

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD298

Title: 70th Anniversary Commemorations of VE Day

Executive Summary:

Friday 8 May 2015 is the 70th Anniversary of Victory in Europe (VE) Day. This is a particularly important year for these commemorations, as it is likely to be the last significant anniversary where ex-Service and civilian men and women who contributed to the war effort will still be able to participate. It is also an important time to pass on this information and educate the next generation of young people who have become further removed from this part of our history over the generations.

Decision:

That the Assistant Director approves:

- Expenditure of up to £46,000 from the Events for London programme budget to deliver the VE Day commemoration events.

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: Emma Strain

Position: Assistant Director, External Relations

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Friday 8 May 2015 is the 70th Anniversary of Victory in Europe (VE) Day. This is a particularly important year for these commemorations, as it is likely to be the last significant anniversary where ex-Service and civilian men and women who contributed to the war effort will still be able to participate. It is also an important time to pass on this information and educate the next generation of young people who have become further removed from this part of our history over the generations.
- 1.2 The Cabinet Office (under William Hague) is leading on plans for national celebrations, which are outlined below.
- 1.3 There will be three days of events starting on Friday 8 May and finishing on Sunday 10 May.
- 1.4 Government is also due to announce plans to mark the 70th anniversary of VJ Day, which will include a day of major events on 15 August 2015. Currently there are no established GLA/Mayor of London plans to mark this.
- 1.5 **Government plans**

Friday 8 May – Day of Remembrance

- Service and Wreath Laying at The Cenotaph including a national two minute silence at 3pm.
- Schools project: Department for Education (DfE) is working up plans for schools engagement.
- Over 100 beacons lit across the country.

Saturday 9 May – Day of Celebration

- Bell Ringing from cathedrals across the UK at 11am.
- VE Concert with a 1940s theme will be held at Horse Guards Parade and broadcast on BBC.

Sunday 10 May – Day of Thanksgiving

- Service of Thanksgiving at Westminster Abbey attended by the Royal Family.
- Parade of current personnel and veterans down Whitehall, Parliament Square, with the salute being taken on Horse Guards Parade.
- Reception hosted by Royal British Legion in St James's Park for veterans and VVIPs.
- Flypast over Whitehall/Horse Guards Parade
- Central London display of period vehicles from the 1940s in St James Park.
- National Picnics/Street Parties across the UK.

1.6 Mayoral-led Activities

- 1.6.1 It is proposed that the Mayoral-led activities complement those of the national commemoration rather than seeking to be a key focus in itself.

Friday 8 May

- Launch of a **free standing photograph exhibition** on Trafalgar Square and/or the North Terrace.
 - Photographs will be of London including Trafalgar Square celebrating VE Day in 1945.

- We are also scoping out the possibility of including a soundscape including Churchill's speech.
- The exhibition would run from Friday 8 May to Sunday 10 May (inclusive).
- There will be a **London beacon** to coincide with the lighting of beacons around the nation.

Saturday 9 May

- Develop a lighting installation on Trafalgar Square to compliment the wider VE Day activities.

Sunday 10 May

- To coincide with the end of the parade on Whitehall and Horse Guards Parade, Trafalgar Square will host a **military band**.
- Appropriate theming and dressing of the Square to compliment the VE Day activities

2. Objectives and expected outcomes

- 2.1. The objective of the project is to stage an appropriate and respectful commemoration of VE Day which compliments the wider VE Day activities taking place in central London and nationally.
- 2.2. The expected outcomes are as follows:
 - A free standing photographic exhibition on Trafalgar Square of London celebrating VE Day in 1945.
 - Hosting and lighting a London Beacon to coincide with the national Beacons.
 - Provide a lighting installation in Trafalgar Square.
 - Stage a military band and site dressing on Trafalgar Square.
 - Achieve national and regional media coverage for the event activities.

3. Equality comments

- 3.1. The VE Day event activities are a national commemoration, impacting people from all walks of life. The exhibition on Trafalgar Square will be accessible to all, to inform and engage people of this historic occasion. It is anticipated that the event, particularly the military band on Trafalgar Square, whilst having mainstream appeal will be of particular interest to an older audience and veterans.

4. Other considerations

- 4.1. By providing a commemoration event for VE Day, it is an opportunity to reach out to a broad audience, with Londoners from all boroughs and communities having the opportunity to engage; even if this engagement is through the media that will report on the commemoration activities.
- 4.2. These activities are in-line with the Mayor's Cultural Strategy; developing world-class events to assist in the development of a 'stimulating, creative and cultural London', and the pledge to 'commission a series of events in Trafalgar Square, as well as cultural campaigns and festivals'. It also supports the promotion of sustained economic growth and competitiveness of London as a World City through tourism, economic development and positive media coverage.
- 4.3. National Government (Cabinet Office) are leading on the VE Day activities. We have been fully engaged in this process, and consulted on the activities to be delivered by the Greater London Authority.

5. Financial comments

- 5.1. Approval is being sought for expenditure of up to £46,000 to deliver the VE Day commemoration events to be held in May 2015. An estimated budget for the key activities is shown below.

Activity	Budget £
Exhibition	27,000
Beacon	1,200
V for Victory Spotlight	6,000
Military band performance	8,500
Security	3,000
Contingency	300
TOTAL EXPENDITURE	46,000
Funding sources	
2015/16 Events for London programme budget	15,000
2014/15 Events for London programme budget	31,000
TOTAL FUNDING	46,000

- 5.2. Costs are to be met from the Events for London programme budget, held within the External Affairs directorate. The Events Team have indicated that they would like to carry forward £31,000 of the 2014-15 budget into 2015-16, with the balance of £15,000 being met from the approved 2015-16 budget (MD1431). The contribution from the 2014-15 budget will be subject to a carry forward request in line with GLA year-end procedures. Should the request not be successful costs are to be contained within the 2015-16 Events for London programme budget.
- 5.3. All appropriate budget adjustments will be made.

6. Planned delivery approach and next steps

- 6.1. The project will be managed by the Events for London Team, with External Relations Assistant Director as the senior responsible officer.
- 6.2. A working group will be established consisting of Events, Marketing, Press, who will meet weekly to report on actions and progress.
- 6.3. The events project manager will work with the venues and contractors and report on actions and progress.

Activity	Timeline
Procurement of contract	7 April 2015
Announcement	27 March 2015
Delivery Start Date	7 April 2015
Final evaluation start and finish (self/external)	10 May 2015
Delivery End Date	10 May 2015
Project Closure:	15 May 2015

Appendices and supporting papers:

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:

Kim Hobbs 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: