

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD278

**Title:** Team London – National Volunteer Week 2015 – Marketing Campaign

### Executive Summary:

Team London is the Mayor's action plan for volunteering. Under MD1341 the Mayor approved expenditure of up to £680,000, and MD1304 the Mayor approved expenditure of up to £200,000 to support Team London's continued work to increase volunteering in London and delegated authority for expenditure of funds to the Executive Director of Communities and Intelligence.

In addition, the GLA was awarded £3m from the Technology Strategy Board (TSB) towards a Smart Cities Demonstrator Programme (MD1247), which includes the development and delivery of a Micro-Work and Volunteering platform. The online portal supports the Mayor's Volunteering Strategy and his vision for a *Smart London*; one that puts technological innovation at the heart of efforts to address challenges that global cities face. There are two strands to the online platform: the first is to give Londoners the flexibility to volunteer in ways that fit their busy lifestyles. The second is to connect young people to work experience – be it through volunteering or paid work. The GLA has entered into a funding agreement with The Red Trust to deliver a micro-platform which will enable people (particularly the younger market) to engage in short-term volunteering opportunities and use these to gain short-term work. Under MD 1433 marketing campaigns were approved to be continued to be supplied by MEC Ltd until November 2015, when a re-tender process for a new marketing partner is due to take place.

This decision seeks approval for the expenditure of up to £15,000 on a marketing campaign which will support Team London's campaign to increase volunteering in London by driving individuals to the Team London Speed Volunteering Website around the time of National Volunteers' Week (1-7 June 2015).

### Decision:

That the Assistant Director approves expenditure of up to £15,000 with the MEC Media Agency to deliver promoted social media activity to support driving traffic to the Speed Volunteering website

### 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

**Signature:**



**Date:**

24/04/15

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1 Team London is the Mayor's volunteering programme designed to deliver a volunteering legacy for from the 2012 Olympic and Paralympic Games.
- 1.2 In February 2015 Team London launched a new Speed Volunteering website to encourage busy Londoners to try out volunteering for the first time.
- 1.3 According to an independent survey, 60 per cent of potential volunteers are deterred from volunteering because they feel they do not have sufficient time due to work commitments. People also cited home and family responsibilities, caring for elderly relatives, or studying, as other reasons for not getting involved. (Data from 2011 Citizenship Survey:  
<http://data.ncvo.org.uk/a/almanac14/what-are-the-barriers-to-volunteering/>)
- 1.4 The Team London Speed Volunteering platform allows Londoners to sign up for short bursts of activity, which fit around their schedules, whilst making a difference to their local communities.
- 1.5 The Speed Volunteering website works by allowing Londoners to input their interests, location and availability, to then be matched with possible opportunities. All the Speed Volunteering opportunities are for six hours or less, require no training and are one-off activities, at flexible times throughout the week
- 1.6 To date almost 40 organisations across London have signed up to the scheme, offering over 3,500 sessions.

#### **2. Objectives and expected outcomes**

##### **Objective:**

- 2.1 The campaign objective is to inform Londoners how easy it is to use Team London's Speed Volunteering platform as a way to use their current skills to volunteer and easily give back to the local community. The campaign will coincide with National Volunteers Week, 1-7 June. An offline/print campaign is planned for 15 May – 11 June 2015.
- 2.2 The target audience is adults in employment and the message is "use your skills to give something back".

##### **Objectives:**

- Use Facebook to drive traffic to Speed Volunteering video at the same time increasing number of engaged Facebook followers.
- Use Google Adwords to increase traffic and unique visitors to the Team London's Speed Volunteering website.

##### **Outcomes**

- 2.3 We anticipate 14,286 clicks to Facebook advertising and 2000 advert text or image adverts on Google.

### **3. Equality Comments**

3.1 The new 'bite-sized' volunteering opportunities will make it easier for people who work full time to be able to engage with volunteering around their busy work lives.

3.2 It will also empower young unemployed people by helping to improve their employability through gaining additional skills and experience through volunteering.

### **4. Other considerations**

4.1 There are no other considerations pertinent to this decision.

### **5. Financial comments**

5.1 The contract cost of £15,000 will be funded from the 2015-16 Team London Programme budget as approved by MD1341. 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 in liaison with the Marketing Team will be responsible for managing the proposed contract and ensuring that all contract expenditure complies with the Authority's Financial Regulations and Contracts & Funding Code.

### **6. Planned Approach**

- The planned campaign will run from 15 May – 11 June 2015. National Volunteers' Week takes place 1-7 June 2015.
- Working with the Marketing team, we will engage MEC to deliver the social activity. We will invest £10,000 in Facebook advertising, and £5,000 in Google Adwords activity. This campaign will run 15 May – 11 June 2015. MEC is the GLA's contracted media agency working across all GLA campaigns and Marketing use them exclusively. MEC are also TfL's contracted media agency and the GLA's contract with them is follow-on from their original TfL contract.

**Appendices and supporting papers: None**

**Public access to information**

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval.

**Part 1 deferral:** any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

**Is the publication of this approval to be deferred? NO**

**Part 2 confidentiality:** any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

**Is there a part 2 form –NO**

**ORIGINATING OFFICER DECLARATION:**

Tick indicates approval (✓)

**Drafting officer:**

Reid Aiton has drafted this report in accordance with GLA procedures and confirms that:

✓

**Advice:**


The Finance and Legal teams have commented on this proposal, 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:**

24.04.15