

**MAYOR OF LONDON**

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# **Team London – Working with Business**



## **Copyright**

Greater London Authority  
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Search '**Team London**'

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**LISBOA**
  
 CAPITAL EUROPEIA DO
   
**VOLUNTARIADO'2015**

LISBOA
   
MUNICIPAL
  



  
**London - United Kingdom**
  
 European Volunteering Capital 2016

**Jury Members European Volunteering Capital Competition 2016 and 2017:**
  
 Joaquin Durany, European Volunteering Capital Network (EVCN)
   
 Julia Gutikow, Council of Europe
   
 Julia König, Georgelabs, Co-located Copenhagen
   
 Cristina Rignani, CE4Innovation, University of the Region
   
 Ariane Rodrik, European Economic and Social Committee
   
 Ina Vajgl, Member of the European Parliament



**TROFÉU POR**
  
**VOLUNTARIADO**

OBJETIVO

a prática  
do trabalho

CANDIDATURA

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## Foreword

When the Mayor of London established Team London, he wanted to build on the success of volunteering at the 2012 Games.

Now, I am proud to say that more than 60 per cent of Londoners volunteer and the city is European Volunteering Capital 2016.

Team London has been growing the capital's volunteering movement and we could not have done this without the help of business. Many organisations in London are already doing amazing work with our communities. We want to help you to do even more – for your staff, your local area and London as a whole.

One of our priorities is to support young people into paid employment. Volunteering is a great way for them to acquire the soft skills they need. Indeed, 70 per cent of our young volunteers are assessed as work ready, compared to 20 per cent of a normal recruitment pipeline. We want organisations to recognise this when they recruit young people. Connections between business and schools are also critical to the future of our young people and I hope you will get involved in supporting this through the Enterprise Adviser initiative.

Charities too face challenging times, having to do more with fewer resources. We would love to support you to partner with a small charity. Your staff will learn new skills and bring new ideas to your business on top of the impact you'll have on the community.

So, this is a rallying call for you to partner with us, as it will be brilliant for your present and future workforce. We can help you with any CSR objectives and showcase the wonderful work you do.



**Natalie Cramp**

Director – Team London

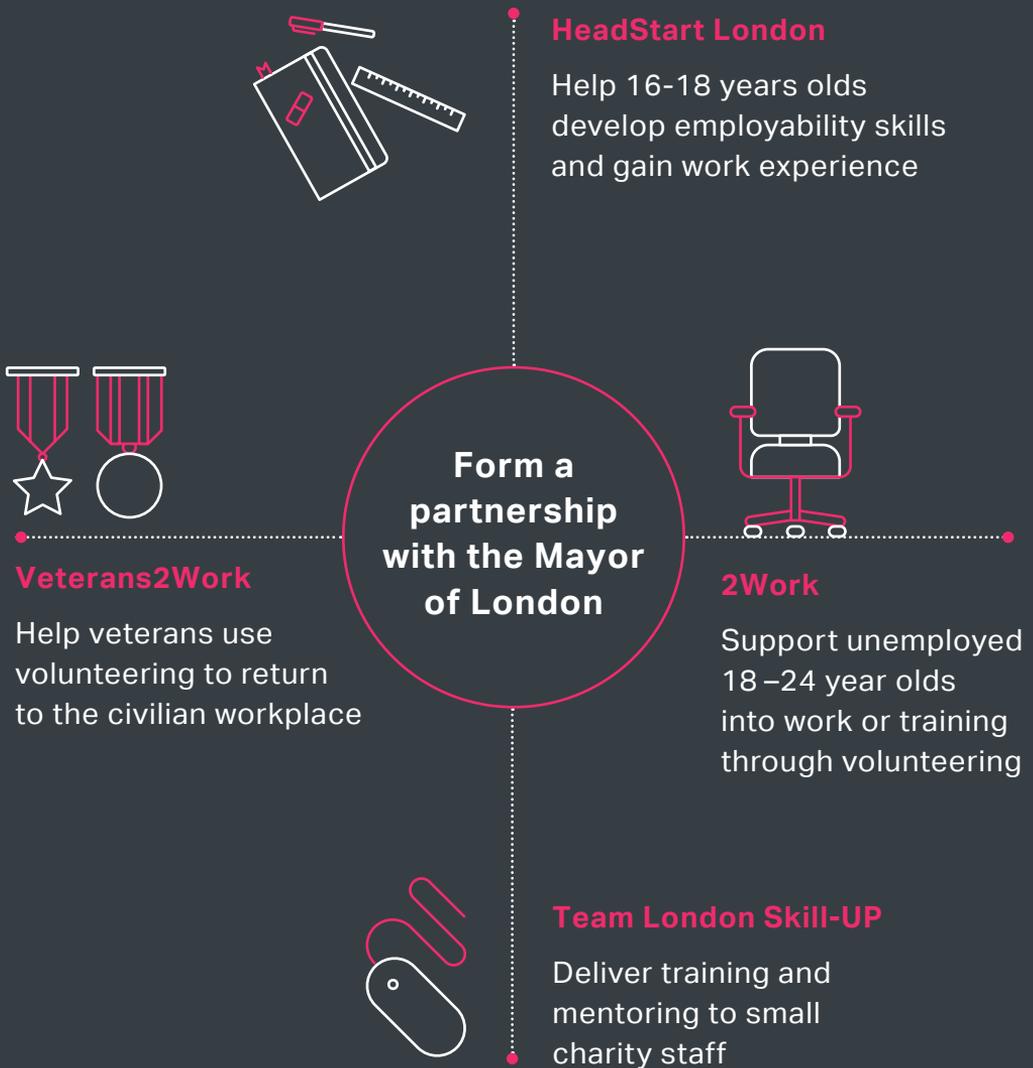
# Working with business



## The Mayor's Corporate Commitment

Recognises businesses who commit to the importance of social action in staff development and recruitment.





# The Mayor's Corporate Commitment

Businesses in London do amazing things to support their local communities. They also help the next generation enter the world of work.

The Mayor wants to draw attention to the great work being done already. He also wants London businesses to commit to make a difference in the local community, develop the skills of their staff and build a stronger future workforce.

The Mayor's Corporate Commitment sets a new standard for businesses that want to invest in social action.

The Commitment asks businesses of all sizes to:



**recognise  
how employee  
volunteering  
can boost  
employability**



**recognise  
the value of  
volunteering  
experience when  
recruiting young  
people**



**give staff a  
minimum of  
one day a year  
to volunteer**

By signing up, you'll get an accreditation badge, a toolkit to support your recruitment, help with your CSR programmes and the chance to showcase your CSR work. You'll also get support with bespoke volunteering opportunities for your staff.





## Partner with the Mayor of London

Team London works in partnership with charities and businesses to run programmes that will help you make a real difference in your community.

We have specific projects to help young Londoners into paid work. Also, we will shortly be launching a programme to help veterans returning from military service into civilian employment.

We also recognise the limits placed on charities by a lack of learning and development opportunities for staff. Through Team London Skill-UP, we work with businesses to offer free training programmes which develop charity staff. This helps these organisations to have an even greater impact.

All our partnerships offer the chance to shape the programme, skills-based volunteering opportunities for staff, branding rights and PR opportunities.



## HeadStart London

Created by youth empowerment charity The Challenge and Team London, HeadStart London brings together industry leaders, charities and young people. The aim is to bridge the employability gap between schools and work. Launched in June 2014, we hope to have supported 5,000 young people by 2017.

HeadStart London rewards 16–18 year-olds who are still in education for their volunteering with employability workshops and guaranteed interviews for paid work with partner businesses.

By partnering with us, you will create a diverse group of work-ready young people for work experience, entry-level or part-time roles. You will also help thousands of young people become work ready while supporting volunteering at the same time.

**“We are totally in awe of this project. The majority of the candidates had a wide range of evidence to support their answers which showed a level of maturity and responsibility that we always want to see in interviews.”**

**New Look**, Interviewing Manager



MAYOR OF LONDON

# TOMORROW'S WORKFORCE

Use for change

## There is a mismatch between young people's experience:

- Almost one million young people are currently unemployed
  - Since 2009-10, the number of over-25s in apprenticeships has trebled to 393,000, yet under-19s on schemes has fallen to 181,000
  - Nearly a third of young people start their working lives not confident they have the appropriate skills
- Close to 80% of organisations report recruitment difficulties
  - The most important factors to employers when recruiting school and college leavers are their attitudes to work (78%) and their general aptitudes (57%)
  - Employers report not enough people leave school with work experience (55% unsatisfied), or having developed personal qualities like self-management (54%) and attitude to work (35%)
  - 35% of employers have had to organise remedial training for young people joining them from school or college

## And business needs:

- In the next 10-15 years, an ageing population means we will lose a quarter of our current workforce



**3,000**

young people have volunteered



**50,000**

hours given to the community



**70%**

of young people assessed as work ready

## 2Work

The programme uses volunteering, tailored support and training to help unemployed 18–24 year olds learn skills, gain confidence and get experience. They are then ready to enter the world of work, education or training. In return, businesses can access potential employees who are well prepared for entry-level opportunities.

After a successful pilot, we want to make the programme even bigger in the next three years. This will help a thousand young people to build their skills and at least 500 more young people to enter employment, education or training. We are looking for the support of a leading London business to help us grow the programme.



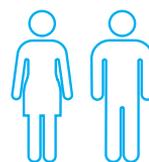
**400**

young people  
have volunteered



**135**

young people have  
succeeded in gaining  
employment



**70**

young people  
have gone on to  
further training

## Veterans2Work

Veterans returning from military service need help finding new jobs.

In the UK, 700,000 veterans aged 16 to 64 are unemployed. Those who leave the service early are most likely to be jobless. Just over half, 52 per cent, are in jobs six months after leaving.

**In 2016, our volunteering into work scheme will expand to include veterans. This will:**

- help veterans develop employability skills by volunteering and connecting them to networks in their own community
- help them translate current skills into those needed in the civilian job market
- offer mentoring to help them find jobs and progress once they are in work
- help them find paid work that matches their skills

By joining us as lead partner, you will have the chance to shape the programme and have access to a diverse group of skilled candidates for your roles.

We are also interested in speaking to businesses who would offer guaranteed interviews for veterans returning to work to support the programme.



## Team London Skill-UP

We know that skills gaps can be a real problem for small charities – which make up 96 per cent of the third sector. With small teams, staff must often multi-task between roles. As it is not possible to be an expert in all these different areas, charities need external support, advice and training. We launched Team London Skill-UP in June 2015 to support learning and development for small charity staff.

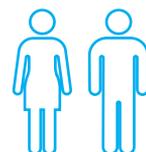
We work in partnership with business champions, whose volunteers offer their time to design and deliver training. This enables charity staff to be more effective and efficient and have a greater impact in their work.

With the support of our partners, we currently offer modules in HR, Finance, Communications and PR, Social Media and Partnering with Business. We would love you to get involved so we can offer even more opportunities to charities.



**125**

charities have been supported through Skill-UP



**70%**

average increase in learning through the training and mentoring

## Support a small charity

We work with over 1,700 non-profit organisations. This means we're in a great position to find you a charity partner who matches your vision, strategy, CSR objectives and workforce skills.

### **We can offer:**

- **Consultation** – we will talk about what you want, your business priorities and areas of community interest
- **Shortlist** – information on the charities and how the partnership could work
- **Introduction** – we will set up a meeting with you both to discuss next steps
- **Follow-up** – we are always here to talk through ideas to support your partnership and can also help you measure the impact you are having

In 2015, we worked with Natixis Global Asset Management to form partnerships with London charities Inspire! and Providence Row.

**“As we grow in the UK, we recognise the importance of investing in our local community, and in the innovative organisations that are fuelling social change and making London a better place to live and work. Our partnership with Team London has been invaluable in making that happen.”**

### **Chris Jackson**

Executive Vice President and Head of International Product,  
Natixis Global Asset Management



**Image:** Natixis, Providence Row and Inspire! Partnership launch, February 2015

## Employer supported volunteering

Employer supported volunteering is good for your business and your staff. People who volunteer through work are twice as likely to rate the business culture as positive, be satisfied with career progression and happy with their employer. They also feel loyal and proud to work for the company. You could lead by example and encourage your suppliers and clients to sign up to the Mayor's Corporate Commitment too.

### Group volunteering

Group volunteering is a great way to build stronger teams and use skills to do something for your community. Whether you want to get out and be active for a day, or mentor individuals, we can help you find an opportunity that best suits your needs.

### Secondee support

Small charities often have scarce resources. This means staff often multi-task between roles. Your organisation can help by offering a free secondee for 3-6 months.

We provide you with a shortlist of charities who match the skills and passions of your secondee and we support them during the placement. Secondees will gain hands on programme delivery experience and can offer strategic support to the charity.

Alternatively, a staff member could be seconded to Team London at City Hall to help create greater impact for the 1,700 charities with which we work.



**Image:** Volunteers from Citi run a social media workshops for community groups working in the Angell Town Estate in Brixton. Citi is one of the supporters of the Evening Standard's Estates Challenge and staff volunteer their skills for Angell Town's community groups and young people.

## Individual volunteering

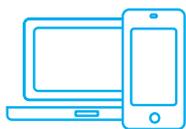
There are many reasons people decide to volunteer. For some, it is a chance to use their skills to give something back to the local community. For others, it is an opportunity to learn new skills, or build on existing experience and knowledge.

So it's even easier for busy Londoners to volunteer, we have a speed volunteering website and app. It has hundreds of one-off volunteering opportunities. These are flexible, fun, easy to join in, and do not need any long-term commitment. You can also look for opportunities based on the skills you want to develop.

We have a number of exclusive Team London opportunities on offer:

- **Become an enterprise adviser:** Help teachers to build a careers education plan that helps their pupils connect with the world of work.
- **Be a speed networker:** Join 600 other business volunteers at the 'UK's Largest Careers Speed Networking Event for Young People' on 20 October 2016 at Lord's.
- **Run to do good:** In partnership with Good Gym, join a mass 'run to do good' on 1 June to kick-off Volunteers' Week 2016.
- **Measure the good:** Help a charity to better understand and communicate their impact.

To register your interest for any of these opportunities please visit [volunteerteam.london.gov.uk](http://volunteerteam.london.gov.uk)



**1,700**

charities advertising  
roles on Team London  
websites & app



**70,000**

opportunities  
advertised  
at any one time



**91%**

of students rated the  
speed networking  
experience as excellent

## London – European Volunteering Capital 2016

In December 2015, London was named European Volunteering Capital 2016.

London won this award for several reasons. The first is innovation. For example, our new speed volunteering website. The second is the way we work with London's businesses and charities. Finally, it is in recognition of how London has built a fantastic volunteering legacy from hosting the 2012 Games.

So this year we're going to do all we can to make sure London and Londoners can benefit from this honour. We've got a date for your diary too. On 5 December 2016, the Mayor is hosting the first ever International Volunteering Conference. Hope to see you there.

**"I'm very proud that London has been recognised as the top volunteering city in Europe. Tens of thousands of Londoners are now giving a hand to others and helping to make London a cleaner, greener and more welcoming place for everyone."**

**Boris Johnson**, Mayor of London

**"London's volunteering legacy will continue to thrive in 2016 as European Volunteering Capital. The city is an outstanding example of how local government, local people and businesses can strategically harness the benefits of volunteering to improve people's lives, the environment and contribute to socially cohesive communities. Congratulations on becoming the European Volunteering Capital!"**

**Gabriella Civico**, Director, European Volunteer Centre



Image: European Volunteering Capital Awards, December 2015

## Thank you

The Mayor would like to thank the following businesses. All are investing in social action and all have signed the Mayor's Corporate Commitment:

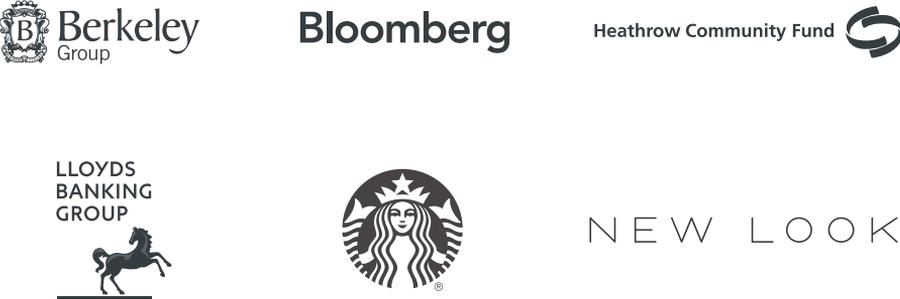
- Allen and Overy
- Arora Hotels
- ASOS
- Bank of America Merrill Lynch
- Barclays
- Badenoch & Clark
- BE Group
- Benefacto
- Berwin Leighton Paisner
- Blackstone
- Blick Rothenberg LLP
- Bloomberg
- BP
- British Airways
- British Gas
- Business in the Community
- Casual Films
- CGI
- Changeboard
- Chartered Institute of Management Accountants (CIMA)
- Chartered Institute of Personnel and Development (CIPD)
- Christie's
- Citi
- Concept Energy
- Coreco
- Cospa
- Coutts
- Credit Suisse
- Deloitte
- Dentsu Aegis Network
- Deutsche Bank
- DLKW Lowe Ltd
- DLA Piper UK LLP
- EE
- Essential Living
- Experian Ltd
- Financial Conduct Authority
- Gapuma
- General Electric
- GlaxoSmithKline
- Greater London Authority
- Harrods
- HIT Entertainment
- Hogan Lovells
- Home Retail Group
- ifs University College
- IHS Global Ltd
- IPG Mediabrands
- Ipsos MORI
- ITV
- JDX Consulting
- Linklaters LLP
- Lloyds Banking Group
- London & Partners

- London First
- London Stansted Airport
- Marsh
- McDonald's
- MIC Holmes Enterprises
- Mio and Mama Mio Skincare
- Mitsubishi UFJ Financial Group
- Mitsui Sumitomo Insurance (London Management) Limited
- Mother
- Mott MacDonald
- MyKindaCrowd
- N:gaged
- National Grid
- Natixis
- NatWest
- New Look
- New West End Company
- Norton Rose Fulbright LLP
- Oasis UK
- Olswang
- One Planet Solutions
- O'Donovan Waste Disposal Ltd
- PageGroup
- Pearson
- Pinsent Masons
- Promo2u
- Prudential
- PwC
- RBS
- Roast
- Royal Mail
- RSA Insurance Group
- SKY
- Simmons & Simmons
- Step up to Serve
- Sweet Take Studio
- S W Bruce & Co Ltd
- Thames Water
- The British Library
- The Institute of Telecommunications Professionals (ITP)
- The Phone Co-op
- Thornton Tomasetti
- Three
- TNS
- TSB
- Turner Broadcasting
- Twitter UK
- Unilever
- Vanguard Asset Management Ltd
- Veson Nautical Ltd
- Visa Europe
- Vodafone
- Wimbledon Arts Studios
- Wordbank

The Mayor’s Corporate Commitment partners:



HeadStart London Partners:



Team London Skill-UP Partners:



Be the first to hear about Team London's corporate opportunities and services; sign up to our newsletter by emailing [teamlondoncorporate@london.gov.uk](mailto:teamlondoncorporate@london.gov.uk).

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[volunteerteam.london.gov.uk](https://volunteerteam.london.gov.uk)  
[speedvolunteer.london.gov.uk](https://speedvolunteer.london.gov.uk)

Visit [london.gov.uk](https://london.gov.uk) for other opportunities to work with the Mayor of London.

