UKSBS
Shared Business Services

ORDER FORM

Framework Agreement

FROM

Authority	Greater London Authority (GLA)
Service Address	GREATER**LONDON**AUTHORITY City Hall The Queen's Walk London SE1 2AA
Invoice Address	GREATERLONDONAUTHORITY City Hall The Queen's Walk London SE1 2AA
Contact Ref:	Name: [redacted] Phone: [redacted] e-mail: [redacted]
Order Number	GLA 80688
Order Date	22 May 2015

TO

Provider:	ICM Research
For the attention of: **E-mail** **Telephone number**	[redacted] **ICM Research** [redacted]
Address	Berkshire House London WC1V 7AA

1. SERVICES REQUIREMENTS

(1.1) Services [and Deliverables] Required:

As per attached: ITT GLA 80688 - Volume 2_ 2015 - 2017 - GLA Events Research Specification.

ICM Research's Technical Submission attached.

(1.2) Commencement Date: 01 June 2015

(1.3) Price Payable by Authority

Year 1 - From 01 June 2015 to 31 March 2016

At the current budget value of £42,000. The GLA Events Team will prioritise events and research elements to be included within this budget based on your commercial submission and breakdown of the prices. If further budget becomes available during year one the GLA Events Team may want to call off further events or research elements.

Year 2 - From 01 April 2016 to 31 March 2017 – not agreed.

If the contract is to be extended the scope and budget for research in year two (2016/17) is to be agreed prior to extension of the contract. Again the GLA Events Team will prioritise events and research elements to be included within research for year two based on your commercial submission and breakdown of the prices.

ICM Research's Commercial Submission attached.

(1.4) Completion Date: 31 March 2016

2 ADDITIONAL REQUIREMENTS

(2.1) Supplemental Requirements in addition to Call-Off Terms and Conditions:

Not applicable

(2.2) Variations to Call-Off Terms and Conditions

Not applicable

3. PERFORMANCE OF THE SERVICES [AND DELIVERABLES]

(3.1) Key Personnel of the Provider to be involved in the Services [and deliverables]: [redacted]

(3.2) Performance Standards

As per service specification

(3.3) Location(s) at which the Services are to be provided:

GREATERLONDONAUTHORITY
City Hall
The Queen's Walk
London SE1 2AA

(3.4) Quality Standards

As per service specification

(3.5) Contract Monitoring Arrangements

The contract will be monitored continuously over the course of the year, after each of the events or research elements has been deleivered. At the end of March 2016 a review of the years work and the final end of year report will be undertaken.

4. CONFIDENTIAL INFORMATION

(4.1) The following information shall be deemed Commercially Sensitive Information or Confidential Information:-

Bidder's prices

(4.2) Duration that the information shall be deemed Commercially Sensitive Information or Confidential Information

BY SIGNING AND RETURNING THIS ORDER FORM THE PROVIDER AGREES to enter a legally binding contract with the Authority to provide the Service specified in this Order Form together with, where completed and applicable, the mini-competition order (additional requirements) set out in section 2 of this Order Form. Incorporating the rights and obligations in the Call-Off Terms and Conditions set out in the Framework Agreement entered into by the Provider and UK SBS on 14/04/2014 and any subsequent signed variations to the terms and conditions.

For and on behalf of the Provider:-

[redacted]

For and on behalf of the Authority-

[redacted]

TRANSPORT FOR LONDON

SPECIFICATION OF REQUIREMENTS

Greater London Authority Events Research 2015-2017

Tender Reference: GLA 80688

Date: March 2015

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1. BACKGROUND

The Greater London Authority (GLA) wishes to commission a research company to carry out events research from April 2015 to March 2016, with the ability to extend for a further year from April 2016 to March 2017. This specification contains the scope of research for 2015/16, with the scope of research for 2016/17 to be agreed prior to extension of the contract.

Throughout the year the Mayor, via the GLA Events Team, delivers and supports an exciting and vibrant year round programme of festivals and cultural events. These range from smaller-scale but culturally significant events, such as Eid, Vaisakhi and Diwali, to world-renowned major events such as Notting Hill Carnival, Pride and New Year's Eve (see Appendix A - Mayoral delivered events and Appendix B - Mayoral supported events).

The Events Team are currently drafting a new Events Strategy for 2015 – 2017. The key objectives for events during this time will be to:

a) Celebrate London's cultural diversity, raise cultural awareness and promote community cohesion
b) Enrich Londoners, through community involvement and participation in arts and cultural activities
c) Contribute towards tourism, which is hugely important to London's economy
d) Encourage investment from the commercial sector, generating effective partnerships
e) Facilitate the communication of Mayoral messages and priorities

As part of this new events strategy the Marketing team have been tasked with refreshing the marketing approach of the Mayor of London's event portfolio with the aim of:

a) Increasing recognition of the events that the Mayor puts on
b) Raising awareness of the Mayor's role
c) Increasing engagement in the GLA through events for London
d) Increasing attendance at events where necessary

To do this the Marketing Team are producing a suite of creatives for five core events (St George's Day, Eid, Diwali, African Event, St Patrick's Day) so that each is instantly recognisable as part of the Mayor's events portfolio. The Marketing team is also producing an events e-newsletter, and investigating other ways in which to cross-promote the events.

The programme of events contributes to a number of Mayoral objectives:

- To directly support a number of festivals and cultural events in London, working with a wide range of partners, to ensure that both well-established but also new events take place across London, with activities intended to appeal to as many Londoners as possible (Cultural Metropolis, policy 4.6, p.178)
- To enhance London's cultural capital and deliver a diverse programme of events to create economic value, excite and put London in the world's spotlight
  (GLA Business Plan 2013/14 to 2015/16, p.5)
- To develop and deliver a major events programme to create on-going economic benefit to London and put the city's cultural diversity in the spotlight; and increase the value of sponsorship secured to support the programme
  (GLA Business Plan 2013/14 to 2015/16, p. 45)

2. RESEARCH OBJECTIVES

The objectives of the events research for 2015 to 2017 are:

1. measuring the effectiveness of the event programme in celebrating London's cultural diversity, raising cultural awareness and promoting community cohesion
2. assessing experience of and satisfaction with the different aspects of the events
3. assessing the demographic composition of event attendees
4. assessing the value for money and the economic benefit of the event programme for London
5. understanding motivations and barriers for attending events
6. informing the planning future events programmes
7. measure awareness of, and satisfaction with, the Mayor's involvement in events
8. assessing corporate partner awareness
9. measure campaign recognition and recall (tube posters, Metro advert, postcard at a tube station, e-flyer, etc.).
10. assess impact of campaign materials call to action
11. explore Londoner's views on campaign materials

3. OUTLINE OF RESEARCH REQUIREMENTS

In order to address these research objectives it is anticipated that across the two years the following research will be needed:

a) Face to face interviews with attendees at events
This research will involve:

- Questionnaire development, likely to include questions on the following areas:
    - Attendees views on how well the event celebrates London's cultural diversity, increases their cultural awareness and promotes community cohesion
    - Attendees' enjoyment of/ satisfaction with the event
    - Channels they used to get information about the event
    - Demographic information about attendees
    - Time and money spent at the event
    - Ways the event could be improved
- A team of professional researchers attending events and interviewing attendees
- Interviews taking approx. 10 mins
- A minimum of 500 interviews to be achieved at each of the events which generally run for 6 hours
- Random sampling approach
- Analysing results
- Topline results reports- marked up questionnaires produced for each event
- Summary reports - short summary reports in PowerPoint format produced for each event. Providing commentary in a clear and concise manner, which is interesting and easily comprehended by the non-specialist reader. To include topline findings, event benchmarks, trends and significant differences.
- Full data tables with crossbreaks – to be provided in PDF and Excel for each event. These will break down findings to each question by key demographic (for example, by gender, age, work status, social grade, ethnicity and Londoner status) with statistically significant data highlighted. In addition, the tables would contain combination/net figures, summary tables, mean scores, and significance testing to help us get the most out of the data.

b) Face to face vox pops with attendees at events
This research will involve:

- Questionnaire/interview development
- An experienced qualitative researcher and a trained camera operator attending events and conducting a series of interviews with attendees.
- Interviews will provide approx. 25-30 minutes of unedited footage
- Unedited footage will be edited into videos. In the past these have included a short 3 min promotional video for public consumption and a longer 15 minutes video featuring comments on a range of aspects of the event such as accessibility, why people attended and how the event could be improved, for the GLA and partners.
- The unedited footage as well as a short (3 min) promotional video for public consumption and a longer (15 minutes) video for the GLA and partners should be provided in a format that can be easily shared.

c) Online surveys with attendees and non-attendees (GLA databases)
This research will involve:

- Questionnaire development, likely to include questions on the following areas:
    - Attendees views on how well the event celebrates London's cultural diversity, increases their cultural awareness and promotes community cohesion
    - Attendees' enjoyment of/ satisfaction with the event
    - Channels they used to get information about the event
    - Time and money spent at the event
    - Ways the event could be improved
    - Non- attendees reasons for not attending
- Creating the survey in online software - this will then be distributed by the GLA to GLA or partner owned databases (i.e. See Tickets Database for everyone who purchased tickets for New Years Eve Event)
- Analysing results
- Topline results report- marked up questionnaires produced for each survey
- Summary reports - short summary reports in PowerPoint format produced for each survey. Providing commentary in a clear and concise manner, which is interesting and easily comprehended by the non-specialist reader. To include topline findings, event benchmarks, trends and significant differences.
- Full data tables with crossbreaks – to be provided in PDF and Excel for each survey. These will break down findings to each question by key demographic (for example, by gender, age, work status, social grade, ethnicity and Londoner status) with statistically significant data highlighted. In addition, the tables would contain combination/net figures, summary tables, mean scores, and significance testing to help us get the most out of the data.

d) Online surveys with a representative sample of Londoners
This research will involve:

- Questionnaire development, likely to include questions on the following areas:
    - Motivations and barriers for attending events
    - Awareness of marketing materials
    - Views on marketing materials
    - Improvements that could be made to encourage more people or certain groups of people to attend events.
- Creating the survey in online software
- Achieving a representative sample of 1000 Londoners
- Analysing results
- Topline results - marked up questionnaires produced for each survey
- Summary reports - short summary reports in PowerPoint format produced for each survey. Providing commentary in a clear and concise manner, which is interesting and easily comprehended by the non-specialist reader. To include topline findings, event benchmarks, trends and significant differences.
- Full data tables with crossbreaks – to be provided in PDF and Excel for each survey. These will break down findings to each question by key demographic (for example, by gender, age, work status, social grade, ethnicity and Londoner status) with statistically significant data highlighted. In

addition, the tables would contain combination/net figures, summary tables, mean scores, and significance testing to help us get the most out of the data.

e) End of year overview report

- Full report, summarising the findings from all of the year's events research, addressing all of our research objectives.
- This could be in Word or Power Point.
- The report should be a full interpretative report which will not just describe the findings but bring the data to life and communicating the implications of the results.

We may wish the successful company to present the final report to the GLA and partners.

4. SCOPE OF RESEARCH FOR YEAR ONE (2015/16)

For year one (2015/16) the GLA would like the following research to be carried out. The research budget for this work in year one is £42,000:

Research for 2015/16	Quantity
a) Face to face interviews ▪ Questionnaire development ▪ Fieldwork - at least 500 interviews per event ▪ Analysing results ▪ Topline results reports ▪ Summary power point reports ▪ Full data tables with crossbreaks.	8 events, likely to be as follows: 6 x events delivered by the Mayor 1. Eid - July 2015 2. Liberty – July 2015 3. Diwali - October 2015 4. African Event - October 2015 5. New Year's Eve - December 2015 6. St Patrick's Day - March 2016 2 x events supported by the Mayor 7. Pride – June 2015 8. Notting Hill – August 2015
b) Vox pops ▪ Questionnaire development ▪ Fieldwork – at least 8 interviews ▪ 25-30 minutes of unedited footage ▪ Short (3 min) promotional video ▪ Longer (15 minutes) video for the GLA and partners	1 x event
c) Online surveys with attendees and non-attendees ▪ Questionnaire development ▪ Survey into online software (to be distributed to GLA databases) ▪ Analysing results ▪ Topline results report ▪ Summary powerpoint report ▪ Full data tables with crossbreaks.	1 x event - New Year's Eve Jan 2016
d) Online research with a representative sample of Londoners ▪ Questionnaire development ▪ Survey into online software ▪ Fieldwork – at least 1000 Londoners ▪ Analysing results ▪ Topline results report ▪ Summary powerpoint report ▪ Full data tables with crossbreaks.	1 x survey
e) End of year overview report ▪ Full report, summarising the findings from all of the year's events research, addressing all of our research objectives ▪ Word or Power Point ▪ Present the final report to the GLA and partners	1 x report 1 x presentation

In addition to this if extra budget becomes available during the course of the year we may want to call off further research i.e. face to face research at an additional event, vox pops at an additional event, an additional online survey etc.

Consequently we are asking research companies to provide costs for delivering the research required for 2015/16 as well as providing costs for delivering each of the research elements mentioned above (a to d).

The scope and budget for research in year two (2016/17) is to be agreed prior to extension of the contract.

5. ROLES AND RESPONSIBILITIES

The GLA will:

- Attend initial kick off meeting with the successful company in April 2015 and meet at the beginning of the next financial year in April 2016
- Set out a clear scope of work for each year 2015/16 and 2016/17
- Make additional research requests within agreed lead in times
- Provide feedback on questionnaires/ discussions guides etc
- Provide feedback on reports
- Deal with all logistics and all arrangements for research taking place at events (passes for researchers etc).
- Provide all electronic creatives needed
- Distribute surveys to databases where appropriate

The successful research company will:

- Attend a kick off meeting with the ORS Team and Events Team in April 2015 and meet at the beginning of the next financial year in April 2016
- Carry out the agreed scope of work and deliver agreed outputs for each year 2015/16 and 2016/17
- Carry out any additional work as requested throughout the year
- Liaise with the ORS team on all research matters
- Liaise with the Events Team on all logistical matters and arrangements at events

Appendix A: Events delivered by the Mayor during 2015/16

	Mayoral Delivered Events	Description	Primary Audience	Secondary Audience	Location	Times	Estimated attendance
1	**Vaisakhi** 11 April 2015	Vaisakhi festivities mark the Sikh New Year, celebrating with the best contemporary and traditional Asian music, plus dance, DJ sets and fun activities for children and families.	Sikh community Young Asians	Families Culture vultures Tourists	City Hall and the Scoop	12:00pm to 5:00pm	5,000
2	**St Georges Day** 25 April 2015	Inspired by St George's Day's 13th century origins as a national day of feasting this celebration includes a feast of traditional English fare.	35+ year olds Families	Tourists	Trafalgar Square	12:00pm to 6:00pm	15,000
3	**Eid** 25 July 2015	Celebrates Eid ul-Fitr, the Islamic holiday marking the end of Ramadan, the month of fasting.	Muslim community	Families Tourists	Trafalgar Square	12:00pm to 6:00pm	20,000
4	**Liberty** 26 July 2015	Showcases the talents of deaf and disabled artists from the UK and abroad.	Deaf and Disabled Londoners and families	Non-disabled Londoners	Queen Elizabeth Olympic Park	12:00pm to 6:00pm	10,000
6	**African Event** 10 October 2015	Celebrating African culture as part of Black History Month, featuring African music, acrobats and dancers, an African fashion show, food stalls, a market selling Africa themed goods and products	African communities	Families Tourists	Trafalgar Square	12:00pm to 6:00pm	20,000
5	**Diwali** 11 October 2015	Diwali, the festival of lights, is celebrated worldwide by Hindus, Sikhs and Jains and is one of the most popular community cultural events to take place annually on Trafalgar Square.	Hindu, Sikh and Jain communities	Families Tourists	Trafalgar Square	2:00pm to 8:00pm	30,000
7	**New Year's Eve** 31 December 2015	Annual fireworks display to celebrate the new year.	Londoners Tourists		Embankment	6.00pm to 1.00am	250,000 inside viewing areas
8	**St Patrick's Day** 13 March 2016	A day of family fun celebrating all things Irish, experience the best of Irish food, music, song dance, culture and arts.	London Irish, Families (mums and children) 16-34 year olds	Tourists	Trafalgar Square and parade	12:00pm to 6:00pm	80,000

Appendix B: Events supported by the Mayor during 2015/16

	Mayoral Supported Events		Primary Audience	Secondary Audience	Location	Timings	Estimated attendance
9	**Pride** 27 June 2015	One of the biggest LGBT celebrations in the world.	LGBT communities Londoners	Tourists	Trafalgar Square and Soho	12:00pm to 8:00pm	150,000
10	**Mela** 6 August 2015	Europe's largest outdoor festival of Asian culture	Asian communities	Families Tourists	Trafalgar Square	1:00pm to 9:00pm	70,000
11	**Notting Hill Carnival** 30/31 August 2015	Held each August Bank Holiday since 1966, the Notting Hill Carnival is the largest festival celebration of its kind in Europe.	Londoners	Tourists	Notting Hill	8.00 am to 9:00pm	500,000 per day
12	**Totally Thames** Sept 2015	Totally Thames takes place over the month of September and brings the river to life via an exciting season of arts, cultural and river events throughout the 42-mile stretch of the Thames in London.	Londoners	Tourists	Various	10:00am to 6:00pm	2.7 million attended over 170 events
13	**Chanukah** December 2015	Menorah lighting ceremony, celebrating the Jewish festival of lights. Presented by the Jewish Leadership Council, London Jewish Forum and Chabad. This event is supported by the Mayor of London.	Jewish communities	Families Tourists	Trafalgar Square	6:00pm to 7:30pm	5,000
14	**Chinese New Year** February 2016	Every Chinese New Year, London celebrates with parades, performances and fireworks with the main London Chinatown Chinese Association events taking place in Trafalgar Square, Leicester Square and Chinatown.	Chinese communities	Families Tourists	Trafalgar Square and parade	10:00am to 6:00pm	100,000

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