

# Building Better Opportunities

## Project outline

For use in England only



<b>Project title</b>	Project 2 of 2 - Social inclusion
<b>Project reference number</b>	EM3/3/2
<b>LEP area</b>	Enterprise M3
<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>	£485,000
<b>Project start period</b>	March 2017 to July 2017
<b>Latest date for completion</b>	December 2019
<b>Date open for applications</b>	17 March 2016
<b>Deadline for stage one applications</b>	12 noon on Monday 16 May 2016

## 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

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 dependency.

Whilst the Enterprise M3 area is generally prosperous, this position masks significant variations and social inclusion needs, such as low income, poor skills attainment and education deprivation. For example, in Rushmoor social cohesion challenges include population growth due to migration, limited integration between communities, English-speaking and communication difficulties and low attainments/grades in education.

The need for this project has been evidenced by extensive local research and consultation with officers from County, District and Borough Councils by the Local Enterprise Partnership (LEP). This research has identified gaps in provision that are likely to emerge as current funding ends. The resultant data needs-analysis identifies the level of support required.

The 'Transforming Lives' agenda identifies the core protective factors against poverty which should be established to prevent social breakdown and change lives. These are: strong and stable families; inspiring education; a welfare system that rewards work, not benefits; effective drug and alcohol prevention, enforcement and treatment; and efforts to prevent unmanageable levels of personal debt. As two, three or more of these factors are established with an individual or family, social breakdown and poverty become much less likely.

This project will support people from disadvantaged groups to improve their employability, basic skills and softer skills. It will also provide activities to help participants' combat discrimination in the labour market, working with employers where possible. This will ensure excluded groups are given the support to tackle barriers to work and that they are employment-ready or entering training or self-employment.

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 disadvantaged people to move towards and into employment. It will target socially-excluded individuals and those people furthest away from the labour market.

The activities will develop a comprehensive package of support for participants to improve their employability, basic skills and softer skills and to tackle barriers to work.

The project will have a specific focus on those out of work and people who are most at risk of social exclusion.

## Project description

The project delivery plan should clearly identify the participants' journey through planned interventions. The plan should define how participants are identified and engaged/referred to the project, how their needs are assessed and how activities will address these needs and any barriers to work. Distinctly defined outcomes are key to the success of the project.

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:

- supporting socially excluded individuals;
- providing interventions and solutions to tackling social breakdown and poverty;
- supporting inactive participants to start job seeking;
- providing activities to inspire people to progress to education, training and employment;
- tailored inclusion activities for groups with protected characteristics;
- a holistic assessment of each individual's needs, followed by tailored support measures;
- support to address wider barriers to employment, signposting and referring participants on to mainstream and other services, as necessary;
- support to become work-ready (for example, careers advice, access to learning, training, volunteering and work experience opportunities);
- continued support to participants who gain positive outcomes from the activity, for example to support the transition to employment over the first few weeks/months.

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

## Project location

The project should be accessible to eligible participants based throughout the Enterprise M3 area. This includes Runnymede, Spelthorne, Elmbridge, Woking, Guildford, Waverley, Surrey Heath, Hart, Rushmoor, Basingstoke and Deane, East Hampshire Test Valley, Winchester and New Forest.

The geographical location of delivery should not limit accessibility and it is the applicant's responsibility to ensure/provide access for eligible participants.

## Project participants

All participants must be unemployed or economically inactive as defined in our programme guide.

Project participants eligible for this project may include the following groups. Applicants should make clear in their application which groups they will target – **it is not necessary to serve all these groups**. The applicant should provide justification for targeting any specific groups and show how they will still be able to meet all the output targets listed below.

- people not in employment, education or training (NEET) and those at risk of becoming NEET;
- people with special educational needs;
- older people (aged 50 and over);
- lone parents;
- people with disabilities;  
economically inactive individuals;
- people from black and ethnic minority (BAME) communities;  
ex-offenders;
- people with financial difficulties and/or reliant on benefits with no means of reducing that reliance and/or serious personal debt;
- people suffering from substance misuse problems;  
people with educational failure;
- people suffering family breakdown.

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 16-18 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 19+ remain eligible participants.

## Project outputs and results

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

- At least 100 people are engaged in activities to improve their work readiness, including at least:
  - 50 men;
  - 50 women;
  - 50 people who are unemployed;
  - 50 people who are economically inactive;
  - 15 people who are 50 or older;
  - 20 people with disabilities;
  - 10 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. However, please be realistic in estimates and provide justification for any higher targets you set yourself. 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.