

Team London Ambassadors Research Summary

This briefing has been prepared for the London Ambassador Management Team to support the wider City Operations evaluation of the Team London Ambassador programme.

During the Olympic and Paralympic Games a team of 8,000 volunteers in pink and purple uniforms, known as Team London Ambassadors, were stationed at key locations throughout London to make people's experience of the London 2012 Games even better. Many were trained to direct people to events or places of interest as well as giving people information and advice.

Four streams of research took place throughout and immediately following the 2012 Games. The aim of this research was to explore both visitor's views and experiences of the Team London Ambassadors and the views and experiences of the London Ambassadors themselves. This research is summarised in this report as follows:

Section 1: Visitor's views and experience:

1. 3102 face to face interviews with visitors at ten of the GLA events held over the summer to support the Olympic and Paralympic Games.
2. 233 self-completion online surveys with visitors who were in London during the 2012 Games.

Section 2: Ambassador's views and experience:

3. 2,619 self-completion online surveys with London Ambassadors, this represents a third of all Team London Ambassadors.
4. Online discussions between Team London Ambassadors during and after the 2012 Games on the Talk London Research Community

Key Findings

- **London Ambassadors were well recognised and utilised**
 - Of the 3,102 people at GLA events this summer 76% saw the Team London Ambassadors and 44% asked for help and advice
 - Of the 198 people in London who spoke to an Ambassador three quarters of visitors (75%) asked about directions, just over half of them needed travel information (52%) and just under half asked for Olympic or Paralympic Games information (47%). Just under one if five people (18%) asked for art/ culture and event information
- **People were overwhelmingly positive about their engagement with the London Ambassadors**
 - Of the 1,364 people at GLA events who had spoken to the Ambassadors a large majority thought they were a good way to welcome people visitors to the city (97%), that they were polite and friendly (96%), that they were helpful (95%), accurate in their information (94%) and knowledgeable of London (92%)
- **Impact on satisfaction and future intentions**
 - Those who sought help or advice from a Team London Ambassador gave an average rating of 8.64 out of ten for events, compared to 8.46 among those who had seen them but not sought help or advice and 8.39 among those who had not seen them.
 - When asked if people would recommend visiting London to friends and family, 96% of those who had seen an ambassador responded positively compared to 93% of those who had not seen a Team London Ambassador.

- **The motivations to become a Team London Ambassador**
 - Just under a quarter of the Team London Ambassadors (24%) had not previously volunteered.
 - Over two thirds (67%) of the Team London Ambassadors said that it was the chance to be part of the Games and the recognition that it was the chance of a life time that motivated them to apply to become an Ambassador.
 - The desire to provide a friendly welcome to visitors during the Games was also a strong motivator (59%) as was wanting to share their love for London (58%).
 - Over a third (34%) applied for the chance to meet new people/ make new friends.
 - Just under 3 in 10 (29%) applied to gain new skills and experience.
- **London Ambassadors were satisfied with the role they played and agree it provided them with many social and personal benefits**
 - Over seven in ten Ambassadors (71%) were satisfied with their overall role and the service they provided to visitors.
 - Around nine in ten volunteers felt they had participated in the chance of a lifetime (88%) and enjoyed the satisfaction they got from helping others (84%) and from being able to showcase London as a welcoming city (84%).
 - Over three-quarters (78%) of the respondents got enjoyment from the experience and found it fun and around seven in ten (71%) felt they were contributing to society as well as being able to meet people from around the world.
 - On average, around a third of respondents felt they gained important personal skills during their time as a Team London Ambassador, such as learning to work as part of a team (34%), increasing confidence or self-esteem (32%), developing problem solving skills (32%) and improving communication skills (32%).
 - 16% of the volunteers said that their experience as a Team London Ambassador enhanced the ways in which they carried out their job or it helped them gain an employment, training or apprenticeship opportunity. Just over a third (34%) said their experience had not helped them in this way and the remainder were unsure.
 - The vast majority of volunteers were very happy with their experience with 85% giving their experience a rating of 8 or more out of 10. The mean rating was high at 8.86.
- **Future volunteering opportunities**
 - 87% of Team London Ambassadors said they were likely to volunteer again in the next 12 months.
 - 81% of Team London Ambassadors are still interested in volunteering as an Ambassador to provide services for tourists even though the Games have finished. 26% said they would only be interested in volunteering at major sporting events.
 - 85% would like to choose their own hours to volunteer and 71% would like these hours to be flexible. 48% would prefer to make a regular volunteering commitment to an organisation.
 - 65% would like to volunteer for an activity as part of a group while 21% would prefer to volunteer for an activity or event on their own.
 - 84% of Ambassadors say that the Ambassador experience has made them more likely to volunteer at other events while 77% stated that their experience has made them more likely to volunteer for other activities (not just events).
 - 79% think that a monthly email would be the best way of making them aware of volunteering opportunities.

Section 1: Visitor's views and experiences of the Team London Ambassadors

1.1 Events research

This section presents the findings from a series of research studies conducted during events organised or supported by the Greater London Authority (GLA) during the Olympic and Paralympic Games.

Methodology

This research was undertaken by the ICM Government & Social Research team on behalf of the Greater London Authority. ICM conducted a series of face-to-face surveys with people attending specified events between 31 July and 10 September 2012. These events, and the number of interviews completed are summarised in the table below:

Event	Date		Interviews
Secrets: Owl & the Pussycat	Tuesday 31-Jul	Day 4 of the Olympics	24
BTLL Hyde Park	Saturday 04-Aug	Day 8 of the Olympics	88
BTLL Hyde Park	Wednesday 08-Aug	Day 12 of the Olympics	388
BTLL Victoria Park	Thursday 09-Aug	Day 13 of the Olympics	424
BTLL Victoria Park	Friday 10-Aug	Day 14 of the Olympics	430
BTLL Hyde Park	Saturday 11-Aug	Day 15 of the Olympics	346
BTLL Trafalgar Square	Friday 31-Aug	Day 2 of the Paralympics	439
Surprises: Piccadilly Circus Circus	Sunday 02-Sep	Day 4 of the Paralympics	421
Picture: Potters Fields	Monday 03-Sep	Day 5 of the Paralympics	303
Our Greatest Team Parade	Monday 10-Sep		239
TOTAL			3,102

It is important to note that no quotas were set for this research. Each interviewer was instructed to approach people at random and then interview the 'next' person they saw. Interviewers were required to move around each location and aim, as far as possible, to reach a cross-section of visitors. As the full demographic make-up of each event is unknown, no post-hoc weighting has been applied. Because of this, the results cannot be seen as representative of all visitors and should be treated as indicative of the opinions of visitors to each event.

Interviewers were instructed to conduct as many interviews as possible. The total number of interviews achieved at each event was dependent on a number of factors, including the length of the event, the number of people present and the length of the questionnaire.

It should be remembered that a sample of those attending GLA events, rather than everyone, participated in the research. As a consequence, all results are subject to sampling tolerances, which means that not all differences are significant. Please note that, in the main, this summary of the events research only comments on differences that are significant and statistically reliable. Where percentages do not add up to 100% this is due to multiple answers, to rounding of decimal points up or down, or to the exclusion of 'Don't know' or 'No response' categories.

Recognition of Team London Ambassadors



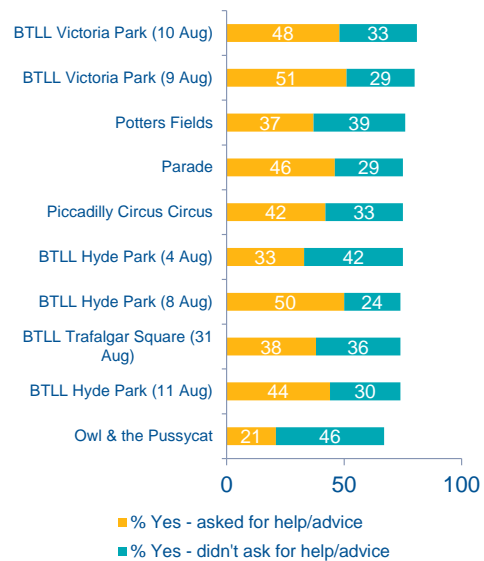
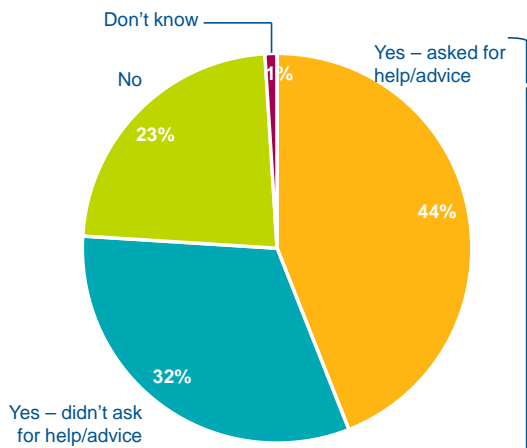
When shown this photograph of a group of Team London Ambassadors, most people recalled seeing them: three in four respondents attending the events had encountered a Team London Ambassador during their time in London (76%). More than two in five people had asked Team London Ambassadors for help (44%). Around a quarter (23%) had not seen a Team London Ambassador at all.

Those who attended BT London Live events were more likely to have asked for help or advice than those who attended other events (46% compared to 41%). This could be due to higher proportion of non-Londoners at these events (60% of those attending BT London Live events were non-Londoners, compared to 42% at non-BT London Live events) and so this would naturally increase the number of people seeking help and advice.

Three in four aware of the London Ambassadors



Q. These are known as Team London Ambassadors. During your time in London, have you seen anyone dressed in this uniform?



GREATERLONDONAUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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Older people are more likely to have asked for help than young people (48% of over 35's sought help compare to only 39% of those aged 18-34). However, those aged over 55 were also more likely to have not seen a London Ambassador at all, with 27% of this age group stating they did not recognise them compared to 20% of 35-54 year olds. Three in ten of those from the Lower socio-economic groups (DE social grade) hadn't seen a Team London Ambassador (30%) compared to 19% from the higher socio economic groups (AB social grade).

Londoners were less likely than non-Londoners to have seen the Team London Ambassadors as well as ask for help from them. While 80% of non-Londoners had seen the Ambassadors, this falls to 72% of those who live and work in London. As may be expected, non-Londoners were more likely to seek out the help of the Team London Ambassadors with over half of non-Londoners asking for assistance during their stay (52%) compared to 35% of those who live and work in London.

Perceptions of Team London Ambassadors

People were generally very positive in their views regarding the Team London Ambassadors. Among those who had seen Team London Ambassadors, 87% felt that the Ambassadors were a good way to welcome visitors to the city, with 63% stating that the Team London Ambassador they spoke to was polite and friendly. The Ambassadors scored lowest when respondents were asked if they were knowledgeable about London although a majority still agree (59%).

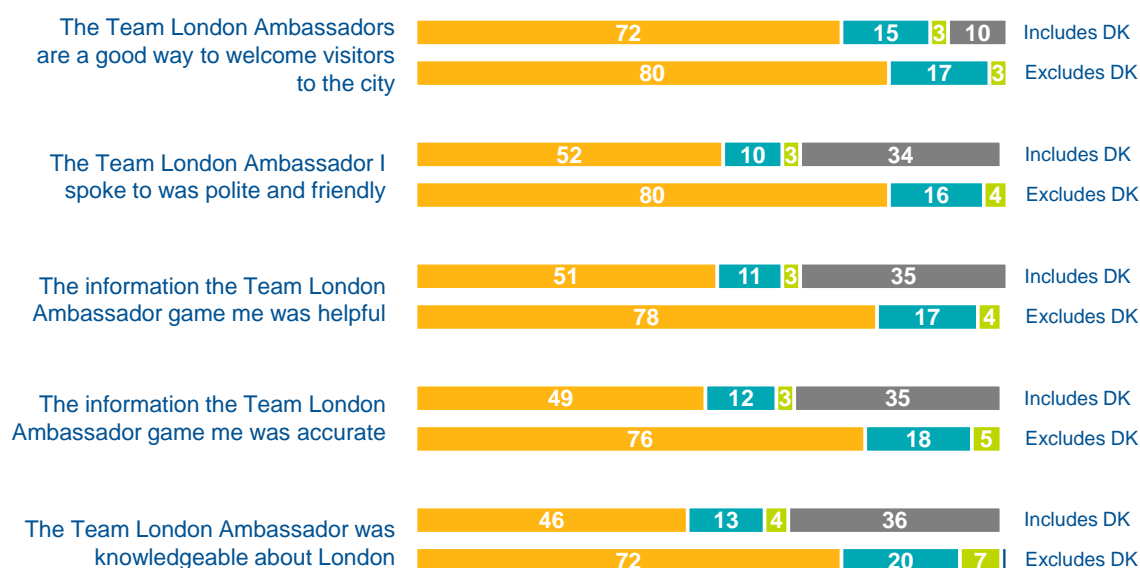
However, the findings are skewed by the high percentage of 'don't knows'. If we exclude these and focus on the views of those who had actually had contact with Team London Ambassadors, a large majority thought that they were a good way to welcome visitors to the city (97%), that they were polite and friendly (96%), that they were helpful (95%), accurate in their information (94%) and knowledgeable of London (92%).

Ambassadors viewed extremely positively



Q. To what extent do you agree or disagree with each of the following statements?

■ % Strongly agree ■ % Slightly agree ■ % Neither/Nor ■ % Slightly disagree ■ % Strongly disagree ■ % Don't know/no opinion



GREATER LONDON AUTHORITY

Base: All who have seen Team London Ambassadors (2,369); 31 July – 10 September 2012

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Views on the Team London Ambassadors do not vary much across different events. However, the findings suggest that of all the events, people at the BT London Live Event at Hyde Park on the 8 August were most likely to say that the Ambassadors were helpful (73% of people agreed compared to 62% overall). People aged over 55 and non-Londoners were also more likely to say that they found the Ambassadors to be helpful.

When discussing the Team London Ambassadors, it appears that non-Londoners are much more positive. For instance, visitors to London are more likely to agree that the Team London Ambassadors were helpful (68% compared to 55% of those who live and work in London), that they were accurate (67% compared to 54%), that they were knowledgeable (66% compared to 52%) and that they were a good way to welcome visitors to the city (90% compared to 85%), although this is likely to reflect their greater need and use for the help from the Ambassadors, and the greater number of Londoners who felt unable to comment. Indeed, few, if any Londoners express any dissatisfaction with the Ambassadors.

Impact of Team London Ambassadors on satisfaction and future intentions

Visitors to the GLA-run Olympic and Paralympic events were overwhelmingly positive about their experience. When asked to rate the event overall, half gave the event they attended nine or ten out of ten (51%) and a further 46% rated it between five and eight. Just two per cent of attendees gave a rating of five or less out of ten. The average score out of ten across all events was 8.52.

Almost everyone attending the GLA events would recommend visiting London to friends and family (95%) and a similar proportion say that they themselves would visit London again in the future (94%). People were less likely to say that they would find out more about events put on by the Mayor of London (72%) or attend future Mayor of London events (70%). However, this is probably due to the number of non-Londoners asked this question who were unaware of the role the Mayor of London plays in organising events.

There is a trend throughout the research of those who spoke to a Team London Ambassador being more positive than those who did not. However, given the high levels of satisfaction across all groups, this difference tends to be indicative rather than statistically significant. For instance, this difference is reflected in views on London and the events. Those who sought help or advice from a Team London Ambassador gave an average rating of 8.64 out of ten for events, compared to 8.39 among those who had not seen them and 8.46 among those who had seen them but not sought help or advice. Similarly, when asked if people would recommend visiting London to friends and family, 96% of those who had seen an ambassador responded positively compared to 93% of those who had not seen a Team London Ambassador.

1.2 Online visitor's survey

In addition to research at GLA supported events a survey was carried out to collate the views of people who were in London during the 2012 Games, but did not necessarily attend any of the events.

Methodology

Over 10,000 business cards were produced and given to Team London Ambassadors to hand out to people in London both those that stopped to talk to the Ambassadors and those that were simply passing by. The business cards invited people to tell us their experience of being in London by visiting an online survey with the incentive of being entered into a £500 cash prize draw. The survey focused on their reasons for visiting London, their awareness and views of the London Ambassadors and their perceptions of London during the Games.

We'd like to hear about your experiences in London during the Olympic and Paralympic Games.

Go online to give us your feedback and you could **WIN £500**

Visit: www.london.gov.uk/surveys/2012experience

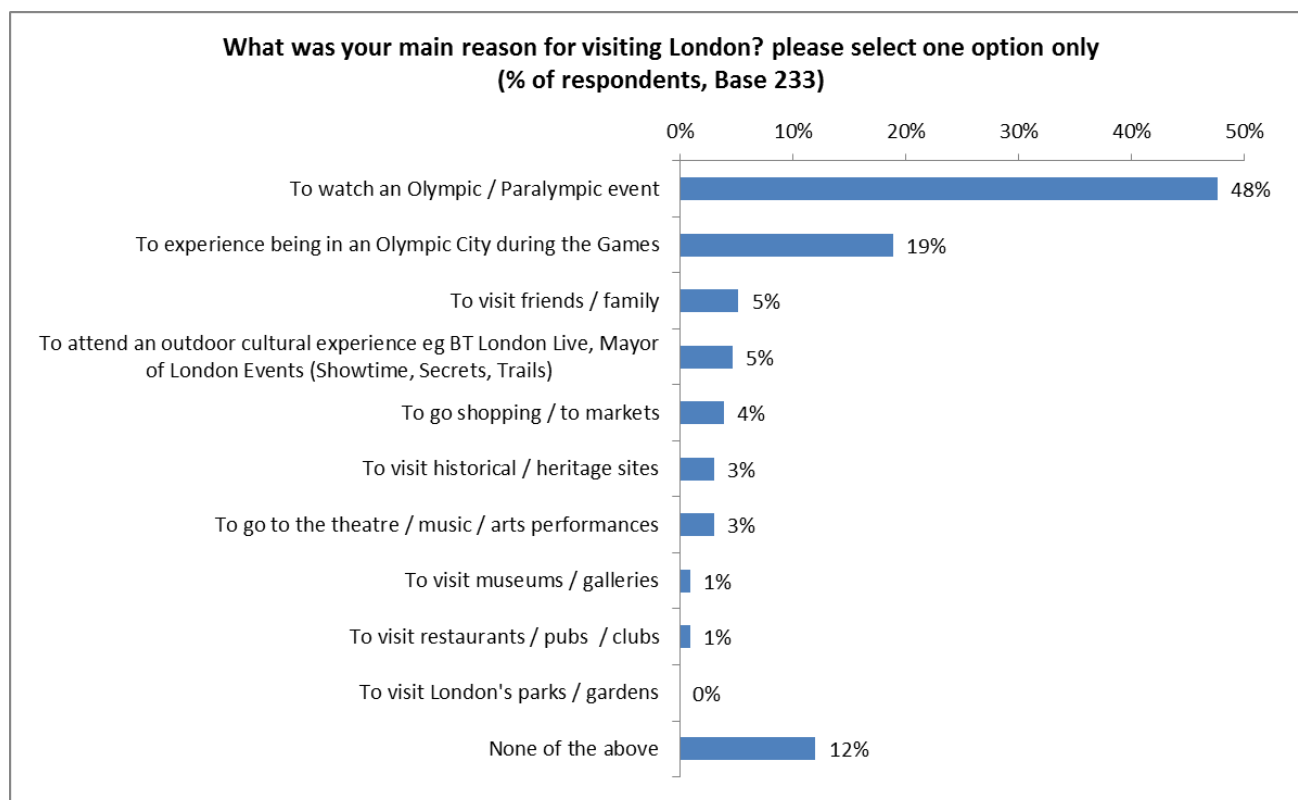
TEAM LONDON
Ambassadors
www.londonambassadors.org.uk

The survey was open from 23rd July to 21st September 2012 and received a total of 233 responses. It should be noted that the business cards were handed out by Team London Ambassadors to members of the public and respondents were self selecting. Because of this, the results cannot be seen as representative of the opinions of all those in London during the Games and should be treated as indicative. Where percentages do not add up to 100% this is due to multiple answers, to rounding of decimal points up or down, or to the exclusion of 'Don't know' or 'No response' categories.

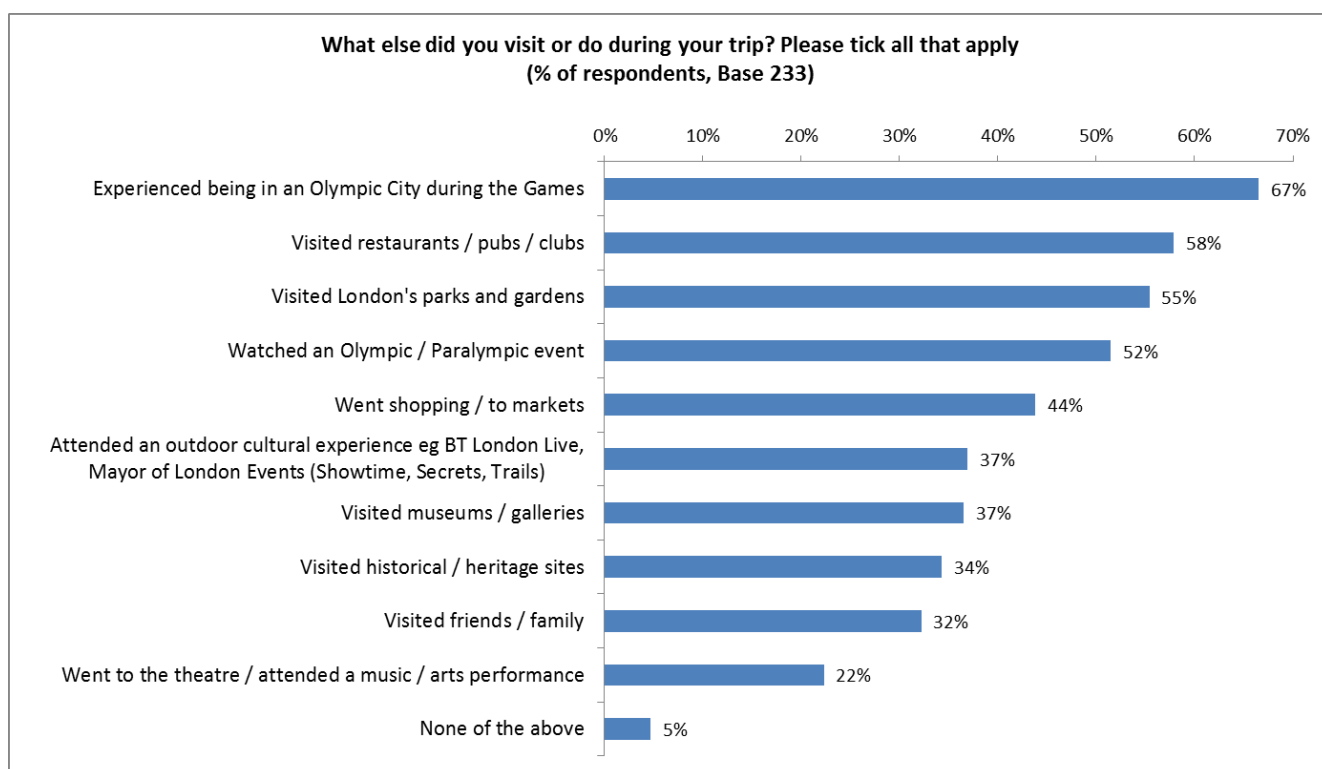
The profile of respondents is included at the end of this section. All of the respondents were in London during the Games. 61% of respondents were visitors to London (do not work or live in London), the remaining respondents either live and work in London (28%), live but don't work in London (6%), work but don't live in London (6%).

Reasons for visiting London

Just under half (48%) of all respondents were visiting London to watch an Olympic or a Paralympic event and almost one in five (19%) were visiting to experience being in an Olympic city during the Games.



When asked what else they visited or did during their trip 58% visited restaurants/ pubs/ clubs and 55% visited London's parks and gardens. Over a third attended outdoor events (37%), visited museums/ galleries (37%) and historical/ heritage sites (34%). Over one in five (22%) went to the theatre or attended a music/ arts performance.



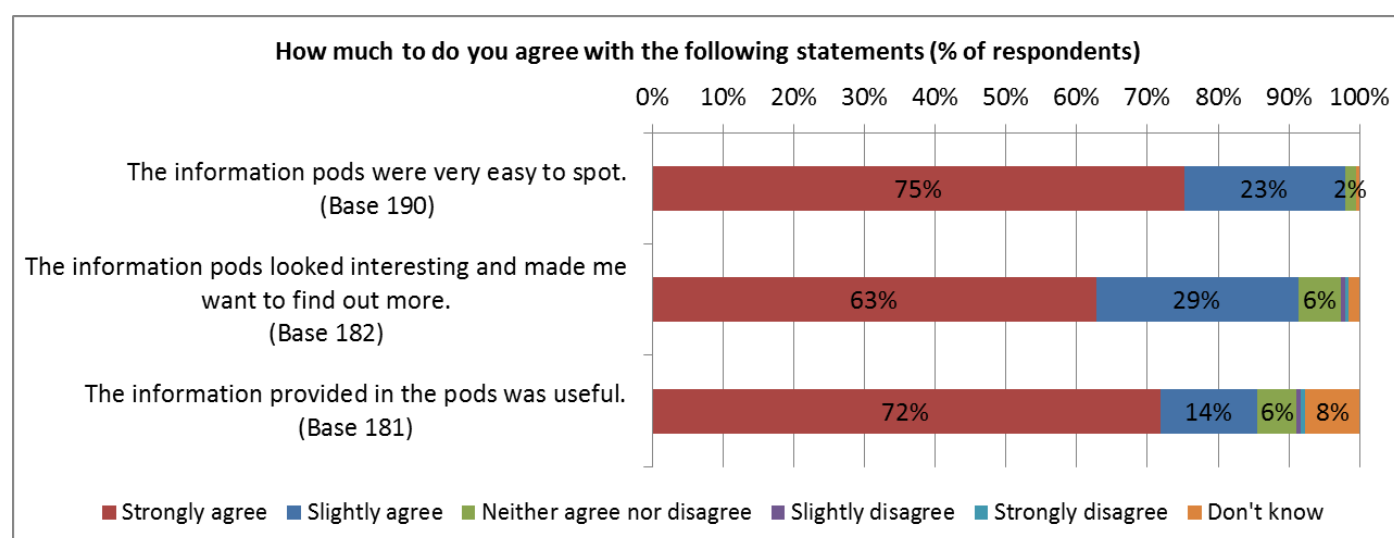
39% of respondents did not have tickets for Olympic or Paralympic events while 36% of respondents had tickets for Olympic events, 13% had tickets for Paralympic events and a further 13% had tickets for both.

Awareness of the Team London Ambassador Information Pods



When shown the photo above 82% of respondents remembered seeing a Team London Ambassador pod while 9% said they hadn't and a further 9% said they couldn't remember. As the business cards with the link to the survey were handed out by Team London Ambassadors this high level of recognition is to be expected, although not all of the Ambassadors would have been seen close by to an information pod.

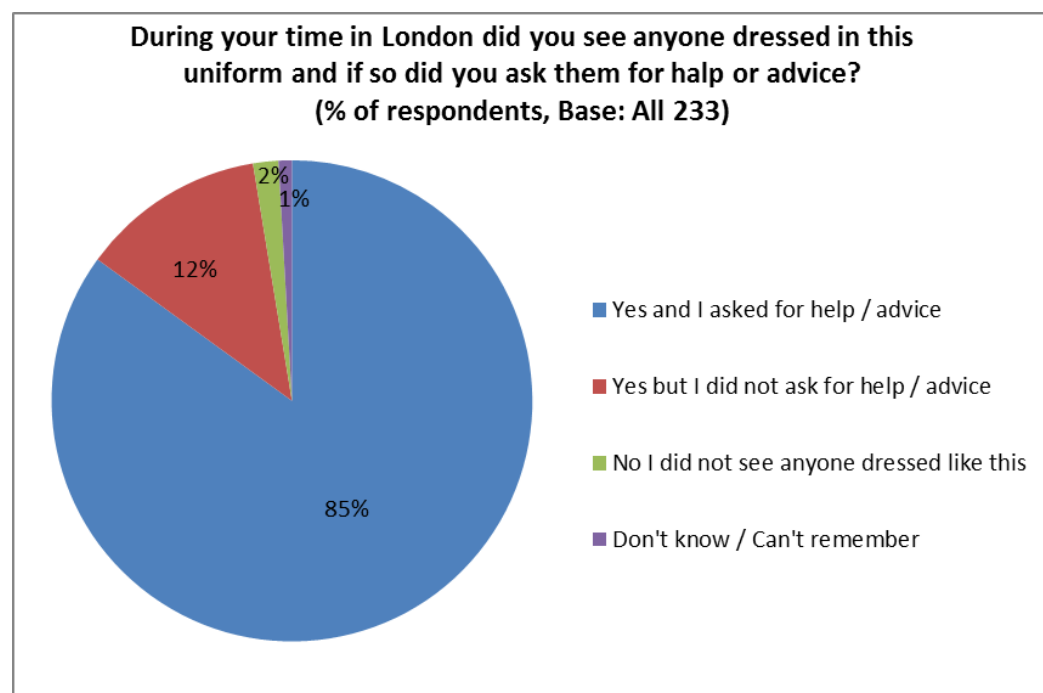
Of those that saw the information pods 98% found them very easy to spot, 91% said they looked interesting and made them want to find out more. 86% found the pod information useful, this result is probably skewed by those who said they didn't know how useful the information was (8%, 14 people) as presumably they didn't ask for any information.



Engagement with the Team London Ambassadors

85% of visitors did see the Team London Ambassadors and asked for help/advice while a further 12% saw them but didn't ask for any help or advice. As the business cards with the link to the survey were handed out by Team London Ambassadors this high level of recognition is to be expected. It is somewhat surprising

that 4% said they didn't see them and 1% said they didn't know. This shows that this 5% (6 people) were unaware that the person who gave them the business card was a Team London Ambassador and did not recognise them from the photograph shown in the survey.



Over two thirds (68%) of those people who spoke to an Ambassador were visitors to London and for just over one in ten (12%) it was their first visit. Visitors who spoke to Ambassadors were largely UK residents (61%), followed by USA (7%), Germany (6%) and France (5%).

Of those that did speak to a Team London Ambassador three quarters (75%) asked about directions, just over half needed travel information (52%) and just under half asked for Olympic or Paralympic Games information (47%).

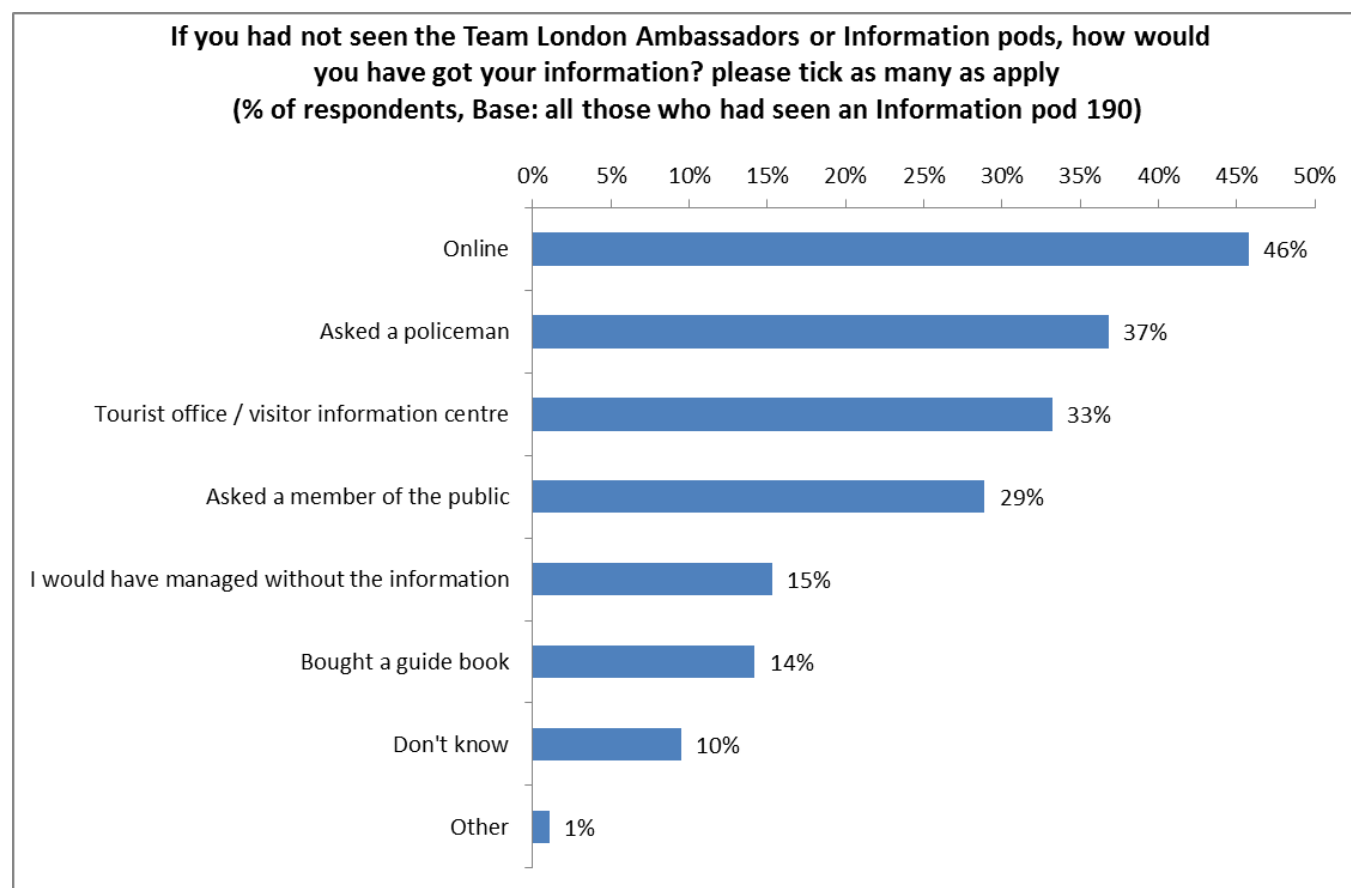


Just under two in ten (18%) asked Ambassadors for art/culture or (non-Olympic) event information/advice and of those

- 71% went to an outdoor cultural experience (BT London Live / Mayor of London event),
- 71% visited restaurants/ pubs/ clubs
- 69% visited London's Parks and Gardens
- 54% visited an historical or heritage site,
- 40% went to visit a museum or gallery
- 28% went to a music or arts performance.

Although we can't say that these activities were a direct result of talking to an Ambassador, there will be a certain amount of influence.

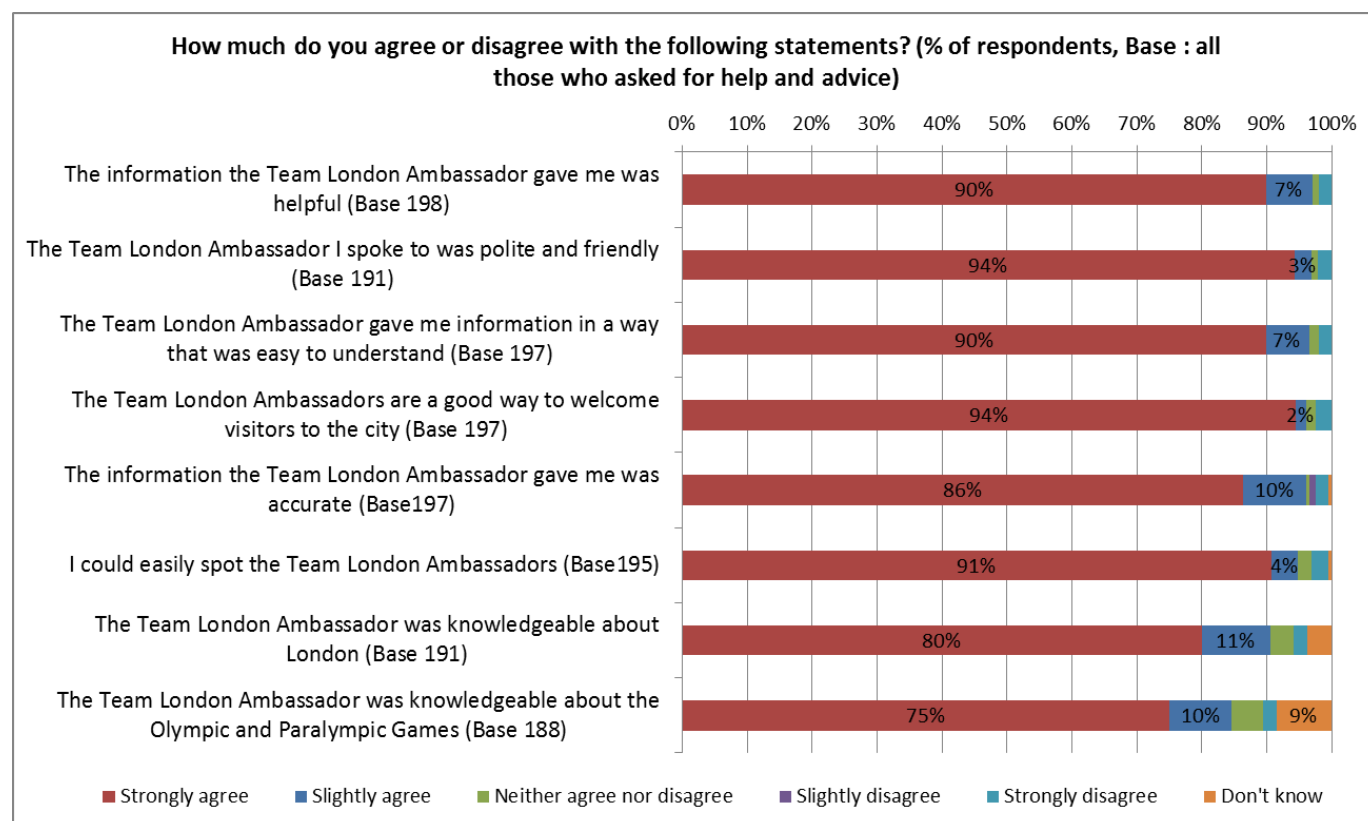
When asked how they would have got their information without seeing the Team London Ambassadors or the information pods 46% said they would have searched online, over a third (37%) would have asked a policeman while a third (33%) would have gone to a tourist office/ visitor information centre. Nearly one in three people (29%) would have asked a member of the public.



Perceptions of the Team London Ambassadors

Respondent's views of the Team London Ambassadors are overwhelmingly positive with 96% agreeing that they are a good way to welcome visitors to the city. 97% found the information given to them by the Ambassadors helpful and the same amount found them polite and friendly. The lowest ranking aspect of the London Ambassadors performance was the knowledge about the Olympic and Paralympic Games although

here still 85% agreed they were knowledgeable and the results are skewed by the 9% that didn't know presumably because they didn't ask them about this.



How much do you agree or disagree with the following statements: Base : all those who asked for help and advice	NET Agree (strongly and slightly)	Neither agree nor disagree	NET Disagree (slightly and strongly)	Don't know
The information the Team London Ambassador gave me was helpful (Base 198)	97%	1%	2%	0%
The Team London Ambassador I spoke to was polite and friendly (Base 191)	97%	1%	2%	0%
The Team London Ambassador gave me information in a way that was easy to understand (Base 197)	96%	2%	2%	0%
The Team London Ambassadors are a good way to welcome visitors to the city (Base 197)	96%	2%	3%	0%
The information the Team London Ambassador gave me was accurate (Base 197)	96%	1%	3%	0.5%
I could easily spot the Team London Ambassadors (Base 195)	95%	2%	3%	0.5%
The Team London Ambassador was knowledgeable about London (Base 191)	91%	4%	2%	4%
The Team London Ambassador was knowledgeable about the Olympic and Paralympic Games (Base 188)	85%	5%	2%	9%

87% of visitors were given a map or guide and of those 100% found them useful (81% extremely useful and 19% quite useful).

Of those that saw the Team London Ambassadors but didn't approach them (12%, 29 people) nearly all (28 people) said this was because they didn't need any help or advice. Only one person said it was because they didn't realise who they were or what they were doing.

83 respondents left further comments about the Team London Ambassadors, all of which were positive. The majority of the comments mentioned how helpful and friendly the Ambassadors were:

"The service they provided was excellent. It didn't matter how obscure the question they always knew the answer (and it was right!). Thank you to them all"

(Female, 55-64 yrs, live and work in London)

"The Ambassador we spoke to was very pleasant, even in the torrential rain. She was able to direct us to places of interest. We had wanted to enter Greenwich Park to go to the Observatory and into the museum, but couldn't because of the equestrian events. This was very disappointing. We had been unable to obtain tickets to any events of the Olympics. The Ambassador at the Cutty Sark, was able to suggest other places of interest around Greenwich and London. We were very impressed."

(Female, 55 - 64 yrs, work in London but don't live in London)

"I cannot think of any London Ambassador who was not happy about the work he/she was doing. I personally attended the games of Athens and Beijing which were also special, however the concept of London Ambassadors was unique. These are people I won't easily forget."

(Male, 35 - 44 yrs, Visitor)

"The ambassadors were so helpful and available. Didn't seem to mind spending as much time as needed to explain/answer my questions and/or get information. Highly visible, and very patient and friendly. They made me feel very welcome in London and excited to venture about" London.

(Female, 55 - 64 yrs, Visitor)

"The ladies at Gatwick were so helpful and friendly. The folks at Piccadilly Circus were also fantastic helping me find a toy store to purchase Harry Potter items and other questions I had about the Victoria and Albert Museum. Well Done London."

(Female, 55 - 64 yrs, Visitor)

"The ambassador was extremely polite and helpful. He respected my rites and did not treat me in a condescending way."

(Male, 18 - 24 yrs, Visitor)

The London experience

All respondents were asked to use three words to describe their experience in London during the London 2012 Games. The words chosen are summarised in the 'wordle' below, the size of the word reflects how many times it was mentioned:



All respondents said they are likely to visit London again in future and they would recommend visiting to their friends and family, this was the case whether they had spoken to a Team London Ambassadors or not.

When asked if they had any other comments to make about their time in London during the Games 79 people left comments, these were mainly about how much people loved their time in London. There were a couple of comments about the expense of accommodation and food and the difficulty of buying tickets:

"My family love London. We feel always welcome and all people are so friendly. We will come back to London soon again!"

(Female, 45 - 54 yrs, Visitor)

"I have to say that the big effort I had to do for traveling to London was worth, I will never forget it. And I hoping to get back again in the future."

(Male, 45 - 54 yrs, Visitor)

"Was the greatest experience as far as holidays and sport events are concerned. Our compliment on all people being involved in the London Olympics. The entire stay exceeded our expectations and it's a pity that the Games are over. Thank you London!!!"

(Male, 25 - 34 yrs, Visitor)

"I was surprised at how brilliant it was and we wished we could stay the whole two weeks. London looked super with all the Olympic decorations and the uniforms of the volunteers and the travel people in pink at the mainline stations were easy to spot and always looked very smart...."

(Female, 35 - 44 yrs, Visitor)

"Public Transport was better than expected (no real issues caused by crowds going to games mixing with other non-games visitors and commuters). Weather a bit "hit and miss" at times in true British fashion ! Would have been nice to at least buy a ticket to visit the Olympic Park on arrival in London rather than months in advance and not have to go through an online website to do so. The extra cultural events and "surprises" were welcome in lieu of availability of tickets for Olympics events."

(Female, 45 - 54 yrs, live and work in London)

"We had planned to stay overnight in London but the Hotel prices were extortionate so found it cheaper to travel back home."

(Female, 55 - 64 yrs, work in London but don't live in London)

"I was disappointed about all the empty seats at events we attended, we paid a lot tickets, and found out later tickets were resold for five pounds, we tried desperately get tickets for our team Australia 2 extra whole days wasted no success trying online and everywhere else we disappointed!!! wasted 2 days we could been sightseeing more!!!!also our seats for myself and my young son were ordered together and seat numbers were placed one row apart and about 30 seats apart, we wanted to experience this together, also I'm deaf and rely on my son for help in communication, was very disappointed in this seating!!!"

(Female, 45 - 54 yrs, Visitor)

Profile of respondents

Of the 233 people that completed the survey the majority were white (85%), visitors to London (61%), those aged between 35-64 (68%) and working full time (56%). There were also more female respondents (60%) than male (40%).

Gender	Number	%
Male	94	40%
Female	139	60%

Age group	Number	%
18 - 24 yrs	25	11%
25 - 34 yrs	39	17%
35 - 44 yrs	49	21%
45 - 54 yrs	62	27%
55 - 64 yrs	48	21%
65+ yrs	10	4%

London Status	Number	%
live and work in London	65	28%
live in London but don't work in London	14	6%
work in London but don't live in London	13	8%
Visitor - don't live or work in London	141	61%

Ethnicity	Number	%
White	198	85%
Mixed	5	2%
Asian or Asian British	12	5%
Black or Black British	3	1%
Chinese	9	4%
Other ethnic group	2	1%
Rather not say	4	2%

Current Employment Status	Number	%
Full time	130	56%
Part time	45	19%
Not working	15	6%
Retired	19	8%
Student	19	8%
Other	5	2%

Section 2: Team London Ambassadors views of the Team London Ambassador Programme

2.1 Online survey with London Ambassadors

This section of the report summarises findings from an online survey with Team London Ambassadors following the London 2012 Games.

Methodology

Following the Athlete's Parade, marking the end of the Olympic and Paralympic Games, an email was sent to all 8,000 Team London Ambassadors inviting them to take part in an online survey to capture their views about their experiences and to explore ideas for the future. The survey ran from 17 – 30 September and during this time we received 2,619 responses, which represents a third of all Team London Ambassadors and is a very good response rate.

The profile of respondents is included at the end of this section. Where percentages do not add up to 100% this is due to multiple answers, to rounding of decimal points up or down, or to the exclusion of 'Don't know' or 'No response' categories.

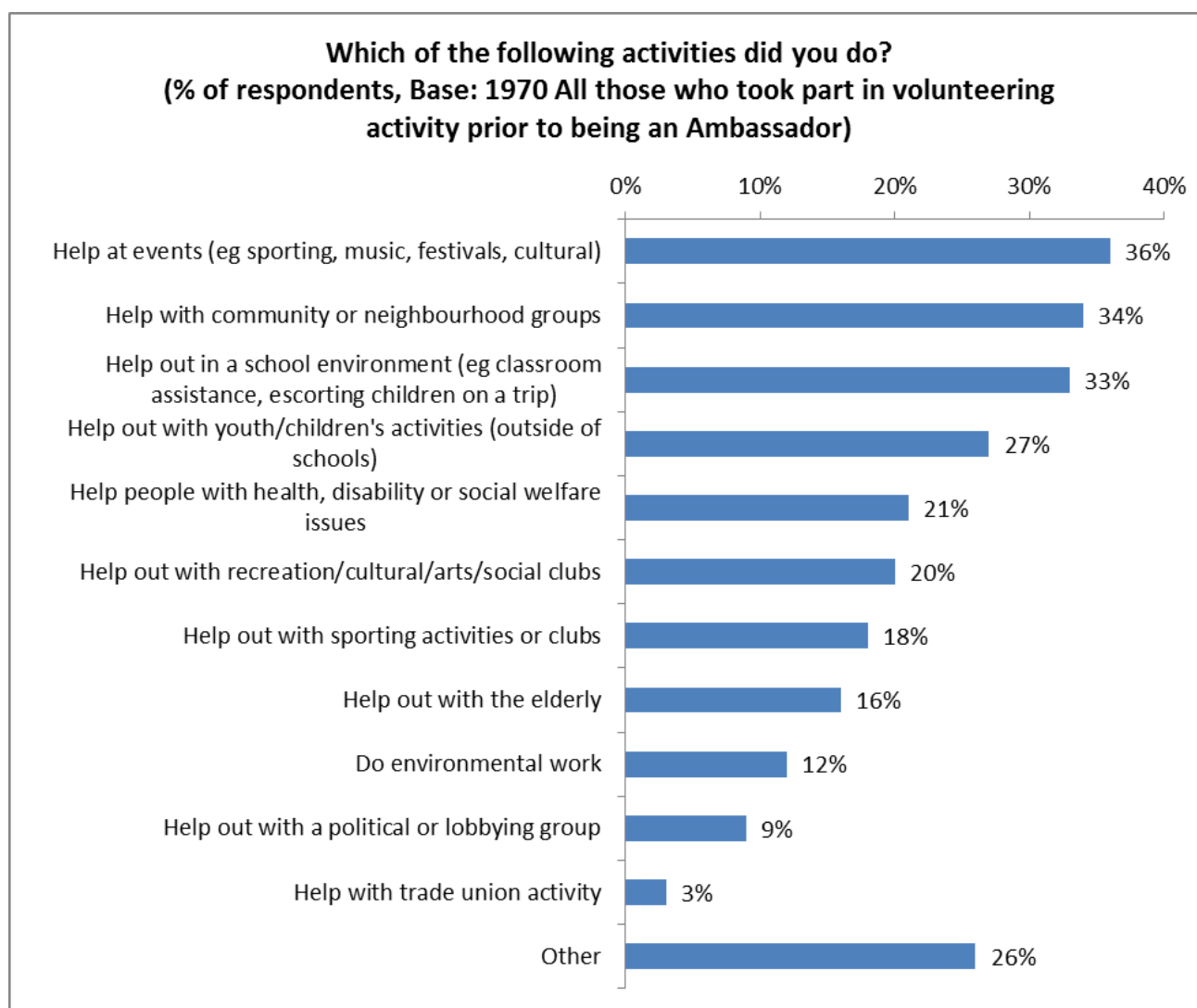
The Team London Ambassadors are very keen to be involved in the feedback process and shaping ideas for the future – 1,691 agreed to take part in focus groups in the future should they be required for more focused research.

Previous volunteering experience

Respondents were asked whether they took part in any volunteering activity prior to being a Team London Ambassador. Volunteering was defined as 'any unpaid activity where time is given to help an organisation or individual who is not a member of the family'.

Three-quarters of Team London Ambassadors (75%, n = 1,970) said they had previously volunteered. Just under a quarter (24%, n = 625) had not previously volunteered and the remainder (1%, n = 24) did not answer.

For the Ambassadors who had previously volunteered, the most common activity was helping out at events (36%, n=718), followed by helping out with community or neighbourhood groups (34%, n=671) and helping out in a school environment (33%, n=640).



Over a quarter of Ambassadors (26%, n=513) mentioned that they volunteered for other activities, which mainly involved the local church, school or local/national charities:

Theme of comment	Number of mentions
Church	54
School	37
Charity Shop	33
Trustee	28
Events	19
Children	18
Hospital	15
Chairman	12
Hospice	12
Police	12

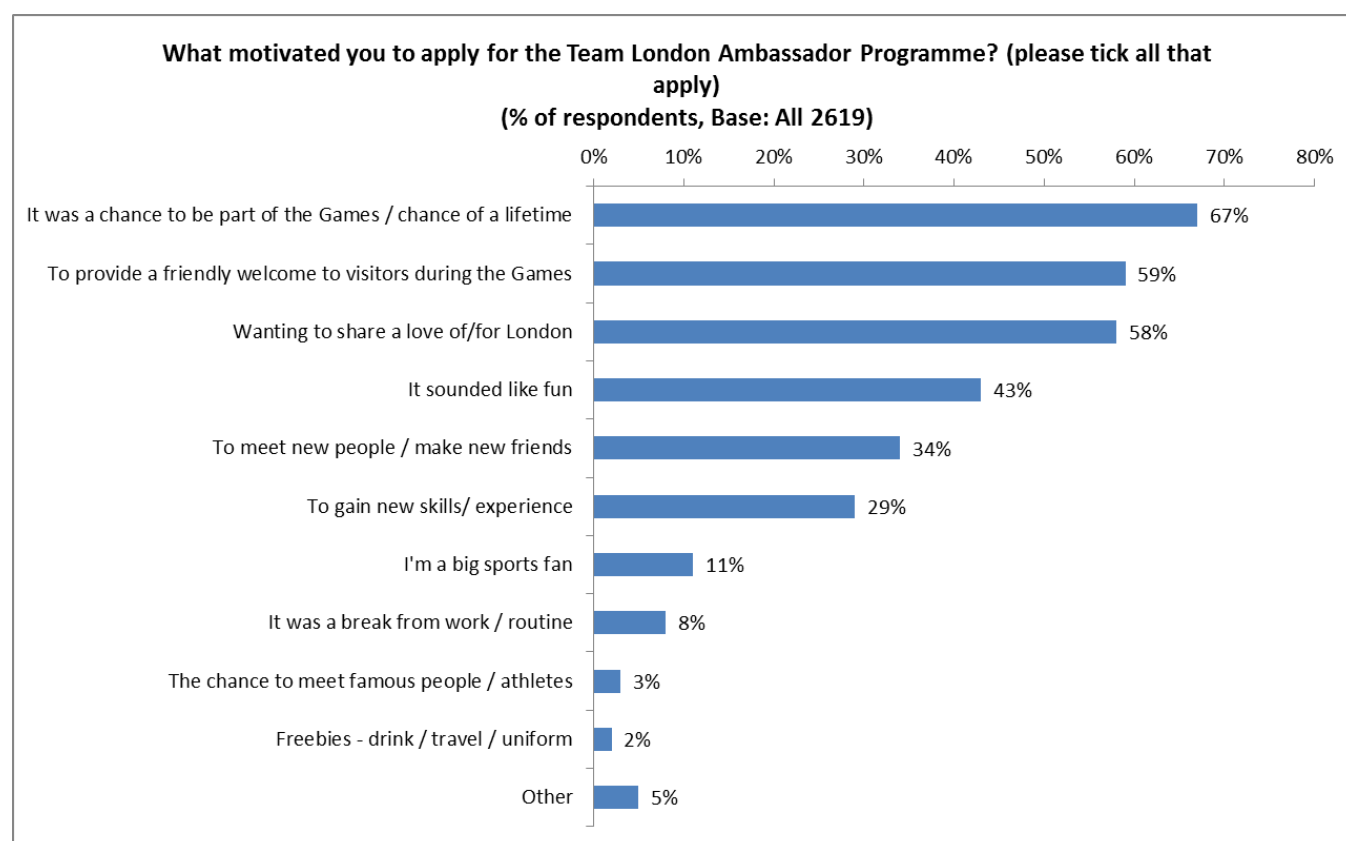
Just under one in five Ambassadors (19%, n=498) also applied to be Gamesmakers for the Olympic and Paralympic Games. Almost six in ten (57%, n=1490) did not apply and around a quarter (24%, n=631) did not respond.

Of those who applied to be Gamesmakers, over half (53%, n=263) went on to volunteer as a Gamesmaker during the Olympic and Paralympic Games. The remainder (47%, n=234) did not but we are unable to tell if they were unsuccessful in their applications or if they changed their minds.

Motivations for volunteering

The main motivator for wanting to be a Team London Ambassador was the chance to be part of the Games with the recognition that it was the chance of a lifetime, over two-thirds of Ambassadors (67%, n=1766) said this was one of their reasons.

The desire to showcase London to visitors and provide a friendly welcome was also a strong motivator with almost six in ten ambassadors citing these as reasons for applying. Over four in ten ambassadors thought it would be fun and over a third applied for the social aspect – the chance to meet new people and make new friends. Just under three in ten ambassadors were motivated by the opportunity to gain new skills or experience in a new area.



Five per cent of ambassadors cited other motivating factors such as being inspired by the volunteers in previous host cities or a chance to be involved despite being elderly or living with a disability or long-term illness. Many of the comments reflected a strong desire to be a part of the Olympics, represent London in the best way possible and improve national and international perceptions:

Theme of comment	Number of mentions
Wanted to be part of the Olympics	26
Show London to the world	15
Give something back	8
Saw volunteers at past Olympics	7
Wanted Olympics to be a success	6
Be part of history	5
Love my country	5
Improved skills	4
Once in a lifetime event	3

To be involved as I live in Waltham Forest and wanted to contribute to ensure great success and hopefully legacy

(Female, 45 - 54 yrs, I live and work in London, Employed part-time)

Felt I had to be involved in some way in the games....As an East Londoner in ten years' time I didn't want to say I merely watched the events on TV.

(Male, 35 - 44 yrs, I live and work in London, Employed part-time)

I wanted to take some personal responsibility for ensuring that the Games were a success

(Male, 55 - 64 yrs, I don't live or work in London, Employed part-time)

Having been made welcome in many of the places I have travelled to around the world, I felt the Games provided the ideal opportunity to reciprocate by helping visitors to the city that has been my home for nearly 40 years.

(Male, 55 - 64 yrs, I live but don't work in London, Retired / semi-retired)

An opportunity to pay back to London what it has given me all my life. To make a difference. To show our visitors how friendly and welcoming we are. To do my bit to put London at the centre of the world.

(Male, 55 - 64 yrs, I live and work in London, Employed full-time)

I wanted to show my skills and enthusiasm. I wanted to be chosen from all of those thousands who applied. I was also asked if I would be working in Rio!!!

(Female, 45 - 54 yrs, I live and work in London, Volunteer worker)

After applying for 2,500 jobs without any success, I had been unemployed for 12 months. For me, it was the chance to enhance my C.V.

(Female, 25 - 34 yrs, I don't live or work in London, Unemployed)

To inspire my daughter, and be a good role model for her

(Female, 45 - 54 yrs, I live and work in London, Employed part-time)

The Team London Ambassador Experience

Respondents were asked to state how satisfied or dissatisfied they were with various aspects of their Team London Ambassador journey.

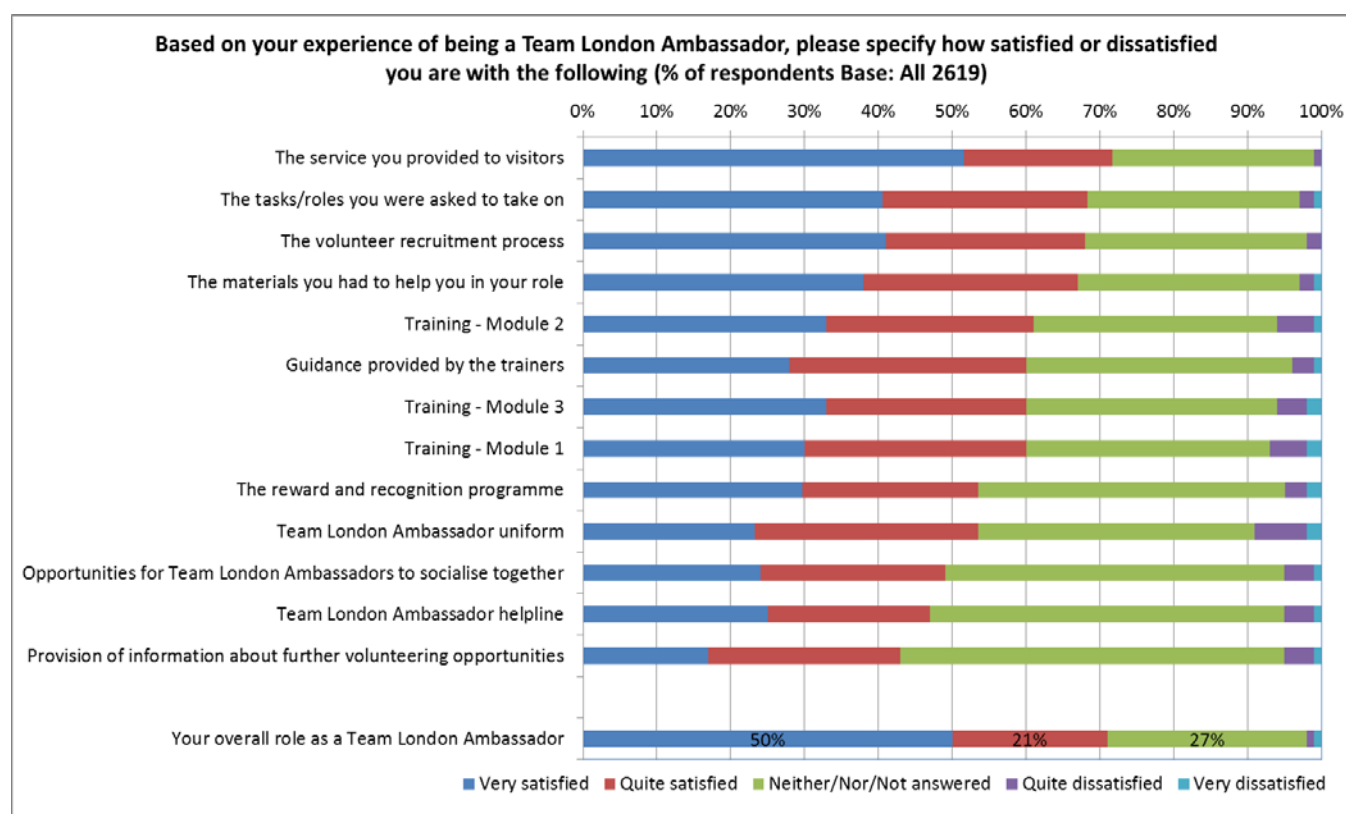
The table below summarises the responses by those who were satisfied or dissatisfied and the chart below that illustrates the different levels of satisfaction.

Over seven in ten ambassadors (71% n=1869) were satisfied with their overall role as a Team London Ambassador. The same number were satisfied with the service they provided to visitors (n=1868). Just under seven in ten ambassadors were satisfied with the roles and tasks they were asked to take on (69% n=1798) and the materials they had to help them in their role (67% n=1753). There were high levels of satisfaction also with the recruitment process (68% n=1771).

Looking at the satisfaction scores, particularly those around fifty per cent or less, there are areas which could be improved upon should a similar programme continue and these include the helpline and further opportunities for Ambassadors regarding socialising together, reward and recognition and information about future volunteering.¹

Generally, dissatisfaction scores were very low across all of the aspects. Those areas which did score slightly higher dissatisfaction scores were regarding training and the uniform.

Based on your experience of being a Team London Ambassador, please specify how satisfied or dissatisfied you are with the following?:	Satisfied (NET Very and quite satisfied)	Dissatisfied (NET very and quite dissatisfied)	Neither/ Nor/not answered
Your overall role as a Team London Ambassador	71%	2%	27%
The service you provided to visitors	71%	1%	27%
The tasks/roles you were asked to take on	69%	3%	29%
The volunteer recruitment process	68%	2%	30%
The materials you had to help you in your role	67%	3%	30%
Training - Module 2	61%	6%	33%
Guidance provided by the trainers	60%	4%	36%
Training - Module 3	60%	6%	34%
Training - Module 1	60%	7%	33%
The reward and recognition programme	54%	5%	42%
Team London Ambassador uniform	53%	9%	37%
Opportunities for Team London Ambassadors to socialise together	49%	5%	46%
Team London Ambassador helpline	47%	5%	48%
Provision of information about further volunteering opportunities	43%	5%	52%



¹ Here it is recognised that, at the time of the survey, plans for the future of the Team London Ambassadors were still being discussed and as such the provision of information about future volunteering opportunities was not available.

Around one-third of the respondents (35% n=920) provided further comments to substantiate their chosen levels of satisfaction. These comments can be grouped into the themes listed below, training and uniforms were mentioned the most.

Theme of comment	Number of mentions
Training	266
Uniform	118
My Shifts	89
Great Opportunity	83
Enjoyed My Time	77
Recognition	58
Information Pods	53
Helpline	50

Many of the comments are positive but there are some criticisms of the programme and many respondents made suggestions for improvements in the future, as illustrated in the comments below:

“In a future programme, I would suggest combining the off-site training days 1 and 2. Training day 3 on-site was excellent.”

(Female, 65 - 74 yrs, I don't live or work in London, Employed part-time)

“I contacted the helpline twice as there was no location guides for Euston at the Emirates stadium at training day three. On both occasions I was advised I would be sent one but nothing received. Only part of the usually excellent organisation that was disappointing.”

(Male, 45 - 54 yrs, I don't live or work in London, Employed full-time)

“The only thing about the training which on the whole was very good, was that I think there should have been more focus in the venue specific training on the likely questions we could be asked - detailed work sheets to work through prior to our shift would have given us more confidence during the first few days and helped us give a better service to the visitors.”

(Female, 65 - 74 yrs, I live but don't work in London, Retired / semi-retired)

“Training 1 - felt like programme was still being planned so very little detail available, especially frustrating as a whole day Training 3 - appreciate more difficult as flying squad could not familiarise with a specific venue ... perhaps could have done time-specific training instead (i.e. what will be happening during your shift days with Olympics and cultural events)”

(Female, 45 - 54 yrs)

“I had a lot of fun during the training, but also it was highly educating. In short, it was really good experience.”

(Male, 16 - 24 yrs, I live and work in London, Student / studying)

“My only criticism of uniform was that the trousers were made of nasty material and were ill-fitting and the T-shirts were synthetic and not cotton, so very hot.”

(Female, 65 - 74 yrs, I live but don't work in London, Retired / semi-retired)

"I felt the uniform should have clarified that we were volunteers. Nowhere on either our uniform or ID badge did it say we were volunteers and several people treated us as if we were paid staff i.e. quite brusquely and with a demanding attitude"

(Male, 35 - 44 yrs, I live but don't work in London, Unemployed)

"We could have done with another computer or hand held device. The guidance books prepared by Eurostar were extremely user friendly and answered the questions simply. The training and the manager at Kings Cross in session 3 stated that we would be provided space to hold our bags during our shift and this was refused on the first day of our shift. Some stuff was stolen as we could not walk around with our ruck sacks for the whole shift in the heat."

(Female, 35 - 44 yrs, I live and work in London, Employed full-time)

"I thought the structure and organisation of London Ambassadors was excellent. This was the single thing that helped most, in my opinion - the structure and support for the role."

(Male, 45 - 54 yrs, I work in London but don't live in London, Employed full-time)

"At first I was not impressed with the uniform. However in practice it was great because it was so distinctive and obvious. The colour really stood out. Visitors recognised that we were there to help and commented on the uniform. Several people wanted to know where they could buy the T-shirts and trilby hats. I would love the opportunity to volunteer again."

(Female, 65 - 74 yrs, I live and work in London, Retired / semi-retired)

"I found the whole experience fantastic to be part of such a wonderful event and to meet my fellow ambassadors would great such a diverse set of people who I really enjoyed meeting."

(Female, 45 - 54 yrs, I work in London but don't live in London, Employed full-time)

"Great sense of camaraderie created by the recruitment and training process- lovely sense of being part of something special."

(Female, 25 - 34 yrs, I live and work in London, Employed full-time)

The Team London Ambassador programme offered volunteers additional opportunities such as World Host, Heart Start and the Duke of Edinburgh scheme. Of those ambassadors who responded to the survey, a third (33%, n=871) took up one, or more, of those opportunities:

- 19% (n=497) took part in the Heart Start training
- 17% (n=438) took part in the World Host scheme
- 2% (n=43) took part in the Duke of Edinburgh award scheme.

The remaining two-thirds of those who responded to the survey (67%, n=1748) did not take up any of the additional opportunities.

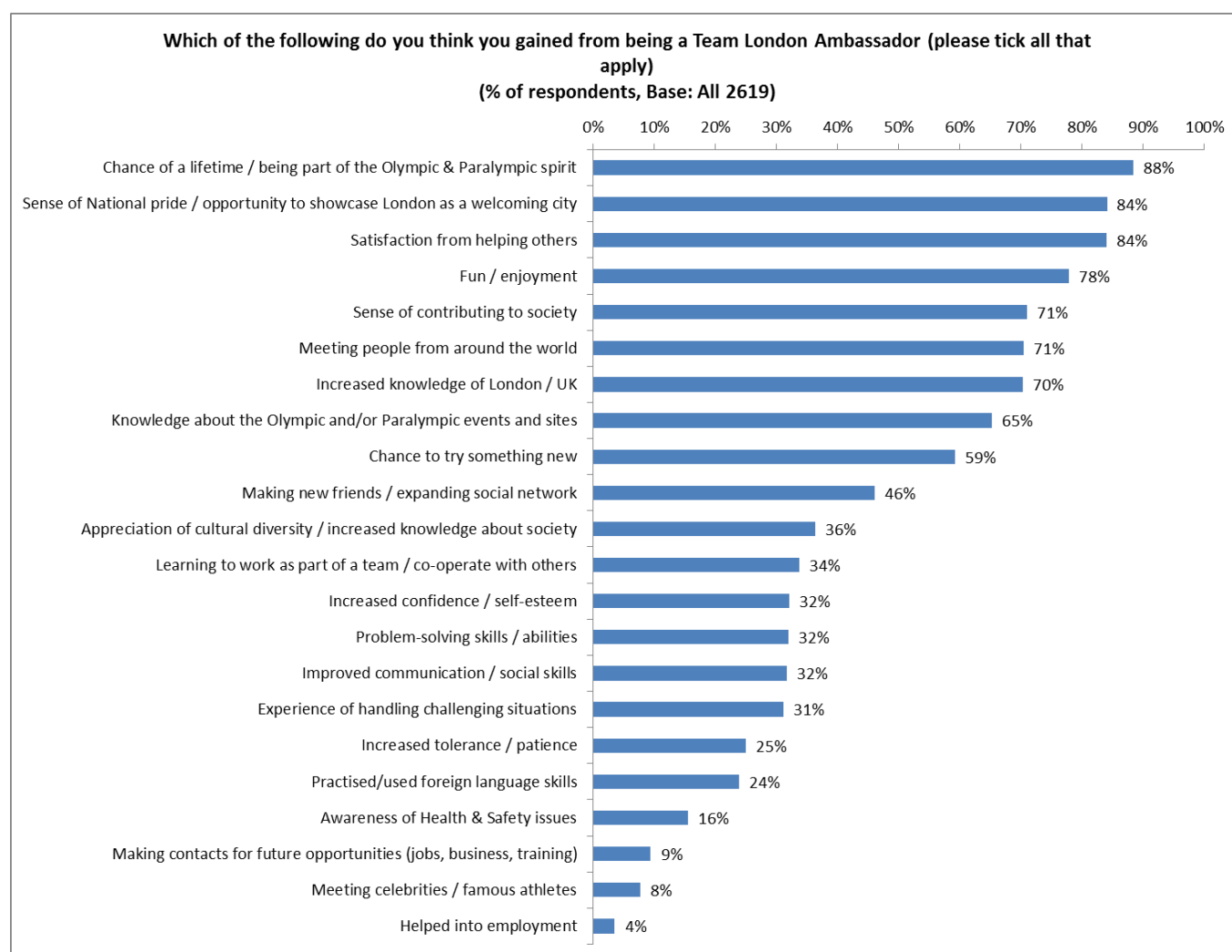
Those who took up the additional opportunities were more likely to say that gaining new skills and experience was a motivation for applying (42% of those that did World Host, 33% of those that did Heart Start and 65% of those that did Duke of Edinburgh, compared to 25% of those that didn't take up the opportunities). They were also slightly more likely to say that the experience has enhanced the ways in

which they do their job or helped them to gain employment, training or apprenticeships than those who did not take up the opportunities (25% of those that did World Host, 16% of those that did Heart Start and Duke of Edinburgh, compared to 14% of those that didn't take up the opportunities).

The volunteering provided the opportunity for many social and personal gains, as shown in the table below. Around nine in ten volunteers felt they had participated in the chance of a lifetime (88%, n=2314) and enjoyed the satisfaction they got from helping others (84%, n=2201) and from being able to showcase London as a welcoming city (84%, n=2202).

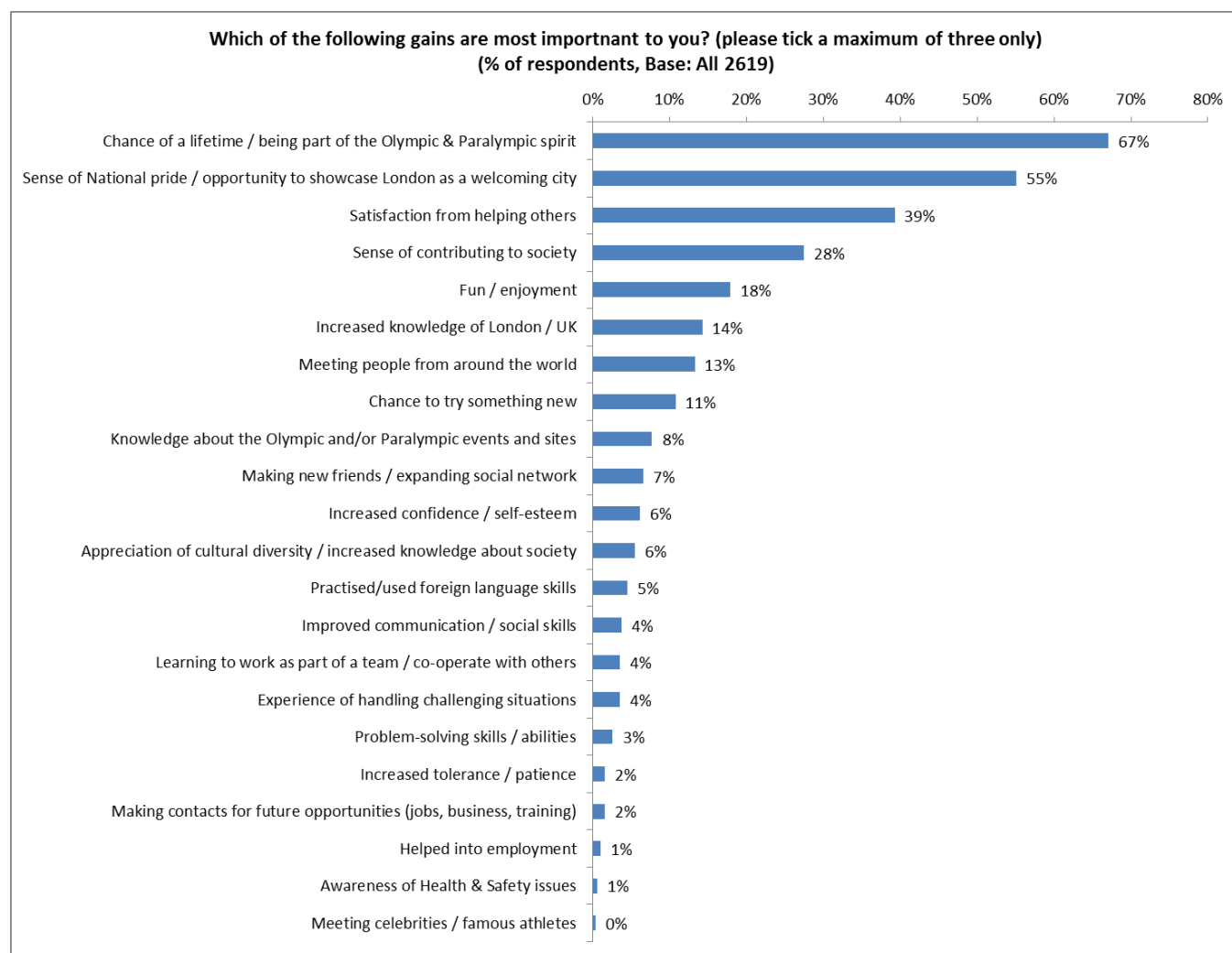
Over three-quarters (78%, n=2040) of the respondents got enjoyment from the experience and found it fun and around seven in ten felt they were contributing to society (71%, n=1860) as well as being able to meet people from around the world (71%, n=1847).

On average, around a third of respondents felt they gained important personal skills during their time as a Team London Ambassador, such as learning to work as part of a team (34%, n=885), increasing confidence or self-esteem (32%, n=842), developing problem solving skills (32%, n=837) and improving communication skills (32%, n=829).



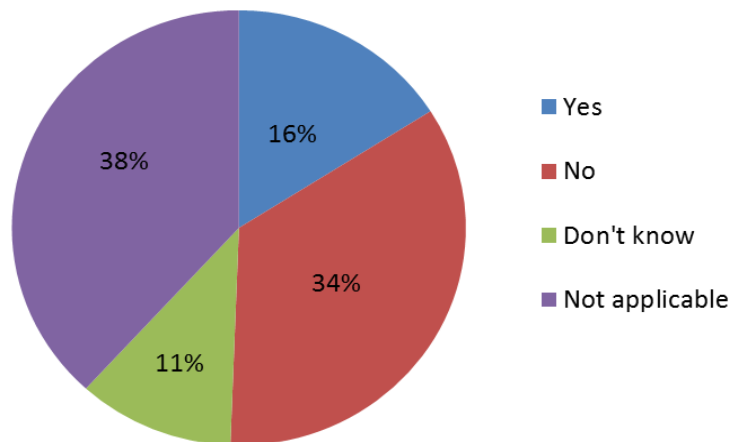
Of all of the 'gains', being part of the Olympic and Paralympic spirit was felt to be the most important, with over two-thirds (67%, n=1758) of respondents stating that this was the most important for them personally. Being able to showcase London as a welcoming city, developing a sense of National pride was most

important for over half of the respondents (55%, n=1442) and the third most important was the satisfaction gained from helping others (39%, n=1030).



Sixteen per cent of the volunteers (n = 416) said that their experience as a Team London Ambassador enhanced the ways in which they carried out their job or it helped them gain an employment, training or apprenticeship opportunity. Just over a third (34%, n=902) said their experience had not helped them in this way and the remainder were unsure or it wasn't applicable.

Has your experience as a Team London Ambassador enhanced the ways in which you do your job or has it helped you to gain employment, training or an apprenticeship opportunity?
(% of respondents, Base: All 2619)



404 people (15%) left comments to explain how the programme had helped them. A lot of the comments were focused on developing certain types of skills i.e. customer service skills, interpersonal skills, problem solving skills, listening skills, communication skills and leadership skills. An increase in confidence and improvements to CVs were also mentioned regularly.

Theme of comment	Number of mentions
Improved skills	82
Confidence	60
Retired	27
Improved my CV	25
Training	22
More understanding of others	18
Ability to talk to others	11

As a customer service assistant with M&S, I used skills already learned within my job and also learned certain skills that I could take back to my job
(Female, 55 - 64 yrs, I don't live or work in London, Employed full-time)

Meeting people from different backgrounds and walks of life to gain new perspectives and helps discover more about oneself.
(Male, 45 - 54 yrs, I live but don't work in London, Employed part-time)

It has been useful in providing experiences of customer service and interactions with a wide range of people. Many employers have requested these traits in their person specifications. I have been granted quite a few interviews since completing my stint as a London Ambassador and I believe that this is due to many employers looking favourably upon it.
(Male, 16 - 24 yrs, I live but don't work in London, Student / studying)

I am more tolerant of other people's problems and use my experience to try and solve difficult situation. I am more aware of different level of difficulties and how to look at most of them positively
(Female, 45 - 54 yrs, I don't live or work in London, Employed part-time)

I am currently in a situation where I am trying to figure out what career path to go down. My experience as a London Ambassador has highlighted my skills and confirmed situations I feel particularly comfortable in. I currently work part time and meet a lot of new people. My improved communication and increased confidence/self-esteem has certainly come into play. I feel a lot more confident to try new things with a smile on my face and explore different fields. Also, I have recently applied to volunteer in the hospital. I am certain the invaluable experience I have gained this summer will help with this new role and any future jobs/career path I choose to endeavour.

(Female, 16 - 24 yrs, I live and work in London, Employed part-time)

I have been able to put this on my CV and University Applications which have been very useful.

(Female, 16 - 24 yrs, I don't live or work in London, Student / studying)

It has improved my communication skills. Also, how to engage people to spark their interest in what you have to say (e.g. initially some people thought we were perhaps selling something so were not keen to speak to us so I had to adapt my body language and opening remarks to get people to stop and talk to me).

(Female, 25 - 34 yrs, I live and work in London, Employed full-time)

Being an ambassador has improved my relationship at work with my colleagues. I am generally a shy person but now I am quite confident to break the ice. I am proud of myself and I am happy with that as well, which is good for my health.

(Male, 25 - 34 yrs, I don't live or work in London, Student / studying)

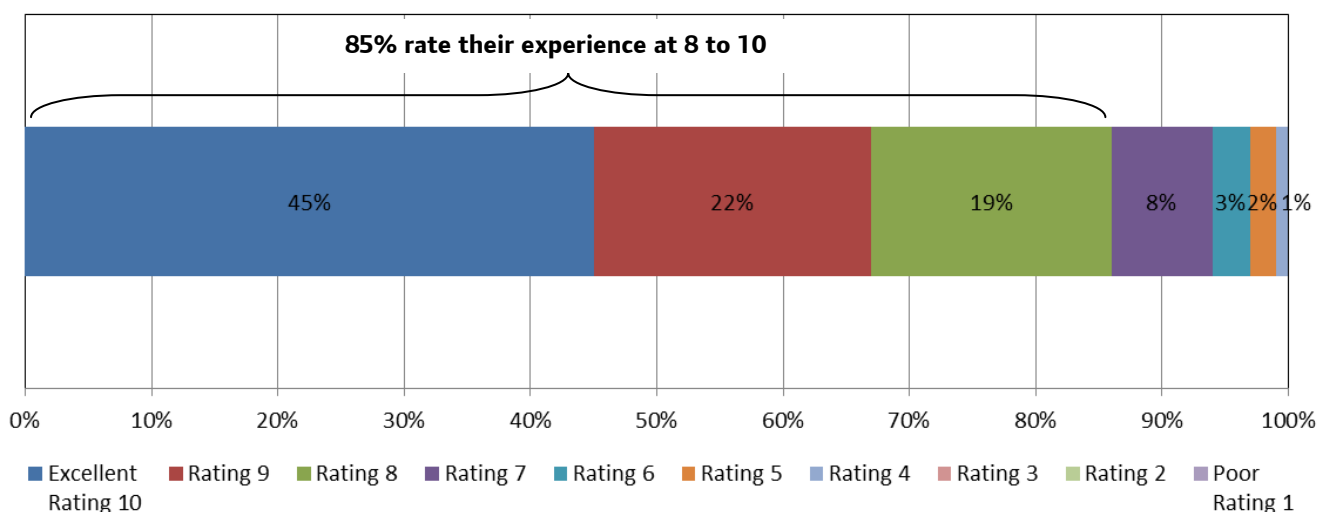
Respondents were asked to rate their overall experience as a Team London Ambassador, on a scale of 1 – 10, where 1 = very poor and 10 = excellent. Overall the Ambassadors that responded to the survey rated their experience highly with a mean rating of 8.86.

The chart below illustrates that the vast majority of volunteers were very happy with their experience with 86% (n = 2241) giving a rating of 8 or more. A further 13% (n = 328) felt that their experience was average to good, giving a rating between 5 and 7 and a small number (1%, n = 39) rated their experience as poor, giving a score of 1 to 4.

Those who had not previously volunteered before were slightly more likely to give an excellent rating than those that had volunteered before (49% of those not volunteered rated their experience at 10 compared to 44% of those who had volunteered before).

Those Ambassadors who were also Gamesmakers were less likely to give an excellent rating than those that were not also Gamesmakers (44% of those who were just Ambassadors rated their experience at 10 compared to 37% of those who were also Gamesmakers).

On a scale of 1-10 where 1= poor and 10= excellent, how would you rate your experience as a Team London Ambassador?



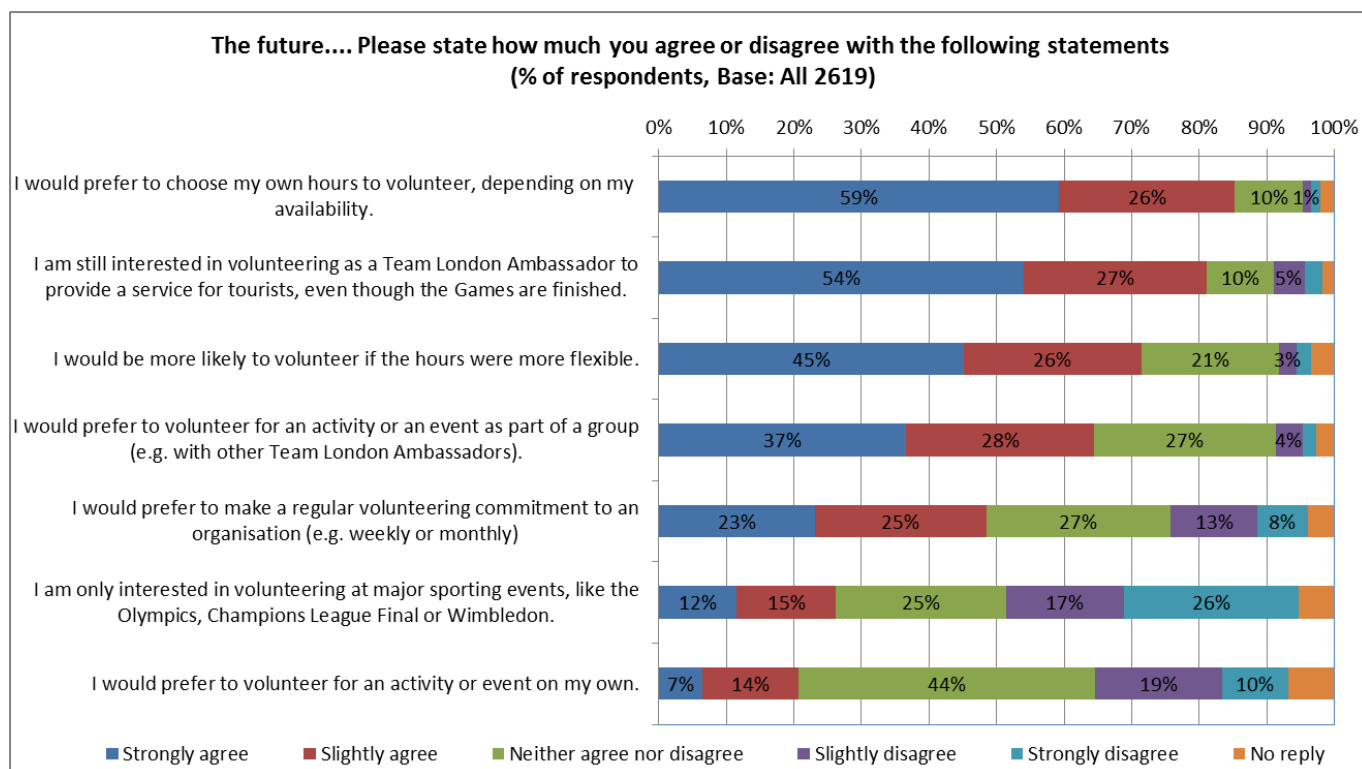
Future opportunities

Respondents were given a range of statements about their volunteering preferences in order to try and understand what opportunities they may be interested in, in the future.

81% (n=2123) Team London Ambassadors are still interested in volunteering as an Ambassador to provide services for tourists even though the Games have finished. 26% (n=685) said they would only be interested in volunteering at major sporting events.

85% (n=2235) would like to choose their own hours to volunteer and 71% (n=1871) would like these hours to be flexible. 49% (n=1269) would prefer to make a regular volunteering commitment to an organisation. 65% (n=1688) would like to volunteer for an activity as part of a group while 21% (n=539) would prefer to volunteer for an activity or event on their own.

Please state how much you agree or disagree with the following statements.....	NET Agree Strongly/slightly	NET Disagree Strongly/Slightly	Neither/ Nor/ No reply
I would prefer to choose my own hours to volunteer, depending on my availability.	85%	3%	12%
I am still interested in volunteering as a Team London Ambassador to provide a service for tourists, even though the Games are finished.	81%	7%	12%
I would be more likely to volunteer if the hours were more flexible.	71%	5%	24%
I would prefer to volunteer for an activity or an event as part of a group (e.g. with other Team London Ambassadors).	65%	6%	29%
I would prefer to make a regular volunteering commitment to an organisation (e.g. weekly or monthly)	49%	20%	31%
I am only interested in volunteering at major sporting events, like the Olympics, Champions League Final or Wimbledon.	26%	43%	31%
I would prefer to volunteer for an activity or event on my own.	21%	29%	51%



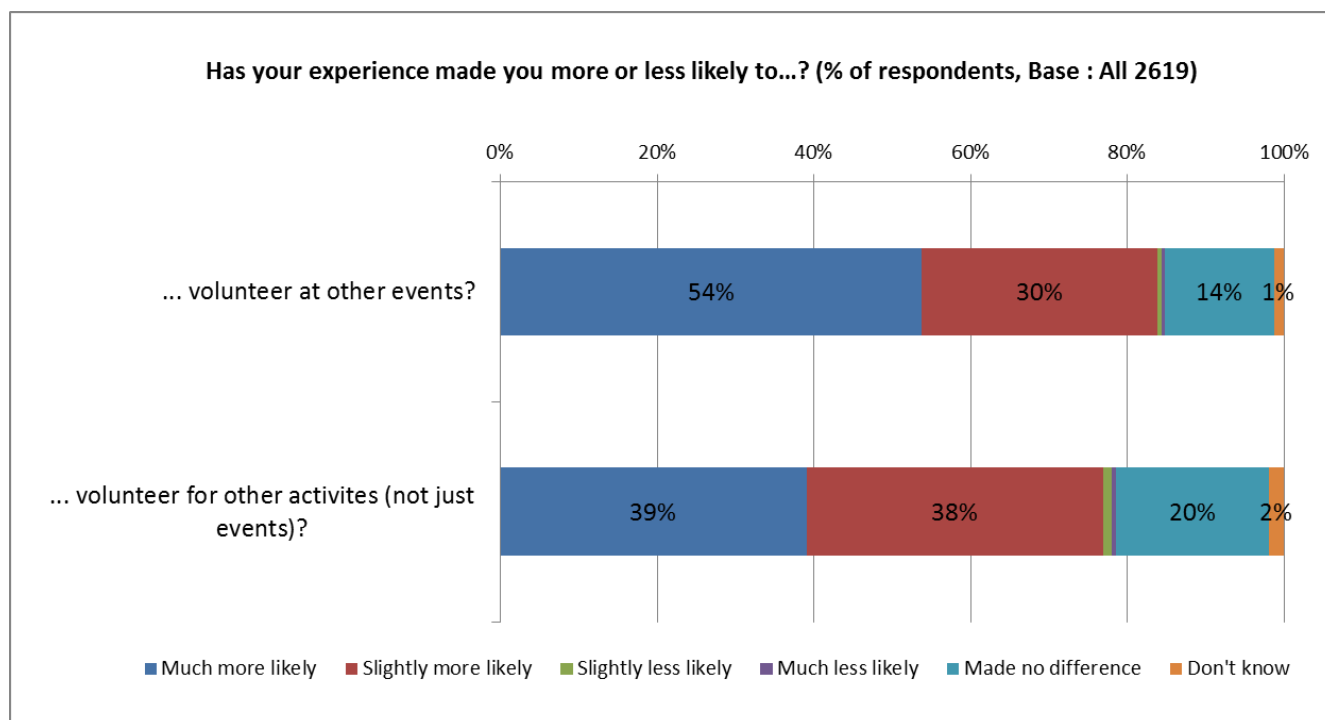
In terms of the distance that volunteers are prepared to travel to take part in an activity that interests them, just under half (48%, n=1259) would be prepared to spend up to an hour travelling. Almost a quarter (24%, n=615) said they would be prepared to travel for a few hours and a further 23% (n = 599) would travel any distance to volunteer for an activity that interested them. A small number (5%, n= 130) said they wouldn't be prepared to travel out of their local area / neighbourhood. The remaining 1% (n = 16) did not answer this question.

84% of respondents (n=2195) said that their experience as a Team London Ambassador had made them more likely to volunteer for other events (54% said much more likely and 30% said slightly more likely) at the same time 14% (n=364) said their experience had made no difference to the likelihood of them volunteering again.

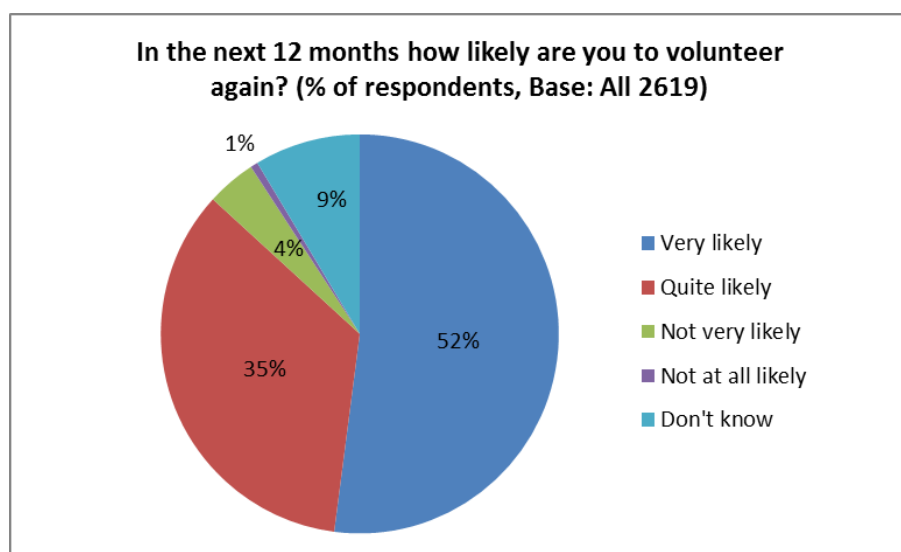
Slightly less respondents (77%, n=2011) said that their experience would make them more likely to volunteer for other activities (not just events).

Those who had not volunteered before were more likely than those who had to say the experience made them much more likely to volunteer. This was the case both for other events (63% of those who have not volunteered before said the experience had made them much more likely to volunteer compared to 51% of those who volunteered before) and other activities (47% of those who had not volunteered said the experience made them much more likely to do this compared to 36% of those who had volunteered before).

Unsurprisingly those who rated their experience as excellent were more likely to say the experience would make them much more likely to volunteer for events and other activities.



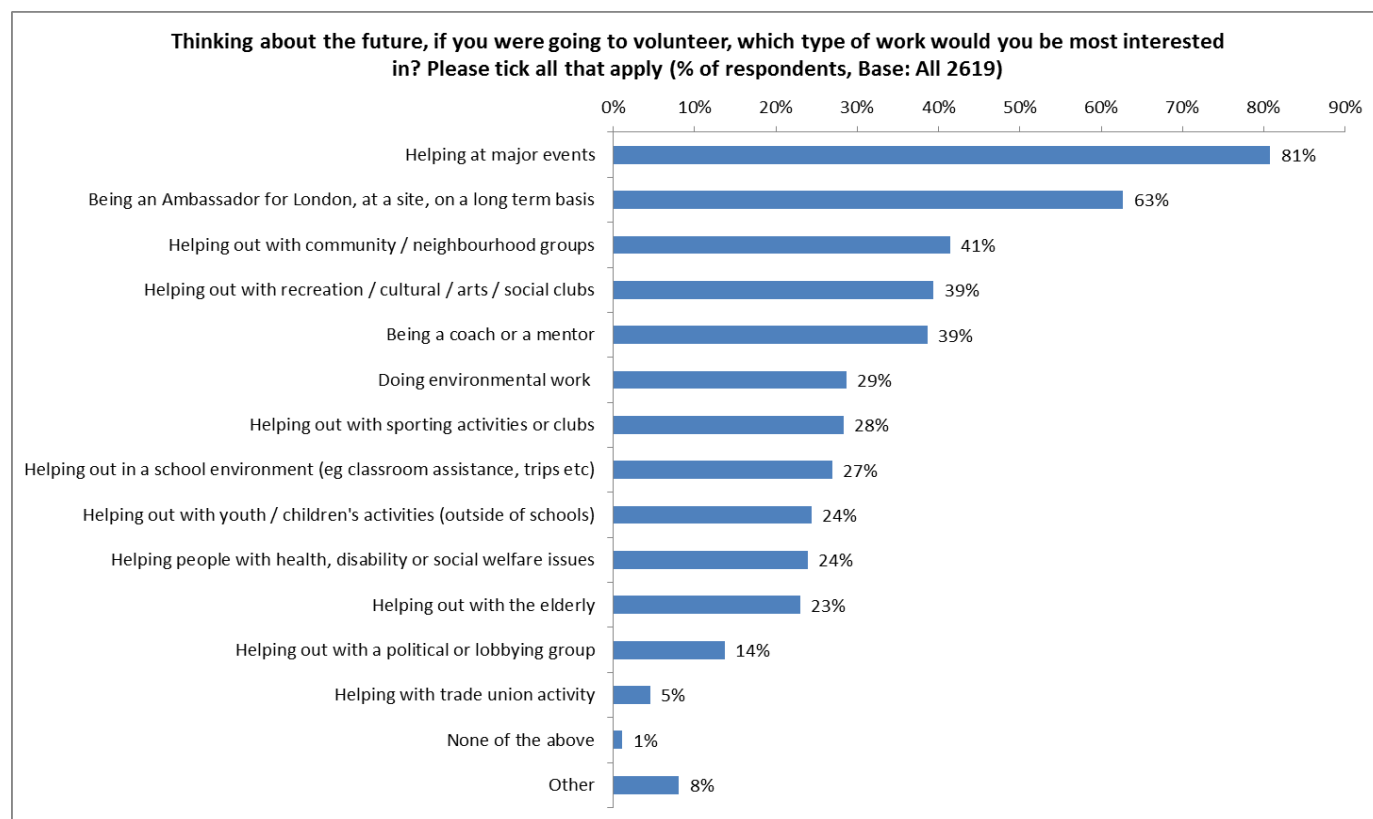
87% of all respondents (n=2270) said they were likely to volunteer again in the next 12 months, 52% very likely and 35% quite likely. Just 5% (n= 123) said they were not likely to volunteer while 9% (n=220) didn't know.



Those that had volunteered previously were more likely to say they were very likely to volunteer again in the next 12 months (59%) than those that had not volunteered before the Ambassador programme (30%). Those who had not volunteered before the Ambassador programme were more likely to say they were quite likely to volunteer again in the next 12 months (46% compared to 31% of those that had volunteered before).

The higher the rating people gave their experience the more likely they are to say they are very likely to volunteer again in the next 12 months. 59% of those that rated their experience as a ten, 52% of those that rated their experience as a nine and 44% of those that voted their experience as an eight.

The majority (81%, n=2115) of respondents said they would be interested in helping out at major events in the future and 63% (n=1643) said they would be interested in being an Ambassador for London at a site on a long term basis. Other popular activities included helping out with community/ neighbourhood groups, helping out with recreation, cultural, arts, social clubs and being a coach or a mentor.



8% (n= 215) mentioned other activities that they would like to do or already do a lot of, these can be summarised as:

Theme of comment	Number of mentions
Volunteering in a school	14
Volunteer at a charity	12
Already volunteer	9
Volunteering for a church	8
Serve as a trustee	8
Would help with major events	7
Family	5
Animal welfare	4

In the past I've been involved as a School Governor, club secretary and the Scouts - all for several years so I don't want to repeat these activities. Currently I am chair of a hospital committee, help with the restoration of a derelict mansion/estate and help with health events. My husband has serious health problems so I need to limit my volunteering to what is manageable.

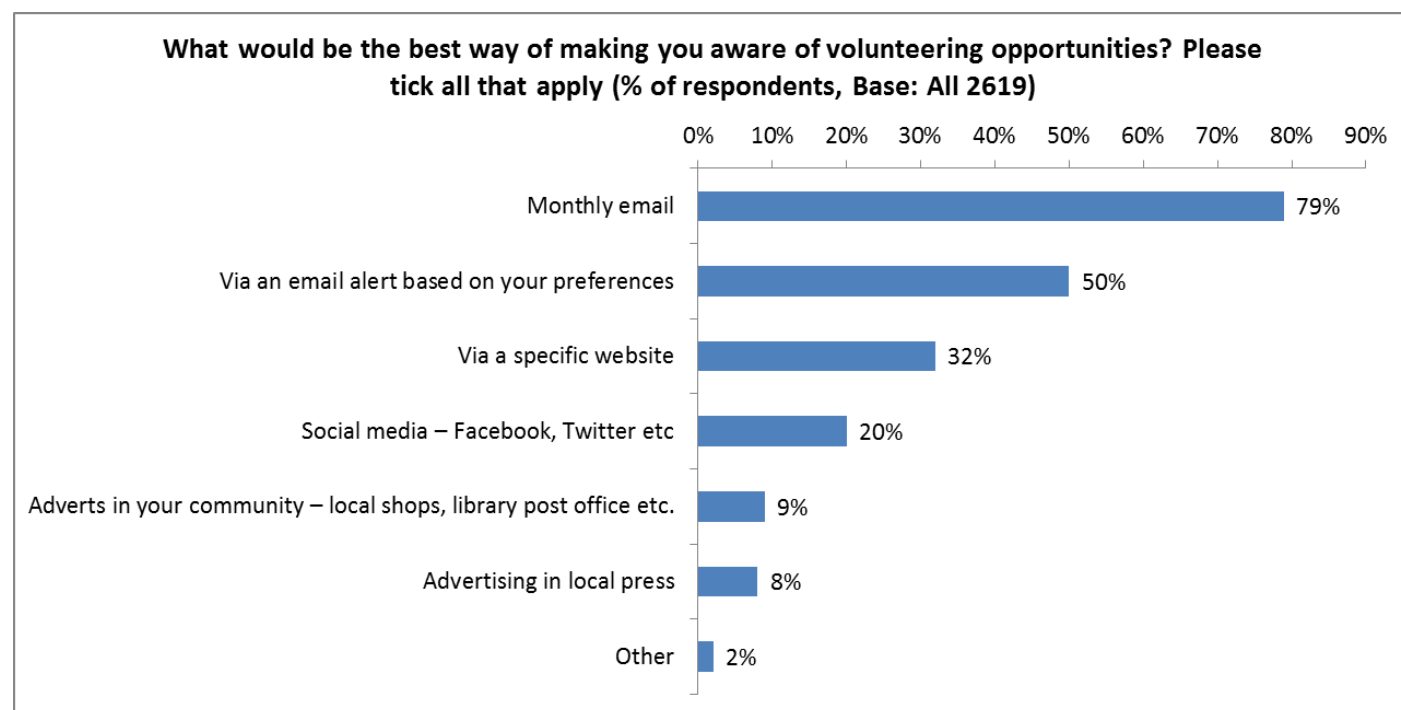
(Female, 65 - 74 yrs, I live but don't work in London, Retired / semi-retired)

I am more interested in helping families and Youths teenage mothers because they are the future generation and a happy family is a happy community and a happy community is a happy society.

(Female, 55 - 64 yrs, I live and work in London, Employed part-time)

I already volunteer throughout the year with Cancer care charities
(Female, 55 - 64 yrs, I don't live or work in London, Retired / semi-retired)

Monthly email is the most popular way people say they want to hear about volunteering opportunities (79%, n=2058) followed by an email alert based on preferences (50%, n=1319) and then via a specific website (32%, n=842). People are less interested in seeing adverts in the community or local press.



2% (n=54) respondents mentioned other ways which can be summarised as:

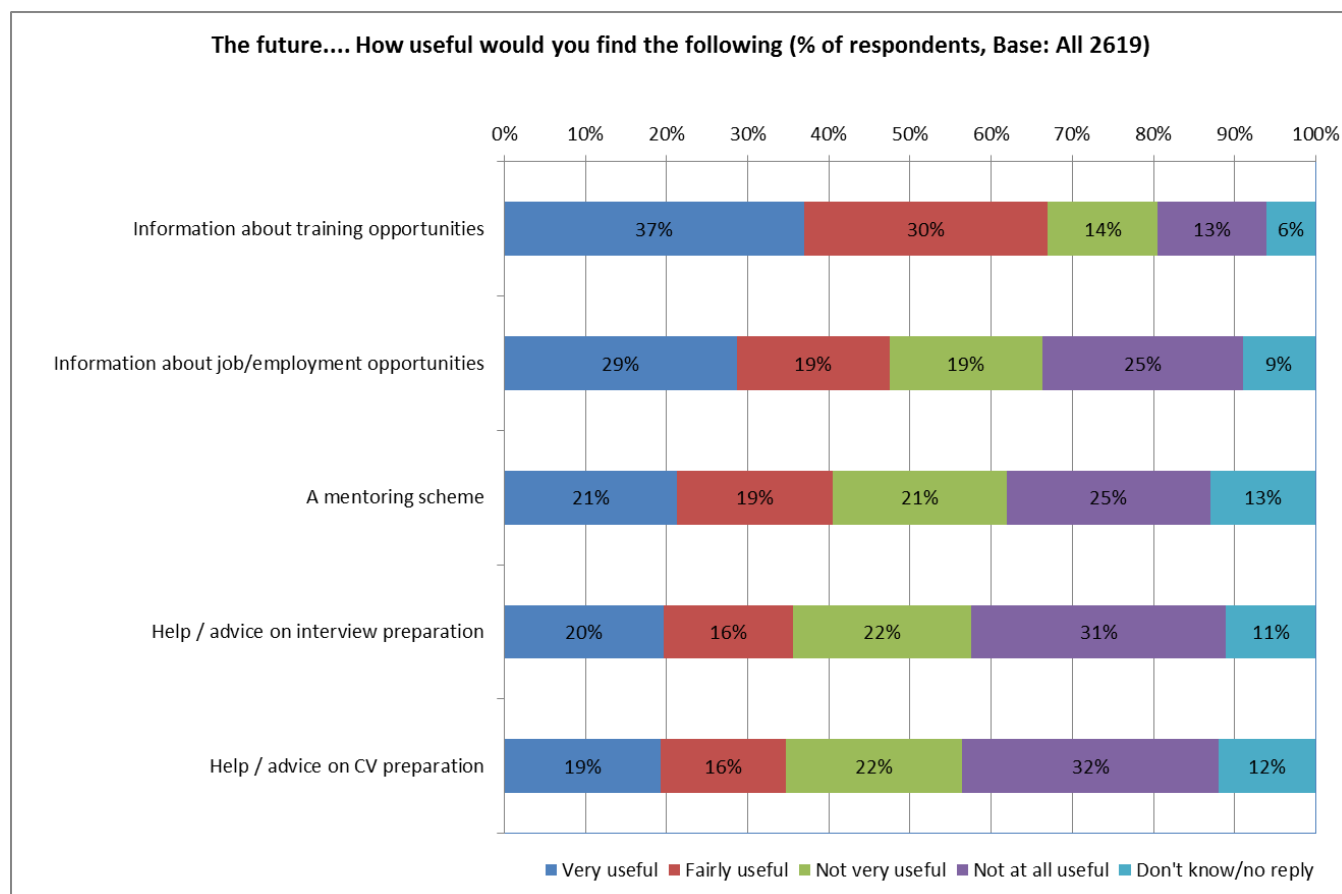
Theme of comment	Number of mentions
Email	5
Text message	5
Facebook	4
Local Newspapers	4
Website	3
Adverts On Tube	2

67% (n= 1778) said that in the future they would find information about training opportunities useful. Opinion is fairly divided on the usefulness of information about job/ employment opportunities and a mentoring scheme. Just over a third would find help/advice on interview prep (35% n=929) and help/ advice on CV preparation useful (35%, n=915).

How useful would you find the following...	NET Useful (Very/Fairly)	NET Not useful (Not very/Not at all)	Don't know/ no reply
Information about training opportunities	67%	27%	6%
Information about job/employment opportunities	47%	44%	9%
A mentoring scheme	41%	47%	13%
Help / advice on interview preparation	35%	53%	11%
Help / advice on CV preparation	35%	54%	12%

How useful would you find the following...				

	Very useful	Fairly useful	NET useful	Not very useful
Information about training opportunities	37%	30%	67%	14%
Information about job/employment opportunities	29%	19%	48%	19%
A mentoring scheme	21%	19%	40%	21%
Help/ advice on interview preparation	20%	16%	36%	22%



At the end of the survey respondents were asked if they had any other comments they wanted to feed back about their experience as a Team London Ambassador. 1546 respondents (59%) left comments which can be summarised into the themes in the list below.

Theme of comment	Number of mentions
Helping tourists	297
My shifts	218
My site	185
Uniform	168
Amazing experience	114
Improved skills	92
Information pods	92
Parade	72
Sense of enthusiasm	70
Organisation of the program	60

Many mentioned how much they had enjoyed helping tourists and that they thought the Team London Ambassadors programme should be continued to carry out this role. Some respondents mentioned that they liked or didn't like the site they were based at for different reasons i.e. a sites with not than many visitors.

There were mixed feelings about the uniform, some loved it and wanted to keep wearing it others thought it could have done with some improvements, but most mentioned it was a good way for people to recognise and trust them. Many also mentioned the communication and interpersonal skills they had developed throughout the programme. There were also a lot of suggestions for improvements to the programme in the future such as improvements to the training days and communications around shifts.

A sample of these comments are included below:

“Overall it was a great experience. Worked with very nice people and met so many people from all parts of the world who were in the main very appreciative of what we were doing. I feel that London is sadly lacking in face to face tourist information and we should have more of it. Myself and others would be happy to volunteer for similar periods (95 days) or 1 day a week over the summer months at a specific site. The downsides were having to carry backpacks around for the entire shift and being at the mercy of the weather (although I personally was very lucky in this respect).”

(Female, 55 - 64 yrs, I don't live or work in London, Employed part-time)

“I very much hope that Ambassadors are continued in London to support tourists. I feel this could greatly increase the popularity of London as a tourist destination, and improve the reputation of London / England / the UK.”

(Male, 65 - 74 yrs, I don't live or work in London, Retired / semi-retired)

“I loved the fact that everyone was enthusiastic and happy to wake up so early just to volunteer, with a big smile on their face. I didn't think the amount of money on the card was enough just for one shift, there should have been more. I think London Ambassadors should ALWAYS be in central London in the summer so they can help Londoners and tourists to find their way around London and to also help them with any inquiries they may have. Team London Ambassadors were such a great success not only with the people who were attending the games but people who just wanted to have the London 2012 experience, to keep this spirit going, I think London Ambassadors should be in the main tourist attractions in London”

(Female, 16 - 24 yrs, I live but don't work in London, Student / studying)

“I gained valuable experience in managing other volunteers and I enjoyed being part of a team. A bit specific to the Olympics & Paralympics but the area I least enjoyed was dealing with the upset visitors who could only buy tickets from the website and/or could only use a visa card.”

(Male, 55 - 64 yrs, I don't live or work in London, Retired / semi-retired)

I loved the experience and I'm very grateful to have been given the opportunity. What I liked the least was the reference to all volunteers as being Games Makers even when the TV was showing pictures of London Ambassadors!

(Female, 55 - 64 yrs, I don't live or work in London, Employed part-time)

"...I was amazed at the effect the London Ambassador uniform had - all the way to and from my shifts people would want to chat/ask for directions/ ask about the games. I hope that Team London Ambassadors will be seen as a bank of volunteers who can be offered the opportunity help out with ANY events in and around London. I also hope that London based charities who occasionally need more people to help with a specific initiative would be able to engage with the London Ambassadors e.g. homeless charities holding healthcare events or Christmas meals for those in need."

(Female 25 - 34 yrs, I live but don't work in London, Employed full-time)

"...My site was not very busy and we had more Ambassadors than visitors at times so instead of helping we relaxed, sweeping the pod etc. Thank goodness for the other ambassadors presence to keep our spirits raised."

(Female, 65 - 74 yrs, I don't live or work in London, Carer)

"My experience as a Team London Ambassador convinced me that London desperately needs a permanent presence of friendly, knowledgeable people to welcome and assist visitors. The vast majority of the people I helped were not specifically connected to the Olympics or Paralympics, they were just "ordinary" tourists (from the UK as well as overseas) who were enormously grateful that there was someone around who was visible (thanks to the unmissable uniform!), approachable, welcomed them with a smile and wasn't trying to sell them something."

(Female, 55 - 64 yrs, I live and work in London, Employed part-time)

"The thing that I liked the most was meeting new people at work and new people when working e.g. tourists etc. I also enjoyed the experience because I learnt something out of it. The thing that I liked the least was nothing. As everything was FUN and ENJOYABLE."

(Male, 16 - 24 yrs, I live and work in London, Student / studying)

"It would be great if there was a way TLA's could be adopted by other towns and cities. Wearing the uniform really broke down barriers and enabled people to feel confident and safe in talking to you. Would be possible to develop a badge type scheme H2H (Happy to Help) or Just Ask a ?. If all (or some) LTAs were willing to wear them when out and about it might help break down barriers and make us accessible to visitors and tourists. In many ways the LTAs were like Tourist Information Centre staff before all the cutbacks, the advantage being that LTAs were mobile, using public transport and out on the streets and were in teams with Transport Ambassadors. Also, need to explore ways all of us out of London LTAs can continue to do something like this either locally or in a way that is not too financially draining in London."

(Female, 55 - 64 yrs, I don't live or work in London, Employed part-time)

"The whole process of volunteering as ambassadors was more or less seamless. Regular newsletters were helpful Social events encouraged us to chat to each other. Best thing was being able to watch the technical rehearsal and a visit from BoJo to our pod Worst my only quibble was regarding hours for the second round of shifts, which were changed quite late, and without much warning. For me, I wasn't able to work the full

hours allocated due to work commitments. I saw a lot of stewards who didn't do that much, and would often ask us for information so I wonder what they were used for? You now have a team of volunteers who can offer the city so much get us involved in events like Thames festival, NYE in central London, marathons etc. we are willing and able!"
 (Female, 25 - 34 yrs, I live and work in London, Employed full-time)

Respondent Profile

Role during the Games

Please note, respondents may have had more than one role and were asked to tick all that applied

	Number	%
Team London Ambassador	2239	85
Team London Flying Squad Ambassador	260	10
Team London Ambassador Location Manager	100	4
Team London Ambassador Flying Squad Manager	22	1
Team London Ambassador Area Manager	18	1

Location during the Games

Please note, respondents may have been at more than one location and were asked to tick all that applied so percentages will not add up to 100 .

	Number	%		Number	%
Athlete's Village	24	1	London Bridge Station	45	2
Airports Flying Squad	5	<1	London City Airport	44	2
Canary Wharf	59	2	London Media Centre	42	2
City Zone 1 Flying Squad	46	2	London Media Centre Flying Squad	4	<1
City Zone 2 Flying Squad	59	2	Luton Airport	43	2
City Zone 3 Flying Squad	80	3	Marylebone Station	33	1
Cherry Park	47	2	More London	94	4
Covent Garden	116	5	O2 North Greenwich	50	2
East End Flying Squad	18	1	Oxford Street	55	2
ELBA HQ	14	1	Paddington Station	55	2
ELBA Spitalfields	43	2	Palestra	0	0
Euston Station Plaza	54	2	Royal Parks Flying Squad	59	2
Fenchurch St Station	22	1	Somerset House	22	1
Gatwick Airport North	58	2	Southbank	161	6
Gatwick Airport South	70	3	South Kensington	74	3
Green Park	89	3	St Pancras Eurostar	28	1
Greenwich Cutty Sark	91	4	Stansted Airport	66	3
Greenwich Flying Squad	13	1	Stations Flying Squad	3	<1
Heathrow T1	73	3	Tower of London	58	2
Heathrow T3	77	3	TfL Buckingham Palace Road	11	<1
Heathrow T4	69	3	Trafalgar Square	180	7
Heathrow T5	71	3	Victoria Park	35	1
Hyde Park	126	5	Victoria Park Live site	53	2
Hyde Park Live site	64	3	Victoria Station	101	4
Kings Cross Station	71	3	Waterloo Station	76	3

Leicester Square	89	3	Wembley	32	1
Live sites Flying Squad	29	1	Wimbledon Station	20	1
Liverpool St Station	59	2			

Gamestime shift

Please note, respondents may have volunteered more than once and were asked to tick all that applied so percentages will not add up to 100.

	Number	%
Prior to the Olympics (9 July – 26 July)	214	8
During the Olympics (27 July – 12 August)	1484	57
During the transition period (13 August – 28 August)	601	23
During the Paralympics (29 August – 12 September)	666	26

Gender

Respondents were mainly female

	Number	%
Male	868	33
Female	1728	66
No response	23	1

Age

	Number	%
16-24	392	15
25-34	270	10
35-44	278	11
45-54	514	20
55-64	730	28
65-74	376	14
75+	35	1
Prefer not to say	24	1

Location

	Number	%
Live and work in London	1251	48
Live but don't work in London	519	20
Work in London but don't live in London	144	5
Don't live or work in London	692	26
No response	13	1

Current employment status

	Number	%
Employed full-time	955	37
Employment part-time	365	14
Retired/semi-retired	688	26

Student/studying	352	14
Not working (e.g. at home parent)	61	2
Volunteer working	62	2
Carer	10	<1
Unemployed	77	3
Prefer not to answer	49	2

Disability

	Number	%
Have long-term illness, health problem or disability which limits daily activities or work	119	5
No long-term illness, health problem or disability	2415	93
Prefer not to answer	85	3

2.2 Talk London

This section of the report summaries the findings from discussions taking place between Team London Ambassadors on the Talk London online research community: <http://talklondon.london.gov.uk/>

Methodology

On the 17th of July the GLA launched the TALK London online community and invited all 8,000 Team London Ambassadors to visit the site. In the first four weeks of going live 459 Ambassadors joined the site. During this time over 60% engaged with the site, starting a discussion, making a comment or voting on polls.

Currently there are 591 Ambassadors who have joined the site, the demographic profile of these members is included at the end of this section. Ambassadors are discussing a wide range of topics from how to get kids reading, improving cycling in the city and helping first time buyers onto the housing ladder. However unsurprisingly the most popular topic has been volunteering:

<http://talklondon.london.gov.uk/topics/volunteering>

london.gov.uk

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Every day thousands of Londoners do something to make London a better place to live in and their hard work and dedication touches on many aspects of daily life in our city. From helping to cut crime, supporting the elderly and improving the quality of life in our communities, to supporting London's youth through a host of educational, sporting and cultural programmes.

And then let's not forget the London Ambassadors who welcomed visitors from all over the world this summer. They are volunteers from every walk of life and every corner of London - people who are passionate about our city and want to tell millions of people about everything that makes London one of the greatest capital cities in the world.

In what other ways can volunteering boost our city? Is there a role for London Ambassadors beyond the Olympics? Join in with a discussion or start one of your own.

To start a discussion please [register](#) or [log in](#)

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The TALK London community manager started a number of discussion threads that have been very popular:

<p>Discovering volunteering opportunities Volunteering</p> <p>How did you find out about the opportunity to volunteer as a London Ambassador? What more can be done to help connect potential volunteers with the people and organisations that need them?</p> <p>13 Comments</p> <p>Posted by Talk London Community manager 2nd Aug 2012</p> 	<p>Volunteering for London Volunteering</p> <p>The Ambassador programme has proved there's a huge appetite for volunteering in the city.</p> <p>What could we mobilise volunteers for beyond the Olympics?</p> <p>108 Comments</p> <p>Posted by Talk London Community manager 17th Jul 2012</p> 	<p>Volunteering opportunities for young people Volunteering</p> <p>How do we get more young people volunteering in London?</p> <p>Take a look at our blog post on the StreetGames project involving some inspirational young volunteers</p> <p>7 Comments</p> <p>Posted by Talk London Community manager 17th Jul 2012</p> 
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Ambassadors have also started some of their own conversations on the volunteering topic:

<p>Where can we help next? Volunteering</p> <p>We now have 7500 Team London Ambassadors who have experience of training and working together. Once the dust has settled and the last of our Olympic visitors has returned home we need another project to make further use of our what we have learned and to keep the Team alive.</p> <p>32 Comments</p> <p>Posted by hbmrogers@btint... Community member 2nd Aug 2012</p>	<p>Ambassadors Volunteering Volunteering</p> <p>As London Ambassadors, it will be nice to keep the Team together. Invite us to help out at future events and use us as continuous Ambassadors for London in various other ways.</p> <p>1 Comment</p> <p>Posted by MaminaElsie Community member 19th Sep 2012</p> 	<p>Team London Ambassadors did Londoners know about us. Volunteering</p> <p>I was talking to a friend of mine last week about the games and said how I had enjoyed the time I spent as a Team London Ambassador she then asked me what I did and I explained to her what I had spent my time doing then she came out with this statement "To be honest I didn't know what a</p> <p>0 Comments</p> <p>Posted by MichaelShearing84 Community member 18th Sep 2012</p> 
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Analysis of the discussions

The most popular discussion with 108 comments so far has been 'What could we mobilise volunteers for beyond the Olympics?' This has been followed by the discussion 'where can we help next' with 32 comments. The issues being discussed include:

- Making volunteering easier - Getting employers to give people time off work to volunteer, childcare, travel costs etc
- How volunteering is good for developing new skills
- Differences between volunteering for events and other types of volunteering, mentoring etc
- Should there be incentives for volunteers such as gaining recognition/ qualifications or not
- A bursary/sponsorship scheme for people to gain qualifications – blue badge guiding qualifications
- Possibility of providing an all year round Ambassador ('may I help') service to visitors to London at tourist hot spots
- Ideas for ensuring that volunteering continues such as:
 - gaining accreditation/ qualifications through volunteering
 - removing some of the difficulties faced with CRB checks
 - ensuring clear communication between volunteers and those looking for volunteers – a database

A sample of the comments is included below:

'Keep skills alive. Keep interest alive. As an Olympics Ambassador it would keep me interested if there were further opportunities soon and refresher type events. Perhaps an incentive to volunteer again by awarding points or creating a qualification'

'Personally I'd like to see something similar for events when the UK hosted the Rugby World cup or the Commonwealth Games - it can be for any major event that pulls in international visitors - it would be shame not to capitalise (forgive the pun) on the knowledge and skills that we have about our city or country....'

'By removing the needless red tape in the way of CRB checking. I am cleared to read with school children in Hackney but not in Tower Hamlets - bonkers! With regards to the comment below, a lot of companies do allow their employees a set number of hours per year to volunteer as part of their commitment to Corporate Social Responsibility but more organisations could certainly be doing more'

'I agree about the CRBs, I held 3 different ones at one time. I thought there was something in the pipeline to address this problem. I also think that the people involved in recruiting volunteers should make sure that it is simple to contact them and always answer enquiries. Keep people up to date as to when they are holding training sessions etc so they don't think they have been forgotten. People tend to drift away from the idea of volunteering when they have to wait ages to hear from them.'

'After reading the comments already on here I am amazed by the amount of people wanting something for themselves out of volunteering. Isn't the whole point of volunteering about doing something for someone and not thinking about what you are going to get out of it. I coach children at a club twice a week rain or shine in the evening after work and have now starting coaching on another night too as there is a need for the children. My reward is to see the children doing something active and not sitting around in front of the tv'.

'I echo this comment entirely, volunteering is all about using your skills, talents and personalities to give something back. It's not about getting qualifications in return. The way we 'sell' volunteering to this are less enthusiastic is telling them stories, showing them videos and by continuing the ambassadorial roles we have taken on and acting as advocates for volunteering. It's up to those who volunteer to cajole and entice their friends and local schools to get involved, they'll listen to us more than local government!'

'I had a great time as an ambassador and being part retired, part self employed had no problem finding the time. Physically though the six day block was pushing it for me. I was based on the Southbank and a lot of tourists and Londoners were grateful for our help and advice. There were many suggestions that we should be a permanent feature of London. I would like to see the Ambassador programme as a regular feature in London with small teams working in Tourist hot spots. Greater use of pda's could reduce the need for pods and simplify the organisation structure. At a simpler level could we have "May I help" badges to wear as we go about our daily business? The wearers could be authorised, provided with regular computer updates and have twice yearly training'

'I would love to continue volunteering in a similar role in London after the end of the Olympics and Paralympics. Is there any appetite for continuing an Ambassadors programme in a reduced number of tourist hotspots? Could the pink and purple become a familiar sight on London streets and help to dispel fears that London is an unfriendly or difficult place to visit?'

'There's a huge difference in volunteering for the Olympics and other volunteering. From my experience so far i can see that there are two very distinct breeds and it does not translate that the majority will be inspired to continue to volunteer in other forms. My opinion is that we should be reselected with those who wish to continue and then devise a programme, where big London events are given to the ambassadors as a priority. After all we are now experienced and practised in the art of ambassadorial duties. Perhaps a change of uniform wouldn't go amiss'

Profile of community members (to date)

Gender:

Male	272	46%
Female	319	54%

Tenure

Owned outright	187	32%
Being bought on a mortgage	173	29%
Rented from local authority	23	4%
Rented from housing association	27	5%
Rented from private landlord	115	19%
Other	66	11%

Age:

18 - 24	34	6%
25 - 34	100	17%
35 - 44	84	14%
45 - 54	133	23%
55 - 64	141	24%
65+	99	17%

Work Status

Working full time (30+ hours)	297	50%
Working part time (9 - 29 hours)	92	16%
Unemployed	20	4%
Not working - retired	88	15%
Not working - looking after house/children	11	2%
Not working - invalid/disabled	2	0%
Student with some part time work	19	3%
Student without part time work	19	3%
Other	43	7%

Ethnicity

White - British	381	64%
White - Irish	20	3%
Any other White background	60	10%
White and Black Caribbean	2	0%
White and Asian	6	1%
White and Black African	2	0%
Any other mixed background	8	1%
Indian	35	6%
Pakistani	7	1%
Bangladeshi	3	1%
Any other Asian background	10	2%
Caribbean	18	3%
African	19	3%
Any other Black background	2	0%
Chinese	6	1%
Other ethnic group	12	2%