

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2853

London AI and Jobs Taskforce – Londoner engagement

Programme: Boosting London's Growth Sectors

Executive summary:

This decision seeks approval for spend on engagement activity that contributes to the Mayor's Artificial Intelligence (AI) and Jobs Taskforce. Funding will enable a Londoner-engagement event; and targeted Talk London survey activity that includes accessible formats, and promotion to improve reach and representativeness. This will strengthen the evidence base on how AI is affecting Londoners' experiences of work, skills and opportunity. The work will, in turn, support the Mayor's priorities to boost London's growth sectors; and ensure Londoners benefit from technological change. There is a particular focus on improving representation and inclusion in the evidence base.

This activity forms part of the Boosting London's Growth Sectors delivery plan, as approved by Mayoral Decision MD3430, and will be incorporated as part of the next planned update to that delivery plan.

Decision:

That the Assistant Director of Economic Development and Programmes approves spending up to £70,000 in 2026-2027 to deliver Londoner engagement and research activity in support of the Mayor's Artificial Intelligence and Jobs Taskforce. This comprises:

- up to £60,000 for the design and delivery of a Londoner-engagement event, including recruitment, facilitation, accessibility measures and analysis
- up to £10,000 for Talk London survey activity, including accessible formats and paid promotion to support inclusive participation.

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 of Economic Development and Programmes

Signature:



Date:

23 June 2026

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. The Mayor has established the [London Artificial Intelligence \(AI\) and Jobs Taskforce](#) to support an evidence-based, action-oriented response to the near-term impacts of AI on London's labour market.
- 1.2. AI adoption is accelerating across London's growth sectors. This has implications for productivity, skills demand, job quality and access to opportunity. Understanding these impacts is critical to ensuring that growth is sustained and inclusive.
- 1.3. The Taskforce is focused on understanding how AI is affecting work in London (including impacts on jobs, skills, entry-level pathways and inequality); and identifying practical actions to support Londoners to benefit from change.
- 1.4. This decision seeks approval for engagement and research activity that will contribute directly to the Taskforce's evidence base. It complements previously approved activity, including [Director Decision \(DD\) 2806: Contribution to the Institute for the Future of Work's research on AI's impact on labour markets](#). DD2806 supports external research and engagement to strengthen understanding of AI-driven labour market change in London.
- 1.5. The proposed activity comprises:
 - a structured Londoner-engagement event, bringing together a diverse and representative group of Londoners; targeted recruitment will ensure participation from groups less likely to be captured through standard engagement approaches including younger Londoners, those in lower paid or insecure work, Londoners from underrepresented ethnic backgrounds, and Londoners facing barriers including lack of awareness, time constraints, digital exclusion and accessibility needs
 - targeted Talk London survey activity to increase participation and improve representation, including accessible formats and targeted promotion to underrepresented groups
- 1.6. The total cost of this decision is up to £70,000. This comprises: up to £60,000 for the engagement event; and up to £10,000 for Talk London activity. The estimated cost of up to £60,000 reflects the design and delivery of a deliberative engagement event, including specialist facilitation, participant recruitment to achieve a representative sample, participant incentives, venue and accessibility provision (e.g. interpretation and inclusive materials), and analysis and reporting, within the approved budget envelope.
- 1.7. The £60,000 allocation will be used to procure external support to design and deliver the Londoner engagement event and associated analysis. The Talk London survey activity will be delivered primarily using internal resource, with any additional external support procured separately, if required, in accordance with the GLA's Contracts and Funding Code. All expenditure is expected to be incurred in financial year 2026-27.
- 1.8. This activity aligns with the Mayor's Boosting London's Growth Sectors delivery plan (approved by MD3430). This activity will strengthen the evidence base underpinning the Mayor's approach to boosting London's growth sectors. This, in turn, will ensure that policy responses are informed by the experiences of Londoners; and reflect the diversity of the capital's workforce.

2. Objectives and expected outcomes

2.1. The objectives are to:

- strengthen the evidence base on how AI is affecting Londoners' experiences of work, skills and opportunity across London's growth sectors
- ensure that the Taskforce's work is informed by a diverse and broadly representative cross-section of Londoners
- improve participation in the Londoner engagement event and Talk London survey, including from underrepresented groups, through accessible formats and targeted recruitment to both the engagement event and survey activity.

2.2. Expected outcomes include:

- qualitative insight into Londoners' perceptions of how AI is shaping work and opportunity across London's economy
- improved representation within Talk London survey responses, including from groups less likely to participate
- evidence to inform Taskforce recommendations, particularly in relation to supporting growth sectors, productivity and access to good work
- a more representative and inclusive evidence base, improving confidence that findings reflect the experiences of Londoners across different groups and communities.

3. Equality comments

3.1. AI-driven changes to the labour market are expected to have differential impacts across London's population, particularly in relation to age, gender, ethnicity and income, reflecting occupational patterns and access to opportunity.

3.2. In line with the Public Sector Equality Duty, the design and delivery of the Londoner engagement event and associated Talk London survey activity has been designed to ensure that engagement is inclusive, accessible and reflective of London's diverse population.

3.3. This will be achieved through:

- targeted recruitment to secure a representative sample of Londoners – including across age, gender, ethnicity, disability and employment status
- a focus on groups more likely to be affected by AI-driven labour market change – including younger Londoners; those in lower-paid and entry-level roles; and those in occupations with higher exposure to automation
- the provision of participant incentives and practical support to reduce barriers to participation
- the use of accessible formats, including Easy Read materials, and provision for additional access requirements, where needed
- targeted promotion through Talk London to increase participation from underrepresented groups.

3.4. This approach will support the development of a robust and representative evidence base, ensuring that the Taskforce's work reflects a wide range of perspectives and experiences across London.

- 3.5. It will also support the development of policy responses that advance equality of opportunity; and mitigate the risk that inequalities will widen as a result of AI-driven change.

4. Other considerations

4.1. Key risks and mitigation

Risk	Mitigation	RAG Rating
Risk of low or unrepresentative participation, meaning the evidence may not fully reflect the experiences of Londoners	This will be mitigated through targeted recruitment, the use of participant incentives, accessible formats and targeted promotion to groups less likely to participate in engagement activity (including younger Londoners, those in lower-paid or insecure work and underrepresented groups)	Amber - some risk remains given reliance on voluntary participation, but mitigations are in place to support representativeness
Delivery risks, including delays affecting the delivery of the engagement activity	Delivery will be managed through the use of established suppliers, clear timelines and active project management	Green - low risk due to straightforward delivery model and use of established approaches
Cost risks associated with delivery of the engagement activity	Costs will be managed through clear specification at procurement stage and maintaining contingency within the overall budget	Green - costs are well understood and controllable within existing budget envelope

Links to Mayoral strategies and priorities

- 4.2. This activity supports the Mayor’s priorities to boost London’s growth sectors by strengthening the evidence base on how technological change is reshaping work, productivity and skills demand. It also supports the Mayor’s commitment to inclusive growth, by ensuring that the experiences of a diverse and representative group of Londoners inform policy development.

Data protection and safeguarding

- 4.3. All activity will comply with GDPR and GLA data governance requirements. Any personal data collected through the engagement event or Talk London survey will be handled in accordance with GLA data protection policies. No safeguarding issues are anticipated.

Conflicts of interest

- 4.4. There are no conflicts of interest to declare from any officer involved in the drafting or clearance of this decision form.

5. Financial comments

- 5.1. Approval is sought to spend up to £70,000 to deliver Londoner-engagement and research activity in support of the Mayor's AI and Jobs Taskforce. The proposed spending is financed by GLA resources, as agreed in the budget for this financial year.
- 5.2. All expenditure will occur in this financial year, and all appropriate budget adjustments will be made.

6. Planned delivery approach and next steps

- 6.1. The next steps are as follows:

Activity	Timeline
Procurement/confirmation of supplier	June 2026
Engagement design and recruitment	June – July 2026
Londoner engagement event	July 2026
Talk London campaign delivery	June – July 2026
Analysis and reporting	July 2026
Project closure	August 2026

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.

Strategic Programmes

Does this decision seek approval for activity falling within the remit of a programme delivery plan? YES

If YES, which programme/s does this fall within: Boosting London's Growth Sectors

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:

Sara Kelly 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 22 June 2026.

ASSISTANT DIRECTOR, FINANCIAL SERVICES:

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

Signature



Date

23 June 2026