

REQUEST FOR DIRECTOR DECISION – DD1357

Title: London's science and technology cluster map

Executive Summary:

This decision form requests £62,000 to procure an online science and technology cluster map for London to showcase the number and type of firms across the science and technology sectors. Outputs will include two maps – a life sciences map for London and the Greater South East to be hosted on the MedCity website to be launched by the Mayor on 9th July at MedCity's birthday event; and a second map to be hosted on the LEP website later this year to cover London's science and technology sectors as a whole. Both websites include data on turnover and employment.

The total cost of both maps is £40,000. The hosting fee is £11,000 per year *after the first year*. Officers will therefore need to reconfirm approval to release the £11,000 under the new Mayoral term to ensure the website can continue to be hosted, and the data kept up to date.

Decision:

The Executive Director approves:

1. expenditure of:
 - a. £40,000 in 2015-16 for two online science and technology cluster maps;
 - b. £11,000 in 2016-17 and £11,000 in 2017-18 for ongoing hosting, management and keeping the data up to date (quarterly updates of Companies House data), subject to reconfirmation by a new Mayor; and
2. an exemption from the requirement of contracts and funding code to seek competitive tender for, or call of supplies or services required from an accessible framework in order that a contract may be awarded to Trampoline Systems in this regard.

AUTHORISING DIRECTOR

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: Fiona Fletcher-Smith

Position: Executive Director – Development, Enterprise and Environment

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

The scale, breadth and depth of London's expertise in science and technology can make it hard for businesses (global or domestic), investors and potential collaborators to know how to access what they need. We request £40,000 as a one off procurement (from Trampoline Systems) of an online science and technology cluster map for London to showcase the number and type of firms in London across the science and technology sectors.

The outputs will include two maps - a life sciences map for London and the Greater South East to be hosted on the MedCity website to be launched by the Mayor on 9th July at MedCity's birthday event; and a second map to be hosted on the LEP website later this year to cover London's science and technology sectors as a whole. Both websites include data on turnover and employment.

The total cost of the maps is £40,000. From **year 2** hosting, management and updating the maps will cost £11,000 per year. Officers will reconfirm approval to release the £11,000 under the new Mayoral term.

Officers acknowledge that the proposed services should, under section 4.1 of the GLA's Contracts and Funding Code, be competitively procured or called off from an accessible framework in accordance with section 3.6 of the GLA's Contracts and Funding Code (Code). However, section 5 of the Code also provides that exemptions from this requirement may be approved where a supplier has had previous involvement in a specific current project and where the supplier owns the IP.

The mapping project is the second phase of an initial consultancy commission, undertaken jointly by SQW and Trampoline Systems, to map London's science and technology sectors. This research completed on 5th June 2015.

The research collated during the initial research study has been used to create an online platform, which has been offered to the GLA by Trampoline Systems at a significantly lower cost than if the web tool analytics were commissioned from scratch (50% cost reduction). Trampoline owns the IP of the platform and the algorithmic methodology that is used to process the company data, which prevents the GLA from licencing a web tool of equal functionality elsewhere.

If an alternative was sought, project outputs would have to be significantly scaled down and would be subject to delay as the analytical methodology would need to be created from scratch.

2. Objectives and expected outcomes

This project is a key DCST deliverable (Action 26 in the DCST Implementation Plan), critical to delivering the LEP Jobs and Growth Plan commitment to help London to be a more connected innovation ecosystem; and to promote London as a world leading science and technology hub.

The output will for the first time provide an up to date and searchable online data base of science and technology businesses for London, helping to raise awareness of the capital's global USP, increase investment in and collaboration with London's science and technology business base by domestic and international partners. London's science and technology landscape is complex. This web tool will help stakeholders to understand where London's business strengths lie, the key sectors that are growing, and where emerging clusters are forming.

The economic interlinkages across London and the Greater South East are particularly strong across the life sciences sector. By collaborating and promoting our offer across these functional boundaries we can make the whole greater than the sum of the parts, and punch greater weight in a globally competitive market. This is the rationale behind the Mayor creating MedCity – to promote the strengths across London and the wider region as a coherent whole. The life sciences web tool, which will be hosted on the MedCity website, will therefore play a critical role in realising this Mayoral objective.

It will be hard to measure the direct impact of the website, although the indirect impact can be measured from overall investment levels and business growth across the sector. This data is being collated by GLA Economics. More direct measures, such as website hits and number of businesses that interact with the site can also be tracked.

3. Equality comments

Officers confirm that there are no adverse implications under the public sector equality duty in relation to the procurement and commissioning of the activities described above. The GLA will ensure that the site is widely disseminated across relevant networks and life sciences/STEM integrated into its wider skills work under the European Social Fund, identifying under-represented groups (e.g. women, Black, Asian and Minority Ethnic communities).

4. Other considerations

This project is a key DCST deliverable (action 26 in the DCST Implementation Plan), critical to delivering the LEP Jobs and Growth Plan commitment to help London to be a more connected innovation ecosystem; and to promote London as a world leading science and technology hub. DCST supports this commission.

MedCity stated in the 2015 business plan that this activity was subject to private sector sponsorship. The full cost to produce the maps is £80,000. £40,000 is coming from the GLA, with the remainder to be matched using private sector sponsorship by September 2015, leveraged by MedCity and GLA.

5. Financial comments

There is provision within the headroom of the GPF revenue budget to fund the one off cost of £40,000 in 2015-16 for the two online maps of science and technology clusters. The LEP recommended approval of this cost at its meeting on 2 June. This decision also seeks approval for an additional cost of £11,000 in each of 2016-17 and 2017-18 for hosting, management and keeping the data up to date for these online maps. The estimated £22,000 required for this work for these two years which would be funded from the EBP programme budget is subject to confirmation of this priority by a new Mayor.

The project will need to comply with the GLA's Contracts and Funding Code and funding for the maintenance in 2016-17 and 2017-18 will be subject to the year end carry forward process.

6. Legal comments

The foregoing sections of this report indicate that:

- the decisions requested of the director relate to expenditure for the commissioning of services which fall within the Authority's statutory powers to do things facilitative of and conducive to economic development and wealth creation in Greater London; and

- in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:
- pay due regard to the principle that there should be equality of opportunity for all people;
- consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- consult with appropriate bodies

In taking the decisions requested the director must have due regard to the Public Sector Equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it and foster good relations between persons who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the director should have particular regard to section 3 (above).

Section 4.1 of the Authority's Contracts and Funding Code ("Code") requires that contracts with values of this level be awarded following the seeking of competitive tenders or called off from accessible frameworks. However, section 5 of the Code also provides that an exemption from this requirement may be approved where a supplier has had previous involvement in a specific current project. Officers have indicated in section 1 that this is the case and therefore, the director may approve the proposed award and exemption if satisfied with the content of this report.

Officers must ensure that appropriate contract documentation is put in place and signed by the Authority and Trampoline Systems before the commencement of the provision of supplies and services in question.

7. Investment & Performance Board

The Board received and agreed MedCity's business plan for 2015/16 which included provision for this piece of work.

<p>Publish data online relating to the mapping of London's science and technology businesses, based on the project being conducted by SQW and Trampoline Systems.</p> <p>London's widespread strengths in science and technology are unclear to both domestic and global businesses, investors and potential collaborators. While the SQW/Trampoline project will provide a useful dataset, we ideally need an interactive, searchable, comprehensive map of the industrial base which will enable firms to update their own activity and which can draw on external real time data sources to ensure it is up to date. The key to success will be on going management of the service to ensure the map accurately reflects London's rapidly evolving ecosystem. Costs have been built into the GLA's Business and Enterprise team business planning/funding request for 2015/16 and beyond. Should this</p>	<p>May, 2015</p> <p>Subject to additional funding being agreed – time table to be determined.</p>
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bid be successful, MedCity will support the development and publication of such tools.	
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8. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	2 nd July
Announcement [if applicable]	9 th July
Delivery Start Date [for project proposals]	
Final evaluation start and finish (self/external) [delete as applicable]:	
Delivery End Date [for project proposals]	
Project Closure: [for project proposals]	

Appendices and supporting papers:

Appendix A: MedCity Business Plan 2015/16

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**

If YES, for what reason:

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 to
confirm the
following (✓)

Drafting officer:

Catherine Glossop has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Jeremy Skinner has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Legal and Finance teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date