

REQUEST FOR DIRECTOR DECISION – DD1165

Title: 2014 Telephone Poll Omnibus extension

Executive Summary:

Approval is sought to extend the GLA's programme of periodic telephone surveys for 2013/14 to include one additional poll. This poll will explore Londoners' experiences of healthcare, their views on particular health policy issues, their own health behaviour (motivations/barriers) and their priorities for improving London to encourage healthy life styles.

DD1070 approved the decision to fund four polls in the 2013/2014 financial year up to a value of £75,000 of which the final contract value awarded was £71,000, while DD712 approved the project for the whole current Mayoral term, until 2016. The contract reference is 80324. This fifth poll will increase the value of the project to £88,750.

A mini competition using the GLA's Framework of Consultation and Market Research Services was undertaken in summer 2012 after which ICM research were appointed to deliver the project.

This poll will survey the views of a representative sample of 1,000 Londoners. Costs will be met from the Opinion Research and Statistics team budget.

Decision:

That the Director approves the extension to the telephone poll contract 80324 to include one further telephone poll at a cost of no more than £17,750. This will raise the total budget for the contract to £88,750, which will be met from the 2013/14 GLA Consultation budget.

AUTHORISING DIRECTOR

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: Jeff Jacobs

Position: Head of Paid Service and Executive Director

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Approval is sought to extend the GLA's programme of periodic telephone surveys with ICM research to include one additional poll to be delivered in March 2014. This telephone survey will interview a representative sample of 1000 adult (18+) residents of the Greater London area for approximately 15 minutes.

ICM research were chosen in 2012 to undertake the work after submitting a bid to a mini-competition through the GLA's Consultation and Market Research Services Framework (which itself was procured on a pan-EU basis in accordance with the Public Contracts Regulations 2006). The work ICM have undertaken for the GLA so far has been consistently successful and has provided us with information crucial to GLA strategy development and communications.

The results of this survey will inform the Mayor's health team about Londoners' experiences of healthcare in the city, their views on particular health policy issues, their own health behaviour (motivations/barriers) and their priorities for improving London to encourage healthy life styles. The results will be of use to the health team's work programme, enabling better informed policy and decision-making aimed at improving their impact on Londoners needs. The research will also be of interest to the London Health Commission.

MD124 approved the admittance of 19 service providers to the GLA Framework of Consultation and Market Research Services. DD712 then approved the undertaking of a mini competition to select the most economically advantageous tender to deliver periodic telephone polls for the duration of the Mayor's current terms, i.e. until summer 2016. The most economically advantageous submission was received from ICM Research and their services were "called off" from the framework accordingly.

2. Objectives and expected outcomes

Objectives:

- To deliver a telephone survey of a representative sample of 1,000 adult Londoners.
- To provide insight to the Mayor's health team on Londoners' views on health.
- To ensure Londoners, particularly those of minority groups, are given a voice in London decision-making.

Expected outcomes:

- Inform the Mayor's health team on the following issues:
 - Explore Londoners' experiences of healthcare in the city and identify how health services could be better suited to Londoners' needs
 - Identify Londoners' priorities for improving the health of Londoners and making London a better city for people to lead healthy lifestyles
 - Identify health behaviour, choices and attitudes to change – exploring personal behaviour rather than NHS service change, barriers to change and what would encourage/support these changes.
- Better informed policy and decision-making at City Hall aimed at improving their impact on Londoners needs.

3. Planned approach

ICM research will undertake a fifth telephone survey on the GLA's behalf in March 2014. The survey will interview a representative sample of 1000 adult (18+) residents of the Greater London area for approximately 15 minutes.

Interviewees will be selected on a random basis, fulfilling quotas around a number of demographic criteria, including gender, age, socio-economic status, working status, ethnicity and geographic location. Interviews will take place over a weekend to ensure the most efficient process. Top-line and cross tabulated results will be reported to the GLA the following week,

4. Other considerations

a) Key risks and issues

Possible risk	Actions to remove/reduce the risk
Need to change the timings of a survey	<ul style="list-style-type: none"> • Determine survey timetable as soon as possible • Establish a flexible approach with market research company
Last minute amendments to the content	<ul style="list-style-type: none"> • Take into account the lead times needed for sign offs • Establish a flexible approach with the market research company

b) Links to Mayoral strategies and priorities

The GLA group has to meet its statutory requirement to consult as set out in the GLA Act 1999 and the duty of Best Value set in the Local Government Act 1999. Under the GLA Act the Mayor is committed to consulting on the statutory strategies, and in relation to the exercise of his general power, Consultation helps the GLA group make better-informed decisions and makes us more accountable to the public. This work has a direct link to the GLA business plan Section II – listening to Londoners encouraging the fullest participation and engagement by all of London’s communities in developing the policies and strategies to improve London. Conducting this survey will contribute towards meeting requirements in both the equalities framework and consultation strategy. It will contribute towards effective consultation and communication, which is critical to effective policy making, and to which the GLA is committed.

c) Impact assessments and Consultation

The appropriate procurement process was followed in summer 2012 to ensure that the company commissioned (here ICM research) complies with the GLA’s equal opportunities requirements. Conducting a telephone survey with a representative sample of Londoners will ensure that the GLA consults with a wide diversity of people. So far as the contract will be authorised under the Mayor’s general power it is necessary for the Mayor to consider the need for consultation. Officers have considered what consultation is required and decided that consultation is not necessary in this case.

5. Financial comments

- 5.1 DD712 approved the GLA undertaking a procurement process to select an organisation to deliver the telephone polls for the duration of the current Mayoral term. The organisation ‘ICM Research’ were the successful bidders and it is proposed that they undertake one telephone survey on the GLA’s behalf in March 2014.
- 5.2 The estimated cost of this single telephone poll is £17,750 taking the 2013/14 financial year’s contract to a total value of £88,750. This will be funded from the 2013-14 Consultation budget held within the Intelligence Unit.
- 5.3 Any changes to this proposal, including any additional work requirements will be subject to further approval via the Authority’s decision-making process. All appropriate budget adjustments will be made.

- 5.4 The Intelligence Unit within the Communities & Intelligence Directorate will be responsible for managing this contract and ensuring that all expenditure adheres to the Authority's Financial Regulations, Expenses & Benefits Framework and Contracts & Funding Code (wherever applicable).

6. Legal Comments

6.1 Sections 1-5 of this report indicate that:

6.1.1 the decisions requested of the Director relate to expenditure for the commissioning of supplies and services which fall within the Authority's statutory powers to do things facilitative of and conducive to the discharge of its general functions; and

6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:

(a) pay due regard to the principle that there should be equality of opportunity for all people;

(b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and

(c) consult with appropriate bodies.

6.2 Both the framework and call off contract awarded to ICM Research and under which it is recommended that services should continue to be provided for 2013/14 were procured in accordance with the Authority's Contracts and Funding Code. Therefore, the director may approve officers' recommendations if he wishes.

Appendices and supporting papers:

Public access to information

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval.

Part 1 deferral: any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

Is the publication of this approval to be deferred? NO

If YES, for what reason:

Until what date:

Part 2 confidentiality: any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Tick indicates approval (✓)

Drafting officer:

Kostas Kononovas has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date