

# GREATER LONDON AUTHORITY

## REQUEST FOR MAYORAL DECISION – MD1315

**Title: Events for London Programme for 2014/15**

### Executive Summary:

The Mayor has a statutory duty to hold public consultation events; develop and promote London as a destination and gateway for the UK; and promote social development 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.

MD1127 has already approved the 2014 New Year's Eve Event one of the key events of the 2014-15 Events for London Programme, this report outlines the remainder of events and projects that make up the programme.

### Decision:

That the Mayor:

1. Approves the 2014-15 Events Programme with an estimated net cost to the GLA of up to £1,095,000 (excluding New Year's Eve);
2. Approves the receipt of income and seeking of sponsorship from suitable partners in order to raise additional revenue for the Events Programme (target £310,000) which will be used to enhance events within the Programme if forthcoming;
3. Delegates authority to the Director of Communications and External Affairs to approve all further arrangements for the delivery of the events programme including grant awards, procurement of services, and any movement of budgets between events within the programme.

### Mayor of London

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the Code of Conduct for elected Members of the Authority. Any such interests are recorded below.

The above request has my approval.

**Signature**



**Date**

14.2.2014

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

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

#### **1. Introduction**

The Mayor is statutorily required under the Greater London Authority Act 1999 (GLA Act) to carry out a minimum of two public consultation events (People's Question Time) and a State of London Debate.

Under the same Act, the Mayor has a statutory duty to develop and promote London as a destination and gateway for the UK, as well as to promote social development 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.

Events bring Londoners together from across the city, from different communities, creating a sense of shared interests and culture. Most importantly, major events stimulate London's economy, by being a catalyst for economic regeneration and creating publicity to increase the attractiveness of London to new visitors and investors – as well as to Londoners.

#### **1.1 Events Programme**

The London Events programme has been delivered successfully since 2003, enhancing and enriching London with events to meet the needs of and engage with all Londoners.

The proposed events programme supports the promotion of London's diverse cultures contributing both to the international profile of London, and promoting the city as a destination in specific markets. It also encourages the fuller participation of all its communities, contributing to all sectors of the London economy. Events bring Londoners together from across the city, from different communities, creating a sense of shared interest and culture, thus helping to encourage social development and cohesion.

On a more subjective level, events help to improve Londoners' quality of life and support their general well-being. Particularly at a time where Londoners' disposable income may be limited, free events provide Londoners access to entertainment, providing enjoyment and a 'feel good' factor. Events also enable people to interact and engage on a social level, as well as feel part of a community. The development and planning of the events often involves support and engagement from the community through volunteering, providing added benefits to volunteers of education or increased skills by working on different parts of the event. This also contributes to peoples' sense of positive well-being. We will be working with the Team London Ambassadors programme as part of the Games legacy, having these volunteers at the major events.

The proposed 2014/15 events programme is outlined in table 1.

	<b>Event</b>	<b>Planned date</b>	<b>Grant Funded or GLA delivered</b>
1	St Georges Day (Q1)	21/04/2014	GLA Delivered
2	African Event (Q1)	27/04/2014	GLA Delivered
3	Vaisakhi (Q1)	04/05/2014	GLA Delivered
4	State of London Debate (Q1)	06/2014	GLA Delivered
5	Pride (Q2)	28/06/2014	Grant Funded
6	London Mela (Q2)	08/2014	Grant Funded
7	Eid (Q2)	08/2014	GLA Delivered
8	Notting Hill Carnival (Q2)	25/08/2014	Grant Funded
9	Liberty (Q2)	09/2014	GLA Delivered
10	Mayors Thames Festival (Q2)	09/2014	Grant Funded
11	Klezmer in the Park – Jewish events(Q2)	09/2014	Grant Funded
12	Diwali (Q3)	12/10/2014	GLA Delivered
13	Menorah - Jewish Events(Q3)	12/2014	Grant Funded
14	Chinese New Year (Q4)	02/2015	Grant Funded

15	St Patricks Day (Q4)	15/03/2015	GLA Delivered
16	Cultural Campaign	On going	GLA Delivered with Grant funding projects within it
17	Peoples Question Time - throughout the year	On going	GLA Delivered
18	Small Events	On going	GLA Delivered
19	Research and Evaluation	On going	GLA Delivered
20	Access Development	On going	GLA Delivered

*Table 1*

## 1.2 GLA Delivered Events

The Events for London team produces and delivers a number of cultural events that celebrate national celebrations such as New Year's Eve and St George's Day, as well as religious festivals such as Diwali and Vaisakhi. In addition to the annual programme we will also be developing and delivering a new African Cultural event. A list of the GLA Delivered Events is set out in Table 2 below with estimated allocations.

Event	Total Cost	GLA budget	Estimated 3 <sup>rd</sup> Party Income
St Georges Day	£120,000	£100,000	£20,000
Liberty	£160,000	£100,000	£60,000
African Event	£60,000	£30,000	£30,000
St Patrick Day	£190,000	£100,000	£90,000
Eid	£50,000	£25,000	£25,000
Vaisakhi	£35,000	£25,000	£10,000
Diwali	£75,000	£25,000	£50,000
Cultural Campaign	£100,000	£75,000	£25,000
Small Events	£30,000	£30,000	N/A
Access	£10,000	£10,000	N/A
Statutory Events	100,000	£100,000	N/A
<b>TOTAL</b>	<b>£930,000</b>	<b>£620,000</b>	<b>£310,000</b>

*Table 2*

### Access Development

Following the level of accessibility achieved during 2012 and Games-time, the GLA are committed to continuing and enhancing best practise at GLA Delivered Events.

### Statutory Events

The Greater London Authority is statutorily required under the Greater London Authority Act 1999 (GLA Act) to carry out public consultation meetings. These are in the form of Peoples' Question Time events and the annual State of London Debate (SOLD)

### Peoples' Question Time

These events take place in a variety of locations across London providing the opportunity for the public to meet and ask questions to the Mayor and the London Assembly. It offers the Mayor and London Assembly the opportunity to deliver and discuss with the London Community their plans, priorities and policies for London.

The cost to deliver two People's Questions Time events is estimated at £50,000.

### State of London Debate

SOLD links to the publication of the Mayor's annual report. It is a flagship Mayoral engagement and consultation event for all Londoners and provides an opportunity for direct engagement with members of the community to debate and provide feedback on the Mayor's strategies and priorities for London. The

event allows facilitation of a Q&A session allowing members of the audience to question the Mayor directly on issues of concern. Issues raised at the event can then be fed back directly into policy development.

Particular efforts are made to ensure the audience reflects London's diversity as well as the key equalities target groups and wider audiences are accessed through radio debate and online debate.

### 1.3 GLA Grant Funded Events

As can be seen from Table 1 above certain events are events of third parties for which the GLA provide grant funding. Recipients are required to go through stringent checks both financial and legally – complete grant funding forms, being clear on the events aims and objectives, how this fits in with the Mayor's objectives and culturally enhances the capital.

The GLA event officers work closely with the recipients of GLA funding to ensure successful delivery of funded events. Clear milestones are set within the funding agreements and it is only at the time the milestones are met that funding is released. These milestones ensure the safety of GLA funding and cover any risk involved in supporting these events.

The GLA's financial support for the grant funded events indicated within the table 1 above is only a small element of the cost of these events. Supporting these events enables Mayoral profile and highlights the Mayors support to the communities involved in the delivery. As such a return should be considered excellent value for money. The detail of the estimated Grant funding allocation to be provided is set out in Table 3 below.

Event to be Funded	Recipient of Grant Funding	GLA funding	Total Cost of Event
Notting Hill Carnival	London Notting Hill Carnival Enterprises Trust and Paddington Development Trust	£150,000	£800,000
Pride	London LGBT Community Pride C.I.C	£100,000	£425,000
Chinese New year	London Chinatown Chinese Association	£50,000	£400,000
Thames Festival	Thames Festival Trust	£50,000	£1,120,000
London Mela	Ealing Council	£50,000	£430,000
Jewish Events	London Jewish Forum; Jewish Leadership Council; and Jewish Music Institute	£25,000	£50,000
<b>TOTAL</b>		<b>£425,000</b>	<b>£3,225,000</b>

*Table 3*

### 1.4 Sponsorship and other income

For the events delivered by the GLA, sponsorship and concessions (if relevant and appropriate e.g. food and drink stalls/ tents on Trafalgar square) will be sought as in previous years. Income received is usually specific to the individual event and provided on the basis that the additional money funds additional activity above the core event activity. Should income not meet budgeted targets the events will be delivered within the budgeted GLA funding available and income secured.

In addition to cash income the Commercial Team will also seek benefit in kind to assist in the enhancement and publicity of events.

### 1.5 Commissioned outcomes

- Increased spend in the local economy of up to £37.5m. Whilst it is clear that events stimulate additional spending, and this research has been taken at events within the GLA event programme, it should be noted that the true level of the additional spending is relatively unclear.
- Events can deliver positive externalities through visitor satisfaction and if delivered successfully can promote London as a leading global city encouraging investment and tourism.

- Active promotion of wider mayoral priorities directly to key community groups or audiences, and to captive audiences.

### **1.6 Non-quantifiable benefits**

- Increased positive global reputation of London.
- Positive profile for London, encouraging economic investment.
- Education and increased awareness of other communities in London encouraging social cohesion.
- Positive profile of London encouraging a sense of pride in Londoners for the city they live – supporting well-being and improving Londoners quality of life.
- Enjoyment and satisfaction with the aim of supporting the well-being of Londoners.

### **1.7 Evaluation and reporting**

Market research is to be conducted at each event, with input into the questions from GLA Marketing, Intelligence and Economics teams to ensure they are relevant to provide appropriate analysis. The results from each individual event can be used to benchmark against other events, as well as determine where refinement on questions/analysis is made. Additionally, feedback and results from a particular event can help shape the delivery/make improvements to subsequent events.

The budget allocation for this market research is proposed at £50,000 for data collection, and basic analysis. Detailed analysis will be completed in-house.

### **1.8 Procurement**

- Events delivered by the GLA will be procured under the Events Framework, for event production services. The estimated cost of such supplies and services are set out in Table 3.
- Events receiving funding will be on the basis of funding agreements, with pre-determined milestones.
- All events will be managed by an events officer from within the Events for London team.

## **2. Issues for consideration**

### **a) Links to strategies and Corporate Plan**

In approving the Events Programme, this directly links to:

1. Developing world-class events in line with the Mayor's Cultural Strategy – to assist in the development of a 'stimulating, creative and cultural London', and the pledge to 'commission a series of events in Trafalgar Square, as well as cultural campaigns and festivals'.
2. Developing 'a programme of activities/events to engage with London's diverse communities to help deliver the Mayor's priorities, strategies and policies, as well as celebrate London's rich diversity'.
3. Promoting sustained economic growth and competitiveness of London as a World City through tourism, economic development and positive media coverage.

### **b) Impact assessments and Consultation**

The impact assessment of the events will be on an event by event basis through the multi-agency planning process (Licensing Operational Safety Planning Groups), including Westminster City Council (or other local authority impacted), MPS, TfL, LAS, LFB and other key stakeholders to the specific event. This is an essential part of the Premise Licence process.

Key agencies will be consulted as part of this multi-agency process. Neighbours on Trafalgar Square are consulted regularly and through established quarterly planning meetings.

Where events involve specific communities, these communities are engaged through a stakeholder group who advise on the event.

Public correspondence, via the Public Liaison Team, and market research at events is also considered for future planning of events where negative comments/improvement suggestions are made and may be reasonably implemented.

### c) Risk

<b>Risk description</b>	<b>Mitigation / Risk response</b>
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
Additional Sponsorship cannot be guaranteed as income may not be achieved, which could impact some of the planned events. This risk is now increased given the economic climate and key sponsorship staff leaving the GLA, and a restructuring of the team with any new sponsorship staff based in a different department, and therefore very likely that priorities will not focus on events. A new sponsorship team may also have a positive impact on securing external funding for events.	A sponsorship steering group is now established, but events need to ensure that they are suitably prioritised amongst other demands for sponsorship. Most key events have a core budget, which leverages other income and enables a basic event delivery
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.) could have an impact on budget and cause overspend	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)
Reputational risk to the Mayor of an event failing.	There is a robust multi-agency planning process for the events programme, so early indications of potential event failure can be identified.
Communities not supporting the event (particularly where the event is aimed at that community), and the reputational risk to the GLA associated with this.	Engagement is made with the specific communities for whom the event is aimed, often in the form of advisory groups, who can feed into the appropriateness and creative content of the event

### 3. Financial Comments

- 3.1 The gross cost of the 2014-15 Events for London Programme is up to £3,155,000. MD1127 has approved the 2014 New Year's Eve Event with expenditure of up to £1,750,000. Approval is being sought for the remainder of the programme with gross expenditure of up to £1,405,000 made up from GLA contribution of £1,095,000 and third party income of £310,000

- 3.2 An estimated breakdown by event/project for the 2014-15 Events for London Programme showing total expenditure and funding is set out below.

<b>Events/ Projects</b>	<b>GLA Contribution £000s</b>	<b>Third Party Income £000s</b>	<b>GLA Gross Expenditure £000s</b>
Notting Hill Carnival	150	0	150
Pride	100	0	100
Chinese New Year	50	0	50
Thames Festival	50	0	50
London Mela	50	0	50
Jewish Events	25	0	25
New Year's Eve	1,750	0	1,750
St George's Day	100	20	120
African Event	30	30	60
Liberty	100	60	160
St Patrick's Day	100	90	190
Eid	25	25	50
Vaisakhi	25	10	35
Diwali	25	50	75
Culture Campaigns	75	25	100
State of London Debate	50	0	50
People's Question Time	50	0	50
Small Events	30	0	30
Market Research and Evaluation	50	0	50
Access	10	0	10
<b>Totals</b>	<b>2,845</b>	<b>310</b>	<b>3,155</b>

- 3.3 The GLA contribution is to be funded from the 2014-15 Events for London Programme Budget, External Relations Unit (External Affairs)
- 3.4 Should third party income not meet the above targets, events will need to be delivered within the GLA budget and any income that has been secured to date. Should third party cash contributions across the Events for London Programme exceed the target of £310,000 further approval will be required to spend against the additional income. Similarly, for the New Year's Eve event, should income be received from the contracted organiser as a result of exceeding agreed income targets to deliver the event, this would require budget approval to spend.
- 3.5 In addition to seeking out cash contributions from third parties, the Commercial Team will look to receive benefit in kind to assist in publicity and enhancement of events, the value of which is not included in the above cost estimations.
- 3.6 The event programme may evolve over the 2014-15 financial year requiring re-allocations of budgets between events. This will be subject to appropriate budget adjustment approval. However the overall costs of the 2014-15 Events for London Programme should not exceed the £3,155,000 net budget.

- 3.7 Any changes to this proposal including budgetary implications will be subject to further approval via the Authority's decision making process.
- 3.8 All appropriate budget adjustments will be made.
- 3.9 The Events Team within the External Affairs directorate will be responsible for the management of these events and projects and ensure compliance with the Authority's Financial Regulations, the GLA Contracts and Funding Code and Expenses and Benefits Framework.

#### **4 Legal Comments**

##### Approval of Budget

- 4.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act') the mayor, acting on behalf of the GLA, and after appropriate consultation, is entitled to do anything that the mayor considers will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment. The approval of the remainder of the GLA's 2014/15 events programme and the attendant budget of up to £1,095,000 may be viewed as promoting social development in Greater London.
- 4.2 Section 34 of the Act allows the mayor, to do anything which is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA. In the instant case, the seeking of sponsorship of £310,000 in order to enhance the events programme may be viewed as calculated to facilitate social development in Greater London.
- 4.3 Taken together, the expenditure on the events programme totals an amount of up to £1,405,000 notwithstanding that the GLA's budget for the events programme totals an amount of up to £1,095,000. The short fall of £310,000 is to be met by sponsorship. The officers are advised only to commit to expenditure of those funds, which they have secured either by way of the budgetary allocation or by way of up-front sponsorship.

##### Grants in Support of Events

- 4.4 A tranche of the budget (not exceeding £425,000), will be allocated to grants in support of a number of events including the Thames Festival and Pride (see Table 3 above for full list). To this end, the officers are reminded of the requirements of paragraphs 4.7 and 4.8 of the GLA's Contracts and Funding Code; in particular, that funding must be distributed fairly, transparently and in accordance with the GLA's equalities obligations.
- 4.5 In carrying out the events programme, the officers are reminded of the requirements set out in section 30(5) of the Act. Namely, that in exercising the GLA's general power under section 30 of the Act, the GLA must do this in a way, which is considered best calculated to:
- 4.5.1 promote improvements in the health of persons in Greater London;
  - 4.5.2 contribute towards the achievement of sustainable development in the United Kingdom; and
  - 4.5.3 contribute to the mitigation of, or adaptation to, climate change in the United Kingdom.

##### Procurement

- 4.6 The officers are reminded that the requirements of the Contracts and Funding Code apply to all the procurements, which are carried out by the GLA.



#### Delegation of Authority

- 4.7 Section 38 (1) of the Act provides that any function exercisable on behalf of the GLA by the mayor shall also be exercisable on behalf of the GLA by any member of staff of the GLA if or to the extent that the mayor so authorises, whether generally or specially, and subject to any conditions imposed by the mayor.
- 4.8 In the instant case, decision 5 seeks a delegation of mayoral authority to the Director of Communications and External Affairs for the purposes of approving all further arrangements for the delivery of the events programme. The said director is a member of staff of the GLA and accordingly, the mayor may make the requested delegation, if he be so minded.

#### **5. Investment & Performance Board**

The Events programme was reviewed and approved by the Investment and Performance Board (IPB) on 16 January 2014.

#### **6. Background/supporting papers**

Stage 2: Investment Decision IPB paper

**Public access to information**

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval. Any facts and advice that should not be made automatically available on request should not be included in Part 1 but instead on the separate Part 2 form. Deferment is only applicable where release before that date would compromise the implementation of the decision being approved.

Is the publication of this approval to be deferred? Yes

If yes, for what reason: The MD is requested to be deferred as the disclosure of the estimated event costs would prejudice the GLA's ability to solicit genuinely competitive bids for related event organisation services. The GLA event officers also undertake consultation with the communities/projects who receive funding, and disclosure of the funding ring-fenced prior to any full funding application process may seem to influence any subsequent funding decision.

Until what date: 31 March 2015

Is there a part 2 form - NO

**ORIGINATING OFFICER DECLARATION:**

Tick to indicate  
approval (✓)

**Drafting officer** David Holley has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

**Assistant Director/Head of Service:**

Kevin Austin has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

**Sponsoring Director:**

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

✓

**Mayoral Adviser:**

Will Walden has been consulted about the proposal and agrees the recommendations.

✓

**Advice:**

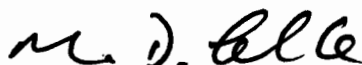
The Finance and Legal teams have commented on this proposal.

✓

**OFFICER APPROVAL****Executive Director, Resources**

I have been consulted about the proposal and confirm that financial and legal advice have been taken into account in the preparation of this report.

Signature



Date

13.2.14

**Chief of Staff**

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

Signature



Date

14:2:2014