

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2027

Title: Media Monitoring Service

Executive Summary:

The GLA press cuttings service was established in 2003 in order to deliver a focused, responsive and efficient media monitoring service. Originally, this entailed an in-house team of staff who were responsible for monitoring national and local regional newspapers, specialist publications and topical journals and magazines relating to the work and activities of the Mayor, Greater London Authority, Transport for London and London Development Agency.

This service was reviewed and market tested during 2010 as part of an efficiency drive across the GLA group. With developments in Media Monitoring the review indicated outsourcing would lead to financial savings across all users and continue to offer a responsive service.

A tender process was completed through Government's Central Office of Information and Precise was appointed to deliver a Media Monitoring service to the GLA, TfL and LDA until October 2013.

A pan-EU procurement exercise was completed during 2013. Crossrail and the Metropolitan Police Service joined TfL and GLA with this process.

In October 2013 a contract was issued to Precise (now Kantar) for a 2 year plus 1 plus 1 to service the GLA, TfL, Crossrail, and MPS, which expires 31 October 2017.

As such, we now seek approval of expenditure required to procure and purchase Media Monitoring services from 1 November 2017.

Decision:

That the Mayor approves:

(a) Receipt of £140k per annum from TfL, Crossrail, LLDC, LFEPA and the MPS towards the cost of the GLA media monitoring service; and

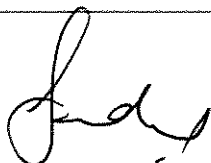
(b) Expenditure of £160k per annum on the GLA media monitoring service for an initial two year term commencing on 1 November 2017 with the option to extend for a further two years.

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 GLA Group press cutting service was established in 2003 in order to deliver a more focused, responsive and efficient media monitoring service. Originally, this entailed an in-house team of staff who were responsible for monitoring national and local regional newspapers, specialist publications and topical journals and magazines relating to the work and activities of the Mayor, Greater London Authority, Transport for London and London Development Agency.

1.2 In 2010 the in-house media monitoring service was reviewed and market testing completed in parallel with the in-house service. The conclusion was that comparable services were available at very competitive rate which would enable the bringing together of various media services currently provided by external companies across the GLA, London Development Agency (LDA) & Transport for London (TfL). The Mayor approved, under cover of MD570, the continuance of the tender process.

1.3 The GLA, LDA & TfL entered into arrangements with COI to procure the provision of media monitoring services that encompasses national & London local newspaper and journal cuttings, broadcast, internet and social media monitoring services, as well as media analysis services. The arrangement is primarily required in electronic formats for recipients within the GLA, LDA & TfL.

1.4 COI was a central purchasing body and had established a large portfolio of framework agreements (procured in accordance with EU and UK procurement legislation) including a framework for research and monitoring services and a framework for PR and Communications agencies. Public sector organisations such as the GLA could access this framework by contracting with COI for the procurement and delivery of such services.

1.5 COI offered a variety of value added services to public sector organisations ranging from assistance with running a procurement process to selecting an agency off their framework, advising on the preparation of media briefs and contract management.

1.6 COI completed the tender process and invited four companies to tender for this contract. From this exercise Precise was appointed through the COI to deliver a Media Monitoring Service to the GLA, TfL and LDA. This contract expired 11th October 2013.

1.7 The Metropolitan Police Service and Crossrail both joined the process when their own media monitoring contracts expired in 2013.

1.8 It was expected by extending the contract to include Crossrail and MPS it would attract companies to offer better rates.

1.9 A pan-EU procurement exercise was completed during 2013 to include a contract that would service the GLA, London Assembly, TfL, MPS and Crossrail.

1.10 In October 2013 a contract was awarded to Precise (now Kantar) for a 2 year plus 1 plus 1 to service the GLA, TfL, MOPAC, Crossrail, and MPS.

1.11 This contract expires on 31st October 2017. Following consultation with TfL procurement team and all options being explored it has been agreed to procure through Crown Commercial Services RM3708 Media Monitoring framework.

1.12 It has been shown that this framework holds a large choice of Media Monitoring companies all offering the relevant service required by the GLA group highlighting excellent financial rates.

1.13 To ensure the GLA group as a whole are receiving the best possible Media Monitoring Service at the most advantageous rates both the London Fire Brigade (LFB) and the London Legacy Development Corporation (LLDC) will be joining this procurement process.

1.14 LFB currently works with Precise (Kantar) on a month by month basis – although their present spend is only small, research highlighted there would be financial savings if they were to join our present contract.

1.15 LLDC is presently in contract with Precise (Kantar) which expires July 2017. Research highlighted that although LLDC work with the same company as the GLA group, their charges are higher and as such it will be financially advantageous for them to join the GLA group's contract.

1.16 The TfL procurement team have explored all options available and have concluded that procuring via the Crown Commercial Services RM3708 Media Monitoring framework will be the best option.

1.17 There will be the option to gain one-off services i.e. Social Media, Media Evaluation, internet monitoring, Media Contacts Database, Media Planning Tool and broadcast monitoring – these services will be invoiced on an ad hoc basis and managed directly by the relevant member of the GLA group requiring the service.

1.18 Although the whole of the GLA group will be taking part in this procurement process we will include rights in the contract to enable further group members to be able to use this contract.

1.19 Both Crossrail and LLDC are presently unaware if their services will continue for the next four years. As such we will include a in the contract to the scope and volume of the services to be scaled down during the term.

1.20 We have weighted the ITT stage towards the companies offering financial incentives with a 60 price /40 quality evaluation split.

2. Objectives and expected outcomes

2.1 To continue to operate the Media Monitoring service in compliance with GLA Code of Conduct and contractual requirements.

3. Equality comments

3.1 TfL Contract's and Framework Agreement's refers to "Equality Act 2010" which acknowledges that the Authority is under a duty under section 149 of the Equality Act 2010 to have due regard to the need to eliminate unlawful discrimination on the grounds of sex, marital or civil partnership status, race, sexual orientation, religion or belief, age, pregnancy or maternity, gender reassignment or disability (a "Relevant Protected Characteristic") (as the case may be) and to promote equality of opportunity between persons who share a Relevant Protected Characteristic and persons who do not share it.

3.2 In providing the Services, the Service Provider shall assist and cooperate with Authority where possible in satisfying this duty;

3.3 The TfL is under a duty by virtue of a direction under section 155 of the Greater London Authority Act 1999 in respect of section 40(2) of that Act to have due regard to the need to promote equality of opportunity for all persons irrespective of their race, sex, disability, age, sexual orientation or religion

4. Other considerations

- 4.1 The Mayor is committed to engaging with Londoners and the media is a vital route to communicate the plans and policies of the Mayor. To ensure that the GLA's communication strategy is effective, it is important to monitor media monitoring coverage of the GLA Group.
- 4.2 To be without this service leaves the Mayor/GLA group members at risk of not being able to respond to negative or incorrect media coverage in a timely manner.

5. Financial comments

- 5.1 The Media Monitoring contract will be procured for a maximum duration of four years from 1 November 2017. The annual contract costs are based upon usage and each member of the group will meet the cost of their usage directly during the duration of the contract. The proposed contract will have a break clause to allow any member of the group to terminate their use of the contract should the service be no longer required or the funding ceases.
- 5.2 The cost per annum of the Media Monitoring Service is estimated to be in the region of £160,000 and split across each member as follows:

GLA	£20,000
TfL	£30,000
Crossrail	£50,000
Met Police	£20,000
LLDC	£20,000
London Fire	£20,000
TOTAL	£160,000

- 5.3 The GLA will fund its annual costs from within the existing Media Monitoring budget (Press Office) held within the External Affairs Directorate.

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, falling within the GLA's statutory powers and duties, exercisable by the Mayor, to do anything facilitative of or conducive or incidental to the promotion of economic development and wealth creation, social development or the improvement of the environment in Greater London; 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 Any services required for the delivery of the programme must be 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 successful bidder(s) and the GLA before the commencement of such services.
- 6.4 Officers must ensure that appropriate, binding arrangements are put in place with TfL, Crossrail, LLDC, LFEPA and the Metropolitan Police Service for their provision of funding before placing reliance upon the same.

7. Planned delivery approach and next steps

Activity	Completion Date
Mayoral Decision	w/c 10 April 2017
Procurement Strategy Lite	w/c 10 April 2017
Prepare ITT documents	w/c 10 April 2017
Issue ITT documents	w/c 18 April 2017
AWARD Training for evaluators (if required)	Online
Deadline for ITT Clarifications	19th May 2017
Deadline for ITT Submissions	26th May 2017
ITT Evaluation	30th June 2017
Presentations	4th July 2017
ITT Consensus Meeting	7th July 2017
BAFO – Best And Final Offer	14th July to 21st July 2017
Prepare Commercial Award Recommendation	4th August 2017

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? YES

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

Until what date: 1 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:

Stephen Howell has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

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

✓

Mayoral Adviser:

David Bellamy 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 10 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. Elle

Date

10.4.17

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.