

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

LONDON

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

REF NO: LO11
TITLE: HARDEST TO HELP SUPPORT



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

CONTENTS

Subject	Page No.
1. Introduction	3 - 4
2. Aims and Objectives (inc Activities)	4 - 5
3. Target Groups	5
4. Design and Content	5
5. Activities Required	5 - 8
6. Activity Hours	8
7. Duration	8
8. Referrals	8
9. Geographical Coverage	8
10 .Eligibility	8
11. Coherence and Context with other Provision	8
12. Funding Model	9

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.

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

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

5 Definition of Activities Required

The District is looking to award a Prime Contract to deliver all five 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. 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 method of helping clients to achieve their goals.

Pre-Employment Skills

Priority Group - Lone and Other Disadvantaged Parents and IB Recipients.

This provision is intended to offer comprehensive support into work to clients who do not regularly or routinely visit the jobcentre.

Providers should describe in detail how they will identify and engage these clients. They should also demonstrate strong links with local employers. Provision should feature:

- sign-posting service to benefit and other guidance
- one-to-one support through a support worker
- life skills training to ease the transition into work
- IAG
- intensive jobsearch
- work placements
- Basic Skills for working life to be embedded.
- innovative delivery e.g. delivered in a conservation environment.

Pre and Post -Employment Support

Priority Group - JSA returners and IB Recipients

This provision is aimed at those clients in receipt of JSA who persistently make repeat claims.

Providers should describe links with LEPs and the Olympics

Provision should deliver occupationally specific training in key sectors, especially construction. Provision to feature:

- sector-focused training reflecting requirements of local employers
- on the job training and work experience.
- job brokerage

- in-work mentor/job coach to be provided.
- community specific outreach programmes
- Health & Safety certificate, CSCS card and First Aid in the Workplace

GOALS Pre-Employment Programme

Priority Groups – Lone and other disadvantaged parents, IB recipients, BME Groups.

This programme should offer provision linked to local leisure and cultural activities e.g. football or theatre.

Provision is job focused and should concentrate on pre-employment activities covering:

- IAG, Jobsearch support
- sectoral skills training
- links with specific and current recruitment initiatives
- work trials
- guaranteed job interview

Addressing barriers to Employment

Priority group - Homeless, those with a history of alcohol dependence, ex-offenders.

This is specialist provision aimed at those with severe barriers to employment. Providers should demonstrate links with key agencies that provide on-going support to these groups. Provision should provide a signposting service to specialist assistance e.g. substance dependency, homelessness, ex-offenders. Provision should create Job Developers to engage with and support a client throughout their journey.

∴

Training should feature:

- confidence and motivational training
- basic skills/pre-entry ESOL related to the world of work
- supported work placements with a job coach
- in-work support through mentor and helpline

Pre-entry ESOL and Basic Skills

Priority Group - Refugees, BME Groups, IB Recipients.

This provision should be job-focused and specifically aimed at those clients who need ESOL and Basic Skills support. Provision should enable client to gain sufficient knowledge to find and keep a job. It should also explore further developmental needs to enable clients to achieve their goals. Providers

should supply an engagement strategy and deliver training which is directly related to the world of work and which features:

- diagnostic/assessment session
- training to enable the client to apply for jobs
- training which enables them to attend ESOL courses
- supported work placements with a job coach/mentor
- Pre-entry ESOL and Basic skills provision specifically related to the world of work.

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 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

For London contracts the ratio will be 50/50.