

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2003

Title: Developing effective communications on the statutory strategies

Executive summary

The Mayor has responsibility for seven statutory strategies. The Greater London Authority (GLA) wishes to undertake research to identify citizen preferences from the Mayor in order to ensure that its communications with Londoners is successfully delivered on this topic.

Decision:

That the Head of Finance and Governance approves GLA expenditure of £25,000 for qualitative research services which identifies citizen preferences for communications from the Mayor.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

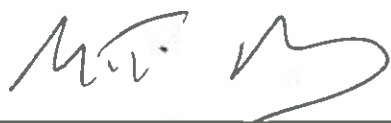
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Tom Middleton

Position: Head of Finance and Governance

Signature:



Date:

10.06.16

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The Mayor has responsibility for seven statutory strategies. When prepared, a statutory duty exists to consult a number of bodies before final publication of the strategies¹. It is also considered good practice to communicate messages about GLA activity to Londoners and to reflect their views in policy making. There is therefore an opportunity to improve the GLA's approach to communicating core messages to Londoners so as to encourage them to get involved in the work of the Mayor.
- 1.2 The GLA wishes to commission 2CV Ltd from the Transport for London Market Research Framework to undertake qualitative research which identifies citizen preferences for communications from the Mayor to ensure that its communications with Londoners is successfully delivered.

2. Objectives and expected outcomes

Objective

- 2.1 Via the Transport for London Market Research Framework, to commission 2CV Ltd to deliver a short programme of qualitative research that provides insight as to citizen preferences for communications in relation to the Mayor of London's statutory strategies and priorities.

Outcomes

- 2.2 The insight will be used to develop and support the GLA's communication and outreach plans, and deliver recommendations for creating engaging content around the Mayor's strategies and priorities.
- 2.3 Improved communications and engagement with Londoners in relation to the Mayor's statutory strategies and priorities will ensure that Londoners are aware of the opportunity and benefits of engaging with the GLA's work.

3. Equality comments

- 3.1 The qualitative research will include participation from:
- A broad cross section of the London population; and
 - Groups with whom the GLA presently has limited engagement with, including those who are considered 'hard to reach'.
- 3.2 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.

¹ Statutory consultees are as follows: the **London Assembly** (which also has a power to reject the statutory strategies with a two thirds majority); the **GLA's functional bodies**; the **London boroughs**; and other stakeholders that the Mayor considers appropriate, which should include groups representing **business, voluntary groups** benefitting London, groups representing **racial, ethnic and national stakeholders** and groups representing **religious communities**.

4. Other considerations

- a) 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 which the GLA will commission will look at a pan-London sample ensuring that the GLA gets a range of opinions, whilst also including elements that focus on groups which are not currently well engaged in this work.
- b) This work links directly to the communication of the Mayor's statutory strategies by enabling them to be communicated in a way that is engaging to Londoners, thus facilitating engagement of citizens with the development of statutory strategies and priorities.
- c) This research will engage a broad range of Londoners in determining how the GLA can best communicate with them around its priorities for the next four years, and as such will support the consultation process around strategy development.

5. Financial comments

- 5.1 The anticipated cost of the project is £25,000 and will be funded from the strategies budget code of GF.0701.005 within the Governance Team.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	N/A: Single supplier on TFL Market Research Framework.
Announcement [if applicable]	N/A
Delivery Start Date [for project proposals]	20 th June
Main milestones	21 st June: Recruitment 5 th -22 nd July: Research 29 th July - Report
Delivery End Date [for project proposals]	End July
Project Closure: [for project proposals]	End July

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:**

Christine Wingfield 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.

HEAD OF FINANCE AND GOVERNANCE:

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

Signature:



Date:

10.06.16