

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD167

**Title:** Creative agency for the London Rental Standard campaign

### Executive Summary:

The GLA is undertaking a series of projects to improve London's private rented sector, the centrepiece of which is the London Rental Standard (LRS) - a minimum set of standards that all accreditation schemes in London should meet.

The GLA wish to procure a creative agency to assist with the design process. This work will include:

- Producing the look and feel for a Mayor of London led campaign that will work across a range of on and offline platforms
- Producing a 'Supported by' LRS accreditation badge and brand guidelines for partners
- Producing messaging guidelines for three audiences (landlords, letting agents, tenants)

### Decision:

That the Assistant Director of External Relations approves expenditure of up to £30,000 to procure an agency to carry out the creative work required to deliver the London Rental Standard marketing campaign.

### 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:** Kevin Austin

**Position:** Assistant Director of External Relations

**Signature:**

**Date:** 18 March 2014

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

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

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

The GLA is undertaking a series of projects to improve London's private rented sector, the centrepiece of which is the London Rental Standard (LRS) - a minimum set of standards that all accreditation schemes in London should meet.

The LRS will be implemented by the GLA in partnership with boroughs, industry bodies and Shelter, representing tenants' interests. Consumers will benefit from increased professionalism, greater transparency, accountability and access to redress. Landlords and agents will benefit from incentives, training, peace of mind and a way of setting themselves apart from the "rogue" and criminal elements of the sector.

To help publicise the LRS and to meet the Mayor's target of 100,000 accreditations by May 2016, a major marketing campaign will launch at the end of May 2014. The campaign will take a phased approach:

- May – July: raising stakeholder awareness amongst landlords and letting agents (which will lead to accreditation sign-ups)
- July - August: targeting tenants/ prospective tenants (once a critical mass of landlords have signed up) so they know to look out for the LRS badge when finding a property

In order to help publicise the London Rental Standard, the creative work outlined in the 'Executive Summary' is required.

#### **2. Objectives and expected outcomes**

The GLA marketing objective driving this piece of work is:

- To raise awareness of the LRS amongst all target audiences in order to drive demand/ encourage landlords and letting agents to sign-up for accreditation

Measures will be set following pre-campaign research and specific KPIs will include:

- Increased awareness levels of the benefits of accreditation
- Improved perceptions of whether the Mayor is doing enough to encourage landlords to improve their conditions
- Increased awareness levels of the Mayor's housing work
- Increased awareness levels of the Mayor's work in improving the housing offer for working Londoners
- Web traffic to a london.gov landing page
- Campaign recall
- Impact of creative

#### **3. Other considerations**

Links to Mayoral strategies and priorities

3.1 The Mayor's strategy for improving London's private rented sector is focused on expanding voluntary landlord and letting agent accreditation. This piece of work will help meet the following Mayoral manifesto commitments:

- Launch the London Rental Standard – a minimum set of standards that all accreditation schemes in London should meet
- Implement the ‘single badge’ of accreditation
- Accredit 100,000 landlords and letting agents by May 2016

Key risks and issues

3.2 The risk to not undertaking this work is that we will not be able to launch the campaign, which in turn means that we are not delivering against the Mayoral manifesto commitments and not raising awareness of the London Rental Standard.

**4. Financial comments**

4.1 Approval is being sought for expenditure of £30,000 for an agency to carry out the creative work required for the London Rental Standard marketing campaign.

4.2 Costs are to be met from the following budgets:

- £16,000 from the 2014/15 Marketing Programmes budget held within the External Affairs directorate
- £14,000 will be funded from the 2013/14 allocation of the Housing and Land Consultancy budget as approved in MD1246, held within the Housing and Land directorate. The directorate will request for the underspend of £48,000 against this budget to be carried forward into 2014/15. The carry forward request will be subject to the year end approvals process. Should the carry forward request be unsuccessful then these costs will need to be contained within the approved 2014/15 Housing and Land Consultancy budget.

4.3 All appropriate virements and budget adjustments will be made.

4.4 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority’s decision-making process.

4.5 The External Relations Unit (External Affairs directorate) along with the Programme Policy and Services Unit (Housing and Land directorate) will be responsible for managing the GLA’s activities relating to this programme of work and must ensure that the proposed expenditure and associated procurement complies with the Authority’s Financial Regulations (three quotes), Contracts and Funding Code and Expenses & Benefits Framework (wherever applicable).

**5. Planned delivery approach and next steps**

<b>Activity</b>	<b>Timeline</b>
Procurement of contract	March 2014
Announcement	n/a
Delivery Start Date	March 2014
Final evaluation start and finish	October 2014
Delivery End Date	August 2014
Project Closure	May 2016

**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? NO**

**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:**

Rachel Brown 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:**