

Building Better Opportunities

Project outline

For use in England only



Project title	Project 12 of 12 - Employment support for people with difficulty sustaining employment - South
Project reference number	SEL/2/12
LEP area	South East LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£869,400
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

In 2012 the South East LEP (SE LEP) area had a population of over 4 million people. The Office for National Statistics forecasts that SE LEP's population will increase by 6.9 per cent to 4,388,000 in 2021. This will result from both local natural growth and net migration from elsewhere in the UK, particularly London. Overall rates of economic activity in the SE LEP area are above the national rates, but below those for the wider South East. Employment rates show a similar pattern. Over 270,000 people work in London and live in the SE LEP area, which represents 10.7 per cent of the working age residents, with the highest proportion being in districts closest to London.

Barriers to employment include: disability, ill-health and rural isolation. Evidence from current Work Programme participants in the area suggests that those in receipt of Employment Support Allowance (ESA) have a success rate of 10 percentage points lower than for Work Programme participants as a whole.

Whilst the SE LEP region is seen as an affluent area, there are pockets of considerable deprivation in terms of disparity of income and financial inequality. Within Kent, latest claimant data (NOMIS) shows 49,850 people are claiming ESA and Incapacity Benefits. The ONS Annual Population survey 2014 found 55.9 per cent of residents in Kent hold up to level three qualifications compared to the South East average of 60.6 per cent, and 6.6 per cent of adults have no qualifications compared to the South East average of 5.6 per cent. These factors compound issues of both physical and social isolation.

There are a total of 64,100 inactive people of working age in East Sussex; with a further estimated 29,500 claiming unemployment benefits or who are actively seeking work. Furthermore, childcare is a major barrier to work for many women, in particular. There are nearly 6,000 economically inactive residents who would like a job in East Sussex, but who are not looking because they are looking after a family or home.

Research identifies that 33 per cent of Hastings residents do not own a car compared to 19 per cent of the rest of the South East (ONS 2012). Over 87 per cent of East Sussex is classed as rural, with a quarter of the population living in small-town communities. This can further reduce the opportunity to access better jobs or more sustainable employment.

In July 2015 unemployment levels in Medway were higher than those of the South East and Great Britain on average. Compared to the South East and Great Britain, Medway had a higher percentage of both unemployed people seeking work and economically inactive people that would like to find a job. Evidence identifies several factors that influence unemployment levels in Medway. It has a lower job-density than the rest of the South East and Great Britain, meaning that there are fewer jobs per person available. It also has lower academic attainment at NVQ levels than the South East and Great Britain averages.

SE LEP's European Structural Fund strategy is focused on ensuring that disadvantaged groups are included in and can take advantage of expected growth in the local economy, through tackling the barriers that prevent individuals from entering and sustaining employment. Some groups have been identified as experiencing particular difficulties in securing employment, including: people with a family history of unemployment, people from Black and Minority Ethnic (BAME) communities and people with housing difficulties.

There are 12 projects being delivered in the South East LEP area through Building Better Opportunities:

- Employment support for people with disabilities and long term health issues - North;
- Employment support for people with mental health issues - North;
- Employment support for carers - North;
- Employment support for older people - North;
- Employment support for lone parents - North;

- Employment support for people with difficulty sustaining employment - North;
- Employment support for people with disabilities and long term health issues - South;
- Employment support for people with mental health issues - South;
- Employment support for carers - South;
- Employment support for older people - South;
- Employment support for lone parents - South;
- Employment support for people with difficulty sustaining employment - South.

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

Project aim

This project aims to support people who are furthest from the labour market to overcome barriers to move towards and into sustainable volunteering, education, training or employment.

The project will particularly focus on those people currently not in employment who have a history of moving in and out of the labour market. Employment will be one measure of success, but so too will be the confidence of participants to progress onto other training, education or volunteering opportunities.

Therefore, the project will need to:

- provide the means through which disadvantaged people become work ready and are able to access volunteering, training and employment opportunities;
- provide continuing support measures for participants who are either shifting in and out of work or making the transition from one stage to another on the path towards employment, for example from homelessness or rehabilitation to volunteering, or from training to employment placements;
- provide new and innovative models of service delivery where the existing provision is lacking and unable to meet the needs of individuals, families or deprived locations necessary to allow for progression towards employment;
- support marginalised and socially excluded people to access new and existing activities that address physical, geographical, communications and service access limitations.

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:

- providing a holistic assessment of an individual's needs and access to bespoke interventions to meet these needs;
- support for each individual to understand why they have struggled to sustain work and how they can obtain more secure employment;
- where relevant, support to acquire the skills and experience needed to obtain more secure employment (e.g. as opposed to seasonal or temporary work);
- activities that will enable participants to become work-ready (for example, training, volunteering opportunities, community learning, work trials, work placements, work experience and job opportunities);
- the provision of financial literacy training, debt advice and access to financial services;
- activities that will support participants to overcome language and other communication barriers;

- supported work experience;
- support to gain and develop soft and life skills.

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

Project location

The project should be delivered either across the whole of the South of the SE LEP area including more rural communities, or the applicant can make proposals that concentrate in certain geographical areas within the South region where the need is evidenced as greatest.

Project participants

All participants must be unemployed or economically inactive as defined in our programme guide.

The project will have a specific focus on individuals who are out of work due to difficulty sustaining employment (for example, people who have some experience of employment, perhaps in seasonal or temporary jobs) and are at most at risk of social exclusion. This includes, but is not limited to:

- people facing multiple disadvantages in accessing the labour market, particularly those with multiple personal issues;
- people from BAME communities who are unable to sustain employment;
- people with housing difficulties who are unable to sustain employment;
- parents in workless households who are unable to sustain employment.

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 plus remain eligible participants.

Project outputs and results

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

- At least 235 people are engaged in activities to improve their work readiness, including at least:
 - 118 men;
 - 117 women;
 - 117 people who are unemployed;
 - 118 people who are economically inactive;
 - 27 people who are 50 or older;
 - 33 people with disabilities;
 - 15 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.