

# Building Better Opportunities

## Project outline

For use in England only



<b>Project title</b>	Project 3 of 4 Employment support for 18 plus (Somerset)
<b>Project reference number</b>	HoSW/2/3
<b>LEP area</b>	Heart of the South West
<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>	£4,076,100
<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

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 disadvantaged people aged 18 and over towards and into employment. It will enable participants to move away from benefit dependency and progress to use of

mainstream opportunities, learning/training services and, ultimately, sustainable employment.

Employment will be one measure, but so too will be the confidence of participants to progress onto other training, education or volunteering opportunities. The project will therefore need to:

- engage and support disadvantaged people to enable them to overcome multiple barriers to entering work;
- provide the means through which disadvantaged people become work-ready and are able to access learning, training and job opportunities.

Around 10 per cent of the investment in this project is for digital specific activity. Digital Inclusion activities should focus on supporting people to improve their Basic Digital Skills (including the capabilities required to realise the benefits of the internet) with an emphasis on progression into economic activity. Activities should address the challenges people face to going online including access and motivation (knowing the reasons why using the internet is a good thing) and focus on increasing basic online skills such as managing information, communicating, transacting and problem solving.

### **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 work to engage socially or geographically isolated participants;
- holistic support tailored to the needs of the individual, including measures such as coaching and mentoring or support with travel costs;
- independent, impartial information, advice and guidance;
- support to help people tackle the barriers to their participation in education, employment and training, especially for those facing multiple barriers;
- activities that help individuals to gain a greater understanding of their own abilities, raise aspiration, improve their skills and prepare for working life;
- activities providing money management skills and debt counselling;
- support for individuals to improve their digital skills;
- support to assist with the transition to work or learning.

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

### **Project location**

The project will be delivered across the whole of Somerset, including balanced provision for those living in rural, urban and coastal areas. It will serve rural, urban and coastal areas in response to need and demand, and will provide activity that supports all participants.

It is anticipated that the project will target those areas that show high JSA & ESA claimant rates, high percentages of long term unemployment, and high levels of multiple deprivation. Current unemployment figures and information from the Office for National Statistics identify some of the potential target wards in Somerset as being:

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, Yeovil Central.

### **Project participants**

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

and be aged 18 years or over. The project will have a specific focus on those out of work and people who are furthest from the labour market and at most risk of social exclusion. This includes, but is not limited to:

- long term unemployed people;
- people who are financially or digitally excluded;
- people with disabilities;
- people who are homeless or in housing need;
- people with mental health issues;
- people who are offenders/ex-offenders.

It is expected that the project will particularly focus on those who have multiple barriers, and participants may therefore 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 1067 people are engaged in activities to improve their work readiness, including at least:
  - 533 men;
  - 534 women;
  - 533 people who are unemployed;
  - 534 people who are economically inactive;
  - 153 people who are 50 or older;
  - 214 people with disabilities;
  - 28 people from ethnic minorities.

N.B. 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.