festival which was a huge success when it launched in London in 2016. Taking place over 4 evenings in central London, it attracted 1.3m visits, generating £6.2m economic impact and £22m in visitor spending.

This decision requests approval of grant funding to a maximum of £500,000 from the GLA to Artichoke Trust to enable a Lumiere London festival to take place again during 2018. Lumiere London will raise the city's profile and present a positive image to the world's media. Delivering Lumiere London will ensure that London enhances its status as a world leading city for cultural activities and world class artistic events. Lumiere London will also attract and generate growth in London's tourist sector providing a substantial return on investment, provide an economic boost to local businesses in the areas and leverage approximately £4m in additional funds. Lumiere will demonstrate to the world that London remains open for business, in cultural, social and economic terms.

### Decision:

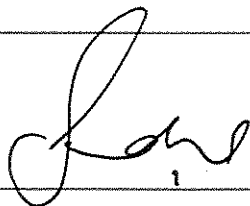
That the Mayor approves grant funding to Artichoke Trust of up to a maximum of £500,000 to enable the delivery of Lumiere London 2018.

### Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

**Signature:**



**Date:**

17/5/17

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR**

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

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

- 1.1 Lumiere London was the capital's largest-ever light festival which took place from 14 to 17 January 2016. Produced by Artichoke and supported by the GLA, alongside a number of central London BIDs and a range of commercial partners the festival brought together a spectacular array of artists whose work illuminated the city. Thirty installations transformed the capital at locations including King's Cross, Leicester Square, Piccadilly, Regent Street, St James's and Carnaby Street.
- 1.1.2 Lumiere London 2016 had an extremely positive cultural and economic impact on the capital attracting 1.3m visits, generating a £6.2m economic impact and £22m in visitor spending.
- 1.1.3 Footfall in central London increased by 44% when compared to January 2015 and 42% of attendees were 'medium' or 'low engaged' in the arts (Audience Agency, 2016). 86% of attendees strongly agreed Lumiere made a positive contribution to London's cultural offer.
- 1.1.4 Artichoke worked alongside the GLA Culture & Creative Industries Team and Events team in the delivery of the festival as well as Team London to recruit, train and deploy over 200 volunteers to support the event, contributing even more social and cultural impact, alongside the economic impacts highlighted below.
- 1.1.5 Other key successes of Lumiere London 2016 included:
  - Workshops held for 1,000 young people at 145 primary schools across London, contributing towards 3 of the installations;
  - Contributing towards a record-breaking 1 million unique users to visitlondon.com;
  - 1.3 million visitors over 4 days (500,000 individual attendees);
  - 30 installations (2 permanent) across 2 miles of CarFree streets in central London, featuring Oxford Circus, Piccadilly, Trafalgar and Leicester Squares, Westminster Abbey and Kings Cross;
  - National and International exposure worth £20m including a feature in New York Times, and broadcasts on BBC, CBS, CNN and France TV.
- 1.1.6 Lumiere London 2018 is planned to take place from 18 to 21 January and will be expanded from the original locations, following the success of the first edition. Public demand in 2016 was unprecedented, hence the footprint of the event will be expanded in 2018 to cater for this and the expectation that the 2018 event will be even more popular. This expansion was recommended by the police and other blue-light and operational services.
- 1.2 Artichoke, who own and will produce Lumiere London 2018, are one of the UK's leading creative producers of outdoor arts events. From the ground-breaking presentation of The Sultan's Elephant to Antony Gormley's 100-day long invasion of the Fourth Plinth, One & Other, and the Lumiere festivals in Durham and Derry/Londonderry, each of the company's successfully delivered events has been regarded as a benchmark in standards of technical production, logistical challenge, audience development and artistic vision. Artichoke has an exemplary track record for fundraising for multi million pound projects.
- 1.3 In the current climate, it is even more important for London to lead the way in holding world-class free and safe events, bringing people together and demonstrating London is open for business and visitors. This proposal for the Lumiere London 2018 reflects and reinforces this viewpoint, whilst also linking to other key Mayoral priorities.

- 1.4 The total budget for Lumiere London 2018 is £5m (2016 was £2.2m), this reflects the expanded footprint of the 2018 festival, with more creative content and additional budget allocated to event operations costs including barriers and stewarding. Artichoke, the producers of the event, have requested a £500,000 cash contribution from the GLA to proceed with the 2018 event (2016 grant was £625k).
- 1.5 Artichoke is a small charity and its Board have confirmed it is not in a position to carry the financial risk to proceed in 2018 without the commitment of a £500,000 contribution from the GLA, which equates to 10% of the total event costs.
- 1.6 The £500,000 grant funding to Artichoke Trust to deliver Lumiere 2018 will be funded by the GLA's earmarked Mayor Events reserve.
- 1.7 An additional £100,000 has been secured from London & Partners and significant 'in kind' support from Transport for London to deal with operational event planning, road closures and travel demand management. This 'in kind' support is essential for the project but does not alleviate the financial requirement.
- 1.8 £2.5m of pledges from sponsors have already been secured subject to the Mayor's financial support.

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

- 2.1 Lumiere London 2018 is considered a priority for both the GLA and London & Partners. As well as offering a world-class arts engagement programme for Londoners and visitors to the capital, it will:
- Leverage a minimum of £2.5m from across the business sector in central London. This funding is already pledged to Artichoke subject to Mayor of London support;
  - Provide 30% increased spend for retail sector in low spot post-Christmas/sales;
  - Target economic impact of £7m;
  - Provide opportunities to support the proposed pedestrianisation of Oxford Street, which directly links and contributes to a key policy area of the recently appointed Night Tsar;
  - Reach over 1,000 children in schools with an education programme;
  - Give hundreds of volunteering opportunities through Team London.
- 2.2 The contribution from the GLA of £500,000 would be offered on the following basis:
- Lumiere London 2018 becomes a Mayor of London owned project with branding to be agreed with GLA Marketing;
  - There will be no further funding requests for Lumiere London 2018 to the GLA;
  - Should the target income exceed the overall final costs of the event (estimated at £5m), any excess would be held as a reserve by Artichoke to be spent on a future London event to be mutually agreed with the GLA;
  - This would be 'one-off' funding with no guarantee that future Lumiere London events would be funded by the GLA.

## **3. Equality comments**

- 3.1 Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due Regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.

- 3.2 As part of Lumiere London 2018 Artichoke will seek to engage a number of locally based trainee producers to work alongside Artichoke producers. These producers would form a peer network, with access to additional training and mentoring from key Artichoke staff.
- 3.3 With a high rate of youth unemployment in London, Artichoke is looking in particular to provide opportunities that bring together young unemployed Londoners from across London to:
- invest in their creative and practical skills placing their involvement at the heart of a high profile event for London;
  - provide training in skills as diverse as design, engineering and teambuilding, working alongside professionals in their fields;
  - build confidence, trust and a sense of pride
- 3.4 Artichoke would also offer local organisations the following as part of its wider commitment to London communities as part of Lumiere London 2018:
- Involvement in the planning and delivery of the event through inclusion of key organisations in project group meetings based locally;
  - Short-term creative workshops in community and/or educational settings.
- 3.5 Lumiere London 2018 will continue to be an accessible free to attend festival in the heart of London. The producers will seek to ensure that they give weight to providing information/support in advance and during the festival around access to remove barriers to sections of the community, in line with the Outdoor Arts Network's Access Toolkit for festivals.
- 3.6 As a legacy project, Artichoke will ensure that there are commissions from a range of diverse London based, national and international artists, both established and emerging.
- 3.7 Artichoke will work in partnership with key strategic agencies to monitor and continue to develop this programme to ensure that communication around the festival also meets the needs of equality groups that are different from the needs of others.

#### **4. Other considerations**

- 4.1 Lumiere London 2018 directly helps deliver the Mayor's policy pledges by:
- Building on London's vital tourist industry by promoting the city's cultural riches to Londoners, the UK and the world;
  - Backing major cultural festivals;
  - Championing London's vibrant night-time economy;
  - Ensuring that London remains a world cultural leader.
- 4.2 Delivering Lumiere London 2018 will also provide an economic boost to the local businesses within the vicinity of the festival locations, strengthen London's cultural and tourism offer and result in increased positive media coverage for the capital in 2018 and beyond.
- 4.3 Project risks & issues:

	Risk description	Mitigation/Risk response	Current probability (1-4)	Current impact (1-4)	R A G	GLA risk owner
1	Reputational damage - Funding initiatives that are badly run, that are significantly scaled down or that are cancelled risks the capital's reputation.	The GLA has developed a strong working partnership with Artichoke. They have a demonstrable track record for delivering highly ambitious, high profile, high cost events in the capital.	1	4	G	GLA Culture & Creative Industries Team & Events Team
2	Artichoke failing to secure the required amount of external sponsorship to deliver the event.	Artichoke have a strong track record of both setting and delivering achievable fundraising targets; potential public and private sector partners have welcomed an approach and are supportive of the proposed project. If funding is not forthcoming the project budget will be reviewed for scalability.	1	3	G	GLA Culture & Creative Industries Team
3	Financial mismanagement of the funds provided by the GLA.	The GLA will ensure close contract management of the grant and payments will only be made against milestones/deliverables which will be built into grant agreement.	1	2	G	GLA Culture & Creative Industries Team
4	Operational problems with the event e.g. overcrowding	The event will be managed through the Licensing, Operational, Safety Planning Group in accordance with all major events in London. This planning process will recommend actions to address crowding and visitor management as well as safety and licensing	2	3	A	GLA Events team
5	Communities and key stakeholders not supporting the event and the reputational risk to the Mayor associated with this.	Engagement is made with the specific stakeholders and communities for whom the event is aimed, often in the form of advisory groups, who can feed into the appropriateness and	1	2	G	GLA Culture & Creative Industries Team & Events Team

		creative content of the event. The GLA Culture team will work closely with Artichoke and strategic partners who are critical to the success of this event.				
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#### 4.4 Impact assessment and consultations:

4.5 In compiling this report the GLA can confirm that Artichoke has commissioned in depth consultations with a large number of individuals and organisations, including partners and stakeholders who were involved in the Lumiere London 2016 event, representatives from across the GLA, Borough Councils, major events planners, transport providers, landowners and developers, past and future funders, promotional agencies and cultural institutions across London.

4.6 Consultations that have already taken place with key stakeholders has enabled Artichoke to:

- Evaluate Lumiere London 2016, including key challenges and successes to effectively plan the strategic and operational delivery of Lumiere London 2018.
- Strengthen and build upon the partnerships with key agencies and stakeholders that were developed prior to Lumiere London 2016, whilst also developing new strategic partnerships for future years.
- Consider the involvement of a larger number of London Boroughs, furthering access to arts and culture for London's communities and ensuring a lasting legacy for Lumiere in London.

4.7 Furthermore the consultations which have taken place also take account of the operational logistics of delivering an event of this scale which have included the impact of an expanded Lumiere London event being held and the impact this would have in areas such as Transport, and safety for example and the potential impact on both local residents and businesses within the proposed sites.

4.8 A multi-agency approach involving key stakeholders from TfL, London and Partners, BID's, the GLA Culture and Events team and the Metropolitan Police among others will be developed and meet regularly to ensure that all further assessments and consultations regarding aspects critical to the safe and effective delivery of Lumiere London 2018 are undertaken and considered.

## 5. Financial comments

5.1 Permission is being sought to approve expenditure of up to £500,000 as a grant to the Artichoke Trust to deliver a Lumiere London festival in 2018.

5.2 The proposed grant will be funded from the Major Events earmarked reserve and be managed by the Culture and Creative Industries unit. The grant will be subject to satisfactory due diligence work being undertaken on The Artichoke Trust and will be governed by way of funding agreement, with all payments made on successful completion of agreed milestones.

5.3 It should be noted that there will be no further GLA contribution to the 2018 event. One of the terms of the grant award will be that any surplus income generated by the Artichoke Trust will have to be held in the organisation's reserves and reinvested in future events. This condition of the grant will be made explicit in the funding agreement.

## 6. Legal comments

6.1 Sections 1- 2 of this report indicate that the decisions requested of the Mayor concern the exercise of the GLA's general powers, falling 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, social development or the promotion of the improvement of the environment in Greater London; and 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 In taking the decisions requested, the Mayor 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 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 and foster good relations between persons share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to Section 3 (above) of this report.

6.3 The decisions requested of the Mayor falls within his statutory powers of the GLA under the Greater London Authority Act 1999 ('the Act'). Under section 378 of the Act the GLA has a duty to promote tourism to Greater London and Lumiere London can fairly be described as an event that will promote tourism to London.

6.4 Paragraphs 1-2 above indicate that the contribution of £500,000 pounds to Artichoke amounts to the provision of grant funding and not payment for services. Officers must ensure that the funding is distributed fairly, transparency, in accordance with the GLA's equalities and in a manner which affords value for money in accordance with the Contracts and Funding Code.

6.5 Officers must ensure that an appropriate funding agreement is put in place between and executed by the GLA and Artichoke before any commitment to fund is made.

## 7. Planned delivery approach and next steps

	<b>Milestones, deliverables, promotional activity</b>	<b>GLA lead</b>	<b>Planned date</b>
<b>1</b>	Grant Agreement signed with Artichoke	Culture	<b>June 2017</b>
<b>2</b>	Milestone 1: Funding target achieved	Culture	<b>Sept 2017</b>
<b>3</b>	Milestone 2: Event Plan & Creative Programme agreed (GLA, WCC, LOPSG)	Events/ Culture	<b>Sept 2017</b>
<b>4</b>	Milestone 3: Marketing and Communications Strategy agreed between GLA and Artichoke	Events/ Culture	<b>Sept 2017</b>
<b>5</b>	Milestone 4: Engagement strategy approved	Events/ Culture	<b>Sept 2017</b>
<b>6</b>	Milestone 5: Sustainability/Access/Evaluation Plans approved	Events/ Culture	<b>December 2017</b>
<b>7</b>	Milestone 5: Event delivered	Events/ Culture	<b>January 2018</b>
<b>8</b>	Milestone 6: Deliver final evaluation and report	Culture/ Events	<b>March 2018</b>

**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**

If YES, for what reason: Commercial confidentiality

Until what date: 1 September 2017 once all funding is secured.

**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:**

Dominic Trembath has drafted this report in accordance with GLA procedures and confirms the following:

✓

**Sponsoring Director:**

Jeff Jacobs has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

**Mayoral Adviser:**

Justine Simons has been consulted about the proposal and agrees the recommendations.

✓

**Advice:**

The Finance and Legal teams have commented on this proposal.

✓

**Corporate Investment Board**

This decision was agreed by the Corporate Investment Board on 15 May 2017.

**EXECUTIVE DIRECTOR, RESOURCES:**

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

**Signature**

**Date**

Tom MIDDLETON ON BEHALF OF MARTIN CLARKE

**CHIEF OF STAFF:**

I am satisfied that this is an appropriate request to be submitted to the Mayor

**Signature**

**Date**

D. Bellamy

15/5/2017