

GREATER **LONDON** AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD1389

Title: 2016 Ligue Européenne de Natation European Aquatics Championships

Executive Summary:

This DD seeks approval to commit £50,000 from the Major Sports Events Fund towards delivery of the 2016 Ligue Européenne de Natation (LEN) European Aquatics Championships to be hosted at the London Aquatics Centre in Queen Elizabeth Olympic Park between 9 and 22 May 2016.

Decision:

That the Executive Director approves expenditure of up to £50,000 in grant funding to contribute towards the delivery of the 2016 LEN European Aquatics Championships.

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: Head of Paid Service and Executive Director

Signature:



Date: 22.9.15

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 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 LEN European Swimming Championships

- 1.2.1 The LEN European Swimming Championships are a biennial competition for Europe's best swimmers, divers and synchronised swimmers to compete to be crowned European champions in their respective disciplines. It is one of the most prestigious competitions in world sport.
- 1.2.2 The event will take place between 9 and 22 May 2016 in the Aquatics Centre, Queen Elizabeth Olympic Park.
- 1.2.3 In an historic first, the FINA European Masters Championships will be held immediately after the elite Swimming, Diving and Synchronised Swimming European Championships to form the LEN European Aquatics Championships 2016. The Masters brings together amateur athletes from around the continent to compete in an open tournament over a 4 day period. The event is unrestricted and open to all ages.
- 1.2.4 The event was secured on the understanding that a contribution would be made by the GLA. This DD formally confirms this support and agrees the amount at £50,000.
- 1.2.5 Evaluated against the criteria set out in the GLA's Major Sports Events Strategy, "London, Home of World Class Sport", it was deemed that:
 - the Economic Impact of the event was evaluated as gold

- the International and Domestic Broadcast proposal for the event was evaluated as silver.
- the Community Engagement proposal for the event was evaluated as silver.

1.2.6 In addition to the £50,000 contribution to the staging costs of the event, £30,000 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 2016 LEN European Aquatics Championships 2016.

1.2.7 In addition to the LEN, it is anticipated that combining the event and the Masters will have a further impact on London's economy given the pull factor of both events, with vast numbers of spectators and competitors coming to stay in London for the period.

2. Objectives and expected outcomes

2.1 The objectives of the proposed funding are to:

- Support the successful hosting of the 2016 LEN European Aquatics Championships;
- 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.

- 3.5 Queen Elizabeth Olympic Park, where the event is being held, is fully accessible. The Park offers good step-free access, hard-standing surfaces, regular seating and accessible Blue Badge car parking for each of the venues.

4 Other considerations

4.1 Key Risks and Issues

	Risk	Likelihood / Impact	Response & Mitigation
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, and in fact chairs, 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.	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>There is currently a detailed analysis of the budget in progress.</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>The event organisers are confident of selling a significant proportion of tickets. However, the GLA is working with other event stakeholders to put in place a comprehensive strategy for distributing unsold tickets to local community groups and organisations to ensure the venue is full.</p>

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 funding of £50,000 to LLDC (to be governed by a funding agreement) will be funded from the Major Sporting Events Programme budget held within the Health & Communities Unit. 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.

6 **Legal comments**

- 6.1 Sections 1 to 4 of this report indicate that:
- 6.1.1 the decisions requested of the director (in accordance with the GLA's Contracts and Funding Code) fall 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 social development and the promotion of the improvement of the environment in Greater London; and
- 6.1.2 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 (further details on equalities are set out in section 3 above) and to the duty under section 149 of the 2010 Act to 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 share a protected characteristic and those who do not;

- consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- consult with appropriate bodies.

6.2 The proceeding sections of this report indicate that the contribution of £50,000 to the LLDC amounts to the provision of grant funding and not payment for services. Officers must ensure that the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in a manner which affords value for money in accordance with the GLA's Contract and Funding Code.

Officers must ensure that an appropriate funding agreement is put in place between and executed by the GLA and the recipient before any commitment to fund is made

7. Planned delivery approach and next steps

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

7.2 The GLA is represented on, and in fact chairs, 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 9th and 22nd May 2016.

7.4 Next steps are as follows:

Activity	Timeline
DD Signed	August 2015
Funding Agreement signed	August 2015
Event delivery	May 2016
Event monitoring report submitted	June 2016

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:

Richard Cumbers 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. J. Allen

Date

18.9.15

