

REQUEST FOR DIRECTOR DECISION – DD2386

Title: FIFA Women's World Cup – England Football Screening 2019

Executive Summary:

The semi-final of the Women's World Cup, which featured England's team, was screened to the public at Battersea Park on 2 July 2019. Plans to screen the final on 7 July, and a possible celebration event on 8 July, to take place on Trafalgar Square were scoped and developed, ready for activation had England reached the finals of the tournament. The purpose of this decision form is to approve associated expenditure and income.

Due to the short timeframe for the event to be agreed to and mobilised, this is a retrospective request for approval of the GLA expenditure and receipt of funding.

Decision:

That the Executive Director of Strategy and Communications retrospectively approves:

1. Expenditure of £66,495 for the public-screening of the semi-finals of the Women's World Cup and planning for a possible screening of the final and celebration event which was allocated as follows:
 - £15,000 grant funding to Wandsworth Borough Council, via their event delivery agent Enable Leisure and Culture, to support the public screening of the semi-final; and
 - £51,495 to Innovision Events Limited for the development of plans for a possible screening of the final and homecoming event.
2. Receipt of £17,165 funding from the Football Association to offset some of GLA costs and support the delivery of the public screenings of the Women's World Cup.
3. Receipt of £17,165 funding from the Department for Digital, Culture, Media and Sport to offset some of GLA costs and support the delivery of the public screenings of the Women's World Cup.
4. A related exemption from the requirement of the GLA's Contracts and Funding Code to procure and enter into a contract, without competitive tender, with Innovision Events Limited to scope and deliver the public screenings of the final of the Women's World Cup, relating to expenditure of up to £51,495 on the basis that Innovision Events Limited had occupancy of Trafalgar Square at the time of the services being required.

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: Niran Mothada

Position: Executive Director Strategy and Communications

Signature:



Date:

11/2/20

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Semi-final screening

- 1.1 Following the England Women's national football team's progression to the semi-finals of the 2019 FIFA Women's World Cup, City Hall agreed to support a free public screening of England's semi-final.
- 1.2 The GLA approached London Boroughs to offer support in hosting a public screening of the semi-final. A number of responses were received and reviewed based on capacity and location. A decision was made to partner with Wandsworth Borough Council and to host the event at Battersea Park.
- 1.3 The GLA entered into a funding agreement with Wandsworth Borough Council, via their event delivery agent Enable Leisure and Culture, to support the public screening at a cost of up to £15,000.

Final and celebration event

- 1.4 The GLA and the English Football Association (The FA) also explored options for the screening of the Women's World Cup 2019 final on Trafalgar Square, should England go through, as well as a celebratory event if that resulted in a win of the tournament.
- 1.5 Working with the Department for Digital, Culture, Media and Sport (DCMS) and the English Football Association (The FA) (collectively, the Event Funders), and in consultation with the Metropolitan Police Service (MPS), it was agreed that the only viable option was to deliver a screening of the Final match at Trafalgar Square, using the existing infrastructure and production company already in place for Pride, taking place the day before the final.
- 1.6 Negotiations took place between the Event Funders, and Innovision, prior to the procurement of Innovision's services to ascertain and minimise the likely costs of delivering the event.
- 1.7 Innovision agreed to produce a robust budget in a tight timeframe mobilising existing contractors and staff in place from Pride for the final screening and homecoming event. A non-refundable deposit of £51,495 was required by Innovision on Friday 28 June 2019 to secure essential sub-contractors for infrastructure and services including the stage, screen, crew and stewarding, all of whom required non-refundable deposits.
- 1.8 Due to the existing contractual arrangements between the landowner of Trafalgar Square (The GLA & Westminster Council) and Pride's event production company (Innovision Events Limited) having occupancy of Trafalgar Square at the time of the services being required, agreement was reached that the GLA would procure Innovision to deliver the event. The GLA entered into a contract with Pride's event production company, Innovision, without competitive tender, to develop plans for a final screening and homecoming event.
- 1.9 Prior to the procurement of Innovision's services by the GLA, a cost sharing model was agreed between the Event Funders to reimburse the GLA for a proportion of the costs incurred as a result of staging the event.
- 1.10 The Event Funders agreed to share the costs of the final and screening and celebration event on the following basis:
 - The FA – One-third of the total net event costs for final screening and celebration event
 - DCMS – One-third of the total net event costs for final screening and celebration event

- GLA – One-third of the total net event costs for final screening and celebration event

1.11 As England did not proceed to the final of the Women's World Cup, the final net cost of scoping and planning for the event is: £51,495.

1.12 The total contributions by the funding partners based on the above are therefore as follows:

- The FA – £17,165.00
- DCMS – £17,165.00
- GLA – £17,165.00

1.13 The final financial breakdown is as below:

Activity	£
Expenditure	
Semi-final public screening – funding to Wandsworth Council	15,000
Final public screening planning – contract for services from Innovision	51,495
Subtotal	66,495
Income	
Funding from FA	17,165
Funding from DCMS	17,165
Subtotal	34,330
Net cost to the GLA	32,165

Approvals sought

1.14 Approval of the GLA expenditure and receipt of funding was not secured prior to the event due to the short timeframe for the event to be agreed to and mobilised. This decision paper therefore seeks retrospective approval for:

- expenditure of £15,000 grant funding to Wandsworth Borough Council, via their event delivery agent Enable Leisure and Culture, to support the public screening of the semi-final;
- expenditure of £51,495 to Innovision for the development of plans for a possible screening of the final and homecoming event; and
- receipt of the following funding to offset some of GLA costs and support the delivery of the public screenings of the Women's World Cup:
 - £17,165 from the Football Association; and
 - £17,165 from the Department for Digital, Culture, Media and Sport

1.15 This decision form also seeks retrospective approval of a related exemption from the requirements of section 9 of the GLA's Contracts and Funding Code ("Code"). Officers acknowledge that section 9 of the Code requires, where the expected value of contract for services is between £10,000 and £150,000, that such services be procured completely or called off from an accessible framework. Section 10 provides however, that an exemption from this requirement may be approved where a supplier has: had previous involvement in a specific current project or the services concerned are a continuation of existing work that cannot be separated from the new project/work; or a unique ability to provide compatibility with an existing service. Here Innovision's contracted occupancy of Trafalgar Square for the Pride event and the need to utilise its infrastructure and subcontractors already in place for that event made the delivery of a screening of the World Cup viable. The Director's approval the exemption employed is therefore, sought on the basis that Innovision's

previous involvement in a specific current project at the time and its resulting unique ability to provide compatibility with an existing service.

2. Objectives and expected outcomes

2.1 The objectives of the expenditure were to:

- support delivery of the FIFA Women's World Cup semi-final and finals screening in London;

2.2 The expected outcomes of the expenditure were to:

- promote the Mayor's objectives around community engagement by offering a venue for Londoners to come together to support the England national football team's progression in the World Cup.

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. Protected characteristics under section 149 of the Equality Act are age, disability, gender re-assignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage or civil partnership status.
- 3.2 As consideration in the decision to screen the Women's World Cup, this event helped to profile women's football, which in itself contributes to addressing the gender inequality in football.
- 3.3 The two event sites chosen - Battersea Park and Trafalgar Square - were both accessible event sites. Additional facilities for those with disabilities, were implemented into the Battersea Park event for the semi-final screening and were being planned for the Trafalgar Square site had the England team reached the final.
- 3.4 The semi-final screening event was free to attend and promoted broadly to all Londoners, and through community networks to ensure that communities and groups who would not normally engage in such events were encouraged to do so. Had the England team reached the final, or a subsequent celebration event held, this would have been managed through a free-ticket ballot system, weighted to ensure a broad and diverse audience base were able to attend.

4. Other considerations

Links to Mayoral strategies and priorities

4.1 GLA support for the event:

- supports delivery of the GLA's major sports events strategy, 'London: Home of World Class Sport'.
- increases international exposure for London as a major destination for world-class sport and tourism.
- supports the Mayor's priorities around volunteering and his Team London programme.
- contributes to achieving the Mayor's 'Tourism Vision for London'.

Consultation

- 4.2 The FA, Metropolitan Police Service and local authority Westminster City Council undertook feasibility work prior to the World Cup to identify potential venues for staging a large-scale public screening of the Final and celebratory event.

5. Financial comments

- 5.1 The total cost of this expenditure is £66,495. Of this amount, a total of £34,330 will be funded from external income to be received from 'The Football Association' (£17,165) and 'The Department for Digital, Culture, Media and Sport' (£17,165). The balance of £32,165 will be funded from the GLA's Corporate contingency.

6. Legal comments

- 6.1 The foregoing sections of this report indicate that:
- the decisions requested of the Director (in accordance with the GLA's Contracts and Funding Code) 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 Authority'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 contribute towards the achievement of sustainable development in the United Kingdom; and
 - consult with appropriate bodies.
- 6.2 In taking the decisions requested, the 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, sex, age, sexual orientation, religion) 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 Director should have particular regard to section 3 (above) of this report.
- 6.3 This approval is sought retrospectively, the reasons for which are set out at paragraph 1.14 of this report. Accordingly, the Director should take account of those reasons in considering whether to approve the recommendations of this report. Officers should be reminded of the importance of seeking approvals in advance.
- 6.4 Section 9 of the GLA Contracts and Funding Code (the 'Code') requires the GLA to seek a call-off from a suitable framework, where possible, or if not, undertake a formal tender process which will be managed by TfL Commercial in respect of the services. However, the Director may approve an exemption from this requirement under section 10 of the Code upon certain specified grounds. Officers have set out at paragraph 1.15 of this report why they believe this meets the exemption. On this basis the director may approve the proposed exemption if satisfied with the content of this report.

7. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract with Innovision	28/06/2019
Delivery Start Date – Deposit submitted	28/06/2019
Semi-final screening	02/07/2019
Project Closure	02/07/2019

Appendices and supporting papers:

None.

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:

Sophie Humphries has drafted this report in accordance with GLA procedures and confirms the following:

✓

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

This decision was agreed by the Corporate Investment Board on 10 February 2020.

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. D. Hille

Date

11.2.20

