

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

LONDON

**WEST LONDON DISTRICT
FOR HILLINGDON AND HOUNSLOW**

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TITLE: HARDEST TO HELP SUPPORT



European Union
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Investing in jobs and skills

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1. Introduction

West 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 West London 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 deliver this project in West London District. The Provider is expected to deliver all elements from premises in either or both of the following areas: **Hillingdon or Hounslow** with the proviso that if premises only in one area outreach services are available in the other location. 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.

Geography

West London District has 18 offices, and covers the London Boroughs of Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. The 6 Boroughs in the District are located in the West/North West parts of London. Despite its proximity to some of London's most affluent areas, some parts of the District have particularly high levels of unemployment and poverty.

2. Aims and Objectives

Provision will support 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 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 avenues 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)
- 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 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 condition 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, including minority groups with language difficulties and 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

Providers should describe how they will tailor the provision for each of the particular client groups and steps they will take to support the client group into employment,

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.

Ex-offenders

Providers should demonstrate strong links with the Probation Service and other agencies to engage and deliver to this client group.

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.

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 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

Contract Value Indicative range) -	£2.5m - £2.9m
Indicative Contract Value for possible extension up to-	£1.5m
Minimum Expected Participant Numbers	1320
Minimum Expected Job Outcomes – 27%	356

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 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. Providers should demonstrate local employment knowledge.

Initial Assessment - The provider should deliver an initial assessment to all clients who 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
- in-work benefit calculations
- careers advice
- jobsearch skills
- self employment awareness
- basic skills training as necessary
- tailored training linked to local employers' recruitment needs
- work experience placements
- a guaranteed job interview
- 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 focus on 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:

- 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 dependent 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 of 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

Provision must be delivered in either or both of the boroughs of Hillingdon and Hounslow with the proviso that if premises only in one location outreach services are available in the other.

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.

The ESF Provision will add value by targeting people who may not otherwise come forward to access provision or be eligible for existing provision. It can focus on specific localities where there are particular difficulties for people wanting to return to work. It adds to the range of provision available or providing additional facilities already shown to be working in other parts of the region. The provision will provide different or more intensive support to people facing greater barriers which can run alongside their involvement in the main domestic programme.

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 – **1320**

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.

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