

# Building Better Opportunities

## Project outline

For use in England only



<b>Project title</b>	Project 3 of 3 Supporting Enterprise
<b>Project reference number</b>	Dor/2/3
<b>LEP area</b>	Dorset
<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>	£579,500
<b>Project start period</b>	July 2016 to November 2016
<b>Latest date for completion</b>	December 2019
<b>Date open for applications</b>	8 October 2015
<b>Deadline for stage one applications</b>	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](http://www.biglotteryfund.org.uk/esf).

## Project background

Although Dorset has not faced the scale of challenges reported in some other parts of the country, it does have some pockets of unemployment and economic inactivity. Its low overall levels of unemployment and poverty can mask these pockets of need.

The local European Structural and Investment Fund (ESIF) Strategy noted unemployment standing at 17,900 people and DWP benefits data for February 2013 showed there were 41,300 people of working age in Dorset claiming benefits (including Jobseekers Allowance (JSA), Incapacity Benefits/Employment and Support Allowance (ESA), Income Support and Carers allowance). This includes people who are likely to face multiple barriers to employment, including the 25,490 people who are claiming Employment Support Allowance/Incapacity Benefit. In addition, approximately 1,200 young people were not in education, employment or training in 2012.

There are over 100,000 people in Dorset living in England's worst 15 per cent Lower Super Output Areas for housing and access to services. The Index of Multiple Deprivation 2010 shows that over 23,900 residents live in the top 15 per cent most income deprived areas. This increases to 46,300 for areas of health deprivation, 77,500 for a deprived living environment and over 100,000 for deprivation in relation to housing and access to services. In March 2013 the Department for Communities and Local Government recorded 1,200 troubled families in Dorset. The mixture of rural and urban economies, varying levels of connectivity and an ageing population increase the need for support to address these pockets of need.

Dorset's low unemployment claimant rate of 1.1 per cent as at October 2014 (UK 2.2 per cent) hides those not able to claim JSA (for example ESA claimants). The total number of unemployed people in Dorset is five per cent (UK 7.3 per cent), with 20.1 per cent of the working age population being economically inactive (UK 22.6 per cent).

People living in the more rural areas of Dorset have more limited employment choices and opportunities for career progression. This is reflected in productivity rates, with the 2012 gross value added (GVA) per head in Bournemouth / Poole at £20,537 compared to only £15,723 for the rest of Dorset (UK £21,674).

The 2010 National Survey of Charities and Social Enterprises identified that there were about 1,200 social enterprises in Dorset. Social Enterprise UK reports that 40 per cent of the population is interested in starting a business and that one fifth of these would like to start a social enterprise. Recent research by Social Enterprise UK (The People's Business, Social Enterprise UK, 2013) compared statistics for social enterprises with other SMEs. They found that social enterprises are more likely to start up than other small businesses, more likely to be located in more deprived areas and more likely to increase their turnover and workforce.

There are three projects being delivered in the Dorset area through Building Better Opportunities:

- Project Supporting Young People
- Project Supporting Adults
- Project Supporting Social Enterprise

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

## Project aim

This project aims to support enterprise and social enterprise as a route to economic activity and inclusion.

It will support people who are out of work to start and grow businesses. It will do this through increasing their awareness of enterprise opportunities, supporting them to launch and manage an organisation and promoting self 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:

- recruitment of participants who individually or as part of a group are interested in self employment as social entrepreneurs and/or in developing community services;
- providing mentoring/coaching to enable participants to develop their ideas and identify progression pathways to self-employment;
- supporting motivation, confidence-building and resilience through a flexible mix of approaches, including, for example, volunteering, work experience and test trading;
- providing training on self-employment and freelance work including getting work, business planning, regulatory compliance and working with the public sector;
- signposting participants to advice on access to finance;
- mentoring a small number of promising social entrepreneurs to enable them to start sustainable trading and provide models of good practice.

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

## Project location

The project should be delivered across the whole of the Dorset LEP area. The project must serve all areas, including rural and coastal areas, in response to need and demand.

## 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 living in areas of multiple disadvantage;
- people with mental or physical health issues;
- people living in rural or coastal areas;
- people who are offenders/ex-offenders.

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 plus remain eligible participants.

## Project outputs and results

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

- At least 150 people are engaged in activities to improve their work readiness, including at least:
  - 75 men;
  - 75 women;
  - 75 people who are unemployed;
  - 75 people who are economically inactive;

- 24 people who are 50 or older;
- 31 people with disabilities;
- 6 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.