

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2052

Title: Developing effective visual communications

Executive summary

The Greater London Authority (GLA) wishes to undertake research to identify key elements of visual messaging around Mayoral priorities in order to ensure that our communications with Londoners is successfully delivered across his statutory strategies.

Decision:

That the Assistant Director for Intelligence and Analysis approves GLA expenditure of £19,700 for qualitative research services which identifies citizen preferences for visual communications from the Mayor.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

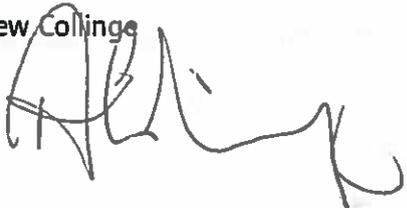
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Andrew Collinge

Position: Assistant Director, Intelligence & Analysis

Signature:



Date:

24/11/16.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The Mayor has responsibility for seven statutory strategies. It is considered good practice to communicate messages about GLA activity to Londoners and to reflect their views in policy making. ADD2003 sought approval to identify citizen preferences in terms of comprehension of policy, reaction, and appropriateness of language.
- 1.2 We now wish to improve the GLA's visual approach to communicating core messages to Londoners so as to encourage them to get involved in the work of the Mayor. This includes best use of colour palettes, iconography, illustration, animation, video, use of watermarks on social/video media. The desired outcome is to establish a visual identity and guide for how we can use images and visual assets to ensure that our communications with Londoners is effectively delivered.
- 1.3 The GLA wishes to commission 2CV Ltd from the Transport for London Market Research Framework to undertake qualitative research which identifies citizen preferences for visual communications from the Mayor and City Hall to meet the above purpose.

2. Objectives and expected outcomes

Objective

- 2.1 Via the Transport for London Market Research Framework, to commission 2CV Ltd to deliver a short programme of qualitative research that provides insight as to citizen preferences for visual communications in relation to the Mayor of London's statutory strategies and priorities.

Outcomes

- 2.2 The insight will be used to develop and support the GLA's visual communication and outreach plans, and deliver recommendations for creating engaging content around the Mayor's strategies and priorities.
- 2.3 Improved communications and engagement with Londoners in relation to the Mayor's statutory strategies and priorities will ensure that Londoners are aware of the opportunity and benefits of engaging with the GLA's work.

3. Equality comments

- 3.1 The qualitative research will include participation from:
 - A broad cross section of the London population; and
 - Groups with whom the GLA presently has limited engagement with, including those who are considered 'hard to reach'.
- 3.2 This will ensure that City Hall is able to produce visual communications that appeals to, and enables all Londoners to engage with the work of the Mayor.

4. Other considerations

- a) The risks of opinion research are generally rooted in methodological decisions, in terms of ensuring that a breadth of Londoners' views are taken into account. The method which the GLA will commission will look at a pan-London sample ensuring that the GLA gets a range of opinions, whilst also including elements that focus on groups which are not currently well engaged in this work.
- b) This work links directly to the communication of the Mayor's statutory strategies by enabling them to be communicated in a way that is engaging to Londoners, thus facilitating engagement of citizens with the development of statutory strategies and priorities.
- c) This research will engage a broad range of Londoners in determining how the GLA can best communicate with them around its priorities for the next four years.

5. Financial comments

- 5.1 Approval is being sought to commit expenditure of up to £19,700 for qualitative research services.
- 5.2 The funding for this project will be made available from the Consultation Programme budget within the Opinion Research Team / C&I Directorate. The WBS to allocate costs is GG.0220.006.001.
- 5.3 Any changes to this proposal, including budgetary implications will be subject to the Authority's decision-making process.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	N/A: Single supplier on TFL Market Research Framework.
Announcement [if applicable]	N/A
Delivery Start Date [for project proposals]	21 Nov
Main milestones	28 Nov: Recruitment 5 Dec: Research 12 Dec - Report
Delivery End Date [for project proposals]	12 Dec
Project Closure: [for project proposals]	12 Dec

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:

Christine Wingfield 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.

HEAD OF FINANCE AND GOVERNANCE:

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

Signature:



Date:

22.11.16