

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 1 of 1 - Promoting Social Inclusion
LEP area	Swindon and Wiltshire
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£3,880,000
Project start period	March 2016 to August 2016
Latest date for completion	December 2019
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

Swindon and Wiltshire is a diverse area comprising the urban centres of Swindon, Chippenham, Trowbridge and Salisbury, market towns and rural villages. It is home to 690,000 people, of whom around 415,000 are of working age. There are approximately 25,400 businesses, 22 per cent in Swindon and 78 per cent in Wiltshire.

Unemployment is most concentrated in particular wards in Swindon. Four wards account for a quarter of the unemployment in the borough - Central; Parks; Gorsehill and Pinehurst. Other concentrations in Swindon are at Walcot, Toothill, Moredon, Meadowcroft, and Penhill. In these areas, more than one in three young people can be classed as long term unemployed.

Whilst most of the population in Wiltshire live in a dozen or so larger towns and cities (including Salisbury, Chippenham, Trowbridge, Westbury, Devizes, Warminster, Malmesbury, Amesbury, Royal Wootton Bassett and Melksham) around 25 per cent of the population lives in villages of fewer than 1,000 people. There are a handful of wards with multiple deprivation in Trowbridge and Salisbury that are comparable with those in Swindon. In Wiltshire, social exclusion and disadvantage is often dispersed and scattered, with some individuals disadvantaged through rural remoteness with poor access to services.

Research by the Department for Work and Pensions (DWP) and The Prince's Trust shows that the current employment rate for people with a disability is 46.3 per cent compared to 76.4 per cent for the working age population. Around 25 per cent of Jobseekers Allowance (JSA) recipients are still unemployed after six months. Long term unemployed young people are twice as likely to be prescribed anti-depressants and reportedly 40 per cent have mental health issues. Wiltshire's employment rate for the 50-64 age group is currently at 69.9 per cent whilst Swindon's is 71.9 per cent.

The ESIF Strategy promotes social inclusion within the Swindon and Wiltshire LEP area. It aims to tackle the multiple barriers that prevent sustained employment and exclude people by addressing the following concerns:

- The intergenerational poverty and cycle of deprivation experienced by people from the estimated 120,000 'troubled' families identified by DCLG. These families cost public agencies on average ten times more to support than an average family. .
- The re-offending rates, which according to Ministry of Justice resulted in 35 per cent of convicted young people re-offending within 12 months. In some areas this rate is as high as 59 per cent. Sustained employment is the best preventative measure to re-offending.
- As the state pension age rises, long periods of unemployment immediately prior to pension-age may be a factor in pensioner poverty, as well as having a negative impact on health and wellbeing in later life. Extending or changing employment patterns can prevent social exclusion.
- In Swindon and Wiltshire there are 24,000 claimants on Employment Support Allowance, Incapacity Benefit and Carers Allowance (DWP August 2014), some of whom (with the right personalised support) would benefit from employment or progression towards employment, support in the workplace, volunteering and/or learning. Making a contribution in the workplace and/or in the community can have a positive impact on health and wellbeing.
- There is a risk that vulnerable young people who are not in education, employment or training (NEET) or at risk of becoming NEET become disengaged from work and learning at 16+ and particularly between 18 and 24 years old. With the right early intervention this vulnerable group can be supported into employment with training.

Project aim

This project aims to promote social inclusion throughout the Swindon and Wiltshire LEP area, with a focus on individuals furthest from the labour market whose needs are not being met by mainstream programmes alone. The project should provide inclusive measures that help people into sustained employment or self-employment, recognising the difficulties and barriers faced by

those most disadvantaged in the labour market, and acknowledging that the target groups often require more complex and specialist interventions because of multiple barriers. A planned and personalised approach supporting individuals' progression towards a sustained presence in the work force is required.

The project should support the movement of long term unemployed and economically inactive individuals towards and into sustainable employment and should tackle issues which prevent people taking and sustaining employment opportunities.

Project description

The project will help those furthest away from the labour market requiring a supportive approach over a longer period of intervention. It will therefore need to:

- deliver planned, personalised and progressive interventions for individuals as steps towards sustained employment;
- provide personalised support to help people towards work, including a 'wrap-around' or multi-agency approach where necessary to tackle long-term disadvantage and social exclusion;
- offer support on issues which prevent people taking and sustaining employment opportunities. This is likely to include opportunities for volunteering, including within social enterprises.

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:

- using planned, personalised and progressive interventions, working with long-term unemployed and economically inactive individuals to move them towards and into sustainable employment with continued follow-on support, and including provision of wrap around services that support people with multiple issues;
- providing local support to help participants improve their health and wellbeing through interventions that could include (but not be restricted to) improving financial capability and support to manage debt, tackling tenancy issues, social inclusion and confidence-building activities, building skills for inclusion such as digital skills, goal setting, group and community activities;
- use of volunteering as a tool for change by establishing access to relevant and sustainable volunteering opportunities, including but not restricted to older workers (over 50) who can use their skills and knowledge after retirement. This could allow for more inter-generational interaction in the workplace - supporting outcomes of more volunteering and more opportunities for socially excluded people to take steps towards full employment;
- identification of individuals for whom self-employment is a realistic option. The activities could form part of a planned progressive package of personalised measures including referrals to other local ESIF operations such as the SME Growth funded operations for pre-start-up business support and support on accessing finance;
- providing access to childcare where this is identified as a barrier to moving towards employment;
- addressing issues of rural remoteness which affect personal access to services and are a barrier to sustained employment;
- utilisation of local and specialist partners to provide continued personalised support, bringing together organisations to deliver solutions in a way that ensures individuals can receive support in a place and at a time that meets their needs;
- supporting individuals to access the project and core services / interventions by creating a seamless journey that is planned and sequenced to support participant success and progression. This is likely to include innovative solutions to referrals and case management;
- working in partnership with relevant local, regional and national agents who can assist project and participant success.

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

Project location

The project should be delivered across the Swindon and Wiltshire LEP area, with some focus on areas of high deprivation. Services should be able to reach smaller pockets of deprivation across the wider and suburban area and be accessible to individuals wherever they live.

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 out of work with multiple barriers and are therefore furthest from the job market and at greater risk of social exclusion. This includes, but is not limited to:

- people with disabilities;
- people who are over 50 years old;
- vulnerable young people, NEET or at risk of becoming NEET (including care leavers, young offenders not in custody, young people with mental health issues and young people with Special Educational Needs and Disabilities);
- people who are homeless or in housing need;
- people with mental health issues;
- people from Black and Minority Ethnic (BAME) communities;
- people who are ex-offenders.

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 976 people are engaged in activities to improve their work readiness, including at least:
 - 488 men;
 - 488 women;
 - 488 people who are unemployed;
 - 488 people who are economically inactive;
 - 98 people who are 50 or older;
 - 199 people with disabilities;
 - 55 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 13 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.