

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**LONDON**

**SOUTH LONDON DISTRICT  
FOR LEWISHAM, GREENWICH AND BEXLEY**

**REF NO: LO11 (Revised June 08)**  
**TITLE: HARDEST TO HELP SUPPORT**



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

**DWP** Department for  
Work and Pensions

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## 1. Introduction

South London Jobcentre Plus District are looking for an innovative package of tailored support that addresses the worklessness of disadvantaged customers. To engage with this group, address their barriers to work, and improve their chances of securing employment within key employment sectors.

Delivery will address the London Regional Framework Document (2007-10), Priority Axis 1 Measure 1.1 which is to 'Reduce Worklessness amongst Disadvantaged People facing Multiple Barriers to Work' and 'Improve Rates of Economic Activity by promoting Flexible Working and influencing Employer Attitudes' to address the needs of disadvantaged groups. The programme also relates to national welfare reform proposals, which acknowledge the need to tackle highly localised pockets of worklessness, poverty, inequality, and low skills.

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

### Geography

DWP is looking to award one Prime Contract to deliver this project in South London District. The Provider is expected to deliver from premises in the following areas: **Lewisham, Greenwich & Bexley**. These may be existing premises, at partner organisations or community facilities. All travel costs incurred by the customer in accessing the Provider's premises should be reimbursed by the Provider. South London District is made up of the following London Boroughs;

#### London Borough of Bexley:

Bexley is one of thirty-two London Boroughs, which, together with the City of London Corporation, make up the area of Greater London. The Borough follows the River Thames as it meanders out of London. It is bordered by Greenwich to the west and Dartford to the east, while Bromley lies to the south. Frequent rail services into London and good road connections provided by the A2 and A20. **Our Offices in the Borough: Bexley Jobcentre Plus**

#### London Borough of Greenwich:

Greenwich presents tremendous opportunity for growth as it has some of the biggest development sites in London. A major landmark is the Millennium Dome, part of the Greenwich Peninsula. The development will have a 26,000-capacity arena - the largest indoor arena in Europe. The development will also provide 24,000 jobs over the next eighteen years. Further expansion will include the development of a new hotel, thousands of new jobs with a special focus on local employment, the creation of a light industrial business park and over 10,000 new homes (in addition to the 1,377 already approved and currently under construction in the Millennium Village. Regeneration will also provide better access to the river and approximately 48 acres of open space.

#### Our Offices in the Borough: Eltham Jobcentre Plus, Woolwich Jobcentre Plus London Borough of Lewisham:

Lewisham occupies a key strategic location in South East London, and with existing public transport links to the city, Docklands and the whole Thames Gateway area,

Lewisham is becoming one of the most exciting, dynamic and prosperous places in London to live and work. The Urban Renaissance in Lewisham (URL) programme is working on a comprehensive town centre scheme that will raise the profile of Lewisham, create commercial confidence and enhance the potential of residents. The programme has received almost £16 million of Single Regeneration Budget (SRB) funding and has already attracted further private and public sector investment. This will achieve the creation of an efficient public transport interchange and new urban environment providing new opportunities for existing and new residents in Lewisham town centre and the promotion of business success and enhanced open spaces. **Our Offices in the Borough: Deptford Jobcentre Plus, Lewisham Jobcentre**

## **2. Aims and Objectives**

DWP will co-finance activity in the Workless Adults part of ESF Priority 1. This focuses on economically inactive people in the London who are not fully supported by existing employment programmes. Through flexible and personalised packages of support, it will enhance engagement and work readiness activity, as well as help to ensure sustained employment outcomes for disadvantaged people facing multiple barriers to work.

The range of activities that will be delivered to support the priorities contained within the London Framework Document and the Operational Programme include:

- helping unemployed and inactive people with disabilities or health conditions to enter and remain in work, and providing support to retain in employment people who become disabled or develop health conditions;
- helping lone parents, economically inactive recipients with children and other disadvantaged parents enter and make progress in the workplace, including access to childcare;
- tailored and personalised packages of support by providing pathways to employment such as mentoring and advocacy support, pre-vocational, access and practical soft skills training, job-related customised training (including qualifications for employability), labour market orientation and work experience, work trials and post employment support; active and preventative measures which ensure early identification of the needs of disadvantaged people, including individual action plans and personalised support, work search activities, information, advice and guidance including financial management advice, and access to childcare and care for dependent people where caring responsibilities are a barrier to labour market participation;
- activities to extend working lives by re-engaging inactive older workers, including those who become disabled or develop health conditions;
- activities to support Local Employment Partnerships (LEPs)
- helping disadvantaged people who persistently return to Jobseekers' Allowance, and addressing barriers to their retention in sustainable employment;
- increasing the participation by people from ethnic minorities in employment including, where appropriate, training to meet basic English language skills needs;
- developing the skills and employability of offenders and ex-offenders to help them enter the labour market;
- activities to tackle specific barriers to work faced by unemployed inactive people in rural areas including community-based activities and outreach.

### 3. Target Groups

London Region priority groups for DWP support are:

1. Those with a disability or health problem including mental health and customers in receipt of Incapacity Benefit
2. Lone Parents and other carers
3. Disadvantaged parents not necessarily in receipt of benefit
4. Customers in receipt of Jobseeker's Allowance (JSA) – especially those who persistently return to claim JSA, long term recipients and customers with children; this will also include other disadvantaged groups (i.e. minority ethnic groups, ex-offenders, those with a history of drug and alcohol abuse, the homeless, refugees etc)
5. Those with Basic Skills needs i.e. minority groups with language difficulties – recent migrants,
6. Those in receipt of JSA especially the long term workless and recipients with children.
7. Those aged 50+ with low or no qualifications

Please note the crosscutting themes detailed in the Specification for England particularly the health cross cutting theme

#### **Lone and other disadvantaged parents, BME groups, IB recipients**

Providers should describe in detail how they will identify and engage with the target client group and those would not regularly or routinely visit the jobcentre and access contracted provision.

#### **Homeless people and those with a history of alcohol addiction**

Providers should demonstrate established links with organisations that support these groups and describe how these organisations will be engaged to move the client group towards and into work. Provision should create job developers to engage with and support a client throughout their journey.

#### **JSA Returners**

Providers should demonstrate clear links with local employers and reflect their recruitment needs and focus on those clients in receipt of JSA and who persistently make repeat claims. Providers should describe links with LEPs and the Olympics.

#### **Refugees**

Providers must demonstrate an understanding of the issues and describe their links with specialist agencies that provide on-going support.

#### **People with a disability or health condition and those in receipt of IB**

Providers should describe their engagement strategy and demonstrate links with specialist agencies that provide on-going support.

The indicative breakdown of starts and outcomes providers should aim to achieve is as follows:

% of participants who are unemployed	42%
% of participants who are inactive	34%

% of participants with disabilities or health issues	22%
% of participants who are lone parents	12%
% of participants aged 50 and over	18%
% of participants from ethnic minorities	56%
% of female participants	51%

#### 4. Design and Content

Indicative Contract Value	£2m-£2.8m
Indicative Contract Value for possible extension	up to £1.45m
Minimum Expected Participant Numbers	1300
Minimum Expected Job Outcomes – 27%	351

**Duration of contract:** This contract will run from **3 November 2008 to 3 August 2011 – 2 years 9 months**

#### 5 Definition of Activities Required

The District is looking to award a Prime Contract to deliver all elements of provision as outlined below. The Prime Contractor should aim to ensure that each participant is enabled to take advantage of the appropriate elements which will address their barriers to work, equip them with the skills necessary to enter the workplace and find and keep a job.

The primary client target group is listed above and an outline of the provision requirements are described below. However, providers are encouraged to be innovative in their method of helping clients to achieve their goals.

**Initial Assessment** - The provider should deliver an initial assessment to all clients and should be given a choice of **any or the best combination of all of the following options** within each element. These should be detailed in an Individual Action Plan.

#### Element 1 - Pre-Employment Skills

Provision should offer as minimum all of the following;

- skills assessment
- motivational/confidence building
- life skills training
- in-work benefit calculations
- careers advice
- jobsearch skills
- self employment awareness
- basic skills training as necessary
- tailored training linked to local employers' recruitment needs especially construction
- certificated training Health & Safety certificate, CSCS card and First Aid in the Workplace
- work experience placements
- a guaranteed job interview/work trials
- In work support e.g. mentor or job coach, helpline, kit meeting Work

## **Element 2 - ESOL Provision and Specific Support for Refugees**

This provision should be job focussed and address the particular difficulties faced by refugees and BME groups in trying to find work and integrate into British society.

Provision should offer as a minimum all of the following:

- Diagnostic/assessment session
- jobsearch skills
- citizenship programme
- interview skills
- CV development
- ESOL & Basic skills support
- conversion training
- sector-focused training linked to local employer vacancies
- in-work support e.g. mentor, helpline

### **6. Activity Hours per week**

Part time and flexible to support the customer, but it is expected that they will in most cases be up to 16 hrs per week. Any exceptions e.g. for a particular client group should be explained in the tender.

### **7. Duration**

Length of stay is dependant upon individual need but is expected to be a maximum of 52 weeks. Providers will need to specify how many hours per week each option within each element the provision will cover and the expected duration.

### **8. Referrals**

All provision described above is open to all eligible target groups but providers will in the first instance be expected to focus on the stated Primary Target Groups. It is anticipated that the majority of participants will be sourced by the provider but Jobcentre Plus Advisers may refer participants to the provision. Providers should describe in their tender how they will generate sufficient referrals to ensure performance targets are achieved. Providers should be prepared to be proactive in establishing a relationship with Jobcentre Plus Advisers to identify suitable clients.

### **9. Geographical Coverage**

This contract will deliver provision in the boroughs of Lewisham, Bexley and Greenwich.

### **10. Eligibility**

Unemployed and economically inactive people living in the District.

### **11. Coherence and Context with Other Provision**

The DWP ESF programme will be delivered in partnership with the three other CFOs in London. It is intended that a client's learning path will involve at least two CFOs and providers should familiarise themselves with the provision being offered by the LSC, the LDA and London councils. Providers should ensure that their contract offers robust support mechanisms to enable a client to move from one programme to another and

that each adds value and moves that client closer to the employment market and into work.

Providers should also demonstrate an understanding of the other initiatives operating in their delivery area and explain how these will be used to enhance delivery e.g. Cities Strategies, Local Employer Partnerships, Local Area Agreements

## **12. Funding Model**

The funding model will be split into two elements: an element for delivery (Delivery Fee), and an element, which will be outcome related (Outcome Fee). The ratio to be applied to this contract is 50/50, with 50% of the total Contract paid in monthly instalments and 50% paid for Job Outcomes achieved paid on a unit price basis. The Specification for England provides more detail on the model.

The District has set an indicative volume of total starts for the initial period of contract. It is expected that the majority of participants will access at least two elements of support.

- Minimum indicative Volume Starts on provision – **1300**

The standard DWP Job Outcome definition will apply to the ESF contract as outlined below. The District has set a **minimum** Job Outcome Target of **27%** for this contract. For London contracts the ratio will be 50/50.

All volumes are indicative and DWP gives no guarantee of number of starts.