

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

LONDON

**WEST LONDON DISTRICT
FOR EALING, HAMMERSMITH & FULHAM**

REF NO: LO14

TITLE: HARDEST TO HELP SUPPORT



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

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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 from premises in the following areas: **Ealing, Hammersmith & Fulham**. 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.

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 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)
- 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

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	£2.5m - £2.9m
Indicative Contract Value (possible extension)	up to 1.5m
Minimum Expected Participant Numbers	1320
Minimum Expected Job Outcomes	356

5. Definition of Activities Required

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 which will address their barriers to work, equip them with the skills necessary to enter the workplace and find and keep a job. This may 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.

Help with Transition into Employment

Priority Group: 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.

Provision should offer as appropriate:

- skills assessment
- confidence/motivation building
- interview skills
- CV development
- supported work placements
- sector focused training
- In work support including a mentor and helpline.

Pre-Employment Skills

Priority Group: Lone and Other Disadvantaged Parents, BME Groups, IB Recipients

This provision is aimed at those who would not regularly or routinely visit the jobcentre and access contracted provision.

Providers should describe in detail how they will identify and engage with the target client group.

Provision should offer as minimum;

- skills assessment
- motivational/confidence building
- in-work benefit calculations
- careers advice
- jobsearch skills
- self employment training
- 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

Providers should demonstrate local employment knowledge.

Hardest to Help Support

Priority Group: Homeless People 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:

- a skills assessment
- confidence building
- motivation
- Basic Skills training as necessary
- skills training linked to local employer needs
- supported work placements
- in work support mentors

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 IT sector and should also feature:

- 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

ESOL Provision and Specific Support for Refugees

Priority Group Refugees, BME Groups

This provision should focus on the particular difficulties faced by this client group in trying to find work and integrate into British society. Providers must demonstrate an understanding of the issues and describe their links with specialist agencies that provide on-going support.

Provision should feature:

- 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

Jobsearch Support

Priority Group: JSA Returners

This provision is aimed at those clients in receipt of JSA and who persistently make repeat claims. The provision should skills based with robust in-work support.

Provision should demonstrate clear links with local employers and reflect their recruitment needs and include:

- tailored/ sectoral training
- self employment training
- work experience placements
- guaranteed job interview
- jobsearch
- motivational skills & confidence building
- in-work support including a job coach/mentor and helpline.

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.

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. 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

Provision must be delivered in the boroughs of Ealing, Hammersmith & Fulham.

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

For London contracts the ratio will be 50/50.