

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD 2308

### Title: Survey of Londoners 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 re-allocate up to **£30,000** of expenditure from the wider Social Evidence Base budget to the Survey of Londoners. This will be used to conduct additional fieldwork to improve response rates from hard-to-reach groups if needed.

#### Decision:

That the Assistant Director of Communities and Social Policy approves:

Expenditure of up to £30,000 on additional fieldwork if required to improve response rates from hard to reach groups of Londoners.

#### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

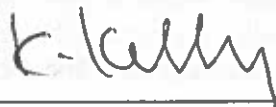
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

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. Following discussions with the contractor, in order to ensure that the survey achieves a diverse but representative response rate, we would like to make available additional resource to boost response among disadvantaged and hard to reach groups in London if needed. We will monitor survey response rates by different social groups and only use this if necessary. This decision will be subject to a satisfactory plan to target these groups while ensuring a statistically robust probability sample is maintained.
- 1.5. This funding would be reallocated from the 2018/19 Policy Research budget within the Social Evidence Base budget. Ensuring these groups are fully reflected in the survey responses provides better value for money than trying to commission separate research.

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

- 2.1. The objectives of this additional funding are to:
  - Increase the overall response rate and sample size for The Survey of Londoners; and
  - Increase representation of London sub-populations within The Survey of Londoners.
- 2.2. The expected outcomes of additional funding for the Survey of Londoners are:
  - Robust and representative results from The Survey of Londoners;
  - Improved GLA understanding of social policy issues including food poverty, equalities and social integration, and how these affects particular groups within London’s population; and
  - Improvements to policy-making at the GLA in these areas.

#### **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 expenditure of up to £30,000 will be funded from the 2018-19 Social Evidence Base budget within the Communities and Social Policy Unit.

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

<b>Activity</b>	<b>Timeline</b>
Procurement of contract	Already procured
Delivery Start Date	Already begun
Fieldwork begins	14 January 2019
Fieldwork completes	14 February 2019

#### **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:**

Vivienne Avery 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