

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2238

**Title: Together Creative contract for Thrive LDN Campaign 2018**

### Executive Summary:

This decision form seeks approval to commission Together Creative to develop the Thrive LDN 2018 Campaign. The campaign is due to launch on 2 July.

In 2017-18, the Health & Communities team commissioned Together Creative several times to design, develop and produce various brand assets and collateral for Thrive LDN, including design of the 'Are we OK London?' campaign. It also requests a related single source exemption from the GLA's Contracts and Funding Code.

### Decision:

That the Assistant Director of Health, Education & Youth approves:

1. Expenditure of £50,000 to design and develop the Thrive LDN's 2018 Campaign.
2. A related single source exemption from the GLA's Contracts and Funding Code to commission the above services from Together Creative without procuring competitively.

### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

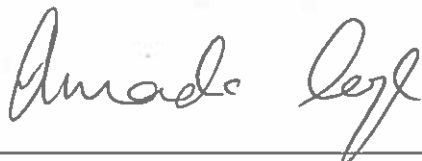
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Amanda Coyle

**Position:** Assistant Director of Health,  
Education & Youth

**Signature:**



**Date:** 12/6/18

## PART I - NON-CONFIDENTIAL FACTS AND ADVICE

### Decision required – supporting report

#### 1. Introduction and background

- 1.1 Thrive LDN is a citywide movement to improve the mental health and wellbeing of all Londoners. It is supported by the Mayor of London and led by the London Health Board. Our partners include Greater London Authority, Healthy London Partnership (NHS England London & all London CCGs), Public Health England (London region), London Councils and several national mental health charities, such as Mental Health Foundation and Time to Change, and businesses, such as Barclays.
- 1.2 In July 2017 we launched Thrive LDN: towards happier, healthier lives, a summary of our work engaging with hundreds of experts by profession and by experience across London's public, charitable and business sectors to identify what would make a difference to Londoners' mental health and wellbeing. At the same time, we launched the public-facing Are we OK London? campaign, to begin an open conversation with Londoners about mental health and wellbeing. Our campaign is thriving and we generated over 420,000 interactions during summer 2017 alone. As a result of our campaign, the Thrive LDN team is working with partners on several projects across London in 2018-19.
- 1.3 As Thrive LDN is a partnership across several different agencies, it was decided that an independent agency would be commissioned to develop the brand and related assets for Thrive LDN, rather than the in-house team of a particular partner. In 2017-18, Thrive LDN, through the Health team, commissioned Together Creative several times to the value of £60,000. This was for:
  - Visual identity for Thrive LDN
  - Various brand assets and collateral
  - Collateral for several campaigns, including the Are we OK London? Campaign
  - Thrive LDN website
  - Several print and digital publications
- 1.4 GLA's total contribution to Thrive LDN this financial year is £1,295k. £875k has been approved through MD2265. This is for:
  - £375k to deliver Youth Mental Health First Aid training in London schools
  - £500k additional funding for Young London Inspired programme (this will have been allocated to the Team London budget)
- 1.5 Of the remaining budget, £70k is for a G9 post (Senior Policy & Programme Officer – Mental Health) and £350k is being progressed through the wider Health MD for:
  - £50k to deliver Campaign
  - £25k to deliver Thrive Festival
  - £100k to deliver Young London Inspired programme
  - £60k to deliver Employment & Mental Health projects
  - £105k to deliver Inequalities & Mental Health projects
  - £19k to support programme delivery
- 1.6 Other partner contributions to Thrive LDN total £311k non-pay and a dedicated team, provided by Healthy London Partnership, of six people. Although no other partner is contributing non-pay budget to support the campaign, delivery sits with the Thrive LDN team hosted and provided by Healthy London Partnership.

- 1.7 The GLA is seeking a single source exemption from the GLA's Contracts and Funding Code to commission Together Creative to develop Thrive LDN's 2018 campaign to the value of £50,000 without procuring competitively and a single source justification form is attached with this report.

## **2. Objectives and expected outcomes**

- 2.1 The objective of the work is to design, develop and launch Thrive LDN's 2018 campaign. It is proposed that the campaign runs for a 16-week period from 2 July to 21 October 2018. Within this, we intend to develop sub-themes for the campaign to enable us to highlight different areas of Thrive LDN activity. Therefore, we intend to split the campaign into the following phases:
- 2 Jul to 29 Jul: Thriving Lives – targeted activity to address mental health inequity and disproportionality
  - 30 Jul to 26 Aug: Thriving Communities – localised activity that is best embedded within and led by communities
  - 27 Aug to 21 Oct: Thriving City – citywide activity that is best done at scale:
    - 27 Aug to 9 Sep: thriving at work
    - 10 Sep to 23 Sep: a zero suicide city
    - 24 Sep to 21 Oct: young Londoners' mental health
  - By end of 2018: Campaign evaluation
- 2.2 The commission would include:
- Development of Thrive LDN website ([www.thriveldn.co.uk](http://www.thriveldn.co.uk))
  - Concept and collateral development for five digital campaigns
  - Adaptable versions of campaign collateral for local authorities and other partners
  - Eight print and digital publications
  - Concept and collateral development for poster campaign
  - Concept and collateral development for one cultural festival

## **3. Equality comments**

- 3.1 Thrive LDN aims to be inclusive of the diversity of London's communities, with a particular focus on addressing inequalities and the wider social determinants that contribute to people developing poor mental health. Within this, we know that there are certain demographics that are at greater risk of developing poor mental health (BAME, LGBT, young Londoners, Londoners on low or no income) and Thrive LDN works with these communities closely. The plan for Thrive LDN's Campaign this year is for it to begin with a focus on "identity, inequalities and mental health" and through this we will increase our engagement with communities at greater risk of poor mental health.

## **4. Other considerations**

- 4.1 The main justification for a single source exemption from the GLA's Contracts and Funding Code is that, having worked with Thrive LDN for the past 12 months, Together Creative have established a detailed understanding of Thrive LDN that no other creative studio would be able to demonstrate. Furthermore, this knowledge is vital to the success of the campaign and we therefore see no other option.

- 4.2 Together Creative have produced exemplary work to date and demonstrate value for money. Commissioning an alternative creative studio would risk the quality of outputs, as there would be little guarantee up front that an alternative studio could match the quality of work delivered so far. Together Creative offer Thrive LDN a competitive price, that comes with significant in-kind expertise and support outside of commissioned work. More information and further justifications can be found in Appendix A.
- 4.3 Thrive LDN's 2018 Campaign is due to launch on 2 Jul. To tender the contract and test the market would significantly reduce our lead in times for the campaign and risk missing the 2 July launch. Thrive LDN is a priority of both the Mayor of London and the London Health Board. Due to a successful year in 2017-18, partner and stakeholder expectations are high. The Campaign is our flagship project each year and if it does not deliver as expected, we risk worsening relationships with partners and stakeholders.
- 4.4 As with last year, the Campaign will be subject to user-testing through the development process and will be tabled at the London Health Board on 27 June. Thrive LDN carries the 'supported by Mayor of London' brand and, therefore, all creative assets will be approved by the GLA marketing team.

## 5. Financial comments

- 5.1 The expenditure of £50,000 will be funded from the 2018-19 Mental Health Programme budget held with Communities and Intelligence Directorate.

## 6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	w/c 21 May 18
Announcement [if applicable]	n/a
Campaign development	28 May to 29 Jun
Campaign live	2 Jul to 21 Oct
Evaluation published	28 Dec
Project Closure	28 Dec

## Appendices and supporting papers:

Appendix A: Single source justification

**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:**

Dan Barrett 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.

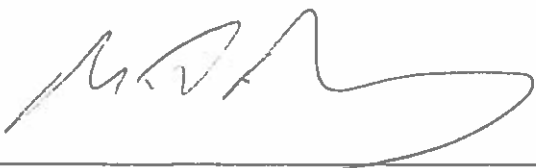
**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 11 June 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:**

11-06-18

