

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2246

Title: Developing effective communications from City Hall

Executive Summary:

We wish to commission research to identify citizen preferences for communications from City Hall in order to ensure that our communications with all Londoners are successfully delivered in the most resource-efficient way

Decision:

That the Assistant Director for Intelligence and Analysis approves:

expenditure of £25,000 for qualitative research services that identifies citizen preferences for communications from the Mayor and City Hall.

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: Jeremy Skinner

Position: Assistant Director, Intelligence and Analysis Unit

Signature:



Date:

19.7.2018

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The Mayor has a role as a spokesperson for London, both in communicating around issues under direct control of City Hall and those wider issues which affect Londoners. We are looking to conduct opinion research to understand how best to communicate with Londoners with message and tone that resonates and encourages engagement and awareness in the work of City Hall.
- 1.2 In the last few years a number of external events have required City Hall to communicate with all Londoners in a clear and effective way in order to promote a response to events. The response that City Hall communicates with Londoners can have a significant impact on the ongoing sequence of events. The last few years have also seen a number of different policy areas devolved to London. This new research will help us formulate a communications strategy around some of these key areas. This research will help determine the most effective and efficient communications City Hall can have with Londoners. It will also provide value for money for City Hall by allowing communications to be streamlined to only include the most effective messaging for a given situation.
- 1.3 In June 2016 the GLA Opinion Research and Statistics team commissioned 2CV Ltd to undertake qualitative research to help inform communications in relation to the consultation of the Mayor's statutory strategies (Developing effective communications on the statutory strategies; ADD2003). This research provided vital insights into how best to talk about the consultation process for these strategies, and how to communicate the measures that lie within these strategies.
- 1.4 We will commission a supplier to undertake qualitative research that directly identifies citizen preferences for communications from the Mayor and City Hall in order to ensure that our communications with all Londoners is successfully delivered. We will request that the successful agency advise on methodology to achieve this objective.
- 1.5 We know from existing research that different groups of Londoners are less aware of the work of City Hall and are less engaged with communications from City Hall. This research will discuss key issues that City Hall is focusing on with Londoners through qualitative research to understand the best ways of communicating messages with the public in ways that will engage a broad cross section of Londoners.

2. Objectives and expected outcomes

Objectives:

- 2.1 Commission a research agency to deliver a short programme of qualitative research that provides insight as to citizen preferences for communications in relation to work of City Hall and issues that affect Londoners
- ##### **Outcomes:**
- 2.2 The insight will be used to develop and support our communication and outreach plans, and deliver recommendations for creating engaging content.
 - 2.3 The insight will be used to streamline existing marketing and comms outputs, to ensure that the most efficient external communications is being delivered by City Hall.

- 2.4 Improved communications and engagement with Londoners in relation to the work of City Hall will ensure that Londoners are aware of the opportunity and benefits of engaging with our work. Clear examples are the importance of getting the tone and messaging correct around serious youth violence, or promoting opportunities for Londoners to access support from City Hall.

3. Equality comments

- 3.1 A sample of Londoners from a variety of backgrounds will be recruited for this research, with consideration of the Public Sector Equalities Duty (PSED).
- 3.2 The research will include participation from:
- A varied cross section of the London population, with reference to the characteristics under the PSED, as advised by the successful research agency; and
 - Groups with whom the GLA presently has limited engagement with, including those who are considered 'hard to reach' or generally disengaged with activity from City Hall.
- 3.3 This will ensure that City Hall is able to produce communications that appeals to, and enables all Londoners to engage with the work of the Mayor.
- 3.4 There is not anticipated to be any specific impact on Londoners with protected characteristics.

4. Other considerations

- 4.1 The risks of opinion research are generally rooted in methodological decisions, in terms of ensuring that a breadth of Londoners' views are taken into account. The method we will commission will look at a varied sample of Londoners ensuring that we get a range of opinions and discussion, whilst also including elements that focus on groups we know are not currently well engaged with the work of City Hall.
- 4.2 This research will engage a broad range of Londoners in determining how we can best communicate with them around City Hall's priorities.

5. Financial comments

- 5.1 Approval is sought for expenditure of up to £25,000 for qualitative research services. The cost will be funded as follows:
- £12,500 from the 2018-19 Central Marketing Budget within the External Affairs Directorate
 - £12,500 from the 2018-19 Cross-Cutting Research within Communities and Intelligence Directorate

6. Planned delivery approach and next steps

NB: dates to be confirmed with successful research agency

Activity	Timeline
Procurement of contract	18 th – 20 th July
Announcement	N/A
Delivery Start Date	w/c 20 th August
Main milestones	Recruitment: 23 rd July – 17 th Aug Research: w/c 20 th August Report: w/c 27 th August
Delivery End Date	End of August
Project Closure	End of August

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: Releasing information in relation to budget may prejudice the procurement process.

Until what date:

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:**

Henry Hall 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 16 July 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:

17.07.18

