

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 2 of 2 - Social entrepreneurship
LEP area	Sheffield
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£546,300 in total: <ul style="list-style-type: none">• £453,429 for provision in South Yorkshire• £92,871 for provision in D2N2
Project start period	March 2016 to August 2016
Latest date for completion	December 2018
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

Consultation on the city region's Strategic Economic and ESIF plans began in early 2013 across a variety of stakeholders including third sector organisations. Recent data-analysis has strengthened the original social inclusion strategy, confirming the priorities for the city region.

Economic inactivity is a major concern for the city region, with 78 per cent of the working age population who are without work being economically inactive. The number of working age residents who are classed as self-employed has declined recently, from 32,600 (8.6 per cent) in 2011 to 27,800 (7.3 per cent) in 2012. This remains lower than the UK average of 9.5 per cent. In particular, women and people with disabilities and long term ill health are less likely to be self-employed.

The number of new start-ups in the city region is two thirds of the equivalent national figure, taking account of the size of the population.

Levels of self-employment vary within the city region's geography, but in general are lower in areas previously dominated by heavy industry and now experiencing high levels of unemployment and economic inactivity.

The city region's growth plan aims to promote social entrepreneurship as a contributor to the creation of 70,000 jobs and 6,000 new businesses by 2024.

There are two projects being delivered in the Sheffield City Region Local Enterprise Partnership (LEP) area through Building Better Opportunities:

- Holistic support;
- Social entrepreneurship.

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

Further 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/sheffield-city-region>

Assessment will include consideration of how well applications address the information contained in relevant parts of the local ESIF strategy and this document.

Project aim

This project aims to support those who are furthest from the labour market and those living in areas of multiple disadvantage to develop their capacities and competencies for self-employment as social entrepreneurs. It should promote engagement with local communities to identify potential business opportunities in the provision of community services. The specific interventions should enable people to move towards work and out of poverty.

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:

- recruitment of participants who individually or as part of a group are interested in self employment as social entrepreneurs and/or in developing community services;
- providing mentoring/coaching to enable participants to develop their ideas and identify progression pathways to self-employment;
- supporting motivation, confidence-building and resilience through a flexible mix of

approaches, including, for example, volunteering, work experience and test trading;

- providing training on self-employment and freelance work including getting work, business planning, regulatory compliance and working with the public sector;
- signposting to advice on access to finance;
- mentoring a small pilot number of promising social entrepreneurs to enable them to start sustainable trading and provide models of good practice.

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

Project location

The project should be delivered across the Sheffield City Region LEP area.

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 who are economically inactive and people who are most at risk of social exclusion. This includes, but is not limited to:

- economically inactive people living in areas of multiple disadvantage;
- economically inactive people from disadvantaged groups.

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 161 people are engaged in activities to improve their work readiness, including at least:
 - 80 men;
 - 81 women;
 - 32 people who are unemployed;
 - 129 people who are economically inactive;
 - 30 people who are 50 or older;
 - 33 people with disabilities;
 - 24 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 20 per cent of people move into employment, including self-employment, on leaving. Of these, 20 per cent must have been unemployed when joining the project and 80 per cent must have been economically inactive.
- At least 19 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.