



SUPPORTED BY
MAYOR OF LONDON



Building Better Opportunities

Project outline

For use in England only

Project reference	Project 7 of 8 - Carers (North, East and West London)
LEP area	London
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£1,200,000
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.
- 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.

Project background

The London Local Enterprise Partnership (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.

Carers are one group of economically inactive people who receive relatively little employment support, partially as many are not able to work due to caring being a full time role. Carers face multiple barriers to entering the labour market, including but not limited to: the length of time spent away from the labour market, a paucity of high quality mainstream support for carers, employer discrimination, skills barriers, carers experiencing a range of physical and mental issues as well as the lack of quality respite support available to those that they care for.

However, there does appear to be a demand for employment support as evidenced by a survey of Carer's Allowance claimants, which established that of those out of work 23 per cent would like to be in work at the time of the survey. However, only 4 per cent were actually looking for work. Self employment may be an attractive option for carers, allowing them to work more flexibly.

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 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 workless carers and those whose caring responsibilities have recently ended / reduced to move closer to the labour market and in some cases to re-enter and sustain employment.

The key features of the provision will be:

1. A flexible employment-focused service that is wrapped around the participants' caring commitments.
2. Recognition that employment is not possible for all participants on the programme.
3. Provision of support to help customers who cannot enter work immediately because of their caring commitments to engage in training, volunteering, work experience or other work related activity, so as to keep them attached to the labour market and more able to find work if their caring responsibilities permit it in the future.

The main mechanism for engagement of participants onto the provision will be through **outreach**. Applicants will be expected to demonstrate how they will go about recruiting participants onto the programme.

Project description

The specific activities to be delivered through this project should be determined by the applicants and clearly articulated in the stage one application form, but possible activities could include:

- extremely flexible personal adviser support;
- motivation, confidence building and networking;
- a focus on training, including employability skills support;
- caring qualifications, where suitable for the individual;
- a focus on supporting current carers into flexible work and part time work (including mini-jobs) to fit around caring responsibilities and Carer's Allowance / Income Support eligibility criteria;
- brokering relationships with employers to help negotiate flexible working;
- support with self-employment where appropriate, through referral to ESF self employment support. Social enterprise approaches may also be suitable;
- volunteering and work experience where paid employment is not possible (or as an intermediate step towards paid work);
- in cases where individuals may need specialist services, e.g. mental or physical health issues, applicants should identify local specialist services to refer participants.

Any activities must be based on individual carers' needs

More detailed information about what works in supporting this group can be found in the additional documentation.

Once participants move into employment, in work support for a period of six months to support participants to stay in work must be provided. 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.

A key element of the provision will be the flexibility for the individual to engage around their caring commitments. Some participants whose caring responsibilities have ended may require more intensive provision, but the level of engagement of those with current caring responsibilities is likely to vary due to their caring responsibilities. Therefore, the provider must therefore ensure that the support is accessible flexibly.

The programme should aim to keep carers attached to the labour market, and recognise that this may not necessarily mean moving into paid employment immediately. Participants should not be pushed to enter work if they do not want to do this. However, the benefits of work should be discussed to ascertain whether customers feel it may be possible to balance with their caring commitments.

Applicants will be required to provide evidence of an understanding of the social care sector and the benefits system that carers participate in.

Applicants should be expected to demonstrate active collaborative work with employers, Local Authorities and specialist local services. This is especially important with this client group so that the contractor can advise them on additional support that is available to help with their

participants responsibilities.

Applicants are encouraged to consider a wide range of innovative delivery models and need to demonstrate particular understanding of and expertise about the issues faced by carers, including the complexities of the social care system. 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), and how long participants are expected to receive support for. Where an individual is scheduled to be referred onto the Work Programme within three months of their referral consideration may be given by JCP to deferring entry to the Work Programme, ensuring that providers have a minimum of six months to work with participants.

Project location

The project should be delivered across the North, East and West area of the London LEP area, covering the boroughs of: Enfield, Haringey, Hackney, Waltham Forest, Newham, Redbridge, Barking and Dagenham, Greenwich, Havering, Hillingdon, Barnet, Brent, Hounslow, Harrow, Hammersmith and Fulham, Tower Hamlets, Ealing.



Project participants

All participants must be unemployed or economically inactive as defined in our programme guide and Guide to managing European Funding.

The project will have a specific focus on those out of work and people who are most at risk of social exclusion. The eligible target groups for this project are as follows:

Current carers

- those out of work claiming Carers Allowance (CA);
- those claiming Income Support (IS) as a carer (except lone parents with children under 5);
- those with a self-declared full time caring role (35+ per week following the CA definition).

Recent former carers

Recent former carers will be defined as those who have stopped claiming IS as a carer or stopped claiming CA in the last 6 months. Whilst those deemed to be 'former carers' may have seen their full time caring responsibilities come to an end they may still have some caring role (for example where the cared-for individual has moved into a residential care home). To some extent the barriers faced by recent former carers are intrinsically linked to having been a carer and thus support from a specialist project, such as this one, is likely to be most suitable.

It is expected that over 75 per cent of participants on the programme will be current carers. If more than 25 per cent of customers are to be from the recent former carers group, permission must be given by the Big Lottery and the LEP.

Participants should be aged 25+, as separate support for carers aged under 25 will be available through the SFA.

Project outputs and results

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

- At least 500 people are engaged in activities to improve their work readiness, including at least:
 - 125 men;
 - 375 women;
 - 100 people who are unemployed;
 - 400 people who are economically inactive;
 - 180 people who are 50 or older;
 - 102 people with disabilities;
 - 201 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 including mini jobs. Whilst the overall programme focus remains employment, measurement of 'positive outcomes', that is the individual being closer to the labour market than when they started provision, should be a key deliverable of the programme. Former carers should be supported into work of 16 hours or more a week whilst current carers can be supported into mini jobs as well.

- At least 17 per cent of the people enrolled on the project move into education or training on leaving.
- At least 20 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.
- At least 57 people sustain employment for 26 out of 32 weeks after entering employment.

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 customer 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>