

PART 2 – CONFIDENTIAL FACTS AND ADVICE

DD2350

Title: Royal Docks marketing, communications & community engagement programme 2019/2020

Information may have to be disclosed in the event of a request under the Freedom of Information Act 2000. In the event of a request for confidential facts and advice, please consult the Information Governance team for advice.

This information is not suitable for publication until the stated date because:

The Part 2 DD is to be deferred as the disclosure of the estimated 2019/20 marketing, communications and engagement programme costs would prejudice the GLA's ability to solicit genuinely competitive bids for related services. The Royal Docks team also undertake consultation with communities and projects who receive funding, and the disclosure of ring-fenced budget prior to any full funding application process or partnership might adversely affect subsequent funding negotiations/ outcomes.

Date at which Part 2 will cease to be sensitive or when this information should be reviewed: 1 April 2020

Legal adviser recommendation on the grounds for not publishing information at this time:

In the event of any request for access to the information contained in this document under section 1 of the Freedom of Information Act 2000 ("the Act"), it is considered that access can be denied on the basis that the disclosure of such information would prejudice the GLA's commercial interests and therefore is covered by the exemption under section 43 of the Act.

Section 1 of the Act creates the general right of access, which provides that any person making a request for information to a public authority is entitled:

- to be informed in writing by the public authority whether it holds information of the description specified in the request; and
- if that is the case, to have that information communicated to him/her.

Part II of the Act contains a number of exemptions from disclosure for certain classes of information. In particular, section 43 of the Act provides that information is exempt information if disclosure under the Act would, or would be likely to prejudice the commercial interests of any person (including the public authority holding it). The section above indicates that the information is considered commercially sensitive as its release could affect the GLA's ability to effectively negotiate with prospective service providers and/or funding recipients.

The section 43 exemptions are qualified exemptions and their use is therefore, subject to a public interest assessment.

Public Interest Assessment

At present, on balance, it is considered that the public interest is best served if the information is not disclosed at this point. Disclosure by the GLA would be likely to have a detrimental effect on the GLA's commercial interests and the delivery of the proposed projects.

The eligibility of these exemptions should be reassessed in the event of an FOI request for this information as the level of sensitivity may change over time and different circumstances may alter the arguments in favour of non-disclosure.

Legal Adviser - I make the above recommendations that this information is not suitable for publication at this time.

Name: Emma Brookman

Date:

Once this form is fully authorised, it should be circulated with Part 1.

Decision and/or advice:

- As detailed in the part 1 of this report, the gross cost of the 2019/20 Marketing, Communications and Engagement budget/programme is up to £1,450,000

Project	Amount
Marketing, communications and community engagement 2019/20	
1.1 Destination marketing <u>Campaign development and delivery for:</u> 1 x hero marketing campaign 'Join the Docks' (£80k) 2 x highlight marketing campaigns (£80k) 4 x business as usual marketing campaigns (£40k)	£200,000
1.2 Investment marketing – global promotion, platform and events <u>Proposition development and audience insights and analysis (£80k)</u> - Primary research with businesses and investment audiences - Proposition development and refinement with key stakeholders - Testing and validation in core markets for GLA <u>Global promotion, platform and events (£170k)</u> - Overseas representation at key events - Targeting of international delegations - Speaker opportunities in international markets and in London - Support for pitching for business events and inward investment	£250,000
1.3 Marketing and communications channels and content management <u>Content development and management (£175k)</u> - Website content management - Social media management 24 x newsletters - Email marketing <u>Website phase 2 design and build (£125k)</u> - Enhanced Content Management System (CMS) and functionality e.g. online surveying, ticketing, snap polls, interactive maps and online applications <u>Creative production (£65k)</u> - Photography, film and illustration production <u>Marketing collateral (£85k)</u> - Visitor and Marketing Guides and Quarterly Newspaper	£450,000
1.4 Trade and industry events, business engagement and sponsorship Attendance and exhibition at an extensive programme of external industry and business events e.g. LREF, CBI, Estates Gazette	£300,000

throughout 2019/20. Will include all exhibitor and delegate costs as well as transport and accommodation arrangements • Organisation and delivery of min of 1 x annual signature business event in the Royal Docks and a rolling programme of smaller industry focused events e.g. London Tech Week, Business Awards. Will include all event production and management costs • Marketing and communications materials e.g. exhibition boards and delegate packs etc	
1.5 Civic engagement and participation • Year-long consultation exercise 'Royal Docks Conversation (£50k) • Community Wealth Building Fund (£150k)	£200,000
Research, Evaluation and Impact • Professional and consultancy fees for research, evaluation and monitoring services	£50,000
TOTAL	£1,450,000