

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2084

### Title: London Environment Strategy copywriting and infographic design contract

#### Executive Summary:

This ADD requests permission to appoint a marketing and communications organisation to provide copywriting and infographic design expertise to the development of the London Environment Strategy.

The Mayor of London is revising the environment strategies which cover London's air quality, water, waste, noise, green spaces and biodiversity as well as tackling climate change. These separate strategies will be integrated into one document; the London Environment Strategy (LES). The draft strategy is planned to be out for public consultation in Spring/Summer 2017. The contract is to provide specialist services, to be commissioned incrementally on a call-off basis up to 31 December 2017.

We want to procure the services of a supplier/agency/freelance consultant that will help bring together eight existing environmental strategies into one integrated strategy. We are seeking an experienced supplier who is familiar with the technical terms and processes involved and the sometimes complex interrelationships within these eight themes. We are also seeking to commission a series of infographics to help present to our audience (stakeholders and Londoners) key complex processes and information in a more visually engaging and easy to understand way.

Due to the timeframe of the production of this document with a draft for consultation being prepared for late May 2017 the technical expertise required and the level of commitment needed this cannot be undertaken in-house by the External Relations team. External resource is therefore a critical requirement for the production of the strategy. The successful supplier will work closely with the External Relations team to ensure that they're adhering to the Mayor of London brand and editorial guidelines as well as being consistent with the design layout and structure for all strategies being produced.

#### Decision:

The Assistant Director approves expenditure of up to £30,000 to procure a marketing and communications organisation.

#### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

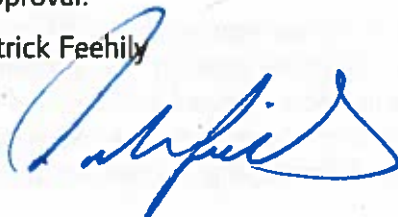
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Patrick Feehily

Position: Assistant Director - Environment

Signature:



Date:

8/3/17

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

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

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

1.1 The Mayor of London is responsible for making London a better place for everyone who visits lives or work in the city. The Mayor wants London to be the 'best big city in the world'. His work includes:

- making it easier for people to move in and around the city
- improving London's environment
- helping the capital's businesses to thrive
- providing Londoners with more affordable housing
- giving young people in London more opportunities

1.2 In November 2016 the Mayor of London launched A City for All Londoners. This document outlines the capital's top challenges and opportunities across priority policy areas, as well as the changes that he wants to deliver over the next four years. This is the first stage of redrafting the London Plan. Alongside the London Plan, the Mayor has strategies covering Transport, Housing, Health Inequalities, Environment, Economic Development and Culture. All of these strategies are being revised.

1.3 The Mayor of London has eight Environmental Strategies, as set out below.

<b>Statutory</b>	<b>Publication Date</b>	<b>Non Statutory</b>	<b>Publication Date</b>
Biodiversity	2002	Business Waste	2011
Air Quality	2010	Water	2011
Climate Change Mitigation & Energy	2011		
Climate Change Adaptation	2011		
Municipal Waste	2011		
Ambient Noise	2004		

1.4 The Localism Act 2011 requires the Mayor to produce a single Environment Strategy instead of the 6 separate statutory environmental strategies. The Environment Team are currently revising the environment strategies into one document; the London Environment Strategy (LES). The draft strategy is planned to be out for public consultation in Spring/Summer 2017.

1.5 To ensure that the London Environment Strategy is fit for purpose, and sets out ambitions that are achievable and measurable, the strategy is being co-designed and tested with key stakeholders. The Mayor is keen that Londoners and those who visit and work in the city are able to respond to the strategy in the curation, testing and consultation phases as they did with A City for All Londoners and previous versions of the London Plan.

1.6 We want to procure the services of a supplier/agency/freelance consultant that will help bring together eight existing environmental strategies into one integrated strategy. We are seeking an experienced supplier who is familiar with the technical terms and processes involved and the sometimes complex interrelationships within these eight themes. Specialist expertise is therefore required to take the lead and be responsible for drafting and developing the content throughout the duration of the strategy development.

- 1.7 We are also seeking to commission a series of infographics to help present to our audience (stakeholders and Londoners) key complex processes and information in a more visually engaging and easy to understand way.
- 1.8 It is anticipated that dedicated resource (for providing both the content and infographics) will be needed on a full time basis over a 7-9 month period. Due to the timeframe of the production of this document with a draft for consultation being prepared for late May 2017 the technical expertise required and the level of commitment needed this cannot be undertaken in-house by the External Relations team. External resource is therefore a critical requirement for the production of the strategy.
- 1.9 The successful supplier will work closely with the External Relations team to ensure that they're adhering to the Mayor of London brand and editorial guidelines as well as being consistent with the design layout and structure for all strategies being produced.

## 2. Objectives and expected outcomes

- 2.1 The initial outcome will be editing and making suggested changes to the draft London Environment Strategy in line with the GLA house style ahead of consultation
- 2.2 Preparation and design of infographics that will enhance the strategy and make it easy to understand. These infographics will be used within the document and also on the GLA website.

## 3. Equality comments

The evaluation process will be conducted to ensure that submissions are evaluated fairly to select the most economically advantageous offer. The quotation evaluation process will take account of the following:

Evaluation Criteria	Demonstration of criteria	Percentage Importance
Experience	Provide within bid evidence of the bidder's track record on similar work	30%
Evidence of experience on similar work within tight deadlines	Provide CVs of proposed project team	25%
Suitability of reference supplied in terms of their appropriateness to the project	Provide contact details for references	10%
Demonstration of the application of bidder's equality/diversity policy to contract	Include equality/diversity policy within bid	10%
Price		25%

The letting of the contract will be managed by the GLA Environment Team. A contract will be granted after a competitive tender process.

#### 4. Other considerations

##### 4.1 High level risks

	Risk description (cause, 'risk event', potential impacts)	Mitigation/Risk response (state if the response is done or pending)	Probability (1-5)	Impact (1-5)	RAG
1	Without someone to lead on the LES engagement and consultation piece there is a risk that policies are not co-designed as intended.	PENDING: Hiring dedicated short term resource for the strategy consultation work to plan events and lead on engagement.	2	4	Amber
2	Reputational risk of missing the deadline and the quality of the document not being up to scratch due to lack of copywriter in the environment team.	PENDING: have a dedicated copywriter who will follow the GLA style	2	2	Green

##### 4.2 Links to Mayoral Strategies

The London Environment Strategy links directly to the London Plan which brings together the Mayor's strategies, such as those dealing with housing, transport, economic development.

The London Environment strategy will be written with input from the GLA directorates and departments to ensure that the policies are interconnected and complimentary.

The LES also links into the Mayor's vision statement, A City for All Londoners, which outlines the capital's top challenges and opportunities across priority policy areas, as well as the changes City Hall wants to deliver over the next four years.

#### 5. Financial comments

Approval is being sought for expenditure of up to £30,000 to procure marketing and communications consultants to assist with stakeholder engagement and consultation on the London Environment Strategy. The cost will be funded from the Environment Strategy 2016/17 and 2017/18 budgets.

#### 6. Legal Comments

n/a

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

The drafting of the London Environment Strategy has started and workshops are being planned. The next steps for this work are:

Send out Invitation To Tender	13 March 2017
Receipt of tenders	27 March 2017

Financial/Technical Evaluation	3 April 2017
Interviews if required	n/a
Award and start of contract	10 April 2017
Contract end	31 <sup>st</sup> December 2017
Inception meeting and project start date	Upon signature of contract

**Background/supporting papers**

A specification of Requirements – attached.

## Greater London Authority

### SPECIFICATION OF REQUIREMENTS

#### London Environment Strategy – copywriting and infographic design

##### 1. Introduction

The Greater London Authority ('GLA') is a unique form of strategic city wide government for London. It was created by the Greater London Authority Act 1999 and came into being in summer 2000. It is made up of a directly elected Mayor – the Mayor of London, and a separately elected Assembly – the London Assembly.

- The Mayor is the executive of London strategic government, working closely with and setting budgets for the 'GLA Group':
  - a. Transport for London (TfL)
  - b. The Metropolitan Police Authority (MPA)
  - c. The London Fire & Emergency Planning Authority (LFEPA).
- The Mayor also works closely with London's borough councils, which are responsible for providing many local services, to ensure that local and London-wide policies work together for maximum effect.
- The Assembly scrutinises the Mayor's activities, questioning the Mayor about his decisions. The Assembly is able to investigate other issues of importance to Londoners, and make proposals to the Mayor. The London Assembly is made up of twenty-five elected members.
- As a regional authority the GLA has many of the usual Local Government powers and constraints, and also has to comply with the Greater London Authority Acts.

The Mayor of London is responsible for making London a better place for everyone who visits, lives or works in the city. The Mayor wants London to be the 'best big city in the world'. His work includes:

- making it easier for people to move in and around the city
- improving London's environment
- helping the capital's businesses to thrive
- providing Londoners with more affordable housing
- giving young people in London more opportunities

The Mayor sets an overall vision and has a duty to create plans and policies for the capital covering; Arts & Culture, Business & Economy, Environment, Fire, Health, Housing and Land, Planning, Policing & Crime, Regeneration, Sport, Transport and Young People.

#### A City for All Londoners

In November 2016 the Mayor of London launched A City for All Londoners. This document outlines the capital's top challenges and opportunities across priority policy areas, as well as the changes that he wants to deliver over the next four years. The Mayor will be publishing detail strategies across a range of priority areas including spatial development (London Plan), Transport, Housing, Health Inequalities, Environment, Economic Development and Culture. A City for All Londoners sets the tone and direction of travel for these strategies.

## 2. Scope

The scope of this contract comprises provision of specialist advice covering copywriting and infographic design relating to the preparation of the London Environment Strategy.

The contract will run until 31 December 2017, with an option to extend.

## 3. Project Requirements

### Mayoral Strategies - Environment Strategy

There are currently 8 mayoral Environmental Strategies, as set out below.

<b>Statutory</b>	<b>Publication Date</b>	<b>Non Statutory</b>	<b>Publication Date</b>
Biodiversity	2002	Business Waste	2011
Air Quality	2010	Water	2011
Climate Change Mitigation & Energy	2011		
Climate Change Adaptation	2011		
Municipal Waste	2011		
Ambient Noise	2004		

Some of the strategies are significantly out of date, and even the most recent are now five years old and in need of an update.

The Localism Act 2011 requires the Mayor to produce a single Environment Strategy instead of the 6 separate statutory environmental strategies.

Along with other statutory mayoral strategies, the mayor has agreed to revise the strategies which cover London's air quality, water, waste, noise, green spaces and biodiversity and tackling climate change. These separate strategies will be integrated into one document; the London Environment Strategy (LES). The Environment Team are drafting short term and long term policy options up to and including 2050 and are planning to publish the draft strategy public consultation in Spring/Summer 2017.

This contract would provide specialist copywriting and infographic design support and related services, to be commissioned incrementally on a call-off basis.

Accordingly, bidders should submit day-rates for activities split, if necessary, by type of work. Advice and services could be commissioned in any mix of the following work areas, depending on the GLA's evolving requirements:

1. Copywriting - provide a coherent voice to the strategy which incorporates the content from each of the policy areas, and is in line with the Mayor of London brand and editorial guidelines as well as being consistent with the design layout and structure for all strategies being produced.
2. Infographic design - preparing infographics and identifying suitable images, or photos in line with GLA design guidelines, working closely with the GLA External Relations team.

#### 4. Deliverables

The timescales required to produce the deliverables outlined above shall be agreed for individual pieces of work. The consultant should note that some deliverables may be subject to statutory timescales that the GLA is required to meet, and in these cases the consultant shall strictly adhere to such timescales.

#### 5. Your submission

Must be sent to [cassie.sutherland@london.gov.uk](mailto:cassie.sutherland@london.gov.uk) and [andrew.jones@london.gov.uk](mailto:andrew.jones@london.gov.uk) by noon on 27 March 2017.

Bidders should indicate their ability to undertake all the matters indicated in this document and describe how they intend to carry out the work. Bidders should provide evidence of their ability to successfully carry out this type of consultancy.

In particular, Bidders must also provide:

- A demonstration of the organisation's experience of similar work, particularly in copywriting policy and strategy documents and design of infographics ;
- A brief CV for each member of the proposed team;
- An undertaking that no conflicts of interest would arise if the bidder was appointed to carry out the work, and a statement of how the bidder would deal with any potential conflicts of interest;
- A completed Form of Quotation;
- A breakdown of costs in accordance with the attached Pricing Schedule (including Day Rate/s);
- Details of any sub-contractors to be used and areas to be sub-contracted, or an undertaking that use of a sub-contractor at any point during the contract would be subject to specific agreement of the client;
- Details of three clients that the GLA may approach for information about past projects of a similar nature.

#### 6. Timetable

Send out Invitation To Tender	13 March 2017
Receipt of tenders	27 March 2017
Financial/Technical Evaluation	3 April 2017
Interviews if required	n/a
Award and start of contract	10 April 2017
Contract end	31 <sup>st</sup> December 2017
Inception meeting and project start date	Upon signature of contract

#### 7. Evaluation

The evaluation process will be conducted to ensure that submissions are evaluated fairly to select the most economically advantageous offer. The quotation evaluation process will take account of the following:



Evaluation Criteria	Demonstration of criteria	Percentage Importance
Experience	Provide within bid evidence of the bidder's track record on similar work	30%
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Price		25%

## 10 Contract terms and conditions

The GLA/TfL's Consultancy Agreement shall apply to the provision of this service. Bidders should ensure that they have received a copy of this and understand it before tendering.

## 11. Additional information

The selected consultant will be asked to identify what further information will be required at the initial project briefing meeting with a designated contract manager (Cassie Sutherland).

Any additional operational requirements can be discussed with the GLA's contract manager at the initial project briefing meeting

## 12. Contract period

From the commencement date, the contract will run up until 31 December 2017, with an option to extend, subject to compliance with the GLA Contracts Code of Practice.

## 13. Output

Appropriate completed reports and other deliverables should be made available to GLA in electronic format in a timely fashion.

## 14. Contract Management

The contract will be managed by Cassie Sutherland.  
Bidders should identify the person who will be responsible for their contract performance.

## 15. Pricing

Fees and costs should include a breakdown of time and rates for all members of the team and any other expenses that the bidder wishes to claim. Time should be allowed for the work as described in this specification.

## **16. Payment Terms**

The contractor will be paid on the basis of a daily rate. Days, or parts thereof, will be allocated to specific projects, and invoiced monthly in arrears.

## **17. Responsible Procurement.**

Responsible Procurement is an essential factor in all the Authority's contracts. Please see link to the Responsible Procurement Policy. <http://www.london.gov.uk/rp>

**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:**

Cassie Sutherland 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.

**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 6 March 2017.

**HEAD OF FINANCE AND GOVERNANCE:**

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

**Signature:**



**Date:**

06.03.17

