

**REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD221**

**Title: Photographic & Lighting Equipment**

**Executive Summary:**

The External Relations team require photographic and lighting equipment for the GLA Photographer/Photo Editor, who is responsible for populating our digital channels – London.gov.uk, our official social media accounts, Instagram and our email templates- with high quality imagery showcasing the work of City Hall with the aim of generating engagement in our programmes, policies and opportunities.

**Decision:**

That the Assistant Director approves the expenditure of up to £13,000 to purchase photographic and lighting equipment to create new high quality images to be used across the GLA's digital channels.

**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:** Emma Strain

**Position:** Assistant Director, External Relations

**Signature:**

**Date:** 02/09/14

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

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

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

The GLA's Digital Strategy – (which covers the London.gov website, our social media and email channels) aims to make our digital channels:

- The first place to go for information about London government
- Modern, open and engaging
- Resourceful hubs
- A place to showcase the work of the organisation in a way that drives meaningful engagement.

In August 2014, the GLA employed a Photographer/Photo Editor to manage our existing image assets and to create new imagery to be used across our digital channels, which effectively showcases the work of the organisation, as part of the Digital Strategy. The imagery, which is currently held across the organisation, varies in quality and is not, for the most part, suitable for the digital channels.

ADD166 approved the procurement of a digital asset management system to categorise, store and share digital assets – such as photography, creative files and video which are used in reports, advertising and other marketing materials to promote the work of City Hall.

The Photographer/Photo Editor requires specialist photograph and lighting equipment to undertake his role. The procurement will be by way of three quotes and TfL procurement will be consulted. Any procurement shall be undertaken in accordance with the Contracts and Funding code. The equipment will be reviewed at a six-month period, and any additional photographic equipment required will be subject to additional approval.

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

The objective of procuring the photographic equipment is to:

- Ensure the Photographer/Photo Editor can undertake his role and take photos which showcase the programmes, policies and work of the GLA
- Effectively fill our digital channels – social media, email and London.gov with high quality photography, which drives engagement in our work.
- Deliver value for money by undertaking, where possible, photographic assignments in-house which external suppliers would previously have delivered.

#### **3. Equality comments**

3.1 The procurement process for this activity shall be undertaken in accordance with the Authority's Contracts and Funding code.

3.2 No adverse impacts are identified for this proposed decision, but the undertaking of new photography is expected to bring a positive contribution to equality measures through promoting the work of the GLA and the diversity of London.

#### **4. Other considerations**

- TfL procurement have been consulted as part of the scoping exercise
- The risks to the organisation of not having photographic equipment for the GLA Photographer/Photo Editor to use are:

- Poor quality photography on digital channels, which is a reputational risk.
  - The Photographer/Photo Editor unable to complete his roles and responsibilities to the best of his ability.
  - GLA staff continue to procure all photography from external suppliers, where some of these tasks can be delivered in-house demonstrating value for money.
- This project links to the GLA's Digital Strategy, as detailed in MD1326

## 5. Financial comments

5.1 Approval is being sought for expenditure of up to £13,000 to procure photography and lighting equipment to create new high quality images to be used across the GLA's digital channels. This consists of the following items:

<b>Item</b>	<b>£</b>
Camera – including flash, battery	8,400
Lighting equipment	4,054
Storage	470
<b>Total</b>	<b>12,924</b>

5.2 The costs are to be met from the existing 2014-2015 Marketing Programmes and Digital Programmes budget, External Relations Unit, External Affairs directorate.

5.3 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.

## 6. Planned delivery approach and next steps

The equipment will be procured upon approval in August 2014.

### Appendices and supporting papers:

ADD166  
MD1326

**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:**

Dayna Brackley 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:**