

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD345

Title: Team London Speed-Volunteering mobile app

Executive Summary:

To fund the technological development of the Micro Volunteering and Work Platform, DD1132 authorised the virement of £125,000 of TSB funding from the Environment team to Team London. DD1183 approved the entry into a funding agreement between Red Trust (charity number 1117891) and Team London to develop the platform up to a maximum of £125,000. With the additional funding, Red Trust is now able to build new functionality for the Do-it national volunteering platform and integrate with the Team London website. The new functionality will enable Londoners to take part in Micro or Speed Volunteering and Work opportunities. DD1123 also approved £65,000 of expenditure of TSB funding for a marketing campaign to raise awareness of speed-volunteering.

Following the successful launch of Team London's speed-volunteering website, Team London is seeking to develop a mobile phone app to further increase the access to volunteering opportunities for Londoners and further breakdown the traditional barriers to volunteering by making it even easier to search and apply for volunteering opportunities. One of the main aims of speed-volunteering is to help engage more people with their first taste of volunteering, particularly those who may not have the time. It will also give committed volunteers additional ways that they can get involved with local projects with minimal long term commitment. Team London therefore intends to engage a supplier to assist with the design and development of a mobile phone app to complement the website and encourage more existing and new volunteers to take up speed-volunteering opportunities.

Decision:

That the Assistant Director approves expenditure of up to £40,000 to procure and enter into a contract with a supplier, after a competitive tendering process, to support the design and build of the speed-volunteering mobile phone app.

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: Programme Director, Team London

Signature:



Date:

26/08/15

rather than a website. It is expected that the development of this app would therefore increase the access to and take up of speed-volunteering.

- 2.3 The overall Key Performance Indicator that was set for the website and speed-volunteering take is to engage 10,000 volunteers in speed-volunteering, with 2,500 of this target having been met already. Team London expects that the development of this app would add an additional circa 3,000 users to this target initially, with further volumes expected once any marketing and promotional campaigns have been completed.
- 2.4 Team London will release the app through the apple store initially to support devices using the ios operating system by October 15th 2015.
- 2.5 Team expects an initial 200 downloads of the app within the first 3 months of release. In the year following the Speed Volunteering's apps release, Team London expect that a minimum of 2000 people will download the app.
- 2.6 Team London will retain all the intellectual property rights relating to the app.

3. Equality comments

- 3.1 The new speed-volunteering mobile app will further enhance the speed-volunteering website whilst also making it even easier for people who work full time to be able to engage with volunteering around their busy work lives.
- 3.2 It will help empower young unemployed people by helping to improve their employability through gaining additional skills and experience through volunteering.

4. Other considerations

- 4.1 Volunteering is one of the greatest legacies of the London 2012 Olympics. Team London has successfully maintained the volunteering legacy since, engaging thousands of Londoners in volunteering and offering a multitude of ways to get involved across a diverse range of projects. The launch of this new mobile app will add further value to the recently launched speed-volunteering website and increase make volunteering even easier to take up.
- 4.2 Team London invited quotes from 4 different suppliers, sending out the same specification for the development of the app to each supplier, and a successful supplier has now been selected.

5. Financial comments

- 5.1 The estimated cost of this project is up to £40,000 and will be funded from the 2015-16 Team London Programme budget, specifically the Micro-Volunteering & Work Platform element of the budget (via the Technology Strategy Board Fund). 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.
- 5.2 The Team London Unit within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring that all expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

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 the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:



Date:

26-08-15