

# Building Better Opportunities

## Project outline

For use in England only



<b>Project reference</b>	Project 3 of 4 - Financial inclusion
<b>LEP area</b>	Greater Cambridge Greater Peterborough (GCGP) LEP
<b>ESF Thematic Objective</b>	9: Promoting social inclusion and combating poverty
<b>ESF Investment Priority</b>	1.4: Active inclusion
<b>Funding available</b>	£1,212,500
<b>Project start period</b>	March 2016 to August 2016
<b>Latest date for completion</b>	December 2019
<b>Date open for applications</b>	Friday 5 June 2015
<b>Deadline for stage one applications</b>	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.
- 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](http://www.biglotteryfund.org.uk/esf).

## Project background

Within the Greater Cambridge Greater Peterborough area, serious deprivation and a legacy of underinvestment are often masked within a predominantly affluent sub-region. The rural nature of large parts of the Fens, for example, contrasts sharply with the affluence of South Cambridgeshire. Inter-generational poverty, long-term unemployment and remoteness from the workplace all create barriers to work for the most disadvantaged households in these communities.

There is an intergenerational cycle of unemployment and poverty in the Greater Cambridge Greater Peterborough area. More than 16,000 children in Cambridgeshire grow up in poverty, with over 11,000 in Peterborough. In Cambridgeshire, 75 per cent of these children are in workless households compared to 42 per cent nationally.

There are significant pockets of extreme deprivation, both in rural areas - which also suffer issues of isolation - and in market towns and cities. This is exacerbated by lack of access to transport and the consequent lack of access to services. ESIF funding will enable a considerable up scaling of social inclusion related activity across Cambridgeshire and Peterborough, providing opportunities not previously available to tackle social inclusion and poverty issues locally. The programme has been specifically designed to fill locally identified gaps in support for those hardest to reach and furthest from the labour market across three broad activity areas: barriers to work, financial inclusion and social inclusion and poverty.

The demand for this project is based on an analysis of the evidence base supplied by Cambridgeshire County Council and Peterborough City Council together with local Voluntary and Community Sector partners. This consultation is reflected in the Greater Cambridge Greater Peterborough ESIF Strategy and the Intervention Logic contained within it. This project will work alongside mainstream activities and interventions to support participants, filling gaps in existing service provision by delivering services and support that are not otherwise available to those who need them.

The theme of promoting social inclusion and combating poverty has been identified as an important element underpinning the growth of a sustainable local economy from a social and an economic perspective. The chosen approach to tackling social exclusion and combating poverty is to seek to address issues of inequality and relative deprivation across the Greater Cambridge Greater Peterborough area, particularly among geographically and socially isolated groups and in the context of rapid migration into established communities.

There are four projects being delivered in the Greater Cambridge Greater Peterborough area through Building Better Opportunities:

- Barriers to work (North);
- Barriers to work (South);
- Financial inclusion;
- Social inclusion and poverty.

Applicants should ensure they are fully aware of the other projects we will be funding in the Greater Cambridge Greater Peterborough area (even if they only plan to submit an application for this project).

## Project aim

This project aims to tackle out of work poverty relating to financial exclusion. It will focus on addressing the root causes of poverty which create barriers to work, in order to help more people move closer to or into employment. These activities are likely to be linked to the issues of debt, child poverty, affordable childcare, housing costs, etc and the imminent roll out locally of Universal Credit.

## Project description

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

- support to enable effective financial decision making;
- support to enable access to suitable products and services;
- support to enable access to appropriate debt advice and crisis resolution, so that people have access to effective help when things go wrong.

Other activities are likely to be linked to supporting people to manage debt issues, child poverty, affordable childcare, housing costs and the imminent roll out of Universal Credit.

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

### **Project location**

The project should be delivered across the Greater Cambridge Greater Peterborough LEP area including in the most rurally isolated communities.

### **Project participants**

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

The project will have a specific focus on those people from within the Greater Cambridge Greater Peterborough LEP area who are out of work, furthest from the labour market and people who are most at risk of social exclusion. This includes, but is not limited to:

- people with no qualifications;
- young people, especially those not in education, employment or training (NEETs);
- people from geographical areas where intergenerational issues are common;
- people who are long term unemployed;
- people with mental and physical health problems;
- people with Learning Difficulties and/or Disabilities;
- carers (for their own child, a parent or other children, including teenage pregnancies/mothers);
- those looked after/in care/care leavers;
- ex-offenders and those supervised by the Youth Offending Team;
- people with a history of substance misuse;
- homeless people;
- over 50s who are experiencing difficulties accessing the labour market;
- women returning to the labour market who are experiencing difficulties accessing the labour market;
- people with English language needs;
- other disadvantaged groups including people from black and minority ethnic (BAME) communities.

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.

### **Project outputs and results**

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

- At least 303 people are engaged in activities to improve their work readiness, including at least:
  - 152 men;

- 151 women;
- 151 people who are unemployed;
- 152 people who are economically inactive;
- 49 people who are 50 or older;
- 62 people with disabilities;
- 24 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 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.