

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

EAST OF ENGLAND

NORFOLK DISTRICT

REF NO: EE7

**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 Norfolk 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 £2m and £2.7m with the possibility of increasing maximum contract value up to £4m should any extension be progressed.

Indicative volumes are that in excess of 1600 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.

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

<p>4. Training. We would expect the training delivered to reflect Jobcentre Plus priority sectors (hospitality, logistics, transport & 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"> • Pre-employment vocational training – for example a short course relating to a particular employer recruitment or general training which supplies a skills shortage area. • Certification courses e.g. Health and Safety at Work, First Aid at Work, Food Hygiene, etc. • Essential Certification and licences to UK, European and International standards e.g. PCV, forklift, Plant licences, machinery or other Operators licences/certification • Industry recognised & sought qualifications e.g. IT and Accounts <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>	70%
<p>5. In work support, 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>	50%
<p>6. Mentoring i.e. providing one-to-one support throughout the period of the programme</p>	20%
<p>7. Discretionary funding which will clearly help the participant overcome a specific, identified barrier and move nearer to or into work.</p>	10%
<p>8. Specialist support activity for customers with particular barriers or disadvantages in returning to the labour market – this could include addressing particular health and disability issues, etc.</p>	10%
<p>9. Work placements/tasters</p>	15%
<p>10. Gateway - Signposting to other sources of support, such as other Jobcentre Plus provision, LSC provision, Business Link East services, etc.</p>	20%

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 Norfolk will be a Pathways to Work District for those who make a claim to Incapacity Benefit from December 2007 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	12%
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 Norfolk District with a focus on local delivery and, as a minimum, delivery sites to be in the following locations:

- Norwich
- Kings Lynn
- Great Yarmouth
- Thetford
- Diss
- Cromer
- Dereham

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 Norfolk are shown below and we would expect them to be a focus for delivery;

- Great Yarmouth - Central & Northgate and Nelson
- Kings Lynn - North Lynn and St Margarets with St Nicholas
- Norwich – Mancroft

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 the contract price paid as a delivery fee, 50% as job outcome fee.

The minimum number of participants will be 1600. 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

Norfolk is the largest county in the Eastern Region and fifth largest county in England but has a relatively low population density. It is largely rural in character and contains a network of market towns. Norwich is the largest population centre and over one third of the county's jobs are in Norwich.

Overall, 23% of employers are production businesses (agriculture, manufacturing, utilities and construction) and 77% are service organisations. This matches regional averages. However, Norfolk has more wholesale, retail and repair, hotel and restaurant businesses, but significantly less real estate, renting and business activity firms, in comparison with regional averages.

Norfolk employers with hard to fill vacancies experience difficulties in terms of literacy and numeracy skills, as reported by 50% of employers in production (manufacturing especially) and construction and 25% of those in the service sector. Principal employers include Norwich Union, NHS and Bernard Matthews.

The Chapelfield retail development in Norwich has placed the city firmly as a leading retail outlet in East Anglia. In Great Yarmouth, the proposed development of an outer harbour will create employment opportunities, as will the urban regeneration plans that are in an early stage of development in the town.

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

Typically, childcare facilities are available throughout the county of Norfolk, although there are some areas which have better availability than others. This provision includes childminders, crèches, day nurseries, holiday schemes, out of school care, pre school playgroups, and toddler groups. Examples of average cost include crèche facilities at around £1.25 per hour and childminding at around £3.50 per hour.