

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD1431

Title: Events for London Programme 2015-16

Executive Summary:

The Mayor has a statutory duty to hold public consultation events; develop and promote London as a destination and gateway for the UK; and promote social development in London. Events have a profound potential to bring economic and social benefits to London, and major events in particular can raise the city's profile and present a positive image to the world's media. This Mayoral Decision approves the 2015-16 Events for London programme with an estimated net cost of £1,145,000 and the intention to seek sponsorship to enhance the events.

Decision:

That the Mayor:

1. Approves the 2015-16 Events Programme with an estimated net cost to the GLA of up to £1,145,000.
2. Approves the seeking of sponsorship from suitable partners in order to raise additional revenue for the Events Programme (target £355,000) which will be used to enhance events within the Programme if forthcoming.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

30/1/15.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1 The Mayor is statutorily required under the Greater London Authority Act 1999 (GLA Act) to carry out a minimum of two public consultation events (People’s Question Time) and a State of London Debate.
- 1.2 Under the same Act, the Mayor has a statutory duty to develop and promote London as a destination and gateway for the UK, as well as to promote social development in London. Events have a profound potential to bring economic and social benefits to London, and major events in particular can raise the city’s profile and present a positive image to the world’s media.
- 1.3 Events bring Londoners together from across the city, from different communities, creating a sense of shared interests and culture. Most importantly, major events stimulate London’s economy, by being a catalyst for economic regeneration and creating publicity to increase the attractiveness of London to new visitors and investors – as well as to Londoners.

Events Programme

- 1.4 The London Events programme has been delivered successfully since 2003, enhancing and enriching London with events to meet the needs of and engage with all Londoners.
- 1.5 The proposed events programme supports the promotion of London’s diverse cultures contributing both to the international profile of London, and promoting the city as a destination in specific markets. It also encourages the fuller participation of all its communities, contributing to all sectors of the London economy. Events bring Londoners together from across the city, from different communities, creating a sense of shared interest and culture, thus helping to encourage social development and cohesion.
- 1.6 On a more subjective level, events help to improve Londoners’ quality of life and support their general well-being. Particularly at a time where Londoners’ disposable income may be limited, free events provide Londoners access to entertainment, providing enjoyment and a ‘feel good’ factor. Events also enable people to interact and engage on a social level, as well as feel part of a community. The development and planning of the events often involves support and engagement from the community through volunteering, providing added benefits to volunteers of education or increased skills by working on different parts of the event. This also contributes to peoples’ sense of positive well-being. We will be working with the Team London Ambassadors programme as part of the Games legacy, having these volunteers at the major events.
- 1.7 The proposed 2015/16 events programme is outlined in table 1.

Table 1

	Event	Planned Date	Grant Funded or GLA delivered
1	St Georges Day (Q1)	25/04/2015	GLA Delivered
2	Vaisakhi (Q1)	03/05/2015	GLA Delivered
3	VE Day 70 th Anniversary (Q1)	08/05/2015	GLA Delivered
4	State of London Debate (Q1)	06/2015	GLA Delivered
5	Pride (Q2)	27/06/2015	Grant Funded
6	7/7 Commemoration Event	07/07/2015	GLA Delivered
7	Eid (Q2)	25/07/2015	GLA Delivered

8	London Mela (Q2)	08/2015	Grant Funded
9	Notting Hill Carnival (Q2)	30/08/2015	Grant Funded
10	Liberty (Q2)	09/2015	GLA Delivered
11	Totally Thames (Q2)	09/2015	Grant Funded
12	Diwali (Q3)	10/2015	GLA Delivered
13	Africa in the Square (Q3)	10/2015	GLA Delivered
14	Remembrance Day Reception (Q3)	11/2015	GLA Delivered
15	Menorah - Jewish Events(Q3)	12/2015	Grant Funded
16	Holocaust Memorial Day (Q4)	01/2016	GLA Delivered
17	Chinese New Year (Q4)	02/2016	Grant Funded
18	St Patricks Day (Q4)	15/03/2016	GLA Delivered
19	Cultural Campaign	On going	GLA Delivered with Grant Funded projects within it
20	Peoples Question Time - 2 per year	Nov 2015 and Mar 2016	GLA Delivered
21	Small Events	On going	GLA Delivered and Grant Funded projects
22	Research and Evaluation	On going	GLA Delivered
23	Access Improvement	On going	GLA Delivered

GLA Delivered Events

- 1.8 The GLA Events for London team produces and delivers a number of cultural events that celebrate national celebrations such as New Year's Eve and St George's Day, as well as religious festivals such as Diwali and Vaisakhi. In addition to the annual programme we will also be delivering a number of one off special events including 7/7 10th Anniversary memorial and VE Day 70th Anniversary memorial.

Access Development

- 1.9 Following the level of accessibility achieved during 2012 and Games-time, the GLA are committed to continuing and enhancing best practise at GLA Delivered Events, as well as working towards the attainment of ISO20121.

Statutory Events

- 1.10 The Greater London Authority is statutorily required under the Greater London Authority Act 1999 (GLA Act) to carry out public consultation meetings. These are in the form of People's Question Time events and the annual State of London Debate (SOLD)

Peoples' Question Time

- 1.11 These events take place in a variety of locations across London providing the opportunity for the public to meet and ask questions to the Mayor and the London Assembly. It offers the Mayor and London Assembly the opportunity to deliver and discuss with the London Community their plans, priorities and policies for London.

State of London Debate

- 1.12 SOLD links to the publication of the Mayor's annual report. It is a flagship Mayoral engagement and consultation event for all Londoners and provides an opportunity for direct engagement with members of the community to debate and provide feedback on the Mayor's strategies and priorities for London. The event allows facilitation of a Q&A session allowing members of the audience to

question the Mayor directly on issues of concern. Issues raised at the event can then be fed back directly into policy development.

- 1.13 Particular efforts are made to ensure the audience reflects London's diversity as well as the key equalities target groups and wider audiences are accessed through radio debate and online debate.

GLA Grant Funded Events

- 1.14 As can be seen from Table 1 above certain events are events of third parties for which the GLA provide grant funding. Recipients are required to go through stringent checks both financial and legally – complete grant funding forms, being clear on the events aims and objectives, how this fits in with the Mayor's objectives and culturally enhances the capital.
- 1.15 The GLA event officers work closely with the recipients of GLA funding to ensure successful delivery of funded events. Clear milestones are set within the funding agreements and it is only at the time the milestones are met that funding is released. These milestones ensure the safety of GLA funding and cover any risk involved in supporting these events.
- 1.16 The GLA's financial support for the grant funded events indicated within the table 1 above is only a small element of the cost of these events. Supporting these events enables Mayoral profile and highlights the Mayor's support to the communities involved in the delivery. As such a return should be considered excellent value for money.

Sponsorship and other income

- 1.17 For the events delivered by the GLA, sponsorship, other income and concessions (if relevant and appropriate e.g. food and drink stalls/ tents on Trafalgar square) will be sought as in previous years, the target being £355,000. Income received is usually specific to the individual event and provided on the basis that the additional money funds additional activity above the core event activity. Should income not meet budgeted targets the events will be delivered within the budgeted GLA funding available and income secured. If sponsorship over the target is secured, the event would be enhanced in line with this increased budget, or in the event of a significant increase from sponsorship and the event not needing to be enhanced further, the GLA contribution to the event would be reduced.
- 1.18 In addition to cash income, the GLA Commercial Partnerships Team will also seek benefit in kind to assist in the enhancement and publicity of events.

2. Objectives and expected outcomes

Commissioned outcomes

- 2.1 There is a target of generating additional spend in the local economy of up to £37.5m. Whilst it is clear that events stimulate additional spending, and this research has been taken at events within the GLA event programme, it should be noted that the true level of additionality of extra spending is difficult to determine precisely as the sample size of attendees at each event is relatively small.
- 2.2 Events can deliver positive externalities through visitor satisfaction and if delivered successfully can promote London as a leading global city encouraging investment and tourism.
- 2.3 Active promotion of wider mayoral priorities directly to key community groups or audiences, and to captive audiences. Evaluated through the attendance at events and market research at the event on recall, and through digital traffic and click through rates on the GLA website.

Non-quantifiable benefits

2.4 The non-quantifiable benefits of the programme are;

- Increased positive global reputation of London.
- Positive profile for London, encouraging economic investment.
- Education and increased awareness of other communities in London encouraging social cohesion.
- Increased skills through volunteering opportunities
- There are a number of subjective benefits to staging the events programme, including;
 - Encouraging a sense of pride in Londoners for the city they live
 - Enjoyment and satisfaction to support the well-being of Londoners and improving their quality of life (particularly where Londoners disposable income is limited and free events offer access to entertainment providing a 'feel-good' factor).
 - Increased sense of community through volunteering opportunities and social interaction at events.

Evaluation and reporting

2.5 Market research is to be conducted at each event, with input into the questions from GLA Marketing, Intelligence and Economics teams to ensure they are relevant to provide appropriate analysis. The results from each individual event can be used to benchmark against other events, as well as determine where refinement on questions or analysis is made. Additionally, feedback and results from a particular event can help shape the delivery or make improvements to subsequent events.

3. Equality comments

3.1 The events programme is planned to be inclusive and aimed at all Londoners, culturally and socially. Within the programme different events engage with, and promote the contribution of, specific communities e.g. Pride - LGBT community; Eid - Muslim community; Liberty – Deaf and disabled community; Africa in the Square – African community. Community stakeholder groups are engaged in the planning and promotion of the community events to ensure that they are appropriate and representative of the groups for which the event promotes.

4. Other considerations

Procurement

4.1 Events delivered by the GLA will be procured under the Events Framework, for event production services. Events receiving funding will be on the basis of funding agreements, with pre-determined milestones to receive the funding. All events will be managed by an events officer from within the Events for London team.

Links to strategies and Corporate Plan

4.2 In approving the Events Programme, this directly links to:

- Developing world-class events in line with the Mayor's Cultural Strategy – 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'.
- Developing 'a programme of activities/events to engage with London's diverse communities to help deliver the Mayor's priorities, strategies and policies, as well as celebrate London's rich diversity'.
- Promoting sustained economic growth and competitiveness of London as a World City through tourism, economic development and positive media coverage.

Impact assessments and Consultation

- 4.3 The impact assessment of the events will be on an event by event basis through the multi-agency planning process (Licensing Operational Safety Planning Groups), including Westminster City Council (or other local authority impacted), MPS, TfL, LAS, LFB and other key stakeholders to the specific event. This is an essential part of the Premise Licence process. Key agencies will be consulted as part of this multi-agency process.
- 4.4 Neighbours on Trafalgar Square are consulted regularly and through established quarterly planning meetings.
- 4.5 Where events involve specific communities, these communities are engaged through a stakeholder group who advise on the event. Public correspondence, via the GLA Public Liaison Unit (PLU), and market research at events is also considered for future planning of events where negative comments and improvement suggestions are made and may be reasonably implemented.

4.6 Risk

Table 2

	Risk description	Mitigation / Risk response
1	Event may be cancelled due to force majeure (e.g. extreme weather, riots, industrial action, death of a major Royal etc)	External issues monitored via project planning and risk assessment
2	Additional sponsorship or other external funding cannot be guaranteed, as income may not be achieved, which could impact some of the planned events.	A sponsorship steering group helps with the strategic planning of the GLA Commercial Partnerships Team. The GLA Events team meets regularly with the commercial team to help with the sponsorship plan and ambition for a specific event. All key events have a core budget, which leverages other income and enables a basic event delivery
3	Late amendments to the event due to external factors could have an impact on budget and cause overspend (e.g. increased stewards in reaction to protestors/higher than expected crowds etc) could have an impact on budget and cause overspend	Tight project management and budgetary control, with readjustment to budget lines to manage increases in particular areas (with other cuts/reductions made in other budget lines where possible)
4	Reputational risk to the Mayor of an event failing.	There is a robust multi-agency planning process for the events programme, so early indications of potential event failure can be identified.
5	Communities not supporting the event (particularly where the event is aimed at that community), and the reputational risk to the GLA associated with this.	Engagement is made with the specific communities for whom the event is aimed, often in the form of advisory groups, who can feed into the appropriateness and creative content of the event. Work with other GLA teams including Communities Team, PLU, and Diversity & Social Policy teams as appropriate.

5. Financial comments

- 5.1 The gross cost of the 2015-16 Events for London Programme is up to £1,500,000, made up from a GLA contribution of £1,145,000 and third party income of £355,000.
- 5.2 The GLA contribution is to be funded from the 2015-16 Events for London Programme Budget, External Relations Unit (External Affairs).
- 5.3 Should third party income not meet the above targets, events will need to be delivered within the GLA budget and any income that has been secured to date. Should third party cash contributions across the Events for London Programme exceed the target of £355,000 further approval will be required to spend against the additional income.
- 5.4 In addition to seeking cash contributions from third parties, the Commercial Team will look to receive benefit in kind to assist in publicity and enhancement of events, the value of which is not included in the above cost estimations. Appropriate VAT accounting must be completed in relation to barter agreements for any 'in kind' benefit/ services secured for individual events. Should any cost to the GLA result from this type of transaction this will be borne by the 2015-16 Events for London Programme budget.
- 5.5 The events programme may evolve over the 2015-16 financial year, requiring re-allocations of budgets between events. This will be subject to appropriate budget adjustment approval; however the overall costs of the 2015-16 Events for London Programme should not exceed the £1,145,000 net budget.
- 5.6 MD1124 approved grant funding totalling £500,000 to London LGBT and Community Pride for the Pride 2013 to 2017 events. To date £350,000 has been allocated across Pride 2013 to 2015. The profile of expenditure of the £150,000 balance of funding for the Pride 2016 and 2017 Events has yet to be agreed. As such, should an under-spend be realised in 2015-16 against the Pride allocation, the remaining budget will be returned to reserves at year end.
- 5.7 Any changes to this proposal including budgetary implications will be subject to further approval via the Authority's decision making process.
- 5.8 All appropriate budget adjustments will be made.
- 5.9 The Events Team within the External Affairs directorate will be responsible for the management of these events and projects and ensure compliance with the Authority's Financial Regulations, the GLA Contracts and Funding Code and Expenses and Benefits Framework.

6. Legal comments

Approval of Budget

- 6.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act') the mayor, acting on behalf of the GLA, and after appropriate consultation, is entitled to do anything that the mayor considers will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment.
- 6.2 Section 34 of the Act allows the mayor to do anything which is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA. In the instant case, the approval of the remainder of the GLA's 2015-16 events programme and the attendant budget of up to £1,145,000 and the seeking of sponsorship of £355,000 in order to enhance the events programme may be viewed as calculated to facilitate social development in Greater London.
- 6.3 Taken together, the expenditure on the events programme totals an amount of up to £1,500,000 notwithstanding that the GLA's budget for the events programme totals an amount of up to

£1,145,000. The short fall of £355,000 is to be met by sponsorship. The officers are advised only to commit to expenditure of those funds, which they have secured either by way of the budgetary allocation or by way of up-front sponsorship.

Grants in Support of Events

- 6.4 A tranche of the budget will be allocated to grants in support of a number of events including Totally Thames and Pride (see Table 1 above for full list). To this end, the officers are reminded of the requirements of paragraphs 2.5 and 6.4 of the GLA's Contracts and Funding Code; in particular, that funding must be distributed fairly, transparently and in accordance with the GLA's equalities obligations and that the officers should have regard to the prudence of undertaking a competitive exercise as a way of ascertaining, to whom the GLA's funding should be granted.
- 6.5 In carrying out the events programme, the officers are reminded of the requirements set out in section 30(5) of the Act. Namely, that in exercising the GLA's general power under section 30 of the Act, the GLA must do this in a way, which is considered best calculated to:
- 6.5.1 promote improvements in the health of persons in Greater London;
 - 6.5.2 promote the reduction of health inequalities between persons living in Greater London;
 - 6.5.3 contribute towards the achievement of sustainable development in the United Kingdom; and
 - 6.5.4 contribute to the mitigation of, or adaptation to, climate change in the United Kingdom.

Procurement

- 6.6 The officers are reminded that the requirements of the Contracts and Funding Code apply to all the procurements, which are carried out by the GLA.

Delegation of Authority

- 6.7 Section 38 (1) of the Act provides that any function exercisable on behalf of the GLA by the mayor shall also be exercisable on behalf of the GLA by any member of staff of the GLA if or to the extent that the mayor so authorises, whether generally or specially, and subject to any conditions imposed by the mayor.
- 6.8 In the instant case, decision 3 seeks a delegation of mayoral authority to the Director of Communications and External Affairs for the purposes of approving all further arrangements for the delivery of the events programme. The said director is a member of staff of the GLA and accordingly, the mayor may make the requested delegation, if he be so minded.

7. Investment & Performance Board

The Events programme was reviewed and approved by the Investment and Performance Board (IPB) on 20 November 2014.

8. Planned delivery approach and next steps

Table 3

Activity	Timeline
Procurement of contract [for externally delivered projects]	From January 2015
Announcement – to funded groups	January 2015
Delivery Start Date [for project proposals]	January 2015
Final evaluation start and finish (self/external) – at each event and year end	March 2016
Delivery End Date [for project proposals]	March 2016
Project Closure: [for project proposals]	April 2016

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? 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 -YES

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Kim Hobbs has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

Assistant Director/Head of Service:

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

✓

Sponsoring Director:

Will Walden has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Will Walden has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. J. Allen

Date

22.1.15

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

Edmund ...

Date

26.01.2015

