

# Building Better Opportunities

## Project outline

For use in England only



<b>Project title</b>	Project 2 of 5 - Holistic social inclusion
<b>Project reference number</b>	LeiLei/3/2
<b>LEP area</b>	Leicester and Leicestershire
<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>	£5,238,000
<b>Project start period</b>	March 2017 to July 2017
<b>Latest date for completion</b>	June 2020
<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

The Leicester and Leicestershire Enterprise Partnership (LLEP) is one of 39 Local Enterprise Partnerships created by Government to determine local investment priorities and stimulate local economic growth. The LLEP was established in May 2011 and serves the City of Leicester and the County of Leicestershire.

The LLEP area covers a diverse mixture of urban and rural settlements and has a combined population of 981,000 (Census 2011). Located at the centre of the LLEP area, the City of Leicester has a population of 330,000 and a relatively youthful demographic, with 50 per cent of the population aged under 34. The population is also culturally diverse, with only 51 per cent describing themselves as 'White British'. The surrounding County of Leicestershire comprises seven separate local authority districts, each with its own distinctive character, and an estimated population of 670,000 (Census 2011). In contrast to the city, the county has a much older population structure. Although there are some significant sized settlements and market towns within the county, much of Leicestershire is classified as being 'rural' and there are 300 settlements with a population of less than 10,000.

Tackling intergenerational unemployment and long-term poverty is a clear priority for the LLEP area. Poverty affects whole families and can last for years, while the socio-economic status of adults correlates with their socio-economic status in childhood. The LLEP Economic Assessment has identified that 40 per cent of Leicester's neighbourhoods fall into the 20 per cent most deprived nationally, while in Leicestershire five neighbourhoods also fall into this category. This suggests that deprivation is relatively widespread in Leicester, but that Leicestershire also experiences pockets of deprivation. However, rather than being in isolated rural areas, the most deprived parts of Leicestershire are those within urban areas.

Based on 2009 estimates used on the Child Poverty Strategies of Leicester and Leicestershire, there were 26,565 children and young people aged 0-19 living in poverty in the city. This amounts to 35.3 per cent of the total 0-19 year old population. In Leicester, there is a core concentration of child poverty within the city, with 47 per cent of this total located in five wards. In Leicestershire there were 16,165 children in poverty, 11.7 per cent of all children within the county, but again with some clear spatial concentrations. Leicestershire has identified 3,300 troubled families within the county in need of supportive interventions, with a further 1,140 identified in the city, again with some clear spatial concentrations.

This project will add value to the mainstream activities of agencies that are supporting poverty reduction as well as other initiatives such as the Troubled Families programme. It will also place a greater emphasis on areas that display high indicators of poverty and are in the 20 per cent of most disadvantaged wards nationally.

Approaches to tackle poverty and social exclusion are a core component of the LLEP ESIF Strategy's approach. The Strategy aims, where possible, to support people back into the labour market and help those furthest from the labour market to become more job-ready. The objective of this approach is to stimulate growth in the local economy and make a positive difference to the lives of people living and working in the most deprived neighbourhoods within the LLEP area.

Through consultation and prioritisation events, the LLEP has identified five key areas for intervention. This has resulted in the development of five separate projects for delivery in the LLEP area through the Building Better Opportunities programme. These are:

- Financial and digital inclusion;
- Holistic social inclusion;
- In support of family inclusion;
- Rural social inclusion; and
- Social inclusion for the under 25s.

You should ensure that you are aware of the other projects that will be funded in the LLEP area through the Building Better Opportunities programme (even if you are only intending to submit an application for this project) and consider how you will work collaboratively with other providers to avoid duplication and deliver value for money.

### **Project aim**

This project aims to support disadvantaged people in the 20 per cent most deprived neighbourhoods within the LLEP area to move towards and into employment and increase their social inclusion. It will help people who are distant from the labour market and require intensive support to address their multiple, profound and complex barriers to participation. It will be based around the individual needs of each person and will identify and tackle their barriers to work in an integrated and holistic way. This will include supporting early action before problems become entrenched and providing outreach activities to people who are disconnected from existing services.

Thematic Objective 9 (Promoting Social Inclusion) of the LLEP ESIF Strategy aims to tackle poverty and social exclusion by supporting people back into the labour market. The objective of this approach is to stimulate growth in the local economy and make a positive difference to the lives of people living and working in the most deprived neighbourhoods within the LLEP area. Emphasis is also placed on a holistic approach to delivery that will improve opportunities for people to enter the labour market and overcome complex barriers.

The project will be closely aligned to the four other projects delivered through the Building Better Opportunities programme. It should therefore address aspects of social inclusion that are specific to areas that display high indicators of poverty and require a different solution. You will also be expected to signpost and refer participants on to other projects within the Building Better Opportunities programme as and when appropriate.

### **Project description**

In this context, social inclusion is about improving the ability and opportunity of people to take part in society, interact with other members of their community and access the services they need. This project has a particular focus on how people's social inclusion can be improved by progressing towards and into employment. A holistic approach to addressing issues of social exclusion within the most disadvantaged neighbourhoods in the LLEP area will view each person supported through the project as a unique individual with multiple and interconnected needs and will design and deliver activities that address these needs as a whole rather than as separate parts.

A core element of the project will be to engage with each person in a way that makes them feel respected and that their needs and strengths are understood. It should also include flexibility to react as an individual's needs change over time.

The project will therefore need to:

- Address the root causes of disadvantage that are barriers to work and help people move closer towards or into employment;
- Address the risks and opportunities for individuals at periods of 'transition' (e.g. young people leaving care, people who are out of work as they move into an initial period of employment or education or single parents locating to a new area for housing);
- Have a clear emphasis on early intervention and tackling barriers to work in a holistic and integrated way, including supporting early action before problems become entrenched, providing support for outreach and community-based activities and better access to locally provided services; and
- Support people back into the labour market as well as helping those furthest away from the labour market to become more job-ready.

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:

- First contact engagement activity (e.g. arranging events in places that people feel comfortable to visit);
- Basic skills and ESOL training, including additional support with basic skills in preparation for apprenticeships;
- Support for people who need pre-traineeship and pre-Work Programme assistance to prepare them for the next step;
- Other skills provision (e.g. cross-cutting and 21st century skills, including team working, effective communication, problem solving, critical thinking and self-direction);
- Volunteering and training opportunities as a pathway back into work;
- Local networks or groups to support people to get a job or access learning (e.g. jobs clubs or learning champion type activity);
- Softer skills development (e.g. assertiveness, anger management or motivational training);
- Continued support for participants who gain positive outcomes from the activity (e.g. to support the transition to employment over the first few weeks or months); and
- Engagement with employers to identify potential opportunities and inform participants about the needs of local employers.

You should refer to Investment Priority 1.4 (Active Inclusion) of the European Social Fund England Operational Programme 2014-2020 for further information. Your application should explain who your target participants are, what activities you will deliver, how you will deliver them and what the outcomes will be.

The project should complement and add value to other services and funds. You should therefore explain how you will work with other projects delivered through the Building Better Opportunities programme (particularly Rural Social Inclusion) to avoid duplication and overlap.

### **Project location**

The project should be delivered across the LLEP area and have a greater emphasis on areas that display high indicators of poverty and are in the 20 per cent of most disadvantaged wards nationally.

You should consult Thematic Objective 9 (Promoting Social Inclusion) of the LLEP ESIF Strategy to identify the city and county's most disadvantaged neighbourhoods and then tell us which areas your activities will target and why you have selected them. You should also consider the likely coverage of other projects delivered through the Building Better Opportunities programme (particularly Rural Social Inclusion) to avoid duplication and overlap.

### **Project participants**

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

The LLEP ESIF Strategy has identified a number of groups that are more likely to experience significant barriers to employment and skills development. The project will have a specific focus on those people within the LLEP area who are out of work, furthest from the labour market and most at risk of social exclusion. This can include:

- People with no qualifications;
- People from geographical areas where intergenerational issues are common;
- People who are long-term unemployed;

- People with mental and physical health problems;
- People with learning difficulties and/or disabilities;
- Carers (for their own children, parents or other children, including teenage pregnancies / mothers);
- Those looked after/ in care / care leavers;
- People with substance abuse issues;
- Homeless people;
- People over 50;
- Women returning to the labour market after a break in employment;
- People with English language needs; and
- Other disadvantaged groups, including people from Black and Minority Ethnic (BAME) communities.

**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.

Activities at a local level may target specific communities or ethnic minority groups with high levels of poverty and social exclusion. This may include spatial targeting in key neighbourhoods where worklessness is persistently high and inter-generational.

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 and above remain eligible participants.

## Project outputs and results

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

- At least 1,100 people are engaged in activities to improve their work readiness, including at least:
  - 550 men;
  - 550 women;
  - 550 people who are unemployed;
  - 550 people who are economically inactive;
  - 220 people who are 50 or older;
  - 224 people with disabilities;
  - 394 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 16 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 26 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.