

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2210

Title: The Women We See research for Behind Every Great City campaign

Executive Summary:

As part of the Mayor of London's overall commitment to tackling gender inequality, approval is sought to commission research on the portrayal of gender in advertising in London to provide an objective look at both women and men's views of advertising. The research would launch a Mayor of London and TfL advertising competition that invites brands to submit advertising creative with a positive and diverse representation of women. The aim would be to highlight the issues around the representation of women in advertising that are still present today and to encourage brands and the industry to portray women positively and accurately. This is part of the Mayor's 2018 campaign #BehindEveryGreatCity approved previously via MD2099.

The research would be carried out by UCL and part sponsored by Exterior and JC Decaux who jointly manage the TfL advertising estate.

Decision:

That the Assistant Director of External Relations approves:

1. Expenditure of up to £20,000 to pay for a research project on the portrayal of gender in advertising in London, providing an objective look at both women and men's views of advertising.
2. Expenditure of up to £20,000 for polling, video content for press / social media, and design costs for the final research report.
3. Receipt of £29,000 in sponsorship from Exterior and JCDecaux towards the cost of the above, making the net cost of the project to the GLA £11,000.
4. An exemption from the Contracts and Funding Code to award the research contract directly to UCL, noting that the sponsor income has been achieved based on the UCL proposal.

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: Emma Strain

Position: Assistant Director of External Relations

Signature:



Date:

6. March 2018

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. MD2099 approves £1m expenditure on marketing and engagement campaigns for the GLA. The PR agency, Freuds, was procured via a competitive process for the Mayor of London's Behind Every Great City campaign. The campaign highlights London's story in the history of the women's suffrage and equality movement, celebrating significant milestones and achievements while identifying and tackling barriers to women fulfilling their potential.
- 1.2. One strand of the campaign is the 'Women We See' research, which will launch a diversity of women in advertising competition from the Mayor of London and TfL. Freuds assessed all of the leading London universities to identify the best research partner. Freuds recommended UCL because they have a strong gender studies department, their experience best matched the research brief and they were responsive and receptive to working on the project.
- 1.3. The total cost of the work is £40,000, £29,000 of which is being covered by sponsorship from Exterion and JCDecaux. Exterion and JCDecaux are also working with the Mayor of London and TfL on the advertising competition so there is a strong link between both aspects of the Behind Every Great City campaign. Therefore, the net cost of the work to the GLA is £11,000.
- 1.4. Of the total £40,000 cost, £20,000 is the cost of the academic research via UCL. The remaining £20,000 is for polling (quantitative research), video content for press and use on social media and design costs for the final research report.
- 1.5. The GLA will procure UCL directly and requests an exemption from the contracts and funding code to procure the research competitively. The polling, video content for press / social media, and design services for the final research report (estimated expenditure of up to £20,000) will be procured by the GLA's PR agency, Freuds. Freuds was procured competitively.
- 1.6. For the research to be newsworthy and to highlight and progress the issue of gender representation in advertising, the research must be independent and academically robust. UCL is presently the leading London university in researching gender studies. UCL already has a working relationship with Freuds, which will save time and money in proceeding with the research and as such, UCL is unique in its ability to provide compatibility with existing agency, Freuds, for the Behind Every Great City campaign. Working with a commercial research agency, would likely be more expensive and could be detrimental to the project (less independent and not academically robust). Going through a procurement process would likely result in the same outcome.
- 1.7. The recommendation is to appoint UCL as the research company. Given they are the leading London university in gender research, they will need no prompting or advising as to what is required. UCL has the knowledge and contacts to offer the most in-depth and robust results. As such, UCL offers value for money.
- 1.8. UCL already has a good working relationship with Freuds, therefore there is no need for introductions, handover period or gaining of a working relationship as these are already in place.

2. Objectives and expected outcomes

- 2.1. The research aims, as part of the Mayor's Behind Every Great City campaign, to identify women's and men's views on the portrayal of gender in advertising in London. The research will be solutions

focused, providing recommendations to brands and the advertising industry on what women and men would like to see in advertising to ensure it positively and accurately represents women.

- 2.2. The research will launch the Mayor's and TfL's diversity of women in advertising competition.
- 2.3. The collective aim is to highlight the issues around the representation of women in advertising that are still present today and to encourage brands and the industry to portray women positively and accurately. The intended outcome is for the research and competition to act as a catalyst to a step change in the advertising industry.

3. Equality comments

- 3.1. Under s149 of the Equality Act 2010 (the Equality Act), as a public authority the Deputy Mayor/MOPAC must have due regard to the need to eliminate discrimination, harassment and victimisation, and any conduct that is prohibited by or under this Act; and to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not. Protected characteristics under the Equality Act are age, disability, gender re-assignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage or civil partnership status (the duty in respect of this last characteristic is to eliminate unlawful discrimination only). The Assistant Director is referred to the Appendix which sets out the public sector equality duty in full.
- 3.2. The Behind Every Great City campaign is part of the Mayor's overall commitment to tackling gender inequality. The research and competition aims to ensure the diversity of women is accurately and positively represented in advertising and this includes women with protected characteristics.

4. Other considerations

a) key risks and issues

- 4.1. Not undertaking the research and competition will be detrimental to the Behind Every Great City campaign as this is a key strand of the year-long campaign. If the issue of diversity of women in advertising is not highlighted, brands and the advertising industry will not progress, which will continue to impact on how women are seen and how they see themselves.
- 4.2. The £29,000 sponsorship for this research project is aligned to the UCL research proposal. Not undertaking this research with UCL could risk the sponsorship for the project, resulting in an increased cost to the GLA.

b) links to Mayoral strategies and priorities

- 4.3. The Behind Every Great City campaign, including the research and competition, is part of the Mayor's overall commitment to tackling gender inequality.

c) impact assessments and consultations

- 4.4. The GLA's PR agency was procured competitively and it has assessed all of the leading London universities to identify the best research partner.
- 4.5. UCL's research proposal has been appropriately interrogated to ensure meaningful results that have the potential to drive a step change in the advertising industry.

5. Financial comments

- 5.1 The estimated total cost of this proposal is £40,000 and will be part funded via sponsorship income totalling £29,000 from 'Exterior' and 'JC Decaux' who jointly manage the TfL advertising estate. The balance of £11,000 will be funded from the GLA's Marketing & Engagement budget for 2017-18 as approved by MD2099.

6. Legal Comments

- 6.1 The foregoing sections of this report indicate that:

- 6.1.1 the decisions requested of the Assistant Director fall within the powers of the GLA, to do anything which may be considered to be facilitative of or conducive or incidental to the exercise of its functions in a way which promote the improvement of the environment in Greater London; and

- 6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:

- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how the proposals will promote the health of persons, health inequalities between persons and to contribute to the achievement of sustainable development in the United Kingdom; and
- c) consult with appropriate bodies.

- 6.2 Section 9 of the GLA's Contracts and Funding Code ("Code") requires that a tender exercise be conducted for services with values of that proposed or that they be called off from an accessible framework. However, section 10 of the Code provides that exemptions from that requirement may be approved by the Assistant Director where a specific ground for exemption applies. One of those grounds is that the supplier is unique in its ability to provide compatibility with an existing service. Officers have indicated at paragraph 1.6 that this ground applies and have indicated in paragraph 1.7 that this contract offers value for money. Therefore, if the Assistant Director is satisfied with the content of this report and the grounds for exemption outlined they may approve the exemption sought. If so approved officers must ensure that appropriate contract documentation is put in place between and executed by the GLA and UCL before any commitment is made to the commencement of such services.

- 6.3 Officers are seeking receipt of sponsorship in this decision. The GLA may seek sponsorship when exercising its section 30 general power under its power to charge third parties for discretionary services under section 93 of the Local Government Act 2003 provided that the charges levied do not exceed the costs of provision.

7. Planned delivery approach and next steps

| Activity | Timeline |
|---|-----------------|
| Procurement of contract [for externally delivered projects] | Feb 2018 |
| Announcement [if applicable] | n/a |
| Delivery Start Date [for project proposals] | Feb 2018 |
| Main milestones – research launch | July 2018 (tbc) |
| Final evaluation start and finish (self/external) [delete as applicable]: | July 2018 |
| Delivery End Date [for project proposals] | Feb 2018 |
| Project Closure: [for project proposals] | Feb 2018 |

Appendices and supporting papers:

MD2099

Freuds contract

Single source justification

Public sector equality duty

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? YES**

If YES, for what reason: To be deferred until the competition has been launched

Until what date: (a date is required if deferring) 30 August 2018 (tbc)

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:**

Kelly McMorran Barnard 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 5 March 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:

06.03.18