

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**EAST OF ENGLAND**

**CAMBRIDGESHIRE AND SUFFOLK  
DISTRICT**

**REF NO: EE3**

**TITLE: FLEXIBLE ROUTEWAY  
PROVISION**



**European Union**  
**European Social Fund**  
Investing in jobs and skills

**DWP** Department for  
Work and Pensions

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## 1. Introduction

The Flexible Routeway provision will address the needs of those customers who face barriers to work, real and perceived, who are subsequently disadvantaged in the labour market. The provision must inspire and empower customers to achieve their potential by identifying and providing the skills to find sustainable work.

This Annex sets out the criteria for the provision to be delivered through ESF in the Cambridgeshire and Suffolk Jobcentre Plus District. Prospective bidders will be required to submit full and detailed proposals, meeting the specific criteria below.

- DWP is looking to award **one Prime Contract** to cover the entire district. Although one organisation will be required to lead the contract, it is not expected that one organisation will be the sole deliverer of the provision covering the entire District. The successful provider will have to directly deliver some elements of the training. The successful provider will be expected to demonstrate links they would create with local organisations to meet the requirements of this specification. Full details of any partnerships/consortiums/sub-contracting arrangements will need to be fully explained in the tender. The bidder must provide letters of support from local organisations involved in the worklessness agenda in each Local Authority.

## 2. Aim of Provision

To deliver customer-led/individually tailored provision which provides a full and inclusive range of support in order to move customers into work.

Activity is targeted at those not eligible for mainstream provision or provides additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements.

## 3. Design & Content

Contract is due to start in June 2008 and will be let for 3 years with possible extension for a further 2.

Indicative contract value is expected to be between £3m and £3.8m with the possibility of increasing maximum contract value up to £5.7m should any extension be progressed.

Indicative volumes are that in excess of 2300 customers will access provision over the life of the contract.

### **Activity Hours per week**

Part time, up to a maximum of 29 hours per week but flexible to support the customer. Customers will be expected to attend for a minimum of eight hours per week unless exceptional individual cases are agreed with Jobcentre Plus

### **Duration**

Actual length of stay is dependant upon individual need but the average is expected to be 13 weeks, with a maximum of 26 weeks.

In addition participants may continue to receive support once in work for up to a further 13 weeks to help overcome initial barriers and support retention.

(There may be occasional and exceptional circumstances where participation beyond 26 weeks may be agreed with the express agreement of the DWP contract manager).

#### 4. Definition of Activity Requirements

##### Essential Programme Elements

The programme is to provide a flexible route-way specifically designed to support the needs of individual customers, whilst also supporting the needs of the local labour market.

Customers will have a range of needs and require varying levels of support. We would expect there to be a balance between the volumes requiring a low level of support and those requiring more intensive assistance.

The support must comply with benefit regulations and must not impact on a customer's benefit entitlement.

Each customer must have an initial assessment of need leading to the production of an individual action plan which should be regularly reviewed. This action plan should reflect the local labour market and Jobcentre Plus District priorities, and have the end goal of sustainable employment.

The action plan should be available to their Jobcentre Plus adviser if requested.

<b>The individual action plan should address the following elements, as required;</b>	<b>Performance expectation – Indicative % volumes of participants accessing the various elements of provision</b>
<b>1. Job search support</b>	<b>100%</b>
<b>2. Soft skills</b> , life skills, confidence building, motivation, etiquette and presentation skills, etc.	<b>50%</b>
<b>3. Advice and guidance</b> which could cover such issues as career choice, financial awareness, health, childcare, disclosure of criminal records, etc.	<b>75%</b>

<p><b>4. Training.</b> We would expect the training delivered to reflect the Jobcentre Plus priority sectors (hospitality, logistics, transport &amp; warehousing and retail) and District requirements. The length of training will be dictated by individual need and sector requirements up to a maximum of 26 weeks.</p> <ul style="list-style-type: none"> <li>• <b>Pre-employment vocational training</b> – for example a short course relating to a particular employer recruitment or general training which supplies a skills shortage area.</li> <li>• <b>Certification courses</b> e.g. Health and Safety at Work, First Aid at Work, Food Hygiene, etc.</li> <li>• <b>Essential Certification and licences to UK, European and International standards e.g. PCV, forklift, Plant licences, machinery or other Operators licences/certification</b></li> <li>• <b>Industry recognised &amp; sought qualifications e.g. IT and Accounts</b></li> </ul> <p>Where you are delivering vocational training it must address local employer needs and any skills gaps identified by the relevant Sector Skills Council.</p>	<b>70%</b>
<p><b>5. In work support</b> which recognises the potential difficulty in making the transition from benefits to work and ensures that once in work the customer remains in work.</p>	<b>50%</b>
<p><b>6. Mentoring</b> i.e. providing one-to-one support throughout the period of the programme</p>	<b>20%</b>
<p><b>7. Discretionary funding</b> which will clearly help the participant overcome a specific, identified barrier and move nearer to or into work.</p>	<b>10%</b>
<p><b>8. Specialist support activity</b> for customers with particular barriers or disadvantages in returning to the labour market – this could include addressing particular health and disability issues, etc.</p>	<b>10%</b>
<p><b>9. Work placements/tasters</b></p>	<b>15%</b>
<p><b>10. Gateway</b> - Signposting to other sources of support, such as other Jobcentre Plus provision, LSC provision, Business Link East services, etc.</p>	<b>20%</b>

Providers should ensure that provision is sufficiently flexible to respond positively to support emerging needs and local initiatives, such as “Local Employment Partnerships”.

NB: These activities are indicative. The provision should provide a flexible route-way customised to support the needs of the individual customer and the local labour market.

## 5. Target Groups

The project is designed for any unemployed and inactive customers although we would expect participation rates to reflect DWP priority customer groups, which are:

- People on Incapacity Benefits (particularly those with children)
- Lone Parents
- Other people with children
- People with other disadvantages in the labour market – minority ethnic groups, offenders, those with histories of drug and alcohol misuse, the homeless, refugees and people aged over 50
- Other JSA customers (no more than 20% of customers should be recruited from this group).

Within these priority groups it should be recognised that there will be sub categories of customers with particular niche/specialist needs whom we would expect to be supported through this programme, such as customers with learning disabilities, people with visual or hearing impediments, people failing Personal Capability Assessments, etc.

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements.

Provider should be aware that Cambridgeshire and Suffolk will be a Pathways to Work District for those who make a claim to Incapacity Benefit from April 2008 and any volunteers from existing Incapacity customers. Any provision aimed at these groups should be complementary to but not duplicate that delivered within Pathways to Work.

Targets	Percentage
Participants with disabilities or health conditions	22%
Participants who are lone parents	12%
Participants aged 50 or over	18%
Participants from ethnic minorities	16%
Female participants	51%

The outcomes of this project are 50% of participants move into a job

### Definitions:

**Unemployed** – People without a job and available to start work and looking for work.

**Inactive** – People without a job who do not satisfy the criteria for “unemployed”

## **6. Geographical Coverage**

We expect full coverage to be provided across the Cambridgeshire and Suffolk District with a focus on local delivery and, as a minimum, delivery sites to be in the following locations:

- Peterborough, Cambridge, Wisbech
- Ipswich, Lowestoft, West Suffolk (possible centred on Bury St Edmunds)

Some local authority wards have been identified as having an employment rate significantly below the national rate and have, consequently, been designated as Deprived Wards. The Deprived Wards for Cambridgeshire and Suffolk are shown below and we would expect them to be a focus for delivery:

- Harbour and Kirkley in Lowestoft
- Central in Peterborough

Delivery sites should be open five days a week Monday to Friday and, as a minimum, 9am to 5pm every day.

## **7. Eligibility**

The project is designed for any unemployed and inactive customers although we would expect participation rates to reflect DWP priority customer groups, which are:

- People on Incapacity Benefits (particularly those with children)
- Lone Parents
- Other people with children
- People with other disadvantages in the labour market – minority ethnic groups, offenders, those with histories of drug and alcohol misuse, the homeless, refugees and people aged over 50
- Other JSA customers (no more than 20% of customers should be recruited from this group).

Within these priority groups it should be recognised that there will be sub categories of customers with particular niche/specialist needs whom we would expect to be supported through this programme, such as customers with learning disabilities, people with visual or hearing impediments, people failing Personal Capability Assessments, etc.

## **8. Referrals**

The onus is on providers to ensure they take the necessary action to recruit the numbers specified in their tender. Jobcentre Plus will work in partnership with providers but is not responsible for ensuring referrals are made. The expectation is that all participants will have the potential to progress into permanent employment given this additional support and providers need to have a selection process which recognises this. Participants who are not selected, or who feel unable to take up an offer of a placement, should be given feedback and, where appropriate, be referred to another source of support e.g. Jobcentre Plus Adviser or alternative provision.

## **9. Coherence & Context with other Provision**

DWP has mainstream provision including New Deal, Programme Centres and Pathways to Work, targeted at particular customers. For customers that don't have access to this

provision, or who have undertaken it and found it does not meet their needs, Flexible Routeway provision fills this gap. Its flexibility is designed to best meet the needs of the individual customer.

## **10. Networking/Links**

We strongly encourage the prime contractor to work with a range of specialist providers in order to support the delivery of the widest range of activities within this contract. Providers are asked to describe in their delivery model any such arrangements.

Providers are also expected to work with Jobcentre Plus and other partners to maximise the benefits of other mainstream programmes e.g. Work Trials, Train to Gain. Providers will need to have a good understanding of Jobcentre Plus programmes and of other provision in the local area funded through Investing in Communities, Local Area Agreements, etc.

Providers should be able to respond positively to emerging local initiatives, such as Local Employment Partnerships.

## **11. Marketing**

Prospective delivery organisations should provide a copy of an appropriate marketing plan as part of the tender. Plans must show how this provision will be promoted and marketed to the target customer group.

## **12. Funding Model Ratio/ Volumes**

Funding model selected required here 50/50.

50% of contract price will be paid as a delivery fee, 50% as job outcome fee

The minimum number of participants will be 2300. In your bid you may want to set out a higher figure.

Participation rates from the range of eligible customer groups should reflect the DWP priority customer groups and also the East of England ESF Framework targets. During the lifetime of the contract we may amend the expected participation rates for the various elements of provision to reflect changing local market needs.

## **13. Non Paid Outcomes**

None.

**Annex 1 – Make up of District Customer Register by Local Authority**  
**Working Aged Benefit Claimants by Local/Unitary Authority in Great Britain.**

Local Authority	Total Population	16 - 59 Population	Unemployed Claimants	Sick and Disabled Claimants	Lone Parents	Other	All Claimants
Peterborough	156061	92869	3240	8255	2640	3490	17625
Luton	184371	111046	4120	8575	3075	4665	20430
Southend-on-Sea	160257	89905	3230	8235	2465	4120	18045
Thurrock	143128	87020	2595	6295	2250	2770	13915
Mid Bedfordshire	121024	73721	885	3155	700	1910	6645
Bedford	147911	88491	2340	6025	1785	2880	13030
South Bedfordshire	112637	67112	1180	3805	1320	1845	8145
Cambridge East	108863	74498	1395	3920	960	1520	7795
Cambridgeshire	73214	42928	555	2165	475	1090	4285
Fenland	83519	46611	1100	4635	995	1820	8545
Huntingdonshire	156954	95081	1325	4785	1005	2200	9315
South Cambridgeshire	130108	78460	775	3365	630	1905	6670
Basildon	165668	98162	2580	7975	2810	3555	16920
Braintree	132179	78655	1455	4940	1175	2255	9820
Brentwood	68456	39078	420	2065	485	925	3900
Castle Point	86608	50078	815	3295	840	1605	6550
Chelmsford	157072	95235	1635	4745	1220	2215	9815
Colchester	155796	94787	2000	6650	1680	2915	13240
Epping Forest	120896	70631	1295	3985	1220	1695	8200
Harlow	78768	46922	1645	3590	1305	1660	8200
Maldon	59418	34897	630	2050	395	960	4035
Rochford	78489	44924	625	2380	495	1135	4635
Tendring	138539	69201	2220	7655	1645	3210	14735
Uttlesford	68946	40805	385	1600	315	820	3120
Broxbourne	87054	51813	940	3105	1295	1585	6925
Dacorum	137799	81947	1555	4225	1215	2075	9065
East Hertfordshire	128919	78645	750	3150	670	1505	6075
Hertsmere	94450	55327	935	3005	990	1525	6455
North Hertfordshire	116908	68640	1240	3415	1010	1910	7575
St0 Albans	129005	77287	755	3415	810	1700	6675
Stevenage	79715	47400	1130	3180	1165	1800	7280
Three Rivers	82848	48156	575	2305	695	1140	4715
Watford	79726	49496	950	2985	870	1540	6335
Welwyn Hatfield	97553	57166	940	3435	1040	1595	7015
Breckland	121418	67695	1480	4940	920	2075	9420
Broadland	118513	67111	865	4160	595	1540	7165
Great Yarmouth	90810	50416	2540	5930	1245	2790	12510
King's Lynn and West Norfolk	135345	73791	1720	7095	1250	2745	12815
North Norfolk	98382	50837	1130	4455	650	1665	7890
Norwich	121550	74923	2930	7775	1990	3260	15960
South Norfolk	110710	62141	920	3765	580	1780	7040
Babergh	83461	47256	645	2605	520	1305	5070
Forest Heath	55510	33294	440	1595	365	725	3130
Ipswich	117069	67666	2475	5985	1710	2855	13020
Mid Suffolk	86837	49700	600	2515	440	1230	4790
St0 Edmundsbury	98193	57906	990	3335	675	1505	6510
Suffolk Coastal	115141	62416	785	3690	670	1955	7105
Waveney	112342	59954	2455	5955	1305	2995	12705
Regional total	5388140	3152100	68190	210165	54560	97965	430860

## **Annex 2 – Current Labour Market Overview**

### **Brief introduction to the District:**

In the East of England, this Jobcentre Plus District comprises the counties of Cambridgeshire and Suffolk, including the administrative areas of Cambridge County Council, Peterborough City Council (unitary authority) and Suffolk County Council.

There are established ethnic minority communities in many parts of the District and growing ESOL needs in some - most notably Peterborough and Fenland, which have the greatest cultural mix and a shifting picture of languages spoken/support needed.

### **Characteristics of the District:**

Overall relatively low unemployment, but there are areas of affluence intermingled with areas of significant deprivation. The Waveney area has a significantly higher unemployment rate than Suffolk as a whole.

### **Local demography of the District:**

The District is a mixture of some urban areas, centred on the cities of Peterborough and Cambridge, and the town of Ipswich, though the majority of the two counties is rural.

### **Developments / Initiatives / Regeneration in the District:**

Haven Gateway - the ports of Felixstowe in Suffolk (and Harwich in Essex) - through the Haven Gateway Partnership/Investors in Communities (IiC) is developing projects to support infrastructure and expansion in the ports and associated transportation.

Locally significant retail and housing developments are happening across the District. Cambridge's Grand Arcade and Bury St Edmund's Cattle Market Project are larger retail examples.

### **Deprived Areas/ business closures in the District:**

Harbour and Kirkley wards in Lowestoft and Central Ward in Peterborough are amongst the 1043 most deprived, and have Jobcentre Plus Deprived Area Funding (DAF) for 2007-08 which provides flexibility for District Managers to tailor the provision and support needed by local workless people to move them into work or closer to the labour market.

Significant numbers of people working in rural areas are employed in agriculture or food manufacturing. These are not growth sectors overall but in food manufacturing there are are cycles of redundancies and new businesses moving in to the area.

### **Principal Industries / Key employers in the District:**

Key occupational sectors in the area are construction, health, care, public services, business administration, retail, customer services, hospitality, leisure, tourism, logistics, management and professional. Although there is no motorway, there are good road and rail links between the major cities and towns in the district, and many of the smaller towns too. There are significant public transport issues for some of the smaller villages and hamlets.

Cambridgeshire has three cities, Cambridge, Peterborough and Ely. The county has employment opportunities in construction, retail, hospitality, call centres and finance, with high tech and professional key in Cambridge. The prestigious business/science parks in Cambridge contribute to a relatively high cost of living there. Peterborough has a variety of employment opportunities including call centre work, finance and retail centres. Peterborough notably has a thriving logistics sector, both Ikea and Tesco have distribution

centres there, but manufacturing is in decline. Huntingdon also has opportunities in logistics.

Fenland has a number of large food processing factories around Wisbech, March and Chatteris. Rural areas have limited seasonal temporary agricultural work, often filled by migrant workers. Social/residential care is the second largest sector in Fenland.

Suffolk has no city. Its three largest towns are Ipswich, Lowestoft and Bury St Edmunds which between them account for a third of the population of an otherwise rural county. There are three significant ports Ipswich, Felixstowe and Lowestoft. Felixstowe is the largest container port in the UK. Ipswich has a vibrant legal, financial and business services sector.

Lowestoft has suffered a decline in a number of key industries over the last 20 years such as the fishing industry, manufacturing, oil and gas exploration but retail, tourism, service and construction sectors have seen improved job prospects together with the offshore wind industry. Tourism is a major sector across the county. Further growth has taken place in the construction and hospitality sectors.

In addition to Jobcentre Plus employer links from our core vacancy servicing business we work in a variety of ways with other government departments, local Chambers of Commerce, private recruitment agencies and Development Agencies. These include joint events such as jobsfairs, seminars to market diversity to employers, recruitment awards. We award the Disability Symbol to local employers who meet the national criteria, and monitor to ensure they adhere to the five commitments of the Symbol. With key partners we offer a Rapid Response to Redundancy service.

We have contacts with some Sector Skills Agencies, for logistics, construction, health and care, land working.

Cambridgeshire has good road and rail links throughout the South and East of the area. The A1 (M), M11 and A14 give good access to Cambridge, Huntingdon, St Neots and Peterborough. These excellent road links have led to a large increase in the number of vacancies in the road haulage and transportation industries. However, although March is on the main rail network the Fens area of the county suffers from a lack of good transport links. Ely has good rail links and a local bus service but these do not cover all of the outlying areas.

In Suffolk the A12 and A14 are the main road links from Ipswich to Lowestoft and Bury St Edmunds and on into Cambridgeshire. Ipswich is well served on the main Norwich to London route, and is the main interchange for rail links to other parts of the county, for whom services are more infrequent. The bus services connecting the three largest towns with their surrounding area are good, but there is only a limited cross county bus service at peak times only, and very infrequent services to rural locations which leave some outlying villages with very little service at all.

There can be public transport issues across towns as well as in rural areas. Travel to work patterns are not just within Cambridgeshire and Suffolk but into neighbouring counties/ Jobcentre Plus Districts. Ipswich and Peterborough are commutable to London.

**Local Authorities in the District:**

Cambridgeshire County Council, Suffolk County Council and their District and Borough Councils. Peterborough is a Unitary Authority.

**Local Service Outlets:**

There are seventeen offices.

Beccles	Bury St Edmunds	Cambridge	Ely
Felixstowe	Haverhill	Huntingdon	Ipswich
Leiston	Lowestoft	Mildenhall	Newmarket
Peterborough	Stowmarket	Sudbury	Woodbridge
Wisbech			

**Contact centres dealing with the District:**

There is a Contact Centre based in Lowestoft.

**Busiest offices within the District:**

The busiest offices in the district are the largest, Peterborough, Ipswich, Cambridge.

**What the labour market in the District is likely to be like in 1-2 years time:**

The labour market in the District is likely to increase in diversity over the next couple of years as Jobcentre Plus work focused interview activity and the range of employment support and programmes increases, bringing previously inactive benefit recipients and their adult dependents into the labour market. Retaining employment is as key as securing it.

**Other Sources of Labour Market Key Data**

Claimant Count, employment rate and sought occupations – updated monthly

Broad indication of health conditions of IB customers – updated quarterly

[www.nomisweb.co.uk](http://www.nomisweb.co.uk)

More employment rate breakdowns – updated annually

[www.fti.neighbourhood.gov.uk](http://www.fti.neighbourhood.gov.uk)

Demographic make up – updated every 10 years

[www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk)

Deprivation (Index of Deprivation – IMD) – updated every 4 years

[www.communities.gov.uk](http://www.communities.gov.uk)

Jobcentre Plus Vacancy Data – updated monthly

[www.dwp.gov.uk](http://www.dwp.gov.uk)

Local Area Labour Force Survey – updated annually

[www.statistics.gov.uk](http://www.statistics.gov.uk)

Proportion Adult Population ‘incapable of work’ – updated quarterly/annually

[www.dwp.gov.uk](http://www.dwp.gov.uk) and through the tabulation tool.

## **Annex 3 – Current Childcare activity and average cost across the District**

### **Childcare coverage in the District:**

There is a range of childcare available through private nurseries across both counties, and through the Sure Start/Childrens Centres. Childcare costs vary according to type and locality. See website <http://www.surestart.gov.uk>