

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 1 of 5 - Financial and digital inclusion
LEP area	Leicester and Leicestershire
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,940,000
Project start period	March 2016 to August 2016
Latest date for completion	December 2019
Date open for applications	Friday 5 June 2015
Deadline for stage one applications	12 noon on Monday 3 August 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 to the ESF Operational Programme in England when it is officially adopted by the European Commission. The 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 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.
- 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 in 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 Leicester and Leicestershire Local Enterprise Partnership (LLEP) area has a population of 981,000 (Census 2011). Leicester City, at the centre of the LLEP area, has a population of 330,000, with a relatively youthful population structure (50 per cent of the population aged under 34), and the population is culturally diverse with only 51 per cent describing themselves as 'White British' in the 2011 Census. Leicestershire comprises seven local authority districts, each with its own distinctive character, and an estimated population of 670,000 (2011 census). In contrast to the city, the county has an older population structure. There are some significant sized settlements and market towns in the county, but much of Leicestershire is classified as 'rural' and there are 300 settlements with a population of fewer than 10,000. More detailed information on the local area can be found on www.llep.org.uk and on www.lsr.online.org. Applicants should take into account the diverse nature of the LLEP area in responding to this project outline.

Tackling intergenerational unemployment and long term poverty is a clear priority for the Leicester and Leicestershire LEP area. Poverty affects whole families and can persist for years. The Leicester and Leicestershire LEP Economic Assessment identified that 40 per cent of Leicester City's neighbourhoods fall into the 20 per cent most deprived nationally, whereas in the County five neighbourhoods 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.

Local consultation and analysis has demonstrated that rural areas can often be overlooked in mainstream delivery and projects. Whilst rural Leicestershire is less deprived than the county as a whole, the dispersed nature of the rural population can cause practical difficulties as well as cost premiums for providers. The declining numbers of young people in rural areas and increasingly aging population also provides challenges for the sustainability of settlements, delivery of rural services and the rural economy as a whole. Living in a rural area on a low household income or with mobility barriers can be hugely isolating and lead to a range of more complex health, wellbeing and debt issues.

Based on 2009 estimations used in the Child Poverty Strategies of Leicester and Leicestershire, there were 26,565 children and young people aged 0-19 years old living in poverty in the city. This amounts to 35.3 per cent of the total 0-19 year old population. There is a core concentration of child poverty within the city, with 47 per cent of this total located within five wards of the city. Within Leicestershire there were 16,165 children in poverty, 11.7 per cent of all the county's children, 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 within the city - again with some clear spatial concentrations.

In August 2014, there were 69,430 key benefit claimants in the LLEP area, with 52,770 claiming key out-of-work benefits. Tackling intergenerational unemployed and long term poverty is a clear priority for the LLEP area. Poverty affects whole families and can persist for years. The socio-economic status of adults correlates with their socio-economic status in childhood.

This provision will add value to both mainstream activities of agencies that are supporting poverty reduction and other programmes such as the Troubled Families programme. However, there will be 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 Leicester and Leicestershire LEP ESIF approach. It aims where possible to both support people back into the labour market and help those furthest away from the labour market to become more job-ready. The aim of this approach is to stimulate growth in the economy and make a positive difference to the lives of people living and working in Leicester and Leicestershire.

The LLEP has undertaken significant consultation which has emphasised the importance of tackling barriers to work in a holistic, integrated and person-centred way. There was strong support for early intervention, where possible, before problems become entrenched. There was significant

support for outreach activities and access to locally provided services.

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

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

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

Project aim

This project aims to develop the financial and digital capability and inclusion of people in vulnerable communities in the Leicester and Leicestershire LEP area. This should both support people back into the labour market and help those furthest away from the labour market to become more job-ready. The aim of this approach is to stimulate growth in the economy and make a positive difference to the lives of people living and working in Leicester and Leicestershire.

Project description

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:

- outreach presentations and workshops in community venues, to provide people with insight into the services offered;
- delivery of comprehensive individual training and support in the use of personal computers, internet access, personal tablets and internet safety programmes;
- surgeries (some pop-up) to give people access to computers and/or tablets with support available;
- outreach support to develop people's financial capability (the knowledge, skills, confidence and motivation to be able to manage their money well), especially help with budgeting and planning, and to improve their awareness of and use of appropriate financial products and services. Where appropriate, this could include support to tackle fuel poverty and energy efficiency.

A range of activities should be delivered that meet the needs of the most vulnerable communities to help them be confident in all matters regarding both financial and digital inclusion.

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

Project location

The project should be delivered across the Leicester and Leicestershire LEP area, including more rural communities. It must have a greater emphasis on areas that display high indicators of poverty and are in the 20 per cent of most disadvantaged wards nationally.

Project participants

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

The project will have a specific focus on those people from within the Leicester and Leicestershire LEP area who are out of work, furthest from the labour market and people who are most at risk of social exclusion. This includes, but is not limited to:

- people with no qualifications;
- young people, especially those not in education, employment or training (NEETs);
- the 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;
- ex-offenders and people supervised by the Youth Offending Team;
- people with substance abuse issues;
- homeless people ;
- participants in “Think Family”/“Supporting Leicestershire Families” ;
- people who are over 50;
- women returning to the labour market after a break in employment;
- people with English language needs;
- other disadvantaged groups including people from Black and Minority Ethnic (BAME) communities.

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 16-29 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 29+ remain eligible participants.

Project outputs and results

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

- At least 900 people are engaged in activities to improve their work readiness, including at least:
 - 450 men;
 - 450 women;
 - 450 people who are unemployed;
 - 450 people who are economically inactive;
 - 180 people who are 50 or older;
 - 183 people with disabilities;
 - 239 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 25 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.