

GREATER **LONDON** AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2082

Title: Periodic Polling Programme

Executive Summary:

Approval is sought to commission a market research agency to provide periodic online polling of Greater London residents for four years, in order to support effective and impactful policy making and the development of strategies and programmes at City Hall.

Decision:

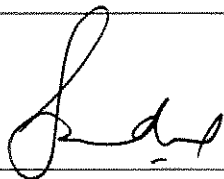
That the Mayor approves expenditure of up to £520,000 on periodic online polling services over the four year period from November 2017 to October 2021 to support effective and impactful policy making and the development of strategies and programmes at City Hall.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

24/4/17

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

1.1 The role of the GLA is to create the conditions whereby all Londoners can thrive. Using traditional forms of social research and innovative engagement the Opinion Research Team can provide first class evidence and insight into public opinion and behaviours to support effective and impactful policy making and the development of strategies and programmes at City Hall.

1.2 From 2009 - 2016 the GLA commissioned ICM Research Ltd to deliver a quarterly telephone polling programme to inform the work of policy teams across City Hall (MD124, DD1319). This contract ended in March 2016.

1.3 A 12 month contract was awarded to YouGov for the period of November 2016 to October 2017 (DD2042) in order to provide robust online opinion research insights to inform the development of statutory strategies. This 12 month contract offers an approximate cost per poll savings of 2.5 times compared to the previous quarterly telephone polling contract.

1.4 We now seek approval to commission a market research agency to provide periodic online polling of Greater London residents in order to support effective and impactful policy making and the development of strategies and programmes at City Hall. Services would be commissioned from November 2017 to October 2021 (inclusive). The contract will be agreed on a 4+1 year criterion, with a requirement on the GLA to serve one month's notice to terminate the contract. This will allow the contract to be extended for a year at a time or to be terminated at one month's notice at the request of the GLA.

1.5 Approval is sought to commission periodic online polls via a competitive tender among market research suppliers capable of providing this service for a London sample.

1.6 Programme requirements:

- a) Monthly poll of 1,000 Londoners, with the ability to boost the poll sample by 500 interviews for certain demographics groups.
- b) Ad hoc polls (approximately 6 per year) in order to provide the GLA with rapid public opinion results in order to respond to immediate / critical research priorities.
- c) Access to a complementary polling database tool to support audience segmentation, marketing and media planning.

2. Objectives and expected outcomes

2.1 Objectives:

- a) To commission a programme of opinion polling services that supports effective and impactful policy making; the development of strategies and programmes; and effective communications at City Hall during the next 48 months.
- b) To achieve value for money for the Authority by commissioning and managing this programme on behalf of multiple clients at the GLA.

2.2 Outcomes:

- a) To ensure that our work is informed by the views of Londoners from all sections of the community.

3. Equality comments

3.1 The Greater London Authority has an obligation under the Equality Act 2010 and the Public Sector Equality Duty to consider how its policies and decisions affect people who are protected under the act. Through polling a representative sample of Londoners, we will seek to understand any

differences in perceptions and experiences among specific groups and give due consideration to how best to meet their needs.

4. Other considerations

- 4.1 Risks and issues: The efficacy of online polling lies in a robust sample of respondents within the Greater London boundary. The technical evaluation assessment will require tendering companies to demonstrate that they are capable of providing online polling trends at the frequency that we require, and that they have the ability to boost the sample of respondents from different demographic groups.
- 4.2 Links to Mayoral strategies and priorities: This programme of research has been delivered since November 2016. There is a clear and demonstrable benefit for the development and implementation of strategies since November 2016. This period of evaluation has allowed the project sponsor and officers to reach the decision to commission a polling programme for the full term.
- 4.3 Links to the GLA group: The programme will be procured in a manner that enables functional bodies to have access to the services.
- 4.4 Impact assessments and consultations: The appropriate procurement process will be followed to ensure that the successful company complies with the GLA's equal opportunities requirements. Conducting surveys with a representative sample of Londoners will ensure that the GLA involves a broad constituency of people in our work. Consultation helps the GLA to make better informed decisions and make us more accountable to the public.

5 Financial comments

- 5.1 Approval is being sought for expenditure of up to £520,000 for the procurement of periodic online polling services to support effective policy making and the development of strategies and programmes at City Hall. DD2042 approved £130,000 in October 2016 to commission the service for the period of work leading up to the start of the new contract.
- 5.2 The contract will be awarded via a competitive tender process and will last 4 years from November 2017 to October 2021. Therefore the costs will be incurred over 5 financial years in 2017-18 (£54k), 2018-19 (£130k), 2019-20 (£130k), 2020-21 (£130k) and 2021-22 (£76k).
- 5.3 The costs will be funded from the Consultation Programme budget held within the Intelligence Unit.

6 Legal comments

- 6.1 The foregoing sections of this report indicate that:
 - 6.1.1 the decisions requested of the Mayor concern the exercise of the GLA's general powers to do such things as may be considered to be facilitative of or conducive or incidental to the discharge of its principal purposes; and
 - 6.1.2 in formulating the proposals 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 improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - (c) consult with appropriate bodies.

- 6.2 In taking the decisions requested, the Mayor must have due regard to the Public Sector Equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it and foster good relations between persons who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to section 3 (above) of this report.
- 6.3 Officers must ensure that the services required are procured by Transport for London 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 signed by the GLA and any such supplier(s) before the commencement of the provision of such services.

7. Planned delivery approach and next steps

- 7.1 The Opinion Research Team will manage the programme in order to ensure that all research undertaken delivers the high quality, robust insight required by clients across the GLA.
- 7.2 Procurement has been consulted and has advised there is no existing Lot on the TfL Market Research Framework that meets all of our requirements. Therefore we must proceed with a competitive tender process.

Activity	Timeline
Procurement of contract	September 2017
Award of contract	02 October 2017
Delivery Start Date	November 2017
Delivery End Date	October 2021

Appendices and supporting papers:

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? YES

If YES, for what reason: to allow a procurement process to be followed.

Until what date: November 2017 or until such a time as the contract has been awarded.

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:

Henry Hall has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

Jeff Jacobs has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Jack Stenner has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on the 18 April 2017

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. D. Elie

Date

18.4.17

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

D. Bellamy

Date

20/4/2017.

