

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD194

Title: Diversity and Social Policy Team programme budget expenditure approval

Executive Summary:

Approval is sought by the Diversity and Social Policy Team to approve programme budget expenditure for up to £44,000 in order to:

1. Deliver the Mayor's 7th annual Know Your Rights campaign in early 2015
2. Hold a Mayoral reception to promote the Built Environment Professional Education Project
3. Carry out wider engagement work on the Mayor's equality framework, Equal Life Chances for All

Decision:

That the Assistant Director approves:

1. Expenditure of up to £30,000 to cover media, marketing and promotional costs associated with the launch and delivery of the "Know Your Rights" campaign in 2015, which will help focus on helping older people claim benefits and promote money advice services in London.
2. Expenditure of £4,500 to hold a reception in September 2014 to promote the Built Environment Professional Education Project.
3. Expenditure of up to £9,500 to cover the cost of engagement with diverse stakeholder groups on the Mayor's policies and strategies and to ensure that the mainstreaming and monitoring of the Mayor's equality framework is carried out effectively.

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: 25 June 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Approval is sought by the Diversity and Social Policy Team to approve programme budget expenditure for up to £44k in order to:
- 1) Deliver the Mayor's 7th annual Know Your Rights campaign in early 2015. The Mayor committed in his manifesto to carrying out an annual Know Your Rights campaign, to ensure that older people and their carers are supported with claiming Pension Credit and other benefits to which they may be entitled. Programme budget is required to cover advertising and promotional costs and awareness raising events and activities.
 - 2) Hold a Mayoral reception to promote the Built Environment Professional Education Project. The GLA held a reception for influential leaders of built environment professional bodies in September 2012 to kick start this key Paralympic Legacy project. The project is now well underway, with 12 of the key professional institutions having signed up. Programme budget is required to host a second reception in September 2014 to promote the project, involving key players from the field of Higher Education, in addition to those from the Built Environment Professions. Sir Edward Lister and Munira Mirza have confirmed their willingness to hold a reception.
 - 3) Undertake engagement on, and mainstreaming and monitoring of the Mayor's equality framework. A number of meetings are held during the year with groups of organisations to inform the development and delivery of Mayoral strategies and programmes and contribute to the mainstreaming of equality across the GLA Group. Mayoral advisors attend these meetings where appropriate, to discuss specific issues and gain the views of stakeholders. The bulk of the cost of equality-related engagement relates to accessibility requirements for deaf and disabled people, and some hospitality costs. The engagement and mainstreaming and monitoring expenditure includes catering, accessibility services, postage and stationery, journal subscriptions and conferences costs.

2. Objectives and expected outcomes

- 2.1 Deliver the Mayor's 7th annual Know Your Rights campaign in early 2015
This campaign fulfils a Mayoral manifesto commitment to carry out an annual Know Your Rights campaign. Evidence shows that over 180,000 older Londoners are living in poverty and 1 in 3 of those entitled do not claim Pension Credit and other benefits. The campaign is to help older people claim benefits, promote the availability of money management, debt advice services and credit unions in London. A budget of up to £30,000 is being requested to cover advertising and promotional costs and awareness raising events and activities.
- 2.2 Hold a Mayoral reception to promote the Built Environment Professional Education Project
This reception is part of a Mayoral Legacy commitment. The project is now well underway, with 12 of the key professional institutions having signed up, and a full-time employee funded jointly by the GLA, DWP and DIS. It is proposed to hold a second reception in September 2014, which is supported by the Chief of Staff and Deputy Mayor, Policy and Planning and the Deputy Mayor for Education and Culture.
- 2.3 Undertake engagement, mainstreaming and monitoring of the Mayor's equality framework.
The Equality Act 2010 requires public bodies to publish specific and measurable equality objectives. The GLA's statutory equality objectives are published in Equal Life Chances for All which also sets

out the GLA's diversity principles. One of these principles is to make consultation and engagement with diverse stakeholders in London a cornerstone of developing and fulfilling equality actions. This request assists with the fulfilment of our statutory responsibilities under the Act.

3. Equality comments

- 3.1 All projects promote and mainstream equality across all protected groups, involve aspects of promotion, community engagement and consultation. Monitoring and evaluation processes are also in place for all initiatives. Lead officers are all well versed about their on-going equality responsibilities, and projects are in accordance with the requirements of the Equality Act 2010.

4. Other considerations

- 4.1 The Mayor's Know Your Rights campaign contributes to:
- The Mayor's Equality Framework: Equal Life Chances for All by ensuring that older Londoners are informed of their right to take up any benefits and tax credits to which they are entitled;
 - The Mayor's Health Inequalities Strategy - Objective 3, Commitment 12, which specifically refers to raising awareness and supporting take-up of entitlements.
- 4.2 Mayoral reception to promote the Built Environment Professional Education Project
The Built environment Education Project offers the opportunity for the Mayor to contribute to a great legacy from the Games. The success of the "most inclusive games ever" has provided an opportunity to stimulate an increase in inclusive design in the built environment.

The key risk is not being able to secure sufficient commitment from autonomous universities and a range of professional institutions. A high level board has been set up and a dedicated staffing resource secured to engage individually and collectively with stakeholders to promote their involvement.

- 4.3 Undertake engagement, mainstreaming and monitoring of the Mayor's equality framework
The Equality Act 2010 places a duty on public bodies, the "public sector equality duty", to have due regard to the need to eliminate discrimination, advance equality of opportunity, and foster good relations between people with different characteristics. A specific duty arising from the Act requires public bodies to prepare and publish specific and measurable equality objectives, and engagement, mainstreaming and monitoring is essential to this process.

All revised objectives have been developed, revised and agreed with individual policy teams, and equality objectives have been cleared by either the relevant Deputy Mayor, or Executive Director, by the Corporate Management Team, and the Investment and Performance Board. Failure to implement the framework adequately could open the Authority up to legal challenge, potentially damaging the reputations of both the Mayor and the Greater London Authority

5. Financial comments

- 5.1 The estimated cost of this proposal is £44,000 and will be funded via a virement from the Central Programme budget to the Diversity Social Policy Unit in 2014-15. An estimated expenditure budget by work stream as provided by the Diversity Social Policy Unit is show below.

Element	Amount
Know Your Rights Campaign	30,000
Engagement	4,000
BEPE Project Reception	4,500

Mainstreaming and monitoring	5,500
Total	£44,000

- 5.2 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.
- 5.3 The Diversity & Social Policy Unit within the Health & Communities Unit will be responsible for managing this programme of work and ensuring that all expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code, and Expenses & Benefits Framework.

6. Planned delivery approach and next steps

Activity	Timeline
7 th Know Your Rights Campaign	Winter 2014/15
BEPE project reception	December 2014
Mainstreaming, monitoring and engagement	Ongoing

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

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 to confirm the following (✓)

Drafting officer:

Rob Downey 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: