

Building Better Opportunities

Project outline

For use in England only



Project title	Project 1 of 3 - Barriers to Work (Allerdale and Copeland)
LEP area	Cumbria
Project reference number	Cum/2/1
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,770,800
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

The Strategic Economic Plan and European Structural and Investment Fund (ESIF) strategies for Cumbria describe plans for the continued growth of the Cumbrian economy across the sectors of: oil and gas, nuclear and renewable energy; manufacturing; tourism and leisure; and agricultural technology. Substantial resources have been invested throughout Cumbria to increase skills, improve infrastructure and bring new industry and jobs into the area. Cumbria now has strong future job growth projections, linked to economic developments such as the new nuclear plant at Moorside and continued submarine building at British Aerospace (BAE) in Barrow. However, there are a number of local communities and individuals who have not been able to take advantage of the opportunities offered. These groups need a more intensive level of support than has been available through existing sources, in order to break a persistent cycle of long term unemployment and under-employment.

Figures from the Department of Work and Pensions (DWP) and deprivation statistics from the Office of National Statistics clearly identify areas where pockets of deprivation and unemployment persist. These pockets are concentrated within the western coastal towns of Maryport, Workington, Whitehaven and Barrow-in-Furness and their surroundings, with some additional pockets within communities in Carlisle. For example Central ward in Barrow has a DWP benefits claimant rate of 33.9 per cent and Barrow Island in Barrow has a rate of 29.8 per cent. Moss Bay and Ewanrigg wards in Workington have rates of 31.3 per cent and 24.4 per cent respectively while Upperby and Morton wards in Carlisle have rates of 22.2 per cent and 21.5 per cent. Allerdale (one per cent), Copeland (one per cent) and Barrow (1.4 per cent) have levels of long term Jobseekers Allowance (JSA) claimants above the national average of 0.8 per cent (rate of the working age population). Levels of young people not in education, employment or training (NEET) are also high in these areas - with Furness at 5.45 per cent, Copeland 5.16 per cent and Allerdale 4.16 per cent. Similarly, levels of young people claiming JSA are above the UK average of 2.0 per cent (Allerdale 2.1 per cent, Barrow 2.6 per cent and Copeland 2.3 per cent) and rates of young people claiming JSA for over six months are twice the national average in all three areas (UK 0.7 per cent, Allerdale 1.4 per cent, Barrow 1.6 per cent and Copeland 1.6 per cent).

A consultation exercise carried out across Cumbria in 2013 involved a wide range of community groups to understand why some communities and individuals are unable to break out of cycles of deprivation and unemployment. A further consultation exercise, carried out between December 2014 and January 2015, brought together the public sector and voluntary, community and social enterprise groups (VCSE) who work in the most deprived areas - particularly on the western coast of Cumbria - to identify which groups are currently not able to access existing services, the barriers they face and the scale of the problem. These exercises strongly indicated that there are pockets of good practice in supporting those furthest from the labour market, but this is often sporadic with little co-ordination between and across geographies and communities of need. Many people face multiple barriers to employment, including health problems, caring responsibilities, low confidence and aspirations, low skill levels and digital and financial exclusion.

This project aims to support people from those communities most at risk of experiencing deprivation and unemployment to take advantage of the current employment and learning opportunities, as well as the new services that will become available through the Strategic Economic Plan and the ESIF strategy. This project should contribute to the LEP's wider aim of good practice being shared amongst a variety of agencies, providing the best possible range of support for the target group and leading to the most effective manner of delivery.

There are three projects being delivered in the Cumbria LEP area through Building Better Opportunities in tranche 2:

- Project 1 - Allerdale and Copeland;
- Project 2 - Carlisle and Eden;
- Project 3 - Barrow and South Lakeland.

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

Project aim

This project aims to support and work with individuals who are facing multiple and complex barriers to employment and who are furthest removed from the labour market.

It will help them to move towards and into employment by supporting them to play a greater, more productive role in their communities, demonstrate increased skills and confidence and be much more likely to consider employment or volunteering as a viable prospect.

The project will deliver three particular strands of support focused around:

- **Mental Health:** providing support to individuals who experience mental health issues - including a joined up response with the range of agencies who already work with such participants.
- **Financial Inclusion:** supporting people to overcome financial and digital barriers to employment by providing financial and money management advice to enable participants to manage their money better and make it go further.
- **Working with the Social Enterprise Sector and wider Third Sector:** providing work experience and employment opportunities for participants within social enterprises.

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:

- outreach activities to engage participants;
- holistic assessment of participants' needs and support through a range of bespoke and flexible provision tailored to the needs of each participant;
- the provision of key workers to provide continuity of support to individuals;
- the provision of centre-based approaches within areas of deprivation;
- 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;
- signposting and referral into other skills and employment provision, as appropriate;
- job search, volunteering and work experience opportunities, especially in social enterprises;
- pre-employment training and support. This could include work-readiness provision including confidence-building, mentoring, peer to peer support, basic skills, skills for life, digital skills or more specific training;
- helping people to tackle out of work poverty by improving their financial capability (the knowledge, skills, confidence and motivation to be able to manage their money well) including 'better off in work' calculations, support to utilise ICT to improve money management and reduce digital exclusion, and support to improve participants' awareness of and use of appropriate financial products and services.

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

Applicants also need to demonstrate how they will add value to existing provision and work with existing delivery organisations to ensure that there is no duplication of effort. Applicants will also need to be aware of any other European-funded programmes which could have an impact on delivery.

Project location

The project should be delivered across Allerdale and Copeland. The project will primarily be delivered in wards where there are persistent, high levels of unemployment and deprivation, particularly but not exclusively within the following wards:

- Aspatria
- Clifton
- Ellenborough
- Moorclose
- Moss Bay
- Netherhall
- St Johns
- St Michaels
- Cleator Moor North
- Cleator Moor South
- Distington
- Egremont North
- Egremont South
- Frizington
- Harbour
- Hensingham
- Holborn Hill
- Mirehouse
- Newtown
- Sandwith

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. This includes, but is not limited to:

- people with disabilities or experiencing mental and/or physical health conditions;
- those unemployed for three years or more;
- lone parents;
- carers;
- older people;
- ex-offenders;
- young people who are NEET.

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 and above remain eligible participants.

Project outputs and results

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

- At least 429 people are engaged in activities to improve their work readiness, including at least:
 - 214 men;
 - 215 women;
 - 215 people who are unemployed;
 - 214 people who are economically inactive;
 - 64 people who are 50 or older;
 - 86 people with disabilities;
 - 7 people from ethnic minorities.

NB 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.