

European Social Fund 2007 – 2013 Programme

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CORNWALL & THE ISLES OF SCILLY



European Union
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Investing in jobs and skills



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Local Specification for Cornwall and the Isles of Scilly

1. INTRODUCTION

This specification sets out the criteria for delivery of ESF provision in Cornwall and the Isles of Scilly. 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 to cover Cornwall and the Isles of Scilly. The Prime Contractor will be required to develop effective delivery arrangements across the entire region of Cornwall and the Isles of Scilly, 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.

Cornwall and Scilly is the only Convergence area in England and is afforded this status due to the economic performance of the area, measured by GVA (Gross Value Added) per head. Productivity is low and there is a critical need to raise the skills of the current and the potential workforce. Investment of EU Structural funds through the Objective One programme has started to make a difference and turn around an economy that was lagging behind the EU average. Although still behind, our economy is now the fastest growing in the South West and there is renewed confidence and aspiration to raise the bar in terms of the quality of employment opportunity and drive a culture of a highly skilled workforce whilst ensuring that people who are most disadvantaged in the labour market have the opportunity to participate. The Cornwall Works Apprentice Programme, as part of a wider package of ESF delivery, will focus on people who are most likely to be excluded from economic participation and inspire, support and up-skill them to progress towards and into work

It is vital that delivery of ESF programmes through DWP co-financing support the overall economic aspirations of Cornwall and the Isles of Scilly. More details and an overview of the geography, economy and infrastructure of Cornwall and Scilly as well as the Convergence ESF targets can be found in the Convergence ESF Framework and the DWP Convergence ESF Co-financing Plan. In particular ESF activity must:

- Deliver the aspirations and outcomes of the Cornwall ESF Framework
- Demonstrate linkages, progressions and added value to mainstream delivery (especially LSC and JCP/DWP mainstream)
- Work alongside and support ERDF and other EU Funds
- Demonstrate linkages and added value to Cornwall's Local Area Agreement
- Build on current resources and delivery in Cornwall rather than duplicate or displace

- Raise the bar in terms of quality of outcomes ~always a job with ongoing training and personal development
- Provide the highest quality of customer experience, tailored to individual need and the demands of the labour market
- Be inspirational for all and raise the aspirations of the future workforce
- Be straightforward for the individual customer to access and allow for easy movement between activities and projects within the ESF and mainstream delivery
- Deliver high quality employer engagement, taking into account other employer facing services
- Support the delivery of the Cornwall Works Strategy

2. AIM OF PROVISION

The overall aim of ESF priority 1 and 4 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.

The aim of Cornwall Works Apprentice is to support people with more severe and complex barriers to progression in the labour market into sustainable work with ongoing training and personal development.

This will be done through the provision of high quality, supportive and inspirational experiences for people who would not otherwise volunteer to engage with back to work programmes through apprenticeships linked to growth and core employment sectors in Cornwall and the Isles of Scilly

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 Cornwall Works Apprentice programme will deliver a comprehensive, high quality package of support for participants. Delivery must take into account the additional needs of the customer groups and include pastoral, advisory and counselling support to help to identify and overcome barriers to progression that are not directly related to work **e.g.** housing, debt, family problems, behavioural issues, mental health issues, substance mis-use, stamina and fitness as well as barriers relating to skills, employability and work

As a **minimum** the apprenticeship programme must include:

- Advisory/personal development support (as above) throughout the period of the programme
- A period of pre-employment training that is bespoke to the needs of the vocational area and delivered in a way that takes into account the additional needs of participants, including, where appropriate their benefit status
- A period of paid, intermediate labour market (ILM) employment with ongoing training towards relevant recognised qualifications

- Support to enable people to move into paid employment with ongoing training and/or personal development
- Post employment advisory support for both participant, and where relevant for the employer.
- Occupational areas must be relevant to and reflect the needs of the labour market in Cornwall and the Isles of Scilly and should be either in growth sectors (**e.g.** renewable energy/energy efficiency, digital technology, creative industries, environment) or key sectors (**e.g.** horticulture, catering, tourism, transport)
- The involvement and use of social enterprises as a vehicle to deliver some or all of the programme elements

Providers can add value to the core programmes, through, **for example**

- periods of work experience
- additional training/personal development activity
- thematic management apprenticeships that cross-cut sectors **e.g.** leadership and management, human resource management, project management

Providers should detail the expected length of stay in each of the elements and how these will link together. The overall length of stay is anticipated to be between 6 and 18 months according to the type of provision, the requirements of the sector and the needs of the participant. Length of stay can vary across the occupational areas offered

There is no set limit to the number of occupational areas that can be offered but the expectation is that there will be groups of participants undertaking activity rather than individual packages for each participant (**e.g.** 8 occupational areas with 10 participants on each)

ESF investment can be used to pay wages within the ILM employment period and can also be used to offer wage subsidies, where appropriate, when participants move into work

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The overall package can be supported by other programmes and activities that are not funded through Cornwall Works Apprentice where this is permissible within regulations and eligibility criteria and where activities are complementary and add value. This includes, for example:

- LSC funded ESF or mainstream activity (such as Train to Gain, Basic Employability Skills)
- DWP mainstream activity (such as Pathways to Work, New Deal)
- Other ESF or alternatively funded activity

NB: It is not possible for an individual to undertake more than one DWP ESF programme at the same time

4. COHERENCE & CONTEXT WITH OTHER PROVISION WITHIN CORNWALL AND THE ISLES OF SCILLY

Suppliers should be able to demonstrate an understanding of other initiatives [e.g. Cities 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.

In particular suppliers should set out how they will support the Cornwall Works Strategy including:

- how they will work with other providers, especially other DWP ESF providers, to ensure that jobless people across Cornwall and Scilly access the best possible programme to meet their needs
- how they will work with and support the 27 Neighbourhood Action Teams across Cornwall
- how they will work with other providers to join up employer engagement and the “employer offer”
- fit with key partnerships and initiatives such as Real Choices, tackling child poverty in Cornwall and Advice Plus (CABx Strategy) both facilitated by Inclusion Cornwall
- link with and support the strategic investment frameworks within the Cornwall and Isles of Scilly Convergence ERDF programme
- link with and support the outcomes within Cornwall’s Local Area Agreement
- utilise LSC provision to ensure jobs with ongoing training

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**.
- The contract will have an indicative notional value of between **£ 0.8 million** and **£ 0.9 million**.
- 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 Cornwall and Isles of Scilly Region anticipates that the total volume of participants accessing the contract from **December 2009 to July 2011** will be a **minimum** of 80.

- At least 30% of participants will obtain work of over 16 hours per week expected to last for at least 13 weeks **NB the period of ILM employment does not count towards the job outcome target**
- 100% of people going into work (as above) will go into jobs with ongoing training and /or personal development
- 80% of participants will achieve a recognised qualification

6. GEOGRAPHICAL COVERAGE

The programme should be available to people throughout Cornwall and the Isles of Scilly. Where delivery is centred in a particular geographic area, providers should detail how they will make services accessible across the area

7. TARGET GROUPS/ELIGIBILITY

Jobless people in Cornwall and the Isles of Scilly aged 16+ (this includes people in receipt of out of work benefits who are working part-time) who fall into one or more of the following groups:

- people who are homeless or at risk of becoming homeless (including sofa surfers)
- people with drug or alcohol problems/are recovering addicts
- people living in benefit dependent households (i.e. workless families, especially those where there is generational unemployment)
- offenders
- people with moderate to severe mental health issues
- young people leaving local authority care
- survivors of domestic violence
- long term carers (including people who's caring responsibilities have recently ceased)

NB: Participants do not need to be in receipt of benefit to be eligible

8. REFERRALS

Referrals should match the eligible target groups and client characteristics. Provider 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.

Cornwall Works apprentice aims to reach people who are most disadvantaged in the labour market and who have significant barriers to progression. It is therefore anticipated that the provider will need to make links with organisations and agencies that currently engage and support these customer groups to encourage appropriate referrals **e.g.** homeless organisations and hostels/foyers, probation service, police, youth offending teams, drug and alcohol treatment providers, local authority leaving care team, victim support, registered social landlords and a range of voluntary and community sector organisations

9. NETWORKING/LINKS

Cornwall and Scilly has a strong tradition of partnership working and it is vital that delivery links into, supports and is supported by current activity. There is a strong and vibrant voluntary and community sector, with vast experience in delivery of welfare to work activity. The Cornwall Voluntary Sector Forum is the co-ordinating body for hundreds of organisations big and small.

Social enterprise also features strongly within the Region, with two of the most high profile social enterprises nationally – The Eden Project and Fifteen Cornwall having a

home here along with many other social enterprises across variety of sectors. Cornwall has also established a School for Social Entrepreneurs - through DWP ESF investment.

Jobcentre Plus and the LSC work closely in partnership to ensure delivery of the integrated employment and skills agenda, and jointly chair the Cornwall Works (P4) Steering Group, that consists of the Prime providers from both organisations. The successful bidder for Cornwall Works Apprentice will be expected to join this group.

The Local Area Agreement (LAA) is an important delivery tool for Cornwall's Sustainable Community Strategy (SCS). Within the LAA are a number of targets relevant to the delivery of Cornwall Works Apprentice, including a specific target relating to reducing overall benefit claim rates in the worst performing neighbourhoods. The SCS and LAA are overseen by the Cornwall Strategic Partnership (CSP). The CSP has a number of thematic sub-groups, with Inclusion Cornwall and Cornwall and Scilly Economic Forum being the most relevant to the delivery of this tender

The Cornwall and Isles of Scilly Convergence Partnership Office provide a gateway for information about and promotion of the Convergence Programmes (ESF and ERDF) and are a key partner for the Jobcentre Plus ESF Team

10. MARKETING

Cornwall Works Apprentice will form part of the overarching strategy for welfare to workforce delivery in Cornwall, known as Cornwall Works. This includes the use of the Cornwall Works brand and promotion through the Cornwall Works web-site. In addition to the Cornwall Works logo the ESF logo and Convergence logo (unique to Cornwall and Scilly) must be used on all promotional and customer facing material. All marketing and promotion material must be cleared through the Jobcentre Plus Regional ESF Manager for Cornwall and the Isles of Scilly to ensure compliance and fit with the Regional communications and marketing strategy. The Jobcentre Plus ESF Team for Cornwall and Scilly are pro-active in promoting provision and sharing good practice both within the Region and nationally, and anticipate that suppliers will support this activity at all times

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 60/40, with 60% of the total Contract paid in Monthly instalments and 40% 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.