

DELEGATED AUTHORITY RECORD (DAR)

- Should be used to record decisions by Managers (someone who reports to an AD or Head of) for expenditure of up to £10,000.
- Cannot be used for the approval of novel, contentious or repercussive proposals.
- Cannot be used if the total cost of this and inter-related decisions (previous or forthcoming) exceeds £10,000. Approval must then be sought at the appropriate overall level (ADD, DD or MD).
- Information in this form is subject to the FOI Act and other legislation.
- If you are seeking a decision to procure consultants / professional services (e.g. project managers, event managers), you must seek additional approval from Finance, by completing Section 2, to ensure you are compliant with new Intermediaries Legislation (IR35).

Section 1.

Title: Smart London Plan Digital Campaign

This is a record of:

1. Decision

To commission Forward Action UK to deliver a digital engagement campaign to support the Smart London Plan (SLP) listening exercise taking place from 23 January to mid-March 2018. The SLP will set a new path to making London the smartest city in the world through a smart, collaborative, responsive and secure approach to digital change in our city. This digital campaign will capture Londoners imagination and inspire them to take part in a conversation about what data and digital transformation means for them.

2. Equality comments

The specification set out that while this listening exercise aims to engage all Londoners, extra effort must be taken to ensure that the proposition appeals to people who we are less likely to hear from, including those with protected characteristics.

3. Cost and financial implications

- a) The Digital Team provided advice as to how various digital campaign tools could be integrated with London.gov and indicative costs of development. We approached three agencies for a quote. One agency did not respond. A second agency quoted 7.5K for the site build only, and were not confident that they could meet our timescales. Forward Action UK quoted against the full requirements of the specification and can deliver in the time allowed.
- b) The cost of this work is £10,000 (+VAT) and will be met from the Opinion Research Team budget GC.0220.006.004.
- c) Any changes to this proposal including any additional work requirements will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.

4. Timescale for implementation, completion and expected outcome

- a) Timescale: Digital campaign launched in early March 2018.
- b) Objectives: develop the creative approach and copy, visual design and site build.
- c) Outcomes: Londoners can provide feedback on the Smart London Plan.

ORIGINATING OFFICER DECLARATION:

Tick indicates approval (✓)

_____ has drafted this report in accordance with GLA procedures.

AUTHORISING MANAGER:		Tick indicates approval (✓)
I am satisfied that this decision is:		
1.	consistent with the Mayor's plans and priorities	✓
2.	lawful; and not novel, contentious or repercussive	✓
3.	within an identified and existing budget	✓
I confirm that the above statements are correct and that this is within my financial delegation limit of £10,000 under the Scheme of Delegation for this matter. It has my approval.		
Name	[REDACTED]	Position and Directorate [REDACTED] Intelligence Unit
Signature	[REDACTED]	Date 29 Jan 2018

If section 2 not required, please send this form to your Business Accountant.

Section 2: Employment Status Check Complete only if you procuring professional services, e.g. consultants, project managers, event co-ordinators etc.
Contractor's name and email address: Ensure you: <ul style="list-style-type: none"> Advise the contractor that the GLA may ask them to undertake an employment status assessment Send completed DAR to the Chief Accountant for sign off below

AUTHORISING FINANCE MANAGER:		Tick indicates approval (✓)
The services provided under this engagement		
<ul style="list-style-type: none"> are not subject to tax and NI deductions are subject to tax and NI deductions 		
Name	Position and Directorate (Chief Accountant)	
Signature	Date	

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Section 1.

Title: Smart London Plan Digital Campaign (top up)

This is a record of:

1. Decision

In January we commissioned Forward Action UK to deliver a digital engagement campaign to support the Smart London Plan (SLP) listening exercise taking place from 23 January to mid-March 2018. This DAR approves the spend of an additional £2,750, required to extend the tool to include DLR, Overground and Elizabeth Line, which will increase the audience reach.

2. Equality comments

The specification set out that while this listening exercise aims to engage all Londoners, extra effort must be taken to ensure that the proposition appeals to people who we are less likely to hear from, including those with protected characteristics.

3. Cost and financial implications

- Forward Action UK quoted against the full requirements of the original specification, however we would like to increase the number of hours they are contracted to work to ensure that we can include the extra data listed above.
- The cost of this work is £2,750 (+VAT) and will be met from the Opinion Research Team budget GG.0220.006.004.
- Any changes to this proposal including any additional work requirements will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.

4. Timescale for implementation, completion and expected outcome

- Timescale: Work will be complete by 29 March 2018.
- Objectives: include additional modal data, and extend the audience reach.
- Outcomes: Londoners can provide feedback on the Smart London Plan.

ORIGINATING OFFICER DECLARATION:

Tick indicates approval (✓)

_____ has drafted this report in accordance with GLA procedures.

AUTHORISING MANAGER:

I am satisfied that this decision is:

Tick indicates approval (✓)

- consistent with the Mayor's plans and priorities
- lawful; and not novel, contentious or repercussive

✓
✓

3. within an identified and existing budget ✓	
I confirm that the above statements are correct and that this is within my financial delegation limit of £10,000 under the Scheme of Delegation for this matter. It has my approval.	
Name [REDACTED]	Position and Directorate [REDACTED] Intelligence Unit
Signature [REDACTED]	Date 21 March 2018

If section 2 not required, please send this form to your Business Accountant.

Section 2: Employment Status Check

Complete only if you procuring professional services, e.g. consultants, project managers, event co-ordinators etc.

Contractor's name and email address:

Ensure you:

- Advise the contractor that the GLA may ask them to undertake an [employment status assessment](#)
- Send completed DAR to the Chief Accountant for sign off below

AUTHORISING FINANCE MANAGER:		Tick indicates approval (✓)
The services provided under this engagement		
<ul style="list-style-type: none"> • are not subject to tax and NI deductions • are subject to tax and NI deductions 		
Name	Position and Directorate (Chief Accountant)	
Signature	Date	