

## Strategic Plan Delivery Form 2010/11

<b>Name of project</b>	<b>Consultation and Engagement Programme</b>	<b>Project number</b>	100SP10/11
------------------------	--	-----------------------	------------

<b>Director</b>	<b>Assistant Director</b>	<b>Mayoral Adviser</b>	<b>Team</b>
<b>Jeff Jacobs</b>	<b>Andrew Collinge</b>		<b>Consultation</b>

### 1. Objective

#### Description

- The Public Consultation Team manages all projects within the Consultation and Engagement Programme.
- The programme is agreed at C&I Board.
- Colleagues at the GLA, Functional Bodies, and London Councils are consulted on content and provided with communication about the results.
- The success and impact of consultation and engagement activity will be evaluated at the end of the financial year.

**Project One:** Commission research to monitor and generate timely intelligence that informs the work of the GLA via the undertaking of periodic telephone polls. DD0182 approved this work for the lifetime of the GLA's Consultation and Market Research Framework (MRF) (to 2011 with the option to extend until 2012).

**Project Two:** Complete and publish the 11<sup>th</sup> Annual London Survey. DD0061 authorised the "call off" of the services of BMG Research under the MRF in this regard, again for a period until 2011 with the option to extend until 2012.

**Project Three:** Cross-cutting research programme. Undertake research and consultation activity that does not fall under specific policy areas, i.e. scoping new initiatives, research with specific groups (e.g. young people, refugees).

**Project Four:** The Public Consultation Team will lead on the commission of digital engagement tools to engage individuals and organisations, to allow comment on the work of the Mayor and London government, and provide a forum for all to discuss and examine policies, strategies and public service delivery in London.

#### Reasons for undertaking the project

All opinion research, consultation and engagement projects conducted by the team work to:

- Fulfil the Mayor's manifesto commitment in 'Making London's Mayor Accountable'. The Mayor stated, "I believe Londoners should have a greater say on how their city is run. Under my administration, City Hall will listen to public consultations, which will help shape policy. A consultation should be conducted to solicit information that will shape decision-making...the Mayor must be accountable to Londoners, and they must feel that their voice will be heard – not just once every four years, but on a regular basis."
- Ensure the Mayor meets his statutory obligation to consult the public on his statutory and non-statutory strategies (section 42 GLA Act).
- Monitor and evaluate the extent to which the Authority meets its principal purpose of promoting economic development and wealth; promoting social development and health; and achieving sustainable development in Greater London.

- Help to ensure that, in the formulation of policies and proposals to be included in any of the strategies, there is due regard to the principle that there should be equality of opportunity for all people, and an assessment made of how effective those arrangements are in promoting equality of opportunity (reflected in Equal Life Chances for All).
- Ensure and improve governance by taking account of Londoners' views to inform our decision-making processes.

### Aims and objectives

- Inform the work of the GLA.
- Track multiple policy areas, analyse correlations between policies and identify cross cutting themes and key drivers of opinion.
- Track awareness and perception of the Mayor and London Assembly.
- Explore demographic differences and provide national and city comparisons.
- Provide a mechanism for debate and direct engagement with Londoners to discuss and examine policies, strategies and public service delivery in London.
- Support policy teams across the GLA to deliver their statutory and non-statutory public consultation and engagement activities.
- Engage individuals and organisations to allow comment on the work of the Mayor and London government.

## 2. Milestones 2010/11

Outcome	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Project One – generate intelligence to inform the work of the MO & GLA	Telephone Poll x1	Telephone Poll x2	Telephone Poll x3	Telephone Poll x4
Project Two – Annual London Survey				ALS results
Project Three – cross cutting research programme				Publish research
Project Four – digital consultation tools (TBC)				

## 3. Risks

Risk description and potential impact	Rating	Mitigating actions
Changing needs of the administration	Medium	Programme to be agreed in advance by the C&I Board. The MRF has been designed to ensure flexibility and fair competition in meeting the needs of the GLA.
Termination of contract by a supplier	Low	The shortlists on the MRF enables the GLA to hold mini-competitions amongst the remaining suppliers to select a suitable alternative supplier.
General Election	Medium	Have due consideration to potential timeframe for an election when agreeing a communications schedule. Seek Legal advice as appropriate.

Need to change the timing of research	Low	Discuss and agree a realistic timetable with sponsor ASAP. Establish the key deliverables in the timeline.
Last minute changes to content of research and consultation	Low	Clearly brief the agency to ensure they understand requirements and context. Ensure realistic timeframe for sign-off internally.

#### 4. Finance 2010/11

##### Costs

The cost of the Public Consultation Programme for 2010/11 is **£156,000**. A breakdown of expenditure per project is detailed below:

<b>Public Consultation Programme 2010/11</b>	<b>£000</b>
General intelligence to inform the work of the MO & GLA	75
Annual London Survey	50
Cross-cutting research programme	25
Innovative platforms for engagement	6
<b>2010/11 Budget Requirement</b>	<b>156</b>

##### Subjective budget i.e. budget by activity

<b>PROJECT 1, 2 and 3 Activity</b>	<b>2010/11 £000</b>	<b>2011/12 £000</b>
<b>Research agencies:</b>	<b>150</b>	<b>150</b>
Questionnaire development		
Scripting, sampling		
Fieldwork		
Topline results and tables		
Report		
Presentation (if required)		
Project management		
<b>PROJECT 4 Activity</b>		
<b>External agencies:</b>	<b>6</b>	<b>6</b>
Design		
Campaign/Event		
<b>Total</b>	<b>156</b>	<b>156</b>