

Building Better Opportunities

Project outline

For use in England only



Project title	Project 4 of 4 Digital Inclusion
Project reference number	Lanc/3/4
LEP area	Lancashire
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£2,897,700
Project start period	March 2017 to July 2017
Latest date for completion	June 2020
Date open for applications	17 March 2016
Deadline for stage one applications	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.

Project background

Despite recent employment and job growth, Lancashire still contains significant pockets of deprivation, linked to low skill levels and limited employment opportunities. Analysis of the Indices of Multiple Deprivation (2015) shows extremes in Lancashire, from affluent areas of the Ribble Valley and Wyre to areas affected by severe ingrained deprivation. These areas are associated with lower skill levels and economic activity rates and five Lancashire authorities rank in the 50 most deprived nationally. Hyndburn, Blackburn with Darwen, West Lancashire, Wyre, Lancaster and Burnley have economic inactivity rates exceeding 27 per cent, above the UK average.

Even with recent improvements in employment levels, Lancashire has seen an overall decline in employment of 2.5 per cent since 2008. Although this is lower than the UK average of three per cent, economic activity varies within the Local Enterprise Partnership (LEP) area. Lancashire LEP believes it has the potential to create significant employment opportunities over the period of this European Structural and Investment Fund (ESIF) programme, with the LEP aspiring to support the creation of 50,000 jobs.

As detailed in the local ESIF strategy, creative and digital technologies and businesses are central to Lancashire's future successes. As a key growth sector for the local economy, the opportunity is there to build upon existing capacity and skills and the current roll out of superfast broadband to give residents the digital skills to progress within the labour market. The Lancashire LEP, through the Skills and Employment Strategic Framework, has identified digital skills development as an important element in the growth of Lancashire's economy and in ensuring individuals and communities are not left behind as a result of a gap between their digital skills and employers' requirements. (<http://www.lancashirelep.co.uk/media/26805/The-Lancashire-Skills-and-Employment-Strategic-Framework-final-version-February-2016.pdf>)

Further insight from local partners (including Lancashire local authorities and Superfast Lancashire) and Go On UK (<https://www.go-on.co.uk/resources/heatmap/>), highlights that 27 per cent of households have no internet access in Lancashire (UK 14 per cent). Whilst on average individuals in Lancashire are not seen as being at risk of digital exclusion as in other parts of the UK, there are areas with specific issues.

Compared to areas in the UK considered to be at low risk, there are a larger number of individuals in Lancashire who have never been online. For example, 31 per cent of the population in Blackpool have never been online, compared to a UK average of 11 per cent or an area like West Berkshire at 6.8 per cent. There are also areas where the use of digital skills in the last three months is low. For example, in Blackburn 31 per cent of the population used their digital skills in the last three months compared to West Berkshire at 40 per cent. A number of other districts also have digital skills usage lower than 35 per cent, such as Preston, Burnley, Hyndburn and Pendle.

There also appears to be a correlation between individuals with low or no skills and low recent digital skills usage. However there will be other individuals who are also at risk of digital exclusion as a result of specific barriers including geographical isolation and/or lack of access.

Digital inclusion is the ability of individuals and groups to exploit the benefits of ICT/digital services and information to, in this context, enhance employment and skills development opportunities through the use of digital skills. This project should address the following key issues for Lancashire: **skills** for enabling access and use of digital services, **access** for target groups, **awareness** of the personal benefits of digital inclusion and **confidence** for participants in their ability to make the most of digital services and technologies.

There are four projects being delivered in the Lancashire LEP area through Building Better Opportunities:

Project one: Older People

Project two: Young People

Project three: Disadvantaged groups

Project four: Digital Inclusion

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

Project aim

This project aims to ensure that people have basic online skills and have the skills and confidence to access digital technologies. It will have a specific focus on those people who are most at risk of social exclusion, aged 18 and over, engaging them to overcome the barriers produced by a lack of skills and training, specifically digital skills, and support those people to move towards and into employment.

There will also be individuals in areas who are experiencing digital exclusion as a result of individual circumstances and /or as result of living in rural areas where accessibility can be more of an issue. It is expected that any project will take into account these individuals as part of project planning and delivery.

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:

- provision of support to develop digital job search skills
- provision of simple options to enable participants to access ICT/digital technologies during the life of the project
- provision of access to basic online skills and learning opportunities relevant to individual participant needs and requirements
- training and use of digital champions, as appropriate to target participant groups, to deliver support and raise awareness of the project
- training and support to build confidence in participant's abilities to access digital services/technologies
- provision of specialist support to individuals with specific needs or issues, for example transport, childcare, etc., to enable them to participate

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

Project location

The project should have Lancashire wide coverage (County Council, District and Unitary Authority areas) with a focus on those individuals furthest from the labour market and/or training and at the greatest risk of or already suffering from digital exclusion.

Project participants

All participants must be unemployed or economically inactive as defined in our programme guide and can be in one or more of the target groups listed in the Lancashire ESIF Strategy:

- Older People aged 50 or over and seeking work
- Residents of rural areas at risk from geographic and/or labour market exclusion
- People with physical disabilities, learning disabilities or mental health conditions
- People from black and minority ethnic communities

- Vulnerable People, who are facing additional barriers especially, ex-offenders, people in recovery from alcohol or substance misuse, homeless people, and troubled families (using the Government definition: households who are involved in crime and anti-social behaviour, have children not in school, have an adult on out-of-work benefits, cause high costs to the public purse)
- Women - especially those from black and minority ethnic communities, lone parents, those living in troubled families or victims of domestic abuse
- Migrants and refugees
- LGBT individuals
- Young carers

We are not expecting you to cover all of the above groups within your project. However, we would expect you to focus your activity on people who are out of work, furthest from the labour market and most at risk of social exclusion. You should therefore tell us which disadvantaged groups your activities will address and why you have selected them. You should also confirm that you will still be able to meet all of the output targets set out below.

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 1400 people are engaged in activities to improve their work readiness, including at least:

- 700 men;
- 700 women;
- 700 people who are unemployed;
- 700 people who are economically inactive;
- 468 people who are 50 or older;
- 140 people with disabilities;
- 120 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 7 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 your 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.