

Building Better Opportunities

Project outline

For use in England only



Project title	Project 4 of 5 Pathways to Employment - Coast to Coast
Project reference number	Cor/2/4
LEP area	Cornwall and Isles of Scilly
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£5,230,100
Project start period	July 2016 to November 2016
Latest date for completion	December 2019
Date open for applications	8 October 2015
Deadline for stage one applications	12 noon on 30 November 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 by the European Commission or the Managing Authority to the rules governing ESF in England. The Big Lottery 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 have an 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 to 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

Cornwall and the Isles of Scilly's economy faces a number of challenges which are reflected in low wages, low productivity and relatively low skills attainment. The recently published Strategic Economic Plan (July 2014) highlights high and persistent levels of worklessness, pockets of severe deprivation and skill levels that are still below the national average as being key issues hindering economic growth. Employment, education and skills are major factors in promoting social inclusion and combating poverty. Key issues in Cornwall include a high living cost economy with low wages.

In Cornwall there are high levels of poverty, including in households in employment. Work by Experian identified that 26 per cent (59,000) of households in Cornwall are 'at risk of poverty'. This places Cornwall in the worst 5 per cent of areas in the UK. Cornwall has a severe debt problem and it is getting worse relative to the rest of the country. Around 40 per cent of all Citizens Advice Bureau (CAB) advice requests relate to debt: last year 29,000 people sought CAB support on this issue and personal insolvency rates in Cornwall continue to be higher than the south west and national averages. Child poverty levels remain static, with approximately 18 per cent of all children and young people aged 0-19 in Cornwall considered to be living in poverty.

People who are disengaged and disadvantaged often have multiple and complex needs which need to be addressed in order to enable them to identify their potential, what skills they have, and their future progression into work and learning. Poor experiences of education, experience of failure and rejection and a lack of aspirations also have an impact on this. People often experience long term or multiple episodes of unemployment and can move in and out of short term or black economy employment without a longer term trajectory of progression. On average 88 per cent of families registered with the Together for Families programme in Cornwall included someone who was out of work. On average 46 per cent of local service users receiving treatment for drug problems were unemployed. Twenty six per cent of users receiving treatment for alcohol addiction were unemployed. In March 2014, 70 per cent of offenders under supervision were not in employment.

Existing mainstream provision is targeted at those closest to the labour market rather than those who are furthest away and who have multiple and complex needs. This leaves those furthest from the labour market isolated and disengaged. This project aims to address this.

Whilst these issues are apparent across the Cornwall area, needs assessment data indicates that there are particular clusters of need which have been divided across four geographical areas: South and East Cornwall; Atlantic and Moor; West Cornwall; and Coast to Coast. See embedded map in project location for further information.

There are five projects being delivered in the Cornwall and Isles of Scilly LEP area through Building Better Opportunities:

- Supporting Young People
- Pathways to Employment - South and East Cornwall
- Pathways to Employment - Atlantic and Moor
- Pathways to Employment - Coast to Coast
- Pathways to Employment - West Cornwall

Applicants should ensure they are fully aware of the other projects/themes funded through the Building Better Opportunities programme in the Cornwall and Isles of Scilly LEP area (even if they only plan to submit an application for this project outline).

Project aim

This project aims to engage disadvantaged people in sustainable employment or other appropriate provision in the longer term.

The project will provide bespoke, flexible support aimed at getting people who are out of work and people who are most at risk of social exclusion back into or towards work, employability activity or learning. The project should provide a graduated offer from intensive engagement and support through to engagement in learning and lighter touch support which continues for people making the transition between different services. This should take account of external factors which act as barriers to progression. Applicants should consider, as a minimum, issues such as transport, rural isolation and limited employment opportunities and enable participants to address or overcome these.

The project should offer a more co-ordinated response to individual needs and deliver new and innovative approaches to tackling the issues. It should also demonstrate how it will target and engage with those people who are most disadvantaged and furthest from employment, education or training.

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 address entrenched and multiple barriers, helping people move towards and reintegrate with mainstream support systems and the labour market, especially with regard to participants with mental health issues;
- provision of effective information, advice and guidance to enable participants to improve their understanding of work options and routes towards work;
- supporting people to identify and develop existing skills and interests;
- support to develop effective communication skills and other skills relevant to moving towards and into employment;
- provision of activities to build confidence, develop a sense of self and direction, improve decision-making skills and allow the participants to try new things;
- supporting volunteering as part of progression into employment, education or training.

Applicants are encouraged to consider a wide range of innovative delivery models and consider the principles of co-design and building on an individual's strengths to deliver a successful project and help to transform people's lives.

Proposed project activities will need to avoid duplication with other projects to ensure additionality and complementarity with other provision. Where project delivery co-exists with other Lottery or ESF-funded activity then there must be clear demarcation between projects. The successful provider will be expected to form links with organisations delivering similar services locally to ensure that there is no duplication.

Project location

The project should be delivered across the Coast to Coast area of the Cornwall and Isles of Scilly LEP area.

Please refer to the map of Cornwall and Isles of Scilly which can be accessed from our website:

<https://www.biglotteryfund.org.uk/global-content/programmes/england/building-better-opportunities/cornwall-and-isles-of-scilly>

Project participants

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

The project will have a specific focus on people who are most at risk of social exclusion and are

aged 18 plus. This includes, but is not limited to people who are:

- long-term unemployed;
- offenders/ex-offenders;
- adults with Learning Difficulties and Disabilities (LDD);
- ‘Troubled Families’;
- people with long term health issues (mental or physical) and /or substance misuse issues;
- people who are homeless, vulnerably housed or in housing need.

Project outputs and results

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

- At least 1331 people are engaged in activities to improve their work readiness, including at least:
 - 666 men;
 - 665 women;
 - 666 people who are unemployed;
 - 665 people who are economically inactive;
 - 267 people who are 50 or older;
 - 463 people with disabilities;
 - 13 people from ethnic minorities.

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

- At least 17 per cent of the people enrolled on the project move into education or training on leaving.
- At least 14 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.