

# Building Better Opportunities

## Project outline

For use in England only



<b>Project title</b>	Project 3 of 10 - Family focused labour market provision
<b>LEP area</b>	Coast To Capital
<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>	£673,000
<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.
- 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](http://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% 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.

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

The Thematic Objective 9 projects in the Coast to Capital LEP area (including all the BBO projects) will form a wrap-around, multi-agency support programme funded under ESF for the Long Term Unemployed, NEETs, young people, lone parents, people with disabilities, and other disadvantaged groups (e.g. those requiring additional support with regard to travel to work, support to in the first few weeks/months of employment to manage the transition, finance and debt management, alcohol harm reduction, basic skills training or confidence-building and softer/social skills

training).

This project aims to support adults and eligible young people within workless households to gain employment or training to support entry into the job market. The focus here is on supporting the family unit as a whole in order to secure one or more members of the same household entry into employment, education or training or further job search.

This project aims to provide additional support alongside current mainstream Troubled Family provision. This additional intervention will be specifically focussed on helping individual family members at the appropriate time to move towards and into employment, and will need to work closely alongside any existing support the family is receiving.

The aim is to support more adults and young people to gain employment or training by providing an increased focus on employment through skills for work and employment opportunities.

The successful applicant will build on, and learn from, existing work being done in this context where family members are at a significant distance from the labour market, often facing a challenging set of barriers to job-entry and in need of support on multiple fronts.

The impact/change that we want to see can be summarised as:

- entry into employment, education or training or further job search;
- the development of work experience/history;
- measurable movement towards the labour market;
- resulting increases in motivation, self-confidence and self-esteem.

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 the stage one application form, but possible activities could include:

- one to one and family level support;
- an assessment of each family's needs, followed by tailored additional support measures;
- providing help to participants to overcome all sorts of barriers to work and to engage better with public services. Working closely with other services and agencies engaging with families and referring participants to other support, as necessary;
- help to plan the route towards employment, recognising that it may not be straightforward, especially for people who face complex challenges;
- supporting participants to address specific barriers preventing them from moving towards and into employment. This might include improving employability and interview skills and helping participants apply for jobs;
- engagement with employers and other agencies;
- in-work/in-training support for participants who progress to work or training, to help them manage the transition.
- sharing of best practice.

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. 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 delivery 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 people from within the Coast to Capital 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:

- participants in the national Troubled Families programme;
- families living in poverty;
- lone parent families.

If the applicant intends to focus on groups facing other challenges, these should be listed, quantified and justified in the application.

This project will take a whole family approach, and so its participants will be distinct from the other Building Better Opportunities projects in the CTC LEP area. Nevertheless, the provider should work closely with other BBO providers in the area, to make sure that people are aware of the range of support on offer and can access the service that will best meet their needs.

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.

This project can support individuals within families that are younger than fifteen, but only those who are fifteen and above and meet the eligibility criteria set out in our Programme guide can be counted as participants.

## Project outputs and results

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

- At least 180 people are engaged in activities to improve their work readiness, including at least:
  - 90 men;
  - 90 women;
  - 75 people who are unemployed;
  - 105 people who are economically inactive;
  - 10 people who are 50 or older;
  - 25 people with disabilities;

- 15 people from ethnic minorities.

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

- At least 10 per cent of the people enrolled on the project move into education or training on leaving.
- At least 8 per cent of people move into employment, including self-employment, on leaving. Of these, 43 per cent must have been unemployed when joining the project and 57 per cent must have been economically inactive.
- At least 19 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.