

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – DD1466

Title: Team London SkillUP Programme

Executive Summary:

Built on the success of volunteering at the London 2012 Olympic Games, Team London is a Mayoral initiative to promote volunteering across the capital and to encourage Londoners to 'go local and do something great for their city'. Team London is working to build the next generation of volunteers, connecting young people with their communities and giving them skills, networks and experiences they need to find work, and to bring together business and third sector to increase impact across the capital. Under MD1526 the Mayor approved the Team London programme expenditure and associated projects up until 2017.

Subsequently DD1440, approved the receipt of up to a maximum of £146,000 in value in kind, from the first corporate partners of Team London's SkillUP programme. This enabled the organisation and delivery of the HR, Finance and social media elements of the SkillUP programme, for the charity representatives taking part in the programme. Following the programme's initial success and having secured further support from Portland PR and Natixis, Team London would now like to expand the programme to add a PR module, to be delivered by Portland PR and a Sales & Engaging with Businesses module to be delivered by Natixis. This would enable charities to gain further additional skills and feel the benefits of attending training sessions that are delivered by business professionals, in partnership with Team London.

Decision:

That the Executive Director approves the following for the Team London SkillUP Programme:

- Receipt of up to a maximum of £80,000 in value in kind from Portland PR and Natixis.
- Receipt and expenditure of up to a maximum of £20,000 in cash income from Portland PR and Natixis.

AUTHORISING DIRECTOR

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: Jeff Jacobs

Position: Executive Director, Communities & Intelligence

Signature:



Date:

4.3.2016

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Built on the success of volunteering at London 2012, Team London is a Mayoral initiative to promote volunteering across the capital and to encourage Londoners to 'go local and do something great for their city'. Team London is working to build the next generation of volunteers, connecting young people with their communities and giving them skills, networks and experiences they need to find work, and to bring together business and third sector to increase impact across the capital.
- 1.2 Team London's new Skill-UP programme brings together business and charities through gifting time and support to enable charity professionals to gain the skills and support they need to develop individually and thus grow the impact of their charity. Champion businesses from different sectors will work with Team London to shape training boot camps for staff from small charities and provide mentors to support individuals as they put their learning into practice. The project will be delivered in the form of workshops for charity and third sector professionals which will be delivered by corporate professionals from relevant business fields. The workshops will include modules on financial management, HR and staff management and the use of social media as a means to promote and market organisations. The workshops will either be held at City Hall or at the offices of partner businesses who are supporting the programme.
- 1.3 To best analyse what the needs of London's small charity sector, Team London conducted a comprehensive study of the capital's non-profits. To fully understand the problem, Team London undertook the following:
- 2 in-depth, formal focus groups with CEOs/senior staff of charities and business. One focus group was held at City Hall and one at the 639 centre in Tottenham.
 - Ad hoc focus groups on third sector staff who attended City Hall for various Team London meetings over the period of the research.
 - An electronic survey of all organisations registered on the Team London website. We received 50 responses.
 - A review of the relevant literature that analysed the skills gaps of small charities
- 1.4 Research by the FSI has shown that skills gaps represent a major barrier for small charities, with lack of funding for training and development cited as the main reason for perceived skills gaps. Some specific examples include 43 percent of those with responsibility for HR indicated that they need some upskilling in the latest HR laws and practices and 50 percent of respondents indicated there was need for improvement in website development and utilising social media. Smaller charities often struggle to connect with business to be able to share their expertise, they do not have the contacts to ask, and sometimes do not know what to ask for.
- 1.5 Team London launched the SkillUP programme in June 2015. The initial module was in human resources and delivered in collaboration with the CIPD. Results from the module are outlined below:
- 93% of participants rated their satisfaction as 7 out of 10 or higher in regards to the course.
 - 86% rated the content as 7 out of 10 or above.
 - 57% rated content as 8 out of 10 or above.
 - 86% of attendees agreed they will evaluate or improve recruitment as a result of the skills and information learned through the HR module.

2. Objectives and expected outcomes

- 2.1 As with the previous modules, it is expected that these additional workshops will deliver the following outcomes:
- 15-30 attendees per workshop
 - 15-30 mentoring relationships established per workshop
 - 1 resource guide developed for each module of the SkillUP programme
 - A minimum of 20% increase in learning across the topics of the SkillUP module.
 - 2 workshops per module each year.
- 2.2 The cash income received will contribute towards Team London's costs of facilitating and running any workshops held at City Hall. This will also contribute to costs such as marketing and PR collateral in the form of printing of booklets and resources for the charity attendees and also catering for any sessions run at City Hall.
- 2.3 The VIK element in this decision consists of the following:
- £15,000 of staff time per partner per year for ongoing mentoring of the charity staff who attend the SkillUP sessions.
 - £2,000 of staff time per partner per year for the setup, design and delivery of each SkillUP module.
 - £2,000 of printing and associated marketing materials per partner per year of the agreement.
 - £1,000 towards costs of room hire per partner per year of the agreement.
- 2.4 All of the above totals to £80,000 VIK received.

3. Equality comments

- 3.1 The Skill-UP project is specifically aimed at employees of charity and third-sector organisations, although any employees of such organisations are able to apply to attend any of the Skill-UP workshops.

4. Other considerations

- 4.1 The project links to key Mayoral initiatives of The Mayor's vision 2020 (working with businesses to create/ support work opportunities for young people and support volunteering).
- 4.2 As with the previous elements of the SkillUp programme, Team London will continue to survey delegates both at the start and the end of each workshop to ensure that the topics covered are both useful and relevant. This will also enable Team London to gauge the increase in knowledge of the attendees therefore giving valuable insight into the effectiveness of the sessions.

5. Financial comments

- 5.1 Further support for the Skill-UP programme has been secured in the form of value-in-kind and cash contributions during the 2015-16 and 2016-17 financial years. The total additional amounts equate to £80,000 value-in-kind and a £20,000 cash contribution allocated as per the table below. In return for the value-in-kind, project partners will receive marketing and publicity services from the GLA for which the monetary value is equivalent of the deliverables that it is receiving, thus resulting in VAT

charges on both sides. Consequently, the GLA and all the project partners/sponsors should supply VAT only invoices to ensure VAT is correctly accounted for.

5.2 The total VIK and cash contributions are detailed below:

	2015-16 VIK	2016-17 VIK
Portland PR	£20,000	£20,000
Natixis	£20,000	£20,000
Total value of VIK received	£40,000	£40,000

	2015-16 Income	2016-17 Income
Portland PR	£5,000	£5,000
Natixis	£5,000	£5,000
Total value of cash received	£10,000	£10,000

6. Legal comments

6.1 Sections 1-4 of this report indicate that:

- 6.1.1 the proposals in respect of which the Director's approval is sought may be considered to fall within the GLA's powers to do such things as are facilitative of or conducive to the promotion of social development and economic improvement in Greater London;
- 6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:
 - (a) Pay due regard to the principle that there should be equality of opportunity for all people;
 - (b) Consider how the proposals will promote the health of persons, health inequalities between persons and to contribute towards achievement of sustainable development in the United Kingdom; and
 - (c) Consult with the appropriate bodies.

7. Planned delivery approach and next steps

Activity	Timeline
SkillUP launches	June 2015
Natixis SkillUP module launch	March 2016
Portland SkillUP module launch	April 2016
Second Natixis SkillUP workshop	September 2016
Second Portland SkillUP workshop	October 2016
Third Natixis SkillUP workshop	March 2017

Third Portland SkillUP workshop	April 2017
Fourth Natixis SkillUP workshop	September 2017
Fourth Portland SkillUP workshop	October 2017
Final report produced	November 2017
Programme close	December 2017

Appendices and supporting papers: None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) 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 approval 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 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be 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:

Dominic Trembath has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Natalie Cramp has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. J. Blac

Date

2.3.16