

Building Better Opportunities

Project outline

For use in England only



| | |
|--|---|
| Project reference | Project 2 of 4 - Targeted Community Approach |
| LEP area | Black Country LEP |
| ESF Thematic Objective | 9: Promoting social inclusion and combating poverty |
| ESF Investment Priority | 1.4: Active inclusion |
| Funding available | £5,044,000 |
| Project start period | March 2016 to August 2016 |
| Latest date for completion | December 2019 |
| Date open for applications | Friday 5 June 2015 |
| Deadline for stage one applications | 12 noon on Monday 3 August 2015 |

Important information about this project outline

This project outline represents just one strand of the overall funding that is available through Building Better Opportunities. As this is a joint programme with the European Social Fund, we will only consider applications that clearly meet a project outline and meet the requirements set out in our **programme guide**.

As you read this project outline, please note the following:

- This project outline is subject to any changes made to the ESF Operational Programme in England when it is officially adopted by the European Commission. The Fund will upload any updates to <https://www.biglotteryfund.org.uk/esf>. It is your responsibility to review the page regularly to keep abreast of any changes that may impact on your application.
- You must apply for the full amount of **funding available** shown, which we will award to just one applicant or partnership to deliver the project described in this outline.
- The project must be delivered in the **LEP area(s)** shown and within any specific **project location** we've identified within this outline.
- You must plan to **start** and **complete** your project by the dates indicated. By 'complete' we mean that you must have spent and claimed all of the grant and closed your project.
- Your proposed project must align with the **project description** we've provided within this outline and include any specific activities listed.
- You must submit your stage one application by the **deadline** we've given above.
- Your proposed project should include appropriate links to potential employers and self-employment opportunities. The specific interventions must enable a comprehensive assessment of an individual's needs that are tailored to help them move towards work and out of poverty.
- You must demonstrate that the activities you are proposing will be additional to any national and statutory provision. This could include for example: wrap around support that works with people to overcome the barriers that prevent them engaging effectively with statutory provision, or more in-depth and intensive support to the most disadvantaged people, which they can access alongside the statutory provision they are entitled to.
- Activities must be locally accessible and be led by skilled front line staff.
- The people who will benefit from the project must come from the eligible participant groups we've identified in our programme guide, with a specific focus on those unemployed or economically inactive, furthest from the labour market, and most at risk of social exclusion. We may also specify particular **project participants** within this outline that must benefit from some or all of the activities you'll deliver.
- You must be confident that you'll be able to deliver the **project outputs and results**, taking into account the value, length and nature of the project we've described. We will monitor the delivery of the project to ensure these outputs and results will be met over its lifetime.
- You should have experience of delivering similar services and of identifying and working with people who face significant challenges in engaging with the labour market. You must demonstrate an understanding of the needs of local people, and show how you will work with existing local providers of related services and engage those most in need in the local area.
- Organisations can be involved in more than one application, either as a lead or a partner. However, lead partners might set their own requirements on partners' involvement in other applications so please check local requirements with the lead partner.
- Subject to satisfactory performance, there may be the potential to extend the project duration and/or increase the funding available for this project once activities have commenced.

If you think your organisation, or a partnership led by your organisation, would be able to deliver the project we've described then you can request a stage one application form on our website www.biglotteryfund.org.uk/esf.

Project background

In the Black Country Local Enterprise Partnership (LEP) area four priorities have been identified for social inclusion and employment. Based on a needs and gap analysis, consultation, and aligning with the Black Country Strategic Economic Plan, these priorities have informed the areas of focus of the projects to be delivered through Building Better Opportunities. This project will focus on providing a targeted community approach to improve the social inclusion of the most disadvantaged groups.

Deprivation is concentrated in the centre (or core) of the Black Country. These areas contain the highest concentration of unemployment, disadvantaged groups such as people from Black and Minority Ethnic (BAME) communities, lone parents, poverty (including child poverty), health issues (including mental health) and other indicators of social exclusion. Despite past interventions, deprivation in these areas remains ingrained. This means that demand for support is concentrated in these areas and targeted approaches are required in these communities. The wider Black Country LEP area, beyond the core, also contains pockets of significant deprivation where residents face considerable barriers to employment.

Sandwell is the most deprived Black Country borough, as the 12th most deprived in England, followed by Wolverhampton at 21st and Walsall at 30th most deprived (Index of Local Deprivation, 2010). Three out of the four Black Country areas have become more deprived between 2007 and 2010. Although Dudley fares better at 100th most deprived, it does contain some concentrated areas of deprivation. 22 per cent of the Black Country is in the 10 per cent most deprived areas in England and 44 per cent is in the 20 per cent most deprived areas.

Barriers faced by people in these communities include low confidence and self-esteem, no and low qualifications (including basic skills and employability skills), language barriers and poor health.

There are four projects being delivered in the Black County LEP area through Building Better Opportunities:

- Employment support for the over 24s;
- A targeted community approach;
- Addressing family poverty;
- Financial and digital inclusion.

Applicants should ensure they are fully aware of the other projects we will be funding in the Black Country LEP area even if they only plan to submit an application for this project.

Project aim

This project will work with people experiencing social exclusion and unemployed or economically inactive residents. It will support these people to address barriers and move closer to and into employment. It will focus on providing a targeted community approach responsive to the needs of local people, in order to improve the social inclusion of the most disadvantaged groups. Therefore projects will need to:

- offer support for disadvantaged people to become work-ready and progress to learning, training and job opportunities;
- engage with and support disadvantaged people to enable them to overcome barriers to employment.

Project description

The specific activities to be delivered through this project should be determined by applicants and clearly articulated in the stage one application form, but possible activities could include:

- providing localised outreach support accessible to participant groups, taking account of local boundaries and participants' willingness to travel;

- providing tailored and targeted support meeting the specific needs of local communities. Applicants are encouraged to consider a wide range of innovative delivery models.

Project location

The project should be delivered in communities across the whole Black Country LEP area, whilst these are not being specified at ward level, these should preferably target areas recognised as the most deprived 20 per cent. These communities are primarily concentrated in the centre, but also include pockets of deprivation from across the Black Country LEP area, which should be included within the project.

Provision must be coordinated with the 'Employment support for over 24s' project: it is assumed that eligible participants living in the communities targeted by this project will not be engaged under that project unless they have additional needs and are facing complex barriers.

It must also be coordinated with the 'Family Poverty' project: it is assumed that families in poverty, lone parent families and Troubled Families living in the geographical area targeted by this project will be best served by that project, but this may require joint working in some cases.

Project participants

All participants must be unemployed or economically inactive as defined in our programme guide.

The project will concentrate on those people who are experiencing social exclusion, unemployed or inactive, and who are from areas of concentrated deprivation. This includes but is not limited to:

- lone parents;
- people experiencing poverty;
- people with physical health problems;
- people with mental ill health;
- people from Black and Minority Ethnic (BAME) communities;
- people with substance misuse issues;
- people with low literacy and numeracy levels.

Project outputs and results

The project must deliver the following outputs and results within its lifetime:

- At least 1272 people are engaged in activities to improve their work readiness, including at least:
 - 636 men
 - 636 women
 - 636 people who are unemployed
 - 636 people who are economically inactive
 - 202 people who are 50 or older
 - 260 people with disabilities
 - 355 people from ethnic minorities

N.B. each person can be counted against more than one category

- At least 13 per cent of the people enrolled on the project move into education or training on leaving.

- At least 13 per cent of people move into employment, including self-employment, on leaving. Of these, 50 per cent must have been unemployed when joining the project and 50 per cent must have been economically inactive.
- At least 27 per cent of people who were economically inactive when joining the project move into job-search on leaving.
- In addition, you must ensure that anyone who needs access to childcare in order to participate in the project receives childcare support. This will be checked through a survey run by the Managing Authority.

These are the **minimum** targets we expect your project to deliver within its lifetime. Tell us if you will be able to support more people through the project, as this could have a bigger impact. Our assessment of your stage one application will take into account the different types of change that participants of the project will experience. If you are successful at stage one, we will ask you to develop a set of project outcomes that you will deliver alongside the outputs outlined above.