

Building Better Opportunities

Project outline

For use in England only



Project title	Project 1 of 4 - Support for long term unemployed and economically inactive people in Norfolk facing complex and multiple barriers
Project reference number	NeAn/2/1
LEP area	New Anglia LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,934,200
Project start period	July 2016 to November 2016
Latest date for completion	December 2019
Date open for applications	8 October 2015
Deadline for stage one applications	12 noon on 30 November 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 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

The New Anglia Local Enterprise Partnership (LEP) Strategic Economic Plan states that the local economy has proved relatively robust throughout the recession, with significant potential for further growth evident across many of the high impact and enabling sectors identified in the plan. Employment opportunities at all levels are consistently available in established sectors including health and social care, retail and agriculture. Despite this, the economic profile of the area reveals persistent issues with long term unemployment, which mainstream interventions are struggling to address.

Around 5.2 per cent of the population in the New Anglia LEP area are classified as unemployed while nearly 22 per cent of the working age population is considered to be economically inactive, higher than the East of England average (20 per cent).

Of the 209,000 economically inactive people in Norfolk and Suffolk, around 32 per cent are understood to want to work. This is a higher proportion than the East of England (24.4 per cent) and national figures (25.5 per cent), and represents significant potential in terms of encouraging and enabling the local workforce to become more engaged with the labour market. Unemployment levels are higher in urban areas (7.6 per cent) of New Anglia than rural areas (3.9 per cent) but economically inactive rates are higher in rural areas (21 per cent compared to 18 per cent). Reasons for economic inactivity include health (including mental health) issues, child care, caring responsibilities for adults and retirement.

Deprived communities can be found in all of Norfolk's major urban centres. Norfolk has a largely rural character, with much of the population living in small towns, villages and isolated dwellings. Many of these rural areas have significant levels of deprivation that is often hidden and spread out, making it harder to identify and address. Provision can be easier to access in urban areas, however Norfolk is a rural location and there is a need to pilot innovative methods of reaching people across the whole geography and ensure that rural isolation does not become further entrenched.

Changes in economic patterns and employment peaks and troughs in many sectors are making it increasingly unusual for individuals to remain in one sector, or with one employer, throughout their working lives. Within this context, there is a group of people in New Anglia struggling to overcome long-term unemployment because of difficulties in recognising their transferable skills and a lack of confidence in exploring new sectors.

Although there is an improving picture for young unemployed people in New Anglia, other age groups are now experiencing higher levels of unemployment, including entrenched long term unemployment. Of those people claiming Jobseekers Allowance, 25 per cent of those aged 25-49 have been claiming for more than 12 months. More than 31 per cent of those aged 50-65 are now classified as unemployed. This demonstrates the difficulty that older workers are facing in securing employment. Jobcentre Plus confirms that claimant rates for older workers are not decreasing as quickly as they are for other groups, despite the upturn in the local economy. This group tends to face barriers such as difficulty identifying transferable skills and lack of the skills needed for job search in the modern labour market (particularly for those people who may have been in one job or industry for a long period of time).

Fewer people with depression, learning difficulties, mental illness or nervous disorders are in employment in New Anglia (36 per cent) than in the East of England (41 per cent) as a whole. Similarly more people in these groups are economically inactive (58 per cent compared to 51 per cent).

Unemployment rates for ethnic minority groups of all ages (9.3 per cent) are higher in New Anglia than for the remainder of the population as a whole (5.2 per cent). Similarly the proportion of economically inactive people within ethnic minority groups is higher (29 per cent compared to 21 per cent). Lack of spoken English continues to be a barrier to employment for some.

Across New Anglia there are numerous families who consistently struggle to overcome the issues which prevent them from achieving positive outcomes. These issues can be wide ranging and will

vary from family to family, to include issues such as mental health conditions, addiction, domestic violence, lack of attendance at school, exclusion from school, crime and anti-social behaviour. Rural isolation can often be a contributing factor to many of these issues becoming entrenched, as access to support can be hampered by lack of public transport and the likelihood that the most effective provision will be available in urban areas and at prescribed times.

Data from the Department for Communities and Local Government (DCLG) on turnaround success of Troubled Family provision shows stark results. In Norfolk, whilst families have engaged with provision, only a small proportion of those families (2.6 per cent) have experienced continuous employment outcomes as a result of the support.

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

- Support for young people (16-24) in Norfolk with complex needs who are not in education, employment or training;
- Support for young people (16-24) in Suffolk with complex needs who are not in education, employment or training;
- Support for long-term unemployed and economically inactive people facing complex and multiple barriers in Norfolk;
- Support for long-term unemployed and economically inactive facing complex and multiple barriers in Suffolk.

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

Project aim

This project aims to provide targeted and intensive employment support to people who are long-term unemployed or economically inactive to move towards and into employment. It will provide tailored support for each individual's needs.

Participant needs will vary considerably across the target group, though many will have already completed a range of mainstream interventions such as the Work Programme or mainstream Jobcentre Plus provision.

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:

- a personalised key worker service which is responsive to the needs of participants, providing bespoke packages of support, drawing on specialist local support services and featuring high levels of employer engagement, liaising with local employers to secure volunteering, work experience, work trial or training for a particular sector or industry;
- activities for participants to raise awareness of the local labour market including key sectors in the local economy, specific roles within those sectors, key transferable skills and how to cope with the changing world of work;
- support for participants to acquire financial and digital skills, including where required referring them on to the statutory service provided by DWP on the financial and digital skills needed for Universal Credit.

The project could also include targeted support for participants facing particular challenges such as:

- intensive support to help address barriers to employment caused by mental health issues or learning disabilities;

- targeted provision specifically for older people including basic IT skills training;
- support to help adults within families experiencing complex or multiple barriers towards employment, in order to break the intergenerational cycle of worklessness. Provision should be tailored to the needs of adults within the family and support should be flexible, taking into account that a chaotic family environment can prevent consistent engagement with the project. If the family is taking part in the Troubled Families programme, this project must be designed to complement and be additional to the support already being received;
- support for people with English as a second language to improve their language skills;
- innovative methods of reaching people in rural areas across Norfolk to ensure that isolation does not become further entrenched.

The successful provider will be expected to form communication links with organisations delivering similar services locally to ensure that there is no duplication.

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

Project location

The project should be delivered Norfolk-wide, including balanced provision in urban, rural and coastal communities. The expectation is that projects will utilise a 'close to the client' outreach approach if required to reach participants in isolated communities. The project will serve urban, rural and coastal areas of Norfolk in response to need and demand and will provide activity and outputs that support all participants.

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 who are over 24, who have been out of work or economically inactive for two years or more, who are furthest from the labour market and most at risk of social exclusion. It will focus on participants from the following categories:

- people with mental and physical health problems;
- people with problematic substance misuse issues;
- homeless people;
- people at risk of reoffending;
- people with English as a second language;
- adults within the family unit where the family is experiencing inter-generational worklessness (which could include those in a Troubled Families programme);
- people facing rural isolation.

Project outputs and results

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

- At least 489 people are engaged in activities to improve their work readiness, including at least:
 - 245 men;
 - 244 women;
 - 244 people who are unemployed;
 - 245 people who are economically inactive;
 - 78 people who are 50 or older;
 - 100 people with disabilities;

- 20 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 14 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.