

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

LONDON

CITY AND EAST LONDON DISTRICT

REF NO: LO4

TITLE: HARDEST TO HELP SUPPORT

**(please note this specification *formerly* included
outreach provision for ex-offenders and those with a
history of alcohol addiction)**



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

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1. Introduction

City and East 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 City & East 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 **Hardest to Help** provision in City and East London District and is expected to deliver from premises throughout the District. 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.

City and East London District incorporates part of the City of London and the London Boroughs of Hackney, Newham and Tower Hamlets, and is one of the largest Jobcentre Plus Districts in the UK has 9 Jobcentres. The District also has several offices where benefit only is processed, as well as dedicated offices such as Jobshac and the Docklands Recruitment Centre (DRC).

The City of London

- The City of London is home to the world's most famous financial centre
- The 'Square Mile' has a population of just over 7,000 residents
- The Lord Mayor is elected on a yearly basis following a tradition that has lasted more than 800 years
- It has a growing skyline, which now includes the recently completed Swiss Re building, more commonly known as 'the Gherkin'.

Hackney

- The Borough of Hackney has a population of approximately 202,000
- It is home to the recently refurbished Hackney Empire featured on the BBC's Restoration programme and the new Hackney Technology Learning Centre (TLC) that incorporates the Hackney museum

- The areas of Hoxton and Shoreditch are currently the places to be seen with popular bars, clubs and art galleries
- A new tube line (part of the East London line) is due to open by 2010 bringing a much needed transport extension to the Borough.

Newham

- Newham is currently the centre of London's successful bid for the 2012 Olympic games
- It has a population of over 254,000 people and is one of the most culturally diverse areas to live in the UK, with over 100 different languages being spoken
- Major regeneration projects including the Euro tunnel extension are currently under way in the borough to sit alongside completed projects such as the Excel exhibition centre and City Airport.

Tower Hamlets

- Tower Hamlets is known as the heart of the East End of London
- Covering an area of less than eight square miles, Tower Hamlets' population has risen significantly over the last few years
- Currently the total population stands at over 196,000, with nearly half of the residents from ethnic minority groups, including the UK's largest Bangladeshi community
- Though one of the most deprived areas in the country, employment in the Borough has diversified in the last decade to incorporate an increase in the Banking, Communications and Financial sectors
- This change has meant that 40% of employment in Tower Hamlets is now in one of these fields.

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, 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	£1.5m - £1.6m
Indicative Contract Value for possible extension	up to £0.9m
Minimum Expected Number of Participants	890
Minimum Expected Job Outcomes	240

5. Definition of Activity Requirements

The District is looking to award a Prime Contract to deliver two 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 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.

Pre-Employment

Priority Group: JSA/IS Recipients, Lone and other Disadvantaged Parents

This provision is aimed at disengaged workless parents. Some of the provision may be delivered on an outreach basis with specific attention to those wards containing the highest volumes of Lone Parents. Provision should feature:

- one to one support
- confidence building
- navigation to benefits and other incentives available
- jobsearch skills

- CV development
- vocational skills training
- in work support structure.

Pre-Employment Training for the Care Work Sector

Priority Group: Lone and Other Disadvantaged Parents

This provision is aimed specifically at equipping participants for employment in the Care sector. Providers should describe their engagement strategy and detail their links to employers in the sector. Provision should feature:

- Basic Skills Assessment
- employability training
- introduction to care Work certificate to include:
 - work preparation
 - work experience within Care Industry
 - NVQ Qualification level 2
- the certificated Introduction to Care work should have basic skills support embedded.
- job brokerage

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

This contract will deliver provision in the City & East London district. For details please refer to the 'Introduction'.

10. Eligibility

Please note the crosscutting themes detailed in the Specification for England particularly the health cross cutting theme.

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.