

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2963

Title: Culture and Creative Industries Unit Budget

Executive summary:

The creative and night time industries are vital to London's economy, and will play a crucial role in the UK's economic and social recovery from COVID-19. Before COVID-19, the creative industries were the fastest-growing sector in London – worth £58.4bn a year and accounting for one in six jobs. COVID-19 has devastated significant parts of the sector, and had a detrimental impact on night time and creative workers. However, there are significant opportunities to build on with the Mayor's support – for example, in the film/TV industry where production has already returned to 2019 levels. Film London estimates that the UK film/TV industry will need up to 50,000 job roles filled over the next few years to keep pace with high global demand.

This Mayoral Decision seeks approval of expenditure of £3.601m of GLA revenue funding, plus £54,000 external funding, for the delivery of programmes in 2022-23 to help accelerate economic and social recovery. This will support the creative industries and high street businesses after 6pm; increase workforce diversity; build skills; improve the health and wellbeing of Londoners; offer young people a positive life path; and revitalise neighbourhoods. It also seeks approval of £2.678m of GLA revenue to deliver the Creative Economy Growth Programme in each of 2023-24 and 2024-25.

Decision:

That the Mayor:

- i. approves the expenditure of up to £3.601m in 2022-23 from the Culture and Creative Industries revenue budget on delivery of the activities set out at sections 1 and 2 of this Mayoral Decision; this includes £2.678m on the Creative Industries Growth Programme
- ii. approves the receipt and expenditure of a total of £54,000 from the external partners (para 1.5) for the Creative Workforce Diversity Programme
- iii. approves the further expenditure in 2023-24 and 2024-25 of up to £2.678m per annum on delivery of the Creative Economy Growth Programme (paras 1.9 to 1.15) from the Culture and Creative Industries revenue budget
- iv. approves the variation of Publica Associates Ltd's contract, and an exemption from the requirements of the Contracts and Funding Code, so that the variation may be undertaken without the need for a competitive procurement process
- v. delegates authority to the Executive Director, Good Growth, to seek and accept further financial contributions from third parties to enhance activities set out in the Creative Workforce Diversity Programme (paras 1.33 to 1.35); the Culture and Community Spaces at Risk Programme, and the Cultural Infrastructure Development (paras 1.36 to 1.41); and the Culture, Health and Wellbeing Programme (paras 1.42 to 1.45) of this Mayoral Decision.

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:

24/3/22

PART I – NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1. COVID-19 has had a devastating effect on London's economy and society. Prior to the pandemic and Brexit, the creative industries were London's fastest-growing sector, contributing £58.4bn to the economy annually, and accounting for one in six jobs in the capital.
- 1.2. Cultural and night time industries will play a major role in London's economic and social recovery, delivering jobs, growth and community support. Engaging with culture improves the health and wellbeing of Londoners, and offers young people a positive life path. Culture also revitalises London's neighbourhoods and brings people together. The Mayor is committed to ensuring that more Londoners, particularly those from disadvantaged backgrounds, can access the positive benefits of arts and culture. The creative sector was previously growing five times faster than the national economy. This dynamic sector will help accelerate economic recovery post-pandemic. It will act as a draw to international tourists when global travel begins to recover. Previously, four out of five people cited culture as their main reason for visiting London. London must retain its status as a world-leading capital for culture and creativity.
- 1.3. Since March 2020, the work of the Culture and Creative Industries Unit (CCI Unit) has played a key role in accelerating recovery; and protecting the culture sector, and the creative and night time industries, against the ongoing impact of COVID-19. The CCI Unit's ongoing programmes, approved by MD2791 in March 2021 and MD2811 in June 2021, have achieved the following impacts:
 - protecting night time and cultural spaces through the Mayor's £2.3m Culture at Risk Business Support Fund, which helped ensure no net loss of music and LGBTQ+ venues during the pandemic
 - ensuring high streets reopened successfully after lockdowns by helping coordinate the police, local authority and business implementation of fast-changing COVID regulations, including the new fast-track outdoor dining licences
 - funding of Film London, which delivered the national COVID-19 safety guidance that got up to £1bn worth of film production back up and running
 - holding 14 emergency roundtable events to provide urgent information and guidance to night time businesses
 - forming partnerships to deliver a Creative JobCentre Pilot
 - providing direct support to over 765 at-risk spaces/organisations (an increase from 150 per year pre-pandemic), leveraging an additional £2.7m in funding
 - launching a new Dementia Friendly Venues Charter in partnership with Alzheimer's Society/the Museum of London, with over 60 cultural organisations pledged.
- 1.4. The economic and social recovery of the capital is dependent on investment in sustainable programmes that continuously address the economic and social challenges caused by the pandemic. This decision covers a range of programmes that support London's recovery missions (as set out in the London Recovery Programme) and the Mayor's priorities for recovery.
- 1.5. The decision seeks approval for receipt and expenditure of third-party funding of £54,000 secured for the Creative Workforce Diversity Programme for 2022-23, as follows:

| Funding partner | Amount |
|-------------------------|----------------|
| Art Fund | £30,000 |
| Sony Music | £8,000 |
| The Grimshaw Foundation | £8,000 |
| Niantic Inc | £8,000 |
| TOTAL INCOME | £54,000 |

- 1.6. Expenditure outlined in this paper covers the Culture and Creative Industries revenue budget for 2022-23; and expenditure in both 2023-24 and 2024-25 relating to the Creative Economy Growth Programme. It excludes long-term major programmes, such as the London Borough of Culture (MD2450) and Creative Enterprise Zones (MD2807), amongst others, which have been approved by separate decisions. The proposed expenditure will contribute to a range of key recovery missions and GLA priorities as outlined below:

| Mission/Foundation | Programme | 2022-23 | 2023-24 | 2024-25 |
|--|---|--|-------------------|-------------------|
| Supporting Businesses, Jobs and Growth | Creative Economy Growth Programme (paras 1.9 to 1.15) | £2,678,000 | £2,678,000 | £2,678,000 |
| <ul style="list-style-type: none"> • Supporting Businesses • High Streets for All | 24-Hour London (paras 1.16 to 1.26) | £239,000 | | |
| Equality, Diversity and Inclusion (EDI) | London Music Fund (paras 1.27 to 1.32) | £26,000 | | |
| EDI | Creative Workforce Diversity Programme (paras 1.33 to 1.35) | £210,000 (including third-party funding; see para 1.5) | | |
| <ul style="list-style-type: none"> • Building Strong Communities • High Streets for All • Green New Deal • Spatial Development | Culture and Community Spaces at Risk Programme and Cultural Infrastructure Development (paras 1.36 to 1.41) | £247,000 (including third-party funding of £30,000 approved by MD2811) | | |
| <ul style="list-style-type: none"> • Mental Health and Wellbeing • Building Strong Communities | Culture, Health and Wellbeing Programme (paras 1.42 to 1.45) | £121,000 | | |
| <ul style="list-style-type: none"> • High Streets for All • New Deal for Young People • Helping Londoners into Good Work Mental Health and Wellbeing • Green New Deal • EDI | Culture strategy (paras 1.46 to 1.49) | £80,000 | | |
| | TOTAL | £3,631,000 | £2,678,000 | £2,678,000 |

Funding profile

- 1.7. The table below sets out the proposed spend in this Mayoral Decision, for which approval is being sought:

| | 2022-23 | 2023-24 | 2024-25 | Total |
|--|-------------------|-------------------|-------------------|-------------------|
| Variation of contract with a known counterparty | | | | |
| Publica Associates | £69,000 | | | £69,000 |
| Subtotal | £69,000 | | | £69,000 |
| Existing contract with a known counterparty | | | | |
| Counter Culture | £10,000 | | | £10,000 |
| Six Til Six Ltd | £12,000 | | | £12,000 |
| Subtotal | £22,000 | | | £22,000 |
| New funding agreement with a known recipient | | | | |
| Film London (creative industries: TV and animation) | £235,000 | £235,000 | £235,000 | £705,000 |
| Film London (games) | £376,000 | £376,000 | £376,000 | £1,128,000 |
| Film London (and festivals) | £1,222,000 | £1,222,000 | £1,222,000 | £3,666,000 |
| London Design Festival | £235,000 | £235,000 | £235,000 | £705,000 |
| British Fashion Council | £610,000 | £610,000 | £610,000 | £1,830,000 |
| Safer Business Network | £18,000 | | | £18,000 |
| Music Venue Trust | £20,000 | | | £20,000 |
| London Music Fund | £26,000 | | | £26,000 |
| Film London (Equal Access Network) | £100,000 | | | £100,000 |
| Museum of London | £15,500 | | | £15,500 |
| Subtotal | £2,857,500 | | | £8,213,500 |
| Existing funding agreement | | | | |
| National Theatre | £7,000 | | | £7,000 |
| Renew Culture | £1,000 | | | £1,000 |
| Subtotal | £8,000 | | | £8,000 |
| Others (new contract and funding agreement) | | | | |
| 24-Hour London | £120,000 | | | £120,000 |
| Creative Workforce Diversity | £110,000 | | | £110,000 |
| Culture and Community Spaces at Risk Programme and Cultural Infrastructure Development | £229,000 | | | £229,000 |
| Culture, Health and Wellbeing | £135,500 | | | £135,500 |
| Culture strategy | £80,000 | | | £80,000 |
| Subtotal | £674,500 | | | £674,500 |
| Total (including the Baring Foundation grant of £30,000, approved by MD2811) | £3,631,000 | £2,678,000 | £2,678,000 | £8,987,000 |

- 1.8. All commissioned services set out below will be in accordance with the GLA Contracts and Funding Code.

Creative Economy Growth Programme

- 1.9. Since 2010, the GLA has funded the British Fashion Council, Games London, the London Design Festival and Film London to create opportunities for businesses to make sales and trade; increase

employment and skills opportunities; and improve workforce diversity. In 2019-20 the programme delivered £1.1bn in new orders, exports and inward investment.

1.10. Despite the pandemic, the Creative Economy Growth Programme has continued to provide significant support to struggling businesses:

- Film London delivered national COVID-19 safety guidance for screen that got the majority of £1bn worth of film/TV production back up and running, safeguarding thousands of jobs.
- The London Games Festival delivered an extra inward investment event – exceeding the year's target of £11m by delivering £16m in new inward investment for games businesses.
- The British Fashion Council pivoted funding to provide emergency grants to fashion businesses and designers most in need, with a focus on diverse-led organisations.
- All major physical trade shows during the London Design Festival were shut down. The festival still managed to deliver £3m in new sales – a vital lifeline for many design businesses whose showrooms were closed.

1.11. The Creative Economy Growth Programme will help deliver London's Recovery Missions by:

- supporting creative businesses across film, television, animation, visual effects, games, fashion and design to trade, export and make new sales
- delivering new inward investment and employment opportunities
- increasing workforce diversity through the Equal Access Network, and showcasing diverse talent through the London Games Festival, London Fashion Week, the London Film Festival and the London Design Festival
- maintaining London's global reputation as a world leader in the creative industries.

1.12. GLA investment of £2.678m per annum over the years 2022-23, 2023-24 and 2024-25 will deliver:

- Film London's London Filming Partnership, business engagement and inward investment programmes
- annual trade shows and festival events: London Fashion Week, the London Games Festival, the London Design Festival and the London Film Festival
- sales support schemes for fashion businesses
- export schemes for film and games
- diversity schemes: the Equal Access Network and the London Games Festival showcase, Ensemble.

1.13. The GLA will enter into grant agreements with the programme delivery partners to ensure delivery of the outputs and outcomes set out in 2.2 and 2.3, below. The targets will be reviewed with partners annually to ensure they continue to deliver in line with mayoral priorities.

1.14. The grants are in line with subsidy control requirements. The recipients are not offering goods or services that compete in a market with other organisations; and the funded activity will not have an effect on trade and investment between the UK and the EU.

1.15. A breakdown of the funded organisations and amounts per annum is shown in the table below. This maintains a reduction of 6 per cent on grant levels which had to be made by the GLA in 2020-21.

These reductions have been necessary to manage the significantly reduced income of the GLA due to the impacts of COVID-19.

| Organisation | Funding amount per annum |
|--------------------------------|---------------------------------|
| Film London (Film) | £1,222,000 |
| Film London (TV and animation) | £235,000 |
| British Fashion Council | £610,000 |
| London Design Festival | £235,000 |
| Games London | £376,000 |
| TOTAL | £2,678,000 |

24-Hour London

- 1.16. The Mayor wants to realise the social and economic benefits of being a well-planned 24-hour city. Too often, the needs of Londoners at night have been overlooked. Since 2016 the Mayor has appointed a Night Czar; published his 24-Hour City Vision; released extensive research and data; and launched a Women's Night Safety Charter.
- 1.17. The new London Plan asks boroughs to produce night time visions. The Mayor has committed to delivering the recommendations of his Night Time Commission. They include: helping boroughs to develop night time strategies; creating a Night Time Data Observatory; establishing partnerships to improve safety across the capital; and creating Night Time Enterprise Zones.
- 1.18. Before the pandemic, London's economy was growing faster at night than in the day; 1.6m people worked at night; night time alcohol-related crime had halved since 2010; and two-thirds of Londoners were regularly active at night.
- 1.19. During the pandemic, night time businesses were some of the most restricted and hardest-hit. The most vulnerable venues were protected through the Mayor's £2.3m Culture at Risk Business Support Fund. The Night Czar's High Street Reopening Group helped police, councils and businesses respond to fast-changing COVID regulations and implement the new Pavement Licences.
- 1.20. Night time businesses remain fragile. Whilst the overall number of payrolled employees in London has recovered to pre-pandemic levels, the hospitality sector is down 10.1 per cent, and arts and recreation is down 5.1 per cent.
- 1.21. A recent London Assembly Economy Committee report highlighted that night time businesses continue to face many challenges: staff shortages; rising supply chain costs and the end of the VAT discount; the moratorium on evictions for rental debts; and the end of hospitality and leisure business rates exemptions. Independent venues, in particular, are expected to require ongoing support to avoid large-scale closures.
- 1.22. GLA research and other reports have highlighted inequalities between day and night work. Night workers are twice as likely to be paid below the London Living Wage. They face difficult journeys to work; and poor access to healthy food, line management support and development opportunities. Many have no access to break spaces or basic facilities, and workers such as delivery drivers are vulnerable to attack.
- 1.23. The safety of Londoners at night, particularly of women, has come under scrutiny following several homicides. The number of women working at night increased by 34 per cent between 2011 and 2017. Amongst women from Black, Asian or ethnically diverse backgrounds, the increase was 73 per cent. Action is needed to ensure all Londoners feel confident being out in the capital, whatever the time. It is important that night time venues provide safe spaces, where the wellbeing of staff and customers is paramount.

1.24. To deliver on the Mayor's commitments, the GLA will spend £176,000 helping local authorities and their partners to implement night time strategies and support high street businesses after 6pm. This will include the following:

- £69,000 to extend Publica Associates Ltd's existing night time strategy consultant contract (GLA81878) until 31 March 2023 (the existing contract of £80,587 was awarded to Publica Associates Ltd in July 2021 following a competitive procurement process, and it ends on 31 March 2022). Publica Associates Ltd will deliver a programme of Night Time Borough Champions events, Night Surgeries, one-to-one support for boroughs, a 24-Hour Cities Summit and a regular newsletter. The following should be considered in relation to Publica's work:
 - This is the continuation of the current programme (approved by MD2811), delivered by Publica Associates Ltd, which has provided over 100 hours of one-to-one, Night Surgery and Night Time Borough Champions support, for local authorities and their partners.
 - It equips boroughs and their partners with the tools to produce night time visions and implement the Mayor's Night Time Strategy Guidance, published in late 2020.
 - The extension will bring the total contract value to £149,587.
 - An exemption from the Contracts and Funding Code is being requested due to Publica's previous involvement in designing and delivering this project.
 - Publica will be continuing to deliver this work, drawing on existing knowledge and relationships with boroughs that it has built up in the preceding year, and which cannot be separated from the new work.
 - Night time strategies are a new part of city policy, in the UK and around the world. The GLA is a leading city in this field. As such, Publica are currently the only consultants that have the breadth of expertise in night time policy; understanding of local government; and community engagement to deliver this work.
 - A competitive procurement process was carried out nine months ago to appoint Publica, which was the only consultant that met the project specification.
 - Value for money will be ensured as the scope of the contract remains very similar to the original contract.
 - Close monitoring of project KPIs by the GLA will continue via weekly project meetings and monthly KPI updates.
- £70,000 to provide a small grant fund for 'Business Friendly Licensing' projects:
 - Up to five local authorities and their partners will trial business-friendly licensing initiatives, supporting the recovery of London's high streets after 6pm.
 - The fund criteria will be based on research that was carried out in winter 2021-22 (under MD2811).
- £12,000 on appointing consultants to deliver, evaluate and share findings from the grant-funding programme.
- £15,000 to purchase night time data (such as spend, mobility and workforce data) for the High Street Data Service and Night Time Observatory:
 - These services are already being used successfully by boroughs to inform their night time initiatives.
 - The data purchase will be based on feedback from boroughs about their data needs.

- It will support the development of night time strategies and enable targeted support to high streets that need it most.
 - £10,000 on appointing a consultant or research body to evaluate key aspects of the 24-Hour London Programme.
- 1.25. The GLA will also spend £63,000 engaging with night workers to understand the challenges they face and helping night time businesses operate safely and sustainably. This will include the following:
- £25,000 on appointing consultants to conduct research into the issues affecting night workers, and preparing recommendations on how employers and policy makers can better support night workers. The research will inform the work of the Mayor's Skills Academies and Good Work Standard.
 - £38,000 on providing grant funding to Safer Business Network and Music Venue Trust to carry out the following:
 - Deliver training and support for night time venues. Themes will include safety and vulnerability; improved financial resilience; better partnership working with police and local authorities; and increased resilience to future challenges such as terrorism, climate change and infectious diseases.
 - Manage the LGBTQ+ Venues Forum, working with venues and promoters to increase the sector's resilience and support new activity.
- 1.26. Approval for the Mayor's expanded Night Time Enterprise Zone Programme has been provided through MD2947. This programme will be funded by the London Economic Action Partnership. It will help a number of boroughs to implement their night time plans, with practical initiatives to stimulate high street recovery.

London Music Fund

- 1.27. Music-making has a profound effect on children and young people. It is proven to help to develop communication, concentration, literacy, numeracy and teamwork. However, music tuition is expensive, and participation in learning an instrument is out of reach for many families and young people. The London Music Fund helps to address this inequality.
- 1.28. The Mayor is the Patron of the London Music Fund, an established charity with an excellent reputation for providing support and opportunities for young people in the capital, and achieving outstanding outcomes for these young people.
- 1.29. Since 2011, the Fund has supported nearly 600 young instrumentalists with four-year scholarships, all of whom are from low-income families. Of these, 62 per cent are from Black, Asian or Minority Ethnic backgrounds.
- 1.30. It has also funded a further 50 collaborative and imaginative projects with Music Education Hubs, schools and professional arts organisations, involving more than 10,000 young Londoners. It has additionally funded 10 grassroots projects through Amplify London, its partnership with YouTube Music. In total, the Fund has invested more than £3m in music education across the capital.
- 1.31. Despite difficulties caused by the pandemic, the London Music Fund continues to provide valuable musical learning opportunities to young Londoners who would otherwise be unable to learn a musical instrument. With a deprioritisation of creative subjects in some settings, organisations such as the London Music Fund are vital in ensuring young people have access to cultural and creative learning opportunities.

- 1.32. GLA funding of £26,000 will support the charity's scholarship programme, allowing young Londoners to continue their tuition with their local Music Education Hub during 2022-23. Without this funding, talented and diverse young musicians would miss the opportunity to develop their talent and creative skills.

Creative Workforce Diversity Programme

- 1.33. London's creative workforce does not reflect the diversity of Londoners. Ethnically diverse employees only hold 23 per cent of jobs in the creative economy, compared to 33 per cent in the economy as a whole. Ethnically diverse staff are excluded from leadership – across the museum sector, only 5 per cent of ethnically diverse people are in leadership.¹
- 1.34. During the pandemic, the GLA has successfully begun a new partnership with Film London and JobCentre Plus to help unemployed Londoners get jobs in the screen industries, where there is a need to fill 25,000 jobs. The Creative Workforce Diversity Programme will scale up this work across four boroughs in response to the London Recovery Programme; it will also pilot the effectiveness of extending it beyond the screen industries into a new sector (fashion). The GLA will roll out a suite of new industry-led educational resources to signpost young people in education towards creative jobs. At the same time, a new diversity accelerator project will work with the CEOs and senior management teams of major museums and galleries to see how far and how fast they can go to accelerate progress in diversity within their institutions. The careers resources and accelerator project have also been funded through MD2668.
- 1.35. The proposed GLA funding of £210,000 will deliver:
- capacity-building within JobCentre Plus across four boroughs for up to 150 business managers and job work coaches
 - training to new entrants to help them get into work; a mid-career coaching programme; and stakeholder engagement to help build relationships with industry employers
 - an accelerator programme aimed at the CEOs of major London museums and galleries, and two evaluation reports to measure the impact of the programme.

Culture and Community Spaces at Risk Programme and Cultural Infrastructure Development

- 1.36. The Mayor's Cultural Infrastructure Plan recognises that creative-making spaces are the engine room of the creative economy. These spaces play a vital role in the success of the creative sector and local communities. They need to be sustained and developed. This will ensure the city will remain globally competitive through the maintenance of facilities (for example, painting studios; creating film/theatre sets; fixing musical instruments; providing a grassroots venue to kickstart a music career or a film studio to shoot the next Bond film).
- 1.37. London continues to meet the challenges of the pandemic, Brexit, shifting planning regulations, high land values, high business rates, climate change and equitable access to opportunities. It is crucial to secure valued spaces that are at risk, and ensure the development of new, fit-for-purpose cultural infrastructure to support a growing and changing sector.
- 1.38. The Culture and Community Spaces at Risk Programme delivers vital support to protect cultural and community spaces at acute risk of closure, particularly those led by under-represented groups. In 2021, the programme supported over 40 cultural and community organisations valued by London's communities. This programme was developed to expand on the work of the Culture at Risk Office, and to ensure that support can be directed more equitably across diverse-led organisations – including those that may not have dedicated buildings or spaces.

¹ Centre for London, [Culture Club: Social Mobility in the Creative and Cultural Industries](#), chapter 1, 28 February 2019

- 1.39. The budget will fund the Culture and Community Spaces at Risk Programme to continue to deliver responsive crisis support, capacity building, training, fundraising and business feasibility. This will be supported by specialist consultants to provide in-depth business support to help underpin future sustainability. The programme will also collect data to track the impact of COVID-19 on cultural and community infrastructure to inform the Mayor's Cultural Infrastructure Map and resulting policy development. Further research will explore the barriers that under-represented groups face when accessing, owning and operating space across the city; and provide recommendations to inform future policy for GLA, local authorities and other key partners.
- 1.40. The Cultural Infrastructure Development Programme works with partners to maximise future cultural infrastructure opportunities afforded by new developments and the revitalisation of existing space within housing zones, opportunity areas, town centres and high streets. This includes supporting those establishing new cultural spaces and enabling the development of environmentally sustainable spaces. The GLA will also support investment in specialist advice for organisations, the funding of feasibility studies and development of guidance and tools.
- 1.41. The Mayor has a range of manifesto commitments related to growing cultural infrastructure. These include establishing more film and TV production studios; creating a world-class culture and education district at East Bank; supporting innovative creative and cultural production through the Thames Estuary Production Corridor; and developing an International Centre for Creative Industries (ICCI) in London. The budget will be invested in activities including developing a business case and initial feasibility study for the ICCI; and supporting the development of a business case for a theatre recycling and reuse centre, ensuring that the theatre sector can play an active role in contributing to London's zero-carbon targets.

Culture, Health and Wellbeing Programme

- 1.42. The Mayor's Culture Strategy, Culture for All Londoners, outlines the benefits that arts and culture bring to health and wellbeing. Evidence shows that being creative and taking part in the arts makes a significant difference to people's physical and mental health and wellbeing. It can also support recovery from long term effects of COVID-19.
- 1.43. In support of two of the missions set out by the London Recovery Programme (Mental Health and Wellbeing, and Building Strong Communities), the CCI Unit will continue to work with the GLA Health Team and Team London to:
- increase the sustainability of cultural social prescribing, which is currently under strain from increased demand
 - provide resources to deepen understanding and connections between the culture and health sectors
 - build more effective referral routes for all Londoners.
- 1.44. The Culture, Health and Wellbeing Programme allocation of £121,000, plus a Baring Foundation grant of £30,000 (approved by MD2811), will support:
- the creation and evaluation of a Creative Health and Wellbeing Programme pilot
 - continued roll-out of the Dementia Friendly Venue Charter and an extended venue network hosted by the Museum of London
 - year two of Thriving Through Culture, including the launch of an action plan; a new micro grant fund; a World Mental Health Day Festival in partnership with Thrive LDN; and resources to support people working with children and young people with mental ill health

- training to build connections between primary care networks, and social care and cultural providers; and co-convening of the London Arts and Health Action Group with Arts Council England and London Arts in Health.

1.45. In order to support the newly refreshed Mayor's Health Inequalities Implementation Plan, the CCI Unit will identify areas of social and economic deprivation as priority areas. This will enable the unit to locate the Creative Health and Wellbeing Programme pilot and other areas of investment.

Culture strategy

- 1.46. The Mayor has a statutory duty to deliver a culture strategy and to appoint a Culture Strategy Group known as the Mayor's Cultural Leadership Board (MCLB) to advise him on the strategy and its delivery.
- 1.47. The MCLB provides advice to the Mayor on a range of issues to ensure the needs of culture are accounted for across all of his strategies. The MCLB will inform the London Recovery Programme and provide evidence-led advice that is informed by cultural organisations and businesses in the creative industries.
- 1.48. To achieve this, the CCI Unit will commission external research into key areas such as the economic and social benefit of investment in London's culture and creative industries which will inform future policy making.
- 1.49. GLA funding of £80,000 will deliver up to £45,000 in research, focusing on economic recovery, cultural infrastructure, and jobs and employment. The budget will fund the other activities of the MCLB such as events. The funding will support an allowance paid to a maximum of 10 eligible board members. The allowance will provide up to £3,000 per member. The allowance will attract and retain freelance cultural practitioners to the MCLB and reduce barriers to participation. It will ensure freelance or unwaged members can fully contribute to the Board's activities. These members will be recruited for their specialist sector knowledge through an open process advertised on the GLA website.

2. Objectives and expected outcomes

Creative Economy Growth Programme

2.1. The objectives of this investment are to:

- support creative businesses across film, television, animation, visual effects, games, fashion and design to trade, export and make new sales
- deliver new inward investment and employment opportunities
- increase workforce diversity through the Equal Access Network; and showcase diverse talent through the London Games Festival, London Fashion Week, the London Film Festival and the London Design Festival
- maintain London's global reputation as a world leader in the creative industries.

2.2. The GLA investment of £2.678m will deliver the following outputs:

- inward investment activities in film/TV/animation: Film London's London Filming Partnership, Business Engagement and Inward Investment programmes
- annual trade shows and festival events: London Fashion Week, the London Games Festival, the London Design Festival and the London Film Festival

- sales support schemes for fashion businesses: the London Fashion Showcasing Fund and NEWGEN
- export schemes for film and games: London Screenings, the Film Production Finance Market and the Games Production Finance Market
- diversity schemes: the Equal Access Network and the London Games Festival's Ensemble showcase scheme.

2.3. This will support the funded organisations to achieve quantified outcomes each year regarding inward investment, jobs and training:

- up to £13m in sales and exports for up to 600 design businesses
- up to £15m in games inward investment
- up to £60m in fashion sales
- up to £600m in film investment Year 1, £675m Year 2 and £750m Year 3
- up to 10,000 film/TV crew employment opportunities Year 1, 11,000 Year 2 and 12,000 Year 3
- 90 games jobs
- 200 training and employment opportunities through the Equal Access Network (with at least 40 per cent of beneficiaries from Black, Asian and minority ethnic backgrounds).

24-Hour London

2.4. The objective of this investment is to:

- support night time businesses and workers to recover from the pandemic
- help local authorities and their partners put night time strategies in place
- grow London's 24-hour economy
- make sure more high streets are safe, welcoming and well used after 6pm.

2.5. GLA investment of £239,000 will deliver the following outputs for local authorities and their partners:

- four Night Time Borough Champions meetings
- up to 12 Night Surgeries
- a 24-Hour City summit
- six boroughs helped to develop night time strategies
- night time data purchase
- up to five business-friendly licensing projects supported with grant funding
- evaluation of key 24-Hour London programmes by an external evaluator.

2.6. This will achieve the following outcomes for local authorities and their partners:

- businesses, community organisations and the public sector actively working towards a shared vision for their area after 6pm

- priorities identified for improving the economy, public realm, and civic and public life after 6pm
- boroughs and their partners kept abreast of the latest developments in 24-Hour City policy from around the world through sharing innovative practice
- more business-friendly licensing practices introduced, as a result of trial projects and data sharing, to boost London's recovery at night
- data used to make evidence-based decision-making at a local level
- Night Time Enterprise Zone learnings are shared with boroughs and businesses to help more areas to introduce this initiative and benefit from its impacts.

2.7. It will also deliver the following outputs for night time businesses and workers:

- research into the issues affecting night workers, with recommendations on how employers and policy makers can better support night workers
- four meetings of the LGBTQ+ Venues and Promoters Forum
- eight workshops, events and e support sessions for night time businesses.

2.8. This will achieve the following outcomes:

- GLA, local authorities, TfL and business groups understand the issues affecting night workers and the actions needed to improve night time jobs
- night time businesses are better equipped to keep staff and customers safe
- licensed premises, including music venues, LGBTQ+ venues and clubs, report improved resilience, financial sustainability, better partnership working with the police and local authorities and increased ability to deal with future challenges such as terrorism, climate change and infectious diseases.

London Music Fund

2.9. The objective of this investment is to provide grant funding to the London Music Fund to enable young Londoners on the scholarships programme to learn a musical instrument and develop their musical talent.

2.10. The GLA investment of £26,000 will:

- enable instrumental lessons for young London musicians
- provide access to weekend music tuition and special projects.

2.11. This will achieve the development of the musical and social skills of young Londoners from low-income families, including those from under-represented backgrounds, through participation in instrumental tuition, projects and performances which have the potential to improve life chances.

Creative Workforce Diversity Programme

2.12. This investment will deliver the following objectives:

- pilot and test specific policy and programme interventions which the Mayor can make in partnership with relevant stakeholders
- establish programmes of work that will have the greatest impact in helping London's creative workforce become more diverse

- identify new links across GLA policy on workforce diversity, joining up programmes where relevant.

2.13. The GLA investment of £210,000 will deliver the following outputs:

- delivery of capacity building within JobCentre Plus for up to 150 participants (for Business Managers and Job Work coaches)
- delivery of training to new entrants to the job market and those with transferable skills
- up to four boroughs participating in the programme
- delivery of a mid-career coaching programme for up to 15 participants
- up to 10 training events to be delivered
- production of films to show the array of roles and careers in the creative industries to be used by JobCentre Plus internally to train coaches and managers and externally for clients
- production of two evaluation reports on the impact of the Creative Jobcentre Programme, which helps unemployed Londoners, especially Black, Asian and minority ethnic Londoners, to roles in culture and the creative industries
- further research, guidance, stakeholder engagement and training events.

2.14. This will achieve the following outcomes:

- develop and scale up the JobCentre Programme into other creative industry sectors
- opportunities for policy and programme interventions that the Mayor can make in partnership with the Department for Work and Pensions to improve ethnic and gender diversity in the creative industries workforce
- direct engagement of JobCentre Plus and creative industry employers
- increased awareness of creative industry employers and their engagement with Jobcentre Plus and their candidates
- reduction in existing barriers between Jobcentre Plus and the creative industries, benefitting job-seeking Londoners.

Culture and Community Spaces at Risk and Cultural Infrastructure Development

2.15. The objectives of this investment are to:

- safeguard at-risk cultural and community assets that are under threat and move them towards long-term sustainability
- secure spaces operated by user-led grassroots organisations who are delivering vital support to those most at risk through recovery
- innovate new approaches to Good Growth, ensuring spaces that serve local communities, contribute to social integration and are part of the cultural and creative industries ecosystem are secured within development
- increase the provision of cultural infrastructure in high streets, town centres, strategic industrial land, and opportunity areas

- ensure that new cultural premises supporting or led by diverse communities are created
- pilot and test specific policy and programme interventions which the Mayor can make in partnership with relevant stakeholders, including transition to zero carbon and circular economy practices.

2.16. GLA investment of £247,000 will achieve the following outputs:

- research, guidance, stakeholder engagement and training events
- culture and community infrastructure data for distribution in the Cultural Infrastructure Map, data notes and the High Streets Data Portal
- 12 local authorities and public landowners engaged and supported to deliver best practice cultural infrastructure, placemaking and public realm projects
- development of a case for the International Centre for Creative Industries
- guidance for the culture and creative industries to support transition to decarbonised cultural sector, focussing on theatre sector and the retrofit for existing cultural infrastructure.

2.17. This will achieve the following outcomes:

- decrease in immediate and long-term risk to cultural and community infrastructure
- venues and spaces which serve local communities, and the cultural and creative industries ecosystem secured within developments
- improved models of inclusive regeneration as part of Good Growth
- increased ownership and supply of robust new cultural and community infrastructure which serves communities and the cultural and creative industries for the future
- new cultural infrastructure typologies including those which are more sustainable adopted in developments and by the industry
- opportunities for policy and programme interventions that the Mayor can make in partnership with relevant stakeholders, including local authorities, funders and industry associations.

Culture, Health and Wellbeing Programme

2.18. The GLA's 2022-23 investment of £121,000, together with the Baring Foundation grant of £30,000 (approved through MD2811) will deliver the following objectives:

- help cultural social prescribing become a routine and visible part of community support across London, ensuring equality of sustained access for Londoners
- increase understanding of the benefits of culture in supporting children and young people experiencing mental ill health
- support the Dementia Friendly City goals through new culture-led approaches to working with older people to live well with dementia
- demonstrate the social and economic benefits of improved connections between culture, health and social care.

2.19. This will achieve the following outputs:

- creative health and wellbeing pilot and report to test viability and scalability
- a three-year action plan for children and young people supporting those experiencing mental ill health through cultural activities
- a £60,000 micro grant-funding programme responding to new action plan for children and young people
- expanded Dementia Friendly Venues Charter network supporting cultural venues developing dementia-friendly programmes
- four integrated care system and culture sector roundtables; and four London action for culture and health meetings.

2.20. This will deliver the following outcomes:

- increase the sustainability of cultural social prescribing across London, and develop partnership hardwiring cultural engagement into city life through health
- improved provision for Londoners to live well with dementia when visiting cultural organisations and programmes across London
- partnerships with the newly constituted integrated care system regions for London
- leadership development in creative health and wellbeing with councils, creative practitioners and integrated care systems.

Culture strategy

2.21. This investment will deliver the following objectives:

- ensure that the Mayor's statutory duties are met, including keeping the Culture strategy under review, with the support of the MCLB
- ensure policy and strategy are underpinned by a breadth of up-to-date research on the sector
- maximised opportunities, such as collaborative working, that benefit culture, 24-hour London and the creative industries, informing policy, programme development and advocacy.

2.22. The investment of £80,000 will deliver:

- research into the post-pandemic needs of the culture and creative industries sector; the investment will also cover the publication, communication and dissemination of research
- support for the statutory MCLB including meetings and events; research and initiatives from the Board; and an allowance to attract and retain freelance members of the Board authorised through MD2946.

2.23. The investment will deliver the following outcomes:

- future cultural strategy and policy that is underpinned by up-to-date evidence and research
- communication of new research and policy to stakeholders including the culture and the creative industries sector, London boroughs, and national government
- expanded network of advocates for culture, 24-hour London and the creative industries

- opportunities for policy and programme interventions that the Mayor can make in partnership with relevant stakeholders, including local authorities, funders and industry associations and organisations for the sector for the benefit of businesses and the workforce.

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' to the need to eliminate unlawful discrimination, harassment and victimisation; and as to advance equality of opportunity, and foster good relations, between people who have a 'protected characteristic' as defined in the Equality Act 2010 and those who do not.
- 3.2. The proposed programmes outlined in this decision form will enable the continued creation of opportunities for Londoners, providing social and economic benefits in the capital, as well as helping to ensure maximum support to those particularly vulnerable to the impact of COVID-19. The programmes and projects seek to ensure that all Londoners – regardless of whether they have protected characteristics or not – are able to enjoy, experience and benefit from being creative and taking part in London's cultural offering.
- 3.3. The CCI Unit will continuously look at how we diversify the team's workforce and embed EDI throughout the unit. This happens in various ways: we have an active EDI task-and-finish group; several team members sit on the Good Growth directorate Equality, Diversity and Inclusion group (GG EDI group), which is co-chaired by two team members; members of the team are part of the recruitment task-and-finish group which addresses achieving greater diversity in recruitment and several team members have joined the Responsible Procurement group to ensure supplier diversity. The above helps us to ensure that we are embedding all areas of EDI internally.
- 3.4. The GLA's creative industries funding will help to increase diversity in the creative workforce and showcase diverse talent. Film London will embark on all programmes to be reflective of London's diversity; Film London's Equal Access Network is creating new training and employment opportunities for diverse Londoners; the London Games Festival is running an annual programme for diverse talent; the British Fashion Council provides funding and showcasing opportunities to new and emerging designers from diverse backgrounds; the London Design Festival will support, collaborate and showcase diverse talent and undertake a scoping exercise on barriers to entry for diverse businesses.
- 3.5. The 24-Hour London Programme helps to protect the vulnerable LGBTQ+ community; improve women's safety at night; and ensure safe access to high streets for all. The 24-Hour London team also supports the Culture and Community Spaces at Risk Programme.
- 3.6. The Culture and Community Spaces at Risk Programme provides priority support to organisations led by and/or serving groups that have been, and continue to be, under-represented in the built environment. The most recent Community Spaces at Risk Fund provided direct grants and business support to 101 organisations, with 41 per cent of organisations led by and/or serving Black, Asian and Minority ethnic people; 30 per cent women-led; 9 per cent Deaf and disabled-led; and 7 per cent LGBTQ+-led. Furthermore, 51 per cent of the organisations that received support were in the top 20 per cent most deprived wards in the country.
- 3.7. The London Music Fund specifically provides: opportunities for young people from low-income backgrounds to realise and fulfil their potential through musical education, increasing their confidence and skills; and an equal opportunity to nurture their musical talents and pursue musical aspirations.
- 3.8. The growth of social prescribing sits within strategic objective 33 of the Mayor's EDI Strategy for London:

"To co-produce with partners, including the and Community Sector, NHS and local authorities, a social prescribing vision and next steps for London that set out the approach to expanding social

prescribing across London and particularly with the most deprived communities including the elderly, those with long term medical conditions and those with complex medical and social needs.”

- 3.9. The CCI Unit's Creative Workforce Diversity Programmes will specifically provide awareness of careers within the creative industries. The Creative JobCentre Programme will increase awareness of the careers in the screen and fashion industry for entry-level jobseekers; and support jobseekers transferring from other sectors. It will support the screen industries to recruit from a more diverse workforce, no matter their background, and support Black Asian and Minority Ethnic mid-career professionals progressing into more senior roles.
- 3.10. The CCI Unit will ensure that all organisations that are in receipt of GLA grant funding, or are contracted by the GLA, have equality policies in place, and are committed to: proactively applying the principles of the Equality Act 2010; and regularly refreshing their equality and diversity policies and practices.

4. Other considerations

- 4.1. In addition to support the Mayor's missions and foundations, the programmes and policies outlined in this decision also link to the following Mayoral strategies:
- Culture for All Londoners, the Mayor's landmark strategy for culture, which outlines an ambitious vision to ensure all Londoners can engage with and contribute to the capital's rich cultural offering on their doorsteps.
 - The Mayor's objectives for Healthy Streets, which are more welcoming to people and encourage them to make active and sustainable travel choices – for example, by contributing to the Healthy Streets' aspiration of 'things to see and do'.
 - Inclusive London, the Mayor's EDI Strategy, which sets out that a successful city needs to work well for all residents. Everyone should be able to share in its prosperity, culture and community life regardless of age, social class, disability, race, religion, gender, gender identity, sexual orientation, marital status, or whether they are pregnant or on maternity leave.
 - The Mayor's Health Inequalities Strategy and Health in All Policies approach, which supports Londoners to feel comfortable talking about mental health, reducing stigma as well as empowering people to improve their own and their community's health and wellbeing.
 - The Mayor's Social Integration Strategy, which aims to improve social integration in London. This means enabling people to have more opportunities to connect with each other positively and meaningfully; and supporting Londoners to play an active part in their communities and the decisions that affect them. It involves reducing barriers and inequalities, so that Londoners can relate to each other as equals.
 - The Mayor's Vision for London as 24-Hour City (diversifying London's night time offer and making it more safe, welcoming and accessible for a wider range of people).
 - The Mayor's Police and Crime Plan (Women's Night Safety Summit).
 - The London Plan, which contains strategic policies for supporting London's night time economy and its diverse range of arts, cultural and entertainment enterprises; and the cultural, social and economic benefits they offer to its residents, workers and visitors.

Impact assessments and consultations

- 4.2. The MCLB is a statutory group comprising senior leaders from across the creative and cultural industries. These ambassadors shape the Mayor's Culture Strategy and represent diverse voices from the industry. The Board will meet to offer advice on the London Recovery Programme.

- 4.3. In addition to the MCLB, London Action Group – a newly formed advisory group – has been formed to enable Londoners to participate in policy design and development. This was trialled through ACCESS, a cultural network funded by URBACT, an EU-funded European exchange and learning programme promoting sustainable urban development.
- 4.4. During the pandemic, the GLA held a programme of workshops and roundtables with cultural organisations and 24-Hour London stakeholders to ensure its response is industry and local authority-led. This programme of engagement has helped shape recovery activity in relation to culture.

Subsidy control

- 4.5. The British Fashion Council (BFC) is a not-for-profit organisation providing a unique range of services that other organisations do not, so it is unlikely to distort competition. The ultimate beneficiaries of GLA funding are the businesses (primarily micro, small and medium-sized enterprises), freelancer workers and supply chains who participate in London Fashion Week. The GLA also funds non-commercial activities such as the model zone and business support schemes (London Fashion Showcasing Fund, NEWGEN), which either would not exist without the GLA's funding or would be considerably scaled back with fewer businesses benefiting.
- 4.6. London Design Festival is the only organisation providing services of its kind, so it is not likely to distort competition and would not exist without the GLA's support. It delivers services not provided elsewhere, correcting a market failure (coordination failure) to enable small design businesses to come together at the same time in order to attract international buyers and consumers. The ultimate beneficiaries of the festival are therefore the design businesses and also commercial design fairs who showcase during the festival period. The GLA also funds work to focus on diversity and sustainability which is non-commercial.
- 4.7. The London Games Festival was previously run by UKIE, the games industry trade body, but closed due to lack of investment (the same coordination market failure that exists in creative-industry trade festivals all over the world). The GLA funds Film London to deliver the London Games Festival. It is the only organisation of its kind so does not distort the market. The festival is overseen by a steering group of industry professionals to ensure it responds to the needs of industry. As with the London Design Festival and London Fashion Week, the ultimate beneficiaries are the small businesses that make sales, exports and inward investment during the festival.
- 4.8. Film London is the only organisation of its kind, and would not exist without the GLA's support. Publicly funded film agencies similar to Film London exist across the UK's nations and regions; they include the Film Agency for Wales, Creative England and Screen Yorkshire. Countries and cities all over the world fund public film agencies to attract inward investment to their territories. Film agencies provide production support, develop skills and talent, and run education and audience development programmes. They do not operate in a commercial market and are publicly funded. The beneficiaries of Film London's work are thousands of businesses, freelancers, artists and crew – including those from across the UK and internationally who can use Film London's services (free of charge) to help them shoot productions in the capital.

Risks

| Risk | Mitigations in place | RAG rating |
|--|---|-------------------|
| Financial mismanagement by any organisation in receipt of GLA grant funding. | Responsible GLA officers overseeing grant-funded programmes will closely monitor delivery and meet regularly with delivery partners. Robust funding agreements will be put in place, payments will be made against clearly defined milestones and where appropriate in arrears. | Green |

| | | |
|--|---|-------|
| As a part of the levelling-up agenda, the government has announced major funding cuts to London's cultural institutions, and incentives to encourage London businesses to leave the capital. | The CCI Unit is working closely with GLA Economics to update creative economy and jobs data, enabling GLA to measure economic impacts which will inform future policymaking and advocacy. The GLA will work closely with the sector to monitor the impact of government funding and assess risks to GLA-funded programmes throughout the life of these projects. The GLA will also continue to lobby the government and make the case for more funding to the sector. | Amber |
| Continuing COVID-19 social-distancing restrictions may negatively impact programmes that rely on overseas buyers and trade such as the Creative Economy Growth Programme. | External partners now have a track record in delivering successful online events; e.g., the London Games Festival exceeded its investment targets during the pandemic. Partners now have two years' experience delivering hybrid events, many elements of which can pivot to digital-only at short notice. | Amber |
| Tourism may not return to pre-pandemic levels until 2025 impacting on West End and night time economy. | Delivery of second phase of Let's Do London will continue to partner with tourism agencies and businesses. The High Streets Data Service will continue to collect impact data on visitor spend and footfall to inform policy and advocacy. | Amber |

Conflicts of interest

- 4.9. There are no conflicts of interest to note for any of the officers involved in the drafting or clearance of this decision form.

5. Financial comments

- 5.1. Approval is being sought for expenditure on the Culture and Creative Industries Programme for the period 2022-25. This includes annual expenditure of £2.678m for the three years on the Creative Economy Growth Programme, and expenditure of £0.977m on the Core Programme for the 2022-23 financial year only, which includes the receipt of partnership income of £0.054m to supplement the Diversity Programme. This is set out in the table on the next page.
- 5.2. In relation to the expenditure for this programme, the costs of £3.655m will be funded from the 2022-23 Culture and Creative Programme budget (£3.601m), subject to the GLA's detailed 2022-23 budget being formally approved in March 2022 and as per above, the balance of £0.054m will be funded via partner contributions supporting the Diversity Programme.

| | 2022-23 | 2023-24 | 2024-25 |
|--|--------------|--------------|--------------|
| Culture & Creative Industries - Programme Expenditure | £000 | £000 | £000 |
| Creative Economy Growth Programme | | | |
| Film London (Film) | 1,222 | 1,222 | 1,222 |
| Film London (TV & Animation) | 235 | 235 | 235 |
| British Fashion Council | 610 | 610 | 610 |
| London Design Festival | 235 | 235 | 235 |
| Games London | 376 | 376 | 376 |
| Creative Economy Growth Programme - Total | 2,678 | 2,678 | 2,678 |
| Core Programme | | | |
| 24 Hour London | 239 | 0 | 0 |
| London Music Fund | 26 | 0 | 0 |
| Creative Workforce Diversity Programme | 264 | 0 | 0 |
| Culture & Community Spaces at Risk & Infrastructure Development | 247 | 0 | 0 |
| Culture, Health & Wellbeing Programme | 121 | 0 | 0 |
| Culture Strategy | 80 | 0 | 0 |
| Core Programme - Total | 977 | 0 | 0 |
| Total Gross Expenditure | 3,655 | 2,678 | 2,678 |
| Income - Partner Contributions for Diversity Programme | -54 | 0 | 0 |
| Net Cost to the GLA | 3,601 | 2,678 | 2,678 |

- 5.3. The proposed annual expenditure of £2.678m for 2023-24 and 2024-25 relates to the CCI Unit's Creative Economy Growth Programme; these budget allocations are currently indicative and not formally approved. This proposal would constitute a pre-existing commitment against these budgets. In order to mitigate any risk of these programmes not being sufficiently resourced in future years to cover costs following the annual budget-setting process, the associated grant agreements will include break clauses that could potentially be exercised if required.
- 5.4. The CCI Unit will seek further third-party contributions in the form of grant income and sponsorship to enhance programme delivery in 2022-23 for which delegation is also being sought via this decision for the Executive Director, Good Growth, to accept any further funding that is secured. At this stage, other than the £0.054m that has been confirmed for the Diversity Programme, no further contributions have been secured.
- 5.5. It should also be noted that commitments against third-party income streams will only be entered into once a contractual agreement has been secured with the grantor and/or sponsor. All appropriate budget adjustments will be made.

6. Legal comments

- 6.1. The foregoing sections of this report indicate that the decisions requested of the Mayor fall within the statutory powers of the Authority to promote and/or to do anything that is facilitative, of or conducive or incidental to, economic development and wealth creation within 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 promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom
 - consult with appropriate bodies.
- 6.2. In taking the decisions requested of him, 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; to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, age, sex, sexual orientation, religion or belief, pregnancy and maternity, marriage and civil partnership, 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 Mayor should have particular regard to section 3 (above) of this report.

Exemptions from the Contracts and Funding Code

- 6.3. Officers are seeking approval to vary the GLA's existing contract with Publica Associates Ltd. The original contract was valued at £80,587, whilst the proposed variation is valued at £69,000. Section 9 of the Authority's Contracts and Funding Code (the "Code") requires that the Authority undertake a formal tender process or make a call off from an accessible framework for procurements with a value between £10,000 and £150,000. However, section 10 of the Code also provides that an exemption from this requirement may be justified on the basis that the proposed services amount to the continuation of existing work, from which they cannot be separated. Officers have set out at paragraph 1.24, above, the reasons the procurement of Publica Associates Ltd falls within the said exemption. Accordingly, the Mayor may approve the exemption, if he be so minded.

Grant Funding

- 6.4. Officers are seeking approval of grants to Film London, the London Design Festival, the British Fashion Council, the Safer Business Network, the Music Venue Trust, the London Music Fund and the Museum of London. Whilst the proposed grants to most of the recipients fall below the subsidy control de minimis threshold, the value of the grants to Film London, the London Design Festival and the British Fashion Council all exceed that threshold. To that end, the GLA, in providing the grants, must ensure that:
- it does not confer an economic advantage on the recipient to the extent that the recipient is offering goods or services which are competing in a market with other organisations
 - it does not have an effect on trade or investment between the regions of the UK, or between the EU and the UK.
- 6.5. Officers have set out at paragraphs 4.5 to 4.8, above, the reasons the proposed grants do not:
- confer an economic advantage on the recipients
 - have an effect on trade between the regions of the UK and between the EU and the UK.
- 6.6. Furthermore, officers are reminded to use the Authority's long-form grant agreement in relation to the said grants, so that there is:
- an obligation on the recipient to procure competitively any goods and services, which it requires to further the funded activities
 - a mechanism for the recovery of the grant funding in circumstances where any part of it later be found to be an unlawful subsidy.

- 6.7. To the extent that the budget of this MD be used for further grant funding, officers are reminded to comply with the requirements in section 12 of the Code; and to ensure that an appropriate funding agreement be put in place between the Authority and the recipient, before any of the funding be paid.

Procurement

- 6.8. Where officers use any of the requested budget for the procurement of goods or services, they are reminded to ensure that they comply with the requirements of the Code; and seek assistance from Transport for London's Procurement and Supply Chain department. Furthermore, officers are reminded to ensure that a contract be put in place between the Authority and the counterparty, before the services commence.

Delegation

- 6.9. Any function exercisable by the Mayor on behalf of the Authority may also be exercised by a member of the Authority's staff – albeit subject to any conditions, which the Mayor sees fit to impose. To this end, the Mayor may make the requested delegation to the Executive Director, Good Growth, if he so chooses.

7. Planned delivery approach and next steps

| Activity | Timeline |
|---|--|
| Creative Economy Growth Programme <ul style="list-style-type: none"> • London Games Festival/Games Production Finance Market • London Fashion Week • London Design Festival • London Film Festival/Film Production Finance Market | <ul style="list-style-type: none"> • April (annually) • June/September/January/February (annually) • September (annually) • October (annually) |
| 24-Hour London Appoint consultant for night worker research | Summer 2022 |
| 24-Hour London Announce grant funding to local authorities for innovative licensing and regulation projects | Summer 2022 |
| 24-Hour London Complete grant funding agreement for Safer Business Network | Summer 2022 |
| London Music Fund Complete grant funding agreement | June 2022 |
| Health & Wellbeing <ul style="list-style-type: none"> • Announce micro grant programme for Thriving through Culture • First Creative Health and Wellbeing pilots announced • Extended network of Dementia Friendly Venues signed to the Charter | <ul style="list-style-type: none"> • Autumn 2022 • Summer 2022 • Spring 2023 |
| Diversity Programme: Announce JobCentre Programme | Spring/Summer 2022 |
| Diversity Programme: Appoint evaluation consultant(s) | Summer 2022 |
| Culture and Community Spaces at Risk and Cultural Infrastructure Development <ul style="list-style-type: none"> • Publish updated Community Infrastructure Map | <ul style="list-style-type: none"> • Summer 2022 • Spring 2022 |

| | |
|--|--|
| <ul style="list-style-type: none"> • Complete barriers research and publish key recommendations | |
| Culture strategy: <ul style="list-style-type: none"> • MCLB reappointments • MCLB recruitment drive • First MCLB meeting | <ul style="list-style-type: none"> • Spring 2022 • Spring/Summer 2022 • Spring 2022 |

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**

If YES, for what reason: Activity that will be developed under the 24-Hour London and Creative Workforce Diversity programmes is not in the public domain and would be compromised through publication at this stage. Details of the budget allocated for services under various budget lines is also commercially sensitive; this publication may unduly influence the GLA's ability to achieve value for money through its tenders. Therefore, the publication will need to be deferred until all procurements are over.

Until what date: (a date is required if deferring) 31 August 2022

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under the 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:

Fangfei Chen has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

Phil Graham 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 21 March 2022

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date

D. Gene

22/3/22

CHIEF OF STAFF:

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

Signature

Date

D. Zelling

21/3/22

