

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 1 of 1 - Pre-employment Support
LEP area	Greater Manchester
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£9,700,000
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.
- 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.

Project background

This project supports the Greater Manchester Strategy 2013-2020, Stronger Together, which sets out the direction of travel for Greater Manchester for 2020. Envisioning a city region that will have a new model for sustainable economic growth, the strategy also recognises the work that needs to happen if all residents of Greater Manchester are to benefit from the changes across the city region. In particular, it recognises that more support is needed to help more out of work residents get into work and fulfil their potential.

There is a wide range of mainstream skills and employment programmes funded by the Skills Funding Agency, the Department for Work and Pensions and Education Funding Agency aimed at meeting the needs of individuals and employers across Greater Manchester. However, for a decade or more, Greater Manchester has had persistent structural issues of long term unemployment and rising numbers of economically inactive working age residents. Addressing these challenges and increasing economic activity is at the heart of the Greater Manchester Strategy. It is also recognised that traditional approaches are having only a limited effect at tackling the deep-seated issues preventing people gaining access to skills and sustainable employment.

Analysis of the Greater Manchester population has indicated that of 1.7 million working age residents there are 237,000 people currently on out of work benefits, at an average cost of £1 billion per year. Of these people, one third are aged 16 - 24 years. There are also over 200,000 families claiming tax credits across the city region. When this is combined with intelligence from the Greater Manchester Poverty Commission (2014) that suggests that more than 600,000 Greater Manchester residents are experiencing the effects of extreme poverty, many of whom are in employment, it is evident that there is a persistent structural problem for the area.

Furthermore, the Manchester Independent Economic Review (MIER) identified skills as the key factor in Greater Manchester's £7.2 billion productivity gap with the rest of the UK. Greater Manchester's skills profile lags the UK average and it currently operates in a 'low skilled equilibrium' with low employment levels.

Therefore there is the need for a different approach. This programme will provide the opportunity to work with and support those who are most in need and the most marginalised groups to help them overcome the barriers they are facing in order to move towards economic activity.

Project aim

This project aims to engage and support those disadvantaged people aged 25 years and over who are furthest from the labour market, to enable them to overcome barriers to employment and social exclusion. It can work with people under 25 by exception, but only where current local and national provision is unable to support them.

The project will address the social needs of the most disadvantaged people by offering them support to become work-ready through accessing learning, training and job opportunities.

It will help those people who are unemployed or economically inactive, not in contact with mainstream services and who are experiencing a range of issues, including people who live in poverty.

It will offer a coherent package of services to help people overcome complex barriers to improving their skills and finding and sustaining work. It will focus on supporting people to become socially included, so that they are able to either move directly to employment or training, or to move onto mainstream and other Greater Manchester-specific programmes that will further support them into volunteering, training or employment.

The project should align with existing mainstream local and national programmes, focusing on key areas where those programmes are either not able to deliver, or residents do not meet the specific criteria. This includes the Greater Manchester Working Well and Troubled Families programmes;

the project must be designed with awareness and understanding of the scope of this provision. The project must clearly add value and not duplicate any provision that can be arranged locally through existing mainstream and local institutions.

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 a holistic assessment of an individual's needs;
- support that is tailored to help people move towards economic activity;
- support to address poverty and social isolation;
- volunteering/work experience;
- pre-employment support;
- digital inclusion support.

Applicants are encouraged to consider a wide range of innovative delivery models. We are also keen to see how providers can deliver integrated packages of support that move people closer to economic activity or into sustainable employment. Projects will need to fill gaps in local provision and support better co-ordination of available services to ensure the greatest impact for people in need. Cross-sector partnership working is therefore recommended as an effective way of utilising existing networks, local experience and access to those hardest to reach.

Project location

This project should be delivered across the Greater Manchester LEP area.

It should also work with local stakeholders to identify particular issues in specific areas. For example, the project could include specialist provision for people located in:

- Manchester, Salford and Rochdale (as a recent study indicates these are particular unemployment hotspots)
- Wigan and Rochdale (as a recent annual population survey identified these as areas where there are higher levels of health conditions among unemployed people)
- Manchester, Rochdale and Bolton (as these are areas where health conditions are more acute among people who are economically inactive)
- Manchester and Oldham (as unemployment and economic inactivity among ethnic and migrant communities is higher there than in other areas in Greater Manchester)
- Salford and Wigan (as these areas have been identified as particular hotspots in relation to drug-related mental health and behavioural disorders)

This list is not exhaustive and the successful applicant should ensure some flexibility to allow for changing needs throughout the programme.

Project participants

All participants must be unemployed or economically inactive as defined in our programme guide, with a particular focus on those not accessing mainstream benefits or support.

The project will have a specific focus on those people who are most at risk of social exclusion. This includes, but is not limited to:

- people over 25 who are experiencing a range of issues;
- people with disabilities or health conditions (including learning difficulties, mental/physical health conditions, drug and alcohol dependency);
- vulnerable women (for example, women who have been victims of domestic abuse, who are gang members or who are at risk of being homeless);
- people from ethnic minorities and migrant communities;
- other adults under-represented in the labour market (for example homeless people, ex-

offenders and lesbian, gay, bisexual and transgender people);

- people aged over 50;
- people operating in the informal economy.

This project is primarily aimed at people aged 25 and over. However, support can be given to people under 25 by exception where current local and national provision is unable to support them. Applicants should be aware that, while 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. Applicants should note that there will be other provision under the GM ESIF plan specifically for young people who are NEET.

Project outputs and results

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

- At least 2441 people are engaged in activities to improve their work readiness, including at least:
 - 1221 men;
 - 1220 women;
 - 1220 people who are unemployed;
 - 1221 people who are economically inactive;
 - 387 people who are 50 or older;
 - 497 people with disabilities;
 - 398 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 13 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.