



SUPPORTED BY
MAYOR OF LONDON



Building Better Opportunities

Project outline

For use in England only

Project title	Project 12 of 19 - Employment support for people with common mental health conditions - West London Motivational and Psycho-Educational Employment Support Service
Project reference number	Lon/2/12
LEP area	London LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,000,000
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

The London Enterprise Panel (LEP) has shown an ongoing commitment to support Londoners to have the skills to gain sustainable jobs. Focussing on the Skills and Employment theme, the European Social Fund (ESF) programme will add value to the priorities already presented in the LEP's Jobs and Growth Plan and ESIF Strategy.

The ESF will support sustainable employment opportunities, careers progression and advancement in learning for Londoners, with a particular focus on supporting skills and employment growth in some of the most deprived parts of London.

The Europe 2020 goal is to raise the employment rate of women and men aged 20-64 to 75 per cent. Investment under this priority will aim to support Londoners to take part in the capital city's economic success.

Census data from 2011 showed that around 350,000 people in London had a long-term health condition or disability that limited their daily activities and were out of work. The Department for Work and Pensions (DWP) working age client group data shows that in February 2015 there were around 320,000 people in London claiming at least one health related benefit such as Employment and Support Allowance (ESA) and Disability Living Allowance (DLA)/Personal Independence Payment (PIP). In total, there were around 290,000 ESA claimants in London in February 2015. Of these, around 50,000 were in the Work Related Activity Group (WRAG) - that is, it was judged that they had some capacity to work and would be mandated to look for work.

Overall, half of those claimants had been deemed eligible for ESA because of mental health conditions, whilst half had physical health conditions. However, given the link between periods out of work and worsening mental health, it is likely that some of those with physical health conditions also suffer from mental health conditions. Moreover, it is estimated that around a quarter of Jobseekers Allowance claimants have a common mental health condition. It is estimated that 35,000 people live in the West London region who are not working but want to work and have a common mental health condition.

Studies with people with health conditions and disabilities have found a range of other barriers to work in addition to the health condition itself. A recent study of people claiming disability benefits found that the key barriers to work were: low skills and qualifications, time out of the labour market, discrimination by employers, lack of confidence, fear of drug/alcohol relapse, housing/finance issues and age. Being out of work can also worsen or bring on health problems, in particular poor mental health / depression. As one study has found, "Generally, longitudinal research suggests that becoming unemployed leads to an increase in psychological distress and depression."¹ Higher levels of depression amongst people out of work are often linked to other factors, such as material hardship and caring responsibilities.

This project will support those with common mental health issues such as anxiety, depression, generalised anxiety disorder (GAD), obsessive compulsive disorder (OCD), panic disorder, post traumatic stress disorder (PTSD), and social anxiety disorder. The project is not intended, however, to support those with severe and enduring mental health conditions, for whom more intensive and appropriate support is available through Work Choice, local authority provision and other ESIF programmes.

There are 11 projects being delivered in the London area through Building Better Opportunities in tranche two:

Project 9 - Employment support for people with common mental health conditions (IPS) - North & East

Project 10 - Employment support for people with common mental health conditions (IPS) - Central

Project 11 - Employment support for people with common mental health conditions (IPS) - West

Project 12 - Employment support for people with common mental health conditions (psycho-education) - West

Project 13 - Employment support for people with common mental health conditions (IPS) - South

Project 14 - Employment support for refugees - North & East

Project 15 - Employment support for refugees - Central

Project 16 - Employment support for refugees - West

Project 17 - Employment support for refugees - South

Project 18 - Employment support for people with complex needs - North, East & West

Project 19 - Employment support for people with complex needs - Central & South

There are eight projects being delivered in the London area through Building Better Opportunities in tranche one:

Project 1 - Long term unemployed and economically inactive BAME women - Central

Project 2 - Long term unemployed and economically inactive BAME women - North & East

Project 3 - Long term unemployed and economically inactive BAME women - South

Project 4 - Long term unemployed and economically inactive BAME women - West

Project 5 - Intermediate labour market disability & health - South & Central

Project 6 - Intermediate labour market disability & health - North, East & West

Project 7 - Carers - North, East & West

Project 8 - Carers - South & Central

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

Further information about the additional barriers referred to above, and more supporting information that should be considered when completing the application, can be found on the LEP website, which can be accessed via the link published on the Big Lottery Fund website

<https://www.biglotteryfund.org.uk/global-content/programmes/england/building-better-opportunities/london>

Assessment will include consideration of how well applications address the additional information published on the LEP website and in this document.

Project aim

This project aims to support customers with common mental health conditions to move into work and to sustain that work for at least six months. It should do this, in part, by encouraging greater take-up of the Improving Access to Psychological Therapies (IAPT) support needed to manage mental health conditions

It will provide a combination of motivational, psycho-educational and vocational support to individuals. This should be co-designed with potential participants, working with Jobcentre Plus, GPs, IAPTs, community champions, social workers, health workers and housing officers on the most deprived estates. The project will support people to enter employment and also encourage them to use IAPT services. It should be targeted at areas of high deprivation and communities, including some Black and Minority Ethnic (BAME) communities, with low take-up of IAPT services.

The project should:

- deliver a motivational and psychological employment service.
- work within estates/locations and communities with lower levels of IAPT take up
- work closely in partnership with local services, including IAPT, local authorities, and Jobcentre Plus

- provide a ‘single front door’ to ensure participants receive the support that is most suitable for them.

Project description

The applicant should clearly articulate how they will deliver the single front door and motivational and psychological employment services outlined below.

Referrals and the Single Front Door

Given that the project is working in communities with less take up of IAPT, engaging participants will be a challenge. The project should ensure there are referral links with a range of local partners. It will be responsible for working with referral agencies to ensure enough participants can be recruited onto the programme.

The project should provide a ‘Single Front Door’ to existing local services, by advising people who are not suitable participants for this project on where they can get support, based on a thorough understanding of both mental health conditions and DWP benefits. This will be required as people will be referred to this project by specialists such as JCP staff (who cannot be expected to diagnose mental health conditions) and GPs (who cannot be expected to understand differences in DWP benefit eligibility).

The Motivational and Psycho-Educational Employment Support Service

The project should deliver a motivational and psycho-educational employment support service, co-designed with potential participants and working with Jobcentre Plus, GPs, IAPTs, community champions, social workers, health workers and housing officers on the most deprived estates. It is intended to support participants to engage with existing services and provide employment support, including through group sessions, to help participants enter work. This builds on a small scale prototype that has taken place in Barnet aimed at improving IAPTs take up and a small scale pilot providing motivational and psycho-educational services to those affected by the benefit cap who also had common mental health issues. Both pilots were well received.¹

The project should deliver a range of employment support, including an innovative use of psychological / psycho-educational techniques to support people into work. Support options could include but are not limited to:

- motivational interviewing²
- goal-setting
- support to improve problem-solving skills
- employment-focussed Cognitive Behavioural Therapy (CBT) techniques (identifying and challenging negative thoughts and replacing them with realistic thinking)
- assertiveness skills
- employment-related stress management

The service will need to reflect the needs of a multi-cultural population, and differing attitudes towards mental health, and will need to operate in a way that addresses the stigma of common mental health conditions and the reluctance of some people to acknowledge their condition.

It is important to the successful delivery of this project that consent is obtained from participants to share relevant information about them between support services (health/social workers/IAPTs etc). Applicants should outline how they will achieve this. Crucially support should not duplicate that available in Jobcentre Plus or the Mental Health Trust but seek to provide an additional service that supports people into work, working with communities with more limited take up of

¹ <https://www.barnet.gov.uk/citizen-home/news/employment-support-pilot-gets-50-people-into-work.html>

² Motivational Interviewing has been described as a non-confrontational way of motivating and working with ambivalent or resistant people to help them to make positive changes in their lives.

mental health services, in part by enabling people to be self-sufficient and leaving them better equipped to be supported by mainstream services over time.

Applicants should outline the minimum service they will offer to participants, such as details about regularity/nature of contact with participants (including for those participants providers come to feel are unlikely to enter work).

Applicants are encouraged to consider the following principles when designing this service:

- A 'whole person' approach being adopted, that takes into account the person's characteristics and delivers bespoke and holistic support
- Services being designed and delivered in collaboration with people who have lived experience of mental health problems
- Mental health, lifestyle and employment needs being addressed at the same time by linking to other services like IAPT
- Clear employment support and referral networks being established, focused on the experience of the individual being supported
- Connections between services established, to minimise duplication but maximise opportunities for individuals to access relevant information / advice / support at the appropriate time
- People having access to other support where appropriate, including:
 - psychological support
 - lifestyle and life-skills advice and services
 - community groups that offer support or reduce isolation
- Support available to employers, where required, to understand the issues that participants face and identify practical solutions

The project should work closely with IAPTs, social workers and JCP (this may include co-location with services where appropriate). The applicant should outline how it anticipates working with key partners.

Once participants move into employment, support to stay in work must be offered for a period of six months; this may include advice around benefits/ Tax Credits, liaising with the employer and signposting to other services including Access to Work. For this reason, engagement of new participants in the last year of the project will be limited and applicants should ensure they plan to engage the majority of participants before this.

Additional information from those invited to submit a stage two application

At stage one, applicants should outline their delivery model, including the motivational and psychological techniques they will use. Further detailed development work will be undertaken in stage two, including further co-design with local partners and detailed work to ensure appropriate referral routes into the project.

	Headstone North Headstone South Kenton East Kenton West Pinner Pinner South Queensbury Rayners Lane Roxeth Stanmore Park West Harrow
Hillingdon	Townfield Botwell Pinkwell Yiewsley West Drayton
Hounslow	Bedfont Feltham North Hanworth Park Feltham West Hanworth

Project participants

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

The service should be available to anyone aged 25 or over with a common mental health condition who wants to work and who is not receiving employment support on the Work Programme or Work Choice (or successor programmes). Common mental health conditions are defined by the NHS as Anxiety, Depression, Generalised Anxiety Disorder (GAD), Obsessive Compulsive Disorder (OCD), Panic Disorder, Post Traumatic Stress Disorder (PTSD), and Social Anxiety Disorder.

Participants must have been suffering from their condition for at least three months before they are referred to the service, either through a self-declaration or a medical referral. In the case of a self-declaration, the service provider should outline how they will apply relevant assessment tools, for example GAD7 and PHQ9 (see the Additional Information available on the LEP website), to ensure the project works with people with moderate to severe common mental health conditions. It should not support those who do not have a clinical referral and have a mild condition as defined by the GAD7 and PHQ9 assessment tools (that is, a score of less than six). If applicants would like to use different assessment tools, they should explain why in their application.

For those who are not scheduled to join the Work Programme, support could be provided for up to a year whilst out of work and for a further six months whilst in work. Where an individual is scheduled to be referred onto the Work Programme within three months of their referral to this project, consideration may be given by Jobcentre Plus to deferring entry to the Work Programme, ensuring that providers have a minimum of six months to work with participants.

Once participants move into employment, support to stay in work must be offered for a period of six months; this may include advice around benefits/Tax Credits, liaising with the employer and signposting to other services including Access to Work. For this reason, engagement of new participants in the last year of the project will be limited and applicants should ensure they plan to engage the majority of participants before this.

Project outputs and results

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

- At least 400 people are engaged in activities to improve their work readiness, including at least:
 - 200 men;

- 200 women;
- 160 people who are unemployed;
- 240 people who are economically inactive;
- 140 people who are 50 or older;
- 80 people with disabilities;
- 220 people from ethnic minorities.

N.B. each person can be counted against more than one category.

The primary results that this programme will achieve will be entry into work and sustainment of work.

- At least 17 per cent of the people enrolled on the project move into education or training on leaving.
- At least 33 per cent of people move into employment, including self-employment, on leaving. Of these, 40 per cent must have been unemployed when joining the project and 60 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.
- At least 57 per cent of people entering work sustain employment for 26 out of 32 weeks after entering employment.
- 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.

All successful applicants will be required to participate in the London Employability Performance Rating, which uses management and performance information, supports participant choice and collects evidence of customer satisfaction, provides an evidence-based track record of delivery against grant, improves transparency of contract management and provides a framework for lead delivery partners to performance manage partners and subcontractors.

Further information about the London Employability Performance Rating can be found on the Greater London Authority's website: <http://data.london.gov.uk/london-employability-performance-rating>

ⁱ Singley, S.G. (2003) *Barriers to Employment among Long-term Beneficiaries*, p.6.