

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2421

Title: Museum of London EURO 2020 Grant Award

Executive Summary:

In Summer 2020, London is hosting seven football matches during UEFA EURO 2020. The GLA has entered into a host city agreement with UEFA to deliver the tournament in London.

During EURO 2020, the Mayor wants Londoners from all communities to come together in a global celebration of culture and sport, creating a festival atmosphere across the capital and enabling grassroots activity to thrive. EURO 2020 is an opportunity for visitors, Londoners and volunteers to come together in a shared love of culture and sport. EURO 2020 in London will also celebrate the European communities who make such an important contribution to London. In the Mayor's Culture Strategy, 'Culture for all Londoners' there is a priority to deliver a cultural programme for Londoners as part of EURO 2020.

This decision seeks approval to grant Museum of London £20,000 to deliver of a programme of activity linked to London's hosting of EURO 2020, covered by the 2019-20 Culture and Creative Industries Culture Strategy budget.

The grant will go towards Museum of London commissioning a film with London Screen Archives which will highlight the history of football in London and explore what football means to modern day Londoners.

The budget for this activity was previously agreed under MD2486.

Decision:

That the Assistant Director of Culture and Creative Industries approves:

A grant of £20,000 to Museum of London towards the 'Museum of London EURO 2020 programme'.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

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: Shonagh Manson

Position: Assistant Director, Culture and Creative Industries Unit

Signature:



Date:

11. 2. 2020

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1 Introduction and background

- 1.1 The UEFA European Championship is the largest sporting event in Europe and the third largest globally after the Summer Olympics and FIFA World Cup. In 2020, UEFA is breaking with tradition and staging the event around 12 cities across the continent – a so-called ‘EURO for Europe’ – to celebrate 60 years of the tournament. London is hosting seven football matches during UEFA EURO 2020 – more than any other host city. The GLA has entered into a host city agreement with UEFA to deliver key elements of the tournament in London.
- 1.2 The GLA’s commitments to the championship include obligations with regard to transport, security, and spectator engagement. To fulfil this, the GLA will deliver a programme of community engagement and cultural activity. In June 2019 the Mayor approved a project budget of £15.4m under cover of MD2486, to include expenditure of up to £1million towards a culture programme. In November 2019, finalisation of the EURO 2020 budget took place, and the culture programme budget was confirmed at £754,000.
- 1.3 Large scale cultural events help to build bridges between communities and provide spaces where people from different backgrounds can come together. Only a third of Londoners feel that they make the most of culture in the capital, and so the Mayor wants to provide more opportunities to participate in culture on Londoners’ doorsteps.
- 1.4 EURO 2020 is an opportunity for visitors, Londoners and volunteers to come together in a shared love of culture and sport. Through the EURO 2020 culture programme, the GLA will:
- showcase and celebrate the capital’s rich and diverse culture and heritage offer for Londoners and visitors;
 - create memorable experiences, encourage celebrations and connect London to Europe;
 - create a spotlight on European communities, bringing arts, food and football together;
 - connect sport to city life through local cultural activity; and
 - be inclusive and welcoming for everyone.
- 1.5 As part of the development of the culture programme, the Museum of London proposed a programme of activity relating to London’s hosting of EURO 2020. This is a one-off time limited project specifically related to the month-long tournament in the Summer of 2020. The Museum of London’s programme comprises:
- a one-day family festival at London Wall;
 - a programme of events and speakers for adult audiences;
 - a display of related objects;
 - Museum of Londoners, a photo exhibition – linked to Brent London Borough of Culture 2020; and
 - a joint programme of activity with local Culture Mile organisations.
- 1.6 This programme will be delivered by the Museum and does not require further funding from the GLA.
- 1.7 To maximise the Museum of London’s existing EURO 2020 programme the Culture and Creative Industries Unit and the EURO 2020 team propose to fund the Museum of London to create a film,

with London Screen Archives, which will highlight the history of football in London and explore what football means to modern day Londoners. This film will be shown in the London Ellipse Hall at Museum of London as part of their EURO 2020 programme outlined above. Approval is sought to fund this proposal through the Cultural Strategy budget in 2019-20, in order to deliver against Policy 1: The Mayor will help build and strengthen communities by investing in local culture and Policy 2: 'The Mayor will help bring Londoners together through major cultural programmes, festivals and events'.

- 1.8 In line with the Museum of London Act, the GLA jointly funds the Museum of London with the City of London Corporation. The Museum reaches around 1 million visitors annually and has an extensive education outreach programme which reached 153,699 children and young people and 55,805 families during 2018-19. It has a track record in delivery of ambitious outreach projects and has begun to develop projects linked to London's hosting of international sporting events such as NFL in 2018. Building on this engagement expertise, this funding is to support additional activity related to a one-off event which would otherwise not happen without this grant.

2 Objectives and expected outcomes

- 2.1 The Museum of London EURO 2020 programme will highlight the history of football in the city alongside what football currently means to Londoners. Research conducted as part of the museum's move to West Smithfield has suggested that visitors wish to see sport better represented by the Museum of London. The programme hopes to engage sporting communities with the museum through the film and wider activities, alongside engaging a potential new audience that may not naturally visit museums and galleries. The programme will increase expand the scope of the museum and formulate connections to new audiences that will hopefully benefit the museum's move to West Smithfield.
- 2.2 The proposed one-off programme from the Museum of London will take place over a four-month period and is centred around London's hosting of seven matches of EURO 2020. It will bring together audiences with an interest in sport and culture and consist of:
- a film with London Screen Archives highlighting London's footballing history which will act as legacy to the tournament happening in London. The film will:
 - document key figures from London's grassroots footballing teams
 - include archival footage from London Screen Archives and potentially the FA and UEFA
 - a screening event for the grassroots teams engaged with the development of the film; and
 - a one-day family friendly festival about football where the film will be screened.
- 2.3 The film will be shown in the London Ellipse Hall at the Museum of London and via social media channels. It will also be included in London's Fan Zone programming to a maximum audience of 30,000 per match screening. The number of followers on the Museum of London's channels are listed below:
- Facebook – 160,535
 - Instagram – 61,625
 - Twitter – 119,155
- 2.4 The expected outputs are:
- a new film using new and archival footage of grassroots, semi-professional and professional football teams;
 - an increase in footfall and visits to the Museum of London during the tournament.

2.5 The expected outcomes are:

- awareness of the Museum of London is raised amongst football fans who would not normally visit the museum;
- new high quality participation and engagement opportunities for grassroots footballing communities from across the city; and
- family audiences are engaged with the programme.

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 as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.
- 3.2 This programme aims to engage with community audiences and families who would not normally visit the Museum but have passion for football, alongside travelling international fans for EURO 2020.
- 3.3 This activity forms part of a larger programme for EURO 2020 that will encourage people who share a relevant protected characteristic to participate in EURO 2020 related activities around London by offering a range of opportunities across sport, art, and culture; particularly activities in which participation by such people is disproportionately low. The Culture Unit has worked with colleagues in other GLA teams, particularly the external affairs and community and social policy teams, to develop plans to deliver and promote initiatives celebrating European culture, encouraging community cohesion and celebrating London's diversity during the event.

4. **Other considerations**

Key risks & issues

Risk	Likelihood (low 1-4 high)	Impact (low 1-4 high)	Rating	Mitigation
Financial mismanagement of the GLA funding provided.	1	3	3	The Museum of London is part of the Mayor's family of Museums and has been in receipt of revenue funding from the GLA. It is subject to regular Local Authority audit. There is an understanding of the reporting requirements and a project plan has been received.
Budget not enough to cover costs of programme	1	3	3	Quotes for work have been received and the Museum will deliver their EURO 2020 programme through a mix of this grant and direct project costs covered by the Museum.
Lack of engagement with project by target audiences	2	4	6	The GLA will support the Museum to promote the programme and the film through its channels and look to find ways to further exploit the content, such

				as screening during the Fan Zones and promoting on the website.
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Links to Mayoral strategies and priorities

- Supports delivery of the Mayor's sport strategy;
- supports delivery of the GLA's major sports events framework, 'London: Home of World Class Sport';
- supports the delivery of Culture for all Londoners, the Mayor's landmark strategy for culture, which outlines an ambitious vision aiming to provide all Londoners with access to the capital's rich cultural offering on their doorsteps; and
- contributes to achieving the Mayor's 'Tourism Vision for London'.

4.1 No one involved in drafting this decision has declared any conflicts of interest in relation to awarding this grant.

5 Financial comments

5.1 Approval is being sought for the contribution of £20,000 towards the Museum of London's programme of activity relating to the London's hosting of EURO 2020.

5.2 Although the actual tournament takes place between June and July 2020 the programme of activity starts earlier on in the calendar year. It is anticipated that the Authority's contribution will be utilised by the end of April 2020 therefore, this will be funded by the Culture and Creative Units 2019-20 Culture Strategy budget held within the Good Growth directorate.

6 Planned delivery approach and next steps

6.1 The planned delivery timetable is detailed below

Activity	Timeline
Funding agreement signed	February 2020
Delivery Start Date	February 2020
Delivery End Date	August 2020
Project Closure	September 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

If YES, for what reason: There are references to MD2486 where the publication for this has been deferred until 1 October 2020.

Until what date: 1 October 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 - NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Lucia Masundire has drafted this report in accordance with GLA procedures and confirms the following:

✓

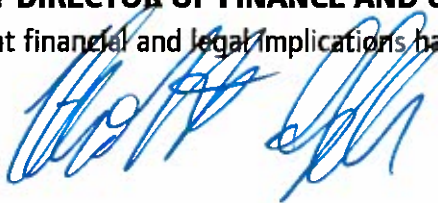
Corporate Investment Board

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

ASSISTANT DIRECTOR OF FINANCE AND GOVERNANCE:

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

Signature



Date

10/2/20