

GREATER **LONDON** AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD328

Title: City Hall Video

Executive Summary:

As part of the GLA's public information programme, Public & Community Engagement is looking to produce a City Hall Video to help improve Londoners' understanding of the London government structure, roles and responsibilities of the Mayor and London Assembly as well as the relationship between the GLA and other organisations in the GLA Group. The video will be informed by the City Hall leaflet and will also support the GLA Education/Citizenship Programme.

Decision:

The Head of Service approves expenditure of up to £13,500 to procure and commission the development and production of a City Hall Video to communicate the role of the Mayor and the London Assembly as part GLA's public information programme.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

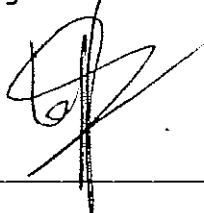
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Paul Igbokwe

Position: Head of Public and Community Engagement Unit

Signature:



Date:

10/07/2015

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 A strategic review at the GLA which included primary quantitative and qualitative research, including discourse analysis of mainstream and social media channels and focus groups, identified an opportunity to further educate Londoners about the role of the Mayor and London Assembly and how the various bodies represent Londoners, what their respective roles are and what it means for the city.
- 1.2 There is a strong sense from Londoners that they want to understand more about how London is governed and it is important to do so in order for them to effectively access the work of London's government and the associated benefits.
- 1.3 Clearer information on the structure and responsibilities of the GLA and how the organisation relates to national and local government will inform and engage Londoners. This should be communicated through a wide variety of channels, such as the GLA website, social media channels and information at City Hall, so that as many people as possible can access and benefit from it.
- 1.4 Work so far includes:
- Production of a City Hall leaflet, distributed through GLA channels
 - A new suite of social media accounts
 - Refreshed content on the GLA's website
- www.london.gov.uk/mayor-assembly
www.london.gov.uk/get-involved
- 1.5 The GLA is looking to create an educational video to reinforce the content provided in the City Hall leaflet. The aim would be to reach a wider online audience and encourage engagement with the video and our City Hall channels (social, website). The cost of this will be £13,269.85

2. Objectives and expected outcomes

- To increase Londoners awareness and understanding of the set-up and role of City Hall, including the GLA, Mayor and London Assembly as part of the Mayor's commitment to open, accessible and transparent government
- To Improve City Hall's engagement with Londoners and beyond
- To Improve City Hall's digital offer

3. Equality comments

- Ensure that London's diversity is represented in the video visually
- Ensure that video is accessible in line with The GLA's Equality Duty

4. Other considerations

- 4.1 This piece of work will help to meet the following strategic plan objectives:

- Strategic plan: “Consulting and informing staff, Londoners and other stakeholders about GLA priorities and plan.”
- Strategic plan: “Ensure that London’s strengths are promoted effectively.”
- Strategic plan: “Riding the wave of digital engagement.”

- 4.2 A clearer understanding of the structure and roles within London’s government will empower Londoners to engage with the work of the Mayor and London Assembly and wider GLA group and increase their ability and readiness to access the associated benefits.
- 4.3 The work will be undertaken in consultation with teams across the GLA, including the London Assembly.
- 4.4 The risk to not undertaking this piece of work is that there is a continual decline in those who are informed about the work of the Mayor, which in turn means we are not delivering our strategic aims and not keeping Londoners aware of our work.

5. Financial comments

- 5.1 The expenditure of up to £13,500 on the procurement and commissioning of the City Hall Video will be funded from the existing 2015-16 Public and Community Engagement Unit programme budget.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	FY15/16
Announcement [if applicable]	n/a
Delivery Start Date [for project proposals]	FY15/16
Final evaluation start and finish (self/external) [delete as applicable]:	FY15/16
Delivery End Date [for project proposals]	FY15/16
Project Closure: [for project proposals]	FY15/16

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? NO

If YES, for what reason:

Until what date: (a date is required if deferring)

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 (✓)

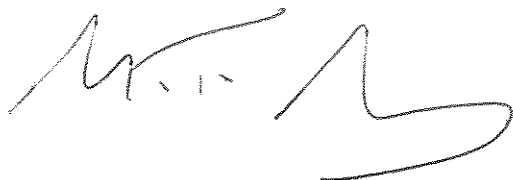
Drafting officer: Richard Nicholson has drafted this report in accordance with GLA procedures and confirms that Finance and Legal have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:



Date:

10.07.15