

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2010

Title: Devolution Research

Executive Summary:

The Greater London Authority (GLA) wishes to undertake research to understand the views of the London population in relation to the issue of devolution of powers to the GLA, in order to ensure that work is informed by public opinion, and that our communications with Londoners is successfully delivered on this topic.

Decision:

That the Assistant Director of Intelligence approves GLA expenditure of £20,000 for quantitative and qualitative research services to inform the GLA of the views of the London population in relation to the issue of further devolution of powers to the GLA.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

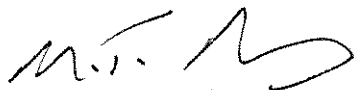
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Andrew Collinge

Position: Assistant Director of Intelligence

Signature:



Date:

11.07.16

TOM MIDDLETON ON BEHALF OF ANDREW COLLINGE

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Post referendum the Mayor has called for more autonomy for the capital, including the devolution of fiscal responsibility, and more control over some policy issues such as business and skills.
- 1.2 The GLA wishes to commission TNS Research Ltd from the Transport for London (TfL) Market Research Framework to undertake quantitative research which provides insight as to the views of the London population in relation to the issue of further devolution of powers to the GLA; and to commission 2CV Ltd from the TfL Market Research Framework to undertake qualitative research which identifies citizen preferences for communications from the Mayor to ensure that its communications with Londoners on this issue is successfully delivered.

2. Objectives and expected outcomes

Objective

- 2.1 Via the TfL Market Research Framework, to commission TNS Research Ltd to deliver an online survey of 1,000 adult Londoners, representative of the London population; and via the TfL Market Research Framework, to commission 2CV Ltd to deliver street intercepts / town hall tests in two London locations.

Outcomes

- 2.2 The insight will be used to inform the GLA of the public position in relation to devolution; and to ensure that communications on this issue are successfully delivered to a broad London population.

3. Equality comments

- 3.1 The quantitative research will be representative of the London population, including by characteristics such as gender, age and ethnicity. This allows the GLA to make comparisons between these groups and to understand where needs differ, and to tailor policy to those needs as appropriate.
- 3.2 The qualitative research will include participation from a cross section of the London population in an outer and an inner London borough. This will allow the GLA to develop a tailored communication approach.

4. Other considerations

- a) The risks of opinion research are generally rooted in methodological decisions, in terms of ensuring that the participants broadly reflect the London population. The Opinion Research Team have put forward a research programme that ensures the quantitative and qualitative research reflects the London population.
- b) Under the GLA Act 1999 the Mayor is committed to consulting in relation to the exercise of his general power. Consultation helps the GLA Group make better informed decisions and makes us more accountable to the public. Insight from this research will directly contribute towards effective consultation and communication activity, which is critical to effective policy making, and to which the GLA is committed.

- c) This research will engage a broad range of Londoners, increasing the GLA's awareness of public perception, and in determining how the GLA can best communicate our actions.

5. Financial comments

- 5.1 The anticipated cost of the quantitative work via TNS Research Ltd is £10,000. The anticipated cost of the qualitative work via 2CV Limited is £10,000.
- 5.2 The anticipated total cost of the research project is £20,000, and will be funded from the Opinion Research budget code of GG.0220.006.001.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	N/A: single suppliers on TfL Market Research Framework
Announcement [if applicable]	N/A
Delivery Start Date	13 July
Main milestones	14 July: TNS survey to field 15 July: 2CV hall test 19 July: research findings provided
Delivery End Date	22 July: analysis and reporting complete
Project Closure:	22 July

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:

Until what date: (a date is required if deferring)

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

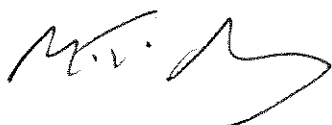
ORIGINATING OFFICER DECLARATION:**Drafting officer:**

Christine Wingfield 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:

11.07.16