

# Building Better Opportunities

## Project outline

For use in England only



<b>Project reference</b>	Project 3 of 3 - Sustainable integration for young people
<b>LEP area</b>	Coventry and Warwickshire 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>	£2,818,400
<b>Project start period</b>	March 2016 to August 2016
<b>Latest date for completion</b>	December 2018
<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

The ESIF strategy for the Coventry and Warwickshire Local Enterprise Partnership 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.

Youth unemployment is a significant concern within Coventry and Warwickshire. Targeted support for young people is being prioritised to re-engage young people with education and the labour market and raise their aspirations. Youth unemployment rates vary significantly across the area, with rates at 29.2 per cent in Nuneaton and Bedworth, 29.1 per cent in North Warwickshire, 19.8 per cent in Stratford-on-Avon, 24.8 per cent in Coventry and 24.4 per cent in Rugby. In May 2013 there were 4,300 16-24 year old claimants on Jobseekers Allowance in the area, representing 25 per cent of all claimants. In addition, more than 700 young people have been claiming Jobseekers Allowance for more than 12 months in the Coventry and Warwickshire LEP area. Many young unemployed people face proportionally more barriers to employment than other job seekers and often lack previous work experience.

There are three projects being delivered in the Coventry and 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 to disadvantaged young people within the Coventry and Warwickshire LEP area who are not in work, aiming to move them towards, and into, employment. The project will focus on those who are furthest from the labour market. Employment will be one measure, but so too will be the confidence of these people to progress onto other training, education or volunteering opportunities. The project will therefore need to:

- provide the means through which disadvantaged young people become work-ready and are able to access learning, training and job opportunities;
- engage and support disadvantaged young 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:

- holistic support tailored to the needs of the individual, including measures such as coaching and mentoring or support with travel costs;
- support to help young people tackle the barriers to their participation in education, employment and training, especially for those facing multiple barriers;
- activities that raise aspiration and reduce the attainment gap by preparing young people for working life, in particular for 15 to 19 year olds who are not in education, employment or training (NEET) or identified as at risk of becoming NEET, and for people aged up to 25 who are leaving care.

Applicants are encouraged to consider a wide range of innovative delivery models, and should also note that 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.

## Project location

The project should be delivered 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.

At least £1,952,800 of the funding must be spent in Warwickshire.

## Project participants

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

The people who will benefit must come from within the Coventry and Warwickshire area and be aged between 15 and 25. There should be a specific focus on young people who are out of work and most at risk of social exclusion. This includes, but is not limited to:

- people who are care leavers;
- people who are lone parents;
- people who are young offenders (not in custody);
- people with learning disabilities/difficulties;
- 15 to 19 year olds who are NEET or identified as at risk of becoming NEET;
- people aged up to 25 who are leaving care.

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 16-25 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.

## Project outputs and results

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

- At least 718 people are engaged in activities to improve their work readiness, including at least:
  - 359 men;
  - 359 women;
  - 287 people who are unemployed;
  - 431 people who are economically inactive;
  - 146 people with disabilities;
  - 84 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.