

London 2012 Coordination

The Queen's Walk
London SE1 2AA
Switchboard: 020 7983 4000
Minicom: 020 7983 4458
Web: www.london.gov.uk

London Borough of Bromley

Date: 27 May 2011

Dear London Borough of Bromley,

Grant Funding in respect of Application of Look & Feel in London's Boroughs ("the Project").

I am pleased to confirm that the Greater London Authority (the GLA) has agreed to grant to the London Borough of Bromley (hereinafter "You"), a maximum of fifty-thousand pounds (£50,000) ("the Funding") towards the cost of purchasing items from the LOCOG Look and Feel Look Book catalogue or from the London Outdoor Arts Festival only, as described in more detail in Appendix 1 to this letter.

The Funding is granted subject to the following terms and conditions:

1. The Funding must be used exclusively to purchase items from the LOCOG Look Book catalogue or from the London Outdoor Arts Festival and for no other purpose and be applied in accordance with the provisions of Appendix 1.
2. The primary purpose of the Funding is to support local street dressing using items purchased from the LOCOG Look and Feel Look Book, however should You consider that Your selected area/s can be dressed using less than the amount provided by the Funding, any surplus can be utilised to purchase artistic content from the London Outdoor Arts Festival.
3. The Authority will grant fund You a maximum of £50,000 on evidence that You have purchased items to that or higher value from the LOCOG Look and Feel Look Book catalogue or from the London Outdoor Arts Festival. If the value of purchases is less than £50,000 the Authority will grant fund only the actual lower amount.
4. You shall keep a record of all expenditure incurred together with full supporting evidence. All evidence of expenditure incurred such as original invoices, receipts, timesheets and other relevant documents must be kept for at least 6 years after the date of the Project.

5. The GLA shall pay the Funding in accordance with the milestones and payment schedule set out in Appendix 1 of this funding letter. One grant payment will be made up to £50,000 on receipt of invoice from the Recipient and supporting evidence that expenditure to that value has been purchased from LOCOG or its suppliers.
6. The grant funding cannot be used for recoverable input VAT incurred. All supporting evidence should clearly show the VAT exclusive amount and any VAT included in the amount invoiced to the GLA should be backed by appropriate documentation explaining why VAT was charged.
7. The provision of the GLA Funding amounts to a conditional gift and is therefore not subject to VAT. If, at any time, it is held by the UK government to be subject to VAT, then You agree and acknowledge that the GLA Funding shall have included any and all applicable VAT.
8. You must agree your Look & Feel proposals in advance with the GLA and LOCOG as referred to in Appendix 1. Any subsequent changes must also be agreed before implementation.
9. You must notify the GLA immediately if any financial irregularity in the use of the Funding is suspected and indicate the steps being taken in response to the suspected irregularity. 'Financial irregularity' includes (but is not limited to) any fraud, impropriety, mismanagement or use of the Funding for anything other than the purposes specified in Clause 1, above.
10. You must ensure that, where appropriate, publicity is given to the fact that the GLA is financially supporting the initiatives these funds are intended to deliver. You must comply with any guidance on publicity given by the GLA in relation to "Your London 2012" and all publicity referring to the GLA and/or the Mayor of London relating to "Your London 2012" shall be subject to the prior approval of the GLA.
11. You acknowledge that while the Funding is to be used to purchase and display London 2012 branded items of street dressing ("Look") which will bear elements of the London 2012, Olympic and Paralympic brands (the "Games Brands") these may only be purchased from supplier(s) officially appointed by The London Organising Committee of the Olympic Games and Paralympic Games Limited ("LOCOG"), and this agreement gives you no right to reproduce any part of the Games Brands. Other than to display official items in accordance with LOCOG's guidelines, You agree not to use the Games Brand except as may otherwise be authorised by LOCOG or as is permitted by law. To ensure a consistent "Look of the Games" across London You agree not to create or display any alternative or conflicting street dressing during the period from 1 July 2012 to 10 September 2012 without the prior consent of LOCOG (such consent not to be unreasonably withheld). You also agree to transition all items of Look which are Olympic specific to Paralympic-specific items of Look, in accordance with LOCOG's guidelines, prior to 26 August 2012 and to remove all items of Look by 30th September 2012. LOCOG will make its Look guidelines available to You upon request once these are published.
12. You acknowledge that the Games Brands, and the right to associate with the London 2012 Games, are very valuable assets and that the protection of them is vital to the funding of the Games. You therefore agree:
 - a. not to undertake, facilitate, authorise or encourage any ambush marketing (refer to definition in Appendix 2);

- b. to follow guidelines produced by LOCOG in relation to where, when and how London 2012 Look materials may be displayed;
 - c. to take all reasonable steps to ensure that any companies appointed by You to assist in the implementation of Your Look programme (for example installation companies) do not promote themselves in connection with the London 2012 brands, including by using the Games Brands or issuing any statements about the work they are undertaking for You in relation to the Games.
13. You must not do anything (in the reasonable opinion of the GLA) that may place the GLA or the London 2012 Games in disrepute or harm the GLA's or the London 2012 Games' reputation.
 14. You will be liable for and indemnify and keep indemnified the GLA against any loss or damage incurred and any injury (including death), suffered and all actions, costs, demands, proceedings, damages, charges and expenses whatsoever arising in connection with the management (including financial management) and carrying out of the Project and the Objectives to the extent that such actions, costs, demands, proceedings, damages, charges and expenses are due to Your negligence or default in carrying out the obligations as set out in this letter and appendices to it.
 15. The GLA may terminate this Agreement at any time by giving two weeks written notice provided that in the event of termination without breach by You of any of Your obligations under this letter and appendices to it the GLA shall not be obligated to make any further payments of the Funding.
 16. This agreement shall terminate on 30 September 2012.
 17. You must ensure that You maintain in force policies of insurance with an insurance company of long-standing and good repute in respect of public liability and such other insurance as may be required in order to comply with Your obligations set out in this letter and appendices to it.
 18. You must ensure that your organisation and anyone acting on Your behalf, complies with all laws for the time being in force in England and Wales.
 19. For the avoidance of doubt both the GLA and You acknowledge and agree that if Your Project costs exceed the Funding that the GLA shall not provide any additional funding and shall not be liable for any sums in excess of the Funding provided under this agreement.
 20. LOCOG may enforce the terms of clauses 7, 8, 9 and 15 of this agreement in accordance with the Contracts (Rights of the Third Parties) Act 1999.

This agreement will be governed by the laws of England and Wales and subject to the jurisdiction of the English courts.

Please acknowledge acceptance of the terms and conditions of this letter by signing and returning the enclosed duplicate.

Yours sincerely,



Neale Coleman
Director of London 2012 Coordination
For and on behalf of the Greater London Authority

The London Borough of Bromley hereby accepts the terms and conditions of this letter in relation to its receipt of the Funding from the GLA.

..... Date/...../.....
Authorised signatory of the London Borough of Bromley

.....
Print Name and Title

APPENDIX 1 - YOUR LONDON 2012 – Project Overview and Objectives

Background

In the summer of 2012, the whole of the UK will celebrate the Olympic and Paralympic Games. For the first time, both the Olympic Games and Paralympic Games are being planned together from the very beginning. By thinking about the needs of both Olympic and Paralympic athletes, spectators, visitors and Londoners, we want to create the best possible Games experience for everyone.

The London 2012 Games has sport at its heart and London at the centre, but it is more than London and more than sport. It is a Games for London and the UK, showcasing excellence in British culture and creativity, celebrating our diverse communities and civic pride, profiling innovation and enterprise, and embracing imagination and vision.

The Greater London Authority (GLA) is leading the City's Look & Feel programme with LOCOG, the Games organisers. Our shared ambition is to have a consistent and cohesive Look & Feel across all the touch points of the Games day and night, to help create a Games for everyone.

The City Look & Feel programme of work has been divided into four areas; each will be delivered through separate work programmes as follows:

- Spectaculars – this is where we create “wow moments”, the visual postcards that will be forever burned into people's memory as their key London 2012 Games experiences.
- Themed Experience Areas – this is where key locations across the capital have been identified as being strategically important to the Olympic and Paralympic Experience and require additional dressing and animation to help bring the Games alive.
- **Your London 2012 – this is where we work with London Boroughs to bring the Games Experience alive in local areas for the benefit of residents and tourists.**
- Transport – this is where the Look & Feel for the capital will be rolled out across our transport network to add to the Games experience.

Your London 2012 Objectives

The Games provides an opportunity for Londoners and communities across the capital to come together in a single moment of time and mark London 2012 in their own way. It is important that everyone has an opportunity to feel part of the London 2012 experience through the way their area looks and in the events via opportunities to take part in events and activities that will take place during the Games. As such, the objectives of Your London 2012 are:

- Bring the celebratory spirit of the Games to all London Boroughs
- Provide funding and a mechanism to allow all London Boroughs to identify and decorate local areas for the benefit of residents and visitors

Look Book

The GLA and LOCOG are keen to deliver a consistent message in terms of the way London presents itself, whilst allowing for local variations in the types of products used. As in previous

Host Cities, the London Organising Committee for the Olympic and Paralympic Games (LOCOG) is responsible for producing a Look Book catalogue. This catalogue will include a variety of decorative elements, in keeping with the overall 'Look & Feel' of the Games which stakeholders can purchase. Look products include a selection of banners, posters, and design guidelines as well themes for celebrating London 2012 Olympic and Paralympic Games.

The GLA is working with LOCOG to develop the range of Look products to suit a variety of activations. Some examples of Look & Feel key touch points could include:

- Dressing of town centres
- Enhancing green spaces
- Creating focal points for celebrations and involvement

The procurement process for the Look Book is being led by LOCOG. In addition to street dressing items, the intention is for LOCOG to require its successful supplier to provide items that community groups will be able to access to deliver community activations. These products might include, for example, items which would enhance a street party or community fete.

It will be down to you to decide on a Look & Feel plan that works best for your locality. We believe you know your areas best, and every space is different. We do not want to dictate a 'one-size-fits-all' Look & Feel solution, although the GLA and LOCOG will want to approve the final plans, with a particular view to ensuring that there are no brand protection issues.

The GLA has confirmed that a maximum sum of £50,000 will be granted to each borough for the delivery of Look and Feel within their area. Boroughs may also wish to supplement the monies provided by the GLA with their own funds.

London Outdoor Arts Festival

The GLA sees the delivery of dressing at key locations within each Borough as the primary role of the Your London 2012 funds. However, should a borough consider that their selected area/s could be dressed with less than the amount specified above, it is proposed that any surplus could be utilised for investment in artistic content and programming at the local borough level, as part of the London Outdoor Arts Festival.

The London Outdoor Arts Festival will spread the spirit of 2012 more widely across London and engage communities who might not otherwise become involved. It will take place over seven weeks (and eight weekends) from the arrival of the Olympic Torch in London on (July 21st – September 9th) to the end of the Paralympic Games on September 9th.

The setting for the outdoor arts festival will be outdoor places and spaces – public squares, town centres and public parks – across each and every London Borough. It will be a festival of free, accessible and high quality outdoor performance and visual arts from London, the UK and internationally.

The outdoor festival will draw on content from a wide variety of sources, including:

- Local, Regional & National Festivals
- Independent Producers

- Artists and arts organisations
- The Cultural Olympiad and 2012 programme strands (incl. Inspire Mark, Legacy Trust UK etc)
- Local programming led by local authority arts and events teams
- Arts Council England's Grants for the Arts Fund (Tipping Point, Without Walls etc) and other related 2012 funding schemes

Further details will be provided in due course.

Your London 2012 Indicative Payment Schedule and Key Milestones

The key milestones are as follows:

- LOCOG to confirm Look Book – by June 2011 (subject to pending contractual agreements with the successful supplier)
- London Boroughs to identify areas to dress and consult with GLA/LOCOG – by end July 2011
- London Boroughs to confirm look plans – by end September 2011
- GLA/LOCOG to approve look plans – by end November 2011
- London Boroughs to place orders for Look Book items – by end December 2011
- Initial agreement on programming plans for the London Outdoor Arts Festival – end December 2011
- Boroughs to invoice GLA for one grant payment for total expenditure on the Look Book or London Outdoor Arts Festival items (up to £50k) - January to March 2012
- Production of Look Book items – from January 2012
- Final schedule for Outdoor Arts Festival and contracts in place by March 2012
- Install/Maintain/De-stall – indicative dates from spring 2012 to September 2012

The attached Q& A (Appendix 2) aims to address immediate questions and provide additional background to 'Your London 2012', the GLA grant and the London 2012 Games One Look & Feel ambition.

APPENDIX 2 - YOUR LONDON 2012 - Look & Feel Q&A

NOTE: QUESTIONS TO BE RE-ORDERED INTO A LOGICAL SEQUENCE FOR FINAL VERSION

Q1. What is Look & Feel and the 'Power of One'?

A1. The Look of the Games is defined by the IOC (International Olympic Committee) and IPC (International Paralympic Committee) as the most complex branding and design programme there is. The Look of the Games is one of the top three influences on the way the Games is perceived and ultimately defines the 60 days during which the world will be tuned in to our Games.

The most successful Look programmes have been those that adopt The Power of One: One Message, One Look, and One Feel. Our ambition for London 2012 is to develop a consistent cohesive Look and Feel across all touch points from inside the venues to across London and the rest of the UK.

Q2. What is the Look Book and how will it work?

A2. Look materials have been designed by LOCOG with support from the GLA and incorporating information we have sought from you about existing or known requirements.

LOCOG will lead the procurement and appointment process for Look Book contractor(s). Their contractors will be responsible for producing the Look products. The London 2012 Olympic and Paralympic brands are incredibly valuable assets and the delivery of the Look programme needs to be appropriately controlled to ensure a consistent and powerful Look of the Games across London. It also needs to be implemented in a manner which does not present opportunities for ambush marketing.

Stakeholders will be free to choose what elements of the LOCOG Look Book to purchase. London Boroughs are encouraged to use the GLA Funding to purchase and use Look items in the way they think will have the greatest impact on their communities and visitors during the whole Games period.

The specific Look solutions for events such as the Cultural Olympiad, the Torch Relay and London 2012 Festival will all work seamlessly with the Look Book.

Q3. Will the Look Book catalogue contain information on brand guidelines and how to use Look & Feel and when will these be available?

A3. Yes. The use of Look items must comply with the Games Look & Feel guidelines which will address issues such as appropriate placement of Look and ambush marketing. These guidelines will be published at the same time as the Look Book.

Q4. What is Ambush Marketing?

A4. 'Ambush Marketing' describes a business' attempts to attach itself to a major sports event without paying sponsorship fees. As a result, the business gains the benefits of being associated with the goodwill and public excitement.

Q5. Will Boroughs be able to create their own Look products?

A5. No. Games stakeholders are not entitled to produce or commission their own Look materials. However, if a stakeholder desires items which are not included within the LOCOG of Look Book they may request (at their own cost) and LOCOG may at its discretion, permit the stakeholder to have bespoke items produced by the LOCOG supplier. Due to the additional

resources at LOCOG required to manage such requests, stakeholders are asked only to submit requests for bespoke items which will have an exceptional impact.

Q6. Can we seek local sponsorship for additional Look & Feel funding?

A6. To protect the rights of official sponsors of the Games you cannot seek sponsorship from businesses. You can however approach non-commercial organisations, such as community organisations, charities and foundations to make a donation to your Look funds. Local business collectives which operate on a not-for-profit basis (such as the local chamber of commerce or Business Improvement Districts), may also be approached. However, their funds should be as part of them seeking additional funding for a range of its activities, of which Look is one item. Their members should not be given any rights or recognition for supporting the programme, nor would they be able to have any visual or other recognition in relation to the Look programme. If a business offers to donate some cash for your Look and Feel programme, please treat this with caution even if they say they don't want any rights or recognition in return. Please talk to LOCOG if you have any queries about this or are approached in this way.

Q7. Can we 'top-up' our Look funding with additional cash?

A7. Yes. Subject to the points raised above (see question 6) Boroughs are free to buy additional items from the Look Book.

Q8. How will you decide where the Look will go?

A8. We – at GLA and LOCOG – will not decide how the Look & Feel activation can be applied in your borough. LOCOG will approve the final plans, with a particular view to ensuring that there are no brand protection issues. It will be down to you to decide on a Look & Feel plan that works best for your locality. We believe you know your areas best, and every space is different. We do not want to dictate a 'one-size-fits-all' Look & Feel solution.

With respect to the London Outdoor Arts Festival the GLA are especially keen to deliver cultural programmes in parts of the borough that are less used to arts/cultural activity. This will be agreed in discussion with London 2012 Creative Programmer.

Q9. Will Boroughs be required to dress the routes from key transport hubs to sporting venues?

A9. No, this will be delivered through the Themed Experience Areas work. A map showing the areas covered by the Themed Experience Areas can be provided on request.

Q10. When and how will we get our Look & Feel Grant allocation?

A10. The Borough allocation has been presented in this document.

Q11. Will the GLA grant be expected to cover directional signage?

A11. The Look funding aims to spread the Look & Feel of the Games across the City. Whilst Look items can be used as intuitive way finding - i.e. a row of street banners will naturally aid a visitor's journey to a venue - the GLA grant cannot be spent on purely directional signage to Games venues or local attractions.

Q12. When and how can we put Look up?

A12. LOCOG are finalising arrangements for putting Look up and will notify you of these as soon as possible. However you will not be able to put look up before July 2012.

Q13. What will happen to Look products after the Games?

A13. The GLA and LOCOG are currently working on a Post Games asset disposal strategy.

Q14. If we had surplus Your London 2012 funds left over after purchasing the required “Look” items would it be possible to utilise this surplus to enhance “Feel” outside of purchasing content from the London 2012 Outdoor Arts Festival?

A14. No. The Your London 2012 funds can only be used to purchase items from the Look Book or from the London Outdoor Arts Festival.

Q15. Is there a specific obligation to purchase from LOCOG’s Look Book supplier?

A15. Yes. Your London 2012 funds can only be used to purchase dressing items from the Look Book in the first instance, though any surplus funds that remain after selected areas have been dressed can be used to purchase acts from the London 2012 Outdoor Arts Festival.

Q16. Can the Your London 2012 funds be used to cover the costs of any officer time involved in delivering the project?

A16. As per Q15, the Your London 2012 funding provided by the GLA can only be used to purchase Look items from the LOCOG Look Book or content from the London 2012 Outdoor Arts Festival, we would expect the Borough to provide the officer time required to deliver the project.

Q17. What arrangements apply with respect to the costs of installing and removing Look items purchased under the Your London 2012 scheme?

A17. The intention is that the LOCOG Look Book supplier will offer a range of services from production and delivery only, to a ‘full service’ including installation, removal and disposal. Boroughs opting to purchase Look Book items under the ‘production and delivery only’ option would be expected to fund the costs of installation, removal and disposal of Look items from their own budgets or using existing contracts. If further information is required, the GLA is happy to discuss this with Boroughs.

Q18. What specific restrictions apply with respect to securing additional funds from external sources to ‘top-up’ the £50k allocation (e.g. local businesses, sponsors, BIDs, community groups or other benefactors)?

A18. Please see answer to Question 6.

Q19. Has the Look Book supplier been procured by LOCOG using a process or framework that is EU compliant, therefore ensuring that Boroughs, in purchasing from the Look Book, will not be in breach of Public Contracts Regulations 2006?

Q19. The GLA has worked with LOCOG and central government to ensure that the process of Boroughs’ purchasing items from LOCOG’s supplier will be compliant with the Public Contract Regulations 2006 and to ensure cost efficiencies.

Q20. What will LOCOG and the GLA need to approve with respect to Borough Your London 2012 Look Plans?

A20. LOCOG will only need to formally approve plans for Look that:

- (i) Apply to areas covered within the Advertising and Street Trading Regulation – see maps at <http://www.culture.gov.uk/consultations/7759.aspx> (although these locations may change following the completion of the consultation.
- (ii) Involve the ordering and production of bespoke items from the Look Book

GLA will be looking to approve Borough Look plans to ensure there is no conflict with the GLA’s plans for dressing key locations under the Themed Experience Areas programme of

work (see Appendix 1).

Q21. I would like more information about the London Outdoor Arts Festival. Who can I speak to about this? Will there be a list of approved content for the festival or do we choose our own? What is the benefit to us for getting involved?

A21. All Local Authority 2012 Lead Officers and Events Teams have been made aware of the ambitions for the London Outdoor Arts Festival in Summer 2012. The GLA will host an Advocacy & Engagement Event in Summer 2011 for all potential stakeholders. There will be a list of approved content that will be available to tour to town centres/squares/parks and also we will be working closely with stakeholders across the city to explore other themed events, projects and existing content which can be developed in line with our commitment to access and sustainability. At this stage the key decision for you to make will be to allocate the funding, conversations on ideas and content will then commence in Summer 2011.

For more information, please contact Chenine Bhathena, London 2012 Creative programmer in the first instance – chenine.bhathena@london.gov.uk - 020 7983 4854.

Q22. With respect to the London Outdoor Arts Festival, can the amount of 'Your London 2012' funds we spend on content include delivery costs or do we need to support the delivery with in-house funds?

A22. This funding can only cover fees for content. The London Outdoor Arts Festival is a partnership between GLA and the city. We expect our partners to invest time and resource to developing and delivering events in line with existing and new opportunities. The London Outdoor Arts festival will offer a great opportunity to increase reach to diverse communities, engage local people with high quality, unexpected and contemporary arts/culture, and increase profile/exposure of local areas in the city to other Londoners and Visitors to the city. The Festival will further engage local areas in the 2012 celebrations and festivities of the host city offering platforms to a multitude of work across the city.

Q21. Who can I contact if I have any more questions?

A21. For now your key contacts are:

- Mandu Reid at GLA – mandu.reid@london.gov.uk – 020 7983 4180
- Lee Turner at LOCOG – lee.turner@london2012.com – switchboard 0203 2012 000, extension 3140