

REQUEST FOR DIRECTOR DECISION – DD2027

Title: #LondonIsOpen Marketing & Events campaign

Executive Summary:

The Mayor of London would like to support and celebrate London's diverse cultures and communities and promote our values of openness and inclusiveness. As such, he has requested that a marketing and events campaign is undertaken to communicate this from July – December 2016 under the campaign banner of #LondonIsOpen. The aim is to show that our city is united and the capital will continue to be open for business and open to the world, post Brexit.

Decision:

That the Executive Director approves up to £150,000 to be spent on marketing, events and associated production costs for the London is Open Marketing & Events Campaign.

AUTHORISING DIRECTOR

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: Martin Clarke

Position: Executive Director, Resources

Signature:



Date:

14.7.16

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Serious concerns have been raised about businesses leaving the capital since the public voted for Brexit and there has also been an increase in hate crime in the capital. Due to this, the Mayor would like to support and celebrate London's diverse cultures and communities and promote our values of openness and inclusiveness to businesses, Londoners and tourists.
- 1.2 As such, he has requested that a marketing and events campaign is undertaken to communicate this. He is calling on the GLA family, business, creative industries and Londoners to be part of the movement.

2. Objectives and expected outcomes

- 2.1 #LondonIsOpen is a joint Mayor of London and London & Partners initiative which will celebrate London's diverse cultures and communities and will promote our values of openness and inclusiveness. The campaign will target a large audience that will include businesses, tourists and visitors, as well as all Londoners.
- 2.2 The activity is planned to take place from July – December 2016. The aim is to capture the voice, diversity and vibrancy of Londoners, highlighting its diversity and its strengths.
- 2.3 The campaign will consist of social media activity, celebrity and business endorsements, community events, roundtables, video, installations, Out of Home (OOH) media, and blogs. We will also be spreading the #LondonIsOpen message at numerous large scale sporting and cultural events throughout the capital in the coming months. This will include the Hyde Park Summer Time Festivals, Lovebox and Buckingham Palace Summer Party.
- 2.4 £150,000 is required for marketing support, which will include advertising, print and production costs and event support which will consist of art installations, additional stewards and infrastructure at all Mayor of London and supported by events and to ensure that the campaign can be activated. Events that are to incorporate this campaign include Gigs, Big Dance, Liberty, Notting Hill Carnival, Totally Thames, London Meal, Africa in the Square, Diwali, New Year's Eve and others.

3. Equality comments

- 3.1 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.
- 3.2 Additionally, the objective of this campaign is about bringing communities together, especially those from minority communities and those with protected characteristics.

4. Other considerations

Risks:

- 4.1 As noted, there has been a rise in reports of hate crime following the referendum results and the business community are expressing concern about the economic impact of the result. If these concerns and issues are not addressed, with the city taking a lead on a coherent message to go out to communities, businesses and internationally, there is a risk that there will be a greater negative impact to these groups.

4.2 This campaign links to Mayoral priorities in the manifesto to support business growth, and to make London a fairer and more tolerant city, that is open and accessible to all and one in which we can all live and prosper free from prejudice.

4.3 It is expected that this campaign will be 'open source' with the buy-in of communities and business being crucial to its success, and therefore wide consultation will take place to engage these stakeholder groups.

Other information

4.4 We are working closely with Transport for London to use some of their assets for this campaign such as posters, buses and their website.

5. Financial comments

5.1 The estimated cost of £150,000 for this campaign will be funded from the Authority's Contingency budget held within the Resources Directorate. Any changes to this proposal will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.

6. Legal comments

6.1 The foregoing sections of this report indicate that:

6.1.1 the proposals in respect of which the Director's approval is sought may be considered to fall within the GLA's powers to do such things as are facilitative of or conducive to the fulfilment of its principle purposes;

6.1.2 in formulating the proposal in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:

- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how the proposals will promote the health of persons, health inequalities between persons and to contribute towards achievement of sustainable development in the United Kingdom; and
- (c) consult with the appropriate bodies.

6.2 Officers must ensure that services or supplies required for the proposed campaign are procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code and appropriate contract documentation is put in place and executed by the GLA and providers before the commencement of any such supplies or services.

7. Planned delivery approach and next steps

Activity	Timeline
Campaign commences	18/07/2016
Campaign ends	31/12/2016

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

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:

Dayna Brackley has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Emma Strain has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. J. Belle

Date

14.7.16