

**REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD173**

**Title:** Inspires Me Week Roll-Out to London Schools

**Executive Summary:**

This proposal updates the approval secured under ADD64 in which £20,000 was approved to roll out the Inspires Me Week project to schools in disadvantaged areas of London. The project will provide opportunities for students to develop entrepreneurial skills and encourage them to view entrepreneurship as a viable option after they leave school.

The updated approval will allow the GLA to directly contract an organisation to deliver this project, and to receive 50% of the project funding from Workspace Group to undertake this project.

**Decision:**

The Assistant Director is asked to approve:

- The receipt of £15,000 from Workspace Group;
- The expenditure of up to a maximum of £30,000 , including the contribution above, to appoint a project delivery organisation; and
- For the GLA to host a celebratory event at an estimated cost of £5,000

**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:** Amanda Coyle

**Position:** Assistant Director of Health & Communities

**Signature:**

**Date:** 23 March 2014

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

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

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

The Inspires Me Week project was developed in 2011, as a partnership between the GLA, Workspace Group, and the London Academies Enterprise Trust (LAET) academies. Over the first two years of the project, 90 students from the academies have benefited. In year one, 50 students were placed with 50 businesses; in year two, we reduced the number to 40 students/40 businesses, so that we could focus on improving the matching process.

ADD64 secured approval to enter into a funding agreement with Workspace Group to deliver the project as part of the Workspace Groups CSR programme and roll out the project to schools across London. However, the Workspace Group has since asked the GLA to directly appoint and manage a delivery organisation to coordinate the engagement with schools and oversee the management of the project.

Therefore, instead of entering into a grant agreement with Workspace Group, the GLA will undertake a procurement exercise to find an appropriate delivery partner and enter into a contract for services for the delivery of the project.

Workspace Group will still be a partner in this project and will contribute 50% of the costs of the delivery organisation. If the match funding for the project is not secured the project size will be reduced accordingly.

This approval will approve the receipt of £15,000 from Workspace Group and continue the partnership between the GLA and Workspace Group established under the Mayor's Academies Programme, enabling the roll-out of the Inspire Me Week project to schools across London.

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

There are three objectives to the project:

- **Encourage more young people to set up their own businesses.** Students will benefit from a one-week placement with gaining first-hand experience of what it takes to run a business. They will also participate in a business challenge that will be judged by a guest panel at a celebratory event, hosted by the GLA/Mayor.
- **Test approaches for improving the engagement between schools and businesses.** The model focuses on how large corporate bodies such as Workspace Group can facilitate the engagement between SME's and schools to deliver high quality work experience opportunities.
- **Enhance the entrepreneurship activities delivered by schools.** The Inspires Me Week project extends the entrepreneurship experience beyond the classroom. The model also helps schools engage with specialist companies that they find difficult to establish links with.

#### ***Targets:***

The 2014-15 programme will deliver 100 placements, of which:

- 40 will be offered to the LAET academies
- 60 will be offered to (between 5 and 8) additional schools/sixth forms

The programme also includes an apprentice-style business challenge and will culminate in a celebratory event.

#### **3. Planned delivery approach**

The intention is to contract with a project delivery organisation which will be responsible for:

- 1. Coordination** - ensuring effective links between the schools and host businesses.

**2. Business Engagement** – work with Workspace Group centre managers to engage the businesses that rent their premises to recruit them onto the programme, providing support on health and safety, safeguarding and guidance on how to deliver a high quality placement.

**3. Schools Engagement** – utilise the delivery organisations existing network of schools to recruit pupils and effectively prepare them to go out on placement, support the participating schools, and match the students with the most appropriate business.

**4. Evaluation** - carry out an evaluation with the students and participating businesses.

***The following elements will be jointly managed by the GLA and Workspace Group:***

**5. Promotion** - A high level communication plan has been prepared that includes promoting the project through the national Global Entrepreneurship Week campaign. We will also utilise specialist media and school networks.

**6. Celebratory Event** - the event will be hosted by the GLA. Guest judges will be invited and prizes awarded to the winning group. This budget approval includes venue costs and other costs associated with the event, as City Hall is not available. The GLA will be responsible for this element of the budget (£5,000) and will follow GLA procurement processes.

#### 4. **Other considerations**

##### a) key risks and issues

| <b>Risk</b>   | <b>Mitigation Strategy</b>   | <b>Lead</b>               |
|---|--|---------------------------|
| Businesses do not engage  | Recruitment will begin in March. This approach was taken in the first year of the project and we were able to successfully recruit 50 businesses.<br>Centre Manager JD's will be updated to reflect the project requirements   | Workspace Group           |
| Schools do not engage   | We will maximise BITC contacts and the GLA schools database  | Daisy Greenaway/Workspace |
| Workspace Group decide they do not wish to continue the project | The project will be evaluated at each phase to ensure lessons learned are captured. An agreement will be drawn up as part of the roll-out of this programme that reflects the GLA's intention to develop the model for other employment sectors should Workspace choose to pull out. | Daisy Greenaway           |

##### b) links to Mayoral strategies and priorities

The Inspires Me Week project sits under the 'Preparing Young People for Life and Work in a Global City' theme of the GLA Education programme. Two of the recommendations highlight the need to improve links between the education sector and employers; and to support schools in meeting their new Careers Duty so that young people are effectively prepared for the world of work.

The project also contributes to the London Enterprise Panel Growth and Jobs strategy. It is hoped that this project will inspire young people to pursue entrepreneurship, thereby, providing an important boost to London's economy.

### **c) impact assessments and consultations.**

The GLA undertook a series of consultation events as part of the Education Inquiry, which covered the new Careers Duty for schools that came into effect in September 2012. Many contributors identified the need to ensure schools are supported in meeting the duty. They also raised concern about the lack of availability of high quality work experience opportunities, which they see as an important mechanism for developing the skills of young people and facilitating progression. Employers (including representatives from the London Enterprise Panel) expressed concern that not enough is being done to prepare young people for the world of work and recognise that they are part of the solution. Entrepreneurship was highlighted as an important pathway, which is reflected in the Education Inquiry Final Report.

The Inspires Me Week Project was developed under the Mayor's Academies Programme, which was designed to ensure that young people from disadvantaged areas are provided with the same opportunities as those from more affluent backgrounds. One of the key objectives of the programme is to develop and promote successful initiatives to other schools. Impact assessments were undertaken during the development phase of the Mayor's Academies Programme.

Inspires Me Week is targeted at schools in disadvantaged areas/with a high percentage of students from disadvantaged backgrounds. Schools will be responsible for identifying the needs of their students, including any disability requirements. The schools and businesses will work together to agree how any additional support will be accommodated, as part of the matching process.

## **5. Financial comments**

- 5.1 ADD64 approved the initial Inspires Me Week project roll-out to London schools, which included entering into a funding agreement with the Workspace Group for a value of up to £15,000 to deliver the 'Inspires Me Week' project.
- 5.2 However, as indicated within the main body of this report, rather than providing a grant to Workspace group, approval is now being sought for the receipt of £15,000 from the Workspace Group as a contribution towards the project for which the GLA will procure a contract for services for an organisation to deliver the project for a maximum cost of £30,000. In addition to the contract, the GLA will also host a celebratory event at an estimated cost of £5,000.
- 5.3 In summary, the total cost of this proposal is estimated at £35,000 and the net cost to the GLA will be £20,000, which is consistent with the previous approval (ADD64). The balance of £15,000 will be funded by the receipt of income from the Workspace Group. The GLA costs of £20,000 will be funded from the 2014-15 Academies budget held within the Health & Communities Unit and approved as part of the GLA's 2014-15 budget.
- 5.4 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.
- 5.5 The Education & Youth Team within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring that all expenditure adheres to the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

## **6. Legal Comments**

- 6.1 Section 1 to 4 of the report above indicate that the decisions requested of the Assistant Director fall broadly within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation and social development in Greater London

- 6.2 Officers should place no reliance on the funding of £15,000 from Workspace Group, until an appropriate agreement is executed between the GLA and Workspace Group for the provision of the funding.
- 6.3 The services required must be procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code.

Officers must ensure that appropriate contract documentation is put in place and executed by the successful bidder and the GLA before the commencement of the services.

**Appendices and supporting papers:**

- **ADD64**

**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 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:**

Daisy Greenaway has drafted this report in accordance with GLA procedures and confirms that 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:**