

# GREATER LONDON AUTHORITY

## REQUEST FOR DIRECTOR DECISION – DD2396

### Title: Round the World Clipper Race Event Partnership

#### Executive Summary:

Under cover of Director Decision (DD) 2347 the Executive Director of Housing & Land approved expenditure of up to £125,000 (in 2019/2020) to meet the cost of hosting the race finish for the Round the World Clipper Race in August 2020 as part of the Royal Docks Cultural Placemaking and Activation Programme for 2019/2020 and 2020/2021.

This DD provides more detail on the event partnership and requests approval to support further expenditure to deliver the confirmed race finish requirements.

Note that overall approval for expenditure in this area was given by Mayoral Decision (MD) 2338 with a delegation to the Executive Director to approve detailed expenditure proposals.

#### Decision:

That the Executive Director of Housing & Land approves:

1. Expenditure of a further £125,000 in 2020/2021 from the Activation programme budget, taking total net GLA expenditure on the Round the World Clipper Race project to £250,000, to gain the rights to host the event and deliver a race finish event
2. Receipt and expenditure of a contribution from ABP (details in part 2), which will pay for external services to deliver event infrastructure (at no net cost to the GLA)

#### 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:** Rickardo Hyatt

**Position:** Acting Interim Deputy  
Executive Director for Housing & Land

**Signature:**



**Date:**

30 August 2019

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

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

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

- 1.1. A unique opportunity has arisen for the Royal Docks to host the Round the World Clipper Race (RTWCR) finish in August 2020 at Royal Albert Dock (RAD) in partnership with the GLA's development partner ABP.
- 1.2. This high-profile partnership strongly meets Royal Docks programme principles (as set out in the approved LEAP delivery plan) including activating the water, celebrating Royal Docks international heritage and showcasing innovation and enterprise.
- 1.3. This global event will place the spotlight firmly on the Royal Docks as the 11-month race reaches its finale. Activation and events around the race finish will also provide opportunities for the local community to engage.
- 1.4. Approval to enter into an agreement with RTWCR and expenditure of up to £125,000 was endorsed at the Enterprise Zone Programme Board on 7 March 2019. Subsequently this was then approved under cover of DD2347 Cultural Placemaking & Activation Programme 2019/2020 on the 24 April 2019.
- 1.5. As part of the planning and development of the event ABP has agreed to host the event at the RAD development in the Royal Docks and provide funding toward the costs of the host port requirements and race finish event.
- 1.6. It was intended that additional GLA funding to deliver related infrastructure and festival activities would be included as part of the 2020-2021 activation annual budget request. However, RTWCR require the GLA and ABP to enter into a contract that commits both parties to fund and deliver the event in advance of that approval. It is therefore necessary to request approval of the additional funding earlier than anticipated so that the GLA can enter into the contract.
- 1.7. The request for additional funding has been endorsed by the Royal Docks Officer Programme Board through the urgency procedure to gain endorsement outside of the scheduled board meetings.
- 1.8. This expenditure will include gaining the rights to host the event, delivery of host port infrastructure required and the delivery of a race finish event.
- 1.9. The event is in the early planning stage and therefore all requirements can be delivered in accordance with the contract using the agreed partnership budget between ABP and the Royal Docks Team.
- 1.10. The race finish event may be enhanced through additional programming and funding as part of the future 2020/21 Activation Programme approval process. However, as the details of the enhanced event are still to be further developed this has not been included in this decision paper and will be subject of a future Director's Decision.

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

- 2.1 The RTWCR event will deliver against the following objectives set out in the Royal Docks Enterprise Zone Delivery Plan (2018):
  - help create lively, attractive and cohesive neighbourhoods animated by a cultural offer;
  - engage local communities in their changing place via the cultural programme;
  - increase visitor and local footfall through consistent and varied programming;

- position the Royal Docks on the world stage as a distinct location for unique, ambitious events; and
- maximise cultural programming opportunities and impact through local partnerships.

**2.2 The RTWCR event will have the following outputs:**

- deliver a 3-day Race Finish event (August 2020) with attendance of up to 75,000;
- provide port infrastructure to enable arrival and mooring of 12 Clippers;
- partnership agreement with Round the World Clipper Race and ABP; and
- promotional benefits.

**2.3 The RTWCR event will deliver the following outcomes:**

- improved perception/awareness of Royal Docks as a destination;
- improved arts and cultural provision;
- increase in footfall, dwell time and local spend;
- improved community cohesion;
- increase in reported levels of cultural and leisure engagement; and
- improved cultural partnership working (local/wider).

**2.4 The RTWCR event will be evaluated using industry standards to ensure we are able to effectively track and record impacts and outcomes. This information will be used by the Royal Docks team to inform future activation planning and programming.**

### **3. Equality comments**

**3.1 Under Section 149 of the Equality Act 2010, as a public authority, the GLA must have 'due regard' of the need to:**

- eliminate unlawful discrimination, harassment and victimisation; and
- advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.

**3.2 The Royal Docks Enterprise Zone Delivery Plan projects will deliver against a range of Mayor of London policies (see 4.2) and is aligned with the Mayor's Equalities Framework to consider the requirements of relevant equalities groups.**

**3.3 Impact assessments will determine whether any persons with those characteristics will be unduly impacted by the activities described in this paper, and the course of action in order to mitigate any impacts.**

**3.4 The event 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. This event will bring different communities together, share cultures and support social integration.**

**3.5 The Royal Docks team will work to deliver to the diversity commitments set out in: the Mayor of London's Cultural Strategy - Culture for All Londoners; All of us: The Mayor's strategy for social integration; Economic Development Strategy for London. The Royal Docks team will look to address and strengthen diversity across the event programme, across areas including: local cultural**

engagement and participation; procurement; governance; creative skills and talent pipeline; curatorial input.

#### 4. Other considerations

- 4.1 In line with the other strategic objectives set out in the Royal Docks Enterprise Zone Delivery Plan (Place, Connectivity, Economy and Promotion) Activation projects will be integral in accelerating and maximising the regeneration of the Enterprise Zone and wider Royal Docks Opportunity Area.
- 4.2 Alignment with strategic areas identified in Mayor of London strategies including: From Good Night to Great Night. A Vision for London as a 24h City, Cultural Infrastructure Plan, All of us: The Mayor's strategy for social integration, Economic Development Strategy for London, London Plan and Good Growth.
- 4.3 The event outlined in this DD will support the following strategic objectives identified in the Mayor of London's Cultural Strategy – Culture for All Londoners (published Dec 2018) including:
- helping build and strengthen communities by investing in local culture (Policy 1);
  - bringing Londoners together through major cultural programmes, festivals and events (Policy 2);
  - promoting the benefits of arts and culture for the health and wellbeing of Londoners (Policy 4);
  - integrating culture into major infrastructure projects (Policy 7);
  - supporting London's diverse historic environment (Policy 9);
  - working with artists and cultural organisations to promote London as an open and welcoming city (Policy 14); and
  - via London & Partners, promoting London's cultural riches to tourists. (Policy 17).
- 4.4 Alignment with strategic areas identified in London Borough of Newham strategies and priorities include the London Borough of Newham Local Plan including harnessing growth and connecting people to opportunities arising from development and creating successful town & local centres by diversifying uses, encouraging the location of services and flexible community spaces, 'meanwhile' uses, quality night-time economy and visitor and cultural attractions.
- 4.5 Key risks and issues

Risk Description	Mitigation
Reputational risk to the Mayor of Newham and Mayor of London of event activity not delivering on its stated objectives.	Partners have a track record of delivering festival programmes, medium to large Cultural Placemaking and Activations, and engagement with multiple stakeholders. There is also a robust multi-agency planning process (SAG) in place so early indications of potential failure can be identified and addressed.
Event activity may be cancelled due to force majeure (e.g. extreme weather, industrial action etc).	External issues regularly monitored via project planning and risk assessment.
Communities not supporting the event activity and the reputational risk to the Mayor of Newham and Mayor of London associated with this.	Engagement undertaken with relevant communities to ensure local stakeholders are appropriately consulted.
Lack of attendance and footfall at event.	Work closely with the Royal Docks/ ABP and RTWCR Marketing team to ensure a clear comms plan is in

	place to manage all marketing and promotion of the event.
Partner unable to pay funding contributions to deliver the event.	Ensure all partner contributions are reflected in the tri-party agreement for the event. Agree and monitor financial forecast with partner to ensure payments are scheduled at regular points throughout project delivery. Hold regular project meetings to monitor progress and identify any risk around funding payments.

## 5. Financial comments

- 5.1. This decision requests approval for a further revenue expenditure of £125,000 to:
- gain the rights to host the 2020 Round the World Clipper Race;
  - deliver the infrastructure to enable arrival and mooring of 12 Clippers; and
  - deliver a three-day Race Finish event.
- 5.2. This £125,000 is in addition to the £125,000 approved under DD2347.
- 5.3. The expenditure will be funded from the revenue funding of the Royal Docks EZ approved budget for Cultural Placemaking and Activation Programme.
- 5.4. The event will be co-hosted by ABP, a development partner, who will contribute funding to the costs.
- 5.5. Planning is at an early stage at the moment and details will become clearer in time. The finish may be enhanced which could require further funding.

## 6. Legal comments

- 6.1. The foregoing sections of this report indicate that the decision requested of the Executive Director falls 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 economic development and wealth creation 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 GLA's related statutory duties to:
- 6.1.1 pay due regard to the principle that there should be equality of opportunity for all people;
- 6.1.2 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
- 6.1.3 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 and foster good relations 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 (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 must ensure that:
- 6.3.1 they do not act in reliance of ABP match funding until a legally binding commitment to the provision of the same is in place and that the GLA can comply with any conditions of the provision of such funding;

- 6.3.2 they are content that the GLA comply with its obligations under the agreement(s) it is proposed be entered into with Clippers Ventures plc. and ABP before entering into the same;
- 6.3.3 the GLA (and/or ABP as appropriate) can secure or procure the securing of all necessary consents and permissions required for delivery of the event; and
- 6.3.4 any services, supplies or works required for the delivery of the event are procured in liaison with TfL's commercial team in accordance with the GLA's Contracts and Funding Code.

## **7. Planned delivery approach and next steps**

- 7.1. A member of the Royal Docks Events team will project manage the planning, development and delivery of the event in partnership with key stakeholders. An event production company will be procured to deliver all elements of the host port and event requirements.
- 7.2. A member of the Royal Docks Marketing team will oversee all marketing and promotional planning for the event.
- 7.3. To ensure all deadlines are met a local organising committee (LOC) will be created which will include a core membership of the Royal Docks team, ABP, RoDMA and RTWCR. Other stakeholders will be invited to attend meetings as and when required.

<b>Activity</b>	<b>Timeline</b>
Signing of Contract	August 2019
Announcement	August 2019
Delivery Start Date	January 2020
Event Starts	31 July 2020
Event Ends	3 August 2020
Delivery End Date	September 2020
Final evaluation	October 2020
Project Closure	October 2020

## **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? YES**

DD is to be deferred as the disclosure of the estimated partnership costs would prejudice the GLA's ability to negotiate the partnership agreement with the event organiser and might adversely affect subsequent outcomes.

Until what date: (a date is required if deferring) 30 September 2020

**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 – YES****ORIGINATING OFFICER DECLARATION:**

Drafting officer to  
confirm the  
following (✓)

**Drafting officer:**

David Holley has drafted this report in accordance with GLA procedures and confirms the following:

✓

**Assistant Director/Head of Service:**

Simon Powell 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 the 27 August 2019.

**EXECUTIVE DIRECTOR, RESOURCES:**

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

Signature

*M. D. Allen*

Date

30.8.19

