

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD168

Title: Well London marketing and communications

Executive Summary:

Well London is a programme of community engagement and development aimed at increasing levels of mental well-being, healthy eating and physical activity in deprived neighbourhoods in London. In 2013 Well London received a further grant from the Big Lottery of £1.8m for the continuation of the phase 2 programme to 2015

Approval is sought to undertake two competitive procurement exercises and award contracts for the following work.

1. A film that will tell the story of the Well London programme and the impact it has made.
2. Support with marketing and communications to March 2015 that will help raise the profile of Well London and maximise participation in the target areas.

Decision:

That the Assistant Director approves:

1. Expenditure of up to £7,000 for a film about the Well London programme.
2. Expenditure of up to £10,000 for marketing and communications (including media) support from May 2014 to March 2015 for the Well London programme.

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, Health & Communities

Signature:

Date: 20 March 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Well London uses a community development approach to improve the health and well-being, including the mental well-being, physical activity levels, and healthy eating behaviours, of individuals and communities living in disadvantaged neighbourhoods.

The programme is funded by the BIG Lottery and has received cumulative awards totalling £12million.

Phase 1 of Well London ran from 2007 to 2011 in 20 of London's most deprived areas across 20 boroughs and achieved a range of positive impacts and outcomes.

Phase 2 started in April 2012 and will run until March 2015. It is taking place in the following areas:

- Aberfeldy Estate (Tower Hamlets)
- Woodberry Down Estate (Hackney)
- Vauxhall Gardens Estate (Lambeth)
- Chalkhill Estate (Brent)
- Unwin & Friary Estate (Southwark)
- Regents Park Estate (Camden)
- Bellingham Estate (Lewisham)
- Woolwich Dockyard Estate (Greenwich)
- Stratford Village Surgery (Newham)
- East Village (Newham)

Well London requires some support with marketing and communications that will help to raise its profile and maximise participation in the target areas.

2. Objectives and expected outcomes

The objectives are to

- Maximise participation levels in the target areas
- Publicise Well London and raise the overall profile of the programme
- Raise awareness of the programme benefits amongst policy makers, funders, politicians, and potential commissioners of the Well London model.

There are two separate strands to this work.

(i) A film that tells the story of Well London and the impact it has made.

A 9 minute film was made in 2011 that showed the impact of phase 1 of Well London and was used as a key promotional tool when marketing Well London to potential commissioners of the phase 2 programme. However, it is now out of date.

It is expected that the new film will be of similar length, and will include film footage from phase 1 of Well London, interviews with participants and key stakeholders, and show new activities and achievements from the phase 2 areas.

(ii) Ongoing support with marketing and communications (including media support) from May 2014 to March 2015 that will comprise

- Development and implementation of a communications plan that will include
 - Advice and assistance on publicising the activities and successes of the Well London target areas and the overall programme. This could include promoting launch and other community events, disseminating project findings, reporting on partnership activities.
 - Work with Well London Coordinators and partner organisations to improve skills and enthusiasm for communications, and ensure consistency of messages
 - Liaison with Mayor's Press Office team on the production of press releases/media alerts as appropriate.
 - Liaison with London press/television/radio/online media to promote stories and interviews as appropriate
- Advice on marketing Well London in the target areas in order to maximise participation rates. This will include
 - Improving and increasing the use of social media in the target areas.
 - Recommendations for improvements to templates.
- Recommendations for the development of Well London's visual identity, and key messages that can be communicated by partners and commissioning organisations.

3. Financial comments

- 3.1 Approval is being sought for the following Well London expenditure in the 2014-15 financial-year.
- Expenditure of up to £7,000 for a film of Well London
 - Expenditure of up to £10,000 for marketing and communications (including media) support from May 2014 to March 2015 for the Well London programme.
- 3.2 The total estimated cost of this proposal is £17,000 and will be funded from Big Lottery Income, the receipt of which was approved via MD1206 for the Well London Programme 2013 to 2015, which is held within the Health & Communities Unit.
- 3.3 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.
- 3.4 The Health & Communities Unit within the Communities & Intelligence Directorate will be responsible for managing all activities relating to the Well London Programme and ensuring that all expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

4. Planned delivery approach and next steps

Activity	Timeline
Procurement of contracts	March to April 2014
Delivery Start Date for Marketing and Communications Support	May 2014
Delivery Start Date for Film	May/June 2014
Delivery End Date for Marketing and Communications Support	March 2015
Delivery End Date for Film	End July 2014

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:

This should be deferred until the procurement process has been completed.

Until what date: (a date is required if deferring) 30 April 2014

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
to confirm the
following (✓)

Drafting officer:

Alison Pearce has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:

Date: