

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**NORTH WEST**

**CHESHIRE, HALTON & WARRINGTON**

**REF NO: NW 01**

**TITLE : RANGE OF PROJECTS**



**European Union**  
**European Social Fund**  
Investing in jobs and skills

**DWP** Department for  
Work and Pensions

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# 1. INTRODUCTION

## The North West Regional Context

The North West has a population of approximately 7 million. The region has 10% of the most deprived Super Output Areas (SOA) in England (more than any other region). Severe deprivation is evident in most districts across the North West with 17 of the 50 most deprived districts in England, including the top three of Knowsley, Liverpool and Manchester.

There are 43 Local Authorities in the North West, 13 have unemployment rates greater than the UK average of 5.5% even though their relative position may have improved considerably over recent years.

In the North West there are approximately:

- 107,000 people receiving Jobseekers Allowance
- 300,000 people receiving Income Support
- 407,000 people receiving Incapacity Benefit

The Incapacity Benefit claim rate is currently 10.3% compared with the UK average of 9.6%. There are also considerable variations in the geographical spread of people receiving benefits with high concentrations of Incapacity Benefit recipients at ward and SOA level.

The North West employment rate is 72.5%, 2% behind the England average. The employment rate is as low as 68% in Merseyside. The North West region would need 80,000 more people in work to bridge this gap.

Nationally 21% of children are in families that are in receipt of welfare benefits. In the North West region there are 79 wards where the percentage is at least the national average. Liverpool has 19 of these wards, Manchester 17 and Knowsley 8. In the Princess ward in Knowsley 68.2% of children are in families on benefit, the highest percentage in the North West.

## Cheshire, Halton and Warrington Strategy

DWP is looking to award a **Prime Contract** for this specification to cover the entire Cheshire, Halton & Warrington district.

This specification sets out the criteria for the provision to be delivered through ESF in the Cheshire, Halton and Warrington Jobcentre Plus District. Prospective bidders will be required to submit full and detailed proposals, meeting the specific criteria below

## The North West Customer Journey

To ensure that DWP ESF provision adds value to existing mainstream provision and other programmes in the North West region, a 'Customer Journey' has been produced to clearly highlight the interventions and activities currently delivered by Jobcentre Plus and partners to progress customers from welfare into work.

This journey has enabled us to identify the following potential areas for 'value added' activities and each Jobcentre Plus district has identified their requirements within some or

all of the stages of the Customer Journey. In table form, these stages of the journey are in **Annex 1**.

## **Caseworker support**

A fundamental part of the 'customer journey' is the continuous support offered through a caseworker. The caseworker will deliver one-to-one mentoring to ensure that the customer progression from engagement through to entry into sustainable employment is maximised.

This can include hand off to LSC funded programmes particularly when the customer is ready for skills related Information, Advice and Guidance.

Within most of the North West Districts, DWP require Providers to deliver mentoring support through a caseworker as an integral part of the ESF programme.

Mentoring will not focus on advice and guidance regarding training or employment, as this is already delivered through mainstream contracts. Instead, it will deliver a support mechanism which addresses multiple barriers to work, such as debt, housing, disability, offending background, alcohol and drug misuse. This will be achieved by effectively introducing customers to appropriate agencies, facilitating an effective 'hand-off', before collecting the customer once more to continue on the customer journey towards sustainable employment.

Providers will need to demonstrate an understanding of the diverse needs of each customer group in delivering this support and describe how the mentor will engage and support them through the 'customer journey'.

Caseworker support can be accessed at any stage of the 'customer journey', with referrals originating from a variety of sources, including Jobcentre Plus staff based in local prisons and engagement activity undertaken by the caseworker themselves. It is expected that the caseworker will make referrals to ESF and mainstream employment and skills provision as well as specialist support to address barriers to work.

Bidders will need to show how caseworker support will operate, including how often the mentor will engage with different customer groups. An agreed action plan would be required for each customer which would be updated following each intervention. Mentoring could take place at any venue suitable to both the customer and the Provider. On occasions it is expected that the Provider may be required to accompany the customer to interviews with either other key organisations or employers.

## **2. AIM OF PROVISION**

The aim of this provision is to provide four interventions, available dependant on participant needs and eligibility, in named locations.

This provision will address the needs of customers within the Priority Groups described in paragraph 5 of 'The Specification for England' by providing a range of four interventions (*First Steps Engagement, Outreach Through To Retention, Work Skills, Occupational Skills*) which will:

- Identify and engage with participants and address the needs of those facing barriers to work and those furthest removed from local labour markets.

and/or

- Provide real work experience and a routeway into employment.
- Provide jobsearch and community projects within a supportive environment.

These four interventions must provide the skills and support to move the individual into or closer to, sustainable employment. They must also provide access to Caseworker support described above.

**One** organisation will be required to lead the contract and 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 to meet the requirements of this specification.

Bidders must be able to demonstrate that their organisation and/or sub-contracted organisations have sufficient knowledge, expertise and capability to deliver **all** aspects of this Annex i.e. the four interventions, including any specialist requirements of the stated target groups.

The links which bidders have or will make in order to meet the successful delivery of the Specification will need to be clearly shown.

### **3. DESIGN AND CONTENT**

Indicative contract value: In the range of £4.47m to £5.6m

The anticipated **contract commencement date will be in June 2008 and will end in May 2011.**

Duration: Contract will run for a period of 3 years with the possibility for extension for a further 2 years. The indicative value for the extension is up to 50% of the contract value.

Minimum volume of participants:

During the period of this contract the provider will be expected to engage a minimum of 2,424 participants. Some participants may access more than one intervention and the expected share of engagement across all four interventions is as follows:

- Intervention 1 – 25%
- Intervention 2 – 23%
- Intervention 3 – 26%
- Intervention 4 – 26%

### **4. DEFINITION OF ACTIVITY REQUIREMENTS**

The four interventions detailed below are independent of each other and are not intended to provide a progression route for a participant. Participants accessing Intervention 1 are able to access Interventions 3 and 4 but must complete one intervention before commencing on a subsequent one. Each intervention can be related directly to a stage in the customer journey. Intervention 2 is intended to be a stand alone activity delivered solely in the Halton area and will not link to the other interventions in this specification.

**Intervention 1 – First Steps Engagement.**

**Customer Journey Stages 1-3 (Engagement through to Access Employment/Skills Support)**

Providers will be expected to :

- Through a range of activities, develop and build networks to target and access customers who are not presently engaged with Jobcentre Plus.
- Introduce the participant to new and challenging concepts relating to the benefits of employment.
- Inspire and empower the participant to make positive steps towards achieving their potential.
- Provide advice and guidance on the most appropriate route into employment, particularly via the local training and employment initiatives.
- Individual Action Plan & weekly reviews.
- Exit interview and action plan with forward planning rationale.
- Caseworker support must be an integral part of the intervention.

Providers delivering this ESF provision will be required to:

- Demonstrate a good understanding of the barriers faced by the target groups.
- Ensure participants receive an initial one-to-one with an Outreach Adviser to assess their own personal circumstances and employability situation and are informed of the relevance of the intervention towards undertaking a “next step” into engagement with Jobcentre Plus/Partners.
- Where appropriate complete at least two one-to-one interventions with their Outreach Adviser.
- Where appropriate move participants into actively participating on to a Jobcentre Plus Adviser caseload or volunteering to undertake other employment provision delivered by Jobcentre Plus or its Partners.

Providers must:

- Must have the personnel capable of inspiring the target group to achieve and progress.
- Must be able to demonstrate their ability to signpost participants to relevant support organisations to assist with their move onto other pre-employment or training provision e.g. Childcare, in-work benefit advice, local transport availability.
- Must establish successful links with the full range of relevant existing Jobcentre Plus providers, including mainstream programmes, and main partner organisations such as LSC and Local Authorities.
- Must be able to demonstrate effective marketing strategies in order to recruit participants. This may include cold calling or leaflet drops to appropriate households to generate interest in the project.
- Must be prepared to research available provision to gain an insight into the different programmes, in order to be able to promote the relevant benefits of participation. This will include networking with Jobcentre Plus, local partnership organisations and local Jobcentre Plus providers.

Duration:

The project must be available in the community on a flexible part-time basis to meet the needs of the individual. It is expected that most participants will attend on a part-time basis, but in exceptional cases this could be up to a **maximum of 30 hours**. Participant contact must be available each week for a **maximum of 4 weeks** per participant.

**Intervention 2 – Outreach through to retention  
Customer Journey Stages 1, 2 and 5 (Engagement, Customer assessment and Support and Employment)**

The outreach activities will be achieved by providing **new and innovative** ways to engage with individuals. Support will be provided by early identification of needs, and barriers to work will be addressed. These may include but not be limited to debt, health conditions, childcare and training. Once identified an individual Action Plan will be drawn up. The project activities offered will be personal to the participant, providing after care to participants ensuring that when successful in gaining a job they retain their employment. Caseworker support must be an integral part of the intervention.

The outreach activities should include all participant groups as listed in this specification (see Target Groups). Particular attention will be paid to low-income households, those with children and to older workers.

The outreach and engagement activities delivered will:-

- Enable the unemployed and inactive participants to enter and remain in work by addressing their barriers, encouraging and supporting them to make the mind shift from worklessness to work. Caseload contact must be maintained for all customers, tracking progress and offering support as required.
- Help lone parents and others with children identify and overcome the barriers preventing them from entering into sustainable work and ultimately making progress within the work place.
- Engage with the priority groups to sign post participants to appropriate support projects/agencies and ensuring that peer mentoring is available.
- Engagement with inactive older customers developing their skills with the aim of increasing their employability and retention in work.
- Identify specialist support agencies and organisations to engage and work with customers during progression to training and employment.
- Identify and signpost to appropriate provision including but not limited to New Deal Lone Parents (NDLP), Pathways to Work, Skills for Jobs and Train to Gain.
- In work support will be offered to participants who have a job to start.
- Provide and manage a participant discretionary fund to overcome and address individual's specific financial barriers to starting a job such as providing the participant with proof of identity as legally required by employers, setting up bank accounts, rent deposits, clothing to attend interviews etc. This is in addition to any ADF entitlement and/or for people who are not eligible for assistance via Jobcentre Plus.
- Provide opportunities for participants to engage with and be involved in the delivery of community-based projects and volunteer activities. These activities will motivate inactive individuals and facilitate their integration into the labour market. Projects can include the use of existing successful regeneration activities as well as the development of new and innovative projects. These projects should be available to those participants who are not yet ready to move into the labour market.

- These projects will **increase confidence and motivation** whilst developing communication, interaction and team working skills addressing individual barriers.
- They should also **raise awareness** of the full range of support services and in work benefits in order to ease the financial transition from benefits to employment also providing mentoring that will continue into retention activity.

## Retention Activity

The aim of the retention element is to provide in work support for a minimum of 26 weeks to customers returning to employment in order to sustain retention in the work place. The element will also be available to those customers not previously engaged with any outreach activities. These customers may be referred from Jobcentre Plus or other providers following participation on employability skills, or other employment preparation provision but must still have a barrier preventing them from entering and remaining in employment. This barrier could be financial, childcare, transport or self confidence, although this list is not exhaustive. The caseworker should provide a tailored package of support to overcome the barriers and enable the participant to enter and remain in work.

Examples may include: -

- Working with customers in employment who are absent from work through ill health offering a package of support, particularly early intervention to avoid long – term dependency on benefits and facilitating timely return to work thus avoiding potential worklessness.
- Support to provide retraining for employees to move to a new role when they can no longer continue in their current role due to ill health.
- The provider will be expected to be able to provide advice to address participants' financial barriers to work e.g. In-work benefit calculations, to provide help on money management and to signpost to specialist debt advice services.
- Identification and signposting to up-skilling/retraining provision appropriate to the customers occupational area and skills for life.
- Encourage employers to provide Mentors in the work place.
- Advice on managing the work/life balance.
- Advice on travel to work options including sign posting where appropriate.

Providers will be required to provide evidence to demonstrate that they have a proven track record in working with the specific customer groups especially the most disadvantaged or how they will address this gap.

DWP would welcome innovative methods of delivery and the above activities are not exhaustive.

### **Intervention 3 – Work Skills**

#### **Customer Journey Stages 2-5 (Customer Assessment and Support through to Employment)**

Participants who take part in the Work skills provision may lack the soft skills and personal qualities usually demonstrated by recent work experience. These skills and attributes include timekeeping; familiarity with work routines; time-management; teamwork; communication skills; motivation and self-confidence. The Work skills programmes should be linked where possible to customers job goals. Access to and participation in, meaningful work experience will be integral to the programme (work experience should be in a relevant occupational sector linked to the customers aspirations/ability, job goals and local labour market information on vacancies).

This ESF provision must provide participants with the opportunity to develop or refresh soft skills and attributes; update their CV; gain a recent work reference; provide job search support; go into further training (either Jobcentre Plus or partner funded); receive an initial assessment and receive relevant work experience. Many participants will not hold satisfactory documentation that enables employers to complete identification checks prior to employment, as currently required by legislation. The provision will help, assist and mentor the participant to put together a portfolio of evidence of identification. The provision will fund the search and production of these documents. The provision should be linked where possible to the participant's job goals.

Participants joining the provision will not typically be job-ready, and will require, at least initially, a more protected environment with a significant amount of input, support and supervision if they are to benefit fully and overcome the barriers they face to finding jobs.

DWP is therefore looking for a wide range of projects including the environmental, voluntary or community sectors to meet the needs of participants and employers within the local labour market. (N.B. DWP is looking for providers to suggest projects as part of their bid. An outline of a minimum of two projects in each 'delivery hub' (See para 6 intervention 3) should be included in the tender).

Caseworker support must be an integral part of the intervention.

Providers delivering this ESF provision will be required to:

- accommodate referrals of participants with differing needs;
- offer a range of opportunities, thus providing an element of choice for participants;
- deliver high quality opportunities. Quality is defined in terms of understanding and meeting the needs of participants;
- be able to develop an innovative provision to respond to a local need e.g. a research project or planning and hosting a local event. This should aim to provide a real work experience that will enable the participant to develop employability skills but in the protected environment of a training programme.

(N.B. these local initiatives will preferably be within customers travel to work area and within Cheshire & Warrington boundaries, or if further a field, the provider will provide transport. It is expected that the tender will include details of at least two potential projects that the provider would deliver in each delivery hub. This portfolio will continue to be developed and maintained during the life of the contract to reflect the changing and differing needs of the participant group.)

Provision will be based on individual need and should include:

- Support and guidance to a wide range of people who require help in gaining employment in this district. This will include converting qualifications and arranging upgrades to enable people to gain employment in the district and United Kingdom.
- The provision must include elements of: learning culture, financial awareness, money handling, bill paying, work ethic, grooming/personal experience, interpersonal skills, motivation – redressing low aspirations, recruitment systems/processes, IT awareness essentials – keyboard, navigation, e-mail, internet, visits to employers, occupational expectations (realism), telephone skills, customer care, life skills including turning up, time keeping, getting to work/travel support, concentration, routine, working with colleagues, language problems etc.
- Information, advice and guidance (matrix accredited) should be an integral part of the provision.
- Increase confidence, self esteem and remove barriers to employment.
- A CV service and job search facilities.
- Work placements/tasters should be available for a two week period.
- Short occupational certificated training e.g. manual handling, food hygiene, health & safety must be available where appropriate.
- Post employment support for the first 13 weeks of employment should be available to ensure that customers remain in-work, reengaging with them if they drop out, to move into alternative work. This should be a minimum of once per week contact via telephone, e-mail or personal visit.
- Bidders must demonstrate how they will contribute and add value to the local partnership structure to maximise funding opportunities and avoid duplication of both funding and provision.

## DURATION

The opportunities provided will involve participation of **6 - 30 hours per week** for up to **13 weeks**. The minimum duration would be **4 weeks**.

The hours of participation must be flexible to meet the needs of the participant, some of whom will have caring responsibilities. The hours of attendance must also reflect the participant's progress and changing needs.

Some participants may need to gradually increase their hours of attendance as they progress through the project, depending upon their individual circumstances and caring responsibilities.

(N.B. DWP envisages a minimum of 6 hours per week and a maximum of 30 hours per week, but it is the responsibility of the provider to agree this with the participant at the initial assessment. The gradual increase in hours would be the provider's responsibility and would be evidenced in review records to show the rationale behind the increase and participant agreement. A progression of hours would demonstrate the attainment of soft skills i.e. confidence building, motivation and barriers to work.)

### **Intervention 4 – Occupational Skills**

#### **Customer Journey Stage 4 (Pre-employment Support)**

The activity requirements should include the following:-

- A provision of **4 to 13 weeks duration**. Part time training up to a maximum of **30 hours per week**.

- Prior to a formal start on the provision, a pre-training assessment is required to identify commitment to work for identified employers and capability to undertake training.
- All courses must be run to meet the recruitment demands of specific employers i.e. where vacancies exist that will be filled by beneficiaries on or before the completion of training.
- Wherever possible, participants should be guaranteed interviews with employers for whom their training provision was designed, at or before the end of training.
- When there is a need, the training provision should be directly linked to recruitment initiatives identified by the provider or Jobcentre Plus.  
The individual training plan should identify needs and address barriers to employment.
- Courses must be run on a cohort or roll on/roll off basis depending on Jobcentre Plus/employer demand.
- Courses will provide supported job search activity, key skills, soft skills and relevant qualifications.
- Courses will include a minimum of 2 weeks off the job training and the possibility of up to 4 weeks work placement/work experience (dependent on the needs of the customer) with the host employers.
- The provider should ensure that Employers are involved in the design and delivery of the training.
- Details of participants not initially successful in gaining employment should be retained and alternative employment sourced. This should be for the tracking period after the 4-13 week provision has completed.
- Caseworker support must be an integral part of the intervention.

## 5. TARGET GROUPS

The four interventions will address, variously, the needs of Incapacity Benefit customers, lone parents, people with disabilities, other people with children (including those not on benefits), people aged 50+, the most disadvantaged (e.g. minority ethnic groups, ex-offenders, those with history of drug and/or alcohol misuse, those with Basic Skills needs, homeless, refugees, etc).

- People on incapacity benefits (IB) especially those with children.
- Lone parents – including support for those with health problems and those lacking job search skills, especially in preparation for increased conditionality.
- Other people with children – including those not on benefits.
- The most disadvantaged for example Black & Racial Minority Groups, Refugees, homeless people, offenders, ex offenders, those with drug and alcohol misuse problems and those who persistently return to claim JSA.
- City strategy provision – work-focused provision to support the activities of Cities consortia.
- People with Basic Skills needs.
- Jobseeker's Allowance customers
- People with disabilities

For all interventions it is expected that at least 22% of all participants will come from the people with disabilities or health conditions target group and at least 12% should come from the lone parent group.

## 6. GEOGRAPHICAL COVERAGE

### Intervention1

The provision will cover the whole geographical area of the district, excluding Halton, and should include both urban and rural communities. Bidders should demonstrate their own research and knowledge of the district and describe how and why the provision should be delivered from appropriate outreach locations.

Note: Halton areas will only be covered by the *Outreach Through To Retention ESF Programme*.

### Intervention 2

All aspects are to be delivered from community locations within the Halton Local Authority area only, ideally from within Community Centres, Children Centres or by use of mobile facilities. The focus should be on the priority groups and not on specific geographic locations

### Intervention 3

The provision must be made available to participants from all areas of Cheshire and Warrington only, with delivery centres ( or 'hubs') to be based in **Warrington, Crewe, Winsford, Ellesmere Port** and **Chester**. These have been chosen as locations which cover a specific geographical travel area and which have the highest concentrations of customers in the target groups. Providers will be expected to source individual programme locations outside of these urban areas as appropriate to each programme, which may for example, be in rural areas of **Cheshire** or in **Macclesfield** or **Northwich** areas.

The locations in Cheshire and Warrington in which each programme will be delivered will vary depending on events or activities that are taking place in the local community at any one time. The programmes must be delivered in the communities and be easily accessible to participants. The bidder must ensure each programme does not conflict with existing provision that is centrally funded.

Note: This intervention will not be delivered in Halton

### Intervention4

The provision must be made available to beneficiaries from all areas of Cheshire & Warrington only with delivery hubs to be based in **Warrington, Crewe, Winsford, Ellesmere Port, and Chester**.

Note: This intervention will not be delivered in Halton

## 7. ELIGIBILITY

To be eligible participant must fall into one of the specified target groups (see appendix 5). Providers will need to show that the person is suitable for the project by considering how the support offered can be individually tailored to meet their needs. Mandatory New Deal participants are not eligible for these projects with the exception of Outreach to Retention in work support.

## 8. REFERRALS

It is anticipated that a minimum of 80% of participants will be recruited from non Jobcentre Plus sources. Jobcentre Plus advisers may make some referrals to join the project but these will be the exception rather than the rule and the Provider cannot rely on these to achieve their target.

## 9. COHERENCE AND CONTEXT WITH OTHER PROVISION

### Intervention 1

First Steps Engagement will be working with participants to support them with moves onto appropriate provision. It is essential therefore that close working arrangements are in place with relevant organisations to ensure seamless progression onto other initiatives or caseloads.

### Intervention 2

This programme is designed to support participants through the customer journey and ensure that the participant makes the required progression. It will add value to other types of provision available from both LSC and Jobcentre Plus at the various different stages of the journey. The programme will not duplicate any existing provision but complement by providing mentoring/case worker support which has been identified as a missing element within these existing programmes.

It is envisaged that participants could join this programme at any given stage of their journey towards employment and beyond. These participants may be referred from other partner organisation, providers and Jobcentre Plus.

### Intervention 3

This intervention is linked to the First Steps Engagement ESF intervention that will add support by identifying some of the target customers who do not use, or use infrequently, Jobcentre Plus. First Steps will work with the participants to the point of starting on this project. This progression must be appropriate to an individual's personal 'journey' to full employment.

### Intervention 4

This intervention is linked to the First Steps Engagement ESF intervention that will add support by identifying some of the target customers who do not use, or use infrequently, Jobcentre Plus. First Steps will work with the participants to the point of starting on this project. This progression must be appropriate to an individual's personal 'journey' to full employment.

## 10. NETWORKING/LINKS

Bidders will need to provide evidence of **either**:-

- their existing links with relevant organisations in the target localities and how they will work with community based organisations which already operate across the District to support the target customer groups;

**or**

- if bidders do not have such experience, details of how they will address this gap.

The successful provider must have a good knowledge of the local labour market and the wide range of opportunities available. If organisations do not have such experience then they will need to provide details of how they will address this gap.

Bidders will also be required to provide **either**:-

- evidence of links to employers with whom they are going to engage in order to help move customers into sustained employment **or**
- proposals on how they will make and develop such links.

## **11. MARKETING**

Bidders will require effective marketing strategies in order to recruit participants from non Jobcentre Plus sources and should produce a plan to demonstrate how and when this activity will be carried out. For certain provision Employer involvement will be crucial to ensure the success of the project and place customers into employment. It is anticipated that most participants will be recruited from non Jobcentre Plus sources and that the Provider's marketing activity should reflect this. All marketing must be in line with the Jobcentre Plus Marketing strategy and ESF publicity requirements.

## **12. FUNDING MODEL RATIO/VOLUMES**

50% on programme payments and 50% job outcomes.

Indicative funding: In the range of £4.47 to £5.6m.

Minimum number of participants: 2424

Minimum job outcome rates will vary across the interventions:

Intervention 2 – Minimum of 22%

Intervention 3 – Minimum of 45%

Intervention 4 – Minimum of 50%

Intervention 1 – The majority of participants will not be job ready on completion of this intervention and as a result job outcomes will not be expected but an outcome payment will be made for any job outcomes achieved.

Please see part 10 of the Specification for England, which describes in more detail the funding model element.

## **13. NON PAID OUTCOMES**

### **Intervention 1**

The provider will need to maintain Management Information which details progression outcomes and destinations as these will not attract an outcome fee, and will not be captured from outcome payments systems.

An exit interview must document on an action plan the rationale for the progression and how it supports the individuals 'journey' towards full employment.

### **Intervention 2**

The successful bidder will need to devise a system to capture and record details of participant's progression where they move in to training or other activities.

Job retention will be a key objective of this programme and will be measured through contract management and evaluation. Participants completing the programme will need to be tracked for a period of up to 26 weeks and information about their destination will need to be retained to demonstrate achievement of this non-paid outcome.

### **Intervention 3**

Not applicable

### **Intervention 4**

Not applicable.


## **14. EVALUATION**

Bidders are invited to outline how they will evaluate their own delivery and that of sub contractors. This should include detailing identification of areas for improvement and subsequent implementation of Performance Improvement activities to redress any under performances and quality issues, this must be done alongside any DWP/ESF requirements.

## **15. CONTACT DETAILS**

For any enquiries regarding this tender round, please see the *Cover Letter* and Q&A Document.

## Annex 1 - The Customer Journey

Stage in Customer Journey		Areas identified for value added activity
<b>Engagement stage</b>	<div style="display: flex; align-items: center; justify-content: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); border: 1px solid black; padding: 5px;">CASEWORKER SUPPORT</div> <div style="margin: 0 10px;">  </div> </div>	<ul style="list-style-type: none"> <li>▪ Engaging with harder-to-help customer groups currently outside mainstream activity and provision, delivering support to overcome barriers to participation and developing confidence.</li> <li>▪ Identifying families in poverty and linking them with key agencies e.g. housing, childcare, health and training, developing packages of support and addressing multiple barriers.</li> <li>▪ Caseworker/mentors linking with Jobcentre Plus prison staff to engage with offenders on release and addressing their individual needs.</li> <li>▪ Engaging with long-term recipients of IB who are not engaged through employment-related activities.</li> <li>▪ Supporting customers with disabilities who have not engaged through mainstream employment activities.</li> </ul>
<b>Customer Assessment and support</b>		<ul style="list-style-type: none"> <li>▪ Correct identification of needs.</li> <li>▪ Use of additional aptitude testing and/or taster sessions.</li> <li>▪ Establishing a detailed mentoring programme that delivers to all customers and integrates with LSC provision.</li> </ul>
<b>Access employment/skills support</b>		<ul style="list-style-type: none"> <li>▪ Interventions to support LSC Skills for Life provision.</li> <li>▪ Support for non-claimants with children, including jobsearch, work placements, careers advice, guidance plus the opportunity to achieve vocational qualifications.</li> <li>▪ Support for IB customers to tackle confidence, motivation and financial issues.</li> <li>▪ Community Projects to help priority customers to develop employability, soft and basic skills and overcome other barriers to employment.</li> <li>▪ Work experience activity to enable IB customers to undertake work related activities.</li> <li>▪ Support to help socially excluded customers engage with mainstream DWP provision.</li> </ul>
<b>Pre-employment support</b>		<ul style="list-style-type: none"> <li>▪ Providing specific help to disadvantaged people to help them find and keep a job.</li> <li>▪ Delivery of short, responsive training linked to larger recruitment opportunities with employers offering guaranteed jobs.</li> </ul>
<b>Employment stage</b>		<ul style="list-style-type: none"> <li>▪ Providing support to employers through Local Employment Partnerships by complementing the help available to them through other DWP provision.</li> </ul>

## Annex 2 - Local Information

### Cheshire, Halton and Warrington

In the North West of England Cheshire, Halton and Warrington encompasses the administrative area of Cheshire County Council, Halton Borough Council and Warrington Borough Council. This includes the district authorities of Chester City and the boroughs of Congleton, Crewe and Nantwich, Ellesmere Port and Neston, Macclesfield, Vale Royal, Runcorn and Widnes.

Cheshire, Halton & Warrington covers a large geographical area. Demographically the District is one of great contrasts with areas of significant affluence as well as wards of marked deprivation.

While Cheshire is essentially a rural county with public transport issues, there are a number of large towns including Warrington, Ellesmere Port, Crewe and the city of Chester.

#### **Population**

The combined population is 983,076 (2001 census). 79.5% of the working age population of Cheshire and Warrington are in employment.

#### **Customer Demography**

Cheshire, Halton & Warrington customers claiming Benefit – May 2007 figures:

Unemployed claimants	11,055
Sick and disabled	48,980
Lone Parents	9,110
Other	16,910

#### **Principal Industries / Key employers**

The area has played a key role in the development of the UK's chemical and petrochemical industries. It has a modern, highly developed industrial base and is internationally significant in pharmaceuticals, biotechnology, food/ drink, automotive, engineering and manufacturing sectors. It also has successful service, finance, tourism and telecommunications sectors as well as many shops, bars and restaurants.

The area has several prestigious business/ science parks and excellent motorway links. It is also home to some of the most successful multi-national companies in the world, including AstraZeneca, Bentley Motors and MBNA.

#### **Developments / Initiatives**

Easy access to the main transport networks makes it the ideal business location for expansion minded firms. International connections can be made at both Manchester International and Liverpool John Lennon Airports.

Just outside Warrington there are several large retail parks, notably the development of Omega, one of the biggest sites of its kind in Europe. With a gross area of 558 acres and the new M62 motorway junction 8. Omega will have a huge part to play in the continuing prosperity of the town.

Warrington Partnership is working closely with the Golden Square Redevelopment for jobs in Retail and Construction and will play a key part in liaison with employers within the forthcoming Omega Development.

There are a number of major developments taking place in Halton including the Mersey Multimodal Gateway, Port of Weston and Daresbury Park.

There is a major redevelopment of Crewe town centre also underway.

Regeneration focuses around key areas of deprivation, where each local authority works with Jobcentre Plus and other key partners to support local jobs with new business and enterprise.

Local Authority Regeneration teams have a focus on similar areas of deprivation to those identified by the Deprived Area Fund and in line with those wards identified in the Local Area Agreement.

Initiatives within the District include 'Able To Work'. This is an initiative led by NEP to engage employers to work with the Incapacity Benefit client group. In addition to this in Halton there is the Job Developer initiative run by the Employer Coalition which seeks to engage employers to work with ex-offenders.

### **Provision in the District**

There is coverage of all New Deal options within the District accessible from all geographical locations. Support is also available from NDDP contracts and Programme Centres. Jobcentre Plus led Pathways is currently available within Halton and Provider Led Pathways will be available in the rest of district from April 2008. This will be delivered by 2 providers as a pilot for the 'Choices' model.

### **Childcare Coverage in the District**

Cheshire, Halton and Warrington has an above average level of childcare provision, which includes provision at 23 Children's Centres, Day Nurseries, Before and After School Clubs (including extended services provision) and Childminders.

Cheshire, Halton & Warrington District has Lone Parent Adviser presence in several Children's Centres and is looking to build on this.

### ***Local Service Outlets***

There are 14 offices: Chester Chantry House, Congleton, Crewe Market Street – Jobshop, Crewe Wellington House, Ellesmere Port, Macclesfield, Nantwich, Neston, Northwich, Runcorn, Warrington, Widnes, Wilmslow, and Winsford.

The busiest offices are Chester Chantry, Crewe, Ellesmere Port and Warrington.

### **Contact Centre**

Garston Contact Centre deals with Cheshire, Halton & Warrington.

### **Benefit Delivery Centres**

Benefit Delivery for the District is divided between Chester, Bolton and St. Helens.