

Building Better Opportunities

Project outline

For use in England only



Project title	Project 4 of 12 - Employment support for older people - North
Project reference number	SEL/2/4
LEP area	South East LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£483,000
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 four 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, 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. Over 70 per cent of Essex is classed as rural, with a quarter of the population living in rural communities which can present both geographical and social isolation, further reducing residents' ability to access work and training opportunities.

Within Essex, latest claimant data (NOMIS) shows over 40,000 people are claiming ESA and over 16,000 of these people have a mental health condition. The life expectancy across the county differs by 18 years, with Tendring, specifically the Pier ward, being in the top 10 wards for the lowest life expectancy in England and Wales. The rate of working-age main benefit claimants for Southend is 13.7 per cent, which is higher than the rate for Great Britain at 12.5 per cent.

Within Essex, latest claimant data (NOMIS) shows 5,180 people aged between 45 to 59 years on income support benefit payments. These numbers are made up of: 1,960 people aged 45 to 49; 1,740 aged 50 to 54; and 1,470 aged 55 to 59. These jobseekers experience both real and perceived barriers based on their age. Older jobseekers often require support to identify transferrable skills (for those entering new sectors) and to identify jobs that enable them to use their skills and experience (for those re-entering the jobs market), to overcome initial barriers to employment, giving them the confidence and ability to move towards employment.

This part of SE LEP's European Structural Fund strategy is focused on ensuring that disadvantaged groups are included in, and can take advantage of expected local growth. Social inclusion is an important priority for the SE LEP as although the area is seen as affluent there are considerable barriers to employment in terms of poor physical health and disability and low education/skills levels, as well as disparity of income and inequality.

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 provide intensive and ongoing practical employment support for older people (aged 45 and over) to move into sustainable volunteering, education, training or employment.

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 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 people in deprived locations to progress 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:

- support to enable participants to overcome wider barriers to employment, particularly where these relate to older people;
- help and support to build confidence;
- support to identify transferrable skills (for those entering new sectors) and to identify jobs that enable use of existing skills and experience (for those re-entering the jobs market);
- individual caseworking support for participants to access related services including volunteering opportunities and community learning;
- workplace-based programmes;
- vocationally-relevant training;
- support to gain, develop and update skills, including 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 North of the SE LEP area including more rural communities, or the applicant can make proposals that concentrate in certain geographical areas within the North 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 people aged 45 or over.

Project outputs and results

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

- At least 117 people are engaged in activities to improve their work readiness, including at least:
 - 59 men;
 - 58 women;
 - 59 people who are unemployed;
 - 58 people who are economically inactive;
 - 88 people who are 50 or older;
 - 16 people with disabilities;
 - 7 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.