

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2599

### Title: Challenge LDN – Branding

#### Executive summary:

This decision supports the GLA's commitment to continue delivery of City Hall's open-innovation service, Challenge LDN, to embed design thinking; boost local capability; and leverage innovation to help London's public and third sectors grapple with complex city challenges.

Having an in-house open-innovation service enables:

- resource and expertise to be pooled across boroughs and third-sector partners, leveraging economies of scale, supporting risk-taking and enabling innovation to scale
- capacity to be boosted across London's public and third sectors

The funding requested will be used to create a cohesive identity for London's open-innovation service and nurture the city's innovative diverse talent. In the 2021 London Manifesto, the Mayor pledged to "expand open innovation challenges for public services, research institutions and the tech sector to come together to make our city fairer, cleaner, healthier and easier to get around."

#### Decision:

That the Assistant Director of Economic Development approves expenditure of up to £10,000 to brand Challenge LDN, London's open-innovation service.

#### 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:** Alex Conway

**Position:** Assistant Director –  
Economic Development

**Signature:**



**Date:**

5/9/22

## **PART I – NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1. The GLA manages Challenge LDN, an open-innovation programme (MD2286 established the initial pilot), which brings innovators together with London's public, private and third sectors to co-design solutions to the city's complex challenges. Over 20 challenges have been delivered to date, across priorities such as climate change, community resilience, crime, planning, affordable housing and regeneration. This has leveraged £2m to support delivery, and includes over 1,000 hours of expert support through working with partners such as the Design Council, Social Tech Trust, Microsoft, National Grid, the NHS and London's universities. Further details can be found in the case studies detailed below and <https://www.london.gov.uk/what-we-do/business-and-economy/supporting-londons-sectors/challenge-ldn>
- 1.2. To date the programme has:
  - shaped the direction of innovation to better meet the needs of the city and Londoners
  - leveraged expertise and resources from a diverse range of sectors – from global corporates and philanthropy to higher education institutions and community organisations
  - supported new forms of collaboration across sectors and systems, including between community groups, boroughs, innovators and private-sector partners
  - enabled the innovation process to be more inclusive, bringing communities directly into the innovation process, ensuring collaborators are diverse and representative of relevant lived experiences.
- 1.3. The GLA's ambition is to scale up the approach (MD2921) to drive innovation across London's public and third sector to help make our city greener, fairer, cleaner, healthier and easier to get around. Building a coherent brand will enable:
  - peer-to-peer sharing of resources, networks and investment to scale new tools, mechanisms, ways of working and policy innovations to boroughs, third-sector partners, academia, investors and Londoners
  - support of design and mission-led approach to solving the city's most complex problems by pooling knowledge and expertise, sparking ideas and creativity across ecosystems.

#### **2. Objectives and expected outcomes**

- 2.1. Approval for expenditure of up-to £10,000 is sought to enable programme delivery of Challenge LDN during 2022-24 as the GLA's innovation service for London's public and third sectors. The objectives are to:
  - create a strong, cohesive brand identity for the Mayor's Innovation Challenges
  - develop a suite of creative assets to showcase and promote the work of the Mayor's Innovators to create jobs and good growth

- nurture an innovation community of diverse Londoners to provide advisory support within, and outside, the GLA
- reflect the ambition of the Mayor to invest in knowledge, skills and opportunities for larger-scale change.

2.2. In order to deliver the above benefits, the following expenditure is proposed:

<b>Cost name (core)</b>	<b>Costs</b>
Brand identity for Challenge LDN (logo, colour palette, font, imagery/graphics)	£5,000
<b>Cost name (options)</b>	
Digital assets: website (2:1 and 1:1)	£500
Digital assets: Social Media Template (Twitter, LinkedIn)	£500
Digital assets: video template (Twitter, Youtube)	£1500
Print: exhibition poster (34.5in x 53.5in – single-sided)	£500
Print: folded booklet (A6, circa 40 pages)	£1,000
Print: folded booklet (A6 circa 25 pages)	£1,000
<b>Total</b>	<b>£10,000</b>

### 3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have due regard to the need to eliminate unlawful discrimination, harassment and victimisation; and to advance equality of opportunity, and foster good relations, between people who have a protected characteristic and those who do not.
- 3.2. Evidence has shown that Black, Asian and Minority Ethnic Londoners have been disproportionately impacted by the current crisis, in terms of both the health impact and often facing barriers to accessing support available from the government. Additionally, the economic impact on Black, Asian and Minority Ethnic Londoners is expected to be higher.<sup>1</sup>
- 3.3. The priorities to enable London's recovery as outlined in the London Recovery Programme and the Economic Recovery Framework (ERF)<sup>2</sup> aim to address issues that disproportionately impact Black, Asian and Minority Ethnic Londoners; and will be the focus of the innovation projects.
- 3.4. Challenge LDN will ensure that the opportunity to participate in the programme reaches diverse innovators, including those who do not typically participate in this type of activity.
- 3.5. Challenge LDN will work with community partners to reach diverse community groups and access harder-to-reach communities, including those with lived experience of the challenges being addressed. This will enable both the innovation process to be inclusive, and the product to better meet diverse needs

<sup>1</sup> Public Health England, [Beyond the data: Understanding the impact of COVID-19 on BAME groups](#), June 2020

<sup>2</sup> GLA, [London Recovery Programme](#) and the [London Economic Recovery Framework](#)

#### 4. Other considerations

##### 4.1. Key risks and issues:

Risk description	Probability (low, medium, high)	Impact (low, medium, high)	Mitigation
Delays to event delivery timescales	Low	Low	Most of the event is produced to a fixed timetable to meet wider programme deliverables. We will obtain competitive quotes using the appropriate procurement method.

##### 4.2. Links to Mayoral Strategies and priorities:

- Economic Development Strategy: the programme meets the Mayor's Economic Development Strategy objectives to stimulate innovation in response to London's challenges, to support the adoption of innovation across the economy and society, and to enable the benefits of innovation to be more widely shared.
- The London Recovery Programme/ ERF for London: the London Recovery Programme has identified a grand challenge to restore confidence in the city, minimise the impact on communities, and build back better the city's economy and society. The London Recovery Board has agreed nine missions to help meet that grand challenge. The programme will work with boroughs, affected communities and wider stakeholders to identify challenge statements aligned to the priorities set out by the Board and in the broader Economic Recovery Framework.
- Smarter London Roadmap: the Smarter London Roadmap has identified six priorities for the second Mayoral term, based on the Recovery programme and Mayor's 2021 Manifesto. One of the six priorities is Grand Open Calls. Expertise in open calls enables challenges to be set by City Hall to the tech sector and anchor institutions; this allows for design thinking, rapid prototyping and innovation in delivery beyond the current capabilities of the public sector.

4.3. There are no conflicts of interest to note from any of the officers involved in the drafting or clearance of this decision form.

#### 5. Financial comments

5.1. This expenditure will be funded by the approved Technology and Innovation Programme budget for 2022-23 which exists within the Economic Development Unit.

#### 6. Planned delivery approach and next steps

Activity	Timeline
Project initiates	August 2022
Project closes	August 2022

#### Appendices and supporting papers:

None

### Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) 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 it has been approved 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: Confidential financial information – some of the services required to deliver the event has not been procured yet. Knowledge of financial scope could prejudice our commitment to obtain value for money and unfairly advantage potential bidders.

Until what date: 23 September 2022

### Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under the FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

#### Is there a part 2 form – YNO

### ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

#### Drafting officer:

Ahmad Bismillah has drafted this report in accordance with GLA procedures and confirms the following:

✓

#### Corporate Investment Board

A summary of this decision was reviewed by the Corporate Investment Board on 5 September 2022.

✓

### ASSISTANT DIRECTOR OF FINANCE AND GOVERNANCE:

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

Signature



Date

5/9/22