

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD184

Title: Digital First Strategy

Executive Summary:

A Digital First Strategy will allow the GLA Regeneration Team to make a savings on the cost of publications while reaching a wider audience, compared to traditional printing. This commission will provide templates and guidance enabling all future publications to be consistent in visual appearance, to be suitable for viewing on web, tablet and smart phone and to be made available by print on demand (PoD), whereby affordable printing and distribution costs are covered by users rather than the GLA. As a part of this commission graphic design services are being provided to deliver a high quality publication outlining the Mayor's vision for high streets, supporting the Mayor's Regeneration Fund objectives. This document will be used to test PoD printers.

Decision:

That the Assistant Director approves expenditure up to £15,000 from the Mayor's Regeneration Fund Programme Support Budget to develop a digital first strategy and procure a consultant to provide services related to the development of a digital first strategy.

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: Debbie Jackson

Position: Assistant Director, Regeneration

Signature:

Date: 18 July 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 A Digital First Strategy will allow the GLA Regeneration Team to make a savings on the cost of publications while reaching a wider audience, compared to traditional printing. This commission will provide templates and guidance enabling all future publications to be consistent in visual appearance, to be suitable for viewing on web, tablet and smart phone and to be made available by print on demand (PoD), whereby affordable printing and distribution costs are covered by users rather than the GLA. As a part of this commission graphic design services are being provided to deliver a high quality publication outlining the Mayor's vision for high streets, supporting the Mayor's Regeneration Fund objectives. This document will be used to test PoD printers.
- 1.2 The GLA Regeneration Team has printed nine publications since our high streets programme commenced in 2011 at a total print cost of £13,847 and design cost of £13,888. There are a further four high street publications published by June 2014. It is expected that the Digital First strategy commission will become cost neutral within the next two years, and will help the GLA Regeneration Team to save a minimum of £9,000 and 900 printed publications per annum. This initiative could become a model for the wider GLA.
- 1.3 The Digital First Strategy will enable the GLA Regeneration Team:
 - to prioritise web publishing over physical printing;
 - to develop an accessible and consistent library of publications, in line with the corporate identity design guidelines;
 - to allow consumers to order printed publications at their own cost.
- 1.4 The Mayor's high street publication was launched by the Mayor on the 17th July. Therefore the appointment of consultants and the design of the publication had to commence ahead of the signing of this approval, and therefore the decision is retrospective.

2. Objectives and expected outcomes

- 2.1 The commission aims to achieve several outcomes:
 1. to provide the GLA Regeneration Team with the templates and technical tools to specify publication design of pdfs configured for viewing via web, tablet, smartphone and print on demand (PoD);
 2. to test Print on Demand options and to make recommendations for getting the best quality out of the service;
 3. to design a high street publication as a pdf for viewing via web, tablet, smartphone and PoD, and to use the document in the testing of PoD printers.

3. Equality comments

- 3.1 This commission will minimise disadvantages suffered by some equality groups (i.e. those with visual impairment), by making our digital publications easier to use on computers and accessible on other devices. Furthermore, it will ensure that a physical publication can be obtained, when required. All publications will meet the accessibility requirements to which the GLA already adheres.

4. Other considerations

a) key risks and issues

Procurement: This commission was competitively procured in line with the GLA contracts and funding code. Four tender submissions were evaluated. Standard PO terms and conditions will be used.

b) links to Mayoral strategies and priorities

High streets: London's town centres, including many of its high streets, are a key spatial priority of the London Plan, providing access to a range of services and enabling all parts of London to contribute to London's economic success. The Mayor has committed through investment of £120 million through the Mayor's Regeneration Fund and Outer London Fund to support London's high streets.

Waste: The Mayor is committed to reducing carbon emissions from City Hall. This Digital First strategy will help the Regeneration Team and City Hall to achieve this goal.

c) impact assessments and consultations

Consultation: The Digital First strategy has been agreed by the External Affairs team. The Regeneration team will continue to work with the External Affairs team to review web implications, design and lessons for wider roll-out.

5. Financial comments

- 5.1 Approval is being sought to undertake a procurement exercise for consultancy relating to the development of a digital first strategy.
- 5.2 The estimated cost of this contract is up to £15,000. It is expected the commission will be wholly undertaken in 2014/15.
- 5.3 The revenue cost of £15,000 will be funded from the 2014/15 MRF programme support budget, referenced in the Mayor's Regeneration Fund MD895.
- 5.4 MRF officers have included this allocation for evaluation within their MRF programme support budget, and as part of the budget monitoring process MRF officers will be responsible for assessing expenditure on evaluation against budget, and taking any remedial action should costs vary from budget.
- 5.5 All appropriate budget adjustments will be made.
- 5.6 As this decision relates to a contract, officers have to ensure that the requirements of the Authority's Contracts and Funding Code are adhered to.
- 5.7 As this contract is consultancy based, officers also have to ensure that the requirements relating to consultancy services within the Authority's Financial Regulations and Expenses & Benefits Framework are adhered to.
- 5.8 Any changes to this proposal must be subject to further approval via the Authority's decision-making process.

- 5.9 The Regeneration Team within the Development, Enterprise & Environment Directorate will be responsible for managing this project.

6. Planned delivery approach and next steps

- 6.1 This commission was competitively procured in line with the GLA contracts and funding code. Four tender submissions were evaluated. Standard PO terms and conditions will be used.
- 6.2 The commission will be phased to prioritise urgent work such as the design of a high street vision document in time for mid-July, with design and brief templates and PoD recommendations to follow.

Activity	Timeline
Procurement of contract [for externally delivered projects]	28/04/14
Announcement [if applicable]	07/05/14
Delivery Start Date [for project proposals]	08/05/14
Delivery End Date [for project proposals]	31/10/14
Project Closure: [for project proposals]	31/10/14

Appendices and supporting papers:

MD895

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:

Alison Mayer has drafted this report in accordance with GLA procedures and confirms that the Finance team has commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:

Date: