

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2726

Economic Development and programmes videography

Executive summary:

This ADD seeks approval to spend up to £50,000 (in total), from the budgets for the Economic Fairness and London Anchors Institutions' Network programmes, on procuring a videographer and producer who will create a set of short films.

This will cover videography needs across Economic Development – specifically Good Work Standard video case studies; London Anchor Institutions' Network (LAIN) video case studies; and broader Economic Development communication priorities.

This follows a delegated authority record that approved the use of £9,990 for five days' filming for Good Work Standard employers. Additional footage is required by Economic Development to capture more diverse employer and employee experiences in a wider range of sectors. LAIN will also seek to produce more impact videos to support its annual conference in 2025. Some broader business and employer engagements conducted by the Deputy Mayor for Business and Growth will also be filmed.

The footage will be published on London.gov and shared at upcoming events with the Mayor and Deputy Mayors. Total expenditure will not exceed £50,000 (£9,990 plus £40,010).

Decision:

That the Assistant Director of Economic Development and Programmes approves expenditure of up to £50,000 to procure a videographer and producer who will create a set of short films identified in this ADD for the purposes of showcasing best employment practices and recognising impact and good work that encourages London businesses to improve their practices, and contribute to a fairer, more inclusive city to work in.

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: 12 November 2024

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The Economic Development and Programmes Unit (the Unit) leads activity that helps London's businesses thrive, and contribute to the city's economic and social wellbeing. Specific business-facing work includes:
- Economic Fairness programmes (i.e., Good Work Standard, increasing the number of London Living Wage employers in London)
 - the London Anchor Institutions' Network (LAIN), helping some of London's largest institutions use their workforce, estates and procurement capacity to deliver economic and social benefits
 - business engagement activity by officers, the Mayor, and the Deputy Mayor for Business and Growth
 - business support programmes for small and medium-sized enterprises (i.e., the London Ownership Hub).
- 1.2 Short videos are used to help communicate the Unit's activity, and how it impacts Londoners. Video case studies bring the work to life; they are used on social media and the Economic Development website, and through broader engagement with business networks. The Mayor's Good Work Standard aims to improve working lives for Londoners by bringing together best employment practice, and links to resources and support from across London, to help employers improve their organisations. The videos form a part of this programme by showcasing innovative, best employment practice around the four pillars of the Good Work Standard:
- fair pay and conditions
 - workplace wellbeing
 - skills and progression
 - diversity and recruitment.
- 1.3 The videos incorporate the voices and experiences of employees from London businesses. Videos will also capture case studies of the impacts being made by anchor institutions, demonstrating progress across areas such as hiring and skills; responsible procurement; and the green new deal. By showcasing best employment practices, how good work can be achieved and recognising impact and good work that encourages London businesses to improve their practices, and contribute to a fairer, more inclusive city to work in, the proposed videography should help further the promotion of social and economic development in London.
- 1.3 A delegated authority record (DAR) previously authorised the spend of £9,990 to cover filming and editing for five short films, made by the TfL video production team.
- 1.4 Additional footage is required to capture more employer and employee perspectives. This will ensure the video case study series reflects London's diversity, and showcases a broad spectrum of sectors and experiences. The series will also be showcased at upcoming events. This decision also covers new film commissions in the Unit including LAIN, which will:
- produce more impact videos to support its annual conference in 2025
 - carry out filming to capture business and employer engagement by the Deputy Mayor for Business and Growth (such as business engagement visits).

- 1.5 The funding comes from the Economic Fairness programme budget (GE.0380.008), and the London Anchor Institutions' Network programme budget (GE.0381), as agreed in the corporate budget for 2024-25.

2. Objectives and expected outcomes

- 2.1 Additional films will reflect the breadth of the Unit's work, and London's diversity, by showcasing a range of employers, anchor institutions and communities.
- 2.2 Short videos are used to help communicate the Unit's activity, and how it impacts Londoners. Video case studies bring the work to life; they are used on social media and the Economic Development website, and through broader engagement with business networks. The proposed videography is intended to encourage London businesses to improve their practices, and contribute to a fairer, more inclusive city to work in.
- 2.3 The Economic Development team will commission work fairly. It will either use the TfL videography framework, or engage in a competitive quote process to ensure value for money, quality and timeliness.

3. Equality comments

- 3.1 The Mayor wants London to be the best place in the world to live and work. He wants to tackle low pay; improve workplace conditions; and boost diversity across employers of all sizes and sectors.
- 3.2 Film communications highlight areas of good practice in reducing inequalities. They will encourage other organisations to align with the Mayor's ambitions.
- 3.3 The Mayor's Good Work Standard and broader business engagement activities seek to improve outcomes for all Londoners. Londoners spend much of their time at work, and work plays a significant role in supporting Londoners' financial wellbeing and healthy lifestyles – including across all protected groups. All engagements have a focus on supporting diversity and inclusion.
- 3.4 The videos will follow accessibility guidance (including closed captions), which will also apply when publishing them online.

4. Other considerations

- 4.1 All participants featured in the films receive explicit consent forms from GLA Image Consent. The collection of these forms is included in the Directorate's digital asset register. This is updated regularly in line with Information Governance guidelines. The Information Governance team oversees the registers, and has specific retention schedules to ensure compliance with relevant legal requirements when destroying personal data. The unit will also liaise with Information Governance/Data Protection teams before filming.
- 4.2 It is not considered necessary or appropriate to consult with any of the bodies specified in section 32(2) of the Greater London Authority Act 1999 (GLA Act) before seeking approval for this expenditure.
- 4.3 There are no conflicts of interest to declare for any of the officers involved in the drafting or clearance of this decision form.

5. Financial comments

- 5.1 Approval is being sought for total expenditure of up to £50,000 for filming and editing days. A previous delegated authority record authorised £9,990 of this spend; this leaves £40,010 requiring approval in this decision.
- 5.2 This expenditure will be funded by the 2024-25 Economic Development budget held in the Good Growth directorate. It will come specifically from the Economic Fairness and London Anchor Institutions' Network budgets.
- 5.3 All expenditure will be incurred in 2024-25.

6. Legal comments

- 6.1 Under section 30(1) of the GLA Act, the GLA has the general power to do anything which it considers will further the promotion of economic development and wealth creation in Greater London, and or social development in Greater London. It is identified in section 1 above that the proposed videography should help further the promotion of social and economic development in London.
- 6.2 In exercising the section 30 power, the GLA must consider consulting the bodies specified in section 32(2) of the GLA Act. It has been identified above that it is not considered necessary or appropriate to consult these bodies prior to seeking approval for this expenditure. In exercising the section 30 power, the GLA must make appropriate arrangements for securing that there is due regard to the principle that there should be equality of opportunity for all people (see section 33 of the GLA Act).
- 6.3 Under section 149 of the Equality Act 2010, the Mayor/GLA is subject to the public sector equality duty and must have due regard to the need to:
 - eliminate unlawful discrimination, harassment and victimisation and any other conduct prohibited by or under that Act;
 - advance equality of opportunity between people who share a relevant protected characteristic and those who do not; and
 - foster good relations between people who share a relevant protected characteristic and those who do not.
- 6.4 The “protected characteristics” are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation and marriage/civil partnership status. The duty involves having appropriate regard to these matters as they apply in the circumstances, including having regard to the need to: remove or minimise any disadvantage suffered by those who share a protected characteristic; take steps to meet the different needs of such people; encourage them to participate in public life or in any other activity where their participation is disproportionately low. This can involve treating people with a protected characteristic more favourably than those without one.
- 6.5 In taking the decisions requested, the Assistant Director must have due regard to the public sector equality duty referred to above. To this end, the Assistant Director should have particular regard to section 3 (above) of this report.
- 6.6 Any videography produced and published by the GLA must comply with the GLA's Use of Resources Guidance, and the Code of Recommended Practice for local authority publicity.
- 6.7 Officers have indicated in paragraph 2.3 of this report that the required suppliers may be “called off” under an existing TfL framework. This would be procured in accordance with the GLA's Contracts and Funding Code (the Code), and can be used by the GLA by virtue of its procurement by TfL on behalf of the GLA in accordance with relevant procurement law. The suppliers will have been procured fully in accordance with the requirements of that framework. Officers must ensure that appropriate “call-

off" documentation is put in place and executed by the successful bidder(s) and the GLA, before the suppliers begin, if the framework is to be used.

- 6.8 Alternatively, if the GLA is to engage in a competitive procurement process, it acknowledges that all works, services and suppliers required for the project must be procured in accordance with the Code. Furthermore, the officers must liaise with TfL's procurement and supply chain team, which will determine the detail of the procurement strategy to be adopted in accordance with the Code. Officers must ensure that appropriate contractual documentation is put in place and executed by the chosen service supplier and the GLA before the attendant works, services or suppliers begin.

7 Planned delivery approach and next steps

- 7.1 Filming will take place in 2024-25.

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:

Lucy Crick 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 12 August 2024.

ASSISTANT DIRECTOR, FINANCIAL SERVICES:

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

Signature:



Date:

12 November 2024