

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2126

Title: Developing Effective Messaging for Housing and Environment

Executive Summary:

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

Decision:

That the Assistant Director for Intelligence and Analysis approves GLA expenditure of up to £25,000 for qualitative research services which identifies citizen's preferences for communications from the Mayor on policy areas of housing and the environment.

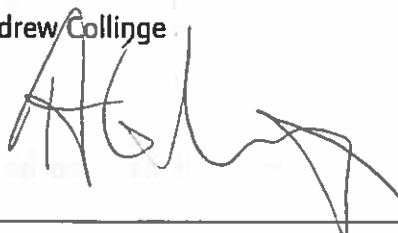
AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

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

Signature:



Position: Assistant Director of Intelligence & Analysis

Date:

13/6/17

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 approach to communicating core messages around two key policy areas; housing and the environment, so as to raise awareness of City Hall's activity, and to encourage Londoners to get involved in the work of the Mayor. This includes best messaging, and best delivery of messaging, to resonate with the opinions of Londoners. The desired outcome is to establish a series of tested messages to guide how we can communicate with Londoners about the work of City Hall – for upcoming strategies, and for other communication.
- 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 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 communications in relation to the Mayor of London's statutory strategies and priorities for housing and the environment.

Outcomes

- 2.2 The insight will be used to develop and support the GLA's communication and outreach plans, and deliver recommendations for creating messaging content around the Mayor's housing and environment 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
 - Key groups who are relevant to this research – inner / outer Londoners; and homeowners / renters.
- 3.2 This will ensure that City Hall is able to produce 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 with 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 for expenditure of up to £25,000 for 2CV Ltd to undertake market research for the Mayor's Housing and Environment strategies and priorities. This is to be funded as follows:

- £8,334 from Intelligence Cross-Cutting Research 2017-18 Programme Budget
- £8,333 from Housing & Land Operational Costs 2017-18
- £8,333 from Environment Strategy Updates 2017-18 Budget

6. Legal Comments

N/A

7. 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]	7 June
Main milestones	8 June: Recruitment 15 & 16 June: Hall Test research 29 June: Focus group research 30 June: Report
Delivery End Date [for project proposals]	7 July
Project Closure: [for project proposals]	7 July

Appendices and supporting papers:

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:

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:

Henry Hall 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:

12.06.17