

Committee(s): Communications & Corporate Affairs (Policy & Resources) Committee – For decision Resource Allocation Sub (Policy & Resources) Committee – For decision	Dated: 7/06/2022 15/7/22
Subject: Survey of City residents and workers	Public
Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?	1-12
Does this proposal require extra revenue and/or capital spending?	Y
If so, how much?	£60,000
What is the source of Funding?	Policy & Resources Contingency Fund
Has this Funding Source been agreed with the Chamberlain’s Department?	Y
Report of: Bob Roberts – Deputy Town Clerk and Executive Director for Communications	For Decision
Report author: Yassar Abbas – Town Clerk’s Department	

Summary

The City of London Corporation previously carried out surveys of its main stakeholders to determine knowledge of, and attitudes to, the organisation and its work, as well as the City as an area in which to live, learn, work and run a business.

It is now just under 10 years since the last set of surveys were carried out. Commissioning another survey now – and specifically with City residents and workers - would help to gauge satisfaction levels with the City Corporation’s work and the services we provide. It would also help us to measure how well we are delivering against our current Corporate Plan and help shape future versions.

Members are asked to support the funding of a survey at an anticipated cost not to exceed £60,000.

Recommendation(s)

Members are asked to agree:

- a reputable polling organisation be commissioned to carry out a survey of 500 City residents and 1,000 workers at an estimated cost not to exceed £60,000, to be met from your Committee’s 2022/23 Policy & Resources Contingency Fund.

Main Report

Background

1. The City of London Corporation has carried out surveys of four key City stakeholders (City workers, City residents, City businesses and senior City executives) every three years from 2000-2013. The surveys were carried out by specialist polling organisations following a competitive tendering process.
2. The surveys last took place in 2013 with a budget of £135,000 allocated from the Policy & Resources Committee's Policy Initiatives Fund. They included:
 - 'At home' interviews with 200 City residents lasting circa 20 minutes each.
 - 'In-street' interviews with 500 City workers lasting circa 10 minutes each.
 - Telephone interviews with senior City executives nominated by the City Corporation lasting 20 minutes each.
 - 500 telephone interviews with business managers working in the City lasting circa 18 minutes each.
 - A presentation to Members and relevant officers on the survey results.

Current Position

3. It is now just under 10 years since the last set of surveys of key City stakeholders were carried out. Officers have been asked to investigate costs involved in reinstating this polling but focusing more specifically on City residents and workers. This would also help the organisation to better understand how effectively it is delivering against the current Corporate Plan and help shape future versions.

Options

4. Commission a reputable polling organisation to conduct a survey consisting of 40 questions with:
 - Option 1: 200 face-to-face interviews with City residents and 500 face-to-face interviews with City workers. These are anticipated to be £30,000 based on informal indicative quotes from several reputable polling organisations.
 - Option 2: 500 face-to-face interviews with City residents and 1,000 face-to-face interviews with City workers. It is anticipated this would cost approximately £60,000.

Proposals

5. Discussions by Members at Policy & Resources Committee on initial proposals led to an agreement that a wider sample of residents was needed beyond the traditional 200 surveyed previously.
6. **It is therefore recommended that Members agree to conduct a tender process to select a reputable and cost-effective provider to deliver Option 2 set out in paragraph 4.**
7. This would enable the City Corporation to measure how favourably or otherwise it and the Square Mile are viewed by a larger representative sample of residents and workers.

Key Data

8. The City of London has around 8,000 residents living within it and more than half a million workers commuting into it. A survey of 500 residents and 1,000 workers will provide a significantly bigger sample of City residents and workers than previously.

Corporate & Strategic Implications

Strategic implications

The Corporate Plan states that we aim to contribute to a flourishing society, shape outstanding environments, and support a thriving economy, by strengthening the character, capacity and connections of the City, London, and the UK, for the benefit of people who live, learn, work and visit here. A stakeholder survey offers an opportunity to gauge how well the organisation has performed against each of these.

Financial implications

The survey entails a substantial item of expenditure for which no provision has been made in the Communications or other local risk budgets. It is therefore proposed that the cost of the survey be allocated from your Committee's 2022/23 Policy Contingency Fund, categorised as Research and charged to City's Cash.

Resource implications

None.

Legal implications

None.

Risk implications

To protect the City Corporation's reputation and credibility with residents, businesses, and workers a reputable polling organisation will be commissioned which is:

- a member of a relevant industry body such as the Market Research Society
- and registered under the Data Protection Act.

Equalities implications

To help ensure compliance with our Public Sector Equality Duty:

- the survey will be accessible to all and conducted through face-to-face interviews.
- interviewers will be moved around the City to get a spread of interviews in all wards.

Climate implications

None.

Security implications

None.

Conclusion

9. It is now just under a decade since the last set of surveys of key City stakeholders were carried out. Carrying out a survey now would help measure satisfaction levels with the services we provide and perceptions of the City as a place to live, learn, work and run a business amongst a sample of City residents and workers. It would also help the City Corporation to gauge how well or not it is delivering the current Corporate Plan and assist in developing its future strategic direction.

Appendices

None.

Yassar Abbas

Corporate Affairs and Internal Communications Officer

T: 020 7332 3467

E: yassar.abbas@cityoflondon.gov.uk