

Committee	Dated:
Policy and Resources Committee	12 April 2018
Subject: City of London Corporation pledge to the national #iwill campaign	Public
Report of: Kate Smith, Head of Corporate Strategy and Performance	For Decision
Report author: Amelia Ehren, Corporate Strategy Officer	

Summary

This paper seeks approval of the City of London Corporation's (City Corporation) proposed pledge to the national #iwill campaign, which promotes social action among 10-20 year-olds. The City Corporation's pledge champions youth social action across the whole organisation. It commits the City Corporation to recognising skills, to providing opportunities and to supporting others in doing the same.

Recommendation

Members are asked to:

- Approve the City Corporation's pledge to the #iwill campaign, at **Appendix 1**.

Main Report

Background

1. The national #iwill campaign, coordinated by Step Up To Serve, was set up in 2013. It is led by HRH The Prince of Wales and is governed by an independent board comprising of leaders from across UK society. It was established following the 2012 review into youth social action by Dame Julia Cleverdon and Amanda Jordan OBE for the then Prime Minister, David Cameron.
2. The goal of the #iwill campaign, by 2020, is to close the socio-economic gap in youth social action participation, whilst reaching over 60% overall participation among 10-20 year-olds across the UK. Research from Ipsos MORI 2015, demonstrates that participation in youth social action is not evenly spread: 49% of young people from the most affluent communities take part, while just 38% of young people from low income communities are involved.
3. The #iwill campaign aims to achieve its goal by promoting youth social action activities such as campaigning, fundraising and volunteering and by uniting organisations to increase opportunities for young people. In addition to undertaking research and providing advocacy, the campaign encourages organisations to pledge to embed youth social action in their delivery.
4. The campaign has cross-party support and received £40 million government funding in September 2016 from the Department for Digital, Culture, Media and

Sport. It also receives financial and in-kind support from businesses, philanthropists and trusts and foundations, including Pears Foundation, Big Lottery Fund, Business in the Community, Linklaters, PwC, CBI and many more.

5. To date, around 700 businesses and education and voluntary sector organisations have committed to embedding social action in the lives of young people, regardless of where they live or their background, by making a pledge to the #iwill campaign. Pledges have been made by organisations as wide-ranging as the Mayor of London's Team London, Media Trust and Lloyds Banking Group.
6. Youth social action creates a clear double benefit – to the young person who takes part as well as to an individual, community, organisation or cause. For the young person, accessing youth social action opportunities can help to develop new skills; to increase employment opportunities and chances; to foster engagement with the wider community; and to improve levels of well-being. For organisations, supporting youth social action can help to attract the best talent and new recruits; to promote diversity in the organisation; to support social mobility; and to boost its reputation and brand.

Current Position

7. The proposed pledge to the #iwill campaign, at **Appendix 1**, has been developed through a cross-departmental consultation process, involving: Community and Children's Services, Open Spaces, City Bridge Trust, Libraries, Chamberlain's (Responsible Procurement), Economic Development Office, Human Resources, Schools and Academies, and the Museum of London. The consultation identified areas where youth social action is currently being championed and areas where there is potential to do more to support it. The evidence gathered demonstrates the City Corporation's support for youth social action, including the double benefits it has for young people developing their character and skills and for communities, businesses and wider society through their contributions.
8. The City Corporation's pledge, at **Appendix 1**, champions youth social action across the whole organisation. It commits the City Corporation to recognising skills, providing opportunities and supporting others in doing the same. It encompasses what the City Corporation is currently doing to champion youth social action and is a public statement of intent to continue enabling young people to have access to social action – creating a habit for life, developing vital skills and making a positive impact on their communities.
9. A detailed version of the pledge is also available to Members on request, which includes the evidence gathered during the consultation process of what the City Corporation is currently doing to support youth social action.

Corporate & Strategic Implications

10. The City Corporation's distinctive capabilities, associated with its blend of private, public and charitable and community sector responsibilities, make it well-placed to support the #iwill campaign and model it across all sectors. It demonstrates the City Corporation's commitment to supporting young people to enrich their

lives, to develop new skills and to engage with their communities. It also displays its commitment to increasing social mobility for young people by targeting the removal of barriers at entry-level.

11. Consequently, the #iwill campaign supports the achievement of the following outcomes in the Corporate Plan 2018-23:

- Outcome 3 – People have equal opportunities to enrich their lives and reach their full potential.
- Outcome 8 – We have access to the skills and talent we need.
- Outcome 4 – Communities are cohesive and have the facilities they need.
- Outcome 2 – People enjoy good health and wellbeing.
- Outcome 5 – Business are trusted and socially and environmentally responsible.

12. The pledge is also supportive of and supported by a variety of existing and emerging City Corporation strategies including Responsible Business, Philanthropy, Volunteering and Social Mobility strategies.

13. To ensure the wording of the pledge, and supporting evidence, remains accurate and relevant, it will be reviewed every six months by a working group of consultees that will be led and facilitated by the Corporate Strategy and Performance Team. Convening the working group will not currently require any additional resource.

14. The impact of the pledge will be monitored and driven through the working group, which will track the City Corporation's performance across the three themes and identify areas where it could do more to support youth social action. The working group will report the performance of the pledge through departmental business plans and the existing and emerging City Corporation strategies identified above.

15. Any resources required to deliver further interventions, projects or programmes to support youth social action, would need to be scoped strategically and progress through officer and Member governance.

Next steps

16. A Communications Plan to accompany the pledge has been developed, with support from the Communications Team. The plan will use social media and press coverage in combination with the #iwill campaign's milestone opportunities to ensure maximum publicity, both through internal and external channels. This will stimulate awareness of and engagement with the campaign, the City Corporation's commitment to support youth social action and the opportunities it provides the organisation with.

17. Subject to Member approval, it is proposed that the pledge be officially launched in April/May 2018.

Conclusion

18. The pledge to the #iwill campaign celebrates the City Corporation's existing work to support and value the contribution of young people and makes a public commitment to continue to champion youth social action. Making a pledge to the #iwill campaign will also support the achievement of the City Corporation's strategic objectives and outcomes as expressed in the Corporate Plan, 2018-23.

Appendices

- Appendix 1 – The City of London Corporation's #iwill pledge

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