

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD260

Title: Press Support services for the London Sustainable Development Commission (LSDC)

Executive Summary:

The London Sustainable Development Commission (LSDC) advises the Mayor on making London an exemplary sustainable world city, and is supported in its work by the GLA Sustainable Development Team.

Approval is sought to enable the Commission to procure and appoint consultants to provide Press Support services from April 2015 – March 2018. The contract will total £36,000 over 3 years (£12,000 per annum), which will be covered by the LSDC's programme budget and subject to an annual break clause.

The successful consultants will support the Commission's communications strategy, providing press engagement services to help profile key LSDC activities in the context of its role to advise the Mayor and exist as a well-known, objective and authoritative voice on priority sustainability issues for the capital.

The GLA Press Team have previously been consulted and agreed that the LSDC procuring press support services in this way was the appropriate mechanism for a body such as the Commission.

Decision:

That the Assistant Director approves expenditure of up to £12,000 per annum (total value of the contract being £36,000 over the 3 year period) to procure and award a contract for the provision of Press Support services for the London Sustainable Development Commission from 1 April 2015 – 31 March 2018.

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 & Communities

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

1.1 Approval was granted in November 2012 for contracting Press Support services to support the LSDC for a three year period under DD 937. The contract granted on the basis of DD 937 concludes on 31 March 2015, therefore approval is sought to procure similar services under a fresh contract, following a new tendering process.

1.2 The GLA Press Team have previously been consulted and agreed that the LSDC procuring press support services in this way was the appropriate mechanism for a body such as the Commission.

London Sustainable Development Commission

1.3 The Commission is the body responsible for advising the Mayor of London on making the capital an exemplary “sustainable world city”. Having recently appointed a new Chair and Deputy Chair, the LSDC is in the process of setting its new areas of focus going forward. These may include:

- Supporting the growth of the green economy in London
- Involvement with the London Infrastructure Plan 2050 and its implementation
- Accelerating the growth of clean tech in London
- Closed loop systems and the circular economy
- Decentralised energy and fuel poverty

1.4 The Commission is seeking to focus its efforts particularly in areas that have the potential to be transformational and scalable, to demonstrate additionality in its work, raise ambition and to promote exemplary sustainability practice.

London Leaders programme

1.5 The London Leaders programme identifies and nurtures some of London’s most exciting and innovative new leaders in sustainable business and communities, supporting them to demonstrate sustainability in action and the contribution of green entrepreneurs to the London economy and the city’s quality of life.

1.6 The programme has supported 80 London Leaders to date and is currently themed around green entrepreneurs – part of Commission’s commitment to the green economy agenda.

1.7 The 2014 London Leaders cohort helped create an additional 37 employment opportunities, and an additional 158 volunteering opportunities in London. 10 new London Leaders are in place for 2015 and are in the process of delivering projects, in line with the programme aims.

2. Objectives and expected outcomes

2.1 The successful consultants will support the Commission’s communications strategy, providing press engagement services to help profile key LSDC activities in the context of its role to advise the Mayor and exist as a well-know, objective and authoritative voice on priority sustainability issues for the capital.

2.2 Services delivered under this contract would include:

- Raising awareness of the LSDC and its activities through handling press enquiries, producing and issuing press releases (as appropriate), creating a tailored media list to support this engagement and attending a monthly catch up with the contract manager.

- On the London Leaders programme, maximising the profile of the overall programme through appropriate press engagement; advising on media angles for each project; media promotion of the key project developments; and supporting the contract manager to develop a narrative around the overall impact of the programme.
- On other LSDC activities (e.g. publications), this contract would support the media promotion of key research, publications or events as part of the LSDC work programme, and also support the public positioning of the LSDC Chair in his capacity as spokesperson for the Commission. These activities would include monitoring of the media-landscape to determine opportunities for proactively putting forward the Commission for comment on its core issues, subsequent liaison with the media to offer comment on such issues as appropriate, and helping the contract manager to distil media-appropriate key messages in the Commission's core areas / on priority issues as part of a positions matrix that the Commission can draw on for comment as appropriate to ensure an efficient process.

3. Equality comments

- 3.1 The services awarded under this contract will primarily support the London Leaders programme. This programme complies with the GLA's policies on equality and accessibility through, for example, consulting the GLA D&SP Unit on the recruitment process for London Leaders; and collecting and analysing equal opportunities data to inform future recruitment plans. Many of the London Leaders projects chosen involve activities that can help improve community cohesion and engagement.
- 3.2 This contract will also support other Commission activities such as the Green Entrepreneurs work stream. The Commission's most recent report on the green economy focuses on green entrepreneurship, including how to best support growth of the SME sector and low carbon innovation. Recommendations highlighted in the report include some focus on how to broaden the sector appeal to all communities.

4. Other considerations

Key Risks and issues

- 4.1 Failure to receive approval would mean the LSDC would be unable to access independent Press Support services to support its remit and the aims of the London Leaders programme. This would ultimately have a negative impact on delivery.

Links to Mayoral strategies and priorities

- 4.2 The LSDC and the London Leaders programme support delivery of the Mayor's statutory duty on sustainable development. As such, they link into the majority of the Mayor's priorities, strategies and the Corporate Plan.

Impact assessments and consultation

- 4.3 There are no specific requirements for impact assessment or consultation (although for information – the Commission's London Leaders were recruited through an open recruitment process and LSDC events support consultation with key stakeholders from across London).

5. Financial comments

- 5.1 Approval is being sought to procure and award a contract for the provision of Press Support services for the London Sustainable Development Commission from 1 April 2015 – 31 March 2018.
- 5.2 The contract to be awarded will be up to the value of £12,000 per annum, with the total value of the contract being up to £36,000 over the 3 year period. The contract will include an annual break clause, and will be funded from the Sustainable Development Programme budget, with each year's budget provision being subject to the annual budget process.

- 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.
- 5.4 The Sustainable Development Team within the Communities & Intelligence Directorate will be responsible for managing the proposed contract and ensuring all expenditure adheres to the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract [for externally delivered projects]	February – March 2015
Announcement [if applicable]	w/c 16 March 2015
Delivery Start Date [for project proposals]	1 April 2015
Final evaluation start and finish (self/external)	March – annually
Delivery End Date [for project proposals]	31 March 2018
Project Closure: [for project proposals]	31 March 2018

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 1 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**

To be published after tender process has closed.

Until what date: (a date is required if deferring) 31 March 2015

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:

Jem McKenna-Percy 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: