

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 3 of 3 - Financial confidence
LEP area	Hertfordshire
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£551,000
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.
- 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

There are pockets of deprivation and social inclusion issues across a variety of local communities in the Hertfordshire Local Enterprise Partnership (LEP) area, especially in the areas of unemployment, index of deprivation, housing and health.

The LEP has identified a need to support people requiring help to gain financial confidence and independence, to supplement existing provision such as the provided by Hertfordshire County Council 's Money Advice Unit and local Citizen Advice Bureaus.

The ESIF funds available for the theme of social inclusion in Hertfordshire will be focused on tackling high economic inactivity rates, by providing additional and/or more intensive and flexible support tailored to the multiple needs of people at most disadvantage and furthest from the labour market. These people are likely to need more focussed and targeted help, perhaps over a longer period, to help them secure and sustain employment.

The demand for this project has been identified through extensive cross-sector consultation by Hertfordshire LEP. It aligns with the LEP priorities recorded within its Strategic Economic Plan (SEP) entitled "Perfectly Placed for Business". This project focuses on those furthest from the job market and will address gaps in current provision and complement existing support services.

There are three projects being delivered in the Hertfordshire LEP area through Building Better Opportunities:

- Barriers to employment;
- Young people;
- Financial confidence.

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

Project aim

This project aims to support those who are most disadvantaged in the labour market to move towards and into employment. It will do this by:

- providing local support to reach and motivate those at risk of becoming socially excluded, with the aim of helping them reconnect with work;
- addressing gaps in current provision and complementing existing support services;
- piloting innovative approaches that bring those with multiple disadvantages closer to sustainable employment within the labour market.

The project will build financial confidence through activities focussed on addressing the root causes of poverty which create barriers to work. These are likely to be linked to the issues of debt, child poverty, affordable childcare and housing costs and the imminent roll out locally of Universal Credit.

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:

- activities to help people identify and address the root causes of poverty;
- tailored support to enable participants to develop the skills needed to identify their own solutions to increasing family income;
- skills to improve budget management, to include one to one and workshop based provision;
- improving skills through volunteering;
- provision of information and training on debt, money management skills, including those relevant to managing the transition to Universal Credit.

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

Project location

The project should be delivered across the whole of the Hertfordshire LEP area.

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 with general debt issues;
- people in households where no one works;
- individuals requiring support to transfer to Universal Credit;
- long term unemployed people;
- people with multiple issues (for example child poverty, affordable childcare, housing costs);
- people with childcare issues;
- people with problems with travel to take advantage of employment opportunities.

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 139 people are engaged in activities to improve their work readiness, including at least:
 - 70 men;
 - 69 women;
 - 69 people who are unemployed;
 - 70 people who are economically inactive;
 - 22 people who are 50 or older;
 - 28 people with disabilities;
 - 15 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 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.