

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 1 of 1 - Community resilience
LEP area	Humber
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£3,233,300
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

Unemployment in the Humber is above the national average and unemployment amongst young people is a particular issue. There are in excess of 87,000 people of working age in the Humber Local Enterprise Partnership (LEP) area claiming out of work benefits; this includes more than 18,000 claiming Jobseekers Allowance (JSA) and more than 35,000 claiming Employment Support Allowance (ESA) or Incapacity Benefit (IB), many of whom are far from the job market and will face significant barriers to employment.

The Index of Deprivation shows that, of the 21 Yorkshire and Humber local authorities, Hull has the highest proportion of its children living in poverty, at 30 per cent. North East Lincolnshire has the next highest, at 25 per cent. The national average is 20 per cent. The Humber has approximately 2,500 troubled families (based on DCLG data from 2012), 1,000 of which are in Hull.

At a series of community workshops held in September/October 2014 in the most deprived areas of the Humber, the following were some of the key priorities identified for employment provision:

- ensuring people can adapt to changing labour market conditions and employment situations;
- providing volunteering opportunities;
- providing opportunities for people who were 'left behind' by formal education and enabling them to identify options open to them;
- a 'non-academic' approach to skills;
- supporting the desire to 'break away' from generations of worklessness and providing opportunities to try something different.

Analysis and consultation by existing anti-poverty and financial inclusion forums across the Humber area has shown that current provision focuses on crisis interventions and emergency response, rather than sustainable resilience. There is therefore a strong demand for additional provision to meet this need.

Some of the issues that affect community resilience in the Humber area include:

- high levels of child poverty and families with multiple issues;
- high density of people out of work, with a core group of people who have been unemployed for two years or longer;
- communities that have experienced significant changes in demography, either through the arrival of migrant populations or as a result of a rapidly aging populations;
- rural isolation and associated poor mental health;
- particular issues around coastal deprivation;
- communities recovering from significant flooding events, sometimes on multiple occasions, and a continuing risk of repeat events.

The Humber ESIF strategy aims to ensure that it is socially inclusive, and therefore offers opportunities to deliver activities to combat discrimination in the labour market and promote equal opportunities and tailored support measures to target specific geographies or groups experiencing high rates of social exclusion and poverty.

Project aim

This project aims to provide engaging activities for unemployed and economically inactive individuals in the Humber area, to enable them to develop their own skills and build their employability, whilst also building the resilience of their local community. It will help also these people to tackle barriers to them moving towards and into employment.

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:

- engaging and supporting disadvantaged people to enable them to overcome barriers to employment, including targeted initiatives to address entrenched and multiple barriers, helping people move towards and reintegrate with mainstream support systems and signposting/referring to other services as needed;
- providing support to become work-ready, and access learning, training, volunteering, work experience and job opportunities;
- providing support to improve life skills;
- providing specific support to troubled families (including parenting skills, behaviour management, confidence building and social exclusion);
- providing support to improve financial confidence (activities to address the root causes of poverty, to enable beneficiaries to develop skills needed to identify their own solutions to increasing income, improve budget management and access the Universal Credit system);
- providing support to increase computer literacy (developing the workplace ICT skills of participants to enable progression into employment and training).

This could include activities to support those with long term and chronic conditions to manage their own health, or to be more active; activities to improve the inclusiveness of communities, particularly where the demography of an area has changed significantly in recent years, or where there are issues with financial inclusion e.g. as a result of the introduction of Universal Credit or other changes in the welfare benefits system; and/or activities that encourage eligible beneficiaries to engage in voluntary activity, and encourage beneficiaries to develop wider networks of support within and beyond their own community. Whilst we have highlighted examples of some specific problem areas, we would also like to see applicants identify activities that will support community resilience across the area at a more localised level.

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

Project location

The project should be delivered across the Humber LEP area, with some focus on areas of high deprivation, particularly where these are not expected to benefit from Community Led Local Development delivery (currently expected to include parts of Hull, Bridlington, Scunthorpe, Grimsby, Immingham and Cleethorpes). In addition, the proposed delivery should also be able to reach smaller pockets of deprivation and eligible individuals across the wider rural and suburban 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:

- residents of the Humber facing the highest levels of poverty and social exclusion;
- young people and adults facing multiple barriers (including health and mental health issues) to employment;
- troubled families;
- lone parents;
- individuals requiring additional support to transfer to Universal Credit.

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 779 people are engaged in activities to improve their work readiness, including at least:
 - 389 men;
 - 390 women;
 - 156 people who are unemployed;
 - 623 people who are economically inactive;
 - 116 people who are 50 or older;
 - 156 people with disabilities;
 - 47 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, 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.