

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 2 of 3 - Tackling barriers to work
LEP area	Coventry and Warwickshire LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£3,080,700
Project start period	March 2016 to August 2016
Latest date for completion	December 2018
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

The ESIF strategy for the Coventry and Warwickshire Local Enterprise Partnership (LEP) area includes a comprehensive, cohesive package of support for enterprise, skills and social inclusion, which aims to ensure that growth is inclusive and benefits all local residents.

There are significant levels of deprivation across the Coventry and Warwickshire LEP area, with certain communities particularly affected. Coventry is ranked 50th in the Index of Multiple Deprivation, with Nuneaton and Bedworth having the highest levels of deprivation in Warwickshire, at a ranking of 108th most deprived local authority out of 326. There are more people economically inactive within the 25 to 49 age range in Coventry and North Warwickshire than the national average. This includes a significant number of people who are looking after a family or on long-term sick leave. The rate of economic inactivity is relatively higher in Nuneaton and Bedworth than in Coventry and the districts of Warwickshire.

People facing social exclusion in rural areas have the added complication of accessing support services due to their more isolated locations. Lack of car ownership is an issue, especially in accessing employment or training. Many people rely on subsidised bus routes, with 15 per cent of homes in North Warwickshire and 12 per cent in Stratford District having no car.

A priority in Coventry and Warwickshire is improving employment levels for groups with high levels of economic inactivity. This project will contribute to this, through helping people address their barriers to employment. A range of barriers and helpful support measures have been identified, such as the need for support with physical and mental health, substance abuse, dealing with criminal convictions, caring responsibilities, financial inclusion, basic IT literacy, numeracy, literacy, English for Speakers of Other Languages (ESOL) and raising awareness of the world of work and employer expectations. Particular needs have been identified in some key communities that also require support, including some Black and Minority Ethnic (BAME) groups, offenders (not in custody), disabled people and people with substance abuse problems. The key to social inclusion across the area will be to achieve employability and independence for these priority groups.

There are three projects being delivered in the Coventry Warwickshire LEP area through Building Better Opportunities:

- Improving financial literacy;
- Promoting social inclusion and combating poverty;
- Sustainable integration of young people,

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

Project aim

This project aims to provide support for disadvantaged people who are not in work within the CWLEP area. It will focus on those who are furthest from the labour market, helping them towards and into employment. Employment will be one measure, but so too will be the confidence of people as they progress onto other training, education or volunteering opportunities. The project will therefore need to:

- provide the means through which disadvantaged people become work-ready and are able to access learning, training and job opportunities;
- engage and support disadvantaged people to enable them to overcome barriers to employment, including supporting those with more complex barriers move closer to employment;
- provide holistic and integrated support to people, including on financial inclusion, employment skills and basic skills.

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 intensive and flexible support, tailored to the individuals needs;
- targeted support for communities identified as being in specific need;
- improving the integration of disabled people into employment, education and training;
- supporting vulnerable groups towards and into employment by increasing their motivation and building their confidence;
- supporting participants to develop social enterprises that address the needs of local communities, as a route into work;
- ensuring access for participants from rural areas, to support a dynamic and inclusive rural economy;
- improving participants' understanding of the world of work.

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

Project location

The project should be delivered across the Coventry and Warwickshire LEP area, including rural areas. It must include focused activity in key areas of need, including priority wards which have particularly high levels of unemployment, where a minimum of 60 per cent of the activity should take place.

The identified priority wards are:

Coventry: Foleshill, Binley and Willenhall, Longford, Henley, St Michaels, Radford, Upper Stoke, Holbrooks, Lower Stoke and Westwood.

Warwickshire: Bar Pool, Camp Hill, Kingswood, Abbey, Wem Brook, Newbold and Brownsover, Bede, Crown, Atherstone Central, Poplar, Atherstone South and Mancetter, Rokeby and Overslade, Warwick West, Brunswick, Attleborough, Exhall, New Bilton, Eastlands/Benn, Arley and Whitacre, Heath, Admirals and Cawston/Bilton, Slough, Alcester, Hartshill, Arbury, Stratford Avenue and New Town, Stratford Mount Pleasant and Atherstone North.

It is expected that activity would be accessible as a minimum from the following locations: Coventry, Atherstone, Nuneaton, Rugby, Leamington and Stratford.

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 out of work and people who are most at risk of social exclusion. This includes, but is not limited to:

- people who are lone parents;
- people who are offenders (not in custody)/ex-offenders;
- people with physical and mental ill health;
- people from Black and Minority Ethnic (BAME) communities;
- people with substance misuse issues;
- people with poor literacy and numeracy skills;
- people with English as a second language;
- people with disabilities.

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 771 people are engaged in activities to improve their work readiness, including at least:
 - 386 men;
 - 385 women;
 - 309 people who are unemployed;
 - 462 people who are economically inactive;
 - 133 people who are 50 or older;
 - 157 people with disabilities;
 - 90 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, 40 per cent must have been unemployed when joining the project and 60 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.