

Building Better Opportunities

Project outline

For use in England only



Project title	Project 3 of 3 - Targeted Support and Inclusive Labour Markets
Project reference number	Worc/2/3
LEP area	Worcestershire LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,130,100
Project start period	July 2016 to November 2016
Latest date for completion	December 2019
Date open for applications	8 October 2015
Deadline for stage one applications	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.

Project background

Whilst Worcestershire as a whole can be considered to be an affluent and prospering area, there are pockets of multiple deprivation in both urban and rural areas. Local stakeholders recognise the need to ensure that economic success is shared and various deprivation factors are addressed.

Worcestershire Local Enterprise Partnership (WLEP) has worked with the public sector, private sector and community and voluntary sector partners to develop the local Strategic Economic Plan and EU Structural Investment Fund Strategy. These plans are underpinned with objectives to achieve social and economic inclusion for residents across Worcestershire through a joined up and co-ordinated approach to the provision of employment and skills support across the area.

The Index of Multiple Deprivation shows that parts of Worcestershire are among the most deprived in England. Areas of high deprivation are concentrated in Redditch, Worcester and Wyre Forest and are characterised by significantly higher levels of unemployment and greater health, crime, economic and educational disadvantage. Furthermore, there are a high number of economically inactive residents in the area (65,000) of which 11,000 want to work (Labour Force Survey). It has been identified that these individuals and the high number of claimants receiving sickness benefits could be left behind as the unemployment rate continues to reduce unless they are equipped with the necessary skills and experience to enter further training and education, employment or enterprise.

This project will form part of WLEP's vision of an 'integrated customer pathway' towards employment. It is anticipated that this project will add value to projects one and two by providing an intensive service that provides bespoke, flexible support for individuals in key target groups within Worcestershire. Support will be provided for two target groups: young people who are not in employment, education or training (NEET) or at risk of becoming NEET (pre-NEETs); and Work Programme Returners, in particular those that would be referred by Job Centre Plus to the mandatory intervention regime and those individuals referred on to community work placements.

There is one project being delivered in the Worcestershire LEP area through Building Better Opportunities in tranche 2:

- Project 3 - Targeted support and inclusive labour markets

There are two projects being delivered in the Worcestershire LEP area through Building Better Opportunities in tranche 1:

- Project 1 - Barriers to participation in the labour market
- Project 2 - Lifelong skills and learning

Applicants should ensure they are fully aware of the other projects we will be funding in the Worcestershire LEP area, even if they only plan to submit an application for this project.

Project aim

This project aims to provide intensive targeted support focusing on people who are NEET, pre-NEET, or Work Programme Returners in the Worcestershire LEP area. The aim of the service is to provide participants with co-ordinated support which will help them to access various services, to enable participants to not only enter employment but to have the skills to remain in employment.

For example this could include connecting participants to national and local employment support as well as other public services such as health, and supporting them to understand what they are entitled to and to make the most of the services on offer. The project will focus on re-engaging participants in economic activity by supporting them to move into sustainable employment, education or training.

The project also aims to offer in-work support for those who gain employment as a result of the project, to assist the transition to work process. This should give participants a good start towards being able to sustain employment and progress in the workforce, as a result of relevant support to

meet the requirements of local employers.

Employment will be one measure, but so too will be the confidence of participants to progress onto other training, education or volunteering opportunities.

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:

- individual assessment of participants' needs and a single case worker that co-ordinates access to support and different types of provision;
- the provision of general information, advice and guidance with an action plan developed for each participant;
- basic skills training including literacy, numeracy and IT;
- personal skills development such as confidence, communication skills, working as part of a team, and time management;
- pre-recruitment training such as Construction Skills Certification Scheme cards, First Aid or Health and Safety certificates, where appropriate;
- referral to traineeships, including work preparation;
- access to volunteering opportunities work experience and placements;
- the provision of careers guidance including information on apprenticeships and other vocational training;
- job application support such as CV writing, interview skills, delivering presentations.

The project will need to:

- provide the means through which people from target groups become work-ready, and are able to access learning, training and sustainable job opportunities;
- liaise closely with other public agencies, private sector delivery partners and other community and third sector providers to provide co-ordinated support;
- work with employers to enable effective job matching in line with the requirements of the local labour market and assist with the transition to work.

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

Project location

The project should be delivered across the Worcestershire LEP area, including more rural communities, and should include provision for areas with the highest concentration of inactive people. This includes: Oldington and Foley Park, Broadwaters, Rainbow Hill, Gorse Hill, Cathedral, Pickersleigh, Greenlands, Charford, Abbey, Batchley, Winyates and Warndon.

Project participants

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

The project will have a specific focus on young people who are NEET or Pre-NEET and Work Programme Returners.

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 284 people are engaged in activities to improve their work readiness, including at least:
 - 142 men;
 - 142 women;
 - 142 people who are unemployed;
 - 142 people who are economically inactive;
 - 46 people who are 50 or older;
 - 58 people with disabilities;
 - 11 people from ethnic minorities.

NB 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.