



SUPPORTED BY  
**MAYOR OF LONDON**



## Building Better Opportunities

### Project outline

For use in England only

Project reference	Project 2 of 8 - Long term unemployed and economically inactive BAME Women (North and East)
LEP area	London
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£2,961,600
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.
- 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 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](http://www.biglotteryfund.org.uk/esf).

## Project background

The London Local Enterprise Partnership (LEP) has shown an ongoing commitment to support Londoners' to have the skills to gain sustainable jobs. Focussing on the Skills and Employment theme, the European Social Fund (ESF) programme will add value to the priorities already presented in the LEP's Jobs and Growth Plan and ESIF Strategy.

The ESF will support sustainable employment opportunities, careers progression and advancement in learning for Londoners', with a particular focus on supporting skills and employment growth in some of the most deprived parts of London.

The Europe 2020 goal is to raise the employment rate of women and men aged 20-64 to 75 per cent. Investment under this priority will aim to support Londoners' to take part in the capital city's economic success.

As a whole, people from ethnic minority communities perform less well in the labour market than white people. The recent edition of the Mayor's Annual Equality Report (from 2013/14) noted that the gap in employment rates between those from Black and Minority Ethnic (BAME) communities was 14.7 per cent, and that the gap in median pay between BAME and white groups was 18.4 per cent.

Funding will be targeted at the hardest to reach and most disadvantaged people, in this case long term unemployed and economically inactive BAME women in Central London.

There are a number of barriers to entering and sustaining work that some in this group may face, including employer discrimination, qualifications not being recognised, a lack of access to support, and poor English language skills. Childcare is a particular issue for this group, in that there is sometimes reluctance to use formal childcare (including free provision). There are also sometimes cultural expectations that make work more difficult. BAME people are around twice as likely to experience low income (when housing costs have been taken into account) compared to white people and more likely to live in social housing, both of which are associated with poorer labour market performance.

In addition to these more 'generic' barriers to work, there are a number of barriers to work that relate specifically to those from BAME communities or subgroups (such as migrants).

There are eight projects being delivered in the London area through Building Better Opportunities in tranche 1:

- Project 1 - Long term unemployed and economically inactive BAME women - Central
- Project 2 - Long term unemployed and economically inactive BAME women - North & East
- Project 3 - Long term unemployed and economically inactive BAME women - South
- Project 4 - Long term unemployed and economically inactive BAME women - West
- Project 5 - Intermediate labour market disability & health - South & Central
- Project 6 - Intermediate labour market disability & health - North, East & West
- Project 7 - Carers - North, East & West
- Project 8 - Carers - South & Central

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

Further information about the additional barriers referred to above, and more supporting information that should be considered when completing the application, can be found on the LEP website, which can be accessed via the link published on the Big Lottery Fund website:

<https://www.biglotteryfund.org.uk/global-content/programmes/england/building-better-opportunities/london>

Assessment will include consideration of how well applications address the additional information published on the LEP website and in this document.

## Project aim

This project aims to provide targeted support to disadvantaged BAME women from a range of different backgrounds, focussing specifically on supporting them into sustained employment. The project will focus on supporting working age economically inactive and long term unemployed women (not on the Work Programme) from particular communities into sustained employment. Participants will be from communities identified below with high levels of economic inactivity and low levels of employment.

For those leaving the Work Programme, participants are likely to be referred (voluntarily) from Jobcentre Plus. However, it is expected that the larger part of the project will involve working with economically inactive women, and that outreach will be required to engage these participants. Outreach will be a key element of this project and providers will be expected to demonstrate how they will go about doing this.

The project will therefore need to:

- be locally accessible, be additional and complementary to all existing provision operating within the area (including national and statutory programmes);
- provide flexible and regular personal adviser support to participants and engage employers to broker jobs for participants;  
be culturally sensitive, with some provision in community languages where required.

## Project description

The specific activities to be delivered through this project should be determined by the applicant and clearly articulated in the stage one application form, but possible activities that have been shown to be effective in supporting this group, could include:

- provision of one to one information, advice and guidance, to discuss the pros and cons of working and support participants to overcome barriers and find work. This might include improving employability and interview skills and helping participants apply for jobs;
- providing help to participants to overcome all sorts of barriers to work and to engage better with public services. Support should take whole-family dynamics into consideration;
- referral to suitable ESOL (English for Speakers of Other Languages) provision, and delivery of limited supplementary ESOL support, for example around English required for particular jobs, if required. Participants might be referred to mainstream provision through the Skills Funding Agency's (SFA) Adult Skills Budget, other ESF ESOL provision, or other local support;
- support to access childcare (applicants should indicate how they will contribute towards childcare support);
- activities to link participants to the labour market, including work experience and open days to meet employers. Providers should work with employers as well as individuals;
- referring participants to other support, including ESF skills provision commissioned through the SFA, support to set up a business, mainstream skills provision and the National Careers Service, as necessary.

More detailed information about what works in supporting this group can be found in the additional documentation.

For those who are not scheduled to join the Work Programme, support should be for up to a year. Where an individual is scheduled to be referred onto the Work Programme, within three months of their referral consideration may be given by Jobcentre Plus to deferring entry to the Work Programme, ensuring that providers have a minimum of six months to work with participants.

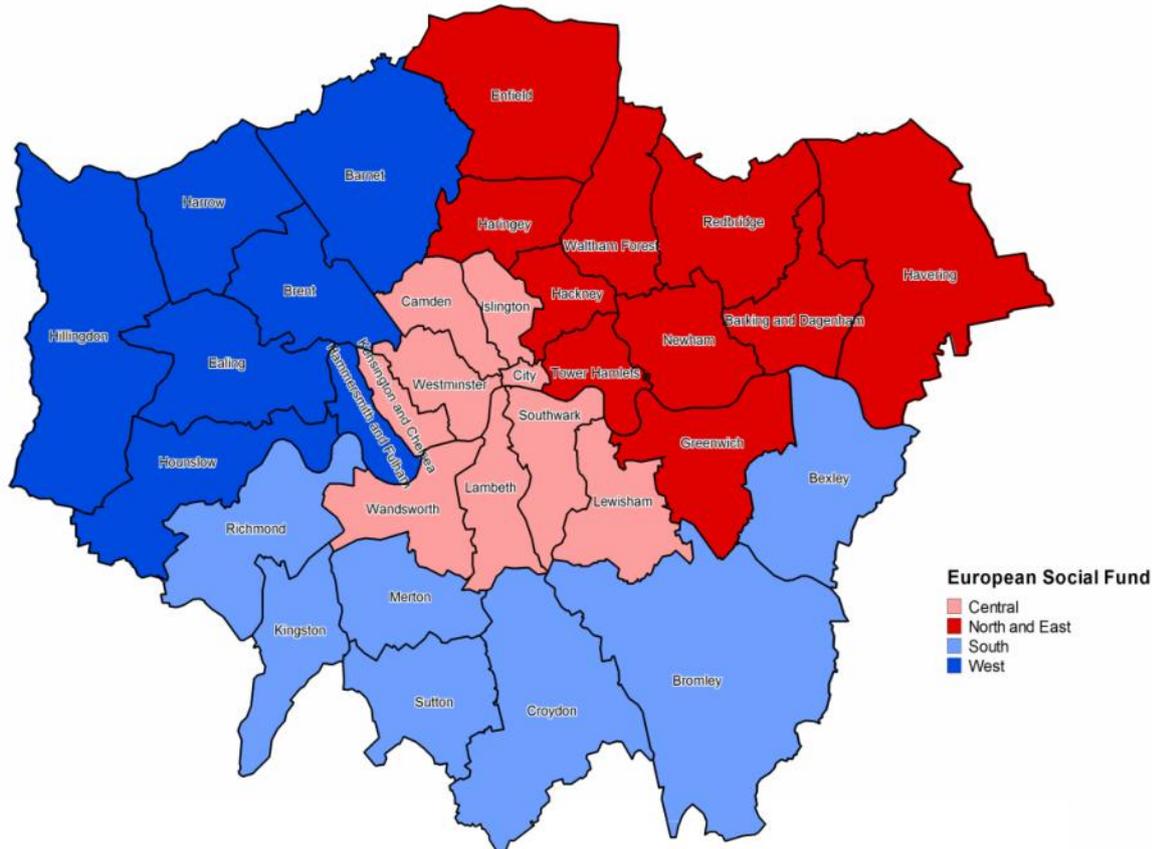
Once participants move into employment, in work support for a period of six months to support participants to stay in work must be provided (including additional ESOL support if required). For this reason, engagement of new participants in the last year of the project will be limited and applicants should ensure they plan to engage the majority of participants before this.

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

outline the minimum service they will offer to participants, such as details about regularity/nature of contact with participants (including for those participants providers come to feel are unlikely to enter work), and how long participants are expected to receive support for.

## Project location

The project should be delivered across the North and East area of the London LEP area, covering the boroughs of Enfield, Haringey, Waltham Forest, Hackney, Redbridge, Newham, Tower Hamlets, Barking and Dagenham, Greenwich and Havering.



## Project participants

All participants must be long-term unemployed or economically inactive as defined in our programme guide and Guide to managing European funding.

Women who have completed the Work Programme and not found work are included in this group. The project will have a specific focus on working age economically inactive and long term unemployed (not on the Work Programme) women from particular communities, specifically:

- Pakistani
- Bangladeshi
- Arab
- Black African (including Somali)
- Other Asian (excluding Indian)
- Gypsy or Irish Traveller

These groups have been chosen given the high levels of economic inactivity they experience. Certain of these groups, including Chinese women and Black African women, have relatively lower levels of economic inactivity, but do have low employment rates (excluding students), and so are included in this project.

Where participants are identified who are in need of support but are not within the target groups they should initially be referred to other ESF provision for which they are eligible. However, if other support is not available or the participant specifically wants support through this project, they can be supported. As such, groups of women from other ethnic groups will not be excluded from this support. However, it is expected that provision will achieve well over 90 per cent from within the target groups.

## Project outputs and results

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

- At least 1234 people are engaged in activities to improve their work readiness, including at least:
  - 1234 women;
  - 309 people who are unemployed;
  - 925 people who are economically inactive;
  - 196 people who are 50 or older;
  - 251 people with disabilities;
  - 1234 people from ethnic minorities.

N.B. each person can be counted against more than one category.

The primary results that this programme will achieve will be entry into work and sustainment of work.

- At least 17 per cent of the people enrolled on the project move into education or training on leaving.
- At least 30 per cent of people move into employment, including self-employment, on leaving. Of these, 25 per cent must have been unemployed when joining the project and 75 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.
- At least 211 people sustain employment for 26 out of 32 weeks after entering employment.

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.

All successful applicants will be required to participate in the London Employability Performance Rating, which uses management and performance information, supports participant choice and collects evidence of customer satisfaction, provides an evidence-based track record of delivery against grant, improves transparency of contract management and provides a framework for lead delivery partners to performance manage partners and subcontractors.

Further information about the London Employability Performance Rating can be found on the Greater London Authority's website: <http://data.london.gov.uk/london-employability-performance-rating>