

# Building Better Opportunities

## Project outline

For use in England only



<b>Project reference</b>	Project 1 of 1 - Tackling multiple needs to improve employability
<b>LEP area</b>	West of England 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>	£5,791,300
<b>Project start period</b>	March 2016 to August 2016
<b>Latest date for completion</b>	December 2019
<b>Date open for applications</b>	Friday 5 June 2015
<b>Deadline for stage one applications</b>	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.
- 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](http://www.biglotteryfund.org.uk/esf).

## Project background

Despite the area's increasing prosperity in recent years, the West of England still has a significant number of localities and groups experiencing high levels of deprivation, with underrepresentation of key groups in enterprise. This includes wards with inter-generational worklessness, leading to poor health and wellbeing for residents. Specific groups are underrepresented in enterprise, including ethnic minorities, women, disabled people, young people and older people. The common barriers to employment are well documented: limited education, lack of employability skills, disability, childcare, debt, digital exclusion and lack of English for Speakers of Other Languages (ESOL) skills.

Within the West of England at September 2014 there were 159,000 economically inactive people (aged 16 - 64). Of these, and refining the target group further, approximately 50,000 were classified as inactive for reasons of long-term and temporary sickness, discouragement and other reasons. A further 36,300 were inactive for reasons of looking after a home and/or family. The 2014 figures for unemployment across the West of England show that there were 38,900 unemployed people, of which 2,364 had been claiming unemployment benefits for over a year.

This project is part of the West of England's broader strategic activity to remove barriers to employment for those excluded or disengaged from the labour market. People with low skills and no qualifications are at a significant disadvantage in the labour market, particularly if they face other barriers to employment leading to disengagement from mainstream work programmes and economic inactivity.

## Project aim

This project aims to tackle multiple needs to improve employability. It will work with people who face multiple barriers and/or multiple disadvantages in the labour market, providing them with support to move towards and into employment.

It will also include activity to tackle youth unemployment in areas where the risk of young people becoming NEET (not in education, employment or training) is high and the accessibility of support for NEETs is low; it will do this by working with young people to support them towards and into employment, education or training.

The project will support both these groups of participants to address the barriers that inhibit access to formal training and employment.

## Project description

This project must start with careful, evidence-based, targeting of communities (of whatever scale) with persistent concentrations of high unemployment and high levels of economic inactivity. The specific activities to be delivered through the project should be determined by applicants and clearly articulated in the stage one application form. The following is in no way a definitive list and applicants are encouraged to suggest innovative measures, but possible activities could include:

- holistic diagnoses of participants' needs;
- engaging participants in meaningful, structured activity tailored to their needs, leading to entry into other support programmes, as appropriate to the individual;
- support to address entrenched and multiple barriers, helping people move towards and reintegrate with mainstream support systems and the labour market;
- volunteering and work experience opportunities;
- pre-employment training. This could include work-readiness skills including confidence, basic skills or more specific training.

All support provided through this project should be tailored to the individual and help participants

progress to the point where they engage with formal training or employment opportunities. Applicants will be expected to demonstrate how they will reach and provide effective support to those furthest from and most out of touch with the labour market.

The impact and outcomes of this project will be maximised by using delivery models involving providers with good understanding of the targeted neighbourhoods, that are able to successfully engage hard to reach and socially excluded groups.

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

### **Project location**

The project should be delivered across the West of England LEP area, but focused on areas where unemployment and inactivity is particularly prevalent and contributes to wider deprivation. Activity to tackle youth unemployment should concentrate on (but not limited to) particular geographic areas where there is unmet need for NEETs in areas of wider deprivation.

### **Project participants**

All participants must be unemployed or economically inactive as defined in our programme guide.

The primary focus of this project should be on those individuals who are economically inactive, particularly those people who would like to find employment (of which there are 46,000 individuals in the West of England), and the long term unemployed. Unemployed participants should have been unemployed for more than 12 months (there are around 2,300 such individuals in the West of England). This includes, but is not limited to:

- people with disabilities;
- people who are over 50;
- people who are homeless or in housing need;
- people from Black and Minority Ethnic (BAME) communities;
- people who are offenders (not in custody) or ex-offenders;
- people with caring responsibilities;
- people with digital exclusion issues;
- people with drug and alcohol dependency;
- people with educational attainment issues (particularly lack of basic literacy and numeracy and English for speakers of other languages skills);
- people with family, parenting and relationship problems;
- people with health problems (including mental health);
- people operating in the informal economy;
- young people.

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 1464 people are engaged in activities to improve their work readiness, including at least:
  - 732 men;

- 732 women;
- 293 people who are unemployed;
- 1171 people who are economically inactive;
- 232 people who are 50 or older;
- 298 people with disabilities;
- 133 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, 20 per cent must have been unemployed when joining the project and 80 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.