

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2007

Title: Air Quality Consultation – Survey and Analysis of Results

Executive Summary:

The Mayor has announced his intention to consult Londoners 'within a matter of weeks' on a major package of measures to tackle air pollution in London including extending the Ultra-Low Emission Zone (ULEZ), implementing an extra charge on the most polluting vehicles entering central London, introducing ULEZ standards for heavy vehicles London-wide from 2020 and establishing the feasibility of implementing a diesel scrappage scheme.

Stage 1 of the consultation will be carried out by the GLA's Opinion Research team, and inform further policy development and subsequent statutory consultation that will take place. It will consist of:

- survey and discussions via Talk London
- online survey via TNS

Expenditure of £45,000 is required to:

- commission an external agency to analyse the results
- reach a representative sample of 1,000 Londoners and analyse differences in opinion/impact by demographic group
- boost 1,000 responses from most affected parts of London

Decision:

That the Assistant Director of Environment approves the expenditure of up to £45,000 in support of the (Stage 1 Air Quality measures) online survey and analysis of results.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

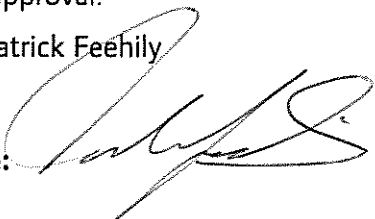
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Patrick Feehily

Position: Assistant Director Environment

Signature:



Date:

23/06/2016

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

1.1 The Mayor has announced his intention to consult Londoners 'within a matter of weeks' on a major package of measures to tackle air pollution in London including extending the Ultra-Low Emission Zone (ULEZ), implementing an extra charge on the most polluting vehicles entering central London, introducing ULEZ standards for heavy vehicles London-wide from 2020 and establishing the feasibility of implementing a diesel scrappage scheme.

1.2 Stage 1 of the consultation will be carried out by the GLA's Opinion Research team and aim to:

- Demonstrate the Mayor's commitment to lead an engaged and accessible City Hall administration;
- Engage a broad population of Londoners with the consultation - including people in areas most affected;
- Provide insight that informs the development of effective and impactful policies, plans and interventions; and
- Ensure a public consultation on Air Quality (AQ) measures is launched prior to the summer holidays, and with time to ensure that certain measures could move to implementation in early 2017.

1.3 The consultation activities undertaken in Stage 1 will:

- Raise awareness of AQ challenges and gain public feedback on outline measures proposed to address the issue. We want to expose our plans and ideas and to allow individuals to comment and provide feedback and their own ideas - so that ongoing development of policy is informed by public opinion;
- Establish which measures / interventions Londoners prioritise and think will have the most impact on improving AQ in London. In broad terms, we will test demand for and impact of proposed measures;
- Find out what actions Londoners are prepared to take to address poor AQ in the long term, and to avoid or alleviate poor AQ conditions in the short term e.g. willingness to react to emergency measures; and
- To engage a large number of Londoners in this Stage 1 phase of consultation, including those in worse affected areas, so that we can re-contact them to take part in the later detailed consultation Stages.

1.3 Research Methodology:

Consultation	Purpose	Cost
Survey via Talk London	<ul style="list-style-type: none">• Cross-cutting survey covering broad range of air quality issues (i.e. beyond transport)• Quantitative measure of Londoners perceptions• Commission external agency to analyse qualitative responses	£0 c. £30,000
B – Discussions via Talk London	<ul style="list-style-type: none">• Open but moderated qualitative discussions on full range of AQ related topics	£0
C – Online survey Via TNS LondonBus	<ul style="list-style-type: none">• To reach representative sample of 1,000 Londoners and analyse differences in opinion/impact by demographic group• Boosting 1,000 responses from most affected parts of London (lower	c. £5,000

	socio-economic groups in five named Boroughs)	c. £10,000
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- 1.4 Stage 2 and 3 consultation activities will demand feedback from Londoners on detailed, specific policy proposals. These detailed consultation phases will ensure the GLA and Transport for London (TfL) fulfil statutory and legal obligations to consult – thereby minimising the risk of legal challenge by judicial review.

2. Objectives and expected outcomes

Objectives:

- 2.1 From the TfL Market Research Framework, to commission TNS Research Ltd to deliver a quantitative online survey of a representative sample of 1000 Londoners, plus a boosted sample of 1,000 from respondents in areas most affected by poor air quality in London. The cost of this work is not expected to exceed £20,000.
- 2.2 To commission a market research agency to deliver qualitative analysis of open-ended questions from the Talk London Air Quality survey on air quality. The agency will be required to analyse responses between 8-50 words; three demographic questions for cross-tabulation; coding to include 'over-codes' and 'sub-codes' around the topics of interest. TfL advise that there is no suitable framework from which to call off a contract. A competitive procurement process will be followed in order to identify a suitable company with the requisite expertise in qualitative analysis. The cost of this work is not expected to exceed £25,000.

Outcomes:

- 2.3 Robust consultation and research is undertaken to inform policy and decision making:
- 2,000 responses to the TNS online survey of Londoners with results in crosstab form by 21 July 2016 (Analysis of the outcomes likely summarised in a report produced in house); and
 - A code book of responses to the open-ended questions from the Talk London Air Quality survey, and tables with demographic cross-tabulations.

3. Equality comments

- 3.1 Giving due attention to the views of all Londoners has been identified as a key objective for the upcoming Air Quality consultation. In boosting the sample of responses to the TNS online survey, and in asking an agency to code the answers to open ended questions in the Talk London survey by gender, ethnicity and age, the ORS team will report significant differences in the views of these groups.

4. Other considerations

- 4.1 Key risks and issues are set out below:

Risk description (cause, 'risk event', potential impacts)	Probability (1-5)	Impact (1-5)	RAG	Mitigation/Risk response (state if the response is done or pending)	GLA Owner

1	Confusion among citizen participants as to purpose of consultation Stage 1 vs other stages	2	2		<ul style="list-style-type: none"> > Ensure purpose of initial stage of consultation, in relation to other stages is clearly outlined in context material, CRM emails and marketing campaign > Clear communication that further consultation stages are to follow, led by TfL. > Clearly feedback results and how they will be taken forward via Talk London/comms > Commission of TNS to deliver separate sample will not require understanding on the part of participants about the wider consultation. 	Marketing/All
2	Not reaching lower socio-economic groups, older people, impact on children in the consultation (ie groups most affected negatively by air quality)	2	3		<ul style="list-style-type: none"> > Target media/marketing outreach to affected groups and ask relevant stakeholder orgs to disseminate > Also run boosted sample poll with TNS to pick up solid sample for C2DE in inner London > Encourage teams with links to community groups (eg Health, Diversity & Social Policy, TfL CRM databases) to promote through their networks > Also ensure as broad a net as possible is cast on social media 	ORS/Marketing
3	Time slippage for any particular part of the fieldwork	1	1		<ul style="list-style-type: none"> > Establish clear timelines for delivery, especially from external agencies > TNS have given provisional timetable for their work and in long-standing relationship with GLA have not missed estimated timeframes by more than a couple of days. Regular updates sought from 	ORS

				TNS > Other consultation activity outside scope of this ADD is GLA led (eg Talk London survey, discussions), where timelines are in our control and insight gained in addition to paid commissions.	
4	<p>Consultation covers proposals that are then deemed to be impractical or too expensive at implementation stage/ later consultation stages</p> <p>IMPACT > Political - Mayor doesn't deliver a Manifesto commitment or has to change course on previous proposal > Undermines legitimacy of City Hall consultation, with possible trust implications for future consultations on other topics</p>	2	2	<p>> Focus early stages of consultation on background principles, experiences and perceptions, rather than specific policy proposals > Thoroughly develop proposals with input from GLA and TfL policy teams, legal and finance teams. > Ensure that rationale for decision making is clearly evidenced and explained (ie includes public opinion, but also data & policy expertise) > Manage participants expectations on the decision making process - report back regularly to participants on progress, continued message that the insight they've provided has been valuable and fed back to decision makers</p>	ORS

- 4.2 The consultation will support the development of a suite of measures that is likely to bring forward compliance with EU limit values particularly for NOx. This is consistent delivery of the Mayor's Air Quality Strategy.

5. Financial comments

- 5.1 Approval is being sought for expenditure of up to £45,000 in support of the (Stage 1 Air Quality measures) online survey and analysis of results. This is to be funded from Executive Director,

Development, Enterprise and Environment (DE&E) 2016-17 Minor Programme budget and the work and report will be all delivered in 2016-17.

6. Planned delivery approach and next steps

The LL Due Diligence will be tendered through an appropriate TfL consultancy framework.

June	Tasks	Actions
Tue 21	Consultation content considered for approval/amends	IG
Weds 22	Stage 1 project group meeting – review progress	All
Weds 22 - Thurs 23	Amend to draft survey and discussion guides based on IG discussion	ORS
Thurs 23	Circulate to TfL for comments and feedback.	ORS/Claire
Fri 24	Officer approval for survey and discussion guides	TfL/Env
Weds 29	Final sign-off for survey and discussion guides (To take place through one-off meeting of IG group)	IG
Weds 29	Commission TNS for LondonBus survey	ORS
Weds 29	Begin procurement/tender of external research agency for analysis of open comments/discussions	ORS
Mon 27 Jun- Thurs 30	Survey uploaded and TL discussions prepared on Talk London	ORS
July	Tasks	Actions
Tues 5 Jul	Consultation Launch	All
Tues 5 Jul – Fri 29 Jul	Talk London Survey and Discussions Fieldwork	ORS
Thu 7 Jul – Sun 17 Jul	TNS LondonBus Fieldwork	ORS
Mon 18 Jul – Fri 22 Jul	Analyse TNS LondonBus Results	ORS
Fri 29 Jul	Stage 1 consultation close	All
Mon 1 Aug – Fri 26 Aug	Analysis of Stage 1 results	ORS/External agency

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 ~~YES~~

If YES, for what reason:

Until what date:

5 July 2016

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:**

Patrick Feehily has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant– Legal teams have commented on this proposal as required, and this decision reflects their comments.

HEAD OF FINANCE AND GOVERNANCE:

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

Signature:



Date:

23.06.16

