

European Social Fund 2007 – 2013 Programme

CONTRACT PACKAGES:

ESF1 - ESF8

Local Specification

Long-term and disadvantaged JSA customers



European Union
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Investing in jobs and skills

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European Social Fund 2007 – 2013 Programme

Local Specification – long-term and disadvantaged JSA customers

1. INTRODUCTION

1.1 This specification sets out the criteria for delivery of ESF provision. Exact details of where the provision is needed can be found in Annex 1 which provides important information about each contract package area in detail. Bidders must submit full and detailed proposals, which meet the criteria given in both the generic Specification for England and the Local Specification as set out below. DWP will award a single Prime Contract to cover each contract package. The Prime Contractor will be required to develop effective delivery arrangements across the entire contract package, where necessary utilising sub -contractors and/or Partners to ensure they have the capability to meet a wide range of needs from the diverse customer group.

1.2 Although this specification outlines the basic elements that must be delivered, bidders are encouraged to submit proposals that are innovative and flexible in their approach and are based on individual need in relation to Local Labour Market requirements. Proposals must meet the needs of all participants and deliver effective provision whilst addressing the minimum requirements of the Specification for England and this generic specification and Provision Annexes.

1.3 This specification should be read in conjunction with the ESF Specification for England,

2. AIM OF PROVISION

2.1 The overall aim of ESF Priority 1 (Competitiveness and Employment Objective) and ESF Priority 4 (Convergence Objective) is to increase employment, reduce unemployment and inactivity and to help tackle barriers to work. The aim of this specific provision is to get people into stable long term employment. Where this cannot be achieved within the time span of the provision, we would expect to see support provided that would enable the participant to make demonstrated and evidenced progress towards returning to work, including increases in motivation, personal confidence and job search activities in order to move the customer nearer the workplace. The Priority/Target groups for this provision are set out in paragraph 7.

3. DESIGN & KEY DELIVERY REQUIREMENTS

3.1 Full details of any partnership/consortiums/sub-contracting arrangements will need to be fully explained in the tender.

3.2 The key delivery requirements of this provision are described briefly below. Bidders will need to demonstrate how these requirements will be delivered and enhanced beyond the brief descriptions below in their tenders.

3.3 Key requirements are:

At the outset all participants will require an in-depth assessment of their past work experience and qualifications and a diagnosis that will identify how your provision will move them back into work. Where available, and where the participant has given permission to share information, this may draw upon any assessments carried out by Jobcentre Plus or other organisations (e.g. Skills Health Checks) – the Provider Guide will provide more information about this process at the Invitation to Tender stage;

- a **personal** action plan for each customer must be created and regularly reviewed to record progress towards getting and retaining a job. Please also see section 18 of the Specification for England;
- the bidder will ensure that every participant is allocated an adviser to conduct the initial assessment, develop their action plan, setting out clear steps to be taken to move them nearer the workplace, draw together and co-ordinate a participant's journey into work. This means that each participant must be allocated an adviser on a 1 to 1 basis. You will need to describe the regime of support available through this 1 to 1 service in your bid;
- details of the qualifications and skills of your advisers must be contained in your bid;
- bidders will need to identify and specify in their bid a range of activities to meet differing needs of individual customers (see paragraph 7 for the list of potential customer groups –many will have multiple labour market barriers). We would expect bidders where necessary to engage with local partners and others who specialise in addressing specific needs in order to offer a full range of support to participants;
- the participant must receive individually tailored intensive job-search support;
- the participant must receive individually tailored “softer” employment skills support;
- the provision should enable participants to be made aware of and signposted to help available in addressing a range of barriers to work, such as managing child care requirements, health issues, dealing with drug and alcohol problems, debt counselling etc.
- Bidders would also be expected to consider the provision of short, managed, work tasters/placements to test or demonstrate the abilities/skills of participants.
- Where appropriate this provision will provide short (including certificated) vocational training where this is not delivered locally and with the agreement of other delivery partners – including Learning & Skills Councils. If this requirement is to be included in a specific contract package the specification at the Invitation to Tender stage will outline this;

- financial support to enable a participant to gain and retain work – more details about this requirement – including how this will involve Jobcentre Plus will be set out in the specification at the Invitation to Tender stage;
- The bidder will also be responsible for supporting the participant once they have found work, maintaining contact, and dependant on need, potentially for a period of 26 weeks after the participant has left the provision to ensure that employment is sustained – you will need to outline how this requirement will be delivered.

4. COHERENCE & CONTEXT WITH OTHER PROVISION

4.1 Bidders should be able to demonstrate their awareness of and organisational links with other initiatives [e.g. City Strategy Pathfinders, Local Employer Partnerships, Local Area Agreements] operating in the delivery area and explain how these will be used to enhance service arrangements/delivery of the provision. This is especially important for this provision as it is anticipated that some participants may need specialist help to move them nearer the workplace.

5. OUTCOMES/VOLUMES INC CONTRACT VALUE

5.1 Providers will be required to compete for this contract on price as well as quality. The minimum number of starts and job outcomes are shown for each contract package in Annex 1 as is the contract value.

- The contract will run from **December 2009 to July 2011**.
- Dependent on the further allocation of ESF funding in the Regions, there may be potential to extend these contracts for up to 12 months. The funding of any extension (whether during the original contract period or an extended contract period) will be subject to increases up to a maximum of 50% of the original contract value.

6. GEOGRAPHICAL COVERAGE

6.1 See Annex 1 for the locations of the provision.

7. PRIORITY/TARGET GROUPS

7.1 This provision will be specifically for JSA customers after 6 months unemployment or from the start of their claim to JSA where they fall into one of the following groups:

- customers who have completed a custodial sentence;
- refugees and other customers granted leave to stay in the country;
- homeless customers (including rough sleepers);
- customers affected by drug addiction (including alcoholism);
- customers who have been in residential care;
- ex-HM Armed Forces customers;
- customers with language, literacy or numeracy difficulties;

- customers who are lone parents, carers, disabled people and people with health conditions who are claiming JSA (including those customers with a mild to moderate mental health condition);
- customers who have failed, Employment Support Allowance Work Capability Assessments; and
- any JSA customer who would benefit from the support this provision will provide at the discretion of a Jobcentre Plus Personal Adviser.

7.2 In general we would expect these customers to have significant and multiple barriers to work. These customers will need intensive and individually tailored packages of support, including one to one support from experienced advisers, over weeks and possibly months to fully address their labour market needs. It is expected that the minimum length of stay for most participants will be 10 weeks. In exceptional circumstances we envisage that a small amount of participants would be on provision for more than 26 weeks. As with all ESF provision it must be part time, available Monday to Friday for a maximum of 25 hours per week.

7.3. For Contract Package ESF1, there will be a second delivery element – see Annex 2

8. REFERRALS

8.1 The majority of referrals to this range of provision will be made by Jobcentre Plus advisers. Provision starts will match the eligible target groups and client characteristics as set out in section 7 above. Bidders should set out in their tender how quickly they will be able to carry out an initial customer interview following a Jobcentre Plus referral and a maximum period between the initial interview and a provision start.

Providers must continue to generate their own referrals, complete the relevant paperwork and return it to Jobcentre Plus as soon as possible.

9. NETWORKING/LINKS

9.1 All DWP contracted providers are expected to work together in Partnership with Jobcentre Plus to deliver the government's objectives with regard to Local Employment Partnerships, and in doing so provide a better service for employers and individual customers.

9.2 Upon contract award you will be contacted by Jobcentre Plus and offered a LEP Partnership Agreement. This will enable you to enter into LEP verbal agreements with the employers you work with, therefore avoiding multiple and confusing contacts to employers. Under the Partnership Agreement you will also be copied into all Jobcentre Plus LEP vacancies for your customers, and have access to Jobcentre Plus Local Labour Market Intelligence.

9.3 So that progress can be reported, in return you will be expected to provide information to Jobcentre Plus on your customers placed into jobs, either through Jobcentre Plus LEP vacancies or your own Employer LEP agreements. We would

expect the LEP Partnership Agreement to apply equally to your sub contractors through you as the Prime contractor.

9.4 Jobcentre Plus District may require the Contractor to deliver LEP pre-employment training courses as part of their contracted delivery. The actual delivery arrangements for each pre-employment training course will be agreed between the Department for Work and Pensions, the Jobcentre Plus District and the Contractor. In the majority of cases, it is expected that the Sector Employability Toolkits developed with the Sector Skills Development Agency (SSDA) and the LSC will form a two-week core module of LEP Pre-employment Training, but flexibility exists to add or subtract content as appropriate. The Sector Employability Toolkits are intended to provide a guide only, and their use will be dependent upon employer choice.

9.5 The District will be expected to use their local knowledge to agree with the employer the length of the Pre-employment training that best meets their needs, and provides value for money to the Public purse.

10. MARKETING

10.1 Marketing for this provision will fall into two categories. Bidders will be expected to undertake marketing to Jobcentre Plus to ensure they are aware of the provision available to refer to.

Bidders would also be expected to market their provision to prospective participants if they are to generate self referrals.

Any marketing activity that does take place must meet the ESF publicity requirements. Details of this can be found at section 27 of the Specification for England.

11. FUNDING MODEL

11.1 The funding and payment model will comprise of:

- A delivery payment (service fee) – that will be paid in 19 monthly instalments, made up of 50% of the contract value;
- Job Outcome Payments – paid on a unit price basis. The outcome payments will make up 50% of the contract value;
- Tolerances will be applied to planning assumptions and will be set out in the Invitation to Tender (ITT) to enable the management of provider funding arrangements.

The provider is responsible for sourcing, arranging and funding childcare, travel costs and additional support.

11.2 The principles of the DWP funding model are set out in the ESF Specification for England.

12. EVALUATION

12.1 Evaluation and reporting will be carried out in line with Para 30 of the Generic Specification for England.

Contract no	Region	Package Area	Min Value	Max value	Starts	Jobs
ESF1	London	Element 1: Central London Lambeth, Southwark & Wandsworth Element 2: Pan London (managed from Lambeth, Southwark and Wandsworth District). See Annex 2	£2,992,000	£3,530,000	2,538	965
					360 Included in above	
ESF2	London	West London South London North & North East London City and East London	£8,568,000	£10,472,000	9,463	3,337
ESF3	North West	Cumbria & Lancashire	£1,824,000	£2,229,000	2,234	804
ESF4	North West	Greater Manchester	£3,522,000	£4,304,000	4,314	1,553
ESF5	South East	South East *	£4,372,000	£5,344,000	5,356	1,928
ESF6	South West	Dorset & Somerset	£1,009,000	£1,233,000	1,236	445
ESF7	South West	West of England Glous, Wilts & Swindon	£2,970,000	£3,630,000	3,638	1,310
ESF8	East of England	Beds & Herts Norfolk	£1,274,000	£1,557,000	1,561	562

* For South East the ESF provision should target the following areas:

Kent: Chatham, Maidstone, Tonbridge, Tunbridge Wells

Hants: North Hants(Basingstoke, Aldershot, Farnborough) and the PUSH area (Havant, Fareham, Portsmouth, Gosport, Southampton, Eastleigh)

Surrey/Sussex: Redhill, Epsom, Horsham, Gatwick, Hayward's Heath, Crawley

Berks, Bucks and Oxford: District wide

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

**CONTRACT PACKAGE: ESF1
ELEMENT 2**

PAN LONDON

(managed from Lambeth, Southwark, Wandsworth District)



European Social Fund 2007 – 2013 Programme

Local Specification for Pan London (managed from Lambeth, Southwark, Wandsworth District)

1. INTRODUCTION

This specification sets out the criteria for delivery of ESF provision in the London region centred in Lambeth, Southwark and Wandsworth. Prospective bidders must submit full and detailed proposals, which meet the criteria given in both the generic Specification for England and the Local Specification as set out below. DWP will award a single Prime Contract for this specification to cover the London Region. The Prime Contractor will be required to develop effective delivery arrangements across the entire Region, where necessary utilising sub contractors and/or Partners to ensure they have the capability to meet a wide range of needs from the specific customer group.

A Ministerial working Group on Child Poverty in London was established in April 2008 to look at the coordination and effectiveness of delivery agencies to maximise opportunities for parents to enter, stay and progress in work. To improve progress towards ending child poverty by 2020 they have pledged to ensure that the parental employment rate in London rises by more than 3 percentage points by 2013.

To achieve this target and support working family's one significant improvement is required to the maternal employment rate.

London's characteristics make it harder for parents to find suitable job opportunities and employment chances. Some groups of workers, particularly those with lower skills and mothers, are ill-equipped to compete successfully for jobs in the capital. Evidence from research shows that mothers prefer work which enables them to balance work and family life.

2. AIM OF PROVISION

The overall aim of ESF priority 1.1 is to increase employment, reduce unemployment and inactivity and to help tackle barriers to work faced by disadvantaged groups. Further details can be found in paragraph 5 of the Specification for England.

This provision aims to deal specifically with the barriers faced by disadvantaged parents, in particular mothers in couple families. The provision will reach out to women

with children who want to get into work, progressing women on their journey and matching them with local, flexible jobs.

3. DESIGN & KEY ELEMENTS OF DELIVERY

Full details of any partnership/consortiums/sub-contracting arrangements will need to be fully explained in the tender

The key elements of the provision are set out below:

- Provide an end to end personalised support system to assist women to identify and tackle their personal barriers and to find and keep suitable employment
- Provide embedded support to those participants who have ESOL related needs to ensure equality of opportunity and parity of outcome. This could be through bespoke sub-contracted provision.
- Create a network of Life Skill Coaching to facilitate a path to employment for each participant by offering employability skills training.
- Provide workshops in self esteem, motivation, recognising perceived and real barriers and identifying ways of managing these.
- Deliver a concentrated and comprehensive jobsearch programme
- Provision must be designed to last up to 26 weeks to ensure those furthest from the labour market are able to take full advantage of the opportunity
- Develop and evidence links with employers to secure job placements, taster days and supported work experience
- Undertake extensive employer engagement activity to break down employer perceptions of working mothers
- Provide intensive in work support for 26 weeks

Tenders should set out how they will deliver the key provision elements and describe how they will add value to them.

4. COHERENCE & CONTEXT WITH OTHER PROVISION WITHIN LONDON

Suppliers should be able to demonstrate an understanding of other initiatives ie City Strategies, Pathfinders, Local Employer Partnerships, Local Area Agreements operating in the delivery area and explain how these will be used to enhance service arrangements/delivery of the provision.

5. OUTCOMES/VOLUMES INC CONTRACT VALUE

Suppliers will be required to compete for this contract on price as well as quality.

- The contract will run from **December 2009 to July 2011**.
- Dependent on the further allocation of ESF funding in the Regions, there may be potential to extend these contracts for up to 12 months. The funding of any extension (whether during the original contract period or an extended contract period) will be subject to increases up to a maximum of 50% of the original contract value.

The Region anticipates that the total volume of participants accessing Element 2 of the contract from 2009 to 2011 will be a minimum of **360**.

Job outcomes in year one	40%
Job outcomes in year two	60%

6. GEOGRAPHICAL COVERAGE

The successful provider will be expected to deliver provision in all six London districts namely Central, West, South, City and East and North & North East, with Lambeth, Southwark and Wandsworth being the owning district.

7. TARGET GROUPS/ELIGIBILITY

The provision is aimed specifically at mothers in couple families so the engagement strategy must detail how this group will be identified and recruited.

8. REFERRALS

Referrals should match the eligible target groups and client characteristics. Providers should describe in their tender how they will generate sufficient referrals to ensure performance targets are achieved. This may include working closely with Jobcentre Plus Advisers to identify suitable clients but must also show other means of generating referrals. Although Jobcentre Plus will make some referrals it is expected that the majority will be generated by the provider.

It is unlikely that the primary target group will be Jobcentre Plus users so a comprehensive engage strategy is required. Please describe in detail how you will identify and engage with this group.

9. NETWORKING/LINKS

Providers must describe how they will create links with appropriate employers and how their provision fits the local community and other pre-existing provision. Providers should demonstrate a willingness to be pro-active in creating a network of organisations which will work to raise the profile and highlight the benefits of employing mothers and disadvantaged parents amongst employers.

10. MARKETING

Providers must ensure that all participants are aware of their participation on ESF funded provision. This should be through the display of a plaque at all delivery premises, the use of the ESF logo on appropriate documents, the distribution of the MTK 8000 leaflet and a statement to that effect during induction.

11. 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 provider is responsible for sourcing, arranging and funding childcare, travel costs and additional support.

12. EVALUATION

Evaluation and reporting will be carried out in line with Para 30 of the Generic Specification for England.