

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD206

Title: Team London – Social Media Marketing Activity

Executive Summary:

Team London is the Mayor's action plan for volunteering. Under MD1341 the Mayor approved expenditure of up to £680,000 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.

This decision form seeks approval for the expenditure of up to £15,000 on social media activity which will support Team London's campaign to increase volunteering in London by driving individuals to the Team London website during National Volunteers' Week.

Decision:

That the Assistant Director approves up to £15,000 of expenditure on MEC Media Agency to deliver promoted social media activity to support driving traffic to the Team London 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: Assistant Director

Signature:

Date: 17 June 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Team London is the Mayor's volunteering programme designed to deliver a volunteering legacy for from the 2012 Games.

In 2013 Team London undertook a significant media campaign to drive traffic to the website in order to encourage and enable as many Londoners as possible to volunteer. One element of this campaign was through promoted social media (Facebook and Twitter). The spend on this was particularly successful and drove over a thousand new supporters for Team London across the two platforms, which is more than thirteen times our normal traffic on Facebook and three and a half times our normal traffic on Facebook. As a result, we wish to invest in social media during National Volunteers' Week to drive new traffic to support Team London and start to volunteer through the Team London website.

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 a follow-on from their original TfL contract. MD1296 approved MEC as the GLA's media planning and buying agency.

2. Objectives and expected outcomes

Objective: To use promoted Facebook and Twitter posts to reach Londoners who are not currently engaged with Team London, in order to increase awareness of Team London as the hub of volunteering activity in London. To drive visitors to the Team London website, increase our social media following and increase volunteer registrations and inquiries via the Team London website.

Outcomes:

We anticipate the following as a result of the marketing spend:

- Significantly increased Twitter follows (over 250) and Facebook likes (over 1000). This provides a new audience for us to engage with to raise awareness of, and volunteering with, Team London.
- Increased 'click through' traffic to the Team London website from Twitter and Facebook. We anticipate site traffic doubling to around 20,000 users in this period (vs c. 9500 users in early May), 20% of whom will be referred to the site via Facebook or Twitter (vs c. 5% when no paid-for social media activity is taking place).
- Increased level of engagement across social media. For example, re-tweets, favourites, mentions, and likes.
- Increased Team London registrations – we anticipate the level of registrations doubling from c. 20 per day (when no marketing activity is taking place) to c. 40 per day.

The above outcomes will all increase site traffic, registrations, applications to the volunteering roles on Team London website and ultimately volunteering. This aligns with a key priority in Team London's business plan to raise the profile of volunteering.

3. Equality comments

The above outlined marketing activity will all take place through Twitter and Facebook, social media platforms that are accessible to, and used by, a diverse representation of Londoners, including the groups outlined in the public sector equality duty.

4. Financial comments

- 4.1 The total estimated cost of this proposal is £15,000 and will be funded from the 2014-15 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.
- 4.2 The Team London Unit within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring all project activity and expenditure complies with the Authority's Financial Regulations, Contracts & Funding code and Expenses & Benefits Framework.

5. Planned delivery approach and next steps

- Working with the Marketing team, we will engage MEC to deliver this activity. We will invest £10,000 in Facebook activity as it saw the greatest return last year and £5,000 in Twitter activity.

Activity	Timeline
Procurement of contract [for externally delivered projects]	N/A – MEC contract already in place
Announcement [if applicable]	N/A
Delivery Start Date [for project proposals]	Monday 26 May 2014
Final evaluation start and finish (external)	June 2014 - evaluation report from MEC
Delivery End Date [for project proposals]	June 2014

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 – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer
to confirm the
following (✓)

Drafting officer:

Eloise Spearman 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.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

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

Signature:

Date: