

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2294

**Title: World Cities Culture Forum**

### **Executive Summary:**

The Mayor of London founded the World Cities Culture Forum (WCCF) in 2012, with Deputy Mayor for Culture and Creative Industries, Justine Simons OBE acting as Chair of the forum. The WCCF brings city leaders together to share, collaborate and partner on cultural initiatives that drive sustainable urban development. Since 2012, WCCF has grown from 9 to 38 member cities, who all recognise the importance of culture in a successful thriving city. DD2173 previously approved expenditure of £20,000 to enter into a concessionary agreement with Burns Owen Partnership Consulting Limited (BOP) for the management and administration of the WCCF for a period of two years up to March 2019.

This decision seeks approval, and a related exemption from the GLA's Contracts and Funding Code, to enter in to a new contract for a further two years with BOP, and to appoint BOP for an additional 6 month contract to deliver services related to the impact of the World Cities Cultural Report 2018. The costs of this 6 month contract would be covered by sponsorship.

This decision therefore also seeks approval for the receipt and expenditure of £25,000 sponsorship from Bloomberg L.P. and to spend up to £10,000 to host a WCCF European regional summit in 2019.

### **Decision:**

That the Assistant Director of Culture and Creative Industries approves:

1. An exemption from the GLA's Contract and Funding Code to enable expenditure of £20,000 and to enter in to a new concessionary agreement with Burns Owens Partnership Consulting Limited for a period of two years, 2019-20 and 2020-2021, relating to the World Cities Culture Forum.
2. An exemption from the GLA's Contracts and Funding Code to appoint Burns Owens Partnership Consulting Limited for the duration of 6 months to deliver a separate extended research contract and a launch event for the World Cities Culture Report 2018 within the 2018-19 financial year, costing £25,000 and funded by Bloomberg sponsorship.
3. A sponsorship agreement for the receipt and expenditure of £25,000, from Bloomberg L.P. for the World Cities Culture Report in 2018-19 to be used to fund Burns Owen Partnership Consulting Limited to deliver the separate extended research contract and a launch event and;
4. Expenditure of up to £10,000, to host a European regional summit of the World Cities Culture Forum in 2019, as part of the existing World Cities Culture Forum budget approved under cover of MD2289.

### **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

**Signature:**



**Date:**

12.11.2018

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

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

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

- 1.1 The World Cities Culture Forum (WCCF) is the biggest global network of senior leaders from 38 city governments who are all championing the pivotal role of culture in cities. Cities are growing rapidly, putting pressure on infrastructure and quality of life, and many citizens are being left behind. In this rapidly changing environment, culture has emerged as a powerful force, delivering solutions across all aspects of city policy. It is driving regeneration, creating the jobs of the future and diverting young people from crime. These city leaders recognise that culture can make us healthier, support civic engagement and give tourists a reason to visit.
- 1.2 Each year an unprecedented gathering of cultural officials come together to share ideas and knowledge about culture's role in public policy in a world city context. The summit is a chance to share successes, learn from mistakes and together build the arguments and evidence we need to re-position culture in global cities. London has hosted the summit twice (in 2012 and 2015), Istanbul hosted in 2013, Amsterdam in 2014, Moscow in 2016, Seoul in 2017, and San Francisco will host in 2018.
- 1.3 The WCCF provides a crucial resource to world leaders to support their work in highlighting the benefits that culture can bring to cities. London established this network and provides ongoing leadership with Justine Simons OBE, Deputy Mayor for Culture and Creative Industries acting as Chair. A new leadership exchange programme launched in 2017 is an additional benefit of the network in sharing best practice internationally, funded by Bloomberg Philanthropies and Google Arts and Culture.

#### Current Concessionary Agreement with BOP

- 1.4 The GLA currently has a concessionary agreement with Burns Owen Partnership Consulting Limited (BOP) until 31 March 2019, for BOP to manage and administer the WCCF.
- 1.5 BOP manages the WCCF as a service concession and has developed the programme for the duration of the agreement, which includes updates to the World Cities Culture Report (WCCR), delivery of the World Cities Culture Summit, research and development of the two core policy strands, Making Space for Culture and Culture and Climate Change, and recruitment, maintenance and management of city membership. The current agreement also entitles the GLA to 10% of any income over the contractually agreed income threshold of £500,000 which BOP receives as a result of the exploitation of the WCCF.

#### Future Concessionary Agreement 2019 – 2021

- 1.6 The GLA seeks to enter into a new concessionaire agreement with BOP, at the value of £20,000 for the period 2019/20 – 2020/21 on a similar arrangement as the previous contract.
- 1.7 As part of the proposed concessionaire agreement (2019-21), the GLA would work with BOP to agree the future vision of the WCCF including its main areas of focus, objectives, the research agenda, expansion and future ideas to build the WCCF. Other responsibilities include developing options for the future governing structure of WCCF, setting up an Advisory Board and agreeing reporting mechanisms, providing monthly updates to the GLA on recruitment of new cities and renewals of membership, and managing the Forum's website and marketing.
- 1.8 The GLA will work with Transport for London's Commercial team (who undertake the GLA's procurement activities) to put in place the relevant contract arrangements. We are requesting an exemption from the GLA's Contracts and Funding Code to appoint BOP via a single source justification as further set out in paragraph 4 below to (i) enter in to a new contract with BOP for a

further two years so BOP can continue to manage and administer WCCF; and (ii) enter in to an additional contract with BOP, for a period of 6 months, to undertake and deliver extended research and a launch event for the World Cities Culture Report 2018. These services will be governed by the standard Purchase Order Terms and Conditions.

#### Bloomberg L.P. Sponsorship of World Cities Culture Report

- 1.9 The GLA has secured £25,000 sponsorship from Bloomberg L.P. in order to pay for BOP to undertake additional research and marketing of the World Cities Culture Report 2018 and the management and delivery of a London launch event in Spring 2019. Both are intended to increase its reach and impact. In return for the £25,000 sponsorship, Bloomberg L.P will be credited on the front cover of the report and referenced as the sponsor of the report at all future launch events, aligning with their commitment to support research around cities and culture, and building on their sponsorship of the 2015 World Cities Culture Report.
- 1.10 Officers have considered the Authority's sponsorship policy with relation to the acceptance of sponsorship when drafting this decision, and are satisfied that the sponsorship from Bloomberg is in accordance with the policy.

#### Report Agreement

- 1.11 The GLA seeks to appoint BOP concurrently to deliver the above over a six month period, for the fee of £25,000, which will be paid for from the sponsorship money received from Bloomberg L.P.

#### European Summit

- 1.12 As WCCF has grown, a number of regional summits have taken place in Asia and South America. Amsterdam hosted the first European summit in May 2018 looking at how cities could collaborate on projects and build a stronger network by accessing European funding. Since this Summit London and Amsterdam have been exploring an application to the URBACT European fund to establish a network of European cities working together on a common challenge that will benefit all cities and their citizens. URBACT is a European exchange and learning programme, promoting sustainable urban development and supporting peer-to-peer learning and city networks. London is planning to host a European Summit in Spring 2019, to support the development of this project, bringing together the potential applicants in the WCCF network. The Summit would also tie in with the London Launch of the World Cities Culture Report and enable cities to participate in the event. The GLA will provide one night's accommodation, catering and venue costs, not to exceed £10,000, from the existing World Cities Culture Forum budget (2018-19), approved under cover of MD2289. The summit would overlap with the Spring launch event of the World Cities Culture Report.

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

- 2.1 To continue the delivery of the World Cities Culture Forum for 2019 - 2021. This includes:
- bi-monthly governance meetings with GLA;
  - further development of the existing Making Space for Culture and Culture and Climate Change policy strands;
  - identifying and delivering a new policy strand, in consultation with member cities;
  - researching and recruiting new city members and support existing of city members;
  - expansion of World Cities Culture Forum regional strategy;
  - delivery of the Summit 2019 in Lisbon and the Summit in 2020;
  - identifying a host city for the Summit in 2020 and 2021;
  - developing detailed future governance options for the Forum; and

- monthly budget updates.
- 2.2 To deliver a launch event for the World Cities Culture Report 2018 in Spring 2019 to promote the Report to a UK audience highlighting the importance of culture in dealing with city challenges. To extend the research of the report, and develop a marketing activation plan for the report, including selecting key case studies to promote to increase impact.
- 2.3 To deliver a European summit in London in Spring 2019, strengthening relationships between London and European cities, to ensure continued collaboration post Brexit. It will be a two-day summit, to coincide with the launch of the World Cities Culture Report. Delegates will focus on developing a significant project for URBACT funding and exploring ways to collaborate in the future. They will also participate as speakers in the London launch of the World Cities Culture Report. Costs will include one night's accommodation, catering and venue costs, and would not exceed £10,000 from the existing World Cities Culture Forum budget (2018-19 approved under cover of MD2289). Delegates will be responsible for their own travel / flight costs.

### **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 The World Cities Culture Forum includes discussions on access to culture for all citizens and shares examples of good practice. The annual summits provide opportunities for sharing sessions and in the past Moscow, Madrid, Singapore and Amsterdam have presented on the challenges they have faced in ensuring all citizens have the opportunities to access culture for discussion with other cities. In the Summit in San Francisco in 2018, there is a dedicated summit session around cultural equity and diversity, allowing cities to discuss what this means in their cities and showcase innovative programmes and policies to improve and broaden cultural equity and diversity.
- 3.3 As part of the World Cities Culture Forum research programme, the Transformational Cultural Projects Report was produced, which focused on cultural projects that served to democratise culture, making it more inclusive and accessible, both geographically, and in terms of what is offered. This Report also recognised and validated informal cultures and marginalised groups, and their cultural expression. This report was shared with members of the Forum and is publicly available on the WCCF website.
- 3.4 The World Cities Culture Report 2018 research identifies that there is a shared purpose across our member cities to make culture more egalitarian and citizen-centred. It highlights that cities are prioritising inclusivity, across all measures of equity and diversity, and were working to 'open out' culture by broadening where, how and what culture is produced and consumed, and by whom. This report will be shared online with our member cities and be made available to the public

### **4. Other considerations**

- 4.1 As detailed in this decision, officers are requesting an exemption from the GLA Contracts and Funding Code to enable BOP to be appointed, without a competitive tender exercise; (i) to enter in to a new concessionaire agreement to enable BOP to carry out the delivery of the Forum's activities, 2019 – 2021; and (ii) enter in to a new contract with BOP, for a period of 6 months to undertake and deliver extended research and a launch event for the World Cities Culture Report 2018, paid for through sponsorship income.

- 4.2 The current concessionaire agreement with BOP was for 2017 – 2019 for the value of £20,000. The proposed new concessionaire agreement is of the same value. For the extended research and launch event for the World Cities Culture Report there is no direct financial precedent to compare against.
- 4.3 Officers request that an exemption from the GLA's Contracts and Funding Code be approved and BOP appointed due to the following reasons:
- BOP have managed WCCF since its inception in 2012 and deal with ongoing management and administration. BOP are unique in their ability to understand the needs and requirements of any future programme and the needs of the member cities as they have developed direct relationships with each city government and they have detailed knowledge and experience of the history of each relationship with the city members. Going out to tender for these services and potentially appointing another supplier to carry out these services could result in a loss of membership, and risk a delay in the organisation of the annual summit as new relationships are established. Therefore, appointing BOP will achieve greater value for money as we will maintain key relationships and there will be no disruption to service. A new service provider would also take longer to establish relationships with each of the cities, familiarise themselves with the 38 specific city contexts, background and current cultural programmes and therefore it is likely we would have to increase the concessionaire fee.
  - BOP's day-to-day and historical knowledge of the WCCF programme, their close working relationships with member cities and their representatives, and their comprehensive understanding of the aims and objectives of the WCCF all make it extremely difficult to separate the services required for the additional 6 month contract from the existing work that BOP are already delivering.
  - BOP have undertaken the main research and delivery of the World Cities Culture Report. BOP had detailed conversations with each city as they were gathering the data and each city supplied a number of case studies which were not published. As such, BOP has detailed knowledge of not only the content of the report but the background of the research and can draw on this knowledge to further the report's research. Therefore, they are uniquely placed to develop the research and position it for audiences, as well as develop a launch event.

## **5. Financial comments**

- 5.1 Approval is being sought for the receipt and expenditure of £25,000 income from Bloomberg L.P. This expenditure will be spent on the World Cities Culture Report in 2018-19 within the 2018-19 financial year.
- 5.2 Approval is also being sought for £20,000 to enter in to a new concessionary contract with BOP, to manage the WCCF service, for an additional two financial years (2019-20 & 2020-2021). The costs will be evenly split across the two years and will be funded by the Culture and Creative Industries budget in each respective year.

## **6. Legal Comments**

- 6.1 Sections 1 and 2 of this report indicate that: the decisions requested of the Assistant Director 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, social development or the promotion of the improvement of the environment in Greater London; and 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; and
- Consult with appropriate bodies.

6.2 In taking the decisions requested, the Assistant Director must have due regard to the Public Sector Equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it and foster goods 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 Director should have particular regard to section 3 (above) of this report.

6.3 Part C of the Contracts and Funding Code (the 'Code') requires the GLA to seek a call off from a suitable framework, where, possible, or if not, undertake a tender process which will be managed by Transport for London in respect of the services. However, the Assistant Director may approve an exemption from this requirement under Paragraph 10, Part C of the Code upon certain specified grounds. One of those grounds is that the approval of the exemption relates to BOP's previous involvement in a specific current project continuation of existing work that cannot be separated from this new project/work. Officers have indicated at paragraph 4.2 in this report that this ground applies and the proposed contract affords value for money.

On this basis the Assistant Director may approve the proposed exemption if satisfied with the content of this report.

6.4 Officers must ensure that appropriate contracts are put in place and executed by BOP and the GLA before the commencement of the services.

6.5 The GLA may seek sponsorship when exercising its section 30 general powers under its power to charge third parties for discretionary services under section 93 of the Local Government Act 2003 provided that the charge levied do not exceed the costs of provision.

6.6 To the extent any services required are to be commissioned in relation to the European regional summit such services must be procured by officers in accordance with the Code and officers must ensure that appropriate contract documentation is put in place with and executed by GLA and proposed service providers before the commencement of the required services.

## 7. Planned delivery approach and next steps

Activity	Timeline
Enter into a new 6 month agreement with BOP. Delivery of World Cities Culture Report 2018 to WCCF Members, San Francisco	November 2018
Launch of World Cities Culture Report in London	Spring 2019
European WCCF Summit in London	Spring 2019
Sign new concessionary agreement with BOP	March 2019
Summit 2019	October 2019
Summit 2020	November 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 (FOI Act) 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 approval 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:

The announcement of Lisbon as the host city for the Summit in 2019 is confidential, and will be announced publicly at the end of 2018

Until what date: (a date is required if deferring): December 2018

**Part 2 Confidentiality:** Only the facts or advice considered to be exempt from disclosure under the FOI Act should be 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:**

Martha Pym has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant- Legal teams have commented on this proposal as required, and this decision reflects their comments.

**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 12 November 2018.

**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:**

12-11-18

