

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD3057

Title: Growing Places Fund revenue support for local regeneration support, piloting and testing

Executive Summary:

In October 2022, the LEAP Board endorsed a proposal for deployment of the remaining £750,000 Growing Places Fund revenue budget to support the ongoing recovery of London's everyday economy and help address the cost-of-living crisis. The proposal anticipates funding being deployed across three strands of work: place-based support; high street recovery; everyday economy, and Good Growth by Design research and piloting.

This decision seeks approval for expenditure related to the latter two elements using £340,000 of available revenue funds. Approval for £410,000 place-based support will be considered separately under a forthcoming decision form.

Funding will complement existing initiatives to enhance outcomes and secure greater value for money until 2025. Initiatives will focus on supporting delivery of our High Streets for All Mission action plan and enable us to take bold steps to develop our work on inclusion and the built environment through the Good Growth by Design programme. Funding will ensure that communities most impacted by the COVID-19 pandemic are prioritised and lessons learnt over the past two years drive future decision making.

Decision:

That the Mayor:

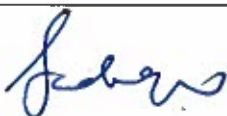
1. approves the allocation and expenditure of £340,000 Growing Places Fund revenue funding to support local regeneration in London
2. delegates authority to the Head of Regeneration to approve detailed expenditure of this allocation in accordance with the principles, priorities and high-level activities set out in this decision form.

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:

17/12/22

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

Decision required – supporting report

1. Introduction and background

- 1.1 The Mayor and the London Economic Action Partnership (LEAP) were allocated £110 million by the Department for Communities and Local Government through its Growing Places Fund (GPF) to promote economic growth and the delivery of jobs and houses. The Mayor has been advised by the LEAP on how to allocate this funding since 2012.
- 1.2 In London this GPF funding has been used to support innovative approaches to local regeneration including creating jobs and skills in emerging sectors, supporting growth in business and investment, and increasing productivity. The Fund is also supporting major capital regeneration projects across the city. The proposed expenditure set out in this Mayoral Decision will be sourced from the remaining Growing Places Fund revenue budget.
- 1.3 In October 2022, the LEAP Board endorsed a proposal for deployment of the remaining £750,000 from the Growing Places Fund revenue budget to support the ongoing recovery of London's everyday economy and help address the cost-of-living crisis. The proposal anticipates funding being deployed across three strands of work: place-based support; high street recovery; everyday economy, and Good Growth by Design research and piloting. This decision seeks approval for expenditure related to the latter two elements using £340,000 of available revenue funds. Approval for the place-based support element will be considered separately under a forthcoming decision form.
- 1.4 A broad range of GLA Regeneration funded place-based recovery initiatives are underway delivering impact across London; creating jobs, affordable workspace, community infrastructure and training opportunities. This includes delivery of the Good Growth Fund, High Streets for All Mission (and £4m Challenge Fund) and Good Growth by Design Programme. However, the disproportionate impact of the COVID-19 pandemic on specific London communities, an escalating cost-of-living crisis and the tilt of national funding away from London means transition beyond recovery to fair and sustainable growth that works for all Londoners is proving challenging and inconsistent.
- 1.5 This funding request learns from the experience of the COVID-19 emergency response and responds to the changed context of our regeneration work. It focuses on new ways of meeting both Mayoral and LEAP priorities whilst supporting London's everyday economy, partnership working, and inclusion within the built environment.
- 1.6 The proposed investment programme supports the delivery of LEAP and Mayoral priorities alongside the London Recovery Board's Building a Fairer City Action Plan and the Economic Recovery Framework jointly published by the GLA and London Councils, while also responding to the cost-of-living crisis. It will enable existing programmes to deliver enhanced impact and value for money. The proposed areas of intervention are set out below.

High Street Recovery & Everyday Economy (£190,000)

- 1.7 Funding will enable targeted sector support, focussed on sharing new models and ways of working that have emerged through the pandemic. It will embed effective innovation practice across London's high streets and everyday economy by bolstering the viability of street markets and supporting adaptive reuse of vacant and underused property on London's high streets.
- 1.8 £110,000 of support for the London market sector will enable the roll out of training, production of guidance and case studies, alongside better mapping and tracking of markets within the High Street Data Service, to support traders' resilience. The Mayor has signalled his commitment to London's markets as places of entrepreneurship and innovation that: provide important routes into employment for Londoners; offer affordable options for people struggling with the cost-of-living crisis; are at the heart of community identity; and play a key role in London's international cultural

identity. Many of London's markets play a vital role in local high street and town centre economies by attracting visitors and driving footfall to local businesses. They provide a low-risk, fast and flexible platform for testing new business ideas or offering steps into employment or training for local people. This low barrier to access compared to other retail or workspace options is key in how markets can help to secure opportunities for under-represented Londoners. Funding will help us to test, share and mainstream effective solutions to support the sector and our high streets to thrive.

- 1.9 Support for innovative leasing and management of high street property through the Property X-Change platform will enable more effective adaptation of high street economies and is well-aligned with the objectives of the High Streets for All Recovery Mission. Property X-Change is an initiative developed by the GLA alongside industry partners including the British Property Federation and Business London with previous GLA funding approved under DD2543 and DD2571. It is a digital knowledge-sharing platform and network which promotes diversity in the sector and aims to mainstream innovative practice to deliver social value through property. The proposed £80,000 funding will allow us to build on early enthusiasm for the initiative and support an extended curated programme into Summer 2023. This will help expand the number and range of case studies, resources and partnership collaborations delivered in 2023, responding to the emerging needs of the network, as well as aligning the initiative with emerging learning from the High Streets for All Challenge. Funding will secure promotional expertise to grow the network in a way that secures diverse representation and cements the brand within the sector to maximise the likelihood of the initiative being sustained by the wider property sector beyond Summer 2023.

Good Growth by Design research and piloting (£150,000)

- 1.10 Good Growth by Design (GGbD) is a long-term programme seeking to shape a better city by promoting quality and inclusion in the built environment through practical tools and guidance, supporting policy development and programme delivery. It is backed by the Mayor and supported by the Mayor's Design Advocates. Funding will target two priority areas of the forward plan to support innovation and action on:
- representation in the built environment sector
 - women and girls' safety in public space.
- 1.11 Diversity remains an ongoing challenge for the built environment and construction sector. The proposed Practice Mentoring programme will use £100,000 to pilot ways of supporting firms and practices in the sector led by people from underrepresented groups to play a more active role in designing and shaping London. This would build on the Mayor-backed initiative Public Practice – which aims to help local authorities secure the best design talent – in continuing to demonstrate the value of building capacity and networks of expertise as a means of securing quality, innovation and representation.
- 1.12 Following the murders of Bibaa Henry, Nicole Smallman, Maria Rawlings, Sabina Nessa, Sarah Everard, Naomi Hersi, and Zara Aleena (amongst many others), the Mayor is supporting a number of initiatives that address women and girl's safety. The Women's Night Safety Charter highlights the role of design in creating safer places. £50,000 funding will enable us to demonstrate how innovative design practices can improve safety in public spaces, learning from experience, whilst making strategic links to complement the work of the Commission for Diversity in the Public Realm.
- 1.13 In both cases the work will be based around applied research (testing and piloting) and contribute to wider sector level collaboration, avoiding the risk of duplication.

2. Objectives and expected outcomes

High Street Recovery and Everyday Economy

- 2.1. Targeted support to the London market sector to share best practice, support traders, build our evidence base and promote resilience in the way markets are operated to combat future challenges. Outputs will include:
- pilot projects to test new approaches particularly around the circular economy
 - guidance on legislative best practice to support traders
 - exemplar case studies with a focus on driving wider social value through markets
 - a London Markets Map to create an accurate data baseline for the sector to monitor growth integrate evidence into the High Street Data Service.
- 2.2. Targeted support for Property X-Change will build momentum and engagement around the digital platform and network. Outputs will include:
- a recognised and respected brand identity representing a diverse, active network
 - a communications strategy and campaign to boost engagement, particularly of under-represented voices
 - an ambitious programme of content and events delivered in 2023 that expand the existing online resource with a range of case studies and learning from exemplary practice
 - development of strategic partnerships to engage, influence and bring together the property sector around new thinking. These partnerships will help broaden Property X-Change's audience
 - a legacy strategy for the initiative to continue beyond Mayoral funding, based on the value of the asset that has been created.
- 2.3. Overall, the activities proposed under the High Street Recovery and Everyday Economy theme will deliver:
- 25 events, engaging 2500 diverse stakeholders
 - a doubling of the Property X-Change network to 1000 diverse members
 - 10 new industry partnership collaborations across the markets and property sectors
 - 25 opportunities secured to platform emerging talent from under-represented backgrounds.

Good Growth by Design research and piloting

- 2.4. Building on the Mayor's commitment to responsible procurement, and development of the Architecture and Urbanism Framework, we know that practices with diverse leadership struggle to access public commissioning opportunities. We know public sector clients want to access diverse talent. The Practice Mentoring programme will support firms and practices with diverse leadership to be public procurement ready. Piloting will aim to improve representation in the built environment sector through the following targeted outputs:
- three focus group sessions with 50 participants, targeting different stakeholder groups to learn from lived experience
 - support for up to five practises over a pilot year, delivered by an appropriate partner institution
 - a learning event with up to 100 participants from diverse backgrounds to disseminate effective practice in securing representation more widely.

- 2.5. In relation to women and girls' safety, GGBD research objectives will be achieved through a programme of action-research with Mayors Design Advocates (MDAs). This will test gender inclusive urban design principles that improve perceptions of safety for women, girls and gender-diverse people in London's public spaces. The action-research will consist of the following elements:
- Partnering with six live public realm projects in delivery across London and holding three design reviews per project with MDAs. The reviews will focus on introducing gender-inclusive design principles into the projects and will test innovative methods of participation of women, girls and gender-diverse people in design processes.
 - Publishing a GGBD research and guidance document to document and evaluate the learnings from each live project and related design review process. This will be commissioned to consultants and be a sharable document across the built environment sector. It will build on the recently published GGBD desktop research piece on this topic (GGBD '[Safety in Public Space – Women, Girls and Gender Diverse People](#)' phase 1).
 - Host a learning event with up to 100 participants from diverse backgrounds to disseminate effective practice more widely.
- 2.6. Impact measurement will be tailored to each intervention and reported through existing mechanisms to monitor the impact of funding programmes.

3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010, the GLA is subject to a public-sector equality duty ("the Duty") and must have 'due regard' to the need to (i) eliminate unlawful discrimination, harassment and victimisation; (ii) advance equality of opportunity between people who share a relevant protected characteristic and those who do not; and (iii) foster good relations between people who share a relevant protected characteristic and those who do not. Protected characteristics under section 149 of the Equality Act are age, disability, gender re-assignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage or civil partnership status.
- 3.2. There is considerable evidence that the COVID-19 pandemic has affected London's most vulnerable and under-represented communities disproportionately. The proposals outlined will be of significant value in supporting the way GLA and external partner funding or resource is targeted effectively on areas of greatest need to address these disparities using limited funds. For instance, London's markets are a key point of access to affordable and healthy food, while supporting people to access property via the Property X-Change can give under-represented communities more of a stake in the future of their high street. The safety for women and girls work will involve the Mayor's Peer Outreach Workers (representatives of young Londoners) in design review processes as part of the GLA client team for live project delivery. The Practice Mentoring programme will support the development of practices led by underrepresented groups, expanding the range of practitioners involved in designing the city.
- 3.3. Project level specifications that ensure the GLA's obligations under the Equality Act are met, and regularly reported on, will be detailed in funding agreements and contracts.
- 3.4. Projects will be developed in collaboration with the local communities, including under-represented groups such as those with protected characteristics. This will help advance equality of opportunity, and foster good relations, between people who share a protected characteristic and those who do not. In particular the Practice Mentoring programme will use lived experience to inform the design of the solution and the Property X-Change network will bring local voices together with industry powers.
- 3.5. The Mayor's Equality, Diversity and Inclusion (EDI) strategy sets out how the Mayor works to create a fairer, more equal, integrated city where all people feel welcome and able to fulfil their potential.

Equality, diversity and inclusion are subsequently enshrined within the GLA's strategies, programmes and activities. The Practice Mentoring programme will support diverse led practices to be public procurement ready. The Property X-Change initiative will platform emerging talent and under-represented voices. Support to the market sector will look at how we deliver more social value and reduce barriers to entry for new, under-represented traders. The action research around safety for women and girls will promote inclusive public space design based on principles developed through in depth understanding of the issues that support women, girls and gender diverse people's sense of safety in public space. Mayor's Design Advocates will help support live projects to deliver these principles in practice.

- 3.6. Procurement of consultants will ensure diverse representation and social value is secured through the tendering process.
- 3.7. Delivery of communications strategies including events and outreach will be representative of all Londoners and take opportunities to platform under-represented groups or voices.
- 3.8. The GLA will ensure that (as part of its ongoing legal responsibility to have due regard to the need to promote equality, in everything it does, including its decision-making) barriers are removed that may prevent those with protected characteristics benefiting from the projects. The proposals outlined in the business case presented to the LEAP Board prioritise EDI and increase our capacity to embed these principles in both ongoing and emerging programmes.
- 3.9. This decision is not expected to have any negative impact on persons with a protected characteristic under the Equality Act.

4. Other considerations

- 4.1. The risks associated with London's economic recovery from COVID-19, the cost-of-living crisis and the new funding landscape for London are multiple and complex. These proposals seek to mitigate the effects of these challenges within our ongoing delivery programmes. Interventions will support businesses, Londoners and local economies in alignment with London's recovery missions and Building a Fairer City Action Plan.
- 4.2. Individual initiatives will identify and manage risks as part of the project management process. High level risks for this funding approval include:

Risk Description	Probability (L/M/H)	Impact (L/M/H)	Mitigation
Support does not happen fast enough	Low	Medium	The Regeneration Team have experience and capacity capable of implementing all of these initiatives swiftly following formal approvals. Some briefing work and strategic set up is complete allowing tender processes to begin before the end of 2022. Resourcing is in place and ready to be deployed. The London Markets Board has approved a forward plan capturing elements of work set out in this decision. The Property X-Change initiative is being developed in an iterative and agile way and has the resourcing required to action priorities, including GLA recruitment that will be in place for beginning of January 23.
Targeted sector support does not have desired effect	Low	Medium	Solutions have been developed through engagement with sector stakeholders and draws

			upon the Regeneration Team's long-standing engagement with the sectors involved.
Programmes fail to effectively disseminate transferable learning with impact on policy or future projects	Medium	Medium	The Regeneration team has the capacity and expertise to embed learning across both GLA and London borough partner policy and programmes. The Good Growth by Design programme is well established enabling us to secure impact across relevant sector networks. Working in partnership, testing and piloting solutions in the open, and offering expertise and support in delivery helps to both showcase a high bar of positive impact possible and de-risk future activity for boroughs.

Links to Mayoral strategies and priorities

4.3. The proposed initiatives will support a range of Mayoral priorities including:

- *Getting London back on its feet – recovery, jobs and skills:* Supporting London's market sector to thrive will help to provide low cost and low risk opportunities to start up a business. The Property X-Change will promote the adaptive reuse of vacant and underused space on London's high streets to create opportunities for small business and locally rooted community enterprise. The Practice Mentoring programme will develop capacity within the built environment sector to increase diversity and ensure Local Authorities have access to the best design talent representative of Londoners and their needs.
- *The London Plan, High Streets for All Mission & Economic Recovery Framework:* London's markets make a key contribution to the economic and civic vitality of high streets and town centres, driving footfall and providing access to affordable, healthy food options to ensure our economic centres reflect and serve London's diverse communities. There is strong alignment with the Mayor's priorities for Culture and Arts and specifically, through the work on the night time economy and night markets. Access to property and challenges associated with fractured ownership or absentee landlords have long hindered the ability for high streets to adapt and innovate to deliver good growth or truly reflect diverse interests. The Property X-Change aims to address this.
- *Keeping London safe – promoting dignity in the public realm:* Addressing the safety of women, girls and gender minorities in public space builds on Mayoral commitments. It complements initiatives including the MOPAC-led Violence Against Women and Girls strategy, the 24-hour London team-led Women's Night Safety Charter and Night-Time Strategy and through the work of the Violence Reduction Unit. This project will seek to learn from the Commission for Diversity in the Public Realm work to ensure principles and practice and practice are aligned with wider issues or representation.
- *The Building a Fairer City Action Plan:* The Practice Mentoring program is a targeted initiative that aims to address labour market inequality in the construction and development sector to support opportunities so Londoners from under-represented groups can succeed in the industry. The Property X-Change and market sector support aims to increasing opportunities for diverse businesses and voluntary or community sector organisations. The Property X-Change will platform under-represented voices and encourage new and diverse collaboration.
- *Enhancing existing Good Growth Fund and High Street Challenge investment:* All initiatives and the learning from them will be shared to support GLA partners' programmes of capital delivery; enhanced impact and value for money or building capacity building and knowledge for the future.

Conflicts of interest

- 4.7 No GLA officer involved in the drafting or clearance of this MD is aware of any conflicts of interest with the proposed projects.
- 4.8 If any conflicts of interest arise during the grant-funding process, officers will be required to declare that interest as part of a requirement of the Contracts and Funding Code, and not take any part in the grant-funding process for that specific project. This process should also be in accordance with the Code of Ethics and Standards for Staff and accompanying guidance on registering and declaring interests.

5. Financial comments

- 5.1 Sufficient budget exists within the Growing Places Fund to support the proposed £340,000 of funding for local regeneration in London.
- 5.2 This will be drawn from an allocation of £910,000 from the Growing Places Fund which is currently profiled to the 2023-24 financial year. This decision requires £340,000 of that funding to be reprofiled over the three financial years from 2022-23 as set out in the table below:

	Financial Year 2022-23	Financial Year 2023-24	Financial Year 2024-25	Total
Current Profile		£340,000		£340,000
New Profile	£75,000	£245,000	£20,000	£340,000

- 5.3 This expenditure will be funded by income initially received from the Department of Levelling Up, Housing and Communities (DLUHC).

6. Legal comments

- 6.1 The foregoing sections of this report indicate that:
- (i) the decisions requested of the Mayor concern the exercise of the GLA's general powers, falling within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation in Greater London
 - (ii) in formulating the proposals in respect of which a decision is sought, officers have complied with the GLA'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, 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 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) and persons who do not (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.

6.3. If the Mayor makes the decisions sought, officers must ensure that:

- (i) no reliance should be placed or commitments made based on any third party funding, such as for example, UKSPF or LUF until the third party funders in question have entered into a legally binding commitment to provide the funding for such use on terms with which the GLA is confident it can comply
- (ii) to the extent that expenditure concerns the award of grant funding, it is distributed fairly, transparently, in manner which affords value for money and in accordance with the requirements of the GLA's Contracts and Funding Code and grant funding agreements (containing such provisions as required to enable the GLA to comply with its own obligations to any third party funders) are put in place between and executed by the GLA and recipients before any commitment to fund is made
- (iii) to the extent that expenditure concerns the payment for services, those services are procured in liaison with TfL Procurement and in accordance with the GLA's Contracts and Funding Code and contracts are put in place between and executed by the GLA and contractors before commencement of such services.

6.4. The Mayor may delegate the exercise of functions on behalf of the GLA pursuant to section 38(2) of the Greater London Authority Act 1999 (subject to any conditions, which the Mayor sees fit to impose). To this end, the Mayor may make the requested delegation to the Head of Regeneration in consultation with the Deputy Mayor for Planning, Regeneration and Skills.

6.5. In addition, to the extent that the proposals in respect of which decisions are sought involve the making of commitments which extend beyond the current Mayoral term officers must ensure that the terms of all agreements entered into in respect of the expenditure do not have the effect of fettering the discretion of any successor administration, considering in particular the London elections taking place in May 2024. Accordingly, officers must ensure that all agreements which involve making such commitments include a GLA right to terminate at any point for convenience (at no cost to the GLA) and all such agreements are managed in such a manner, and any deliverables, milestones and/or output requirements are structured so as to mitigate risks of the GLA incurring abortive expenditure (which might be reasonably be taken to fetter, practically, the exercise of such discretion).

7. Planned delivery approach and next steps

7.1. The table below shows key delivery milestones

Activity	Timeline
Strategic development of individual projects, project management protocols, risk registers and delivery/procurement strategies complete for all initiatives	Q3 22/23
Procurement of consultants to deliver women and girls' safety in public space work stream	Q3 22/23
Commissioning of Property X-Change work strand	Q3 22/23
Commissioning of market support work strand phase 1	Q3 22/23
Delivery of market support work strand phase 1	Q4 22/23
Delivery of women and girls' safety in public space work stream	Q1 23/24
Delivery of Property X-Change work strand	Q1 23 /24
Commissioning of market support work strand phase 2	Q1 23/24
Commissioning of Practice mentor work strand	Q1 23/24

Delivery of market support work strand phase 2	Q4 23/24
Delivery of practice mentor work strand	Q4 23/24
Good Growth by Design research and piloting programme delivered	Q4 23/24
High Street Recovery and Everyday Economy programme delivered	Q1 24/25
Project Closure & relevant evaluation complete	March 2025

Appendices

None

Supporting papers

- Growing Places Fund revenue support for local regeneration development, piloting and testing:
<https://www.london.gov.uk/moderngovmb/ieListDocuments.aspx?CId=430&MId=6771&Ver=4>

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

Part 1 - Deferral

Is the publication of Part 1 of this approval to be deferred? NO

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:

James Parkinson 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:

Jules Pipe 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 28 November 2022.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date

D. Gove

28/11/22

CHIEF OF STAFF:

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

Signature

Date

D. Bellamy

27/11/22

