

Building Better Opportunities

Project outline

For use in England only



Project title	Project 3 of 4 - Support for Young People (16-24) in Norfolk with complex needs who are not in education, employment or training
Project reference number	NeAn/2/3
LEP area	New Anglia LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,660,900
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

Deprived communities can be found in all of Norfolk's major urban centres. Norfolk however 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 pockets of deprivation that are often hidden and spread out, making them harder to identify and address.

The local ESIF Strategy sets out that, while New Anglia's employment levels have remained resilient throughout the recession, it remains a predominantly low-skill, low-wage economy. Businesses face skills shortages, the average pay in New Anglia is below national levels and the workforce at present is not equipped to meet the skills needs of the future. Participation in higher education is also poor; King's Lynn, Great Yarmouth and Lowestoft have some of the lowest rates of access in England. Of those young people who graduate, 40 per cent enter non-graduate jobs within 6 months of graduating; meaning potential jobs for those with fewer qualifications are very limited.

The rate of youth unemployment, provided by the numbers claiming Jobseekers Allowance (JSA), is historically lower in New Anglia than the national average and slightly above the regional rate. In March 2015, over 2,900 (6 per cent) of 16-18 year olds were not in employment, education or training (NEET) across New Anglia, one of the highest rates in rural England. At the same time, there were 3,620 18-24 years olds claiming Jobseekers Allowance in New Anglia; 24 per cent had been claiming for more than six months and 11 per cent for more than a year.

Sixty per cent of young people currently claiming JSA in New Anglia are in Norfolk, of which almost three quarters are in Norwich, King's Lynn and Great Yarmouth.

In New Anglia, as of August 2015 there are 520 18-24 year olds in the Employment and Support Allowance (ESA) Work-Related Activity Group (WRAG). Sixty eight per cent of them (360) have been assessed as having some form of mental or behavioural disorder.

New Anglia currently has well-established programmes of support delivered by a range of partners from across all sectors. There exists an ambition to provide a coherent package of support to help young people (16-24) most in need - a 'Youth Promise' that every young person in Norfolk and Suffolk will get the personal support they need to get an apprenticeship, training, work experience or job within three months of leaving education or employment. Work to deliver this promise is currently taking place in Ipswich through the MyGo Service, in Norwich through Norwich for Jobs, through various employment programmes in Great Yarmouth and through Talent Match in Lowestoft and King's Lynn. The Building Better Opportunities projects will complement existing and planned activity and will provide a dedicated focus on those 16-24 year olds furthest from the labour market with complex needs who are facing multiple barriers.

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.

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 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 support for 16-24 year olds who are furthest from the labour market with complex and entrenched barriers to employment which prevent them from gaining skills, qualifications and ultimately employment. The project will complement existing provision. It will work with young people facing the following specific barriers to gaining and sustaining employment, continuing in education or training post-16 or engaging with mainstream employment provision:

- moderate/severe special educational need or disability;
- mental health issues;
- substance misuse;
- anti-social behaviour or criminal activities.

In line with Raising the Participation Age (RPA), a duty placed on all young people to participate in education or training until their 18th Birthday, the priority for 16-17 year olds who are NEET is to re-engage them with education or work-based training. For the 18-24 age group, the objective should primarily be to enter sustainable employment as quickly as possible.

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 youth work approach to recruitment, including street work and networking in communities;
- specialised programmes designed for those with specific barriers (i.e. disabilities, mental health issues, drugs/alcohol addiction);
- individual coaching alongside clear progressive goal setting and practical support measures;
- effective use of work experience, volunteering and supported internships;
- employment brokerage and collaborative working with employers to tackle the employment barriers faced by participants;
- advice and support with a focus on helping participants access education and employment;
- outreach and in-home support where necessary to ensure high completion rates;
- an offer of tailored financial advice and digital (IT) support, based on the identified needs of the participant;
- in-work or in-education support for all participants who move into employment or education to help them stay on track;
- targeted provision specifically for people with English as a second language; innovative methods of reaching people across Norfolk to ensure that rural isolation does not become further entrenched.

The project is likely to receive referrals from local authorities, Jobcentre Plus and mainstream services, in addition to its own direct recruitment of participants.

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 aged 16-24 who are out of work, furthest from the labour market and most at risk of social exclusion. This includes, but is not limited to:

- 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.

Project outputs and results

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

- At least 419 people are engaged in activities to improve their work readiness, including at least:
 - 209 men;
 - 210 women;
 - 209 people who are unemployed;
 - 210 people who are economically inactive;
 - 85 people with disabilities;
 - 18 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.