

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD392

### Title: What is "good growth" research project

#### Executive Summary:

The Mayor and City Hall are responsible for making London a better place to live, a particular challenge in the current context of growing population and the pressures that brings. They have a duty to create plans covering issues such as housing and land, planning, regeneration and culture and to ensure that these are robust and respond to public need.

The GLA wishes to explore the impacts of development and growth on London's communities so far. This will enable officers to identify key areas of success and challenge with regards to Londoners' lives to help inform robust policy development going forwards and maximise the opportunities growth brings.

#### Decision:

The Assistant Director approves:

1. Expenditure of £15,500 for a quantitative survey of 1,000 Londoners living in areas of substantial new development.
2. Procurement through the TfL market research framework.

#### 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 Intelligence

**Signature:**



**Date:**

28/2/15

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

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

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

- 1.1 The Mayor and City Hall are required to deliver plans around a number of policy areas integral to the city's growth and development – planning, housing, regeneration and infrastructure. This sits in the context of the broader responsibility to make London a better place to live.
- 1.2 The success of London has brought prosperity and opportunity on an unrivalled scale, but with London's population now bigger than ever before and continuing to grow fast there are challenges too. Demand for infrastructure and housing are burgeoning, stretching capacity and affordability, while the fabric of communities is changing fast with the pace of development.
- 1.3 Previous research undertaken internally by the ORS team such as the London Survey suggest that there are varying attitudes towards development, and for different groups varying outcomes so far and needs. Understanding these will ensure we are able to capitalise on the growth opportunity – learning from the successes and failures will enable us to identify the opportunities and challenges for the future.
- 1.4 This survey will deliver the above intelligence, specifically answering the following questions:
  - Is new development delivering successful outcomes for Londoners in terms of housing, high streets and public spaces and communities?
  - What are the specific areas of success and failure and how might we either replicate or eradicate those going forwards?
  - What are the needs of different groups, particularly in terms of life-stage and in terms of equality groups with protected characteristics and how might these been applied to London's future demography?
- 1.5 The findings from the work will inform policy development for the Planning, Regeneration, Housing and EBPU teams and will allow opinion insight to be considered alongside spatial data in the GLA's Economic Evidence Base report.

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

##### **Aim:**

To deliver robust opinion insight that delivers real-life experiential evidence of the successes and challenges of major development and growth, to provide evidence for GLA policy development that takes account of, and is responsive to, public needs.

##### **Objectives:**

- i) A quantitative survey of 1,000 Londoners in areas of major new development, exploring and assessing the impact development has had in London on communities and individuals, identifying what, from the point of view of the public/end-user, are the most important and impactful development considerations.
- ii) An analysis and report that contributes to GLA policy-making, sitting as an additional resource to the empirical Economic Evidence Base. It will consider:

- Areas of success and failure of development so far and how to replicate or eradicate those going forwards
- The impacts on and needs of different demographic groups and relationship to spatial demographic projections and planned development, identifying areas of particular future interest.

#### **Outcome:**

Better informed policy and decision-making at City Hall and understanding of how to improve our impact on Londoners lives through development policy.

### **3. Equality comments**

3.1 This work will ensure that the needs of a broad range of Londoners' views are collected and that those views are representative of the population of interest, this will include those groups with protected characteristics. Doing this will enable us to make comparison of different groups' needs and outcomes so that policy can be tailored to those.

3.2 The work will specifically look at the impact on groups with protected characteristics as defined by the Equality Act

### **4. Other considerations**

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

Risk	Likelihood	Mitigating actions
Slippage over financial year end (due to being close to year end) with budget unavailable for carry over	Low	<ul style="list-style-type: none"> <li>- Identify areas for survey ahead of project inception.</li> <li>- Develop questionnaire ahead of project inception.</li> <li>- Commission using existing TfL procurement preferred bidder.</li> </ul>
Difficulty recruiting respondents with experience of major new development	Medium	<ul style="list-style-type: none"> <li>- Identify large scale developments with residential elements and survey in evenings and weekends face-to-face</li> </ul>
Delivery of project not in line with policy teams needs	Low	<ul style="list-style-type: none"> <li>- Policy engaged ahead of specification development and throughout the process</li> </ul>

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

This work makes links across a number of areas of Mayoral responsibility. This includes Planning, Regeneration, Housing and EBPU (The Infrastructure Plan). The work will provide robust public data that will help the aforementioned teams both look back at how well the development they have been supporting and providing the strategic framework for has delivered for Londoners, while also providing an evidence base which can support their ongoing policy developments.

c) Impact assessments and consultations.

This in effect, as a piece of opinion research work, relates to consultation work in that it seeks to give the public a voice in the story of London's recent development so far. In doing this it will provide City Hall with evidence to take into consideration in policy development to ensure policies help deliver on public need.

## 5. Financial comments

- 5.1 Approval is being sought for the GLA for expenditure of up to £15,500 for a quantitative survey of 1,000 Londoners living in areas of substantial new development.
- 5.2 This cost will be funded from the existing 2015-16 Intelligence Public Consultation budget (Health & Communities allocation).

## 6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects] <ul style="list-style-type: none"><li>- Invite TfL framework preferred bidders</li><li>- Receive tenders</li><li>- Evaluate and choose bidder</li></ul>	8 <sup>th</sup> Feb 2016 15 <sup>th</sup> Feb 17 <sup>th</sup> Feb
Delivery Start Date [for project proposals] <ul style="list-style-type: none"><li>- Inception</li><li>- Questionnaire finalised</li><li>- Fieldwork</li></ul>	19 <sup>th</sup> Feb 24 <sup>th</sup> Feb 25 <sup>th</sup> Feb - 25 <sup>th</sup> March
Delivery End Date [for project proposals]	March 27th
Project Closure: [for project proposals]	March 31st

**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**

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  
to confirm the  
following (✓)

**Drafting officer: Name please?**


William Victor 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 GOVERNANCE AND RESILIENCE:**

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

**Signature:**



**Date:**

23.02.16

