

Appendix Two

WESTMINSTER CITY COUNCIL

SPECIFICATION FOR THE PROVISION OF THE FLAGSHIP VOLUNTEERING SERVICE IN WESTMINSTER

1 Overview

- 1.1 The new Westminster Volunteering Strategy 2014-2019 will provide a host of new services which will contribute to the delivery of the core Better City, Better Lives commitment to increase the number of people who volunteer in the city.
- 1.2 The contract will run for 3 years, with the option to extend for a further 2 years. The anticipated start date is 1st April 2015.
- 1.3 As part of this Strategy, Westminster City Council requires the provision of Flagship Volunteering service across Westminster. This will comprise Team Westminster Ambassadors (formerly City Guides) and Team ActiveWestminster (formerly Sports Volunteers) and a new programme: Team Westminster Community Action.
- 1.4 Westminster Ambassadors will provide people with the opportunity to volunteer at high profile events and in busy tourist destinations within Westminster. Volunteers will be an on-street presence, performing a variety of roles as agreed with event organisers and space managers.
- 1.5 ActiveWestminster Volunteers will be embedded in sports and physical activity providers across the City. Volunteers will perform a variety of different roles and where appropriate will be supported to gain recognised coaching qualifications.
- 1.6 Westminster Community Action will provide people with a series of targeted, community based volunteering events. This will require the Provider to organise an annual programme of events and create a pool of enthusiastic local volunteers to get involved.
- 1.7 The service will compliment other services within the Team Westminster Volunteering Strategy 2014-2019 including those directly commissioned by the City Council; such as Volunteer Brokerage Service and Westminster Time Credits. The Provider will work with other organisations who have been commissioned to provide these services to ensure that there is no duplication.

2 Aims

- 2.1 The aim of the Flagship Volunteering Service is to provide a core package of specialist volunteering services which support major events, support sustainable sports clubs and widen participation and social action in Westminster. This will contribute to the Better City, Better Lives ambition of making Westminster a more connected city where everyone feels more involved in their local community.

3 Core requirements

- 3.1 The Council believes that the Provider is best placed to understand what works to help encourage residents to volunteer. To this end, we wish to give the successful Bidder(s) the freedom to deliver the Services in the most efficient and innovative way possible.
- 3.2 There are three distinct components to this service: Westminster Ambassadors, ActiveWestminster and Westminster Social Action.

General (requirements across all 3 components)

- 3.3 The Provider shall organise a panel of volunteers who will be able to provide on the ground feedback on what works well and what could be improved that the entire programme across all three projects.
- 3.4 The Provider shall work with local further education institutions, JobCentre Plus and employment programmes to promote Team Westminster Ambassadors, Team ActiveWestminster and Team Westminster Community Action as an opportunity for young people to improve their skills and employability. The Provider will direct volunteers to careers services where appropriate.
- 3.5 The Provider shall ensure that volunteers provide value added roles and are not used as a substitute for paid staff. All roles should exist either to help to create functions that would not exist in the absence of volunteers, or enhance an existing function in a way that would not happen without volunteers.
- 3.6 The Provider shall provide volunteers with access to an identified paid manager or supervisor who will be the main point of contact for the volunteers. This person should be contactable during office hours to volunteers and any other reasonable hours such as during events (see specific requirements below).
- 3.7 The Provider shall provide appropriate training and will source and pay for DBS checks when it is considered necessary or appropriate.
- 3.8 The Provider shall lead on the development and delivery of programme marketing and promotion. This should be conducted in consultation with the City Council and other partners.

- 3.9 The Provider shall actively develop a strong brand for the Team Westminster programmes and raise awareness of it throughout the city with residents, visitors and businesses.
- 3.10 The Provider will ensure that the Team Westminster programme is linked in with the GLA's Team London Ambassadors programme and any other similar programmes.
- 3.11 In consultation with and on behalf of Westminster City Council, the Provider shall source materials, including uniforms, which prominently use Team Westminster branding. These materials will remain the property of Westminster City Council up to and beyond the termination of the contract.
- 3.12 The Provider shall support volunteers to interact with one another outside of their volunteering, across each component of the Flagship Volunteering programme.
- 3.13 The Council will provide the Provider with access to the existing databases for volunteers on the City Guides and Sports Volunteers programmes and these will serve as the baseline for the KPIs outlined in section 8. For example the Provider will be required to source the number of new volunteers identified in the KPIs for the Ambassadors programme on top of those which are transferred from the existing City Guides programme.
- 3.14 The Provider shall actively recruit volunteers from across the spectrum of people who live, work or study in Westminster in accordance with the eligibility criteria set out in this specification (see 7.1). The Provider will maintain up to date information on the number of volunteers who work, study or live in Westminster and report this to the City Council as part of the quarterly reporting process.
- 3.15 The Provider shall ensure that volunteers are reimbursed for reasonable expenses incurred during their activity. It is up to the Provider to determine what is a reasonable expense and what is not.

Westminster Ambassadors

- 3.16 The Provider shall ensure that events for Westminster Ambassadors are proactively obtained from a range of sources including the City Council Special Events team, private event organisers and the Westminster Community Action events (as outlined at 3.25).
- 3.17 The Provider shall ensure that the programme coordinator works with event organisers to gain a good understanding of requirements and where volunteers can add value.

- 3.18 The Provider shall ensure that all volunteers are provided with a comprehensive briefing before each event which will cover all elements of health and safety as well as general event information. This should be done in cooperation with event organisers and professional security teams when applicable.
- 3.19 The Provider shall develop a comprehensive list of the services that Westminster Ambassadors can offer and use this when negotiating with event organisers.
- 3.20 The Provider shall provide event organisers with an estimation of the number of volunteers they expect will be able to be present at the event.
- 3.21 The Provider shall provide members of the City Council's Special Events team with feedback regarding any issues encountered at events.
- 3.22 In consultation with and on behalf of Westminster City Council, the Provider shall source and manage distribution of uniforms for every Ambassador, which prominently use Team Westminster branding. These materials will remain the property of Westminster City Council up to and beyond the termination of the contract.
- 3.23

ActiveWestminster

- 3.24 The Provider shall liaise with the Westminster City Council Sports Unit for advice on which clubs and organisations may require more support from volunteers. Accredited sports clubs and physical activity providers can be contacted via the Westminster City Council Sports Unit.
- 3.25 The Provider shall ensure they understand the needs and requirements of sports and physical activity providers and how volunteers can help to deliver these service(s).
- 3.26 The Provider shall ensure that volunteers possess the necessary skills and training to properly carry out specific sporting or physical activity wellbeing roles, as well as other roles which benefit the running of an organisation as outlined by the Sports Unit.

Westminster Community Action

- 3.27 The Provider shall organise an annual series of 10 themed Community Action events targeted at addressing local need. This will involve the Provider being fully responsible for organising events including all logistical aspects as required.

- 3.28 The Provider shall ensure that Westminster Community Action events are centrally planned in partnership with local community groups such as Residents Associations who might identify a particular local problem or request help to improve the local area.
- 3.29 The Provider shall develop an annual forward plan outlining the agenda and themes for community action events each year. The City Council will review this list and reserves the right to amend this list within a reasonable notice period.
- 3.30 The Provider shall create an extensive 'talent pool' of locally registered volunteers specifically interested in Community Action events to easily inform interested individuals about social action events and opportunities to volunteer. This list is separate to the Volunteering Brokerage database currently managed by One Westminster.
- 3.31 In consultation with and on behalf of Westminster City Council, the Provider shall source and manage distribution of uniforms for every person involved with Community Action events, which prominently use Team Westminster branding. These materials will remain the property of Westminster City Council up to and beyond the termination of the contract.
- 3.32 The Provider shall ensure that a minimum of 60 volunteers attend each Community Action event, excluding the number of Westminster Ambassadors who might also be attending such an event. The Provider shall provide the City Council with prior warning if fewer than 60 volunteers are anticipated to attend a Community Action event.

4 Council commitment

- 4.1 The City Council shall provide:

Guidance and information about upcoming events that third parties are planning to take place in Westminster. Each month the Sports Unit and Special Events team will provide an update on upcoming events in Westminster that could provide opportunities for Westminster Ambassadors. This will not be an exhaustive list and the Provider is expected to source events independent of the City Council.

Information and advice from the Sports Unit on which clubs may require more support from volunteers. Accredited sports and physical activity providers can be contacted via the Westminster City Council Sports Unit. The City Council will also provide facilities for the Provider's appointed officer to hot desk within the Sports Unit to maximise programme coordination and volunteer engagement where appropriate.

Volunteer databases and event forward plans for the two existing programmes (City Guides and Sports Volunteers)

These will be transitioned following contract award in sufficient time to allow the Provider to commence delivery from day 1 of the contract with minimal disruption to service delivery. As noted above, the number of volunteers already registered with each programme will flexibly impact the KPIs outlined below.

- 4.2 Any other recurring requests on City Council time and resources will have to be negotiated separately outside of the terms of this specification.

5 Access and working times

- 5.1 The Provider shall be accessible to the Authorised Officer and other relevant City Council staff between the hours of 9am and 5pm on working days (52 weeks per year).
- 5.2 The Provider shall ensure that any event attended by Team Westminster Ambassador volunteers is staffed by a paid employee of the Provider.
- 5.3 The Provider shall ensure that any Community Action event organised is staffed by a paid employee of the Provider.

6 Confidentiality

- 6.1 The Provider shall recognise the need for confidentiality within the content of a clear operational policy having regard to the Data Protection Act 1998, the Human Rights Act 1998 and any information sharing agreements that the City Council may expect the Provider to enter into from time to time.

7 Eligibility criteria

- 7.1 Half of all service users will be residents of the City of Westminster. The remaining half must have a local connection, such as working, studying or having family living in the City.

8 Key Performance Indicators

8.1 The following Key Performance Indicators are proposed:

Deliverable	Year One	Year Two	Year Three
Number of different events supported by Westminster Ambassadors	50	50	50
Number of different volunteers involved with at least one event as a Westminster Ambassador	300 ¹	300	300
Number of new Westminster Ambassador volunteers recruited	150	150	150
Number of different volunteers who attend 5 or more volunteering events	200 ¹	200	200
Number of hours volunteered by Westminster Ambassadors	3,000	3,000	3,000
Number of different volunteers involved in sports clubs for at least one hour every week	120 ¹	120	120
Number of new ActiveWestminster volunteers recruited	80	80	80
Number of different volunteers involved with Community Action events	200	200	200
Number of volunteers put through officiating, coaching, mentoring, administration and business qualifications courses	25	25	25
Number of volunteers put through crowd management courses	25	25	25
Number of Community Action	10	10	10

¹ Year 1 KPIs are dependent on number of volunteers transferred from existing service. This will be negotiated following contract award and pre-commencement.

events organised			
Number of different volunteers attending Community Action events	200	300	400
Number of people signed up to the Westminster Community Action pool for social action events	2000	2000	2000

- 8.2 “New volunteers” are defined as individuals who have never previously volunteered or participated on each programme.
- 8.3 “Different volunteers” are defined as the total number of different people who volunteer on a particular programme over the course of the year (as opposed to counting the number of occasions which a single individual volunteers over the course of the year).

9 Monitoring and Evaluation

- 9.1 A quarterly performance report will be produced by the Provider to the Westminster City Council. Performance will be measured against the key performance indicators outlined in section 8.
- 9.2 The Provider shall provide evidence of how it is analysing and using the monitoring information produced to inform continuous improvement of the Services provided.
- 9.3 The Provider shall submit to the City Council for each year of the Contract its Annual Report and Accounts verified by a qualified examiner.
- 9.4 The City Council may audit the Contractor’s financial systems and procedures and the Provider shall implement any changes to its financial systems and procedures that the City Council may reasonably require.