

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 3 of 4 - Family poverty including troubled families
LEP area	Black Country LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£3,395,000
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 addressing family poverty, including troubled families.

There are currently a range of organisations working with families, including: Children's Centres, community organisations, libraries, adult education through family learning and Troubled Families teams. In general, their remit is very broad and focuses on engaging families, improving outcomes for children and, in the case of Troubled Families, addressing barriers. However it has been identified by those working with families that this support is not focussed on supporting adults within the family towards and into employment

The Black Country has 3,460 Troubled Families under the existing programme; however the number of families targeted is likely to rise to 11,970 (as reported by the Troubled Families teams). Troubled Families are faced with multiple barriers that need to be addressed before adults within the family are able to move towards the labour market.

Family poverty has been identified as a particular issue in the Black Country. Presently, 29.2 per cent of children in Wolverhampton live in poverty, followed by 27.6 per cent in Sandwell, 26.7 per cent in Walsall and 20.7 per cent in Dudley, against the England average of 18.6 per cent (HMRC 2012). Lone parents are particularly vulnerable to poverty, therefore it is of particular concern that the Black Country has 8,450 lone parents with children under five receiving Income Support, with all Black Country authorities having a rate higher than the England average.

This project will focus on supporting adults within Troubled Families and families in or at risk of poverty towards employment. It will also support families to address the wide range of complex barriers to employment that families may experience.

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 focus on supporting adults within families in poverty, lone parent families and Troubled Families towards employment. It will also support these families to address the wide range of complex barriers to employment that they experience. The project will focus on families furthest from the labour market, helping them towards and into employment.

Employment will be one measure, but so too will be the confidence of family members to progress onto other training, education or volunteering opportunities. Therefore the project will need to:

- provide a whole family approach, using learning from proven good practice;
- support adults from disadvantaged families to become work-ready, and able to access learning, training and job opportunities;
- engage and support disadvantaged families to enable them to overcome barriers to employment;
- provide childcare to enable parents/carers to access support.

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:

- a holistic assessment of each family's needs;
- bespoke and intensive support for families, including information, advice and guidance. Supporting participants to address specific barriers preventing them from moving towards and into employment. This might include improving employability and interview skills and helping participants apply for jobs;
- providing help to participants to overcome all sorts of barriers to work and to engage better with public services. Referring participants to other support, as necessary;
- delivery within venues accessed by families such as Children's Centres and community centres in an environment comfortable and accessible for participants;
- alignment with current support, such as the Troubled Families teams;
- intensive individualised support to build confidence.

Applicants are encouraged to consider a wide range of innovative delivery models.

Project location

The project should be delivered across the Black Country LEP area focusing on areas with highest child poverty. Geographical coverage of Black Country LEP area is considered fundamental to the successful delivery of this project. Provision must be coordinated with the Targeted Community Approach project: it is assumed that families in poverty, lone parent families and Troubled Families living in the geographical area targeted by that project will be best served by this 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 have a family focus. It will work with individuals that are unemployed or economically inactive and are parents or carers. This includes but is not limited to:

- families living in poverty;
- lone parent families;
- Troubled Families.

Whilst we can support activities for young people between the ages of 15 and 18, there is a new statutory requirement for this age group to remain in education, employment or training. We can only pay for activities working with young people who are aged 16-29 and who are not in education, employment or training (NEET) and young people aged 15-18 who are NEET or at risk of becoming NEET. Young people below the age of 15 are ineligible participants. Unless the project is specifically aimed at young people, those aged 29+ remain eligible participants.

This project can support individuals within families that are younger than fifteen, but only those who are fifteen and above and meet the eligibility criteria set out in our Programme guide can be counted as participants.

Project outputs and results

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

- At least 868 people are engaged in activities to improve their work readiness, including at least:
 - 434 men;
 - 434 women;

- 434 people who are unemployed;
- 434 people who are economically inactive;
- 177 people with disabilities;
- 242 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.