

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD419

Title: Team London London.Gov.UK/Team London/Speed Volunteering Website Integration and Design Update

Executive Summary:

Team London is the Mayor's action plan for volunteering. Under MD1341 the Mayor approved expenditure of up to a maximum of £680,000, and MD1304 approved expenditure of up to a maximum of £200,000 to support Team London's continued work to increase volunteering in London. In addition, the GLA was awarded £3,000,000 from the Technology Strategy Board (TSB) towards a Smart Cities Demonstrator Programme (MD1247) which includes the development and delivery of a Micro-Work and Volunteering platform. The online portal supports the Mayor's Volunteering Strategy and his vision for a smart London which puts technological innovation at the heart of efforts to address challenges that global cities face.

Subsequently DD1293 approved the receipt and expenditure of £300,000 of income from a large financial services provider. The income due for 2016-17 relevant to DD1293 will fund the works outlined in this ADD. This decision seeks approval for expenditure of up to a maximum of £35,000 to streamline Team London's user journey on both websites and build on the success of the new London.gov.uk website. This will support Team London's campaign to make it quicker and easy for people to volunteer and encourage all Londoners to give their time to make our city a better place.

Decision:

The Assistant Director approves expenditure of up to a maximum of £35,000 to create a page on London.gov.uk that displays the Team London (volunteerteam.london.gov.uk) volunteer search engine.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:


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: Natalie Cramp

Position: Assistant Director

Signature:



Date: 12/05/2016

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction

- 1.1 Team London is the Mayor's initiative to promote volunteering across the capital and encourage Londoners to do something great for their city. Team London's focus is on the following objectives:
- Making it easier to volunteer – raising the profile of volunteering, brokering between organisations looking for volunteering and individuals who are looking to give up their time to various causes and needs through Team London's website, as well the dispersal of grants for the voluntary sector to find innovative ways to increase volunteering.
 - Legacy Programmes – building on the successes of the 2012 London Olympic and Paralympic Games through the Visitor Welcome programme and supporting volunteers into major events such as London Marathon and Ride London.
 - Youth Programmes – to inspire young people to take social action about issues important to them in their communities. Team London also recognises volunteering as an important part of tackling youth unemployment as it enables young people to develop critical employability skills. These programmes aim to support young people on their path to employment.
- 1.2 The team currently has the following web presence:
- Ownership of the 'Volunteering' policy area on london.gov.uk
 - Team London volunteer website
 - Speed Volunteering website
 - Speed Volunteering app
- 1.3 This decision form requests expenditure of up to a maximum of £35,000 to create a page on London.gov.uk that displays the Team London (volunteerteam.london.gov.uk) volunteer search engine:
- Create an iframe on London.gov.uk that displays the volunteerteam.london.gov.uk volunteer search function via an api feed from volunteerteam.london.gov.uk. (£9,500)
 - Update design of volunteerteam.london.gov.uk to match that of london.gov.uk. Users will be directed to volunteerteam.london.gov.uk once they wish to register for a volunteering opportunity. (£11,500)
 - Create an iframe on London.gov.uk that displays the speedvolunteer.london.gov.uk speed volunteer search function via an api feed from speedvolunteer.london.gov.uk/. (up to £5,000)
 - Update design of speedvolunteer.london.gov.uk/ to match that of london.gov.uk. Users will be directed to speedvolunteer.london.gov.uk/ once they wish to register for a speed volunteering opportunity. (up to £9,000)

2. Background

- 2.1 Users currently interact with three website platforms. The Team London website currently has 140,000 registered volunteers and 1,700 charities. In February 2015 Team London launched a new Speed Volunteering website to encourage busy Londoners to try out volunteering for a first time. The platform allows Londoners to sign up for short bursts of activity which fit around their schedules, whilst making a difference to local communities. The Speed Volunteering website currently has 43,000 registered volunteers and 130 organisations. The London.gov.uk platform remains as the key referral route for Londoners searching for volunteer opportunities. London.gov.uk accounts 5.47% all referrals to Team London. Multiple platforms has led to a confusing user journey.
- 2.2 This project will ensure a clearer and more sensible user journey for all Londoners wanting to volunteer and to navigate their way through the websites. Volunteers will land on London.gov.uk and will then be redirected to either Team London or Speed Volunteering.
- 2.3 The project will also create a reporting platform for corporate volunteering opportunities. Currently only individual volunteers can be reported on and no reporting can be made between volunteer, the opportunities they undertake and the number of hours they complete. In addition, corporate volunteers who use the Team London site remain anonymous and Team London cannot report on volunteering impact to organisations.

3. Objectives:

- 3.1 The campaign objective is to make the overall user journey experience better and bring together all existing Team London platforms under London.gov.uk. To do this will:
- Create an iframe on London.gov.uk that displays the volunteerteam.london.gov.uk volunteer search function.
 - Update design of volunteerteam.london.gov.uk to match that of london.gov.uk. Users will be directed to volunteerteam.london.gov.uk once they wish to register for a volunteering opportunity.
 - Create a feed of Speed Volunteering and Do It volunteering opportunities into volunteerteam.london.gov.uk to allow for accurate reporting.
 - Create a feed from volunteerteam.london.gov.uk to a Salesforce customer login which will allow full analysis and reporting of all London volunteers and corporate volunteers.

4 Outcomes:

- 4.1 In terms of output, we will aim for the following:
- To create a page on London.gov.uk (Volunteering) which displays the Team London volunteer search box allowing access to all Team London, Speed Volunteering and Do It roles we advertise across all platforms.
 - Create a new theme for Team London website which mirrors that of the london.gov.uk site which will positively impact the user journey
 - To create the most accurate reports on all volunteer activities, we will consolidate the user journey and fully integrate Speed Volunteering and Do It opportunities into the Team London database.
 - We will create a Salesforce reporting website. This will allow for full reporting on all volunteer activities and the impact volunteering has across London.
 - Create a customer portal using Salesforce which will allow corporate partners to run reports on their volunteering impact.

5 Equality comments

- 5.1 Using one platform, London.gov.uk will make the user journey easier and simpler in order to encourage more Londoners to volunteer through Team London.
- 5.2 The speed volunteering platform makes it easier for Londoners who study full-time, or have recently graduated and are in full-time employment, to integrate volunteering into their busy schedules.
- 5.3 Using London.gov.uk will ensure more traffic is directed to all Team London sites.
- 5.4 Team London was originally informed by and Equalities Impact Assessment, and extensive engagement with volunteering organisations and volunteers.

6 Other considerations

- 6.1 Links to Mayoral Strategies and priorities
- 6.2 Team London is a cross-cutting initiative which links to a number of Mayoral Strategies and Priorities including:
- Investing in young Londoners
 - Improving Londoners' quality of life
 - Mayor's Vision 2020 (working with businesses to create/support work opportunities for young people and volunteering)

6.3 Key risks and issues

	Risk Description	Mitigation/Risk Response	Current prob (1-4)	Current impact (1-4)	RAG	GLA risk owner
1	Project is not achieved within timeframe.	Payment will be made on results. There will be close project management throughout the project.	2	3	A	Natalie Cramp
2	There may be downtime or database issues during this transition/project period.	Team London will notify users through newsletters and other communication channels if there is likely to be a disruption to the websites and user journey.	2	3	A	Natalie Cramp

7. Financial comments

- 7.1 Approval is being sought for the GLA to award a grant of up to £35,000 to streamline Team London's user websites
- 7.2 DD1293 approved the receipt and expenditure of £300,000 of income from a large financial services provider which will fund the works outlined in this ADD.
The cost of this project will be attributable to the Website and Awareness cost centre GG.0270.002.001

7.3 The cost of the website upgrade can be split in the portions below:

Activity	Cost
Create a framework on London.gov.uk to display search functions	£14,500
Update design of Volunteer Team website	£11,500
Update design of Speed Volunteer website	£9,000
Total	£35,000

7.4 Any changes to this proposal must be subject to further approval via the Authority's decision-making process.

Appendices and supporting papers:

Public access to information

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval.

Part 1 deferral: any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

Is the publication of this approval to be deferred? NO

Part 2 confidentiality: any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

Is there a part 2 form –NO

ORIGINATING OFFICER DECLARATION:

Tick indicates approval (✓)

Drafting officer:

Reid Aiton has drafted this report in accordance with GLA procedures and confirms that:

✓

Advice:

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

✓

HEAD OF FINANCE AND GOVERNANCE:

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

Signature:



Date:

09.05.16