

Building Better Opportunities

Project outline

For use in England only



Project title	Project 2 of 2 - Support for under-represented groups to move towards employment (Herefordshire)
Project reference number	ThMa/5/2
LEP area	The Marches LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,706,300
Project start period	November 2017 to April 2018
Latest date for completion	30 June 2020
Date open for applications	24 February 2017
Deadline for stage one applications	12 noon on 27 March 2017

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 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

The Marches Local Enterprise Partnership (LEP) has prioritised support to socially excluded and under-represented groups, addressing barriers to their participation in activities that will improve their economic well-being. The social inclusion theme within the Marches LEP area is focused on supporting those furthest from the job market by providing sustainable routes towards employment and away from poverty. Securing employment provides the single most important means through which people are able to turn their lives around. There has been significant consultation locally to determine the social inclusion priorities and the findings show that there are many groups reporting a desire to work, but a lack of appropriate support/services, training, employment volunteering and work placement opportunities to meet their needs.

Particular groups are identified as having significant and complex barriers to moving towards and into employment. Research shows that there are significant numbers of people from these groups locally: 842 individuals from Gypsy Roma and travelling communities; 16,257 lone parent households; 1,165 people aged over 50 claiming Jobseekers Allowance; 12,400 families in which no adult is in work; 1,130 families classified as having multiple and complex needs; 96 homeless people 'in priority need'; 18,645 people who are economically inactive due to long term health problems or disability; 2,060 adults aged 18-69 receiving secondary mental health services; 72,880 carers; and 21,789 people from Black and Minority Ethnic (BAME) communities (NOMIS; Census, 2011; Mental Health National Minimum Dataset 2014, Health and Social Care Information Centre; P1E homelessness Prevention and Relief data, Department for Communities and Local Government).

A range of barriers people face as they move towards and into work have been identified in the Marches. These include: caring responsibilities; a lack of awareness around the needs of disabled people and stigma around disability; cultural and language barriers; and digital exclusion (research has shown that the main reasons for this are the costs associated with internet usage, lack of confidence to take the first step to use ICT and lack of opportunity to gain suitable skills). Factors such as inter-generational unemployment have also been raised as issues. The research findings also highlight that there are growing numbers of people who are experiencing several barriers moving towards and into employment, making the needs more complex and multifaceted. In addition, there are 38 lower super output areas (LSOAs) in the Marches LEP areas (Index for Multiple Deprivation, 2010). People in these areas, in addition to the barriers described above, face additional challenges to employment such as embedded low aspiration, low skills levels, high levels of antisocial behaviour, and poor health.

There are two projects in the Marches LEP area through Building Better Opportunities:

- Support for under-represented groups to move towards employment (Shropshire and Telford and Wrekin) is in delivery;
- Support for under-represented groups to move towards employment (Herefordshire) is the focus of this project outline.

Although separate, there is the expectation that the projects will liaise, consider opportunities for joint work and learn from each other. Applicants should ensure they are fully aware of the Building Better Opportunities project in the Transition area (Shropshire and Telford and Wrekin).

Project aim

This project aims to provide pre-employment support within Herefordshire for disadvantaged people aged 19 and over who are not in work. The project will focus on those who are furthest from the labour market, helping them engage in activity to move towards and into employment.

Employment will be one measure of success as will be work readiness, but so too will be the confidence of participants to progress onto other training, education or volunteering opportunities. The project will therefore need to:

- provide the means through which targeted groups move towards employment through access to customised learning, training and volunteering opportunities;
- engage and support targeted groups, enabling them to overcome barriers which prevent them moving towards employment;
- target people from communities with high unemployment, low skills and low income to overcome barriers to moving towards and into employment.

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 personal and holistic assessment of individual needs, barriers and solutions;
- personalised flexible support that recognises those most in need will be accessing support from different points and will be at different stages in their lives;
- tailored support to help people build their confidence, knowledge, skills, resilience and ambitions to move towards work and out of poverty;
- skills, learning and training activities, including literacy, numeracy and digital skills;
- mentor advice and support on issues such as housing, money, debt, employment contracts and tax, to address the root causes of poverty;
- providing tailored local support, to meet the specific needs of the local people, including raising expectations and enabling the use of local facilities and services;
- work placement options and/or peer support to develop confidence, self-esteem and help participants overcome more complex barriers;
- providing the support needed (to individuals and organisations) so people become volunteer ready, move into volunteering roles and receive personal development support;
- practical activities to engage and retain underrepresented groups as well as the 'hidden' groups of people who are out of work, for example growing food, gardening, sport, arts.

Applicants are encouraged to consider a wide range of innovative delivery models with the potential for a legacy beyond the life of the grant. It will be important to show the links which have been established with employment service providers to show how people will be supported into employment.

Project location

The project should be delivered across the Marches more developed area which comprises of Herefordshire local authority area. Activities and support should be locally accessible, including in rural areas where access to services is limited. There should also be a particular focus on communities recognised as LSOAs which are in the most deprived 20 per cent nationally.

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 aged 19 or over and people who are most at risk of social exclusion. This includes, but is not limited to:

- people with disabilities;
- people who are 50 or older;
- people who are homeless;
- people with mental health issues;
- people from black and minority ethnic (BAME) communities (particularly those from the Gypsy Roma and travelling communities);

- families with multiple and complex needs;
- lone parents;
- people with caring responsibilities;
- people living areas of deprivation.

Project outputs and results

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

- At least 441 people are engaged in activities to improve their work readiness, including at least:
 - 220 men;
 - 221 women;
 - 220 people who are unemployed;
 - 221 people who are economically inactive;
 - 65 people who are 50 or older;
 - 88 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 10 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.