

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2309

Title: Survey of Londoners borough boost sample expenditure

Executive Summary:

The Survey of Londoners is an innovative social survey of Londoners collecting robust data on a range of Mayoral Policy Priorities for the first time, including food insecurity, social integration and economic fairness. The Survey is being delivered by NatCen Social Research in collaboration with the GLA City Intelligence Unit.

The survey was approved within MD2254: A World Leading Social Evidence Base to support policy making, which authorised expenditure of up to £175,000 for the procurement of a contractor to carry out fieldwork for a survey of Londoners.

This decision seeks to authorise up to **£29,000** of expenditure for the Survey of Londoners. This will be used to fund set-up and fieldwork costs for additional sampling with residents in Southwark and Croydon in order to provide separate survey estimates for these Boroughs. The GLA will receive **£25,000** from Croydon Council and Southwark Council to fund these fieldwork costs. The GLA will pay for the set-up costs in recognition of the benefit to the GLA of the larger overall sample size.

Decision:

That the Assistant Director of Communities and Social Policy approves

1. Expenditure of £4,000 for set-up costs of the additional sampling for Southwark and Croydon; and
2. Receipt and expenditure of £25,000 (£12,500 each from Southwark and Croydon boroughs) for fieldwork cost.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

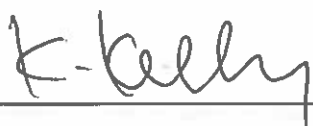
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Kathleen Kelly

Position: Assistant Director of Communities and Social Policy

Signature:



Date:

7/1/19

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. **The Social Evidence Base for London** is a work programme led by the GLA Intelligence Unit. It aims to bring together existing and new sources of intelligence on social policy so that teams have consistent information for briefing, policy making and monitoring.
- 1.2. The Survey of Londoners was approved as part of **MD2254 “A world leading Social Evidence Base to support policy making”**. This MD included “Expenditure of £175,000 for the procurement of a contractor to carry out fieldwork interviews for a survey of Londoners”.
- 1.3. Following a competitive tender process, the Intelligence Unit and Communities and Social Policy have commissioned a research contractor, the National Centre for Social Research (NatCen), to deliver the Survey of Londoners. NatCen are one of the leading national survey organisations with a reputation for academic excellence.
- 1.4. When developing the Survey of Londoners, we offered London boroughs the opportunity to increase the sample size in their borough through a ‘boost’ sample. Two boroughs, Southwark Council and Croydon Council, have taken up this opportunity. A boost generates more sample for the survey overall, as well as allowing individual boroughs to report headline results for their local area.
- 1.5. Croydon and Southwark are paying the additional fieldwork costs for these boosts, such as printing and posting invitation and follow-up letters (**a total of £25,000**). As the GLA will also benefit from the extra sample, the GLA will fund the additional set-up costs for drawing the extra sample in the two boroughs (**£4,000**).
- 1.6. This funding would be drawn from the 2018/19 Social Evidence Base budget (code).

2. Objectives and expected outcomes

- 2.1 The objectives of this additional funding are to:
 - Increase the overall sample size for The Survey of Londoners by adding further data from respondents in Southwark and Croydon.
- 2.2 The expected outcomes of additional funding for the Survey of Londoners are:
 - Provide separate estimates from the Survey of London for Southwark and Croydon for use by those Boroughs.

3. Equality comments

- 3.1 The evidence from the Survey of Londoners will be used to fill evidence gaps relating to groups with protected characteristics, and other vulnerable and marginalised groups within London. This will enable the development of sound interventions to improve outcomes for these groups.

4. Other considerations

- 4.1. The evidence created from The Survey of Londoners will feed directly into the implementation and measurement of outcomes for GLA strategies including:

- Equality, Diversity and Inclusion;
- Social Integration;
- Economic Development; and
- Food.

5. Financial comments

- 5.1 The total estimated cost is £29,000. Of this total, £25,000 will be funded from income to be received from The London Borough of Croydon, and The London Borough of Southwark (£12,500 each). The balance, will be funded from the GLA's 2018-19 Social Evidence Base budget with the Communities and Social Policy Unit.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	The main survey contract is procured, and includes an option for Borough boosts to the sample
Fieldwork begins	3 December
Fieldwork completes	17 December

Appendices and supporting papers:

None.

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) 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 it has been approved 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 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included 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:

Spencer Thompson has drafted this report in accordance with GLA procedures and confirms the following:

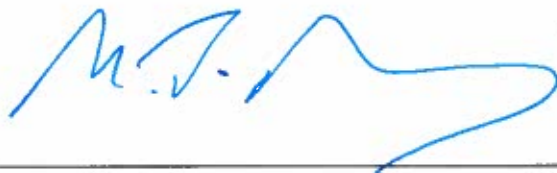
Corporate Investment Board

This decision was agreed by the Corporate Investment Board on the 7 January 2019.

ASSISTANT DIRECTOR OF FINANCE AND GOVERNANCE:

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

Signature



Date

07.01.19