

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2116

Title: Eid Festival 2017

Executive Summary:

The Mayor of London's Eid Festival is proposed to take place on Sunday 2 July 2017 on Trafalgar Square.

The event, marking the end of Ramadan, is a multicultural festival representing various Muslim communities and is supported by cultural institutions and grass root organisations. The event programme will be broad and inclusive attracting attendance from wider communities from London and abroad; Malaysians, Indonesians, Middle Eastern, Turkish, Moroccans Sudanese and South Asian communities.

Decision:

The Executive Director of Resources approves:

1. a core GLA budget up to £75,000 to develop and deliver the Eid Festival;
2. the seeking of additional sponsorship for Eid, to be used to further enhance the event if forthcoming.

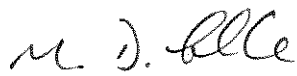
AUTHORISING DIRECTOR

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: Martin Clarke

Position: Executive Director, Resources

Signature:



Date:

18.4.17

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Under the Greater London Authority Act 1999 (GLA Act) the Mayor has a statutory duty to promote the economic and social development and improve the environment in London. Events have a profound potential to bring economic and social benefits to London, and major events in particular can raise the city's profile and present a positive image to the world's media.
- 1.2 The core events programme responds to the Mayor's manifesto pledge to "Continue to back major cultural festivals to celebrate London's religious and racial diversity, and ensure Pride continue to be a fantastic, community-led showcase of all London's LGBT+ communities." These events mean that we are able to celebrate our diversity as a city, and be proud of the enormous range of different communities that call London their home.
- 1.3 The Eid Festival is an annual Mayor of London event, marking the end of the Ramadan. As a celebration of London's diverse communities, the event attracts a very diverse audience from wider communities within London and abroad; Malaysians, Indonesians, Middle Eastern, Turkish, Moroccans, Sudanese and south Asian communities.
- 1.4 The Eid Festival has a strong focus on London's multicultural landscape and celebrates the diverse cultural offering of food, literature, music, fashion and heritage. The event is recognised as a cultural festival and has been developed by established relationships with the British Council, Embassies, Cultural institutions and grass root organisations which provide a positive platform to promote London's creative industries and to promote tourism and investment.
- 1.5 A community-led Eid Advisory Board, with representatives from key art and cultural organisations, is being established to advise on key cultural activities that reach out to the diverse communities in London and internationally.

2 Objectives and expected outcomes

- 2.1 Events bring economic and social benefits to London, and can raise the city's profile, promote London as a leading global city encouraging investment and tourism, and present a positive image to the world's media.
- 2.2 Through the events we actively promote wider mayoral priorities directly to key community groups or audiences, and to captive audiences. This can be evaluated through the attendance at events and market research at the event on recall, and through digital traffic and click through rates on the GLA website.
- 2.3 The additional benefits of the event are:
 - Increased positive global reputation of London.
 - Positive profile for London, encouraging economic investment.
 - Education and increased awareness of other communities in London encouraging social integration and cohesion.
 - Increased skills through volunteering opportunities.

- 2.4 Whilst difficult to measure, there are a number of additional benefits that we are actively trying to foster through staging events, including;
- Increased sense of community through volunteering opportunities and social interaction at events.
 - Encouraging a sense of pride in Londoners for the city they live.
 - Enjoyment and satisfaction to support the well-being of Londoners and improving their health and wellbeing and quality of life (particularly where Londoners disposable income is limited and free events offer access to arts and entertainment which they may otherwise not be able to experience).

3 Equality comments

- 3.1 The events programme is planned to be inclusive and aimed at all Londoners, culturally and socially, achieved through the programme content, the broad and targeted approach to marketing channels, and access facilities at the event.
- 3.2 The Eid Festival engages with grass root organisations, women & disability groups and cultural institutions via community stakeholders and advisory group, and other networks via the GLA's Diversity & Social Policy team, International and Community Relations team.
- 3.3 As a high quality outdoor festival the event invites diverse communities to come together to enjoy the rich cultural offering which represent the diverse Muslim communities in London, thereby supporting social integration.

4 Other considerations

4.1 Key risks

| | Risk description | Mitigation / Risk response |
|---|---|--|
| 1 | Event may be cancelled due to force majeure (e.g. extreme weather, riots, industrial action, death of a major Royal etc) | External issues monitored via project planning and risk assessment |
| 2 | Additional sponsorship cannot be guaranteed, that may impact some of the event content. | The core budget covers the ability to deliver the event, which can also help leverage other income. |
| 3 | Late amendments to the event due to external factors could have an impact on budget and cause overspend (e.g. increased stewards in reaction to protestors/higher than expected crowds etc) | Tight project management and budgetary control, with readjustment to budget lines to manage increases in particular areas (with other cuts/reductions made in other budget lines where possible) |
| 4 | Reputational risk to the Mayor of the event failing. | There is a robust multi-agency planning process (LOPSG) for the event, so early indications of potential event failure can be identified. |

| | | |
|---|---|--|
| 5 | Communities not supporting the event and the reputational risk to the Mayor associated with this. | Engagement is made with Muslim community in the form of an advisory group, who can feed into the appropriateness and creative content of the event. The Events team works with Communities Team, International team and Diversity & Social Policy teams to ensure this is addressed. |
|---|---|--|

4.2 Links to Mayoral strategies and priorities

4.2.1 In approving the Eid Festival, this directly links to:

- Manifesto Commitment – Access to the Arts: Continue to back major cultural festivals to celebrate London’s religious and racial diversity, and ensure Pride continues to be a fantastic, community-led showcase of all London’s LGBT+ communities.
- City for all Londoners: Making London a fairer and more tolerant city open and accessible to all, and one in which we can all live and prosper free from prejudice. Enabling all Londoners to benefit from the city’s fantastic arts and culture.

4.3 Impact assessments and consultation

- 4.3.1 The impact assessment of the Eid Festival will be through the multi-agency planning process (Licensing Operational Safety Planning Groups), including MPS, TfL, LAS, LFB and other key stakeholders. This is an essential part of the Premise Licence process. Key agencies will be consulted as part of this multi-agency process.
- 4.3.2 The Eid Festival is organised by the GLA and Engagement is made with the Muslim community in the form of an advisory board who can feed into the appropriateness and creative content of the event. The Events team works with Communities Team, PLU, London & Partners, International team and Diversity & Social Policy teams to ensure this is addressed.

4.4 Procurement

- 4.4.1 The Eid Festival delivered by the GLA will be procured via the Events Framework, for event production services. The Eid Festival will be managed by an events officer from within the Events for London team.

5 Financial comments

- 5.1 As part of the 2017-18 GLA budget process, an allocation of £75,000 has been earmarked from within the Events for London Programme budget to fund the 2017 Eid Festival. The core expenditure will include the procurement of a production and event management service via the TfL/ GLA Events Framework Agreement.
- 5.2 The GLA will seek additional income via sponsorship to enhance the event and where appropriate reduce the Authority’s contribution to the event. It should be noted that no contractual commitments on enhancing the event will be made until funding sources earmarked to fund the enhancements have been formally confirmed.

6 Legal comments

- 6.1 The foregoing sections of this report indicate that the decisions requested of the executive director fall within the statutory powers of the GLA to promote and/or to do anything which is facilitative of or conducive or incidental to the promotion of social development in Greater London and in formulating the proposals in respect of which a decision is sought officers have set out above how they have complied with the Authority'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 In taking the decisions requested of him, the executive 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 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 who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the executive director should have particular regard to section 3 (above) of this report.
- 6.3 Officers have indicated that they intend to call off the event production and management services from the TfL/GLA events framework agreement. To this end, the officers should ensure that they comply with the call off procedure set out in the said framework and that a written call off agreement be entered into between the GLA and the service providers, before they start to provide services to the GLA.

7. Planned delivery approach and next steps

Set out how the project will be delivered and complete the outline timetable

| Activity | Timeline |
|---|----------------|
| Procurement of contract [for externally delivered projects] | April 2017 |
| Contract issue | April 2017 |
| Delivery Start Date - event planning | April 2017 |
| Delivery | July 2017 |
| Delivery End Date | August 2017 |
| Project Closure | September 2017 |

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**

If YES, for what reason: The DD is requested to be deferred as the disclosure of the estimated project budget would prejudice the GLA's ability to solicit genuinely competitive bids for related event organisation services, as well as sub-contractor costs of the appointed event producer.

Until what date: 3 July 2017

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:

Rozina Ahmed 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 18 April 2017

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

m. J. Allen

Date

18.4.17