

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2530

Title: Digital asset management – City Hall image library

Executive summary:

The GLA has been using a digital asset management (DAM) system as an image library to provide a central location to categorise, store and share image files that are used across the organisation to support the promotion of the work of the Mayor and the London Assembly. These images are used on our website and social channels, and in presentations, reports and campaign marketing materials.

The GLA subscribes to the platform on an annual basis and are seeking to procure this for another year.

Decision:

That the Assistant Director of External Relations approves the expenditure of up to a maximum of £16,000, and associated procurement, to ensure the GLA continues to have an appropriate digital image library system for a period of one year from October 2021 to September 2022.

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:

20/09/2021

PART I – NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. In 2014, permission was granted to subscribe to a DAM system. Procurement of the current supplier took place in July 2016 (see ADD 166).
- 1.2. A DAM system enables the management and sharing of digital assets such as photos, creative files, video and audio. However, since 2016 the DAM has been used as an image library, primarily to give teams across the GLA access to thousands of images for use in their communications to showcase the work of the Mayor and the London Assembly.
- 1.3. Prior to the DAM, image files were held in various locations across the organisation, tagged inconsistently and without accompanying information on their terms of use, such as copyright and consent. They were also stored in a variety of places – on the shared server, on discs and on local drives. There wasn't any real management of images, or control on the commissioning of images, which resulted in duplication and unnecessary spend.
- 1.4. The system is managed by the External Relations team, and has allowed the GLA to have a central location to store and distribute these assets. The benefits of this system include the ability to automatically:
 - control access and user rights
 - share collections internally and externally
 - download files in custom formats
 - set expiration dates and remove access to them (for Global Data Protection Regulation (GDPR) purposes)
 - track sharing history, and see what types of images perform well.
- 1.5. Having this resource has enabled better control over the management of images. We are able to see what is performing well – so what we need to do more of – as well as what types of images aren't doing so well.
- 1.6. There is also an intention to improve the connection between the image library and the organisation's websites, primarily London.gov.uk. Currently, website editors must select from a separate select bank of images on the website; or find new imagery on the DAM, and request that it is added to the website for use. By integrating the DAM and London.gov.uk, editors can easily make full use of our imagery and track where they are used. This is especially important in relation to terms of use, consent and expiration dates (factors that are particularly important for the use of images containing children).
- 1.7. This growing library currently stores some 46,000 images, taking up over 700GB of space. Furthermore, there is an expectation we could use the DAM to hold other website files, such as PDFs. This would reduce and potentially entirely remove costs currently associated with storing nearly 80GB of website files.
- 1.8. Procurement is therefore required to enable the continued access to and use of a DAM system. The procurement will be undertaken in accordance with the GLA Contracts and Funding Code.

2. Objectives and expected outcomes

2.1. The objective of procuring a DAM system is to:

- maintain and optimise the usage of digital content across the organisation
- ensure the GLA follows GDPR regulations
- maximise the use of shared assets
- provide a central, accessible and easy-to-use storage facility
- remove, or significantly reduce, the need for additional website file storage
- improve efficiency and workflow – use search-based functionality which makes it easier and quicker to find appropriate assets, particularly in urgent/emergency situations
- reduce the duplication of images being commissioned and stored
- deliver value for money through shared services.

2.2. The outcome is the continued use of an efficient image and file library system, which continues to deliver benefits to both the External Relations team – for marketing, social media and our websites – and the rest of the organisation in showcasing the work of the Mayor and the London Assembly.

3. Equality comments

3.1. The images on the system demonstrate a true reflection of London's diversity. They are in line with the Mayor's Inclusive London strategy and his ambitions to create a more equal, more integrated city.

3.2. Additionally, consent forms are completed for anyone identifiable captured in our photography. In relation to safeguarding, photography of children is kept within the system for a duration of two years, after which they are made inaccessible unless further approval has been sought to continue use. Information is also displayed concerning the restricted use of any sensitive images.

4. Other considerations

Key risks and issues

4.1. The image library houses some 46,000 images that evidence all aspects of the Mayor's areas of responsibilities, including the Mayor himself. To lack immediate access to them would have far-reaching affects, particularly for urgent/emergency situations. Consideration would be needed on how to provide access to, and how to store, a growing collection of images.

4.2. The image library enables users to search, download and resize images, and to share collections. If operation of the image library ceases, then what would otherwise have been an automated function taking next to no time would become a manual function for many, with a lot of time spent searching many different folders. Additional internal resource and budget would be needed to provide functions that the system performs automatically. For example, manually searching through 43,000 images filed in folders could take hours or days; this would quickly cost the GLA more, over a shorter period, than the current payment required.

- 4.3. Having images in folders will mean a lack of structure to categorise photos, videos, etc, appropriately, and to ensure we are meeting copyright and licence arrangements. Additionally, there could be an increase in duplication photography owing to a lack of structure in how the GLA hosts and maintains imagery. This would reduce value for money.
- 4.4. Costs for image and file storage on and off the website would increase, and larger servers would be quickly required as our library grew.
- 4.5. With no structure in place to support information management, certain factors – for example, restrictions to due image consent – could lead to a breach of GDPR.

Links to Mayoral strategies and priorities

- 4.6. The use of the images is directly linked to the GLA's core business objectives to:
 - increase awareness of the work that the Mayor of London, the London Assembly and the GLA are doing on behalf of Londoners
 - increase understanding, engagement and participation in key projects, events and campaigns
 - increase Londoners' opportunities to access and influence London's government.
- 4.7. The GLA has a duty to keep Londoners informed about and engaged in the work of the Mayor and the London Assembly. This includes making Londoners aware of the Mayor's responsibilities, and the opportunities stemming from the Mayor's work – including programmes and services across the capital.
- 4.8. The collection of image assets supports the marketing and promotion of the policies, programmes, events and statutory activities of the Mayor of London and the London Assembly through advertising, social media and the website, to help Londoners better understand and engage with the work of City Hall. They are representative of a broad spectrum of activity across most teams within the GLA.

Impact assessment and consultations including data protection

- 4.9. TfL Procurement has been consulted and advised on procurement options. The GLA contracts and funding code will be adhered to, ensuring services are procured competitively. We will aim to secure value for money and make efficient use of the budget.
- 4.10. We are working with Information Governance on a policy relating to the data protection of images. The image library also has the ability to automatically restrict sensitive images – that is, images of children under the age of 18 – so that we can adhere to GDPR.

5. Financial comments

- 5.1. The Assistant Director's approval is sought for expenditure of up to a maximum of £16,000, and associated procurement, to ensure the GLA continues to have an appropriate digital image library system for a period of one year from October 2021 to September 2022. The expenditure is likely to be paid in 2021-22 and to be funded from External Relations' existing 2021-22 budget, held within Strategic and Communication's Directorate. Financial-year adjustment should be made as this may be a pre-payment made in advance for the period 1 April 2022 to September 2022. As the

payment relates to and spans two financial years, funding for future years' expenditure will be subject to the annual budget-setting process and cannot be guaranteed.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of contract	August/September 2021
Announcement	n/a
Delivery start date	October 2021
End of current contract	30 September 2021
Final evaluation start and finish (self):	August 2021

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) 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 it has been approved 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 – Sensitive information

Only the facts or advice that would be exempt from disclosure under the FoIA should be included 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:

Vivienne Lang has drafted this report in accordance with GLA procedures and confirms the following:

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 20 September 2021

✓

ASSISTANT DIRECTOR OF FINANCIAL SERVICES

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

Signature

Anna Custot

Date

20/09/2021