

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2725

London Growth Plan development

Executive summary:

This decision form seeks approval for activities supporting the development of a new London Growth Plan to drive economic growth; increase wages for low- and middle-income Londoners; and create over 150,000 good jobs by 2028.

The London Growth Plan will be developed and delivered in partnership with councils, businesses, trade unions and central government, with deep involvement from the wider London institutional system, such as universities and further education, and civil society.

Decision:

That the Assistant Director of Economic Development and Programmes approves expenditure of up to £70,000 to support the development of the London Growth Plan.

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: Alex Conway

Position: Assistant Director, Economic Development and Programmes

Signature:



Date:

5 August 2024

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. The Mayor of London committed to delivering a Growth Plan that will be an action-focused document setting out how London will drive economic growth; increase wages and living standards for low- and middle-income Londoners; create over 150,000 good jobs by 2028; and support the path to net zero. The London Growth Plan will be developed with boroughs, businesses, trade unions and Londoners.
- 1.2. A stakeholder engagement process to co-develop the London Growth Plan will include activities such as events and workshops; a Talk London campaign; surveys; and print media.
- 1.3. Effective delivery of the London Growth Plan will require shared ownership and commitment to action from public and private sector stakeholders, and therefore a wide range of opportunities to engage.
- 1.4. The GLA manages an open innovation programme, Challenge LDN, which has launched 28 open calls to date. It brings innovators together with London's public, private and third sectors to co-design solutions to the city's complex challenges. As the GLA enters a new mayoral term, a horizon-scanning and scoping exercise is required to identify potential delivery and funding models for future innovation challenges. This work will bring together partners across the public and private sectors to implement solutions, selected through Challenge LDN, across the capital. In this way, it will support ambitions outlined in the London Growth Plan.

2. Objectives and expected outcomes

- 2.1. The proposed funding will support the development and delivery of the London Growth Plan. Objectives of the engagement process are to enable:
 - consensus on the content of the Growth Plan
 - action-oriented planning, reflecting broad stakeholder roles, responsibilities and commitments
 - inclusivity, ensuring engagement with representatives of London's communities that reflect the diversity of its population.
- 2.2. Activities to support the development of the Growth Plan include:
 - in-person and online workshops, focus groups and plenary events targeting government, business, trade unions, communities and other stakeholders
 - outreach campaigns including Talk London, social media and media campaigns, and printed communication materials
 - a scoping exercise to identify challenge themes, and a delivery model for the next set of open calls for Challenge LDN, that support the delivery of priorities to be outlined in the Growth Plan.
- 2.3. These activities will be commissioned and managed by the Economic Strategy & Innovation team in the Economic Development Unit.
- 2.4. The project will deliver the following outcomes:
 - an informed, robust and implementable London Growth Plan co-owned by all relevant stakeholders
 - broad-based consensus and buy-in across sectors (including government, business, trade unions, higher and further education, and civil society) to the Growth Plan

- a community of stakeholders and partners across the private and public sectors. that would collaborate with the GLA in more meaningful and effective ways to deliver future innovation challenges under a new delivery model
- effective support to scale up innovations that support the delivery of the Growth Plan, with improved access to investment, partnerships and engagement with members of London's investor community.

2.5. To deliver the above benefits, the following expenditure is proposed:

Cost name	Costs and assumptions
Stakeholder engagement events	Up to £25,000 including venue hire, catering, and facilitation support
Communication campaign	Up to £20,000 including a Talk London campaign, social media campaigns and printed communications
Challenge Scoping	Up to £25,000, comprising: <ul style="list-style-type: none"> • research to identify challenge themes • co-designing workshops to develop a set of challenge statements • developing a delivery model to deliver Challenge LDN • identifying and engaging private and public-sector partners in London to co-deliver and co-fund future challenges
Total:	£70,000

3. Equality comments

- 3.1. Public authorities, such as the GLA and boroughs, must have 'due regard' to the need to eliminate unlawful discrimination, harassment and victimisation; and to advance equality of opportunity, and foster good relations, between people who share a relevant protected characteristic and those who do not, under section 149 of the Equality Act 2010. This involves having due regard to the need to remove or minimise any disadvantage suffered by those who share a relevant protected characteristic that is connected to that characteristic; taking steps to meet the different needs of such people; and encouraging them to participate in public life or in any other activity where their participation is disproportionately low.
- 3.2. The relevant protected characteristics under section 149 of the Equality Act are: age, disability, gender reassignment, pregnancy and maternity, race, sex, religion or belief, and sexual orientation. Compliance with the public sector equality duty will be ensured, namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity and foster good relations between persons who share a relevant protected characteristic (race, disability, sex, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it (section 149 of the Equality Act 2010).
- 3.3. An inclusive stakeholder engagement process has been designed that will include a Talk London Campaign and collaboration with GLA teams engaged directly with communities and civil society to ensure that Londoners with the protected characteristics under section 149 of the Equality Act will be included. These Londoners will include women, Black, Asian and Minority Ethnic (BAME), youth, LGBTIQA+, and people living with disabilities.
- 3.4. The Economic Strategy and Innovation team will ensure that the opportunity to participate in the Challenge LDN programme reaches diverse innovators, including those who do not typically participate in this type of activity, such as women-led and BAME majority groups. The programme will use marketing and communication campaigns that reflect the diversity of London, including through outreach to peer-to-peer networks, as well as through London's Business Improvement Districts,

through local authority and third-sector networks. In the preceding No Wrong Door Challenge there was a requirement that 50 per cent of grants will go to people with protected characteristics.

- 3.5. The Challenge LDN programme will work with delivery partners to reach diverse community groups and access harder-to-reach communities, including those with lived experiences of the challenges being addressed. This will enable the innovation process to be inclusive, and the product to better meet the needs of London's diverse population.

4. Other considerations

Links to Mayoral strategies and priorities

- 4.1. The Growth Plan and the open innovation programme will support the Mayor's commitment to create 150,000 new good jobs by 2028; and a new London growth plan that can boost jobs and growth in both the foundational economy and well-established sectors. These sectors include finance and business services; retail, hospitality, leisure and tourism; manufacturing; logistics; built environment and construction. The growth plan will also support London's fastest-growing sectors, including health and life sciences; digital (including fintech, retail tech, cyber and AI); creative industries (including film, fashion, TV, music and games); climate tech; and energy.
- 4.2. Key risks and issues are listed below:

Risks	Probability	Impact	Mitigation
Timeframes may be too tight to build sufficient consensus on specific issues	Medium	Low	This risk is considered low given the substantial consensus that is evident on a range of priority economic issues. Focus groups and bilaterals will be used to address more complex issues, and to build understanding and consensus
Perceptions of exclusion from the engagement process	Medium	High	The risk of perceived exclusion will have a negative impact on buy-in to the London Growth Plan and increase perceptions that economic benefits will be concentrated spatially, sectorally and within certain demographics. A Talk London campaign, the involvement of the GLA's Communities and Services team, and a focus on sub-regional partnerships and place-based groups will be used to ensure broad-based inclusion.
There is insufficient budget available to deliver future innovation challenges	Medium	High	The updated delivery model, proposed to run future Challenge LDN open calls, will consider the identification of external revenue streams to fund the delivery of the approach, so that it is not solely dependent on the GLA budget.

- 4.3. There are no conflicts of interest to declare for anyone involved in the drafting or clearance of this decision.
- 4.4. There will be a free and fair tendering process for any procurement that is undertaken in accordance with the GLA's Contracts and Funding Code.

5. Financial comments

- 5.1. Approval is requested for expenditure of up to £70,000 to support the development of the London Growth Plan.

- 5.2. This expenditure will be funded from the Technology and Innovation budget within the Economic Development Unit's approved budget for 2024-25.
- 5.3. All expenditure will be incurred within 2024-25. The planned split of the expenditure is shown below. A more detailed breakdown is included in section 2.5, above.

Work programme	Planned spend
Stakeholder engagement events	£25,000
Communication campaign	£20,000
Challenge scoping	£25,000
Total	£70,000

- 5.4. All relevant budget adjustments will be made.

6. Planned delivery approach and next steps

- 6.1. The project will be delivered according to the following timetable:

Activity	Timeline
Procurement of Challenge LDN scoping study	July 2024
Commission Talk London Campaign	July 2024
Convene and host engagement workshops	August – September 2024
Scoping study complete	December 2024
London Growth Plan published	December 2024

Appendices and supporting papers:

None.

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) 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 be published either within one working day after it has been approved or on the defer date.

Part 1 – Deferral

Is the publication of Part 1 of this approval to be deferred? NO

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under the FoIA should be included 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:

Karen Harrison has drafted this report in accordance with GLA procedures and confirms the following:

✓

Mayoral Delivery Board

A summary of this decision was reviewed by the Mayoral Delivery Board on 5 August 2024.

ASSISTANT DIRECTOR, FINANCIAL SERVICES:

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

Signature

Anna Eastcott

Date

5 August 2024