

**REQUEST FOR DIRECTOR DECISION – DD1209**

**Title: Email strategy and Teradata (UK) Limited contract**

**Executive Summary:**

The GLA uses an external provider for carrying out targeted, subscriber based email campaigns on the work of the Mayor and London Assembly. The GLA would like to procure a supplier to deliver a strategy for its email communications so that it can better communicate with Londoners via email by only sending subscribers information they are interested in.

As part of this work, the GLA will also tender for a new email preference service provider for three years. The GLA's email communications strategy needs to be integrated with its corporate website. To ensure a consistent service, the GLA is required to continue using its existing supplier, Teradata (UK) Limited, until the strategy work and tender process is complete. Therefore, this DD is also concerned with the extension of Teradata (UK) Limited's contract until the work is complete. The total value of this DD is £73,000, and budget will be taken from the Marketing and Digital Teams' budgets.

**Decision:**

The Director of Communication and External Affairs approves:

1. expenditure of up to £38,000 to procure services required to deliver an email communications strategy in 2014-15 and procure a new email service provider for the GLA communication campaigns for three years from 2014-15;
2. expenditure of up to £31,000 to procure a web development supplier to integrate the new email communications strategy with the GLA's existing and new corporate websites across 2014-15 and 2015-16;
3. an exemption from the Contracts and Funding code on the basis of compatibility with an existing service for the extension of the GLA's existing email service provider contract on a 3 month rolling basis with Teradata (UK) Limited until the strategy and tender work is complete; estimated expenditure of £4,000 from May to October 2014.

**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:** Will Walden

**Position:** Director of Communications & External Affairs

**Signature:**

**Date:** 7 May 2014

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1 The GLA is currently using email as one of the channels to communicate with Londoners about the work of the Mayor, London Assembly and City Hall, and it has identified a need to be more strategic in how it does so to ensure Londoners (consumers, businesses, professionals, and stakeholders) only receive information that is relevant and of interest to them. It is also vital that the GLA's email data is kept up to date to ensure it adheres to the Data Protection Act and the Privacy and Electronic Communications Regulations.
- 1.2 The GLA would like to work with a specialist supplier on an email communications strategy, which serves to consolidate its 147 databases into a single database that is tagged by subscribers' preferences, for example outdoor events or recruitment advice.
- 1.3 Currently, in a twelve month period the GLA issues eight monthly email newsletters, one quarterly email newsletter and an average of nine monthly solus (single topic) emails. The GLA would like the strategy to condense this to make better use of resources and also provide more useful and relevant information to Londoners via email.
- 1.4 As part of this work, the GLA plans to procure a new email service provider for three years. The system will enable the GLA to send out its email communications and track and optimise performance.
- 1.5 The GLA's current email service provider is Teradata (UK) Limited and the existing contract runs until 2 May 2014. The services were originally procured by seeking three written quotes from email service providers and the approximate value of the contract for 2011-2014 is £18,000. To ensure that the GLA can deliver a consistent service whilst the strategy and tender process is in progress, the GLA would like to extend its existing contract with Teradata (UK) Limited. To do this, an exemption from the GLA Contracts and Funding Code (the "Code") will be required on the basis of compatibility with an existing service. The proposal is to maintain existing rates by extending the Teradata (UK) Limited contract in three month increments from 2 May 2014 to October 2014.
- 1.6 The GLA's email communications strategy will need to be integrated into the GLA's existing and new corporate website. The email service provider will be required to work closely with a web development supplier, which the GLA will procure separately.
- 1.7 The GLA will follow the Code when procuring suppliers for this piece of work, and has developed an approach to seek three or more written quotes in accordance with the Code.

#### **2. Objectives and expected outcomes**

- 2.1 The GLA's aim is to review its existing approach to email communications and develop a streamlined, strategic approach that reflects audience requirements i.e. delivers relevant, interesting and meaningful content to email subscribers.
- 2.2 The intention is for the monthly Mail from the Mayor to continue and to explore the option of issuing regular email newsletters to different audiences e.g. consumers, businesses, professionals, stakeholders.

- 2.3 The GLA's email template will also be revisited to ensure the format and content is compelling e.g. the possibility of rich and interactive content, such as video and polls, will be explored.
- 2.4 The GLA's approach to data capture will be revisited to ensure it is easy for Londoners to subscribe (and unsubscribe) to email communications based on their preferences. The specialist supplier procured to work on the strategy will work closely with the GLA on what preferences it should offer and explore a tiered approach i.e. high-level preference being 'business', tier being 'recruitment advice'.

### **3. Other considerations**

#### **a) Key risks and issues**

A new email communications strategy for the GLA is necessary to ensure the GLA is adhering to the Data Protection Act and the Privacy and Electronic Communications Regulation via appropriate data capture and usage. A new strategy will also ensure the GLA is communicating with Londoners via email in a helpful way i.e. useful and relevant content, suitable frequency, consistent branding and design, to ensure Londoners do not become disengaged with the work of City Hall.

#### **b) Links to Mayoral strategies and priorities**

The External Affairs' priorities in the GLA business plan 2013/14 to 2015/16 include to "Prepare an integrated marketing strategy, increasing both the efficiency and impact of communication with Londoners" (p45).

In addition, a new email communications strategy will ensure resources are used efficiently and the GLA demonstrates value for money for Londoners.

#### **c) Impact assessments and consultations**

The GLA will undertake this piece of work to ensure it is adhering to the Data Protection Act and Privacy and Electronic Communications Regulations. It is important for the GLA to follow industry best practice to ensure it meets its legal obligations and provides useful information via email to Londoners. Londoners' appreciation of the GLA's email communications is measured via open rates and click through rates, and the GLA aims to maintain industry benchmark levels or above via this piece of work.

The work will be undertaken in consultation with teams across the GLA, including the London Assembly.

### **4. Financial comments**

- 4.1 Approval is being sought to procure suppliers to deliver an email communication strategy, which will be integrated with the GLA's existing and new corporate websites, to better target email communications to Londoners based on their interests.
- 4.2 The estimated cost to deliver the email communication strategy in 2014-15 and procure a three year contract for the new email services provider is up to £38,000 from 2014-15 to 2016-17, with the work required to integrate the strategy with the corporate website across 2014-15 to 2015-16 estimated to cost £31,000.

- 4.3 In May 2014 the GLA's contract with existing email service provider, Teradata (UK) Limited, is due to expire. Whilst the tender exercise for the new service provider is completed, it is proposed to extend this contract with Teradata (UK) Limited on a three month rolling basis to ensure consistent service, estimated at £4,000 for the period May 2014 to October 2014, when the tender is expected to be completed.
- 4.4 Costs in 2014-15 are to be met from the 2014-15 Marketing and Digital Teams' budgets, held within the External Relations Unit (External Affairs directorate). Costs in future years estimated at £28,000 are to make first call on the same budgets in these future years, subject to the normal budget approvals process.
- 4.5 All appropriate budget adjustments will be made.
- 4.6 Any changes to this proposal including budgetary implications will be subject to further approval via the Authority's decision making process.
- 4.7 The Marketing Team within the External Relations Unit (External Affairs directorate) will be responsible for managing these contracts and ensuring compliance with the Authority's Financial Regulations and Contracts and Funding code where applicable.

## **5. Legal comments**

- 5.1. Sections 1 – 4 of this report indicate that the decisions requested of the director in accordance with the Code fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation, social development or the promotion of the improvement of the environment 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.
- 5.2. Section 3 of the Code requires the GLA to seek three or more written quotations in respect of the services required or call off the services required from an accessible framework. The report indicates that the procurement of new services will be undertaken in accordance with the Code. However, until these services are put in place, an exemption from the Code is required in order to extend the contract with the current service provider. The director may approve an exemption from the Code section 5 of the Code upon certain specified grounds, one of which is compatibility with an existing service. Officers have indicated at paragraph 1 of this report that this ground applies and that the proposed contracts affords value for money. On this basis the assistant director may approve the proposed exemption if satisfied with the content of this report.
- 5.3. The report also indicates that consultation with Transport for London Procurement is being undertaken to determine the overall procurement strategy in accordance with the Code.
- 5.4. Officers must ensure that appropriate contract documentation is put in place and executed.

## 6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract	April-May 2014 (strategy) April-October 2014 (email service provider)
Announcement	n/a
Delivery Start Date	April-May 2014
Final evaluation start and finish (self/external)	October 2014
Delivery End Date	October 2014
Project Closure	October 2014

### Appendices and supporting papers:

Teradata (UK) Limited contract and contract variation  
DD742

**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? YES**

If YES, for what reason: until suppliers are procured so as not to affect tender process

Until what date: 28 May 2014

**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:**

Kelly McMorran Barnard has drafted this report in accordance with GLA procedures and confirms that:

✓

**Assistant Director/Head of Service:**

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

✓

**Financial and Legal advice:**

The Finance and Legal 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**