

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 1 of 1 - Holistic Support
LEP area	Tees Valley
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£8,880,100
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

The evidence base data contained within the Tees Valley ESIF Strategy shows that the area has specific issues with unemployment, particularly youth unemployment; young people not in education, employment or training (NEETs - which the Youth Employment Initiative (YEI) will address); and other people out of work. This is particularly reflected in sub-sections dealing with unemployment, index of deprivation, housing and health which highlight areas of significant inequality.

The Strategy was informed by a comprehensive consultation programme led by the Tees Valley Local Enterprise Partnership (LEP) involving over 150 community groups represented at workshops in 2013, facilitated by a community organisation. The workshops included looking at needs, assets and gaps. This work was then further developed between December 2014 and February 2015 by desk-based research and workshops with organisations working with those furthest from the labour market.

Unemployment rates across the Tees Valley remain almost twice the national average: one in four people in the Tees Valley area lives in the top 10 per cent of deprived wards. Both men and women in Tees Valley are twice more likely to be out of work for more than 12 months than the national average.

Many of the people who fall into disadvantaged groups are economically inactive. Whilst agencies who deal with unemployed individuals can make referrals to mainstream provision if eligible (for example the DWP Work Programme), there is a gap in provision to support those people who are furthest away from the labour market, usually because they have multiple and interrelated barriers to employment. Barriers could include, for example, poor physical and mental health, disability, childcare or caring responsibilities, poor unstable housing situations, drug and alcohol addictions, lack of personal transport, lack of awareness of in-work benefits, lack of ID or email address and lack of basic social/employability skills including limited financial /digital awareness.

The ESIF funds available for the theme of social inclusion in the Tees Valley Local Enterprise Partnership (LEP) area are focused on tackling the causes of high levels of economic inactivity and social inequality by providing additional, more intensive and flexible support tailored to the multiple needs of people at most disadvantage in the labour market.

The ESIF strategy outlines that it will achieve this by focusing on the main issues of: employability, capacity building (within the context of employability) and financial/digital inclusion. This project addresses all these issues within the context of a holistic service featuring three specific themes detailed below.

N.B.: As Tees Valley will have the benefit of a comprehensive programme of activities using Youth Employment Initiative (YEI) EU funding until July 2018 to address the issues facing young people (15-29) who are NEET, we will not be identifying young people as a particular target group for the Building Better Opportunities Programme.

Project aim

This project aims to provide holistic and bespoke support for participants to increase their employability and improve their prospects for employment. It will focus on those individuals who are furthest from the labour market and will offer support on a voluntary basis to those individuals who find mainstream services difficult to access/use or who are unable to use the national offers of support.

Through community-based support, the project will help them towards and into employment. Activities will offer participants support to improve their employability and give them access to ancillary support. The aim is to support participants to move away from benefit dependency and progress to economic activity, use of mainstream learning/ training services and ultimately sustainable employment. To help people succeed there must be measures in place to deal with a

wide range of issues, offering referral to appropriate mainstream and other services and help to address individuals issues and barriers to employment, for example finance and childcare needs.

The project will address three themes in combination, in order to provide a **single holistic service** delivered by a range of partners. This will provide an enhanced service to participants, who can access all three themes and benefit from a pathway of support. It will include a range of options and wrap-around services to dovetail with and add value to mainstream support.

1. Removing Health and Wellbeing Barriers to Employment for those with multiple complex needs. Under this theme, the project will address 'multiple barriers' to entering work, offering support to participants who may be experiencing poor physical and mental health, childcare or caring responsibilities, poor unstable housing situations, drug and alcohol addictions, lack of personal transport, lack of awareness of in-work benefits, lack of ID or email address, and lack of basic social/employability skills.

2. Steps towards employment. Under this theme, the project will provide the means through which disadvantaged people can become work-ready, by encouraging individuals to gain the appropriate skills, build confidence and increase their understanding of the range of opportunities available in the labour market. Individuals should also be supported to gain work-related experience in particular through access to volunteering and other work experience opportunities.

3. Financial/Digital Inclusion. Under this theme, the project will provide support for individuals to develop their financial and digital skills to improve their financial stability. A comprehensive range of Financial and Digital Inclusion activities needs to be available across the Tees Valley area to increase the confidence of participants and support the transition from benefits to employment.

Within each theme, the project will need to support and encourage best practice and to ensure 'rural proofing' - providing access of opportunity for targeted people within rural areas.

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:

Removing Health and Wellbeing Barriers to Employment for those with multiple complex needs:

- providing therapy, group support, advice and counselling to improve confidence, maintain wellbeing and help individuals build support networks and resilience and tackle or manage the barriers they face.

Steps towards employment:

- referring to independent, impartial careers information and guidance including to National Careers Service where eligible for support;
- referring to appropriate learning/training provision including mainstream and other ESF-funded projects;
- brokering and matching potential volunteers with VCSE groups;
- providing access to task- or job-specific volunteer training;
- supporting volunteers through developing volunteering opportunities, providing training, support and encouragement;
- providing access to peer to peer volunteering.

Financial/Digital Inclusion:

- provision of local, accessible advice and counselling in relation to money management, debt and benefits, and programmes to address financial literacy and promote awareness - for example of in work benefits;
- providing access to digital inclusion services to improve internet literacy and access to digital services for example to aid job search, completion of forms online, use of common IT systems in the workplace (e.g. Microsoft Office etc.) and access to benefits.

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

strong need has been identified for a person-centred approach tailored to the needs of the individual. It is felt that throughout all three themes, participants would be best supported by a team of named case workers, offering one to one contact and tailored support and able to direct/encourage access to a wide range of support services and agencies to assist individuals to move towards and into employment. Case workers will need to work closely with/co-locate within a range of partnership services across the Tees Valley (for example social housing, health and adult services) to give maximum outreach, build on existing contacts within the community and maximise integration with mainstream services.

Project location

The project should be delivered across the Tees Valley LEP area - Redcar and Cleveland, Darlington, Stockton-on-Tees, Middlesbrough and Hartlepool - and should include easy access for disadvantaged individuals living within any community across all five boroughs.

The boroughs of Middlesbrough and Stockton-on-Tees have higher numbers of individuals from ethnic minorities than the other boroughs and therefore any 'specialist' advisers/support for BAME individuals should be easily accessible within these areas, as well as being on offer within other areas.

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

- people who have health and/or disability barriers to employment (including mental health);
- people who experience issues with drug and alcohol abuse;
- people who are over 50;
- women aged between 25 and 34;
- people from black and minority ethnic (BAME) backgrounds;
- people living in the most deprived lower super output areas (LSOAs). Figures in respect of LSOAs (available in the Index of Multiple Deprivation) are expected to be updated in summer 2015. Applicants should demonstrate how activities would target these areas according to the most recent information.

Project outputs and results

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

- At least 2153 people are engaged in activities to improve their work readiness, including at least:
 - 1077 men;
 - 1076 women;
 - 1076 people who are unemployed;
 - 1077 people who are economically inactive;
 - 322 people who are 50 or older;
 - 431 people with disabilities;
 - 108 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.