

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2228

Title: Pure Promoter Ltd – email marketing software

Executive Summary:

The GLA uses an external provider to carry out targeted email marketing campaigns about the work of the Mayor and London Assembly. Following a competitive procurement process in 2014, Pure Promoter Ltd (Pure 360) was successfully appointed as the GLA's supplier from April 2014 – March 2017.

Pure 360 is now fully embedded across the GLA and is being used by various teams. The GLA is happy with the performance of the provider and would like to continue to use Pure360 until the 31 March 2019, and requires approval to extend the contract.

Decision:

That the Assistant Director, External Relations approves:

1. Expenditure of up to £20,000 from 1 April 2018 to 31 March 2019 on Pure 360 to provide email marketing services and make strategic improvements to our email communications; and
2. A related exemption under the GLA's Contracts and Funding Code from the requirement to procure services competitively.

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: Emma Strain

Position: Assistant Director, External Relations

Signature:



Date:

8.5.2018

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. In 2014 the GLA undertook a competitive procurement process between five companies to appoint an email marketing supplier. Pure Promoter Ltd (Pure 360) was successful and was appointed as the GLA's supplier.
- 1.2. Pure 360 is fully embedded across the GLA. Pure 360 allows the GLA to be more strategic in how it communicates with Londoners to ensure that they only receive information that is relevant and of interest to them. It also assists the GLA in complying with the General Data Protection Regulation (GDPR) and tracking performance against its digital communications objectives.
- 1.3. The GLA has been using Pure 360 since August 2014. We are seeking approval of expenditure of up to £20,000 to continue use of Pure 360 from 1 April 2018 until 31 March 2019.
- 1.4. The original expenditure forecast of £20,000 from 1 April 2014 – 31 March 2017 was based on email marketing volumes prior to a more targeted and regular email marketing strategy being in place, so email volumes and frequency were much lower.
- 1.5. The GLA now has a structured email marketing programme and several teams across the GLA are using Pure 360, including the marketing and digital communications teams, arts and culture team, education and youth team, Team London, the London Assembly, the Public Liaison Unit, Intelligence Unit and Old Oak and Park Royal Development Corporation. The GLA sends, on average, 350 emails per year (4.6m individual emails sent).
- 1.6. Sending emails via Pure 360 is charged per email sent and the GLA's database has grown from c. 50k to c. 500k since 2014. The current estimates are based on the GLA communicating with the c. 500k contacts on a regular basis depending on what they have subscribed to.
- 1.7. Section 9 of the GLA's Contracts and Funding Code requires, where the expected value of a contract for services is between £10,000 and £150,000, the services required should be tendered or called off from an accessible framework. Section 10 provides however, that an exemption from this requirement may be approved where the proposed contractor has had previous involvement in a project or is to continue existing work which cannot be separated from the new project/work.
- 1.8. Email marketing software and services were procured competitively from Pure 360 in 2014. It is proposed that the service required now will continue to be delivered by Pure 360. This is because Pure 360 is fully embedded across the organisation and the work that it is required for (managing and sending email communications) has not changed, but rather has expanded further across the GLA. The service is currently used by the marketing and digital communications teams, arts and culture team, London Assembly, Team London, London Datastore and Talk London, and Old Oak and Park Royal Development Corporation. It is an essential tool for managing all the GLA's email marketing communications and to deliver its digital communications objectives. This service will be reviewed, in the context of wider strategic reviews, to take into consideration future priorities and to ensure that it continues to offer the best value for money.
- 1.9. The total value of the GLA's contract to date, with this ADD included, will be £77,429 across DD1209, ADD2009 and ADD2096.

- 1.10. Officers consider therefore, that because of Pure 360's previous involvement, best value would be secured by the proposed award of contract to Pure 360. The Assistant Director's approval of an exemption from the requirement of section 9 of the GLA's Contracts and Funding Code to tender for the services required or call them off from an accessible framework is sought accordingly.

2. Objectives and expected outcomes

- 2.1. The objective of using Pure 360 is to enable the GLA to be more strategic and holistic about how it manages email communications. It ensures that our approach reflects audience requirements, such as mobile friendly, relevant and meaningful content.
- 2.2. The intention is to use Pure 360's simple-to-use platform to continue growing our email programme, working collaboratively with them to ensure that we're innovating and improving the service we offer to Londoners.

3. Equality comments

- 3.1. Under s149 of the Equality Act 2010, as a public authority the Mayor must have due regard to 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) and foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 3.2. The construction of all GLA marketing and communications activity is to take into consideration the audience for which the activity is aimed at. In every case, materials are assessed to ensure they are fully accessible and in line with the public sector equality duty.

4. Other considerations

Key risks and issues

- 4.1. The success of the GLA's email marketing strategy relies on having a simple-to-use, effective email marketing service. The risk of not employing Pure 360 is that it would disrupt the operative processes embedded into the GLA for the last three and a half years, the collaborative procedures followed by staff and the successes delivered to date. A new procurement process would also require additional resource and budget, which is unnecessary.

Links to Mayoral strategies and priorities

- 4.2. This work is linked to the GLA's core business objectives to:

- Increase awareness of the work of the Mayor, the London Assembly and the GLA are doing on behalf of Londoners.
- Increase understanding, engagement and participation in key projects, events and campaigns.
- Increase Londoners' opportunities to access and influence London government.

Impact assessments and consultations

- 4.3. The Marketing and Digital Communications Teams, Arts and Culture Team, Team London, the London Assembly's External Relations Team, Public Liaison Unit and the Intelligence Unit all use Pure 360 successfully to deliver email marketing content. At this stage, External Relations is content to continue this multi-year contract through to the end of March 2019.

5. Financial comments

- 5.1 The proposed contract cost of up to £20,000 will be contained within the existing 'Marketing & Brand' budget held within the External Affairs Directorate for 2018-19.

6. Legal Comments

- 6.1 Section 9 of the GLA Contracts and Funding Code (the "Code") requires the GLA to call off the services required from an accessible framework or conduct an advertised tender. However, the Assistant Director may approve an exemption from this requirement under Section 10 of the Code upon certain specified grounds. One of those grounds is where the proposed provider has had previous involvement in a project or is to continue existing work which cannot be separated from the new project/work. Officers have indicated in section 1 of this report that this ground applies and that they are satisfied the proposed contract continues to afford value for money.
- 6.2 In taking the decisions requested, the Assistant Director must have due regards 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) 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 Assistant Director should have particular regard to section 3 of this report.

7. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	August 2014
Announcement [if applicable]	August 2014
Delivery Start Date [for project proposals]	April 2018
Delivery End Date [for project proposals]	March 2019
Project Closure: [for project proposals]	March 2019

Appendices and supporting papers:

DD 1209
ADD 2009
ADD 2096

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

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:**

Natasha Hutchinson has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant– Legal teams have commented on this proposal as required, and this decision reflects their comments.

Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 8 May 2018.

HEAD OF FINANCE AND GOVERNANCE:

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

Signature:



Date:

08.05.18

