

REQUEST FOR MAYORAL DECISION – MD1526

Title: Team London Programme 2015-2017

Executive Summary:

Team London is the Mayor's programme to encourage volunteering in the capital. This MD sets out how the £502,000 allocated in the GLA's budget setting process, and the £100,000 secured from the C&I Directorate's minor programmes budget will be used to further support Team London's programme activities previously set out in MD1177 and MD1304. This MD also approves the expenditure of the GLA budget allocated to Team London and receipt and expenditure of external income detailed below. This funding will further enable Team London to build on the Mayor's ambition to maintain a volunteering legacy from the London 2012 Olympics, inspiring the next generation of volunteers as well as developing volunteering as a pathway into employment. This decision updates and replaces MD1177 with regards to the 2015-16 budget and expenditure.

Decision:

That the Mayor approves the following:

1. The Team London Programme expenditure for 2015-16 and 2016-17 up to the value of £2.624m as detailed within the main body of this report and the subsequent entry into contracts and funding agreements as required. The receipt of £100,000 of external income was previously approved under DD1293.
2. The receipt and spend of up to £1.550m in external income and sponsorship up to the 2016-17 financial-year to assist in meeting the costs of any enhanced programmes and entry into and execution of related sponsorship/funding agreements raised in this regard.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

23/07/15.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1 Team London was re-launched in May 2013, and has proved extremely successful. Team London has delivered over 70,000 volunteering opportunities to Londoners to date, whilst providing valuable support to charities and third sector organisations in the Capital. Team London currently has over 88,000 volunteers registered to its website. Team London focuses its efforts in the following areas:
- Making London a better place to live, which includes making it greener and cleaner, strengthening local communities and getting involved in cultural and sporting events in London.
 - Increasing opportunities available to young people through improving their skills base via the use of volunteering, helping young people build critical employability skills.
 - Inspiring the next generation of volunteers through the delivery of the Team London Young Ambassadors programme
- 1.2 This decision follows the previous Mayoral Decision; MD1177, and sets out how receipt of income and the use of the allocated GLA budget for 2015-16 will further support Team London's programme activities and consequently, this decision updates and replaces MD1177 with regards to the 2015-16 budget and expenditure.
- 1.3 Team London has successfully maintained the raised profile of volunteering and continued to deliver volunteering legacy from the Olympics and Paralympic Games in 2012, through the Visitor Welcome programme, deploying London Ambassadors at key 9 strategic sites across the capital. In 2014-15 600 Team London Ambassadors volunteered as part of the programme. Team London volunteers have also assisted in major events such as the Virgin Money London Marathon, Tour de France, London's 2014 NYE fireworks display and Prudential Ride London.
- 1.4 Team London has secured significant external sponsorship to continue delivering its Team London Young Ambassadors programme. By June 2015 the programme has engaged with 1,000 schools and by the end of 2016 will have offered the programme to all state schools in London, with over 2,000 schools engaged in the programme helping to inspire a more socially aware generation of school children through the use of volunteering. Team London will look to re-engage current delivery partner, Free The Children, on the delivery of the Young Ambassadors programme, with the contract being funded through the use of external sponsorship that has been secured.
- 1.5 Team London has also launched various programmes aimed at helping to build critical employability skills for young people through social action. 740 Young people have now volunteered through the HeadStart London programme has now reached and over 14231 volunteer hours have been contributed by young people as a result of being a part of the programme since September 2014. The programme links to the Mayoral priorities of improving the lives of young Londoners and improving quality of life. The Volunteering into Employment, Education and Training programme has also supported over 200 young people to volunteer. Team London will seek to enter into an extension of the current contract with delivery partner The Challenge Network in order to continue with the scaling up of the HeadStart London programme.
- 1.6 Team London is also currently tendering for the communications workshop aspect of the HeadStart London programme, and seeking to contract a partner for this aspect of the programme. This will be funded from the Volunteering into Work budget line.

- 1.7 Through the use of grant funded projects such as the Small Grants Innovation fund and recent launch of the speed-volunteering website, Team London is aiming to break down the traditional barriers to volunteering even further, making access to volunteering opportunities even easier for even more people. Through the 2014-15 small grants scheme, Team London was able to fund 10 charities in London and the grant scheme is on course to reach its target of over 8,000 people volunteering with charities through the scheme.

2. Objectives and expected outcomes

- 2.1 The gross expenditure is estimated at £2.724m over two years, with a net cost to the GLA of £1.174m. this is made up of the following expenditure areas:

- 2.2 Visitor Welcome and Reward & Recognition: Expenditure of up to £480,000 over two years.

- There will be a continuation of the Team London Visitor Welcome programme for 6 weeks over the Summer as a continued legacy of the London 2012 Olympics. This element of the Team London programme would be specifically funded by the annual budget of £220,000 which has been allocated to Visitor Welcome. The Visitor Welcome programme will deploy 500 Ambassadors and 100 Ambassador Managers during Summer 2015.
- Post programme surveys from the 2014 Christmas Visitor Welcome programme found that 91% of those surveyed answered that they were more likely to recommend London as a place to visit after interactions with a Team London Ambassador, and 95.6% said the Ambassadors were either quite or very helpful for advice and information.
- The Team London Unit has been allocated an annual budget of £20,000 for the Reward and Recognition element of the programme. This enables Team London to continue to encourage people to continue to volunteer, and to raise the profile of volunteering through the annual Team London Awards ceremony, and through communications to registered Team London volunteers on the Team London database. This budget also enables Team London to offer an end of Summer celebration event to thank volunteers from across our programmes for their involvement and commitment.

- 2.3 Schools programmes & Young Ambassadors: Expenditure of up to £864,000 over two years.

The schools programme will include the following:

- The continued delivery and scaling up of the Team London Young Ambassadors programme, which has recently engaged with its 1,000th school as part of the programme. The programme supports young people to engage in social action, connecting them with their communities and building their skills. These funds will be used to deliver the annual school's conference to recruit new schools to the programme. In the past years this has proved a key recruitment tool with almost 100% of schools attending the conference signing up to the programme.
- The delivery of the annual live final of the London Knowledge Quiz. This complements the Mayor's London Curriculum and inspires young people to learn about the History, Geography and Culture of their City. The London Knowledge Quiz offers primary and secondary school pupils across London the opportunity to demonstrate their knowledge of London as they compete with schools across the capital to win the Mayor's Award for London Knowledge. The quiz is a fun, engaging way for the whole school to get involved in learning about London, bringing to life their curriculum by exploring how it connects to the city they live in.

- The delivery of a themed Youth Summit at City Hall, guests would include schools who are part of the Team London Young Ambassadors Programme, along with Team London celebrity ambassadors. The summit would aim to raise awareness of a specific social issue amongst younger volunteers and encourage them to implement their own projects in their schools alongside our delivery partner to highlight that particular issue.

2.4 Small Grants Innovation fund: Expenditure of up to £170,000 for 2015-16

- The £100,000 of Directorate Minor Programmes budget will enable the running of a micro-grant funding round which will provide funding for third sector organisations in order to support further activities and projects that will deliver impact and/or increase volunteer numbers.
- The £70,000 carried forward from the TSB budget 2014-15 will be combined with the £100,000 from the Directorate Minor Programme Budget to enable £170,000 of grant funding which will be awarded to each organisation up to a maximum of £5,000 per grant. The small grants are designed to provide a flexible source of income for organisations, both large and small, to deliver innovation that will increase the numbers of volunteers signing up to Team London, and to meet locally identified needs which may not be appropriate for larger scale funding.
- Team London will offer grants up to a maximum value of £5,000 per organisation in order to primarily support organisations and charities offering group volunteering, where a group is defined as 5 or more people, and also charities and organisations who are able to provide and offer more speed-volunteering opportunities.

2.5 HeadStart and Employability programmes: Expenditure of up to £1.12m over two years

- There will be scaling up of the HeadStart London programme, through the expenditure of externally secured income which aims to help build critical employability skills through the use of volunteering, and offers guaranteed interviews for part-time or full-time jobs for young people who complete the programme. Since September 2014, 740 young people have started volunteering as part of the HeadStart London programme and over 60 have gone onto to part-time or full-time employment. HeadStart graduates have also completed 14,230 hours of volunteering since the start of the programme. This programme will be part funded through the receipt of external income which will be used to enter into a contract agreement with a delivery partner.
- By 2017 the HeadStart London programme aims to have achieved the following outcomes: 5,000 young people inspired to start volunteering, 60,000+ volunteering hours completed, 3,500 young people to be assessed as job-ready and 450 young people to be offered part time or seasonal jobs.
- The design and build of an online employability mapping tool. The employability mapping tool will primarily be aimed at young people/teachers/parents, to help signpost them to relevant social action opportunities, youth programmes, employment opportunities, employment/careers guidance providers to help them transition into paid employment.

2.6 Website and Awareness: Expenditure up to £90,000 over two years

- The Team London Unit will continue to raise awareness of volunteering through marketing campaigns in London and the raise awareness of the various programmes Team London run such as the recently launched speed-volunteering website. This budget also enables Team London to make any required functionality updates to the Team London website to improve the user experience.

2.7 The receipt of external income will enable:

- Youth programmes to scale to engage more young people in building the skills they need to find work, and the HeadStart London programme to help even more young people build critical employability skills.
- Support to be offered to charities and third sector organisations in the form of the Team London SkillUP programme, to enable them to deliver greater impact in London.
- Marketing campaigns to be run to enable Team London to continue to promote and advertise the benefits and value of volunteering.

3. Equality comments

- 3.1 Team London programmes and volunteering opportunities are open to all those who wish to apply. Team London collects all diversity and employment monitoring information amongst other demographic information when volunteers register with Team London or enter into one of its programmes. This information is also monitored to ensure that all Londoners have the opportunity to benefit from volunteering in London.
- 3.2 Team London programmes benefit a wide and diverse range of Londoners, from children of school age engaging with the Team London Young Ambassadors programme, through to the 16-24 age group who are eligible for the HeadStart London programme. While the Visitor Welcome programme alongside major events also offers a multitude of varying inclusive activities for all Londoners to get involved in.
- 3.3 Organisations who wish to apply as part of the Team London grant funding round are required to evidence that their organisation has a robust equality framework in place, and that there are no barriers to participation in their projects, before their grant is approved and any agreement entered into by Team London.

4 Other considerations

a) Risk:

The key risks and mitigations are highlighted below:

Risk Description		Mitigation/Risk response	Current probability (1-4)	Current Impact (1-4)	RAG Rating	GLA risk owner
1.	Not securing matched funding for planned ESF funded projects.	Secure the matched funding from the private sector through sponsorship agreements. If private funding cannot be secured a scaled down programme would be run instead.	2	2	A	NC

2.	Not gaining the necessary planning approval for the Visitor Welcome pods across various sites in London.	The applications have been submitted earlier for 2015-16. The programme has been running for 3 years now and no problems have been encountered with regards to planning permission for the pods.	2	2	A	DN
3.	The Challenge Network not being able to scale up the HeadStart programme successfully.	Payments to The Challenge Network will be contractually agreed and linked to KPI's within the contract. This will also be mitigated through close contract management by the officer responsible from Team London.	2	2	A	AP
4.	Sufficient level of external income not received.	Programmes will not be able to scale. Team London would run scaled down programmes for 2015-16 and 2016-17	2	2	A	NC

b) Links to Mayoral strategies and priorities:

The Team London programme directly supports a key Mayoral initiative of driving volunteering in the capital. The initiatives that Team London volunteers will support also link to other key Mayoral priorities – namely to improve quality of life, support jobs and skills and to promote youth opportunity.

c) Impact assessments and consultations:

Team London will continue to consult and engage widely with the volunteering community, engagement will include, but is not limited to: continuing to arrange and hold the Team London advisory board meetings and the use of website surveys of users and volunteers. Team London will also continue to monitor its volunteer' satisfaction levels through the regular use of surveys and holding focus groups as and when appropriate. All these programmes are continuations of existing work, which has been successful and reviewed and refined to drive continuous improvements.

5 Financial comments

Background

- 5.1 This report is seeking to agree the Team London Programme expenditure for the 2015-16 & 2016-17 financial-years, which will include the receipt of up to £1.550m of income to support and enhance the programme, and entering into the various contracts and funding agreements as detailed within the main body of this report.
- 5.2 The estimated gross cost of this programme will be up to the value of £2.724m and the net cost to the GLA will be £1.174m, with the balance of £1.550m being funded from income currently being sought. An estimated project budget as provided by the Team London Unit is summarised below:

	2015-16	2016-17	Total	
Expenditure	£000	£000	£000	
Visitor Welcome	220	220	440	
Schools Programme	642	222	864	
Reward & Recognition	20	20	40	
Website & Awareness	70	20	90	
Volunteering into Work	585	535	1,120	
Small Grants Programme	170	0	170	
Total Expenditure	1,707	1,017	2,724	
Income				
Zendesk	-50	-50	-100	Secured
Citi Group	-5	-5	-10	Secured
Sponsorship approved under DD1293	-100	0	-100	Secured
Spirit of 2012 Trust	-220	0	-220	Secured
Private Sponsor (Confidential)	-400	-200	-600	Secured
Income currently being sought	-260	-260	-520	Currently being sought
Total Income	-1,035	-515	-1,550	
Net Cost to GLA	672	502	1,174	

Budget

- 5.3 With regard to the GLA net cost of £672,000 for 2015-16; as part of the Authority's budget setting process for 2015-16, a budget provision of £502,000 was allocated to fund the Team London Programme. An additional £100,000 was allocated from the Communities & Intelligence Directorates Minor Programme budget, specifically to fund the small grants programme, which is consistent with the programme delivered in 2014-15. The balance of £70,000 will be funded from the TSB budget carried forward from 2014-15.
- 5.4 With regards to the 2016-17 GLA net cost of £502,000; this amount has been earmarked within the GLA's draft spending plans for 2016-17, but will still be subject to the Authority's budget setting process for 2016-17.
- 5.5 In addition to the GLA budget provision, sponsorship and partnership income is currently being sought by GLA officers to supplement and enhance the programme during the two year period. The income target for the programme is £1.550m. At this stage, as per the table above, income up to the value of £520,000 over the two-year period is still to be confirmed and in the event that the income is not secured, the overall programme will have to be reduced accordingly and consequently officers are advised not to commit the GLA into expenditure for which the income is to fund until the income sources have been formally secured.
- 5.6 It should be noted that the 2016-17 budget will be the last to be set by the current Mayor and consequently all contracts and funding agreements entered into that span into 2016-17 will contain an annual break clause as well as the flexibility to increase or decrease budget provision as required.
- 5.7 The receipt of income and all associated expenditure will be accounted for within the Team London Programme budget and 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.

- 5.8 The Team London Unit within the Communities & Intelligence Directorate will be responsible for managing the Team London Programme and for ensuring that all project activity and associated expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

6. Legal comments

- 6.1 The foregoing sections of this report indicate that:

- 6.1.1 The proposals in respect of which the Mayor'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 economic and social development 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.

- 6.2 Section 1 above indicates that the contribution of funding amounts to the provision of grant funding and not payment for works, supplies or services. Officers must ensure that:

- a) the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code; and
- b) appropriate funding agreements are put in place between and executed by the GLA and the recipients of the funding before any commitment to fund is made.

- 6.3 The GLA may seek sponsorship when exercising its section 30 general power under its power to charge third parties for discretionary services under section 93 of the Local Government Act 2003 provided that the charges levied do not exceed the costs of provision.

7 Investment & Performance Board

- 7.1 Stage 1 and 2 papers were discussed and approved in principal by IPB on 15th January 2015

8 Planned approach and Next Steps

Activity	Planned Date
Visitor Welcome	
Recruitment of new ambassador managers complete	30/03/2015
Training of Ambassadors and managers complete	22/07/2015
Summer Deployment of volunteers	22/07/2015
Review of Summer programme	30/09/2015
Schools, R&R and Website & Awareness	
Live Knowledge Quiz final delivered	08/07/2015
Applications for TL awards open	

Applications for TL awards closes	12/06/2015
Deliver TL awards at City Hall	14/09/2015
Deliver Schools conference	13/10/2105
Follow up comms from Schools conference	01/11/2015
Volunteer newsletter sent out to database	Monthly
HeadStart London programme	
3x HeadStart kick-off sessions for young people held at City Hall	06/08/2015
Delivery of 2x Customer Service workshops for young people	30/10/2015
Speed-volunteering	
Switch on jobs functionality of website	30/10/2015
Launch of Speed-volunteering mobile app	30/10/2015
Evaluation of Year 1 of Speed-volunteering	11/02/2016
Small grants Round	
Application round started	22/06/2015
Applications scored and agreements entered	30/07/2015
Measurement & Evaluation of programme	13/06/2016

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 – YES

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Dominic Trembath has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

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.

✓

Sponsoring Director:

Jeff Jacobs has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Veronica Wadley has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. D. Belle

Date

20.7.15

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

Edmund

Date

21.07.2015