

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2069

Title: Digital content for social media

Executive Summary:

The GLA's digital channels are key opportunity areas for providing information about the work it does and driving engagement with Londoners. In 2014, the GLA introduced a new social media strategy. In 2015, it introduced a new email strategy and launched a brand new London.gov.uk.

Through this work, the GLA has come a long way in terms of how it communicates with Londoners through digital channels. However, the digital landscape is always changing. The GLA is appointing a digital agency to help develop engaging digital marketing campaigns to communicate its policies and priorities to Londoners in a cost-effective way.

Decision:

That the Assistant Director of External Relations approves expenditure of up to £20,000 on services required to deliver effective digital marketing campaigns for the Greater London Authority.

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: 16.1.17.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The GLA's digital channels are key opportunity areas for providing information about the work it does and driving engagement with Londoners. In 2014, the GLA introduced a new social media strategy. In 2015, it introduced a new email strategy and launched a brand new London.gov.uk.
- 1.2 The GLA currently has 17 core social media channels, one email marketing communications master list and one core website. Through strategy work in 2014 and 2015, the GLA has come a long way in terms of how it communicates with Londoners through digital channels. However, the digital landscape is always changing and there is scope to further improve the GLA's digital output which will lead to even better results for the organisation. The ambition is to build upon the GLA social media initiatives that are already demonstrating engagement via digital channels.
- 1.3 There is a requirement for these campaigns to be produced and shared reactively, with very fast turnaround. Significant resource is required to do this which is not available in house due to other high priority workloads across all policy areas, such as Homes for Londoners, air quality and consultations. It is also crucial to seek an outside perspective to ensure that the GLA is growing and learning from the examples of other organisations, both public and private sector.
- 1.4 The audience will be reflective and representative of London's incredible diversity.

2. Objectives and expected outcomes

- 2.1 The GLA's aim is to use data to bring the work of the Mayor to life digitally through end-to-end multichannel digital marketing and engagement campaigns. This will be a cost-effective way to communicate policies and priorities to Londoners and help them engage in the development of new policies for London.
- 2.2 This project will enable us to increase awareness of the work the Mayor and the GLA are doing on behalf of Londoners; increase understanding and participation in key projects and events; and open up the ability for Londoners to access and influence London government.

3. Equality comments

- 3.1 The construction of all GLA marketing campaigns take into consideration the audience for which the campaign is aimed at. In every case, materials are assessed to ensure they are fully accessible and in line with the public sector equality duty.

4. Other considerations

a) Key risks and issues

- 4.1 If the GLA did not carry out this piece of work, there is a risk that it would fall behind in how it communicates with Londoners through digital channels. These channels are crucial for speaking to particular demographics in a cost-effective way. This could lead to a decline in those who are informed about the work

of the Mayor and GLA, which in turn means we are not delivering our strategic aims and not keeping Londoners aware of our work.

b) Links to the Mayor's strategies

4.2 This work is linked directly to the GLA's core business objectives to:

- Raise awareness about the work of the Mayor and GLA
- Increase understanding and participation in key projects and events
- Open up the ability for Londoners to access and influence London government

5. Financial comments

5.1 The £20,000 cost of this initiative will be funded from the 2016-17 Marketing budget held within the External Relations Unit. Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract	w/c 30 January 2017
Announcement [if applicable]	n/a
Delivery Start Date [for project proposals]	w/c 6 February 2017
Final evaluation start and finish (self/external)	w/c 27 March 2017
Delivery End Date [for project proposals]	30 March 2017
Project Closure: [for project proposals]	30 March 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? 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:**

Natasha Hutchinson 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.

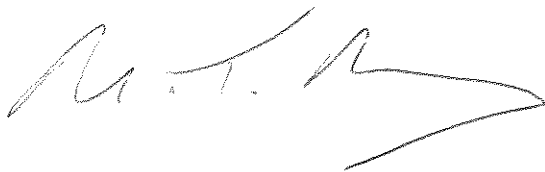
Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 16 January 2016.

HEAD OF FINANCE AND GOVERNANCE:

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

Signature:



Date:

16.01.17