

Building Better Opportunities

Project outline

For use in England only



Project title	Project 10 of 10 - Increasing employment levels in social enterprises and community groups
LEP area	Coast To Capital
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£336,200
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 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

Although employment rates are, on the whole, relatively high in the Coast To Capital (CTC) Local Enterprise Partnership (LEP) area, there are, nevertheless, geographic areas and sections of the population that are not benefiting equally from the economic/social opportunities the area as a whole has to offer. There are significant numbers of unemployed individuals, including long-term unemployed (LTU) and those who have never worked. CTC intends to address these challenges by providing ESF-funded support where it is additional to existing provision, there is clear evidence that the problem will not right itself and there is a case for additional intervention.

There were 55,300 unemployed people in CTC in 2014 and a further 68,100 who were economically inactive and wanting a job, representing 30 per cent of the economically inactive population. (Source: ONS Annual Population Survey). Youth unemployment is a particular issue: in the CTC region youth unemployment is currently standing at 17.3 per cent, around 22,000 people. Youth unemployment makes up 37 per cent of total unemployment in the region despite the age group making up 18 per cent of the working age population. Those young people who are not in education, employment or training (NEET) are also a matter of concern; Department for Education figures estimate that there are 3,390 people who are NEET in CTC. Sections of the community, such as lone parents and the disabled, face additional challenges and the unemployment rate for women is higher than that for men at 6.1 per cent compared to 4.8 per cent. In certain areas, wage levels are low, the employment on offer is often unattractive and progression opportunities limited. In such circumstances individuals often face multiple barriers: for example, low and outdated skills, digital exclusion, health issues, lack of affordable childcare or affordable transport.

Social enterprises bring an entrepreneurial approach to addressing social issues and creating positive community change - they are an important and growing part of society, the economy and the labour market. Coast to Capital LEP is keen to harness the potential of social enterprises in particular, and community provision more broadly, within its ESIF provision. Given that social enterprises are revenue-generating businesses whose surpluses are reinvested either in the business or in the community, creating more social enterprises, encouraging their growth and delivery of social inclusion activities is a way of maximising the impact that can be gained locally from the relatively small amount of funding under Thematic Objective 9 of ESIF.

This is in contrast with mainstream businesses, where the aim is to create profits for shareholders and owners. Social enterprises also tend to be concentrated in deprived communities; Social Enterprise UK (*The People's Business 2013*) finds 38 per cent of all social enterprises work in the most deprived 20 per cent of communities in the UK, compared to 12 per cent of traditional SMEs

However, the evidence suggests that there is a need for more social enterprises in the Coast to Capital LEP area to achieve the aim of greater engagement in social inclusion for the sector. Social Enterprise UK maps social enterprise hot spots which shows that the nearest concentration is in Oxfordshire. Social Enterprise Mark UK's map shows only two accredited social enterprises in the area. West Sussex County Council carried out a mapping exercise which concluded that additional support to stimulate the sector was required and set up the West Sussex Social Enterprise Network and both Croydon and Brighton and Hove have also recognised the gaps and are committed to increasing the numbers.

The LEP's work to date through consultation and workshop events confirms that successful work to equip those who are most disadvantaged with skills for inclusion and employment requires a strong understanding of local need and good engagement with local networks.

There are ten projects being delivered in the Coast To Capital LEP area through Building Better Opportunities:

Project 1: Interventions with NEETs;

Project 2: Return to work provision for the long term unemployed;

Project 3: Family-focused labour market provision;

Project 4: Health and wellbeing focused labour market;

Project 5: Housing-centred solutions to people out of work;

Project 6: Developing community-led ESF provision;

Project 7: Supporting social enterprise set up and growth;

Project 8: Community inclusion: informal and community learning;

Project 9: Social enterprise ESF delivery;

Project 10: Increasing employment levels in social enterprises and community groups.

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

Project aim

Building Better Opportunities Projects 6, 7, 8, 9 and 10 in the Coast to Capital LEP area will form part of a local programme of provision designed to increase social inclusion through developing innovative solutions including: sustainable community development based on the strengths and potentials of local residents, associations and institutions; developing community leadership; supporting innovative business models e.g. social enterprises, and promoting informal and community learning.

This particular project aims to support participants into employment within local social enterprises. The potential of community groups and social enterprises to act as employers - and to create jobs and growth - in the delivery of social inclusion initiatives will be explored, tested and delivered upon.

In terms of impact and the change that we want to see, this can be summarised as:

- new jobs created within social enterprises;
- stronger/more resilient social enterprise functions established in local areas;
- increased employment levels for participants;
- improved outcomes for project participants (moving them towards and into employment, with improvements in work-readiness, confidence and basic/softer skills).

The successful applicant will need to demonstrate an understanding of the local area and of working with those hardest to reach.

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 into work in social enterprises for participants who are interested in working in the social enterprise/community sector services;
- establishment of relationships with social enterprises that are interested in providing employment opportunities;
- work to match participants to employment opportunities and support them to acquire any additional skills/experience required to make them strong candidates;
- follow up support for participants once they have progressed into work in social enterprises;
- sharing of best practice;
- project evaluation and dissemination.

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

Project location

The project could be delivered within any part of the Coast to Capital LEP area.

Applicants should state clearly where they foresee activities occurring and demonstrate that their delivery plans in any given geography make sense given the levels of need or demand that apply to particular issues and/or target groups, especially relating to demand exceeding the capacity of any existing similar provision locally. If there are known “hotspots” where particular challenges are significant in size or extent this should be taken into account and the proposed approach explained and justified.

As well as demonstrating that delivery plans reflect varying local levels of need, applicants should take care to ensure they provide evidence that the level of demand in any geographic areas which they specify is sufficient to achieve target volumes.

The geography of the area is diverse and consists of urban and rural areas as well as territory that combines features of both. Applicants should demonstrate that they have taken account of this geography and that, for example, the proposed deliver model does not effectively debar participation to those in rural communities. Where the geography itself results in additional barriers to participation or success, applicants should demonstrate how they have taken this into account and how they will overcome such barriers.

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 and of exclusion from the labour market in particular.

We recognise that many people face multiple disadvantages and so could be eligible for more than one of the BBO projects in the CTC area. In such cases, it is up to the individual to choose which project they would prefer to engage with. Providers should work closely together to ensure that people are aware of the range of support on offer and can access the service that will best meet their needs. In particular, the provider of this project should work closely with the ‘Supporting social enterprise set up and growth’ and ‘Social enterprise ESF delivery’ projects, to ensure alignment.

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 55 people are engaged in activities to improve their work readiness, including at least:
 - 28 men;
 - 27 women;
 - 25 people who are unemployed;
 - 30 people who are economically inactive;
 - 21 people who are 50 or older;

- 7 people with disabilities;
- 5 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 78 per cent of people move into employment, including self-employment, on leaving. Of these, 44 per cent must have been unemployed when joining the project and 56 per cent must have been economically inactive.
- At least 53 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.