

# Building Better Opportunities

## Project outline

For use in England only



<b>Project title</b>	Project 1 of 3 - Multiple Barriers (Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands)
<b>Project reference number</b>	StSt/2/1
<b>LEP area</b>	Stoke-on-Trent and Staffordshire LEP
<b>ESF Thematic Objective</b>	9: Promoting social inclusion and combating poverty
<b>ESF Investment Priority</b>	1.4: Active inclusion
<b>Funding available</b>	£5,522,100
<b>Project start period</b>	July 2016 to November 2016
<b>Latest date for completion</b>	December 2019
<b>Date open for applications</b>	8 October 2015
<b>Deadline for stage one applications</b>	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](http://www.biglotteryfund.org.uk/esf).

## Project background

Parts of the Stoke-on-Trent and Staffordshire Local Enterprise Partnership (LEP) area, particularly in the north, experience considerable socio-economic challenges, presenting barriers to economic growth and social and community inclusion.

In the urban areas challenges are multifaceted, including areas with high concentrations of people out of work, with low skills levels and experiencing deprivation. In the rural areas there are also pockets of deprivation (Index of Multiple Deprivation 2010, Department for Communities and Local Government). There are clear areas of multiple need in the north of the LEP area, largely in Stoke-on-Trent and Newcastle-under-Lyme but also in Staffordshire Moorlands. There are also high rates of worklessness (NOMIS, 2014) and a particular issue of adults with no qualifications (Census, 2011).

Partly as a result of these challenges, the area is underperforming economically relative to the European average. A key aim of the Stoke-on-Trent and Staffordshire LEP is to develop a modern and flexible skills system which enables everyone to gain the skills required to meet the needs of growth sectors in the local economy.

Stoke-on-Trent and Staffordshire LEP has carried out a joint needs assessment identifying all existing statutory employment and skills provision, as well as other non-statutory schemes that operate long-term across the area. This, together with consultation with local organisations (many of which work with potential participants on a daily basis), has identified the following priority groups across the LEP area:

- people with low skills or qualifications;
- people who are unemployed and economically inactive, including those out of work due to disability and ill health;
- young people not in education, employment or training (NEET);
- groups of people at highest risk of worklessness and facing multiple barriers to employment.

The needs analysis and consultation highlighted the need for a broad, personalised approach, working with people to help them address the particular barriers preventing them moving towards and into employment. Barriers may include, but are not limited to, factors such as: a lack of qualifications or basic skills; financial difficulties; ill health or disability; lack of access to childcare; caring responsibilities; transport difficulties; lack of advice and support; or discrimination associated with negative stereotypes of groups such as ex-offenders.

The needs analysis also identified the following groups as facing multiple barriers to employment and economic security: people aged 18-24 years old and those aged 55-64 years old; people from Black and Minority Ethnic (BAME) communities; single-adult households; residents of large social housing schemes; and individuals with caring responsibilities.

There are three projects being delivered in the Stoke-on-Trent and Staffordshire LEP area through Building Better Opportunities:

- Multiple Barriers (Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands);
- Multiple Barriers (Stafford and South Staffordshire);
- Multiple Barriers (Tamworth, Cannock, Lichfield and East Staffordshire).

Applicants should ensure they are fully aware of the other projects we will be funding in the Stoke-on-Trent and Staffordshire LEP area even if they only plan to submit an application for this project.

## Project aim

This project aims to provide holistic support for disadvantaged people who are not in work within

Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands.

It will provide a coordinated, individualised approach to give those with multiple barriers tailored support to move closer to and into employment as part of a 'managed participant journey' (this will ensure that contact is maintained and activity is tracked as participants progress towards engagement with the labour market). We expect applicants to demonstrate an approach that ensures participants' progression from worklessness through all the support provided is coordinated. The project will also be expected to form links with organisations delivering similar services locally.

The project will focus on those who are furthest from the labour market. Employment will be one measure, but so too will be the confidence of people to progress onto other training, education or volunteering opportunities. The project will therefore need to:

- provide the means through which disadvantaged people become work-ready, and are able to access learning, training and job opportunities;
- engage and support disadvantaged people who are socially or geographically isolated to enable them to overcome barriers to employment;
- provide support to assist with the transition to work or learning;
- provide individuals with the necessary skills to secure employment or self employment, including digital and financial skills.

### **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 holistic assessment of an individual's needs and individualised action planning;
- flexible support that enables participants to self-refer to the project;
- the provision of employment and training opportunities suitable for the local economy, such as volunteering, work experience and job search support;
- supporting joint working that is additional to existing provision, such as working with local community groups, social landlords and Jobcentre Plus to help participants to address wider barriers, signposting and referring people on to mainstream support as appropriate;
- activities to build motivation, confidence and soft skills such as communication, interpersonal, organisational and analytical skills;
- providing bespoke support on practical issues such as childcare options and travel planning;
- activities providing money management skills and debt counselling;
- support to improve individuals' digital skills;
- the provision of ongoing support for those who progress into employment.

Applicants are encouraged to consider a wide range of innovative delivery models. Applicants will also need to be aware of any other European-funded programmes which could have an impact on delivery. In particular, ensure that any proposals add value and do not duplicate any NEET provision delivered by the Skills Funding Agency.

### **Project location**

The project should be delivered within Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands, including in more rural communities, and should include specialist provision for people in areas that face particularly high levels of multiple deprivation. This includes but is not limited to:

- Stoke-on-Trent: Bentilee and Ubberrley, Etruria and Hanley, Tunstall, Burslem Central, Meir

North, Blurton West and Newstead, and Abbey Hulton and Townsend;

- Newcastle-under-Lyme: Holditch, Silverdale and Parksite, Cross Heath, Chesterton and Town;
- Staffordshire Moorlands: Biddulph East and Leek North.

## 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 who are most at risk of social exclusion. This includes, but is not limited to:

- people with disabilities or long-term health conditions;
- people who are 50 or older;
- people from BAME communities;
- people with low skills or qualifications;
- people who live in areas of high unemployment;
- young people who are NEET, with a particular focus on long-term or older NEETs;
- people living in single-adult households and people with caring responsibilities;
- people who are residents of large social housing schemes.

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 1,622 people are engaged in activities to improve their work readiness, including at least:
  - 822 men;
  - 800 women;
  - 811 people who are unemployed;
  - 811 people who are economically inactive;
  - 229 people who are 50 or older;
  - 286 people with disabilities;
  - 137 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.