

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2532

Title: Research to inform the development of effective communications on Mayoral priorities

Executive summary:

The Greater London Authority (GLA) wishes to undertake qualitative research with Londoners to inform the development of effective communications on Mayoral priorities over the next three years, including London's recovery from the coronavirus pandemic, in order to ensure that our communications with Londoners are successfully delivered.

Decision:

That the Assistant Director of Strategy, Intelligence & Analysis approves:

Expenditure of £37,000 for qualitative research to inform the development of effective communications on Mayoral priorities over the next three years.

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: Niran Mothada

Position: Executive Director, Strategy and Communications

Signature:



Date:

23 August 2021

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. The Mayor has a role as a spokesperson for London, in communicating both issues under direct control of the GLA and those wider issues that affect Londoners. We are looking to conduct opinion research to understand how best to communicate with Londoners, including the messages and tone that resonate and encourage engagement and awareness in the work of the Mayor and the GLA.
- 1.2. We wish to improve the GLA's approach to communicating key priority areas for the Mayor over the next three years, which include London's recovery from the coronavirus pandemic, so as to raise awareness of the GLA's activity and to encourage Londoners to get involved in the work of the Mayor. This includes best messaging, and best delivery of messaging, to resonate with the opinions of Londoners. The desired outcome is to establish a framework and guide for how we communicate with Londoners about the work of the GLA.
- 1.3. The GLA wishes to commission a market research agency from the Transport for London Market Research Framework to undertake qualitative research which identifies citizen preferences for communications from the Mayor and GLA to meet the above purpose.

2. Objectives and expected outcomes

- 2.1. To commission a market research agency to deliver qualitative research that provides insight as to citizen preferences for communications in relation to the Mayor of London's key priorities, including London's recovery from the pandemic.
- 2.2. The insight will be used to develop and support the GLA's communications with Londoners and deliver recommendations for creating messaging content around the Mayor's priorities.
- 2.3. Improved communications and engagement with Londoners in relation to the Mayor's statutory strategies and priorities will ensure that Londoners are aware of the opportunity and benefits of engaging with the GLA's work.

3. Equality comments

- 3.1. The qualitative research will include participation from a broad cross section of the London population.
- 3.2. This will ensure that the GLA is able to produce communications that appeals to and enables all Londoners to engage with the work of the Mayor.

4. Other considerations

Key risks and issues

- 4.1. The risks of opinion research are generally rooted in methodological decisions, in terms of ensuring that a breadth of Londoners' views are taken into account. The research that the GLA will commission will include a broad cross-section of Londoners to ensure that the GLA gets a range of opinions. This will include a mix across ages, ethnicities, social grades, genders and location. This research will engage with a broad range of Londoners in determining how the GLA can best communicate with them around its priorities for the next three years.

Links to Mayoral strategies and priorities

- 4.2. This work links directly to key Mayoral priorities, such as economic recovery from the coronavirus pandemic, keeping London safe, tackling the climate emergency and air pollution, affordable housing, and opportunities for young Londoners. This research will enable those priorities, and their corresponding Mayoral strategies, to be communicated in a way that is engaging to Londoners, thus facilitating engagement of citizens with the work of the Mayor and GLA.

Declarations of interest

- 4.3. There are no conflicts of interest to note for any of the officers involved in the drafting or clearance of this decision form.

5. Financial comments

- 5.1. Approval is sought for expenditure of up to £37,000 to commission a market research agency to undertake opinion research to develop effective communications for Mayoral priorities.
- 5.2. The expenditure will be funded from the Opinion Research Team 2021-22 budget held within the City Intelligence Unit.

6. Planned delivery approach and next steps

- 6.1. The GLA will commission a market research agency from the Transport for London Market Research Framework to carry out this research. Dates to be confirmed:

Activity	Timeline
Procurement of contract	August 2021
Delivery start date	August 2021
Delivery end date	October 2021

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 the 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:

Myles Wilson 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 23 August 2021.

ASSISTANT DIRECTOR OF FINANCIAL SERVICES:

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

Signature

Date



23 August 2021