

# Building Better Opportunities

## Project outline

For use in England only



<b>Project reference</b>	Project 1 of 3 - Barriers to employment
<b>LEP area</b>	Hertfordshire
<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>	£3,856,700
<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.
- 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 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

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.

A key issue for Hertfordshire is the number of individuals claiming Employment Support Allowance (ESA) benefits, as there are approximately 70,000 individuals claiming ESA or related (non Jobseekers Allowance) benefits. Currently there are circa 10,000 ESA claimants who have been classified as work-ready, i.e. closer to the labour market, and a further 17,000 who are classified as being further away from the labour market and hence requiring additional support

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 into work.

The demand for this project has been identified through extensive cross-sector consultation by Hertfordshire Local Enterprise Partnership (LEP). It aligns with the priorities recorded within its Strategic Economic Plan (SEP) entitled “Perfectly Placed for Business”.

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:

- identifying new approaches to engaging this hard to reach, socially excluded target group;
- providing local support to reach and motivate those at risk of becoming socially excluded and help 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 the labour market.

The project will address barriers to employment with processes mapped to a range of identified groups such as people with mental health issues, people with substance abuse problems, disabled people, and people from black and ethnic minority (BAME) communities, migrant workers, ex-offenders and homeless people. It will help more disadvantaged people to move towards or into employment by tackling the barriers they face. Provision should be linked into the Hertfordshire County Council delivered ‘Troubled Families’ project, providing appropriate progression routes.

## 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:

- a holistic assessment of each individual’s needs and an individually tailored programme of support for each participant;
- support to become work-ready and to access learning, training, volunteering, work trials,

work placements, work experience and job opportunities;

- activities to engage and support disadvantaged people to enable them to overcome multiple barriers to employment, signposting and referring participants on to mainstream and other services, as necessary.

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, but should include specialist provision for people located in areas of greatest need such as Dacorum, Stevenage, North Herts and Broxbourne districts.

### **Project participants**

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

All participants must be 19 or older. 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 disabilities;
- people with mental health issues;
- people from BAME communities;
- migrant workers;
- people who are homeless or in housing need;
- people with an addiction;
- carers;
- lone parents;
- people who are offenders (not in custody) or ex-offenders.

It is expected that equal focus should be provided to both those ESA claimants who are deemed to be closer to the labour market (i.e. within the work related group category) and those requiring additional support (i.e. the support group category).

### **Project outputs and results**

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

- At least 974 people are engaged in activities to improve their work readiness, including at least:
  - 487 men;
  - 487 women;
  - 487 people who are unemployed;
  - 487 people who are economically inactive;
  - 154 people who are 50 or older;
  - 198 people with disabilities;
  - 102 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, 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.