

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

**LOCAL SPECIFICATION**

**LONDON REGION**

**NORTH AND NORTHEAST DISTRICT**

**HARDEST TO HELP SUPPORT FOR  
REDBRIDGE, HAVERING, BARKING &  
DAGENHAM**

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## 1. Introduction

North and North 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 North and North 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 this project in North and North East London District. The Provider is expected to deliver from premises in the following areas: **Redbridge, Havering, Barking & Dagenham**. 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.

North and North East London District is made up of 18 offices covering the London Boroughs of Enfield, Haringey, Barnet, Redbridge, Havering and Barking & Dagenham. All of the boroughs involved have excellent public transport links. This includes British Rail, London Underground and numerous bus routes. In addition the M25 and other major road links are easily accessible from all boroughs.

Although one organisation will be required to lead the contract, it is not expected that one organisation will be the sole deliverer of the provision covering the entire area. The successful provider will have to directly deliver some elements of the training. The successful provider will be expected to demonstrate links they would create with local organisations, with particular focus on the third sector, to meet the requirements of this specification. Full details of any partnerships/consortiums/sub-contracting arrangements will need to be fully explained in the tender.

## 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

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(first 3 years)	£3.5m-£4.1m
Indicative Contract Value for possible extension up to 2 yrs	£0 - 2.2m
Contract Commences	June 2008
Anticipated End Date(first 3 years)	May 2011
Expected Participant Numbers(first 3 years)	1959
Expected Job Outcomes(first 3 years)	529

#### 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 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: Incapacity benefit recipients and People with disabilities including mental, physical and sensory impairment**

This provision is aimed at those participants who require more specialist help to find and retain employment and should include an element of community based outreach. Providers should demonstrate links with specialist agencies that provide background support and should also evidence links with local employers. An engagement strategy should be submitted. Provision should be work focused and feature:

- one-to-one support
- skills assessment
- diagnostic sessions
- development of personalised PDP
- CV development & jobsearch skills
- delivery of vocational skills training linked to local employment needs
- supported work trials with job coach/mentor
- job brokerage
- developing skills for life,

### **Pre-Employment Skills**

**Priority Group: Lone Parents, Other Disadvantaged Parents, BME groups, Incapacity benefit recipients**

This provision is aimed at those participants who face moderate disadvantage in the labour market. Providers should describe how they will identify and engage with people who do not regularly and routinely visit the jobcentre. They should evidence strong links with employers and LEPs. They should also demonstrate the ability to deliver more specialised training such as self employment. Provision should feature:

- co-ordinators to support beneficiaries into employment
- suitable employment training linked to local employer recruitment needs
- self employment training
- ESOL support linked to the world of work
- one-to-one employment needs diagnostic sessions
- IAG
- supported work trials with job coach/mentor
- CV writing, Job applications
- guaranteed job interview
- in work support e.g. helpline

### **Addressing Barriers to Employment**

**Priority Group – Refugees**

This provision aims to offer support for refugees to develop a routeway to employment and to resolve immediate issues around housing, registration to healthcare, NINO applications. Provision should feature;

- ESOL support

- Basic skills training
- citizenship programme
- skills assessment
- supported work trials with a job coach

### **Addressing Barriers to Employment**

#### **Priority Group - Ex-Offenders, The homeless and those with a history of alcohol dependence.**

This provision is intended to support those facing severe barriers to employment and should include some training delivered on an outreach basis. Providers should submit a detailed engagement strategy and evidence links with the specialist agencies that provide on-going support for these groups. Provision should feature:

- life skills co-coordinators offering one to one support
- workshops in money and debt management
- CV writing
- application form completion, jobsearch and Interview skills
- support for independent living
- confidence building and motivation techniques
- support in training and employment
- specific training tailored to customer needs
- robust and comprehensive in work support e.g. mentor, helpline

### **Job-Search Support**

#### **Priority Group - JSA Returners**

This provision is aimed at those who persistently make repeat claims to JSA. Providers should evidence links with local employers and the ability to deliver sector focused training. Provision should feature:

- skills assessment
- motivational skills
- sectoral/tailored training linked to local employers' recruitment needs
- jobsearch
- self-employment guidance
- work experience placements
- robust in work support e.g. job coach/mentor, helpline

#### **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. 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 Enfield, Haringey and Waltham Forest. For details please refer to the 'Introduction'.

### **10. Eligibility**

See generic specification para 19 for a full explanation. All those who are unemployed and have access to public funds in Britain are eligible to be considered for inclusion in ESF.

### **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**

See paras 13 & 14 of the generic specification for a full explanation. For London contracts the ratio will be 50/50.

