

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD166

Title: **Digital Asset Management**

Executive Summary:

The Greater London Authority requires a Digital Asset Management (DAM) system to categorise, store and share digital assets – photography, creative files, audio and video which are used in reports, advertising and other marketing materials to promote the work of City Hall.

Decision:

That the Assistant Director approves Expenditure of up to a maximum of £12,000 to deliver the Digital Asset Management system for a period of one year.

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: Kevin Austin

Position: Assistant Director of London Engagement

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Digital Asset Management (DAM) is a system, which allows for management and sharing of digital assets – such as photos, creative files, video and audio etc. Currently, digital files are held in various locations across the organisation, tagged inconsistently and without accompanying reference on their terms of use, such as copyright.

A DAM system will allow the GLA to have a central location to store and distribute our digital assets, managed by the External Relations team, working with the Technology group. As part of the DAM project, we will be reviewing the digital assets which the GLA already owns, and seeking to understand the needs of the organisation in order that the External Relations team can provide an efficient and effective image library service – improving workflow and reducing the potential of duplicate images being procured and stored, delivering value for money.

The procurement will be by way of 3 quotes and TfL procurement will be consulted. Any procurement shall be undertaken in accordance with the Contracts and Funding Code. This DAM system will be trialled for a one year period, at the end of which the GLA will consult with Transport for London to understand procurement options moving forward.

2. Objectives and expected outcomes

The objective of procuring a DAM system is to:

- Maintain and optimise the usage of digital content across the organisation, better improving workflow, maximising the use of assets and delivering a storage facility.
- Delivering value for money through shared service.
- The outcome is an efficient image library system, which delivers benefits to both the external relations team for marketing and digital work and the rest of the organisation.

3. Other considerations

- The technology group and the wider GLA family have been consulted as part of this scoping exercise.
- The risks to the organisation of not having a digital asset management system are:
 - o Poor information management – lack of structure to categorise photos, video, tag appropriately and ensure we are meeting copyright and license arrangements.
 - o Policy teams duplicating photography as there is a lack of structure to how the GLA hosts and maintains imagery and video – therefore reducing value for money.

4. Financial comments

4.1 Approval is being sought for expenditure of up to £12,000 to deliver the Digital Asset Management System (DAM) for a one year period.

4.2 The upfront costs and proportion of the annual hosting, maintenance and support costs are to be met from the existing 2013/14 Website Development budget held within the External Affairs directorate. The balance of the annual hosting, maintenance and support costs will fall in 2014-15. A request to

carry forward budget underspend against the 2013/14 Website Development budget is to be made and will be subject to the year end approval process. Should the carry forward request not be successful these costs will need to be contained in the approved 2014/15 Website Development budget.

4.3 Should the GLA wish to extend for year 2 and 3 further approval will be required to be sought.

4.4 All appropriate budget adjustments and virements will be completed.

4.5 The External Relations Unit within the External Affairs Directorate will be responsible for managing this project ensuring compliance with the Authority's Financial Regulations and the Contracts and Funding code.

5. Legal Comments

5.1 The foregoing sections of this report indicate that:

5.1.1 the decisions requested of the Assistant Director (in accordance with the GLA's Contracts and Funding Code) fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, or conducive or incidental to the promotion of economic development, social and environmental improvement in Greater London. In formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:

- pay due regard to the principle that there should be equality of opportunity for all people;
- 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
- consult with appropriate bodies.

5.2 All services required will be procured by Transport for London Procurement (who will determine the detail of the procurement strategy to be adopted) in accordance with the GLA's Contracts and Funding Code. Officers must liaise with Transport for London Procurement in this regard.

5.3 Officers shall ensure that they liaise with legal Services in the preparation and execution of all contracts for services being procured.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract	March 2014
Announcement [if applicable]	March 2014
Delivery Start Date [for project proposals]	March 2014
Final evaluation start and finish (self)	February 2015
Delivery End Date [for project proposals]	N/A
Project Closure: [for project proposals]	N/A

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:

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: