

REQUEST FOR ASSISTANT DIRECTOR DECISION ADD152

Title: Healthy Schools London: 10 films of school success stories

Executive Summary:

The purpose of this request is to procure 10 films to celebrate the achievements of schools that are part of the Healthy Schools London programme and provide ideas and inspiration to other London schools on what activities they might engage in and encourage more schools to get involved.

Work is due to be undertaken during March and April for the films to be ready for the HSL Celebration event on 9 June 2014.

Approval is therefore sought to conduct a competitive procurement and award a contract to make 10 short films. The films will be produced in line with the Mayor of London brand guidelines, working with the External Relations team.

Decision:

The Assistant Director is asked to approve expenditure of up to £25,000 for the competitive procurement, award, entry into and execution of contract for the services to procure 10 short films to support the Healthy Schools London programme and illustrate the benefits for schools that are involved in Healthy Schools London.

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: Amanda Coyle

Position: Assistant Director, Health and Communities

Signature:

Date: 20 February 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

The Mayor's Healthy Schools London programme was launched in April 2013.

The home page of the Healthy Schools London website features 3 short films of London schools undertaking Healthy Schools activities. The films are used to provide ideas and inspiration to schools on the sorts of activities they could undertake and the benefits that can be gained by being part of Healthy Schools London. The 3 films that are currently featured only cover 3 topics. In order to celebrate the wide range of activities that schools are doing across the 4 themes areas: Healthy Eating, Physical Activity, Personal Social Health Economic Education (PSHEE), Emotional Health and Wellbeing. We would like to have films of schools that cover all of these thematic areas.

Furthermore, with the increase in the numbers of Free Schools and Academies, HSL must also reflect the diversity of schools that exist in London. We aim to film in Primary, Secondary and Special schools and include Free Schools and Academies where possible.

2. Objectives and expected outcomes

The 10 films will be used to provide ideas and inspiration to schools across London about the sorts of activities that they could do as part of their work on Healthy Schools London. The films will be screened at the HSL Celebration event on 9 June in LLR hosted by the Mayor. Furthermore, the films are used during training events with schools in all London Boroughs.

There are currently 30% of all London schools registered on the site (800 schools) which is on target. In order to reach up to 90% of all London schools, we need to provide ideas and inspiration for all schools on the sorts of activities that they might undertake.

The films will be shot in 9 London schools from 9 different Boroughs. 1 film will showcase the achievements of the 200+ schools that have achieved a HSL Bronze Award. The following themes will be covered:

- Growing and gardening
- Healthy school meals and packed lunches
- Active travel to school-walking buses, cycle training & travelling, scootering
- School sports/activity clubs (highlighting range which get the less sporty active, team, small group, paired & individual physical activities)
- Anti-bullying
- Pupil voice
- Healthy volunteering (playground buddies, mini-mentors, gardening, lunchtime monitors, healthy choice monitors, community volunteers)
- Self-esteem building

A full specification has been prepared that will be used by TfL to procure this support. The films will be produced in line with the Mayor of London brand guidelines, working with the External Relations team.

TfL is managing the procurement. Initial quotes indicate that the spend will be up to £25,000

3. Financial comments

- 3.1 Approval is being sought for the commencement of a procurement process and the subsequent award of contract to a supplier to deliver services for 10 short films to support the Healthy Schools London programme and illustrate the benefits for schools that are involved in Healthy Schools London up to the value of £25,000. The contract will span two financial years from end of February 2014 to the 31 May 2014.
- 3.2 The estimated cost of £25,000 for the proposed contract will be funded from the three-year (2013-14 to 2015-16) Obesity Programme budget approved via MD1151. Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 3.3 The Health Team within the Communities & Intelligence Directorate in liaison with TfL will be responsible for managing the proposed contract and ensuring that all expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

4. Planned delivery approach and next steps

Work is due to be undertaken during March and April 2014 as soon as approval is granted

Activity	Timeline
Procurement of contract [for externally delivered projects]	February 2014
Delivery Start Date [for project proposals]	End of February
Delivery End Date [for project proposals]	31 May 2014
Project Closure: [for project proposals]	31 May 2014

Appendices and supporting papers: None

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? YES

If YES, for what reason:

Until what date: (a date is required if deferring) Until contracting is in place 31 March 2014

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 to confirm the following (✓)

Drafting officer:

Alison Stafford has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:

Date: