

## REQUEST FOR DIRECTOR DECISION – DD1221

**Title:** Team London Summer Events Programme - 2014

### Executive Summary:

Team London is the Mayor's action plan for volunteering. Under MD1341 the Mayor approved expenditure of up to £680,000 in respect of year 2 of the re-launched plan and delegated authority for expenditure of funds to the Executive Director of Communities and Intelligence.

This DD seeks approval for expenditure of up to a maximum of £147,500 on key elements of the plan in particular those associated with the deployment of London Ambassadors at 9 key locations across the city to enhance the visitor experience in London.

### Decision:

That the Executive Director approves:

- Overall expenditure of up to a maximum of £147,500 on key elements of the plan (as detailed in section 4.2)
- a related exemption from section 3.6 of the GLA's Contracts and Funding Code to seek three or more quotations/call off the required services from an accessible framework enabling entry into and execution of a contract with M-Integrated Solutions, up to a maximum value of £55,000 to redesign, re-skin, transport and install Team London Ambassador pods.
- A related exemption from section 3.6 of the GLA's Contracts and Funding Code to seek three or more competitive quotations/call off the required services from an accessible framework enabling entry into and execution of a contract with WEX (Corporate Pay) up to a maximum value of £7,500 for procuring services to supply branded credit cards.

### 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:** Head of Paid Service and Executive Director

**Signature:**

**Date:** 29 May 2014

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1 Team London is the Mayor's volunteering programme designed to deliver a volunteering legacy from the 2012 Games. During the summer 2013, circa 800 volunteers were mobilised through Team London Visitor Welcome programme. Feedback from visitors who had interacted with the Ambassadors were overwhelmingly positive, with over 90% of those asked answering 'strongly agree' or 'agree' to questions regarding the friendliness and usefulness of ambassadors. The programme also directly supports the recent increase in tourism in London.
- 1.2 This summer circa 550 Ambassadors will be at 9 locations in London to provide a visitor welcome, with a further deployment planned for Christmas. Through MD1341 the Mayor has approved expenditure of up to £680,000 to support Team London activities taking place in 2015/16 and delegated authority for expenditure of funds to the Executive Director of Communities and Intelligence. MD1341 approved that £250,000 of the overall £680,000 would be spent on the Visitor Welcome Programme.
- 1.3 The deployment of volunteers has been informed by a forum of Team London Ambassador Managers, as a result certain enhancements have been agreed for the programme. These include:
  - Lighter weight and easier to move pods from which Ambassadors are based – this will involve an upgrade to the existing pods, currently produced and stored by M-Integrated solutions rather than the development and design of new ones
  - New T-shirts and jackets
  - Upgraded phones and tablets available at each pod, with WiFi, enabling ambassadors to use their own technology to download the latest tourist information
  - The recruitment and training of 100 new ambassadors and managers
- 1.4 Consistent with the 2012 Games and the 2013 deployment all Ambassadors (who do not already have one) will be issued a pre-paid credit card to cover their expenses. Last year's Team London Ambassadors were issued with WEX (Corporate Pay) credit cards, funding was provided to WEX and managed via a portal directly from Team London, allowing each volunteer to have £5 for each shift over the summer and Christmas.
- 1.5 The Director is therefore asked to approve:
  - Overall expenditure of up to a maximum of £147,500 on key elements of the plan (as detailed in section 4.2)
  - a related exemption from section 3.6 of the GLA's Contracts and Funding Code to seek three or more quotations enabling an entry into and execution of a contract with M-Integrated Solutions, up to a maximum value of £55,000 to redesign, re-skin, transport and install Team London Ambassador pods.
  - A related exemption from section 3.6 of the GLA's Contracts and Funding Code to seek three or more competitive quotations enabling an entry into and execution of a contract with WEX (Corporate Pay) up to a maximum value of £7,500 for procuring services to supply branded credit cards.

## Exemption from the Contracts and Funding Code

Officers acknowledge that contracts with the value of that proposed for the redesign of the pods and the supply of credit cards should under section 3.6 of the GLA's Contracts and Funding Code ("Code"), be procured by the seeking of three or more competitive quotes, or the services should be called off from an accessible framework. However, section 5 of the Code provides that exemptions from that requirement may be approved where the risks of complying with section 3.6 of the Code and the benefits of approving the exemption outweigh the risks associated with approving the exemption.

Officers are of the opinion that the benefits of approving an exemption from the requirements of section 3.6 of the Code outweigh the risks of the same. This is because the contracts values are significantly lower than thresholds set for mandatory tendering at law.

## M Integrated Solutions

- Given that the pods have been designed by M Integrated Solutions and the GLA only require a modification their original design it is highly unlikely any other supplier would be able to provide a more advantageous quotation than M Integrated Solutions.

## WEX Corporate Pay Cards

- Team London currently has an account with WEX, through which they are actively managing the accounts of those Ambassadors who already have a WEX card. Some of these volunteers will be redeployed this summer and therefore means that Team London will not have to procure new cards for these volunteers. Given that it would not be efficient to manage two accounts with two separate suppliers, it is proposed that the exemption is approved.

## **2. Objectives and expected outcomes**

- Deployment of circa 550 volunteers at up to 9 locations between 24<sup>th</sup> July and 29<sup>th</sup> August and further deployment of Ambassadors during the Christmas period.
- Levels of visitor and volunteer satisfaction consistent or above those recorded in 2013.

## **3. Other considerations**

- 3.1 The Team London programme directly supports the Mayor's priorities to drive volunteering in the capital. Visitor Welcome links to key Mayoral priorities – specifically to improve quality of life, and through training of unemployed volunteers, supports jobs and skills and promotes youth opportunity.
- 3.2 The initiative will have a specific focus on unemployed volunteers
- 3.3 The programme has been informed by consultation with Team London Ambassador managers and local stakeholders across London.

## **4. Financial comments**

- 4.1 Approval is being sought for expenditure on the Team London Summer Events Programme 2014, including entering into the contracts and the associated exemptions to the contracts & funding code as detailed within the main body of this report.

- 4.2 The total estimated cost of this proposal is £147,500 and will be funded from the 2014-15 Team London Programme budget as approved by MD1341. An estimated expenditure budget per contract / expenditure item as provided by the Team London Unit is summarised below:

| <b>Expenditure / Contract</b>                          | <b>Amount</b>   |
|--------------------------------------------------------|-----------------|
| Contract with M-Integrated Solutions – Ambassador Pods | 55,000          |
| Uniforms for Team London Volunteers                    | 30,000          |
| Tablets, Smart phones to support Ambassadors           | 10,000          |
| WEX – (Corporate Pay) – Contract fee and prepaid cards | 27,500          |
| Specialist Consultancy – Health & Safety Management    | 25,000          |
| <b>Total</b>                                           | <b>£147,500</b> |

- 4.3 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 4.4 The Team London Unit within the Communities & Intelligence Directorate will be responsible for managing this programme of work and ensuring that all activities and expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and the Expenses & Benefits Framework.

## **5. Legal comments**

- 5.1 The foregoing sections of this report indicate that:
- 5.1.1 the decisions requested of the Director (in accordance with the GLA's Contracts and Funding Code) fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, or conducive or incidental to the promotion of social improvement in Greater London. In formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:
- pay due regard to the principle that there should be equality of opportunity for all people;
  - consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
  - consult with appropriate bodies.
- 5.2 All services required will be procured by Transport for London Procurement (who will determine the detail of the procurement strategy to be adopted) in accordance with the GLA's Contracts and Funding Code. Officers must liaise with Transport for London Procurement in this regard.
- 5.3 Officers shall ensure that they liaise with legal Services in the preparation and execution of all contracts for services being procured.
- 5.4 Section 3 of the Contracts and Funding Code ("the Code") requires the GLA to seek 3 or more written quotes in respect of the services required or call-off the services from an accessible framework. However, the Director may approve an exemption from this requirement under section 5 of the Code upon certain specified grounds. One of those grounds is where the benefit outweighs the risk. Officers have indicated in this report that this ground applies and that the proposed

contract affords value for money. On this basis, the Director may approve the proposed exemption if satisfied with the content of this report.

## **6. Planned delivery approach and next steps**

| <b>Activity</b>                                                                          | <b>Planned date</b>   |
|------------------------------------------------------------------------------------------|-----------------------|
| <b>Visitor Welcome</b>                                                                   |                       |
| Recruitment of new volunteers (completed)                                                | Apr- 14               |
| Training of visitor welcome volunteers (underway)                                        | May-14 – Jul-14       |
| Procurement of supplier for pod redesign, T-shirts, pre-paid credit cards and technology | June 14               |
| Pod redesign completed                                                                   | July 2014             |
| Distribution of pre -paid cards and T-shirts                                             | July 2014             |
| Deployment of volunteers, pods and supporting technology                                 | 24 Jul-14 – 25 Aug-14 |
| Review of programme                                                                      | Sept-14               |

**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? YES**

If YES, for what reason: publication would compromise GLA's commercial position if released prior to award of contracts.

Until when: 30 August 2014

**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:**

Patrick Feehily has drafted this report in accordance with GLA procedures and confirms that:

✓

**Assistant Director/Head of Service:**

Patrick Feehily 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**

**Date**