

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2316

Title: Team London Volunteer Portal 2019-2022

Executive Summary:

The Mayor's volunteering programme for the capital, Team London, has to date engaged with nearly one million Londoners. For the past six years the Team London Ambassadors Programme has welcomed visitors to London every summer and worked with London's major sporting and cultural events such as London 2017, Processions and Lumiere to support the delivery of their programmes. In this way, it has helped showcase the best the capital has to offer while supporting the Mayor's ambitions to improve social integration, social mobility, community engagement and to increase active citizenship.

This Decision seeks approval to spend up to £115,000 for an online volunteer portal to allow volunteers to sign up to Major events and Team London Ambassador shifts and to allow Team London to manage their volunteers effectively for the next three operational years (2019/20, 2020/21 and 2021/22). We seek approval of expenditure across several financial years to allow us to enter into contracts of longer than a year, should it be deemed fiscally advantageous.

Expenditure of up to £705,000 was approved under cover of MD2188, including expenditure towards a volunteer portal as part of the programme delivery stream. Additional projects have since been allocated to Team London. As these projects require increased portal functionality we now request approval for a larger budget, and for an additional financial year.

Decision:

That the Executive Director of Communities and Intelligence approves:

Expenditure of up to £115,000 on a volunteer portal for the Team London Ambassador and Major Events Programme.

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: Sarah Mulvey *Emma Strain*

Position: Executive Director C&I

Signature:

Emma Strain

Date:

6.2.19

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Team London has successfully delivered an annual Team London Ambassador (Visitor Welcome) volunteering programme every summer since 2012, deploying 600 volunteers across nine locations for the six busiest weeks of the summer. Volunteer retention rates are very high with 65 per cent of volunteers starting with Team London in 2012.
- 1.2 In addition to the Ambassador Programme, Team London has worked with over 80 major sporting and cultural events since 2012 to support their volunteering programmes and brokering over 8,000 volunteering opportunities. In 2018 Team London worked with a wide range of events, such as Lumiere London, London Marathon, Ride London and the Shrouds of the Somme. Through this Major Events Programme, Team London is building an excellent reputation for volunteer delivery at major events across London.
- 1.3 Team London continues to recruit new volunteers to the programme and creates opportunities for young unemployed people to build their skills through the opportunities the programme offers. Volunteer and visitor satisfaction rates have remained continually high with volunteer and visitor satisfaction rates consistently above 90 per cent.
- 1.4 We have built strong relationships with our stakeholders throughout the years and they have seen the benefits of the programme with reduced queues to their ticket booths, fewer incidents with regards to lost children and pick pockets, and a strong focus on local activities and local businesses. These stakeholders include: Royal Parks, Heart of London BID, The Supreme Court, Westminster Abbey, Houses of Parliament, Victoria and Albert Museum, Exhibition Road Cultural Group, Gatwick Airport, Historic Royal Palaces, Trafalgar Square Heritage Wardens. Our stakeholders are advocates for the programme and highly value the service the Ambassadors provide.
- 1.5 Team London successfully delivered the Runner Volunteer programme for the London 2017 Organising Committee, the largest event to come to the London Stadium since the London 2012 Games. The programme attracted over 15,000 applications, over 7,000 candidates were interviewed, and just over 4,000 volunteers were selected, trained and deployed to support the World Para Athletics Championships and the IAAF World Championships. In 2019/20 Team London will be delivering 2,000 volunteers for the Euro 2020 Citywide volunteering programme alongside making contingency plans for 1,500 volunteers to be deployed in the event of a major event taking place in London.
- 1.6 Expenditure of up to £705,000 towards planning, delivery and management of the Team London Ambassador programme (and events which fall within the Team London Major Events Programme) over 2018/19, 2019/20 and 2020/21 has already been approved under cover of MD2188. Expenditure for the Volunteer Portal was included within this. Subsequent to the approval of MD2188 additional projects have been allocated to Team London. Euro 2020 and other major events require a system with increased functionality, therefore additional funding to procure a new Volunteer Portal is required.
- 1.7 In particular, managing a major sporting event requires a separate Volunteer Portal in order to manage a unique recruitment and shift allocation process. As a consequence, we expect to pay fees for a Euro 2020 portal to run alongside the Team London Ambassador programme. Should it be possible (and better value for money), we would instead pay for the development of one portal and add the functionality to run separate programmes within it.

2. Objectives and expected outcomes

Objectives

- 2.1 We will continue to support 'A Tourism Vision for London' by executing a volunteer recruitment strategy in 2019 that encourages new volunteers to join the Euro 2020 volunteer programme, including focussing on the following groups:
- Young people between the ages of 18 – 24
 - Disabled volunteers
 - Volunteers with language skills specifically Chinese, French, Spanish, Italian and German, in line with the projected growth of tourists from these countries
 - Ensuring that the volunteers reflect the diversity of London's communities.
- 2.2 The Team London Ambassador Programme will continue to undertake new programmes which benefit Londoners and visitors alike, such as:
- Working with TfL to ensure that all major transport hubs have a volunteer presence to welcome visitors to London
 - Increasing our registered volunteers on the volunteer management site to assist with emergency and last minute volunteer requirements in the city.
- 2.3 Team London's Euro 2020 programme must manage the recruitment, training and shift patterns of 2000 volunteers, supply uniforms, pay expenses, and equip them to help tourists. In addition, we recognise the important role that the volunteers play and reward volunteers where appropriate.
- 2.4 The system will be procured (by TfL's Commercial team) using a competitive process. A contract for services will be awarded to the supplier submitting the highest scoring bid.

Outcomes

- 2.5 Our overall outcome will be to engage more Londoners in giving back their time to support their city. This will ensure that #LondonIsOpen for all and the volunteer programme is representative of London's communities.
- 2.6 Having a visual presence in some of London's top tourist locations helps to support the local stakeholders in reducing petty crime in the area with regards to pick- pockets, and ticket touts.
- 2.7 By encouraging young people, disabled volunteers and volunteers with alternative language skills we are making the programme more inclusive and open to all.
- 2.8 Team London's reputation within the major event sector is growing and we hope to encourage every event that comes to London to have some form of volunteering activity that will give back and engage the local community.
- 2.9 Visitors to the city for Euro 2020 will be greeted by a friendly exciting atmosphere fuelled by volunteer presence at major London attractions thus cementing London's reputation on the global stage as a great place to host events.
- 2.10 The system will also contribute towards Team London's capacity to respond to major events in London, namely the management of volunteers who will be deployed to support Londoners and visitors.

3. Equality comments

- 3.1 Equal opportunities are enshrined within Team London's programmes. Team London volunteering projects aim to ensure that all Londoners can access volunteering opportunities. The programmes eliminate discrimination, harassment and victimisation, and indeed by doing so support other Londoners equally throughout the city.
- 3.2 Team London volunteer opportunities are open to all that apply, regardless of race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment. The programme is fully inclusive with regards to its selection process, training and deployment ensuring those who require additional support are supported throughout. Our 2018/19 recruitment was amended to ensure further uptake from volunteers with protected characteristics.
- 3.3 Our work also embraces London's diversity by connecting Londoners from a variety of demographical and geographical backgrounds together in support of common causes and events. We are currently building more methods ensure greater applications from volunteers with protected characteristics.
- 3.4 Through having a volunteer portal for all volunteers to apply through a varied audience of Londoners have the opportunity to apply for volunteering roles and shifts on a level playing field.
- 3.5 We work with major events that support deprived areas of London, such as The Big Half which takes place in the boroughs of Greenwich, Lewisham, Tower Hamlets and Southwark. We support volunteer centres to recruit volunteers from the local area, which will create a new pool of active citizens and give some volunteers valuable experience to develop their life skills to use when starting a path towards employment, education or training.

4. Other considerations

Risks to the programme could include:

	Risk description	Mitigation / risk response	Probability	Impact	RAG Rating
1	The contracted suppliers are unable to deliver the resources to time or to budget	Clear timelines will be given in the contracts for delivery. Unless a supplier breaks a contract and another one needs to be sought at short notice this should not be an issue.	1	3	A
2	The contracted suppliers make products that are not fit for purpose and cannot be used	Clear specifications will be given to supplier in order to deliver what the programme requires.	1	2	G

5. Financial comments

- 5.1 Approval is sought for expenditure of up to £115,000 towards a volunteer portal for the Team London Ambassador and Major Events Programme, with costs to be incurred over 3 financial years in 2019-20 (£50k), 2020-21 (£45k) and 2021-22 (£20k).

- 5.2 The 2019-20 costs will be funded the Visitor Welcome Programme budget with The Team London and Sport Unit.
- 5.3 Future years' budgets are indicative and subject to the GLA's annual budget setting process.

6. Legal comments

- 6.1 The foregoing sections of this report indicate that the decisions requested of the Director fall within the GLA's statutory powers to do such things considered to further, or which are facilitative of, conducive or incidental to, the promotion of social development in Greater London. In formulating the proposals in respect of which a decision is sought officers have complied with the Authority'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 improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - (c) consult with appropriate bodies.
- 6.2 In taking the decisions requested the Director must have due regard to the Public Sector Equality duty - namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity and foster good relations between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Director should have particular regard to section 3 of this report.
- 6.3 Officers must ensure that the services required are procured in accordance with the GLA's Contracts and Funding Code, by TfL Commercial who will determine the procurement strategy and that appropriate contract documentation is put in place and executed by the successful bidder(s) and the GLA before the commencement of the services.

7. Planned delivery approach and next steps

Activity	Timeline
Procurement	January 2019
Portal Launch	May 2019
Option to renew	February 2020
Option to renew	February 2021

Appendices and supporting papers:

None.

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) 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 it has been approved 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:

We request a deferral in order to complete a procurement exercise without our budget being made public

Until what date: 31st March 2019

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included 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:

Stephanie Bigley has drafted this report in accordance with GLA procedures and confirms the following:

✓

Assistant Director/Head of Service:

Alice Wilcock 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.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on the 28 January 2019

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. J. Allen

Date

7.2.19