

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2002

**Title: Communicating London's role in relations to the EU**

### Executive Summary:

The Mayor has stated publicly that the United Kingdom's membership of the European Union is central to London's social and economic life. As such, he has requested that a short communications campaign is undertaken to communicate this.

### Decision:

That the Assistant Director of Economy & Business Policy approves up to £25,000 campaign budget to communicate the Mayor's position.

### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

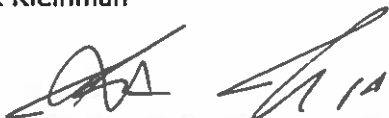
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Mark Kleinman

**Position:** Assistant Director of Economy & Business Policy

**Signature:**



**Date:**

24/05/2016.

4.

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

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

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

The Mayor considers that the United Kingdom's membership of the European Union is vital to London's economic and cultural dynamism. As such, he has requested that a short communications campaign is undertaken to communicate this.

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

The activity is planned to take place from 23 to 26 May. The aim is to capture the voice, diversity and vibrancy of Londoners highlighting its diversity and its strengths and, the role Europe plays in supporting and developing these aspects of London life.

The activity in the run-up to the pre-referendum period (which commences on 27 May 2016) will include reference to the GLA's policy position in relation to the UK's membership of the EU.

The campaign will use existing resources where possible but will generate new material. London.gov.uk will host a number of assets throughout to support public information – including a map of London highlighting key projects enabled through EU funding. There will be advertising in newspapers and on social media.

#### **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 participants are sourced through a range of networks, organisations and communities and that all communications are designed to be as accessible as possible.

#### **4. Other considerations**

The Mayor campaigned on a strong, positive platform for the UK to remain a member of the EU and that this was good for London. Surveys of business (large and small), sectors (science and tech most notably) and the creative and cultural industries in London all show a majority support the UK remaining in the EU.

The Monitoring Officer has been consulted on this particular initiative and has confirmed that it is consistent with pre-referendum rules.

#### **5. Financial comments**

This activity will be funded from the 2016/17 Minor Programme Budget held by the Executive Director, Design, Development and Environment. Any changes to this proposal will be subject to further approval via the Authority's decision-making process.

#### **6. Legal comments**

The principles of impartiality and those relating to the proper use of public resources apply to the proposed campaign and all campaign material should be factual, neutral and politically impartial in order to comply with the GLA's Use of Resources Guidance. Particular care must be taken, in all such material, not to seek to, or be seen to seek to, persuade the public to answer the referendum question in a particular way or to

influence opinion. It is however acceptable for the Mayor to publicise his views and the reasons for holding those views.

Any material published on or after 27 May must comply with the GLA guidance in relation to the publication of referendum related material during the statutory pre-referendum period which starts on 27 May and ends on 23 June, the date of referendum.

## **7. Planned delivery approach and next steps**

The campaign will use existing resources where possible but will generate new material. London.gov.uk will host a number of assets throughout to support public information – including a map of London highlighting key projects enabled through EU funding.

In addition, we will purchase space and time in newspapers and on social media.

- £18,365.29 will be spent on a full page Metro ad on Thursday 26<sup>th</sup> May. This ad has a reach of 2,180 (000's), 20.60% @ all London adults.
- £5,000 will be spent on Facebook advertising targeted at 18-40 year olds in London. This advertising will run from the 24<sup>th</sup> – 26<sup>th</sup> May and we have a target of 15,275 clicks to the London.gov website. This target has been set by our media agency, MEC.

<b>Activity</b>	<b>Timeline</b>
Campaign commences	23 May 2016
Campaign ends	26 May 2016
Pre-referendum period commences	27 May 2016

**Appendices and supporting papers:** None

**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**

Until what date:

**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:** James Lee, Senior Policy Officer, Economic and Business Policy has drafted this report in accordance with GLA procedures and confirms that the Finance and 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:**

24 MAY 2016