

Building Better Opportunities

Project outline

For use in England only



Project title	Project 2 of 4 Employability/Enterprise Education for young people
Project reference number	HoSW/2/2
LEP area	Heart of the South West
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,706,400
Project start period	July 2016 to December 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 Heart of the South West Local Enterprise Partnership covers the areas of Plymouth, Torbay, Somerset and Devon. The area is considered to be 91 per cent rural, with over 40 per cent of the population living in cities and urban areas, with particular concentrations in Plymouth, Exeter, Torbay and Taunton.

The local employment rate of 74.6 per cent is currently higher than the England average; however, there are significant variations across the area. Despite lower than national average unemployment rates, 50,000 people remain unemployed.

Evidence compiled for the Heart of the South West LEP in February 2015 identified limited provision of employment support across the LEP area, especially in some rural areas. It also highlighted the particular groups likely to be most in need of support, including people with mental health issues, disabilities or special educational needs, people aged 55 plus, young people, families with complex needs, carers and lone parents. The evidence suggests that many people in these groups are more likely to be in receipt of benefits in addition to or instead of Job Seekers Allowance (JSA).

Digital awareness and skills are becoming increasingly important to enable people to access the labour market. LEP evidence highlights the issue of a lack of digital skills locally, with 62 per cent of disadvantaged people having no digital skills and 35 per cent of the workforce in general having no digital skills.

The project will deliver against the priorities detailed in the Heart of the South West's Strategic Economic Plan (March 2014) <http://www.heartofswlep.co.uk/strategic-economic-plan> and ESIF strategy <http://www.heartofswlep.co.uk/news/european-structural-and-investment-funds-strategy>. It will complement and add value to existing provision in the area. The LEP has also conducted a piece of research to identify where there are gaps in provision across the region, A full report is available from the LEP website here:

<http://www.heartofswlep.co.uk/sites/default/files/user-1907/DCC%20Mapping%20%20Gapping%20Exercise%2013%2002%2015.pdf>

A key priority for European Social Fund (ESF) investment in the Heart of the South West is to support young people. The local ESIF strategy sets out that activities aimed at young people should be designed to encourage enterprise and improve work readiness. Almost 60 per cent of wards within the LEP area have youth JSA claimant rates above the Great Britain average (according to claimant count rates from December 2014). Current figures show that there are 2,323 young people not currently in employment, education or training (NEET) across the region, with particularly high numbers in Torbay, Torridge, Plymouth, Mid Devon and Exeter.

There are four projects being delivered in the Heart of the South West area through Building Better Opportunities:

- Employment support for 18-24 year olds (Devon, Plymouth & Torbay)
- Employment support for 25 year olds plus (Devon, Plymouth & Torbay)
- Employment support for 18 year olds plus (Somerset)
- Employability/Enterprise Education for young people aged 15-18 years (Devon, Plymouth, Torbay & Somerset)

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

Project aim

This project aims to support young people aged 15 -18 to move into and progress within full-time education, employment or training. The project will focus on those who are defined as most

vulnerable and are most likely to become not in employment, education or training (NEET) or are already NEET. It will deliver a range of interventions which are designed to complement existing local provision and current services.

The project will therefore need to:

- provide the means through which disadvantaged and vulnerable young people become work-ready and are able to access learning, training and job opportunities;
- engage and support disadvantaged and vulnerable young people to enable them to overcome barriers to employment or participation within the education system.

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:

- activities that raise aspiration, increase educational attainment for disadvantaged young people, and prepare young people for working life;
- engagement activities to reach those not registered as NEET and the most disengaged NEETs;
- signposting to other employment and skills provision as necessary;
- establishing meaningful connections and partnerships between employers, agencies and other relevant organisations - including the statutory agencies who are tracking young people on behalf of the local authorities

Applicants are encouraged to consider a wide range of innovative delivery models, considering how the principles of co-design and building on an individual's strengths can help deliver a successful project and help to transform young peoples lives.

Project location

The project should be delivered across the Heart of the South West LEP area including balanced provision for those living in rural, urban and coastal areas. The project should be designed with consideration to the location of the participants, particularly the urban / rural split. It is anticipated that the project will target those areas that demonstrate particularly entrenched issues with youth unemployment and indices of multiple deprivation. Current unemployment figures and NEET rates identify some of the potential target areas as being:

Plymouth: Including areas such as St Peter and the Waterfront, Sutton and Mount Gould, Devonport, Stoke, St Budeaux, Ham, Honicknowle, Efford and Lipson, Drake, Devonport, Moor View and Southway;

Torbay: Including areas such as Tormohun, Roundham-with-Hyde, Ellacombe, Wellswood, Watcombe, St. Marychurch and Blatchcombe;

Devon: Including areas such as Westward Ho!, Holsworthy, Ilfracombe Central, Tiverton Castle, Exeter - St. Davids, St. James, Duryard, Newton Priory, Mincinglake, St. Thomas, Exwick, Barnstaple, Ilfracombe, Exmouth town, Crediton, Bideford, Bideford North, Bideford East and Newton Abbot

Somerset: Including areas such as Bridgwater Dunwear, Bridgwater Eastover, Bridgwater Hamp, Bridgwater Victoria, Bridgwater Westover, Chard Comber, Chard Holyrood, Frome Keyford, Frome Market, Frome Oakfield, Frome Park, Glastonbury St. Mary's, Taunton Fairwater, Taunton Halcon, Taunton Lyngford, Taunton Pryland and Rowbarton and Yeovil Central.

The project must establish at least one physical base in the areas of Devon, Plymouth and Torbay and another physical base in Somerset. 65 per cent of the project's budget must be spent and 65 per cent of participants engaged in the Devon, Plymouth and Torbay base(s), with the remaining 35 per cent in the Somerset base(s).

Project participants

All participants must be unemployed or economically inactive as defined in our programme guide and must be aged between 15 and 18, at risk of becoming NEET or already classified as NEET. The project will have a specific focus on the groups of young people disproportionately represented within the NEET classifications, especially those who are completely outside of the educational, work and training system, who have entrenched or multiple issues and face severe barriers to gaining the skills they need to get into/remain in education or training.

This includes, but is not limited to:

- young people living in households displaying indices of multiple deprivation, including intergenerational worklessness, parental substance misuse, household claimants of JSA/ESA;
- care leavers;
- young people with learning difficulties and disabilities (LDD);
- young people in contact with the criminal justice system or at risk of committing crime or living or socialising with people committing crime including offenders/ex-offenders;
- young carers;
- young people with mental or physical health issues;
- young people with substance misuse issues;
- lone parents;
- those who are excluded or at risk of exclusion from compulsory education;
- young people who are homeless or in housing need;
- young people from Black and Minority Ethnic (BAME) communities.

It is expected that the project will particularly focus on those who have multiple barriers, and therefore participants may fall into more than one of the above categories.

Project outputs and results

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

- At least 444 people are engaged in activities to improve their work readiness, including at least:
 - 222 men;
 - 222 women;
 - 88 people who are unemployed;
 - 356 people who are economically inactive;
 - 88 people with disabilities;
 - 11 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 with training, 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.