

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

LONDON

**LAMBETH, SOUTHWARK AND WANDSWORTH
DISTRICT**

REF NO: L07

**TITLE: RIGHT ROAD and
BREAKTHROUGH PROGRAMMES**



European Union
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Investing in jobs and skills

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1. Introduction

Lambeth, Southwark and Wandsworth 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 Lambeth, Southwark and Wandsworth 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 **Lambeth, Southwark and Wandsworth 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.

The District currently has 12 Jobcentre Plus sites within the boroughs of Lambeth, Southwark and Wandsworth which are located in central London, on the south bank of the river Thames. Despite its proximity to some of London's most affluent areas, some parts of the district have particularly high levels of unemployment and poverty. The District also has large population of customers with Basic Skills and ESOL needs.

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	£1.7m - £2.6m
Indicative Contract Value for possible extension	up to £1.3m
Minimum Expected participant volumes	1200
Minimum Expected Job Outcomes	324

5. Definition of Activity Requirements

The District is looking to award a Prime Contract to deliver the following two programmes: **The Right Road Programme and Breakthrough**. These are work focused programmes aimed at JSA recipients in the district. Providers should evidence their links with their chosen occupational sector and seek to deliver training innovatively. The two programmes are complementary and participants should be able to move seamlessly between them. 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 Right Road Programme

Priority Group: JSA Recipients

Aim

The `Right Road` programme is a series of demand-led Employment Routeways, designed to engage with the hardest to help clients as well as to develop community networks to support people into sustained employment. The programme will provide sector-specific intensive training and guidance to individuals, enabling them to move from benefit dependency. The Right Road Programme is the natural next step for those completing Breakthrough (see below) but is also a stand alone programme.

Background

A major factor behind London's levels of worklessness is the Capitals preponderance to having higher levels, within its resident population, of people from the most disadvantaged groups. These 'Priority Customers' are over represented within LSW in comparison to the London average as a whole. One of the main problems faced by these groups is that the work they move into is often low skilled and low paid,

within high turnover industries. This is reflected in the high number of returners to the JSA register. What is needed is for customers from these groups to break that cycle of short-term working with little chance of advancement or building real skills therefore continuing the cycle of benefit claiming and low paid work.

Previous traditional skills based training has had little interface with employers and, therefore, has not always reflected current employer recruitment needs. Additionally, without employer consultation there has not been a sufficient degree of employer engagement developing a necessary volume of vacancies available for participants in existing provision, giving rise to disillusionment with work-based training schemes. However, training with guaranteed interviews attached ensures a greater degree of participation and commitment from participants, thus yielding a higher percentage of sustained positive outcomes. It will also provide employers with a higher calibre of candidates to recruit from.

Activities Required

There will be an expectation that all routeways will have a guaranteed Job interview, or job start on completion of approved training, specific to that sector, and that the training and interview preparation is directly relevant to that role.

In addition the Programmes should contain, as a minimum, the following characteristics:

- Work with and consult Sector Skills councils to identify necessary skills, licences or qualifications needed to work and progress within set industrial sectors
- To conduct research with employers that identifies skills gaps that prevent current benefit claimants from being employed.
- Ensure that local employers have the capacity to employ larger numbers of people over the set period of the programme.
- Involve employers within the structured recruitment/training process gaining agreement that successful inductees have a guaranteed interview.
- Conduct or commission training that satisfies employer skills demands.
- Ensure all applicants have relevant training qualification, license or security check, that the employer (or legal statutory body) demands before hiring.
- Conduct application and interview training that is specific to the organisation, or Industry, and to the role applied for.
- Hold awareness events, particular to certain employers, to give applicants background company information.
- Engage with, and have thorough knowledge of, LSC train to Gain initiatives to map out future learning and progression for the successful applicants.

The district is looking for The Right Road routeways in the following key sectors (this is not exclusive and providers should reflect local employer need in their bid.

- Metropolitan Police for civilian posts i.e. PCSO, communications and administration
- Security – this must include the delivery of an SIA Licence
- Hospitality and Catering – Health & Safety Certificate
- IT

People who have moved through the Breakthrough programme will access Right Road with the same qualifying criteria.

Breakthrough Programme

Priority Group: JSA Recipients

Aim

Breakthrough is a multi-streamed, customised, work-focused, intensive support programme for people seeking work. The programme will offer pre and post employment support and will work closely with clients from a variety of backgrounds facing specific barriers in finding and keeping work.

Background

A major factor behind London's levels of worklessness is the Capitals preponderance, within its resident population, of higher levels of people from the most disadvantaged groups. These 'Priority Customers' are over represented within LSW in comparison to the London average as a whole. One of the main problems faced by these groups is that the work they move into is often low skilled and low paid, within high turnover industries. This is reflected in the high number of returners to the JSA register. What is needed is for customers from these groups to break that cycle of short-term working with little chance of advancement or building real skills therefore continuing the cycle of benefit claiming and low paid work.

Additionally the specific problems faced by these groups are not always readily addressed by mainstream 'work first' provision. The 'Breakthrough' programme will be designed to effectively engage with and offer specific solutions to the groups differing agendas and situations. The assistance will also be designed so that it works in conjunction with mainstream provision so that Priority Customers can take full advantage of all the assistance that is available to them. Participants may be referred from Jobcentres onto the programme but there will be a large involvement with local community groups and organisations to attract people who have not engaged with Jobcentre Plus services.

Activities required

Clients will attend an initial Gateway featuring a diagnostic assessment to establish the most appropriate type of support required. They will then be referred to one of five streams to assist:

- ex-offenders,
- clients needing Work-focused ESOL provision,
- refugees,
- black and minority ethnic clients - particularly young black men, and
- lone parents, through a Lone Parent Outreach Programme.

Provision to feature

- IAG diagnostic to determine range of assistance required.
- Referral to appropriate provision (ESOL, basic skills) or skills training based on customer need and appropriate job-goals.
- Self-esteem, motivation, CBT based intervention.
- Job finding skills CV prep, spec letters interview skills.
- Job brokerage and/or referral onto appropriate Employment routeway.

All the different streams will have knowledge of available LSC and Jobcentre Plus provision to assist customers into employment (Learn direct, ALO, Work-trials, in-work benefit calculations, In-Work credits etc). Additionally all the streams to offer 26-week in work support to successful graduates incorporating Train to gain initiatives where appropriate.

Breakthrough is intended to be a work preparation programme with most participants progressing to a suitable Pre-employment Routeway on the Right Road programme. All people wanting to engage with the pre-employment available on Right Road will access this through the Breakthrough project. People who require extra help will remain on Breakthrough with those deemed more job ready progressing onto the Right Road model.

Priority Group: JSA Recipients

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 Lambeth, Southwark and Wandsworth district. For details please refer to the 'Introduction'.

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.

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.