

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2138

Title: Key messaging for London – 2017 and beyond

Executive Summary

The Greater London Authority (GLA) has agreed to undertake a joint project with the Corporation of London and London & Partners, looking at key messages for London for 2017 and beyond. Each partner body will contribute £50,000. The procurement exercise will be conducted by London & Partners.

Decision

That the Assistant Director of External Relations approves a GLA contribution of £50,000 towards a project, to be conducted jointly with the Corporation of London and London & Partners, looking at key messaging for London for 2017 and beyond.

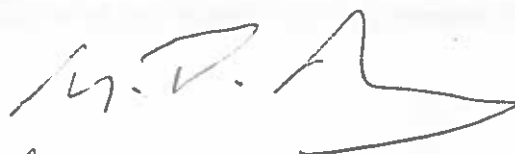
AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

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:

24.07.17

RM MIDDLETON ON BEHALF OF EMMA STRAIN

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Key messaging for London – 2017 and beyond

- 1.1 The GLA has agreed to undertake a joint project with the Corporation of London and London & Partners, looking at key messages for London for 2017 and beyond. Each partner body will contribute £50,000. The procurement exercise will be conducted by London & Partners.
- 1.2 There are number of challenges currently facing London:
- For the first time in many years, London can no longer take it for granted that it has a global reputation as a diverse, welcoming, safe and aspirational city.
 - Brexit challenges perceptions of welcome and competitiveness for some audiences.
 - Terrorist attacks challenge perceptions of safety for some audiences.
 - We cannot assume that new audiences for London – particularly in Asia and the Middle East – will see London as a uniquely aspirational city, as competition grows from thriving regional cities.
 - London's values of tolerance, diversity, and innovation (the future can be better than the past) are challenged in some markets.
 - There is a need to maintain the positive story of how London benefits the rest of the UK.
- 1.3 The rationale for the project comprises:
- Test the key messaging and values currently used by London & Partners, the GLA and the City of London.
 - Understand which key messages about London resonate with our key international and domestic audiences persuading them that London is one of the best cities in the world.
 - Understand to what extent our audiences distinguish between London and the wider UK.
 - These are top level, over-arching messages about London that cut across markets and audiences such as tourists, students and investors and not specific marketing campaigns.
 - The project is designed to have robust audience insight into which key messages and values most effectively target our key audiences and recommend as to whether further messaging development needs to be undertaken.
- 1.4 The key objectives of the project will be to:
- Test current key messaging and values, identify what resonates to help to influence and persuade our audiences that London is one of the best cities in the world.
 - Evaluate and revise these key messages to ensure they appeal to all our key international audiences.
 - Explore and suggest ways in which we can weave these messages through all our communications.
- 1.5 The key audience groups will be:
- Markets and audiences of most value to London but with least awareness.
 - Those markets and audiences of most value to London who feel less positive towards London (i.e. European markets post Brexit).
 - Markets pre-disposed to London that with a gentle nudge can be encouraged to act.

2. Equality comments

2.1 There are no specific equality issues of concern arising.

3. Financial comments

3.1 The GLA contribution of £50,000 will be met from the corporate contingency for 2017-18.

4. Planned delivery approach and next steps

| Activity | Timeline |
|--|-------------------------|
| Scoping and appointment of agency | July 2017 |
| Fieldwork undertaken in key markets | August & September 2017 |
| Debrief from agency and development of messaging | October 2017 |

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? YES**

If YES, for what reason:

The project will need to remain confidential while the fieldwork is undertaken, given the sensitive nature of the subject matter.

Until what date: 31 October 2017

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:**

Emma Strain has drafted this report in accordance with GLA procedures and confirms that the Finance team has commented on this proposal as required, and this decision reflects their comments.

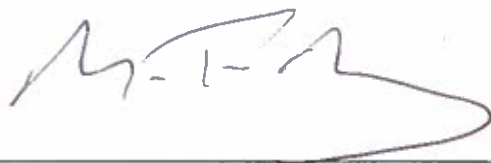
Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 24 July 2017.

HEAD OF FINANCE AND GOVERNANCE:

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

Signature:



Date:

24.07.17