

# GREATER LONDON AUTHORITY

## REQUEST FOR DIRECTOR DECISION – DD1339

### Title: FINA Diving World Series 2015

#### Executive Summary:

This DD seeks approval to commit £70,000 from the Major Sports Events Fund towards delivery of the London leg of the 2015 FINA Diving World Series to be hosted at the London Aquatics Centre in Queen Elizabeth Olympic Park between 1 and 3 May 2015.

#### Decision:

That the Executive Director:

1. Approves the award of £70,000 in grant funding and entry into a funding agreement with British Swimming to contribute towards the delivery of the London leg of the 2015 FINA Diving World Series.
2. Notes that £10,000 is to be committed to British Swimming in grant funding as part of the Major Sports Events Engagement Fund (part of the Mayor's Sports Legacy Programme), approved by DD1335, as a contribution to its costs of delivering a grassroots community legacy project associated with the 2015 FINA Diving World Series.

#### AUTHORISING DIRECTOR

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:** Jeff Jacobs

**Position:** Executive Director of Communities and Intelligence

**Signature:**



**Date:**

6.5.2015

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

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

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

##### 1.1 Background

- 1.1.1 The success of the 2012 Olympic and Paralympic Games has cemented London's position as a world-leading host of major sporting events. The Queen Elizabeth Olympic Park has also added significantly to the range of world class sporting facilities available for hosting events in London. A key part of the on-going legacy of London 2012 is ensuring that these facilities and others around London be regularly and fully made use of.
- 1.1.2 London has already secured a portfolio of additional events for the years ahead that will help sustain our position as a world-leading host and is in keeping with the stated legacy aims from London 2012, one of which is to ensure that the facilities built for the Games continue to be used to stage high-level international sporting events. They include the 2015 Rugby World Cup, 2015 European Hockey Championships, 2015 Formula E Championships, 2016 European Swimming Championships, 2016 Track Cycling World Championships, 2017 IAAF World Athletics Championships and IPC World Athletics Championships.
- 1.1.3 Recognising that most major sporting events require some level of public support, the GLA allocated £2.4 million over four years to future major sporting events as part of the 2014/15 budget setting process. This Major Sports Events Fund supports the Mayor's major sporting events strategy for London, 'London: Home of World Class Sport', which was published in April 2014.
- 1.1.4 This new London-wide approach to bidding for and supporting major sporting events establishes the Mayor's Office as the first point of call for anyone looking to bring their event to London, and firmly establishes the Mayor's Office as London's strategic lead for major sporting events.

##### 1.2 FINA Diving World Series

- 1.2.1 The FINA Diving World Series is an annual six-leg international diving competition for the world's best divers to compete across eight diving disciplines. It is the most prestigious annual diving competition in the world and each leg consists of three days of competition.
- 1.2.2 The third leg of the 2014 Series was held at the London Aquatics Centre between 25 and 27 April. It was the first major international sporting event held at the venue since the 2012 Games. 5,863 tickets were sold for the event, including a sell-out crowd for the Men's 10 Metre Platform Final. The event generated a direct economic benefit to London of £141,600; 38% of spectators came from outside London and 556 bed nights were generated in the London economy. The 2014 event saw two sessions broadcast live on Sky Sports 2, attracting over 19,000 viewers with a total reach of over 106,000. 540 people took part in community diving activities as part of the event's community engagement project. The London Legacy Development Corporation made a cash contribution of £70,000 to the event, supplemented by the waiving of £36,000 worth of venue hire fees.
- 1.2.3 FINA, the international federation for Aquatics, has committed to returning the Diving World Series to London in 2015 and the event will take place between 1 and 3 May 2015 at the London Aquatics Centre.
- 1.2.4 British Swimming submitted a funding application to the GLA Major Sports Events Fund for a £106,000 contribution towards the delivery of the event. The application set out how the 2014

event performed, as well as how the 2015 event would satisfy the evaluation criteria set out in the GLA's Major Sports Events Strategy, "London: Home of World Class Sport".

1.2.5 Evaluated against the criteria, it was deemed that:

- the Economic Impact of the event falls below our minimum expectation;
- the International and Domestic Broadcast proposal for the event was evaluated as borderline bronze/silver.
- the Community Engagement proposal for the event was evaluated as borderline bronze/silver.

1.2.6 Overall, the 2015 event scored bronze against our evaluation criteria. The GLA Sports Team therefore recommended a reduced contribution from the GLA of £70,000. The GLA Events Steering Group (GESG) approved this recommendation, subject to the following conditions:

- British Swimming are to provide further details about the scheduling of international TV broadcasts of the 2014 event, most importantly in China;
- The BBC commit to broadcasting the 2015 on the red button with live coverage of the Men's 10 Metre Platform Final broadcast on BBC Three;
- British Swimming increase their sponsorship revenue target;
- Submission of a satisfactory event plan and budget.

1.2.7 In addition to the £70,000 contribution to the event, £10,000 has also been allocated from the Major Sports Events Engagement Fund (part of the Mayor's Sports Legacy Programme), approved by DD1335, to contribute toward the delivery of a grassroots community legacy project associated with the 2015 FINA Diving World Series.

1.2.8 The overall budget for the event is approx. £450,000. UK Sport are contributing £150,000 towards the event, with the remaining income being generated from ticket sales, general spectator income, sale of broadcasting rights and private sector sponsorship.

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

2.1 The objectives of the proposed funding are to:

- Support the successful hosting of the London leg of the 2015 FINA Diving World Series;
- Support delivery of the Mayor's major sports events strategy, 'London: Home of World Class Sport';
- Increase economic investment into London;
- Increase international exposure of London;
- Increase opportunities for Londoners to participate in sport and physical exercise programmes associated with major sporting events;
- Assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.
- Increase opportunities for Londoners to volunteer at a major sporting events;

## **3 Equality comments**

3.1. Every major event that seeks financial support from the GLA must demonstrate how the event will engage with the local community, in line with the Mayor's grassroots sport policy, 'A Sporting Future for London' and the Mayor's Sports Legacy Programme.

3.2 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme.

- 3.3 According to the most recent Sport England Active People survey (APS 8 published in January 2015), levels of participation in sport and physical activity are variable across different socio-demographic groups in London. Across all 33 London Boroughs, average figures indicate that 43% of men participate in sport at least once a week compared to 32% of women. 37% of Black Asian Minority Ethnic (BAME) people participate weekly compared to 39% of people of white origin. 19% of disabled people participate weekly compared to 40% of non-disabled people. 17% of people over the age of 65 participate weekly compared to 52% of those between the age of 16 and 25. 41% of people from socio-economic groups 1 to 4 participate weekly compared to 25% of people from socio-economic groups 5-8 (based on the National Statistics Socio-economic classification system).
- 3.4 Sports programmes supported by the Mayor's Sports Legacy Programme engage significant numbers of women, disabled people, BAME people and people from lower socio-economic groups, both via sports participation programmes and training opportunities. We are seeking to increase participation opportunities for these groups through the Major Sports Events Engagement Fund that this event has also bid to.

## 4 Other considerations

### 4.1 Key Risks and Issues

	<b>Risk</b>	<b>Likelihood / Impact</b>	<b>Response &amp; Mitigation</b>
1	That the event does not deliver against London's key strategic objectives	Medium / Low	<p>The evaluation process undertaken in order to determine city support for events is robust and thorough.</p> <p>Assumptions made in British Swimming's proposal were tested and challenged by the GLA and partners prior to deciding to offer financial support in order to ensure confidence that the event is likely to deliver on its claims.</p> <p>The GLA is represented on the event steering group to oversee operational delivery.</p>
2	Another funding partner withdraws support, or projected commercial income is not realised, putting the event at risk, and thereby exposing the Mayor/GLA to reputational risk.	Low / Medium	<p>Prior to committing GLA funding, a comprehensive and robust event budget with evidence of commitment from a range of public and private sector partners was submitted, thereby ensuring that the risk is spread.</p> <p>The financial risk associated with the event is underwritten by British Swimming and UK Sport; not the GLA.</p>
3	Reputational risk of the event failing to sell all tickets and broadcasting pictures of the venue internationally with empty seats.	High / Medium	<p>It is anticipated that the event will not sell out. However, the GLA is working with the event to market the availability of tickets as widely as possible and we are working with other event stakeholders to put in place a</p>

			comprehensive strategy for distributing unsold tickets to local community groups and organisations to ensure the venue is full.
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## 4.2 Links to Mayoral Strategies & Priorities

GLA support for the event will:

- support delivery of the Mayor’s major sports events strategy, ‘London: Home of World Class Sport’;
- support the aims of ‘Inclusive and Active 2’ strategy for increasing participation in sport and physical activity amongst disabled people in London;
- support delivery of the Mayor’s grassroots sport policy, ‘A Sporting Future for London’;
- assist in meeting the objectives of the Mayor’s Health Inequalities Strategy;
- promote social development in London;
- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.
- support the Mayor’s priorities around volunteering and his Team London programme.

## 4.3 Impact Assessments and Consultations

4.3.1 An equalities impact assessment has previously been undertaken on the overall Mayor’s Sports Legacy Programme. Further information is available at Section 3 of this document.

4.3.2 In writing ‘A Sporting Future for London’, the GLA Sports Unit consulted extensively with over 400 individuals from over 100 different groups and organisations including national governing bodies of sport, the Pro-Active Partnerships, senior representatives from local authorities and a wide variety of sports clubs and community organisations.

4.3.3 The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.

4.3.4 In writing ‘London: Home of World Class Sport’, the GLA Sports Unit consulted extensively with various national governing bodies of sport in the UK, Sport England, UK Sport, London Sport, relevant Local Authorities, LLDC, Lee Valley Regional Park Authority, London & Partners, sports venue owners in London and Transport for London. The strategy has been greatly welcomed by all key London stakeholders and partners, as well as the key national agencies identified above.

## 5 **Financial comments**

5.1 The proposed grant award of £70,000 to ‘British Swimming’ as a contribution towards delivery of the London leg of the 2015 FINA Diving World Series will be funded from the 2015-16 Major Sporting Events Programme budget held within the Health & Communities Unit.

5.2 It should also be noted that a further £10,000 has been committed to British Swimming in grant funding as part of the Major Sports Events Engagement Fund (part of the Mayor’s Sports Legacy Programme), approved by DD1335, as a contribution to its costs of delivering a grassroots community legacy project associated with the 2015 FINA Diving World Series.

5.3 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.

5.4 The Sports Unit within the Communities & Intelligence Directorate will be responsible for managing the proposed grant award and ensuring that all expenditure complies with the Authority's Financial Regulations and Contracts & Funding Code.

## **6 Legal comments**

6.1 The foregoing sections of this report indicate that:

2.2.1 the proposals in respect of which the Executive Director's approval is sought may be considered to fall within the statutory powers of the GLA under the Greater London authority Act 1999 (the "Act"). Under section 378 of the Act the GLA has a duty to promote tourism to Greater London and the FINA Diving World Series 2015 can fairly be described as an event that will promote tourism to London;

2.2.2 in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:

- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how the proposals will promote the health of persons, health inequalities between persons and to contribute towards achievement of sustainable development in the United Kingdom; and
- (c) consult with the appropriate bodies.

6.2 Sections 1 and 2 above indicate that the proposed contribution of funding amounts to the provision of grant funding and not payment for works, supplies or services. Officers must ensure that:

6.2.1 the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code; and

6.2.2 appropriate funding agreements are put in place between and executed by the GLA and the recipients of funding before any commitment to fund is made.

6.3 Officers must also ensure that:

6.3.1 any services or supplies required are procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code; and

6.3.2 appropriate contract documentation is put in place and executed by the GLA and service providers before the commencement of any such supplies or services.

## **7. Planned delivery approach and next steps**

7.1 The GLA Sports Team is working closely with British Swimming and other stakeholders to ensure effective planning for the event.

7.2 The GLA is represented on the event stakeholder board which oversees:

- The event budget;
- The event marketing and communications strategy;
- The event ticketing strategy
- Planning and operational delivery of the event;

7.3 The Event will take place between 1 and 3 May 2015.

7.4 Next steps are as follows:

<b>Activity</b>	<b>Timeline</b>
DD Signed	April 2015
Funding Agreement signed	April 2015
Event delivery	May 2015
Event monitoring report submitted	June 2015

**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**

**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:**

Kevin Evans has drafted this report in accordance with GLA procedures and confirms that:

✓

**Assistant Director/Head of Service:**

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

**Financial and Legal advice:**

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

**EXECUTIVE DIRECTOR, RESOURCES:**

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

**Signature**

*M. D. Balle*

**Date**

*5.5.15*