



The Mayor's Corporate Commitment – Sign Up Form

The Mayor of London, CIPD and the #iwill campaign believe that volunteering is vital to gain, sustain and succeed in employment. Taking part in social action can help people at all stages of their career gain confidence, experience and skills to help them achieve their potential and ambitions.

Launched in June 2014 by Boris Johnson, the Mayor of London, the Corporate Commitment ensures a baseline standard where every business commits to recognising the value of social action in staff development and the recruitment of young people.

With our partners CIPD and #iwill, the Commitment will shine a light on the amazing work businesses across the capital are taking to support young people and the communities in which they work. Through signing the Commitment, organisations receive Mayoral accreditation, free advice and guidance on embedding volunteering and the opportunity to join a network of socially minded businesses.

“Businesses across the capital have a major role to play in promoting volunteering amongst their staff and are perfectly placed to offer young people the skills, confidence and support to succeed in the workplace, helping to boost London’s economy.”

**Boris Johnson,
Mayor of London**

To sign the Commitment, organisations simply pledge to:

- 1. Recognise the role employee volunteering plays in improving employability.**
- 2. Recognise the value of volunteering experience in recruitment of young people.**
- 3. Give staff a minimum of one day per year to volunteer.**

Name:	
Organisation:	
Job title:	
Email:	
Signature:	

Do you wish to receive our corporate volunteering newsletter? Yes No

If your business is ready to sign up, please complete the details above and return to TeamLondonCorporate@london.gov.uk or Aimee Presly, City Hall, The Queen’s Walk, London, SE1 2AA.



Committed to social action



MAYOR OF LONDON





Why is this needed?

- By 2020, over half a million UK workers will be significantly held back by a lack of soft skills – an issue forecast to affect all sectors.
- 97% of UK employers believe soft skills are important to their current business success, and over half say skills like communication and teamwork are more important than traditional academic results. However, three-quarters believe there is already a soft skills gap in the UK workforce.
- 71% of Londoners agree volunteering helps young people to progress.
- 73% of organisations would employ a candidate with volunteering experience over one without.
- Team London programmes have demonstrated that volunteering builds leadership, communications and teamwork skills and sees huge increases in confidence. Business partners have assessed 4 in 5 of our young volunteers as work ready compared to 1 in 5 of their usual pipeline.
- Staff who volunteer are twice as likely to be loyal to a company's brand, be satisfied with career progression, be satisfied with their employer and rate the corporate culture as positive.

Who is involved?

Team London

Built on the success of volunteering at London 2012, Team London is a Mayoral initiative to promote volunteering across the capital.

Team London is working to build the next generation of volunteers, giving young people the skills, networks and experiences they need to find work, and to bring together business and third sector to increase impact across the capital.

CIPD

The CIPD is the professional body for HR and people development.

The not for profit organisation champions better work and working lives and has been setting the benchmark for excellence in people and organisation development for more than 100 years. It has more than 135,000 members across the world, provides thought leadership through independent research on the world of work, and offers professional training and accreditation for those working in HR and learning and development.

#iwill

#iwill is a national campaign that aims to make social action part of life for as many 10 to 20 year-olds as possible by the year 2020.

HRH the Prince of Wales is the patron of the campaign. Through collaboration it is spreading the word about the benefits of youth social action, working to embed it in the journey of young people and creating fresh opportunities for their participation. The #iwill campaign is co-ordinated by the charity Step Up To Serve.



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