

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD215

Title: Ongoing funding for the London Greeters

Executive Summary:

The ADD seeks approval for the transfer of £23,289.62 of GLA funding from London Borough of Greenwich to the London Borough of Hackney to allow the continued funding of the London Greeters Scheme. The funding will allow London Greeters to continue operating until August 2016, recruitment of Greeters in boroughs across London and closer integration with Team London.

Decision:

That the Assistant Director of Health & Communities approves:

- the transfer of £23,289.62 of GLA funding held by the London Borough of Greenwich to the London Borough of Hackney for the continuation of the London Greeters Scheme until August 2016.

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: Patrick Feehily

Position: Programme Director Team London

Signature: 

Date: 28/7/14.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

The London Greeters was established in February 2011 in response to the challenges identified for east London in the run up to and during the London 2012 Olympic and Paralympic Games, in particular the lack of visitor information, negative and outdated perceptions of east London and an over concentration of visitors in adjoining areas that perpetuated the problem.

Based on New York's Big Apple Greeter's scheme where local people give a welcome, practical advice and accurate information about their area in the form of a quick tour, the London Greeters scheme was launched in the five host boroughs and £40K of funding was provided. The scheme has been administered by London Borough of Greenwich.

Between February 2011 and October 2013, London Greeters recruited 48 Greeters in total and 262 greets have been completed. During 2013 190 Greets have been completed. A Greet can last between 1 and 4 hours and can take up to 6 visitors.

Due to changes within London Borough of Greenwich and the outsourcing of certain functions, the borough can no longer manage the London Greeters programme and have requested that the funding be transferred to London borough of Hackney, who has agreed to manage the funding moving forward.

Approval is therefore requested for the transfer of £23,289.62 of underspend from London Borough of Greenwich to London Borough of Hackney.

2. Objectives and expected outcomes

Just over £11K of funding will be made available to London Greeters in accordance with the financial regulations of the London Borough of Hackney, per annum. This will enable London greeters to:

- Carry out over 200 greets in London each year
- Recruit London Greeters from outside the five host boroughs, and induct and train, pay for insurance and upkeep the London Greeters website
- Advertise these volunteering opportunities on the Team London website
- Register the Greeters programme on the Team London website

3. Equality comments

The London Greeters programme is specifically tasked with enabling the local population of London (many of whom are retired) to share their unique insights into their own communities through providing a tour. This can help tackle negative perceptions of certain areas of London and contribute to their economic development.

4. Other considerations

The funding will enable closer links to Team London the Mayor's action plan for volunteering and the continuation and expansion of an existing programme that is consistent with the objectives of Team London and complement wider initiatives that aim to improve visitor's experience of London.

The key risk is that the funding is not spent each year. London Greeters will have to verify to London Borough of Hackney that they have spent their funding each year. Year 2 funding will be reduced by the amount of any underspend.

5. Financial comments

- 5.1 There are no direct budgetary implications for the GLA arising from this proposal, although the funding could be used for other purposes. The GLA, who inherited all the ongoing contractual arrangements of the LDA, will continue to monitor the project and the use of the £23,289 that will now be transferred to the LB of Hackney directly from the LB of Greenwich.
- 5.2 Any changes to this proposal will be subject to further approval via the Authority’s decision-making process.
- 5.3 The Team London Unit within the Communities & Intelligence Directorate will be responsible for managing all the GLA’s activities relating to this project.

6. Legal comments

N/A

7. Planned delivery approach and next steps

Set out how the project will be delivered and complete the outline timetable

Activity	Timeline
Letters issued to Greenwich and Hackney allowing transfer of funds	August 2014
Transfer of funds	August 2014
Recruitment of Greeters from across London via Team London	August 2014 and ongoing
200 Greets completed and reported to LBH and Team London	By August 2015
Additional 200 Greets completed	By August 2016

Appendices and supporting papers:

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: NO

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/NO

ORIGINATING OFFICER DECLARATION:



Drafting officer:

Patrick Feehily 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.

Drafting officer to confirm the following (✓)

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:



Date:

25-07-14