

Oversight Committee action in response to [Proposed Changes to the GLA Establishment – External Relations - 30 March 2017](#):

The Assistant Director of External Relations agreed to provide a summary of the work conducted by the team and some indication on the market rates for the posts that were being proposed.

Following the GLA Oversight meeting on 30 March 2017, I am pleased to provide a summary of the work conducted by the External Relations digital-focused teams.

Digital transformation

The Digital teams' key role is to manage and continue to develop London.gov.uk and other digital products to increase engagement with Londoners and the work we do at City Hall. While we now have a single 'shop window' through London.gov.uk, there are a variety of different digital products in the background which enable us to deliver all of the services and functionality required by the Mayor and London Assembly, for example, PLU's correspondence system and a chatbot (automated online system) for answering New Year's Eve questions.

The Digital team leads on digital transformation at City Hall working closely with all of the policy teams and with the London Assembly to create new functionality and to modernise the tools we use, processes we follow and ways that we work.

Recent examples of work delivered:

- Integrated the separate Talk London website into London.gov.uk
- Development of new functionality to support policy team delivery e.g. cleaner vehicle checker and the new London Plan consultation tool
- Continue to improve content on London.gov.uk - launched campaign pages for the Mayor
- Provide regular training to Assembly staff and respond to Assembly Member requests for new content and functionality
- Organise digital leadership training for senior managers

Over the coming months, the team is integrating Healthy Schools and Healthy Early Years websites into London.gov.uk and is also working on the integration of Team London's volunteering websites into London.gov.uk.

In the past, roles that contribute towards digital work may have been contracted or brought in on a temporary basis. However, there is clear commitment from the building to engage Londoners in what we do at City Hall, while offering value for money. Digital solutions help to achieve this and the work is ongoing.

Therefore, we have opted to save money and invest in staff that will offer permanent skills and knowledge. This is as opposed to, for example, paying £500-£800 per day for a consultant Business Analyst to come in for a six-month project, or £250-£350 per day for a freelance Content Editor to deliver some short-term work. As part of the proposed changes we conducted market research and compared roles with those in similar organisations, such as the Government Digital Service, this ensured we offer fair market rates.

Digital marketing

The Marketing team leads strategic, integrated campaigns for the Mayor of London from high-profile campaigns, such as London Needs You Alive (knife crime prevention) to supporting the introduction of the T-charge and the New Year's Eve fireworks to smaller cultural events and celebrations, including Black History Month and Chinese New Year.

Digital aspects include paid advertising, such as digital out of home, display advertising on websites, paid search and social media advertising. The team is also responsible for managing the Mayor's and London Gov social media and visual channels across Twitter, Facebook, Instagram and YouTube. The team also manages the email programme, with regular 'Mail from the Mayor' e-newsletters to subscribers as well as topic-specific e-newsletters based on what Londoners have signed up to receive.

Recent examples:

- #LondonIsOpen and #LondonIsOpen for summer campaigns
- London Needs You Alive (knife crime prevention) campaign, currently live
- Day to day management of Mayor of London and London Gov social media channels
- Joint project with London & Partners and City of London on messaging for promoting London at home and abroad

Creative

The Creative team looks after the Mayor of London/London Assembly brands. We have developed brand and editorial guidelines to ensure our public facing design work has a consistent look and feel and tone of voice.

As an in-house agency, we work closely with the Marketing team, directly with policy teams as well as the Digital team coming up with creative solutions for public facing campaigns, across digital and print channels (including Facebook and Twitter cards, posters, exhibition boards, wireframing and website design, event branding and publications).

We also offer copywriting, editing and proofreading services, in-house photography services, advice on logo usage, Mayor of London/London Assembly_logo requests.

Recent examples:

- Design and layout of draft consultation strategies and corresponding social media campaigns
- Photography and design of People's Question Time campaign materials
- Producing artwork for Africa Day and Diwali promotion and event branding on the day

Digital transformation of the Public Liaison Unit

Our aim is to ensure that the PLU team deliver a service which is in line with Sadiq's manifesto commitment:

"I'm determined to lead the most transparent, engaged and accessible administration... and to represent every single community, and every single part of our city, as Mayor for all Londoners."

The Public Liaison Unit manage all incoming enquiries for the Mayor of London and the Greater London Authority, which are received by phone, email or letter. We also manage and direct enquiries for MOPAC, TfL and OPDC.

PLU are transforming several key processes and systems, helping us engage more with Londoners, as well as save time and money. We are looking to replace our outdated correspondence system, have been piloting responding via social media and are looking at how automated chatbots, online chat and website triage systems could help improve response times and knowledge of what we do at City Hall. This work follows research with Londoners to understand how they want to engage with us.

Recent examples:

- Managing campaigns such as Uber, London Bridge attack, Westminster attack and the Grenfell Tower tragedy, including composing replies and keeping the public updated
- Proactively encourage and meet with policy teams to help them prioritise enquiries and respond at their earliest convenience
- Owning the social media response pilot, ensuring it is successful and continues to improve the way we engage with the public

All of External Relations work closely together to ensure we deliver good value, engaging, informative, useful and clear digital content, campaigns, website functions and systems. Our work ensures more Londoners understand and engage with what we all do here at City Hall.