

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 1 of 2 - Social entrepreneurs
LEP area	Enterprise M3
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,455,000
Project start period	March 2016 to August 2016
Latest date for completion	December 2018
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 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.

Project background

There are persistent social needs in parts of the Enterprise M3 area, including pockets of urban and rural deprivation, an ageing workforce and some youth disengagement from the labour market, as well as changing ethnicity and increasing welfare dependency.

The need for this project has been evidenced by extensive local research and consultation, carried out with officers from County, District and Borough Councils by the Local Enterprise Partnership (LEP). This research has identified various gaps in provision that are likely to emerge as current funding ends. The resultant data needs-analysis identifies the level of support required. Specifically, the mapping exercise undertaken identified a number of national initiatives supporting investment opportunities for social entrepreneurs, but a limited number providing specific skill support for this group as current funding ends.

The Enterprise M3 LEP area ESIF sub-committee believes in supporting social enterprise by providing skills to out of work participants looking to engage with or wishing to start-up a social enterprise or other type of business. This will not only address the key causes of poverty and social exclusion within the area but also help support economic growth.

There is a role for social enterprises, higher and further education and other agencies and providers within the LEP area to work together to ensure that the skills and workforce are in place to meet local employers' needs, contributing at the same time to employment and the local economy within the largely rural context of the area. This needs to be delivered in a way that ensures that people remain linked into their communities, and do not become socially isolated. This is particularly important in rural areas, where access to services is more difficult due to greater distances, and high car dependency.

There are two projects being delivered in the Enterprise M3 LEP area through Building Better Opportunities:

- Social entrepreneurs;
- Social inclusion.

Applicants should ensure that they are fully aware of the other project we will be funding in the Enterprise M3 LEP area (even if they only plan to submit an application for this project).

Project aim

This project aims to support people furthest from the labour market to become social entrepreneurs. It will support social inclusion and the sustainable integration of socially-excluded individuals, in particular young people (especially those not in education, employment and training, or NEET) into the labour market.

The project should develop a comprehensive package of support for developing the skills and capability of potential social entrepreneurs to set up a business. Projects should be developed to support sustained engagement, transition and progression through creation of individual support packages, appropriate to the particular needs of the individual.

By supporting unemployed and economically inactive people to start and grow a business, the project aims to ensure the sustainability and effectiveness of these new organisations. It will help participants to address barriers to work and inclusion, as well as providing a route into 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:

- support, guidance and mentoring to start and grow a business, including increasing

awareness of self-employment and social enterprise opportunities and providing the support needed to launch and manage an organisation;

- advice and guidance on how to access further support;
- innovative entrepreneurship programmes to encourage long term out of work graduates and post-graduates to start a business;
- promoting self-employment as a route out of unemployment and supporting people to take the steps forward to achieve this;
- specialist advice on social enterprise development and funding opportunities;
- networking and communication of social entrepreneurs activity/services across Enterprise M3 to participants;
- developing and facilitating networks of the new social enterprises and partnerships.

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

Project location

The project should be delivered across the Enterprise M3 LEP area of North Hampshire and South West Surrey.

Project participants

All participants must be unemployed or economically inactive, as defined in our programme guide, at the start of the intervention.

The project will have a specific focus on those out of work and people who are most at risk of social exclusion. This includes, but is not limited to:

- long term unemployed and economically inactive people;
- young people, especially those who are NEET or at risk of becoming NEET;
- older workers (aged 50 and above);
- lone parents;
- people with disabilities;
- people from black and ethnic minority (BAME) communities.

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 388 people are engaged in activities to improve their work readiness, including at least:
 - 194 men;
 - 194 women;
 - 194 people who are unemployed;
 - 194 people who are economically inactive;
 - 62 people who are 50 or older;
 - 79 people with disabilities;
 - 38 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, 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.