

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD283

### Title: Cultural Tourism Workshop – GLA Culture Team

#### Executive Summary:

The GLA Culture team has committed to deliver a series of Cultural Tourism Workshops as part of its deliverables from the Mayor's Cultural Tourism Vision published in March 2015.

There is a budget of £10,000, which is approved as a cultural tourism deliverable in MD1316, to support the delivery of the first full day workshop on 30 June.

In order to ensure this event is successful, we have identified the need for an additional budget of £6,180 to cover marketing, logistics and catering costs. We aim to cover this additional £6,180 by applying a ticket cost for attendees to ensure that GLA's budget is used as efficiently as possible for project management and core costs.

The ticket costs will be kept to a minimum to ensure that London's smaller and medium-sized cultural organisations can attend.

#### Decision:

The Assistant Director approves:

1. Expenditure of up to £16,180 to cover the total costs of delivering the Cultural Tourism Workshop on 30 June 2015.
2. Approve charging on the basis of £50 (early bird) / £70 (standard) ticket price.

#### 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:** Amanda Coyle

**Position:** Assistant Director of Health & Communities

**Signature:**



**Date:**

27/4/2015

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

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

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

Tourism is a major economic driver for the capital and it is essential that London continues to be a leading cultural destination to attract future visitors and retain its market share against competitors.

Culture plays a leading role in attracting international and domestic visitors to London: 8 out of 10 visitors say it is their primary reason for coming here and 2013 saw a record-breaking 16.8m visitors come to the capital.

However, only half of London's cultural organisations actively promote themselves internationally and they could make even more out of tourism and tourism could make even more out of culture.

On 25 March 2015, the Mayor published a new vision (referenced in MD1316) to capitalise on the city's world-renowned institutions, and maximise the potential for smaller and lesser known gems found across the capital.

One of the key outcomes is the delivery of a series of Cultural Tourism Workshops. The first will be held at City Hall on 30 June for up to 130 delegates from the culture and tourism industries.

#### **Total costs**

Total costs (including project management, catering, marketing, logistics, filming and editing) = £16,180

GLA budget = £10,000

Additional budget to be generated from ticket sales = £6,180

Proposed ticket price to cover costs - £50 early bird ticket / £70 standard ticket

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

Our aim is to deliver the right tools and workshop learning environment to assist:

1. London's culture sector to understand how they can take greater advantage of the tourism potential available to them, who these potential cultural tourists are; how to reach them; who to work with to do this and how to do this on a limited budget.
2. London's tourism sector by demonstrating the added value that culture can provide to their products and packages and develop more engaging messages for both the international and UK travel media through culture.
3. Instigation of new partner initiatives between the culture and tourism sector by creating forum for sector networking and learning.

#### **3. Other considerations**

##### **Key risks**

The main risk is that not enough tickets are sold to cover the additional costs.

To mitigate this, we will take a number of measures, including: cap the delegate numbers to reduce the cost of catering, remove the cost of filming and video editing for the events and relying solely on free marketing

channels, i.e. remaining within the GLA £10k budget plus any income raised

We have already had a strong expression of interest from both the culture sector and tourism industry and have mitigated this further by ensuring the ticket price is kept as low as possible so that as many smaller cultural organisations can attend as possible. We will be marketing the event through a number of networks and our own database.

### **Links to Mayoral strategies and priorities**

The Mayor's Cultural Strategy outlines the importance of promoting London's cultural offer "...to markets around the world, both for the sector itself, but also in the context of the wider economic benefits that the sector generates for London as a whole." (Policy 1.5 – Cultural Metropolis, the mayor's Cultural Strategy 2012 and Beyond).

### **Comparative factor**

The price of £50/ £70 is very good value compared to other events of this type. For example the one-day BETA Youth Travel Workshop is £399 per delegate.

### **Equality comments**

The event will be open to all levels and forms of cultural organisations to attend. Attendees will be asked in advance if they require any access requirements for the event.

As part of the workshop's breakout session on creating memorable visitor experiences, there will be a component looking at the provision of access needs and fulfilment at cultural venues.

The Cultural Tourism vision also includes consultations with organisations that advocate for and provide support for the cultural sector by making performances more accessible.

## **4. Financial comments**

- 4.1 The estimated gross cost of this project is £16,180 and the net cost to the GLA will be £10,000. It is proposed that the balance of £6,180 is funded from ticket sales for the workshop scheduled for the 30 June 2015, with the price of tickets being £50 for early bookings and £70 for a standard booking (after the deadline for the early bookings). In the event that the income target of £6,180 is not secured, any shortfall along with the core GLA contribution of £10,000 for this project will have to be contained within the Culture Programme budget approved by MD1316. Any income secured over the proposed income target will consequently reduce the GLA contribution to the project.
- 4.2 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 4.3 The Culture Team within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring that all activities and associated expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

**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? No**

If YES, for what reason:

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

**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 to confirm the following (✓)

**Drafting officer:**

Mike Clewley has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

**HEAD OF GOVERNANCE AND RESILIENCE:**

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

**Signature:**



**Date:**

24-04-15