

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2042

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 12 months.

Decision:

The Executive Director approves expenditure of up to £130,000 for the period Nov 2016 – Oct 2017 and competitive procurement of periodic online polling services to support effective and impactful policy making and the development of strategies and programmes at City Hall.

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: Jeff Jacobs

Position: Executive Director
Communities and Intelligence

Signature:



Date: 13/09/2016.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

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).
- 1.3 As the GLA is alunching into the revision of the Mayoral statutory Strategies, there is now a particular requirement to provide robust opinion research insight to inform their development and neither the methodology, capacity, nor frequency of the current polling programme is adequate for our present market research requirements. We need to ensure that robust representative polling of Londoners can properly serve the needs of the Mayor's Office, policy teams and External Relations.
- 1.4 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. The cost of a 12 month contract is anticipated to be approximately £130,000.
- 1.5 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 profiles tool to support audience segmentation 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 12 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) 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.
 - b) 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. In 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

- a) 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.
- b) Links to Mayoral strategies and priorities: This programme of research is being commissioned to support the development of strategies, which will largely take place during the next twelve months. During this time, officers will evaluate the polling programme delivery and assess requirements for opinion research for the rest of the Mayoral term. At this point, we feel unable to commission a polling programme for the full term.
- c) 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 £130,000 for the procurement of periodic online polling services to support effective policy making and the development of strategies and programmes at City Hall. A DAR for £10,000 was completed in August 2016 to commission ad hoc surveys up to the start of the new contract.
- 5.2 The contract will be awarded via a competitive tender process and will last 12 months from November 2016 to October 2017. Therefore the costs will be incurred over 2 financial years in 2016-17 (£54k) and 2017-18 (£76k).
- 5.3 The costs will be funded from the Consultation Programme budget GG.0220.006.001 held within the Intelligence Unit.

6. Legal comments

- 6.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act'), the GLA, after appropriate consultation, is entitled to do anything that will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment.
- 6.2 Furthermore, section 34 of the Act allows the GLA, to do anything which is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA. In this case, the procurement of a market research supplier to provide polling of Londoners

in relation to the GLA's policies may be viewed as being calculated to facilitate and conducive and incidental to all of GLA's various functions.

- 6.3 As in the case of all GLA-run procurements, the tender for the market research services should be carried out in accordance with the requirements of the GLA's Contracts and Funding Code.

7. Planned delivery approach and next steps

- 7.1 The periodic polling programme will be managed by Christine Wingfield in the Opinion Research Team. Colleagues from GLA Marketing will work with the Opinion Research team to develop the tender specification and to evaluate the tender documents.
- 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 2016
Award of contract	Mid-October 2016
Delivery Start Date	November 2016
Delivery End Date	End October 2017

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: (a date is required if deferring) 30 November 2016 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:

Christine Wingfield has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Andrew Collinge 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. Allce

Date

12.9.16

