Subject: Notting Hill Carnival

Report Number: 5

Report to: Culture, Sport and Tourism Committee

Date: 10 March 2004

Report of: Director of Secretariat

1. Recommendations

1.1 The Committee notes this report.

2. Background

2.1 At its meeting on 11 February, the Culture Sport and Tourism Committee agreed to discuss preparations for the Notting Hill Carnival 2004 with key stakeholders. Lee Jasper (Mayor’s Policy Adviser on Equalities and Policing and Chair of the Carnival Review Group), Cllr Merrick Cockell (Leader of Royal Borough of Kensington and Chelsea) and representatives from the London Notting Hill Carnival Limited (LNHCL) and Earl’s Court and Olympia Group (EC&O) have been invited.

3. Issues for Consideration

3.1 The Notting Hill Carnival will be celebrating its fortieth anniversary on 28-30 August 2004.

3.2 In February, LNHCL and the EC&O signed a partnership to provide professional support and expertise to the Notting Hill Carnival. EC&O has been brought on board ‘primarily to develop the largely untapped commercial aspects of the event in its anniversary year’, including developing sponsorship, publishing and other investment opportunities. LNHCL will also be based at Earl’s Court and will have access to EC&O’s event organisers and managers and marketing personnel; a business development team specifically for Carnival will be established. EC&O will also be part-funding the actual operation of the event. According to EC&O, it will seek to recoup its investment ‘over the coming years through an earnings related fee.’

3.3 The LDA released a report on the economic impact of the Notting Hill Carnival last year. The report found that the Carnival contributes up to £93m each year to London’s economy and supports the equivalent of 3,000 full-time jobs.

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1 ‘Earls Court and Olympia Group sing partnership with Notting Hill Carnival’, EC&O press release, 12 February 2004
2 ibid
3 Economic Impact of the Notting Hill Carnival, LDA, August 2003
report’s suggested areas for improvement included:

- Leveraging and co-ordination of public and private investment and sponsorship
- Building on the skills and business development of Carnival
- Better management of the Carnival brand
- Strategies to address public awareness, fundraising and marketing
- Training and skills development programme
- Imaginative programming strategy to link Carnival with a calendar of events in other parts of London and Britain.
- Establishment of a Carnival Visitor Centre.

3.4 The GLA has contributed approximately £680,000 to the Notting Hill Carnival over the last three years, of which approximately £450,000 has been allocated to stewarding for Carnival. At least £116,000 has been provided to the Carnival Public Safety Project, overseen by the Carnival Review Group.

3.5 The Carnival Review Group was established in September 2000 to address issues about public safety, the location and transport to and from Carnival, policing, content and provision of facilities. The Group’s interim report was published in February 2001 and its final report was scheduled to be published in September 2003 and then January 2004. To date, no report has been released.

4. **Strategy Implications**

4.1 The report has implications for the Mayor’s draft Culture Strategy.

5. **Legal Implications**

5.1 Under S.59 of the GLA Act 1999 the Assembly “shall keep under review the exercise by the Mayor of the statutory functions exercisable by him” and for the purposes thereof they may investigate and prepare reports about his actions and decisions and those of GLA staff, matters relating to the Authority’s principal purposes and the statutory functions exercisable by the Mayor and to any other matters which the assembly considers to be of importance to Greater London. Under S. 376 of the Act the Mayor has a duty to produce a cultural strategy for London and under S. 379 to promote tourism. Under S.404 he has express equalities duties. The Notting Hill Carnival is an international event celebrating London’s diversity and is fundamental to these powers.

6. **Financial Implications**

6.1 There are no financial implications arising directly from this report.

Background Papers:  *Economic Impact of the Notting Hill Carnival*, LDA, August 2003

Contact: Greg Norton   Tel: 020 7983 4947

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4 Letter from Lee Jasper to Culture Committee, 28 July 2003.