

# GREATER **LONDON** AUTHORITY

## REQUEST FOR MAYORAL DECISION – MD2014

**Title: Team London Volunteer Delivery for London 2017 World ParaAthletics Championships and IAAF World Championships (Summer of Athletics)**

### Executive Summary:

The Mayor's volunteering programme for the capital, Team London has built on the success of the London 2012 Games and created a programme which has engaged with nearly one million Londoners and resulted in London being named European Volunteering Capital 2016. This legacy has included continued delivery of the Team London Ambassadors Programme to welcome visitors to London every summer, and working with London's major sporting and cultural events to support the delivery of their volunteering programmes, showcasing the best the capital has to offer.

This MD asks for approval for Team London to receive external funding to undertake the strategic planning, operational development and delivery of up to 4,500 volunteers to support the London 2017 Summer of Athletics (World ParaAthletics Championships and IAAF World Championships).

### Decision:

That the Mayor approves:

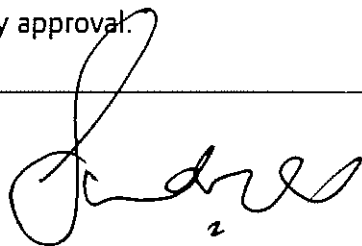
- Receipt of a **maximum** of £2m from London 2017 for Team London to support the volunteer delivery of the London 2017 World ParaAthletics Championships and IAAF World Championships (Summer of Athletics).
- Entry into the required agreement with London 2017 in order for Team London to support the delivery of London 2017.
- Expenditure up to £2 million (the amount received) on staffing, venues, selection events, training events and delivery partner, operational deployment, mobile volunteer pods, volunteer uniforms and expenses, refreshments and materials.

### Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

**Signature:**



**Date:**

27/10/16

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR**

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

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

- 1.1 The Mayor of London set up Team London in order to build on the immense success of volunteering during the 2012 Olympic and Paralympic Games. Team London encourages all Londoners to give their time to make our city a better place.
- 1.2 Team London has successfully delivered an annual Visitor Welcome volunteering programme every summer since 2012 deploying 600 volunteers across 9 locations for the six busiest weeks of the summer. Volunteer retention rates are very high with 63% of volunteers starting with Team London in 2012. Team London has also recruited new volunteers to the programme and created opportunities for young unemployed people to build their skills through the opportunities the programme offers. Volunteer and visitor satisfaction rates have remained continually high with volunteer and visitor satisfaction rates consistently above 90%.
- 1.3 Team London has worked with over 75 major sporting and cultural events since 2012 to support their volunteering programmes and brokering over 6,000 volunteering opportunities. In 2016 Team London hosted a launch for the Major Event sector which formalised Team London's offer. As such, in 2016 Team London is working with a wide range of events, such as FIA Formula E Championships, London Marathon, Ride London and 350 year commemorations for the Great Fire of London. Through this programme, Team London is continually building an excellent reputation for volunteer delivery at major events across London. Providing volunteers for London 2017 offers an opportunity for Team London to showcase its work on a larger stage, and engage volunteers from across its programmes from Team London Ambassadors, volunteers from across the corporate sector, and young people.
- 1.4 Working across four key areas, since 2012, Team London has:

##### **Inspired the next generation**

- Worked with 1,800 schools to build their own volunteering projects.
- Engaged nearly 400,000 young people in the importance of giving back to their community.
- Supported 75,000 young people to develop their employability skills.
- Helped 500 young people secure employment through the skills and confidence they developed through volunteering programmes such as HeadStart and 2Work.

##### **Championed and supported the third sector**

- Supported over 1,800 charities with free volunteer recruitment, funding and professional development opportunities.
- Built the UK's first speed volunteering website and app.
- Helped over 167,000 Londoners access volunteering opportunities.
- Allocated over £570,000 in grants to small charities to innovate in volunteering.

##### **Partnered with business**

- In collaboration with over 100 London businesses, spearheaded a movement to recognise the importance of volunteering in staff development and the recruitment of young people through the Mayor's Corporate Commitment.
- Hosted the UK's Largest Speed Networking Event for nearly 1,000 people, connecting business volunteers with young people to offer careers advice.
- Supported 75 schools with careers education by matching them with 150 business volunteers.
- Raised over £4.5 million in external funding to support and scale charitable projects.

## **Welcomed the world to London**

- Delivered a visitor welcome programme every year since the London 2012 Olympic and Paralympic Games, supporting 150 Team Leaders and 450 London Ambassadors to complete over 15,000 hours of volunteering at 9 locations across the 6 busiest weeks of the summer.
- Supported over 75 sporting and cultural major events with 6,000 volunteers.

### **1.5 European Volunteering Capital 2016**

In December 2015, London was named European Volunteering Capital 2016. We were recognised for our cross-sector partnership working with business, charities and schools, our ability to innovate and to mobilise volunteers all across the city, and stands as proof of the volunteering legacy created from the 2012 Olympic and Paralympic Games.

### **1.6 GLA wider involvement**

The GLA has committed a fixed contribution of £8.9 million towards the staging costs of the IAAF World Championships, and is underwriting the total cost of the IPC World Athletics Championships. For more details see MD875 attached as an appendix.

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

2.1 The total expenditure for this project is estimated to be up to £2m: the budget is under discussion with London 2017 Ltd. It is expected that costs will cover the following areas;

### **2.2 Staffing to support the entire project:**

- In order to support the below areas of work Team London will look to recruit positions to deliver or outsource to our delivery partner the following areas of work.
  1. Recruitment and Selection
  2. Training and Development
  3. Operations – City
  4. Operations – Stadium
  5. Communications

### **2.3 Volunteer Recruitment and Selection::**

- Delivering a diverse recruitment strategy which will encourage, students, grass roots sports clubs, host borough organisations, sponsors, unemployed and corporates to participate.
- Managing the application and selection process through the use of Get Scheduled the workforce management tool.
- Designing and procuring the look and experience for volunteers through the selection event interview stage, procuring venue, design, technology, running costs, staffing, volunteer costs and supporting materials.

### **2.4 Volunteer Training and Scheduling:**

- Designing and delivering training sessions, sourcing venues and providing all communications with volunteers.
- Scheduling of volunteers through the use of the Get Scheduled portal.

## 2.5 Volunteer Deployment:

- Bespoke volunteer uniforms for volunteers designed and produced in agreement with London 2017.
- Travel Expenses for all volunteers between Zones 1-6.
- Volunteer refreshments for volunteers outside the stadium catering facility.
- Temporary mobile pods for citywide volunteers.
- Tourist maps.
- Technology Supplies for 40 locations.
- Volunteer management including materials, reward, recognition and evaluation.

## 3. **Equality comments**

- 3.1 Team London is committed to recruiting a diverse volunteer workforce to support the London 2017 Summer of Athletics.
- 3.2 Team London will work with stakeholders to reach a diverse group of volunteers, and ensure the systems and processes in place throughout the recruitment and selection process are inclusive. All venues will be assessed for accessibility.
- 3.3 Team London will work with all parties to ensure volunteers are recruited and managed in an inclusive manner; managers have the appropriate training and appropriate policies in place.
- 3.4 Team London will work with providers to ensure volunteering opportunities are offered to young people who are currently not in education, employment or training to help build their skills for the future.
- 3.5 Team London programmes and volunteering opportunities are open to all those who wish to apply. Team London collects all diversity and employment monitoring information amongst other demographic information when volunteers register with Team London or enter into one of its programme. This information is also monitored to ensure that all Londoners have the opportunity to benefit from volunteering in London.

## 4. **Other considerations**

### 4.1 **Key risks and issues**

- 4.1.1 Delays in undertaking any of the activities listed above (due to not having budgets or agreements in place) are likely to lead to an interruption in service provision that may have a negative reputational impact of the Mayor. Mitigation: The timelines and expected costs have been reviewed. We are working closely with London 2017 to review sign off timescales. Team London maintains a programme plan and risk register to flag any issues and monitor risks and mitigations. This includes procurement, tender processes and planning permission.
- 4.1.2 External funding (sponsorship) is not achieved. Mitigation: The budget requested from London 2017 includes all elements to deliver the programme. Any sponsorship received will support Team London and London 2017 to deliver the programme at reduced cost. Team London will work with London 2017 to seek sponsorship opportunities.
- 4.1.3 Volunteering opportunities are not fulfilled. Mitigation: A full team will be in place to ensure all 4,500 volunteering roles are filled. The programme has been launched nationally by London 2017 and Team London, and other partners (LLDC, Our Park Life, Active Newham) are all working to

ensure their stakeholders are engaged. Within 4 days, the programme received over 10,000 expressions of interest from prospective volunteers.

- 4.1.4 Lower than average volunteer satisfaction rates regarding volunteer experience or journey may affect Team London's reputation of delivering first class volunteering opportunities for Londoners. Mitigation: Volunteers policies will be made available for all volunteers. Training opportunities, consistent communications, opportunities for feedback and reward and recognition schemes will ensure a smooth volunteer journey.

## 4.2 Links to Mayoral strategies and priorities

- 4.2.1 The London 2017 programme will contribute towards the following Mayoral commitments:
- Building opportunities for London's communities, including skills, employment and inclusion.
  - Giving young people in London more opportunities.
  - Driving volunteering in the capital to continue to build on the success of London 2012 and European Volunteering Capital 2016.
  - Investing in major sporting activities in London.

## 4.3 Impact assessments and consultations

- 4.3.1 Team London will consult and engage widely with London 2017 and partners throughout the process. Team London sits on the monthly Advisory Board for London 2017 as well as monthly operational meetings with London 2017 staff. Jeff Jacobs represents the GLA on the Boards of the London 2017 World Athletics and World ParaAthletics Championships. A monitoring and evaluation process will be in place for all stages of the volunteer journey. Impact assessments will be carried out as required for each initiative and work will be reviewed and refined to drive continuous improvements.

## 5. Financial comments

- 5.1 Approval is being sought for the receipt of external funding up to a maximum of £2m from London 2017 for Team London to support the volunteer delivery of the London 2017 World ParaAthletics Championships and IAAF World Championships (Summer of Athletics), and for expenditure of up to £2m to be provisionally allocated across the following activities; Staffing support, volunteer recruitment and selection, volunteer training and development and volunteer deployment.

<b>Total Expenditure</b>	<b>£2,000,000</b>
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London 2017 Contribution	-£2,000,000
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<b>Total Net to the GLA</b>	<b>£0</b>
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- 5.2 It is anticipated that there will be no direct cost implications for the GLA in association with the funding agreement.
- 5.3 Any changes to this proposal, including budgetary implications will be subject to the Authority's decision-making process

## 6. Legal comments

- 6.1 The foregoing sections of this report indicate that:

6.1.1 the decisions requested of the Mayor (in accordance with the GLA's Contracts and Funding Code) 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, and social improvement in Greater London; and

6.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the Authority'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 not<sup>1</sup>;
- 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 Where the GLA is intending to charge for the provision of discretionary services (for example the provision of staff time for the organisation of the volunteering under an agreement with London 2017) under section 93 of the Local Government Act 2003, the charges levied must not exceed the cost of provision. Where the GLA is seeking to charge more than on a cost recovery basis then officers must take advice from TfL legal. Officers should ensure that the service agreement is appropriate for the cost recovery services being provided and that liabilities are appropriately capped.

6.3 Any 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 contractual documentation is put in place and executed by the GLA and the successful bidder(s) before commencement of any services.

6.4 Officers must ensure that an appropriate agreement is put in place between the GLA and London 2017, before any reliance is placed on the income.

6.5 Officers must ensure that where any additional staffing is required that this is approved through the appropriate HR processes.

6.6 Where any sponsorship is sought, officers must ensure that it is in accordance with the GLA's sponsorship policy and appropriate sponsorship agreements are put in place and executed between the GLA and the sponsor before any reliance is placed on the sponsorship income/benefit in kind. The GLA may seek sponsorship, when exercising its section 30 general power, 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 costs of provision.

## 7. Planned delivery approach and next steps

Activity	Timeline
Launch of Volunteer programme by London 2017	June 2016

<sup>1</sup> 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.

Application process	Aug – Sept 2016
Review and Sifting	Oct 2016
Selection Centres	Nov – Jan 2017
Role Allocation / Scheduling	Feb – Apr 2017
Training	Apr – June 2017
Deployment: World ParaAthletics Championships	14 – 23 July 2017
Deployment: IAFF Championships	4 – 13 August 2017
Evaluation and Project End	Sept 2017

**Appendices and supporting papers: MD875**

**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:**

Sophie Scowen has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

**Sponsoring Director:**

Jeff Jacobs has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

**Deputy Mayor:**

Matthew Ryder has been consulted about the proposal and agrees the recommendations.

✓

**Advice:**

The Finance and Legal teams have commented on this proposal.

✓

**Corporate Investment Board**

This decision was agreed by the Corporate Investment Board on the 24 October 2016

**EXECUTIVE DIRECTOR, RESOURCES:**

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

Signature

*M. D. Bellamy*

Date

25.10.16

**CHIEF OF STAFF:**

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

*D. Bellamy*

Date

26/10/2016