

# Building Better Opportunities

## Project outline

For use in England only



<b>Project title</b>	Project 1 of 1 - Action Towards Inclusion
<b>LEP area</b>	York, North Yorkshire and East Riding
<b>Project reference number</b>	YNYER/2/1
<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>	£7,405,300
<b>Project start period</b>	July 2016 to November 2016
<b>Latest date for completion</b>	December 2019
<b>Date open for applications</b>	8 October 2015
<b>Deadline for stage one applications</b>	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](http://www.biglotteryfund.org.uk/esf).

## Project background

The York, North Yorkshire and East Riding Local Enterprise Partnership (LEP) area is large and diverse. It includes urban centres such as York, Harrogate and Beverley, a long coastal strip and a vast rural hinterland. As a result, there is a need to develop flexible provision that is able to respond to different needs across different geographies. Traditional social inclusion provision has focused on concentrated areas of deprivation, targeting particular beneficiary groups in areas where they can be found in significant numbers. This approach does not necessarily work well in geographies where people are more dispersed and there are small pockets of deprivation covering a wide variety of different beneficiary groups.

One of the key goals in the York, North Yorkshire and East Riding LEP Strategic Economic Plan (SEP) is 'Empowered communities delivering support and inclusion'. This focuses on activities to support people with multiple barriers that prevent them from fully engaging in their community. The priorities for social inclusion activities were informed by consultation with 200 voluntary, community and social enterprise organisations, to ensure they reflect the needs of the area. This strand of the plan is focused on addressing persistent pockets of poverty and tackling barriers to work, to allow all adults to play an active role in the labour market. There are in excess of 60,000 people of working age claiming out of work benefits in the North Yorkshire and East Riding area. This includes more than 8,000 claiming Jobseekers Allowance (JSA) and more than 28,000 claiming Employment Support Allowance (ESA) or Incapacity Benefit (IB), many of whom will face significant barriers to employment.

Forty five per cent of ESA claimants cite mental and behavioural disorders as the main health condition preventing them from seeking employment; support in this area can be difficult to find, with long waiting lists.

Currently over a quarter of residents in the LEP area are in debt, with a 56 per cent increase in people seeking debt advice between 2012 and 2014 and unemployment given as the main reason for seeking advice.

Jobcentre Plus estimates that 20 per cent of current JSA claimants lack the skills to apply for benefits online.

People facing these challenges are likely to require intensive support to help them first to access and then to sustain employment. Within this diverse group, older people, lone parents, ex-offenders and people with mental health or other health issues face particular barriers to work and discrimination in the labour market. Trying to tackle these barriers can be very daunting, especially if the appropriate support is not in place. These people are furthest from the labour market and are likely to need more focused and targeted help, perhaps over a longer period, to help them into work.

## Project aim

This project aims to provide support to the most disadvantaged groups in the LEP area who are furthest from the labour market and who experience significant barriers to work. It will provide support to these people to address barriers to work and tackle the disadvantages they face, helping them move towards employment, education or training.

It will do this by engaging these priority 'hard to reach' groups and providing them with support to move towards and into employment. This will include support to improve their financial inclusion and skills development. It will also provide tailored support to those participants who have ongoing health problems or who are carers.

The project should include the following four elements:

### Participant Engagement

Identify and engage with the hardest to reach groups across the LEP area and provide initial assessments, agreed action plans and ongoing support tailored to the participant's individual

needs.

### **Financial Inclusion**

Support participants in the most deprived communities to improve their financial capability. The project should support participants to get out and stay out of debt through preventative action to avoid debt, and longer-term personal budgeting support and advice. Participants should be supported to acquire financial and digital skills (for example the ability to manage their accounts online, receive payments and pay rent to a landlord), including, where required, by referral on to the statutory service provided by DWP on the financial and digital skills needed for Universal Credit.

### **Health**

Provide tailored and additional support, as appropriate, to those participants who have physical and mental health issues or who are carers, to enable them to participate and engage in society.

### **Skills Development**

Provide support for participants who are not ready to engage in formal learning opportunities to develop functional and employability skills such as self-management, problem solving, working with others and learning to learn. Provide appropriate provision for mainstream skills sought by employers such as maths, English and ICT, as well as vocational skills linked to jobs.

## **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:

- outreach activities to engage participants;
- a holistic assessment of each individual's needs, followed by tailored support measures;
- helping people to tackle out of work poverty by improving their financial capability (the knowledge, skills, confidence and motivation to be able to manage their money well), including improving awareness and use of appropriate financial products and services and support to enable access to appropriate debt advice and crisis resolution;
- digital inclusion activities to support financial inclusion;
- 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;
- signposting and referrals to mainstream and other services, as necessary;
- support to enable access to services for overcoming health-related barriers;
- accessible support to become work-ready (for example, careers advice, training, volunteering and work experience opportunities);
- provision of accessible maths, English and ICT provision;
- provision of tailored vocational training linked to the local labour market;
- tailored support for carers to tackle barriers relating to caring responsibilities (by, for example, providing access to respite care, support groups and networks).

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

## **Project location**

The project should be delivered across the York, North Yorkshire and East Riding LEP area, ensuring that there is a geographical spread and rural areas are included. Applications should demonstrate how isolated rural areas will be supported.

The project must establish at least one physical base in the areas of York and North Yorkshire and another physical base in East Riding. 78% of the project's budget should be spent and 78% of participants engaged in the York and North Yorkshire base(s), with the remaining 22% in the East Riding base(s).

## 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, furthest from the labour market and people who are most at risk of social exclusion. This includes, but is not limited to:

- people with health barriers (physical and/or mental health problems, including addiction);
- people with social or skills barriers (ex-offenders, people from Black and Ethnic Minority (BAME) communities, unpaid carers, lone parents, returners to the labour market, older workers (50+), forces families and ex-forces, victims of domestic abuse, care leavers);
- people with economical or financial barriers (young unemployed, people with housing/homelessness issues, long term benefit dependents, hidden unemployed).

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 within the transition area:

- At least 1873 people are engaged in activities to improve their work readiness, including at least:
  - 936 men;
  - 937 women;
  - 374 people who are unemployed;
  - 1499 people who are economically inactive;
  - 297 people who are 50 or older;
  - 374 people with disabilities;
  - 41 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, 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.