

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2146

Title: Economic Development Strategy 2017-18

Executive Summary:

This DD seeks approval for expenditure of up to a maximum of £133,500 on the development, consultation, design and launch of the Mayor's Economic Development Strategy (EDS). Spend will take place over 2017-18 and the first half of 2018-19, in accordance with the timescale for the launch of the EDS.

Decision:

That the Executive Director for Development, Enterprise & Environment approves expenditure of up to £133,500 to deliver the EDS through the elements set out in section 2 of this report.

AUTHORISING DIRECTOR

I have reviewed the request and I am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Fiona Fletcher-Smith

Position: Executive Director Development, Enterprise & Environment

Signature:



Date:

24.7.17

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Section 333F of The Greater London Authority Act 1999 requires the Mayor to prepare and publish an Economic Development Strategy for London, including appropriate consultation as follows:-

333F Economic development strategy for London

- (1) The Mayor shall prepare and publish a document to be known as the “Economic development strategy for London”.
- (2) The Economic development strategy for London is to contain —
- (a) the Mayor’s assessment of the economic conditions of Greater London, and
 - (b) the Mayor’s policies and proposals for the economic development and regeneration of Greater London, including the Mayor’s strategy for—
 - (i) promoting business efficiency, investment and competitiveness in Greater London,
 - (ii) promoting employment in Greater London, and
 - (iii) enhancing the development of skills relevant to employment in Greater London.

The references in this subsection to Greater London include its rural parts as well as its non-rural parts.

- (3) In preparing or revising the Economic Development Strategy for London the Mayor must consult—
- (a) such persons as appear to the Mayor to represent employers in Greater London, and
 - (b) such persons as appear to the Mayor to represent employees in Greater London.

- 1.2 Publication of the strategy requires a budget to fund underpinning research, consultation and engagement activities, design, launch and printing costs, as set out in section 2 below.

2. Objectives and expected outcomes

- 2.1 The publication of the Mayor’s EDS will provide the overarching framework for the GLA’s policies and work on economic development in London for the period 2018-41. This strategy is a call to action to everyone with a stake in the future of London’s economy to get behind the Mayor’s vision for the economy, to help sustain London’s position as the world’s greatest city for business, and to ensure that the proceeds of economic prosperity are more fairly distributed.
- 2.2 The table below sets out the activities involved in the development and publication of the EDS and indicates the maximum overall costs and budgets from which the funding will be drawn for each activity:-

Activity	Overall Cost £X	Delivery start date
Infrastructure funding pot (43.5k):		
Research into future trends driving growth over the next five years (focus on Artificial Intelligence) and visuals for the EDS	33.5k	September 2017
Commission easy read version of the strategy	5k	September 2017
Printing and any additional design costs	5k	September-October 2017

of draft strategy		
LEAP (60k):		
Consultancy support to analyse the formal consultation responses	40k	December 2017
Consultation with Londoners (including insights research and roundtables)	15k	October-December 2017
Video production of EDS for draft consultation	5k	September 2017
Skills (30k):		
Printing final strategy	5k	May 2018
Launch costs of draft and final EDS	10k	October 2017 and May 2018
Design costs for final strategy	5k	March/April 2018
Additional research requirements (contingency)	5k	February 2018
Final video production	5k	March/April 2018
TOTAL	133,500	

2.1 This work programme will contribute to:

- The development of EDS policies and outcomes, through commissioning research into future trends, including artificial intelligence and the implications for London's future economy.
- Complying with consultation requirements, through commissioning consultancy support to ensure efficient analysis of the formal consultation responses¹ and a launch budget to engage Londoners and businesses in the draft and final strategies.
- Complying with equality considerations, through commissioning an 'easy read' version of the strategy, through printing the strategy (for those who do not have online access), producing a video to engage Londoners who would not usually be engaged in strategy development, and additional consultation work in collaboration with the LEAP to engage Londoners who would usually be harder to reach.
- The production of the EDS through making provision for design costs, including infographics and other visuals.

3. Equality comments

3.1 Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due Regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.

3.2 Gender Equality and Equal Opportunities are enshrined within the GLA's programmes and activities according to the Mayor's Framework for Equal Life Chances (June 2014) and the new mayor's forthcoming Diversity and Inclusion Strategy. The framework aims to bring Londoners together rather than dividing them. It promotes outcomes for a diverse range of communities that seek to bring real changes to the quality of life for all Londoners. The development and production of the EDS will be informed by an Integrated Impact Assessment, which includes consideration of equalities.

3.3 The EDS will look to maximise its positive impact on equality for all Londoners through policies related to 'economic fairness' such as:-

- Challenging gender inequality in employment and skills acquisition.
- Promoting exemplary standards in pay and employment rights for workers.

¹ Consultancy support to analyse the formal consultation responses is justified on the grounds of the volume of responses expected to be received due to the level of pre and formal consultation engagement.

- Seeking to expand opportunities for people with disabilities to work and gain skills.

3.4 Securing the budget of £133,500 will enable the Mayor to widen engagement and consultation plans during the development of the strategy - demonstrating his commitment to lead the most engaged and accessible administration. These plans include:

- Consultancy support to analyse the formal consultation responses;
- The production of a video to engage Londoners in the key messages of the strategy;
- Commissioning an 'easy read' version of the strategy;
- Printing the strategy, for those who do not have online access;
- Consultation work in collaboration with the LEAP and the GLA's Opinions Research team to engage Londoners who would usually be harder to reach;
- A launch budget to engage Londoners and businesses in the draft and final strategies.

4. Other considerations

4.1 Key risks and issues

4.1.1 There is a risk that not all Londoners and businesses will feel engaged in the strategy and its development. This risk is being mitigated through requesting a budget to commission additional consultation and engagement activities, and through close working with GLA's Communities & Intelligence (in particular the Opinions Research team and the Diversity and Social Policy team), experts on the LEAP and others to ensure we reach out to groups that would not usually be easily reached.

5. Financial comments

5.1 The estimated cost up to £133,500 for this strategy will be funded from the Infrastructure & Skills budgets held within the Economic Business Policy Unit (£73,500) and the LEAP Strategies budget (£60,000) for 2017-18.

6. Legal comments

6.1 The decisions requested fall within the GLA's statutory powers and concern the exercise of the duty under s 333F of the GLA Act 1999 to prepare and publish a EDS covering the matters indicated in paragraph 1 above. The Strategy should be developed in accordance with the requirements of section 41 including the duty to have regard to (amongst other things) to Government policies, the impact on the four cross cutting themes of climate change, health and health inequalities and sustainable development and the need for the Mayor's strategies to be consistent with one another. . An equalities impact assessment, as part of an integrated impact assessment, will be prepared and will assist in demonstrating compliance with the public sector equality duty mentioned at paragraph 3.1 above. The draft Strategy will be subject in due course to public and stakeholder consultation under section 42. After consideration of consultation responses the Mayor will be asked to approve a final text for the Strategy which will then be submitted to the Assembly, which has the opportunity to reject it by a two-thirds majority of votes cast.

6.2 Section 2 of this report indicates that the expenditure of £133,500 amounts to payment for supplies and services. Officers must ensure that services or supplies required 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. Officers must liaise with Transport for London Procurement in this regard and ensure that appropriate contracts are put in place between and executed by the GLA and the successful bidders before the commencement of any such services or supplies.

7. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract	August 2017 + (multiple contracts)
Announcement	n/a
Delivery Start Date	September 2017
Delivery End Date	May 2018
Project Closure	May 2018

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

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 to
confirm the
following (✓)

Drafting officer:

Catherine Glossop has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Mark Kleinman has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 17 July 2017

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. D. Allce

Date

18.7.17