

REQUEST FOR DIRECTOR DECISION – DD1354

Title: Inspiresme Week 2015 and 2016

Executive Summary:

This proposal seeks approval of £40,000 funding to support the roll-out the Inspiresme Week project to schools in disadvantaged areas of London. The project provides opportunities for young people to learn what it takes to run a business directly from London's SME owners. It also stimulates collaboration across the education and business sectors to ensure young people make successful transitions into the world of work.

Funding of £40,000 is sought to fund Inspiresme Week 2015 and 2016 – years two and three of the three year roll-out plan.

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 Executive Director approves:

- The receipt of £30,000 of funding from Workspace Group;
- Expenditure of up to a maximum of £60,000 , including the contribution above, to procure and appoint a project delivery organisation; and
- For the GLA to host two celebratory events (one in 2015 and 2016) at an estimated cost of £10,000.

AUTHORISING DIRECTOR

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: Jeff Jacobs

Position: Executive Director Communities and Intelligence

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The Inspiresme Week project provides young people with first-hand experience of what it takes to run a business, as well as opening up potential career routes in sectors which they may not have considered.
- 1.2 The 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.
- 1.3 In July 2014, the project was expanded and other schools in London were invited to participate. 74 young people benefited from placements with a number of niche companies. 64 young people attended the celebratory event at City Hall, together with representatives from their schools and some of the businesses that hosted students.
- 1.4 2015 is the second year of the roll-out of the project and Workspace Group will continue to be a partner in the Inspiresme Week 2015 and 2016 programme, contributing 50% towards the costs of the delivery organisation. The project will be opened up to more schools and businesses and we will also seek to secure additional partners to support the future roll-out of the programme.
- 1.5 This approval will approve the receipt of £30,000 of funding 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 other schools and colleges across London. If the match funding for the project is not secured the project size will be reduced accordingly.

2. Objectives and expected outcomes

- 2.1 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, 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 of London.
 - **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:

- 2.2 In 2014-15 we achieved 74 placements out of a programme target of 100 placements, of which:

- 40 were offered to the LAET academies
 - 60 were opened to (between 5 and 8) additional schools/sixth forms
- 2.3 90% students felt they had achieved their objectives for Inspiresme Week. 50% students felt this programme had inspired them to someday set up their own enterprises. 81% students felt the programme had helped them improve on some of the weaknesses they felt they had. 67% of those businesses surveyed were very satisfied with the experience, 33% were satisfied. 100% would agree to take part in the programme again.
- 2.4 The LAET academies did not take up all of their places. Therefore in 2015:
- We will have a target of 120 placements for 16-18yr olds, which will be open to any school/sixth form in London, to include young people attending pupil referral units, alternative provision and the XLP youth charity which was opened in 1996 after a stabbing in a school playground. This charity is sponsored by the Workspace Group.
 - The programme also includes an apprentice-style business challenge and will culminate in a celebratory event hosted at City Hall.
- 2.5 In 2016:
- Provide a minimum of 150 placements for 16-18 yr olds from schools, sixth forms and colleges across London, students attending pupil referral units and the XLP youth charity. This target may increase if an additional business partner is secured for the programme.
 - Engage 150 young people in the celebratory event and business challenge on the final day of the programme hosted at City Hall

3. Equality comments

- 3.1 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 concerns 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.
- 3.2 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.
- 3.3 Inspires Me Week is targeted at schools in disadvantaged areas/with a high percentage of students from disadvantaged backgrounds. Schools will be responsible for identify 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.

4 Other considerations

a) Key risks and issues

Risk	Mitigation Strategy	Lead
Delivery partner not appointed	Contract will be awarded for 2 years to encourage more interest from potential delivery partners	GLA
Businesses do not engage	Recruitment will begin in July. This approach was taken in the first year of the project and we were able to successfully recruit 50 businesses. Workspace Group Centre Manager JD's have been updated to reflect the project requirements	Workspace Group
Schools do not engage	We will maximise partner contacts and the GLA schools database. Information has already gone out to schools. Several have expressed interested in participating in the 2015 programme.	GLA/Workspace/Delivery Partner
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 and the GLA decides to continue supporting the project.	GLA

b) Links to strategies and Mayoral and corporate 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.

The Inspiresme Week programme aligns with the 2014-20 European Structural Investment Programme (ESIF) which will support schools and colleges to devise effective careers guidance programmes and strengthen partnership working between businesses and schools. This will include CPD support for teaching staff and careers guidance leads. The programme will also support SME's in London to develop high quality work experience, internships, and traineeship and apprenticeship opportunities.

5 Financial comments

- 5.1 Approval is being sought to support the roll-out the Inspiresme Week project to schools in disadvantaged areas of London in 2015-16 and 2016-17. This will include expenditure of up to a maximum of £60,000 to procure a project delivery organisation and hosting two celebratory events at the GLA at an estimated cost of £10,000. The GLA will be contributing £40,000 towards this project with the balance of £30,000 being funded by the receipt of income from the Workspace Group. The phasing of expenditure and receipt of income over the two financial-years is summarised below:

	2015-16 £000	2016-17 £000	Total £000
Expenditure			
Procurement of Delivery Partner	30	30	60
Celebratory Event	5	5	10
Total Expenditure	35	35	70
Income – Workspace Group	(15)	(15)	(30)
Net Cost to the GLA	20	20	40

- 5.2 With regards to the net cost to the GLA of £20,000 per year; this will be funded from the Academies Programme budget held within the Health & Communities Unit for 2015-16 and 2016-17, with the 2016-17 budget allocation being subject to the Authority's budget setting process.
- 5.3 There is currently an understanding that the Workspace Group will continue to support this programme. However, in the event that they decide to withdraw their support and financial contribution, the project will be reduced accordingly. Consequently, commitments on expenditure will not be made greater than the GLA annual contribution until the Workspace Group income has been 100% secured.
- 5.4 As the 2016/17 budget will be the last to be set by the current Mayor, all contracts will contain an annual break clause as well as the flexibility to increase or decrease services.
- 5.5 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.
- 5.6 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 The foregoing sections of this report indicated that:

- 6.1.1 the decisions requested of the director fall 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, social development in Greater London; and
- 6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:
- pay due regard to the principle that there should be equality of opportunity for all people (further details on equalities are set out in section 3 above) and to the duty under section 149 of the 2010 Act to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not¹;
 - consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - consult with appropriate bodies.

- 6.2 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 Contract 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.

- 6.3 Section 31(3)(b) of the Greater London Authority Act 1999 prohibits the GLA from incurring expenditure in providing any educational services which could be provided by a borough council or other public body. However, the Mayor is not prevented from incurring expenditure in co-operating with, facilitating or co-ordinating the activities of a borough council or other public body. From the information in this report the setting up of the London Ambitions website does not constitute the provision of education services, but instead has its aim of facilitating the engagement between Schools and business to ensure young people are prepared for the world of work. The role of the GLA in respect of schools is a co-operative, facilitative and co-ordinating one and is, therefore, permitted under the Act
- 6.4 The GLA may seek sponsorship when exercising its section 30 powers under its power to charge third parties for discretionary services under section 93 of the Local Government Act 2003, provided that the charges levied do not exceed the cost of provision.

Officers should place no reliance on the funding of £30,000 from Workspace Group, until an appropriate agreement is executed between the GLA and Workspace Group for the provision of the funding.

7. Planned Delivery Approach

- 7.1 The intention is to contract with a project delivery organisation which will be responsible for:
- Coordination** - ensuring effective links between the schools and host businesses.

¹ The protected characteristics and groups are: age, disability, gender reassignment, pregnancy and maternity, race, gender, religion or belief, sexual orientation and marriage/ civil partnership status.

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. The successful delivery partner will also work with the GLA and Workspace Group to identify potential business partners for future phases of the programme.

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.

Evaluation – carry out an evaluation with the students and participating businesses.

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

Promotion – Development of a communication plan, capitalising on the success of Inspiresme Week 2014 and the GLA Business Backs Education, Mayor’s Education Conference and other GLA linkages with schools.

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, should City Hall not be available. The GLA will be responsible for this element of the budget (£10,000) and will follow GLA procurement processes.

7.2 Key Milestones:

2015 Milestones

- Internal GLA Approval – June 2015
- Procurement of Delivery Partner – July 2015
- Project Promotion Campaign Underway – June 2015
- Inspiresme Week 2015 and Celebratory Event – November 2015
- Partner Evaluation Meeting – December 2015

2016 Milestones

- Comms plan agreed February 2016
- Promotional campaign underway March 2016
- School sign up – July 2016
- Business sign up – September 2016
- Training and inductions – October 2016
- Inspiresme Week 2016 – November 2016
- Evaluation and forward strategy finalised December 2016

7.3 Future Activity:

This year the GLA and Workspace Group will work with the appointed delivery partner to identify other business support organisations that could potentially become partners in the programme.

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:

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:

✓

Assistant Director/Head of Service:

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

Date