

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**LONDON**

**CENTRAL LONDON  
CAMDEN AND ISLINGTON DISTRICT**

**REF NO: LO1**

**TITLE: HARDEST TO HELP SUPPORT  
FOR CAMDEN AND ISLINGTON  
DISTRICT**



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

**DWP** Department for  
Work and Pensions

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## 1. Introduction

Central London Jobcentre Plus District is 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 Central 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 Central London District. The Provider is expected to deliver from premises in the following areas: **Camden and Islington**. 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.

Central London District is made up of nine offices covering the London Boroughs of Camden, Islington, Westminster and the Royal Borough of Kensington and Chelsea. The District covers the main shopping areas of Oxford Street, Regents Street, Bond Street, Covent Garden, Harrods, Kings Road Chelsea and the famous Camden Market. Not forgetting the biggest concentration of theatres in the world and many famous London tourist attractions; Buckingham Palace, London Zoo, Westminster Abbey, Finsbury Park mosque, Madame Tussaud's waxworks, Speakers Corner, Bank Of England, Houses of Parliament, Science Museum and the Natural History Museum to name a few. We also have many open spaces like Regents Park, Hyde Park, Green Park and St James's Park.

However, the four boroughs also have large areas of deprivation and there is a huge gap between the inner city areas and the more expensive, upmarket residential areas. The boroughs are involved with regeneration projects like Paddington Basin, focusing on small businesses and training for the unemployed. All of these building projects provide a large number of jobs and a huge range of employment opportunities.

Transport links are excellent with major main line stations at Victoria, Euston, King's Cross, St Marylebone, Paddington, Charing Cross and St Pancras International.

## 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 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 routeways 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; Enhanced Job search help, Advice and Guidance and Improved job brokerage to enable a better match between supply and demand;
- 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 minority ethnic groups, ex-offenders, those with a history of drug and alcohol abuse, the homeless, refugees
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.

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	£1.7m - £2.2m
Indicative Contract Value for possible extension	up to £1.1m
Expected minimum number of Participants	980
Expected minimum Job Outcomes	265

### 5. Definition of Activity Requirements

The District is looking to award a Prime Contract to deliver all six 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 that will address their barriers to work, equip them with the skills necessary to

enter the workplace and find and keep a job. This should be detailed in a Personal Development Plan.

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

### **Pre- Employment Skills**

#### **Priority Group: Lone Parents, Other Disadvantaged Parents, IB Recipients**

The provider should design an engagement strategy which will target those clients do not usually use the jobcentre, including working in partnership with Childrens' Centres to target Lone Parents and Other Parents This should detail how clients will be identified and encouraged to participate.

The provision should feature:

- A skills and experience audit
- Careers advice and guidance
- In work benefit calculations
- A learning plan
- Childcare advice via links with registered childcare support
- CV preparation and help with application forms
- Interview skills
- Skills based training linked to local employer recruitment needs
- Basic Skills / ESOL Training
- Jobsearch activity
- Work experience placements
- Post employment support e.g. a mentor, helpline, kit meeting

### **Pre-Entry ESOL courses**

#### **Priority Group: BME Groups, Refugees**

This is specialist provision aimed at those with little or no English and who cannot read or write in their own language; it should bring them to a level where they could take part in existing ESOL / BET provision.

Providers should design an engagement strategy featuring community outreach; it should explain how people from ethnic minorities who do not usually use the Jobcentre will be identified and encouraged to participate.

Provision should feature:

- confidence building
- careers guidance
- a skills and experience audit
- job search
- work experience placements

- engagement with local employers to provide skills training to meet recruitment needs.
- training to support Citizenship applications and to help with the necessary knowledge to pass the Citizenship Test. Support should include help with issues specific to refugees
- qualification conversion training.

### **Hardest to Help Support**

#### **Priority Group: The Homeless and those with a history of alcohol addiction**

This provision is aimed at those clients with recognised severe barriers to work, namely homelessness and a history of alcohol addiction.

The provider 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.

The provision should feature:

- confidence building
- motivation
- Basic Skills training as necessary
- skills assessment
- skills training linked to local employer needs
- work trials
- guaranteed job interview
- in-work support

### **Job Focused Training**

#### **Priority Group: Ex-Offenders**

This provision is aimed at ex-offenders and the provider should demonstrate strong links with the Probation Service.

The provision should be job-focused training aimed at the construction and IT sectors and should also offer:

- a skills assessment
- confidence building
- motivation
- Basic Skills training as necessary
- work placement
- guaranteed job interview
- post employment support e.g. mentor, helpline, kit meeting

## **Pre and Post-Employment Support**

### **Priority Group: JSA Recipients and IB Clients**

This provision is aimed at those in receipt of JSA or IB and is designed to help them find a suitable job and thereafter to remain in that job.

The provision should feature:

- job search
- confidence building
- interview skills
- CV development
- skills based training to mirror local employer recruitment needs
- self employment training
- robust and structured post-employment support to include as a minimum a mentor or job coach and a helpline.

## **Work Preparation Courses in Specific Sectors / Routeways**

### **Priority Group: JSA Returners, BME Groups**

Provider to work with Central London District's Employer Engagement Manager and Local Employment Partnership employers to provide sector routeway work preparation tailored to employers needs. The following occupational areas should be considered:

Security - including the SIA license  
Hospitality  
Retail  
Business Administration  
Healthcare  
Construction

These courses should be run on a call-off basis.

The provider should themselves find employers in the local community to work with and provide short courses similar to the above.

### **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. Tenders will need to specify how many hours per week 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 referrals can be sought. 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 London Boroughs of Camden and Islington only.

## **10. Eligibility**

Unemployed and economically inactive people living in the District. See generic specification para 19 for a full explanation.

## **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 how these will be used to enhance delivery e.g. Cities Strategies, Local Employer Partnerships, Local Area Agreements.

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.

## **12. Funding Model**

For London contracts the ratio will be 50/50.