**Specification for Delivery Partner – GLA 82537 Migrant Londoners’ Hub programme**

**Summary**

The Greater London Authority‘s (GLA) Migration team is seeking an organisation(s) to work in partnership with the GLA to develop and maintain the [Migrant Londoners’ Hub](https://www.london.gov.uk/programmes-strategies/communities-and-social-justice/migrant-londoners-hub-0/mayor-londons-map-services-migrants-refugees-and-newly-arrived-communities) on london.gov.

The work will be delivered from December 2023 – May 2026.

**Background**

The GLA is seeking to appoint a suitably qualified multi-disciplinary organisation or partnership between organisations to undertake this brief. The organisation(s) will need to evidence experience and expertise in communicating with migrant communities, as well as in-depth knowledge around the issues that they face. This should include regulated expertise in immigration and asylum law, as well as an understanding of migrants’ rights and their holistic entitlements in areas such as welfare benefits, education, and access to healthcare. The organisation(s) will also need to evidence connections with relevant specialist organisations offering tailored information around migrants’ rights and entitlements (e.g. on housing, employment).

The aim of the Migrant Londoners Hub is to provide comprehensive information, guidance, and accessible resources to support as many migrant Londoners as possible to secure their rights and entitlements and thrive in London. Key audiences include new arrivals, European Londoners, young people with insecure status, refugees and people seeking asylum, undocumented people, people struggling due to the no recourse to public funds (NRPF) condition, Hong Kong BN(O)s, as well as organisations/individuals supporting vulnerable migrants who would face barriers to accessing a digital resource.

The Migrant Londoners Hub was launched in June 2022. It builds on the legacy of the European Londoners Hub, launched in 2018 in response to Brexit and the changes to EU citizens’ rights in the UK. The European Londoners Hub was visited by over 1.8 million unique visitors which demonstrates the demand for and success of such an online hub. The Migrant Londoners Hub has now expanded on this successful format, with further information pages now available on wider migrants rights issues such as [access to quality immigration advice](https://www.london.gov.uk/programmes-strategies/communities-and-social-justice/migrant-londoners-hub/visas-and-immigration/immigration-advice), [employment rights](https://www.london.gov.uk/what-we-do/employment-rights-hub), and an interactive [map of migrant support services](https://www.london.gov.uk/map-migrant-support-services). The GLA has also undertaken comprehensive user testing which has produced recommendations that will inform the next stages of development for the hub.

The Mayor of London is committed to a vision where all Londoners can thrive irrespective of immigration status. The Migrant Londoners Hub aims to contribute to this vision by providing single point of access that connects Londoners to a range of immigration, welfare and employment advice information and resources, which can be used by individuals, organisations, and statutory bodies.

1. **Intended outcomes**
* Guidance on the Hub is developed based on the needs and wants of London’s migrant communities addressing the different barriers they face in accessing their rights and entitlements.
* Material and resources are easy to navigate and accessible. While we recognise that not all migrant groups can access online advice, we intend for this resource to provide practical and accessible resources for those who can. It will also provide information for organisations/individuals supporting those who face barriers to accessing a digital resource.
* Guidance on the Hub provides tailored information to account for the holistic and intersectional needs of migrant communities in recognition of the full diversity of migrant Londoner experiences, identities, needs, and characteristics.
* The Hub content is flexible and constantly reviewed and updated to reflect changes in policy and legislation, ensuring that migrant Londoners are provided with accurate and reliable information.
* Building on the legacy of the European Londoners Hub, the Hub is a vehicle by which to welcome people arriving to the UK, as well as supporting those already living in the UK, to help them secure their rights to live and work in the UK and avoid falling victim to the Government’s hostile environment policies for migrants.  Where substantial developments impact specific communities, tailored resources will be developed.
1. **Objectives**

The project will consist of the following activities:

* Contribution to the review and implementation of recommendations for the Migrant Londoners Hub to improve its relevance, accessibility, and usefulness to migrant Londoners.
* Production and copy editing of updated guidance and new content on a regular basis on issues relevant to migrant Londoners’ needs, as well as on an ad-hoc basis in response to changing government policy and legislation.
* Liaison and partnership working with relevant agencies to deliver the Migrant Londoners Hub including internal GLA contacts and external delivery partners.
* Development and delivery of comms, where necessary, to increase awareness of the resource amongst migrant Londoners and stakeholders to ensure meaningful engagement with the site.
1. **Scope of work**
2. Review and support implementation of recommendations and learnings that have been gathered since launch of the Migrant Londoners Hub to improve its relevance, accessibility, and usefulness to migrant Londoners.
* Conduct review of recommendations and findings from user testing reports, commissioned partners, and relevant GLA colleagues to understand areas for improvement and next steps in development of the Hub.
* Collaborate with Migration Team leads and internal GLA teams to finalise timeline for implementing recommendations and new content.
* Work with Migration Team leads and the GLA’s Digital team to explore options for the most accessible way to structure the site, taking into account user-testing recommendations and findings.
* Map potential new content needs and make recommendations for new resources for the Hub, including recommendations for specific resources where needed.
* Work with GLA colleagues and stakeholders across the advice and support sector to identify existing guidance that meets the needs of current and future migrant Londoners and secure consent to adapt, link and/or host these resources on london.gov
* Ensure that resources have approval from relevant stakeholders, and align with OISC rules on the provision of immigration advice.
* Produce a summary report of learnings and recommendations after initial 6 months.
1. Provide updated guidance and develop new content on issues relevant to migrant Londoners’ needs on a regular basis, as well as on an ad-hoc basis as government policy and legislation change.
* Create information and guidance and, where necessary, provide different formats to aid promotion and dissemination (e.g. video, email copy, printed resources).
* Liaise with internal GLA contacts and external stakeholders where necessary to produce quality content with input from those with relevant expertise.
* Ensure that language is accessible for the Hub’s audience by maintaining appropriate levels of readability and conducting copy editing or simplification of content.
* Provide tailored information for Hong Kong BN(O) status holders and Ukrainian arrivals (and their respective families), and other information to support the integration of new arrivals to London.
* Ensure that resources are kept up-to-date and accurate for the duration of the contract.
* Ensure that other sources of information on london.gov, such as the Employment Hub and Language Hub, are appropriately linked to and consistent with this Hub.
* Collaborate with Migration Team leads to set out timelines for creation of new content and establish review points for all pages to ensure they remain accurate and up to date for the duration of the project.
1. Liaison and partnership working with relevant agencies to delivering the Migrant Londoners Hub.
* Work closely with the GLA Migration Team programme lead and other internal GLA officers, where required, to conduct review, improvements, and updates to the site and its content.
* Work with external agencies commissioned separately by the GLA, where required, to conduct activities such as user testing, evaluation, or professional translation of the site. This includes liaison, where required, with agencies currently commissioned to maintain the [Mayor’s map of migrant support services](https://www.london.gov.uk/map-migrant-support-services).
* Consult with relevant stakeholders and external agencies, where appropriate, to ensure content is grounded in practical and current expertise and remains tailored and accessible to a wide range of migrant audiences.
1. Development and delivery of comms to increase awareness of the resource amongst migrant Londoners and stakeholders to ensure meaningful engagement with the site.
* Consult with GLA Migration Team programme lead - as well as GLA Digital, Campaigns, and External Relations teams where necessary - to understand and gather insight from existing comms and campaign activities.
* Collaborate with GLA Migration Team programme lead to develop a strategy for ongoing, meaningful engagement with the site amongst migrant Londoners and stakeholders.
* Produce accessible assets, where required, to share with migrant Londoners to disseminate key information relating to rights and entitlements and promote awareness of the hub. Such assets could include audio files, print, and video.
1. Project budgets and payments

The total budget for this piece of work is £56,000.00 for an approximate 3-month period between December 2023 until end of March 2024, with potential to extend for a further 12 months subject to future budget approval. If secured, then an additional budget of £80,000.00 will be available for 12 months.

The payment for services will be in accordance with the Budget sheet provided as part of the tender submission and the approximate schedule detailed below. There will be an expectation that the tender submissions will include a budget and work plan for the first 3 months, as well as a commitment to fulfil this provision for an additional 12 months within the maximum budget set out above if further funding is secured to extend the project.

**Activities to be completed by end of March 2024.**

Strand 1 Service Commencement and Kick Off Meeting - December 2023 (40% of budget - £22,400)

Strand 2 Content Review and urgent edits - Feb/Mar ’24 (40% of budget -£22,400)

Strand 3 Interim Review – Mar ’24 (20% of budget - (£11,200)

**Indicative activities to be completed by end of March 2025.** To be reviewed quarterly and finalised/linked to review summary report:

Strand 4 Substantive updates and expansion (Review 1) – 30% of budget (£24,000)

Strand 5 Substantive updates and expansion (Review 2) – 30% of budget (£24,000)

Strand 6 Substantive updates and expansion (Review 3) - 30% of budget (£24,000)

Stand 7 Final review summary report – 10% of budget (£8,000)

1. Service level agreements / Key performance indicators

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| Event | Start Date | End Date | Comments |
| Service Commencement and kick off meeting | December 2023 | December 2023 | First invoice submitted.  |
| Agree project plan and deliverables | December 2023 | January 2024 | First invoice submitted |
| Content review and site map produced | December2023 | January 2023 |   |
| Urgent edits completed to ensure accuracy of existing content  | December2023 | February 2023 | Second invoice submitted  |
| Interim review | March 2024 | March 2024 | Third invoice submitted |
| Substantive updates and expansion of Hub content, in line with project plan | April 2024 | June 2024 | Fourth invoice submitted |
| July 202 | September 2024 | Fifth invoice submitted |
| October 2024 | December 2024 | Sixth invoice submitted |
| Review summary report | March 2025 | March 2025 | Final invoice submitted |