

Update on progress from Team London

The 2012 Olympic and Paralympic Games saw the profile of volunteers and volunteering raised substantially. The Team London Ambassadors, Games Makers and other volunteers were seen as a key part to the success of the Games and we have worked quickly to maintain the enthusiasm and momentum behind volunteering to ensure the legacy is maximised. Our approach has been to:

- make volunteering easier and improve its profile
- maintain the volunteering momentum from the Games
- use the profile of the Games to inspire a new generation of volunteers; and
- continue to support the sector and impact volunteering projects.

All of our initiatives have an emphasis on ensuring that volunteers are given the skills they need to find work.

Funding

Currently Team London has secured:

- £1.5 million (City Ops underspend) from DCMS
- £1.1 million Commercial funding and have leveraged an additional £0.2 million for charity partners to support the programmes
- £1.3 million Non-commercial funding
- £0.3 million Commercial VIK
- £1.4 million core GLA budget for 2013 – 2016

We have exceeded Team London's initial ambitions in terms of funding and have many of our programmes fully funded beyond 2016. Further positive conversations are underway to raise additional funding to support new programmes and add a further three partners to our HeadStart London programme.

Making volunteering easier and improving its profile

Team London Website, Marketing and Press

In the spirit of making it quicker and easier to volunteer, users can volunteer through Team London without registering and the website has now seen over 300,000 unique users, whilst over 80,000 volunteers have opted to register on our database. Twitter and Facebook followers have grown to over 6,000 and 7,000 respectively.

There are almost 1,200 registered charities advertising over 45,000 volunteering opportunities. These opportunities are offered in every borough and based on an analysis of the opportunities per borough compared to % of the volunteer database by borough we have no areas of concern in terms of a mis-match of supply and demand. Below is a breakdown of the organisations registered by borough:

Borough	Organisations
Barking & Dagenham	12
Barnet	15
Bexley	6
Brent	21
Bromley	18
Camden	62
City of London	58
Croydon	27
Ealing	13
Enfield	11
Other (Greater London)	102
Greenwich	32
Hackney	41
Hammersmith and Fulham	40
Haringey	79
Harrow	13
Havering	6
Hillingdon	6
Hounslow	17
Islington	69
Kensington and Chelsea	25
Kingston Upon Thames	10
Lambeth	72
Lewisham	41
Merton	24
Newham	30
Redbridge	19
Richmond upon Thames	25
Southwark	95
Sutton	6

Tower Hamlets	61
Waltham Forest	33
Wandsworth	34
Westminster	62

Last time that we met the Assembly they expressed an interest in the breakdown of the volunteers, whilst in the spirit of removing as many barriers as possible to volunteering we do not force volunteers to disclose personal data in order to give their time, we do enable volunteers to do so. As such, based on a 5% sample size our database breaks down as follows:

First Time Volunteers:

Yes	No
68%	32%

Age:

U16	16-25	26-35	36-45	46-55	56-65	Over 65
1.4%	34.5%	25.8%	14.5%	13.3%	7.7%	2.8%

Employment Status:

Working	Unemployed	Not working due to retirement or disability	Student	Other
40.8%	19.2%	6.6%	28.5%	4.8%

Gender:

Male	Female
33%	67%

Ethnicity:

Asian/Asian British	Black/Black British	Chinese/Other ethnic group	Mixed	White	Rather not say
15.5%	16.9%	5.3%	5.2%	52.7%	4.4%

Disability:

Yes	No	Don't know	Rather not say
5%	91.9%	1.2%	1.9%

Team London ran two successful marketing campaigns in the last year, the first during National Volunteers' Week which was targeted at increasing awareness of Team London, which ran online and on the TfL tube network.

Our new campaign, supported by Lloyds Banking Group and the Telegraph ran from London Student Volunteering Fortnight (October) through until early December and featured aspirational individuals with interesting jobs and centered around the fact that 3 in 4 employers would rather hire a candidate with volunteering experience than one without. The aim was to encourage young people to recognise volunteering as a route to their future job. The campaign ran online, on the TfL tube network and on student campuses.

In 2014 we partnered with The Telegraph as our media partner. This partnership was launched with over 18 pages of content focussed on volunteering with a forward from the Mayor, taking over the entirety of the Weekend section of the paper. We then worked with the Telegraph to feature stories at least bi-monthly and also worked with London and local media outlets and business journals to continue to raise the profile of volunteering.

Speed Volunteering Platform

As part of the Smart London Demonstrator programme, Team London received funding to develop a work and micro volunteering element to the Team London website. This was developed in partnership with Do-it, who own the national volunteering database and was launched in February 2014. This 'speed volunteering platform' aims to break down barriers to volunteering identified particularly by busy London workers and students.

The opportunities on the new platform only take a couple of hours to complete (no more than six), are intended to be 'one-off', are available at short-notice and have no significant barriers to volunteering. We hope this will enable even more Londoners to give their time to create community impact.

In order to support the launch of the platform we have funded 20 organisations a total of £200,000 and offered them capacity building with the help of NCVO to support them to change their volunteering practices and offer over 4,500 speed volunteering opportunities

over the coming months. Our ambition is that we will have an app by the end of the year to support the platform, enabling even quicker, easier access to volunteering opportunities.

Team London Awards

In September 2014 The Mayor hosted the Team London Awards with celebrity guests to recognise Londoners who are making an incredible difference through their volunteering efforts. Watched by 300 guests, 25 awards were received, from school awards to long service awards. The Awards will take place again in September 2015. The Mayor is also awarding community certificates at borough focussed community receptions throughout the year to recognise exceptional achievements by volunteers.

Maintaining the momentum from the Games

Whilst our approach has been to focus on local volunteering opportunities, we continue to support Visitor Welcome and major events in London. These opportunities provide an important opportunity to showcase volunteering, encouraging new, existing and unemployed volunteers to get involved. They also provide a key benefit to visitor experience both in London and at major events.

Visitor Welcome

- 650 Team London Ambassadors have been deployed at 10 locations across London, volunteering over 15,000 hours to support tourists in London during busy summer and Christmas periods. Volunteer and visitor satisfaction for the programme is extremely high at over 90%. Last year we recruited 100 new Ambassadors to join the 2012 pool and build the legacy and this year a further 150 new Ambassadors will be able to be part of the programme.

Major events

In the last year Team London volunteers have been deployed at 20 major events in London. These include:

- Tour De France
- Ride London
- The London Marathon
- Summer Streets
- ITU Triathlon
- Poppy Planting at the Tower of London

Over 1,500 volunteers have been recruited to these events. A number of these events have taken on up to 10% young unemployed Londoners recruited from City Gateway and Inspire. Over 200 young people have taken up these volunteering opportunities and are now being supported to go on into education, employment and training opportunities by our partners.

We intend to continue the programme this summer to support a further 100 young people, and subject to being successful with our European Social Fund bid, expand the programme from

January 2016 to offer even more young people the chance to use volunteering as a pathway to employment.

Inspiring the next generation of volunteers

The Team London Young Ambassadors programme is our school programme which seeks to inspire and engage young people to give their time for causes about which they are passionate in their schools and local community. Working with charity Free The Children, we are now working with over 800 schools, which translates to 150,000 young people having been reached through inspirational assemblies and workshops. We are well on target to support 1,000 schools by the end of this academic year and have ambitions to grow the programme to 2,000 schools next year. Over 40 adult volunteers have supported the programme.

We have received excellent feedback from teachers and young people alike. With teachers not only feeling that the programme is connecting young people with their community, but increasing confidence, behaviour and attitude to learning.

Building on this work, in June 2014, Team London launched HeadStart London in collaboration with charity The Challenge. This programme supports young people aged 16-18 to build their skills through volunteering and employability workshops and then offers guaranteed interviews for part-time or seasonal work to offer them the chance to gain paid work experience to build their CVs. The programme works in partnership with business and is exceeding all its targets in year one of the programme. To date over 800 young people have volunteered, completing almost 15,000 hours to support over 70 charities in their local communities. Whilst we are yet to deliver all the workshops and interviews for year one, over 300 young people have already taken part in the employability workshops, learning how to be a high-class employee, deliver great customer service and communicate authentically ready for their interviews. Of the 150 young people who have been interviewed to date almost 100 have been classed as 'work ready' and 50 of these successful in going on to jobs. Next year, the programme will expand to work with 1,800 young people. Kick-off activities are planned from July with the support of Barbara Windsor, Wayne Hemmingway, Thomasina Miers and our business champions to inspire the young people.

Impact volunteering

Team London continues to support and promote volunteering initiatives which will have impact on London's most pressing problems and to offer support to third sector organisations as they deliver services to London communities.

Small Grants

Following a very successful round of small grants in 2013/14 which saw over 4,500 new volunteers get involved in local impact initiatives, at the start of August Team London launched the Small Grants Innovation Fund which saw the GLA distribute approximately £100,000 as small grants to community groups and other third-sector organisations signed up to Team London. The grants are used to fund local initiatives which demonstrate innovation in terms of: increasing volunteering among young people and other groups who may face difficulty in finding suitable opportunities; and/or providing more local volunteering opportunities for the

wider community. The small grants provide a flexible source of income for organisations, both large and small, to deliver innovation that will increase the numbers of volunteers signing up to Team London, and to meet locally identified needs which may not be appropriate for larger scale funding. This year's grants aim to deliver over 9,000 volunteering opportunities.

Environment projects

The Mayor is focused on delivering three local environmental improvement initiatives as part of his core programme to engage greater numbers of volunteers in Team London.

The 3 initiatives are focused on:

- Cleaning local community spaces
- Planting and maintaining the capital's trees
- Establishing new and improving underused green spaces

Team London provides promotion and support to recruit volunteers – both to new volunteers and those on the Team London database. All these initiatives are funded by the Mayor and the partner organisations he works with.

Team London Skill-UP and Trustee support

In November 2014, Team London worked with GLV to deliver a successful Trustee conference to support new and existing trustees with how they can be most effective in their role. This year, we are expanding that work to deliver 5 events to support Trustees and to launch a new programme to support small charity staff.

Team London Skill-UP is a new programme being launched this year during Small Charities Week (15-19 June). As part of their CSR, champions from complementary businesses will deliver training workshops and offer a pool of mentors to small charities across a range of areas to support their staff development and thus enable a greater impact to be made for communities.