

# GREATER LONDON AUTHORITY

## REQUEST FOR MAYORAL DECISION – MD415

**Title: London Graduate Website**

### Executive Summary:

The Mayor has committed to developing a web-based programme of activity, which will signpost opportunities, support and advice for Londoners seeking to find employment, or employment related training in the Capital. The first phase of this programme is to deliver a Graduate focused element addressing the pressure on graduate employment opportunities and in particular the anticipated 100,000 graduates joining the London Labour Market over the summer.

The GLA is committed to delivering Phase One by mid-July and has sought an appropriate delivery partner with the necessary skills, expertise and access to information.

The Careers Group, University of London, have agreed to work in partnership with the GLA, backed in this by the Universities in London, and have been developing employment related web resources including bringing together sources of careers information, books, websites, agencies, jobs, employers and events.

The LDA have approved funding totaling £250k over 09/10 and 10/11 for the programme, which is sufficient to cover phase one (which is expected to cost £75,220) and the later stages of work.

Following the launch of phase one it is proposed to continue the programme by developing further web based information on employment and training support for other groups of Londoners. Plans for this are being developed in consultation with relevant agencies, including the LDA, JCP and the London LSC.

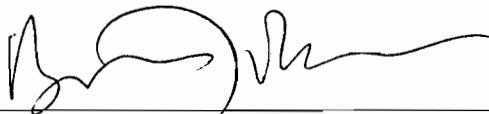
### Decisions:

1. approve:
  - the award of a contract to Senate House Services Limited (a wholly owned subsidiary of the University of London), working with all London's universities, for the provision of website design, implementation, hosting, maintenance and support and related project management services in respect of delivery of a London Graduate website with value of up to £75,220 plus VAT; and
  - a related exemption from the requirements of the Authority's Contracts Code of Practice to seek advertised tenders for contracts with values exceeding £49,999; and
2. directs the LDA to transfer revenue funds amounting to a total of £200,000 in 09/10 and a further £50,000 in 10/11 to the Greater London Authority for use in the programme.

### Mayor of London

The above request has my approval.

**Signature**



**Date**

22/7/09

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

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

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

- 1.1 The Mayor has committed to developing jobs and training information to Londoners, which will bring together a complete service for Londoners seeking to find employment in the Capital. As part of this commitment, and in recognition of the immediate pressure on graduate employment opportunities and the anticipated increase of new graduates in the London Labour Market over the summer the focus for Phase One of the project is on delivering a London Graduate website. 1.2 The programme of work to deliver jobs and training information to Londoners has been supported in principle by the London Skills and Employment Board, which discussed a paper covering this topic on the 21<sup>st</sup> April 2009. There have also been separate discussions with the relevant agencies (Jobcentre Plus, LDA and the London Learning and Skills Council) who have been supportive of the approach proposed.
- 1.2 £250k funding for the project has received Gateway A and B Project Approval through the LDA's project approval process (doc ref: 15/05/09) including a confirmed budget and agreement that the product will be developed and delivered by the GLA with the LDA transferring £250,000 of revenue funding to the GLA.
- 1.3 It is proposed to build on the phase one graduate information website to develop wider information on employment and training support for other groups of Londoners. Plans for this are being developed in consultation with relevant agencies, including the London Development Agency, Jobcentre plus and the London Learning and Skills Council. The funding of £250k over 09/10 and 10/11 is intended to cover these later stages of development as well as the immediate work on graduate information. The planned further work will be approved and procured through the usual GLA mechanisms.

#### **The product**

- 1.4 The site will provide a web based offer for recent graduates to support the development of employment ideas, opportunities and a signposting to graduate employment opportunities, including advice and guidance, available support and notification of jobs fairs being held in London. This facility will use graduate leaver destination data records available to the Careers Group.
- 1.5 This facility would be a first for London in bringing together all the resources designed to help graduates succeed in the London labour market. The product that the Careers Group is offering to develop with the GLA is demonstrably different from existing resources and does not replicate existing provision of graduate recruiters. Its main focus of providing careers support, idea generation and a link into available employers is centred around the individual rather than individual recruiter/employer/ agency.
- 1.6 The interactive tool which searches within the London market to see what previous new graduates have gone on to do – both the roles they have entered and the employers they have joined is a unique system which will be invaluable for graduates enabling them to see the range and scope of potential opportunities and employers within London. It is based on up-to-date, genuine data with 360 subject areas.

#### **Rationale for Decisions Sought**

- 1.7 The Mayor has indicated his wish for early delivery, and his concern to address the issue of the large number of graduates that will be joining the London workforce this summer. GLA officers

have therefore sought to develop plans to deliver Phase One of the project in July, and have identified a delivery partner who is uniquely placed with the necessary skills, expertise and access to information to deliver the product, and can also do so within the required timescale.

- 1.8 The identified partner is the Careers Group, University of London, operating as Senate House Services Ltd (a wholly owned company of the University of London). The Careers Group operate under the strategic umbrella of Careers Strategy London. Under the auspices of this group the GLA have received a commitment to work in partnership with the GLA. (Letter from University of London Vice-Chancellor demonstrating Careers Strategy London commitment attached). As a result of this commitment the GLA have the backing of all the Universities in London for the product outlined above.
- 1.9 The Careers Strategy London group consists of Heads of Careers Services from Brunel University, City University, Courtauld Institute, Goldsmiths College, University of Greenwich, Heythrop College, Imperial College, Institute of Cancer Research, Institute of Education, King's College London, London Metropolitan University, London School of Economics, London School of Hygiene and Tropical Medicine, London South Bank University, Middlesex University, Open University, Queen Mary University of London, Roehampton Institute, Royal Holloway University London, Saint George's University of London, St Mary's University College, School of Advanced Study, School of Oriental and African Studies, School of Pharmacy, Thames Valley University, University of the Arts, University College London and Westminster University.
- 1.10 The Careers Strategy London group (as listed above):
- provides the Careers Group with access to data (graduate leaver destinations) that other commercial providers cannot access at zero cost. The commitment to work with the GLA guarantees access to the data for our bespoke product use, existing Careers Group products to support the development of a bespoke product and access to our target market.; and
  - the Careers Group combines the necessary technical expertise and has enabled it to develop two national web resources: *What do London Graduates do?*, which analyses the jobs and courses the students at London-based institutions have entered upon graduation, and *Careers Tagged*, which brings together sources of careers information, books, websites, agencies, jobs, employers and events. These two products are unique in the Graduate Employment market and place the Careers Group as the only viable option in delivering the first phase of the project.

As the Careers Strategy Group a result have unique knowledge, experience, resources and unrivalled access to crucial data integral to the development of the programme at zero cost. Officers believe therefore, that they are the only organisation operating in the graduate employment market with the credibility, knowledge, impartiality and resources to provide the services required and to conduct a tender exercise would be an inefficient use of GLA resources.

## Delivery

- 1.11 Delivery is in partnership with the Universities themselves and their careers consultancy arm.
- 1.12 The project will specifically be developed and delivered jointly alongside GLA web work and form part of the wider London.gov site. GLA will provide project guidance and creative design input. The Careers Group are responsible for build specifications, development, testing, and detailed project management.

- 1.13 A range of scoping meetings to test out feasibility, develop 'the product' and capability to deliver within timescales have been progressed. On the 18<sup>th</sup> June a meeting of all stakeholders was convened and assurances given that subject to resources being committed the product can be delivered within the timescales. All parties are confident of delivery within timescales.
- 1.14 The overall cost for the delivery of Phase One (including on-going maintenance over a two year period and additions to the datasets) is £75,220 + VAT.
- 1.15 We are also working with Jobcentre Plus, LDA, London Learning and Skills council and London Councils to develop a general jobs and training fairs listing facility, which could be included in the mid July, launch.
- 1.16 We are continuing to explore a jobs aggregator function which would draw together London based jobs opportunities posted on established jobs sites as part of the next phase of delivery of the programme of support.

## 2. Issues for consideration

### (a) Links to strategies and Corporate Plan

The proposals are fully in line with the overarching principles of the Mayor's Economic Recovery Action Plan and the London Skills and Employment Board priorities to develop an integrated Skills and Employment service as well as providing a proactive response to the new challenges that the global recession poses London's residents.

### (b) Impact assessments and Consultation

The input of the Careers Strategy London group (noted at paragraph 1.10 above) into the provision the services, and discussions with the London Skills and Education Board, Jobcentre Plus, LDA and the London Learning and Skills Council indicate the consultation that has been undertaken.

No further consultation is considered necessary.

The programme is designed to support Londoners who are seeking employment opportunities and support reflecting increasing unemployment and reduced opportunities for our residents.

### (c) Risk

Any delays will jeopardise the ability to launch the product in July, which is the optimum time in light of students completing their courses. This will be mitigated by applying dedicated project management resources to manage the process.

## 3. Decisions

- 3.1 approve:
- the award of a contract to Senate House Services Limited (a wholly owned subsidiary of the University of London) for the provision of website design, implementation, hosting and maintenance and support and related project management services in respect of delivery of a London Graduate website with value of up to £75,220 plus VAT; and

- a related exemption from the requirements of the Authority's Contracts Code of Practice to seek advertised tenders for contracts with values exceeding £49,999; and
- 3.2 directs the LDA to transfer revenue funds amounting to a total of £200,000 in 09/10 and a further £50,000 in 10/11 to the Authority for use in the programme.

#### 4. Financial Comments

- 4.1 The overall project will span two financial years (2009/10 & 2010/11) and have two phases; phase 1 being the delivery of the Graduate Employment website and phase 2, which consists of the development and delivery of London wide employment and training web offer. The estimated cost of this project is £250,000, which will be funded by the LDA as per main body of the report and the associated direction to the LDA for the transfer of revenue funds to the GLA for this project. An estimated project budget, spanning both financial years is shown below:

Project Phase	2009/10 £000	2010/11 £000	Total £000
<b>Phase 1</b>			
Contract with Senate House Services Ltd For delivery of Graduate Employment website	75	0	75
<b>Phase 2</b>			
A. Development of London Wide Employment & Training web offer	25	0	25
B. Delivery of London Wide Employment & Training Web offer	100	50	150
<b>Total Estimated Project Costs</b>	<b>200</b>	<b>50</b>	<b>250</b>
<b>Income</b>			
LDA (via direction)	<b>200</b>	<b>50</b>	<b>250</b>
<b>Net Cost to GLA</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>

- 4.2 It is proposed that the receipt of income and the associated expenditure will be accounted for in a new budget line within the 2009/10 Economic Development Programme budget.
- 4.3 Officers within the Economic Development Team have indicated that due to the nature of the project, expenditure could slip into subsequent financial years. It is therefore proposed that any unspent income is treated as income in advance for the following financial-year subject to the Authority's year-end procedures. Consequently, officers within the Economic Development Team will have to ensure that the requisite paper work is completed and submitted to financial services at year-end to facilitate this process.
- 4.4 All appropriate budget adjustments will be made.
- 4.5 As this project may require the procurement of consultancy services, the Economic Development Team will have to ensure that the requirements relating to consultancy services within the Authority's Expenses & Benefits Framework and Financial Regulations are adhered to.
- 4.6 It should be noted that paragraph 8.27 of the contracts code of practice requires the following: *'For contracts with an estimated value of £25,000 and above, where you are not using a select list or framework agreement, you should also request the supplier's most recent set of accounts'*. Therefore, if any contracts are procured with a value of £25,000 or more for this project, and if not procured via a framework agreement or select list will require a financial evaluation. Consequently, the Economic Development Team will have to ensure that Financial Statements are

requested and submitted to financial services for financial evaluation prior to any award of contract.

- 4.7 Any changes to the above proposal (including budgetary implications) will be subject to further approval via the Authority's decision-making process.
- 4.8 The Economic Development Team within the Communities & Intelligence Directorate will be responsible for managing this project.

## 5. Legal Comments

- 5.1 The forgoing sections of this report indicate that:
- 5.1.1 the decisions requested of the Mayor fall within his statutory powers, acting on behalf of the Authority, to do anything which is facilitative of or conducive or incidental to the promotion of economic development and wealth creation in Greater London; and
- 5.1.2 in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:
- (a) pay due regard to the principle that there should be equality of opportunity for all people;
  - (b) 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
  - (c) consult with appropriate bodies.
- 5.2 Section 7 of the Authority's Contracts Code of Practice ("the Code") requires that contracts with values exceeding £49,999 are awarded following an advertised tender exercise. However, section 16 of the Code provides that exemptions from this requirement may be approved on certain specified grounds. One of those grounds is that there are a limited number of suitable suppliers and officers have indicated that this is the case (see paragraph 1.10 above).

As the contract value is below the threshold triggering the application of the Public Contracts Regulations 2006 an OJEU tender is not required. However, case law and European Commission interpretive guidance provides that the EC Treaty must still be followed in order to ensure that the principles of freedom of movement of goods and services, transparency and non-discrimination are adhered to.

Therefore, by awarding the proposed contract without an advertised tender exercise there is a risk of challenge if to do so is deemed to discriminate against non-UK member state providers. This risk is mitigated to a degree by officers' indications that there are a limited number of suitable suppliers and because the contract is limited to phase one of the project. It is strongly recommended however, to further mitigate risks of challenge that any further supplies and/or services are procured by conducting an advertised tender exercise.

Officers should also liaise with the legal team to ensure that appropriate contract documentation is put in place and executed by the Authority and Senate House Services Limited before any commitment is made to the award of contract and services are provided.

- 5.3 Under sections 27 and 40 of the Regional Development Agencies Act 1998 the Mayor may direct the LDA to exercise its functions in any manner specified in a direction and vary such directions.

- 5.4 Officers have indicated that the GLA has consulted the LDA regarding the direction in accordance with section 40 of the Regional Development Agencies Act 1998.
- 5.5 Section 121 of the Act allows the LDA to transfer available revenue sums if the Mayor consents, toward meeting such revenue expenditure of the Authority for the purposes of or in connection with the discharge of any of the Authority's functions.

6. **Background/supporting papers**

- 6.1 'Mayor's Proposals for supporting Londoners through the recession,' Report to the London Skills and Employment Board, 21<sup>st</sup> April 2009.
- 6.2 *Mayor's Job Portal for London: LDA Business Case Workbook: Gateway A and B.*

**Public access to information**

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the Greater London Authority website within 1 working day of approval. Any facts and advice that should not be made automatically available on request should not be included in Part 1 but instead on the separate Part 2 form. Deferment is only applicable where release before that date would compromise the implementation of the decision being approved.

Is the publication of this approval to be deferred? NO

If yes, for what reason:

Until what date:

Is there a part 2 form – NO

**OFFICER APPROVAL:**

*Tick to indicate approval*

**Sponsoring Director:**

✓

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

**Mayoral Advisor:**

✓

Anthony Browne has been consulted about the proposal and agrees the recommendations.

**Head of Law:**

✓

The Head of Law has commented on this proposal.

**Executive Director, Resources**

I have been consulted about the proposal and confirm that Financial and Legal advice have been taken into account in the preparation of this report.

Signature *M. J. Hille*

Date *17.7.09*

**Chief of Staff**

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

Signature *[Signature]*

Date *20-07-09*

**MAYORAL DIRECTION**

**TO**

**THE LONDON DEVELOPMENT AGENCY**

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**IN RELATION TO THE TRANSFER OF REVENUE FUNDS FOR USE IN  
DEVELOPING A PROGRAMME TO IMPROVE WEB BASED JOBS  
AND TRAINING INFORMATION FOR LONDONERS**

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**MAYORAL DIRECTION  
MD 415**

**BACKGROUND**

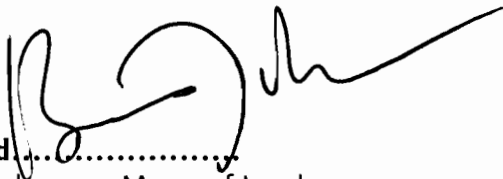
- A. In February 2009 the LDA, at the request of the Mayor's office and following support for the proposal at the London Skills and Employment Board meeting of 21<sup>st</sup> April, 2009, initiated a programme to improve web based jobs and training information and sign-posting for Londoners. This included the allocation of a £250k budget for this work, which has been approved through the LDA's usual governance processes. The initial work included the scoping of potential options and the commissioning of specialist support to provide an evidence base for the proposals.
- B. Following further discussions at the request of the LDA, the GLA have taken on ownership of the delivery of this programme of work, with the budget to be transferred from the LDA to GLA to support this work.
- C. This agreed funding transfer now needs to be implemented, as the GLA is expecting to start incurring expenditure on this project during July 2009.
- D. I have consulted the LDA prior to making this direction in accordance with my duties under section 40 of the Regional Development Agencies Act 1998, paying due regard to comments from both organisations and where appropriate have incorporated such comments within this direction.

**DIRECTION**

In accordance with section 27 of the Regional Development Agencies Act 1998, I hereby direct the LDA to transfer revenue funds under amounting to a total of £250,000 to the Greater London Authority to support the development of improved web based jobs and training information and signposting for Londoners under section 121 of the Greater London Authority Act 1999 in the following tranches:

- (a) £200,000.00 on or before 31 July 2009; and
- (b) £50,000.00 on or before 1 April 2010.

Signed.....  
Boris Johnson – Mayor of London



Dated..... 22/7/09