

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2091

Title: Events Research Programme

Executive Summary:

Approval is sought to commission a market research agency to conduct opinion research at 10 cultural festivals and events organised and supported by the Mayor during 2017-8.

Decision:

The Executive Director approves expenditure of £60,000 in the 2017-18 financial year (from the GLA's consultation budget) on opinion research services at cultural festivals and events organised and supported by the Mayor (Events for London).

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: Jeff Jacobs

Position: Head of Paid Service & Executive Director

Signature:



Date:

22.2.2017

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Throughout the year the Mayor, via the GLA Events Team, delivers and supports an exciting and vibrant year round programme of festivals and cultural events. These range from smaller-scale but culturally significant events, such as Eid, Vaisakhi and Diwali, to world-renowned major events such as Notting Hill Carnival, Pride and New Year's Eve.
- 1.2 The Mayors approval has been sought (under cover of MD2054) of the proposed 2017-18 Events for London core programme with GLA budget of £1,647,000 and the intention to seek sponsorship to enhance the events. The Programme specifically meets the manifesto commitment to: "Continue to back major cultural festivals to celebrate London's religious and racial diversity, and ensure Pride continues to be a fantastic, community-led showcase of all London's LGBT+ communities."
- 1.3 MD2054, highlighted, at section 1.17, that 'market research will be conducted at key events... feedback and results from a particular event can help shape the delivery or make improvements to subsequent events'. This decision seeks approval of the financial arrangements required to commission a research agency to deliver this research.
- 1.4 This research supports the delivery of the Events for London core programme by measuring attendees' experience and satisfaction with different aspects of the event, understanding economic impact and monitoring recognition of associated marketing activity.
- 1.5 In a series of two-year contracts from 2014 -2017, and following a mini-competition process from TfL Market Research procurement framework on each occasion, the GLA commissioned ICM Research Limited to deliver opinion research at cultural events and festivals supported and organised by the Mayor (under cover of MDs 1576, 1431, 1315).
- 1.6 Approval is being sought for expenditure of up to £60,000 for the procurement of face-to-face research at 10 cultural events and festivals supported or organised by the Mayor during 2017-8.
- 1.7 Following guidance from TfL Procurement, it is proposed that the contract will be awarded via a mini-competition under the TfL Market Research Framework. The contract will last 12 months from April 2017 to March 2018, covering research at 10 events during that period, plus the option to call-off additional similar research if required.

2. Objectives and expected outcomes

2.1 Objectives:

- a) To commission a programme of research at 10 cultural events and festivals supported and delivered events delivered or supported by the Mayor, that supports the development of the events programme; and effective marketing communications by City Hall during the next 12 months.
- b) To achieve value for money for the Authority by commissioning and managing this programme on behalf of multiple clients at the GLA.

2.2 Outcomes:

- a) The Opinion Research Team will manage the programme in order to ensure that all research undertaken delivers the high quality, robust insight required by clients across the GLA.

- b) To ensure that the development of the Events Programme is informed by the views of Londoners from all sections of the community.

3. Equality comments

- 3.1 The Greater London Authority has an obligation under the Equality Act 2010 and the Public Sector Equality Duty to consider how its policies and decisions affect people who are protected under the act. In polling a representative sample of Londoners we will seek to understand any differences in perceptions and experiences among specific groups and give due consideration to how best to meet their needs.
- 3.2 The events programme is planned to be inclusive and aimed at all Londoners, culturally and socially, achieved through the programme content, the broad and targeted approach to marketing channels, and access facilities at the event. Whilst many of the events within the programme engage directly with specific community stakeholder groups in their planning, and highlight the contribution of specific communities (e.g. Pride - LGBT community; Eid - Muslim community; Liberty – Deaf and disabled community; Africa in the Square – African community), the events are about bringing different communities together, sharing cultures and supporting social integration.
- 3.3 The character of the events and festivals supported and delivered by the Mayor, with many of particular interest to specific religious and ethnic groups, requires that research is undertaken to understand the perceptions, opinions and needs of those groups and other attendees.

4. Other considerations

- 4.1 **Key risks and issues:** The efficacy of face-to-face polling at cultural events and festivals lies in a robust and representative sample of attendees at each event. The technical evaluation assessment will require tendering companies to demonstrate that they are capable of providing robust samples and analysis that addresses the requirements of the Events and Marketing teams.
- 4.2 **Links to Mayoral strategies and priorities:**
- This programme of research provides insight directly relevant to the delivery of the Events for London core programme (MD2054).
 - In addition, findings are relevant to Cultural and Economic Development Priorities, and the organisation's Equalities obligations.
 - Manifesto Commitment – Access to the Arts: Continue to back major cultural festivals to celebrate London's religious and racial diversity, and ensure Pride continues to be a fantastic, community-led showcase of all London's LGBT+ communities.
 - City for all Londoners: Making London a fairer and more tolerant city open and accessible to all, and one in which we can all live and prosper free from prejudice. Enabling all Londoners to benefit from the city's fantastic arts and culture.
- 4.3 **Impact assessments and consultations:** The appropriate procurement process will be followed to ensure that the successful company complies with the GLA's equal opportunities requirements. Conducting surveys with a representative sample of Londoners will ensure that the GLA involves a broad constituency of people in our work. Consultation helps the GLA to make better informed decisions and make us more accountable to the public.
- ### 5 Financial comments
- 5.1 The estimated cost of £60,000 will be funded from GLA's Consultation Budget for 2017-18 within the Intelligence Unit.

6 Legal comments

- 6.1 The foregoing sections of this report indicate that:
- 6.2 the decisions requested of the director concern the exercise of the GLA's general powers, falling within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion economic and social development and tourism to in an through Greater London: and
- 6.3 in formulating the proposals in respect of which a decision is ought officers have complied with the GLA's related statutory duties to:
- (a) pay due regard to the principle that there should be equality of opportunity for all people;
 - (b) 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
 - (c) consult with appropriate bodies.
- 6.4 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) of this report.
- 6.5 Officers must ensure that the services required are procured by Transport for London who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code and appropriate contract documentation is put in place and signed by the GLA and any such supplier(s) before the commencement of the provision of such services required.

7. Planned delivery approach and next steps

- 7.1 The Events Research Programme contract is managed by the Opinion Research Team in partnership with colleagues in the Events and Marketing Teams.
- 7.2 TfL Procurement has been consulted and has advised that this work can be procured through a mini-competition using an existing Lot on the TfL Market Research Framework. This Lot was used for the existing and previous Events Research Programme.
- 7.3 Given that the first events of the programme in 2017-8 fall on 8th April and 22nd April, the mini-competition to procure the contract will commence as soon as is practical following this decision, in order to allow adequate time for preparation of research.

Activity	Timeline
Procurement of contract	February-March 2017
Award of contract	Late March 2017

Delivery Start Date	1 st April 2017 (first event is 8 th April 2017)
Delivery End Date	End March 2018

Appendices and supporting papers:

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: to allow a competitive procurement process to be followed.

Until what date: (a date is required if deferring): 30 April 2017 or until such a time as the contract has been awarded.

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:

Shaun Lowthian has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Andrew Collinge 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.

✓

Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 20 February 2017.

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature M. D. Alce

Date 21.2.17