

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**NORTH WEST**

**GREATER MANCHESTER CENTRAL  
DISTRICT**

**REF NO: NW03**

**TITLE: A RANGE OF TARGETED  
INTERVENTIONS**



**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.

## Greater Manchester Central Strategy

The provision for Greater Manchester Central District will be delivered via a **single Prime Contract** which will cover the Local Authority areas of Manchester, Salford and Trafford.

This specification sets out the criteria for the provision to be delivered through ESF in the Greater Manchester Central District. Prospective bidders will be required to submit full and detailed proposals, meeting the specific criteria below.

A District profile is attached at **Annex 2**.

## **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 shown 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. AIMS AND OBJECTIVES**

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

The provision will address the needs of customers within DWP Priority Groups in 'The Specification for England' by providing a variety of targeted interventions to

- Address the needs of those facing barriers to work and those furthest removed from local labour markets and/or
- Provide work experience- within a supportive environment.

These 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.

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 specification, 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**

At the initial referral stage the Prime Contractor will complete an initial assessment with the participants to identify their barriers to employment. From this, the prime contractor will determine which intervention is most suitable to the participant's individual needs.

At this stage, collaboration with Jobcentre Plus Advisors is essential in determining the correct intervention.

Once agreed, the participant will attend the most suitable intervention; however as part of the participant's progression, participants may attend more than one intervention.

The eight interventions are:

1. To provide outreach activity to engage customers from minority ethnic backgrounds.
2. Activity to support working lives by re-engaging with economically inactive older workers (50+)

3. A package of activities to help unemployed customers with specific disabilities to enter and remain in work
4. To provide Basic Skills support to participants assessed as below Entry Level in literacy and numeracy and/or below Entry Level in Basic Skills ESOL.
5. To provide advice and guidance to produce a Curriculum Vitae (CV), provide support to address financial barriers to employment and short term, basic jobsearch advice and guidance
6. ILM – A full-time (ILM), which is a temporary job for up to 26 weeks.
7. Rapid Response
8. ILM – A part-time (Up to 15hrs) ILM activity, specifically for Incapacity Benefit participants.

The indicative funding available from June 08 to May 2011 for provision in Greater Manchester Central is expected to be between £8.6m and £10.8m.

The anticipated contract commencement date will be in June 2008 and will end in May 2011, with the *possibility* of an extension to 2013. The value of the extension will be up to 50% of the contract value.

**Indicative volumes - Minimum expected number of participants**

**Intervention 1: Customer Journey Stage 1**

**To provide outreach activity to engage customers from minority ethnic backgrounds.**

Minimum 700 starts

**Minimum 45%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision

**Intervention 2: Customer Journey Stages 1-4**

**Activity to support working lives by re-engaging with economically inactive older workers (50+)**

Minimum 700 starts

**Minimum 40%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision. (Provider Guidance Chapter 5, para 4 refers)

**Intervention 3: Customer Journey Stages 1-5**

**A package of activities to help unemployed customers with specific disabilities to enter and remain in work**

Minimum 700 starts

**Minimum 25%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision

**Intervention 4: Customer Journey Stage 2**

**To provide Basic Skills support to participants assessed as below Entry Level in literacy and numeracy and/or below Entry Level in Basic Skills ESOL.**

Minimum 750 starts

**Minimum 15%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision. (Provider Guidance Chapter 5, para 4 refers)

**Intervention 5: Customer Journey Stage 3**

Minimum 1062 starts

**Minimum 25%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision

**Intervention 6: Customer Journey Stage 4**

**Intermediate Labour Market (ILM)**

Minimum 125 starts

**Minimum 60%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision

**Intervention 7: Customer Journey Stage 4**

**To provide rapid response to local recruitment needs and specific pre-recruitment training.**

Minimum 500 starts

**Minimum 40%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision

**Intervention 8: Customer Journey Stage 4**

**Waged ILM activity in a social enterprise, for participants on Incapacity Benefits (IB).**

Minimum 450 starts

**Minimum 40%** of participants will be expected to move into sustainable work within 6 weeks of leaving the provision. (Provider Guidance Chapter 5, para 4 refers)

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

**Intervention 1:**

Outreach activity, tailored to cultural and community needs, to be delivered to participants from ethnic minority backgrounds.

As a minimum, providers would be expected to deliver key skills, jobsearch support and mentoring, in community settings. The provider would not be expected to deliver Basic Skills or ESOL under this intervention, but *will* be expected to provide advice and guidance and signpost participants to appropriate LSC Basic Skills or ESOL provision. Case Worker support must be an integral part of the intervention (see Part 1 Introduction).

The successful provider must **either** demonstrate that they have good working relationships with relevant minority ethnic community sector organisations **or** show how they would make and develop these relationships.

Duration and Length:

Between 10 and 15 hours participation every week for a maximum of 26 weeks.

**Intervention 2:**

Greater Manchester Central district are looking for an innovative approach to this Intervention, which would offer a flexible programme targeted to meet the needs of both customers in the 50+ age group and the needs of employers.

The provision should address real and perceived barriers to employment faced by the older workers such as lack of skills, re-training needs following the decline of traditional industries, lack of knowledge and experience of current technology and IT, physical capabilities and financial issues.

The provision should provide employer demand-led training to meet recruitment needs. The provider will be expected to develop and maintain links with employers to market the skills and benefits of employing older workers. Case Worker support must be an integral part of the intervention (see Part 1 Introduction).

Duration and Length:

15 hours participation each week for up to 13 weeks.

**Intervention 3:**

This intervention must provide specialist support and guidance aimed specifically at customers with the following disabilities:

- Visual impairment;
- Hearing impairment;
- Serious and long term mental health conditions.

It is of particular importance that providers have, or have access to, specialist knowledge and expertise particularly relevant to these disabilities. In Stage 2 bidders will be asked **either** to evidence working links with organisations providing appropriate specialist support **or** to show how they would make and develop these links. The provider will be expected to generate the majority of referrals and to this end routes to General Practitioners, NHS Trusts and other relevant specialist support organisations are seen as paramount.

The Provider must ensure that the provision delivered covers all needs associated with achieving a desired job goal. This should include the identification of employment barriers associated with disability and development of strategies to overcome these. These may include:

- Jobsearch and application for appropriate vacancies

- Determining, the degree of supervision/level of support required within employment,
- Learning to travel independently to and from the work place, if a customer's disability causes difficulty in doing so,
- Understanding safety in the workplace
- Managing stress
- Increasing confidence levels
- Providing advice to employers

This list is by no means exhaustive and the Prime Contractor will be expected to demonstrate how delivery would address individuals' real and perceived barriers to employment/disability issues. Case Worker support must be an integral part of the intervention (see Part 1 Introduction).

Duration and Length:

Between 2 and 15 hours participation each week for up to 52 weeks.

**Intervention 4:**

In England, Basic Skills continues to be a priority and this Intervention is intended to support the Learning and Skills Council's (LSC) Basic Skills provision.

The provider is expected to deliver activities to engage, encourage and prepare participants to increase their Basic Skills and/or ESOL abilities to Entry Level.

For those customers who are not eligible for assessment under the existing DWP Basic Skills Assessment contract, the Provider will need to assess the level of literacy and numeracy of customers against the National Standards for literacy and numeracy using any approved method and to refer those customers assessed as below Level 1 in either literacy and/or numeracy to the most appropriate provision to enable them to improve their Basic Skills. Case Worker support must be an integral part of the intervention (see Part 1 Introduction).

It is anticipated that majority referrals to this Intervention will come from Jobcentre Plus Advisors. However, the Provider will also be expected to generate referrals from the target groups.

Participants who do not enter employment as described below, will be expected to progress into LSC Basic Skills provision (Foundation or employability level).

Duration and Length:

15 hours participation each week for 13 weeks.

**Intervention 5:**

The provider is expected to

- Instruct, guide and support participants to produce an effective CV which will enable and enhance their chances of obtaining sustainable employment

And/or

- 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.

And/or

- Provide short-term job search advice and guidance to help participants acquire/update their job search skills to enable them to find and keep a job

The provider will be expected to identify participants who require more in-depth, longer-term or on-going advice (i.e. longer than 2 weeks), support and guidance and signpost them to other appropriate Jobcentre Plus provision. Case Worker support must be an integral part of the intervention (see Part 1 Introduction).

#### Duration and Length:

Between 5 and 15 hours participation each week for up to 2 weeks.

#### **Intervention 6:**

A full-time (30 hrs) Intermediate Labour Market (ILM), which is a temporary job for up to 26 weeks. Participants participating on this provision will not be eligible to continue their claim to benefit. They will therefore lose access to any 'passport' benefits, i.e. housing benefits that they would receive were they to remain on benefit.

The ILM activity is required to provide a wide range of paid work experience, in a supported environment, for unemployed people. It should provide participants with an opportunity to gain new skills, update Information Technology skills and undertake jobsearch.

The supported environment required will be dependent on the participant's barriers and needs, with the employer being sympathetic to those needs. Barriers to employment may include lack of confidence, motivational issues, lack of previous work history or career direction.

Case Worker support must be an integral part of the intervention (see Part 1 Introduction). The employer should also assign a mentor/manager to work with the Prime Contractor's appointed case worker (where applicable) in supporting the participant through the transition from benefits to full-time employment.

Placements in a wide range of occupational areas should be available and we expect the Provider to match a participant's skills with an employer, to ensure the best use is made of the time on placement.

Attendance must be 30 hours each week over 5 days. 4 days will be spent on the placement and 1 day with the Provider undertaking jobsearch activities and receiving support and guidance to address barriers to their employment.

To remove barriers to travel, we expect participants to be offered local placements.

Bidders should build into their costings for this Intervention the requirement for the Provider to pay the participant at least the National Minimum Wage.

Duration and Length:

30 hours participation every week for a maximum of 26 weeks.

**Intervention 7:**

The provision must provide a service to local employers to satisfy their recruitment needs and provide any required training. The Provider would be expected to engage with employers to identify their pre-recruitment training needs and work closely with the Jobcentre Plus Employer Engagement Team to identify large-scale recruitments.

It is anticipated that this training would be of the short, job-focused type and be provided in response to the specific business needs of the employer. The length and type of training would be agreed between the Provider and the employer. Case Worker support must be an integral part of the intervention (see Part 1 Introduction).

The provision would particularly be required to address recruitment needs in the occupational areas of

- Logistics/transport, including drivers, warehouse workers.
- Security
- Health and Social Care and the Public Sector. It is expected that the provider will work with organisations within the NHS, LA Social Services support organisations, local police forces and Government agencies.
- Retail and Distribution
- ICT/Digital
- Construction
- Customer service, including call-centres.

The provider will also need to provide non-waged work placements across these occupational areas, with an expectation that a participant will be offered a job by the employer after the successful completion of the placement.

The Provider must be able to evidence commitment from local employers to provide access to ring-fenced vacancies, negotiated by the Provider, for these Jobcentre Plus customers.

Duration and Length:

Up to 16 hours participation every week for a maximum of 13 weeks.

### **Intervention 8:**

A part-time (Up to 15hrs) ILM activity, specifically for Incapacity Benefit participants to undertake real work activities within a social enterprise. It is expected participants will remain on benefit whilst receiving a part-time wage under the permitted rule.

Providers must provide ILM activity to enable IB customers to undertake real work activities, under permitted work arrangements, within a social enterprise. By 'social enterprise' we mean businesses which trade for social purpose and those whose social, environmental and economic activities impacts on, and benefits, the wider community.

IB customers are allowed to work up to 15 hours per week under the permitted work rules and the weekly participation on the provision should be staged to allow the beneficiary to increase their attendance to allow for gradual re-introduction to the world of work.

Within the weekly 15 hours, participants will spend **at least** 3 hours undertaking jobsearch activities with the provider. The exact amount of time will be dependent on individual need and will be agreed between the provider and the participant .The balance of the 15 hours will be spent on placement.

Case Worker support must be an integral part of the intervention (see Part 1 Introduction).

Bidders should build into their costings for this Intervention the requirement for the Provider to pay the participant at least the National Minimum Wage.

### **Duration and Length:**

Individual staged participation up to a maximum of 15 hours a week, over 26 weeks.

## **5. TARGET GROUPS**

The interventions will address, variously, the needs of People aged 18+ from the DWP Priority Groups 1 – 7:

- People on Incapacity Benefits – particularly those with children.
- Lone Parents – including support for those with health problems and those with out job search skills, especially in preparation for increased conditionality
- Other People With Children – including those not on benefits.
- The Most Disadvantaged – minority ethnic groups, ex-offenders, those with histories of drug and alcohol misuse, the homeless, refugees and those who persistently return to claim JSA
- City Strategy Provision – work-focused provision to support the activities of Cities consortia
- Basic Skills – those customers with basic skills needs
- Jobseeker's Allowance Customers

### **Intervention 1**

The primary target groups are those from the Pakistani, Bangladeshi, black Caribbean and Somali communities but the provider must be able to deliver the activities to participants from any ethnic minority group. The provider must be able to engage with and deliver to those who do not, historically, engage with Jobcentre Plus and its programmes.

### **Intervention 2**

The interventions will address, variously, the needs of People aged **50+** from the DWP Priority Groups 1 – 7:

### **Intervention 3**

The intervention will address the needs of people aged 18+ from the DWP Priority Groups 1 – 7, particularly:

- People on incapacity benefits
- Lone parents – including those with health problems and lack of jobsearch skills
- Other people with children – including those not on benefits
- The most disadvantaged – minority ethnic groups, ex-offenders, those with a history of drug and alcohol misuse, the homeless, refugees and those who persistently return to claim Jobseekers Allowance.
- Jobseeker's Allowance customers, including New Deal 'returners'
- people aged 50+

### **Intervention 4**

The intervention will address the needs of people aged 18+ from the DWP Priority Groups 1 – 7, particularly:

- Those with Basic Skills and/or ESOL needs.
- People on incapacity benefits- particularly those with children
- Lone parents – including those with health problems and lack of jobsearch skills
- Other people with children – including those not on benefits
- The most disadvantaged – minority ethnic groups, ex-offenders, those with a history of drug and alcohol misuse, the homeless, refugees and those who persistently return to claim Jobseekers Allowance.
- Jobseeker's Allowance customers, including New Deal 'returners' and those recipients with children.
- people aged 50+.

### **Intervention 5**

The intervention will address the needs of people aged 18+ from the DWP Priority Groups 1 – 7, particularly:

- People on incapacity benefits- particularly those with children
- Lone parents – including those with health problems and lack of jobsearch skills
- Other people with children – including those not on benefits

- The most disadvantaged – minority ethnic groups, ex-offenders, those with a history of drug and alcohol misuse, the homeless, refugees and those who persistently return to claim Jobseekers Allowance.
- Jobseeker's Allowance customers, including New Deal 'returners' and those recipients with children.
- people aged 50+

### **Intervention 6**

The intervention will address the needs of people aged 18+ from the DWP Priority Groups 1 – 7, particularly:

- People on incapacity benefits- particularly those with children
- Lone parents – including those with health problems and lack of jobsearch skills
- Other people with children – including those not on benefits
- The most disadvantaged – minority ethnic groups, ex-offenders, those with a history of drug and alcohol misuse, the homeless, refugees and those who persistently return to claim Jobseekers Allowance.
- Jobseeker's Allowance customers, including New Deal 'returners' and those recipients with children.
- people aged 50+

### **Intervention 7**

The intervention will address the needs of people aged 18+ from the DWP Priority Groups 1 – 7, particularly:

- People on incapacity benefits- particularly those with children
- Lone parents – including those with health problems and lack of jobsearch skills
- Other people with children – including those not on benefits
- The most disadvantaged – minority ethnic groups, ex-offenders, those with a history of drug and alcohol misuse, the homeless, refugees and those who persistently return to claim Jobseekers Allowance.
- Jobseeker's Allowance customers, including New Deal 'returners' and those recipients with children.
- people aged 50+

### **Intervention 8**

The intervention will address the needs of people aged 18+ from the DWP Priority Groups 1:

- People on incapacity benefits, including those with children

## **6. GEOGRAPHICAL COVERAGE**

Priority should to be given to the Regeneration Areas and Priority Wards within each Local Authority area and as a minimum (with the exception of Intervention 1,) must be available in the following locations,

### **Manchester:**

- North Manchester
- New East Manchester
- South & Central Manchester
- Wythenshawe

- **Salford**
- Broughton
- Little Hulton
- Swinton
- Charlestown & Lower Kersall (NDC)
- **Trafford:**
- Old Trafford

Specifically for Intervention 1, delivery (ethnic minority engagement) is required on an outreach basis.

As a minimum, outreach delivery, is required from appropriate community settings, within the following areas:

- Ardwick
- Clifford
- Moss Side
- Whalley Range
- Longsight
- Cheetham
- Hulme

## **7. ELIGIBILITY**

ESF Priority 1 eligibility:

- Unemployed and economically inactive

Disadvantaged groups:

- People with disabilities;
- Those with health conditions;
- Lone parents;
- Older workers;
- Black Minority Ethnic communities;
- People with low skills;
- Those living in deprived communities;
- Excluded people

## **8. REFERRALS**

It is anticipated that participants will be recruited from non Jobcentre Plus sources. Jobcentre Plus advisers may make some referrals to join the project but, other than for Intervention 4, these will be the exception rather than the rule and the Provider cannot rely on these to achieve their target - the majority will be self referrals by the Provider.

## **9. COHERENCE AND CONTEXT WITH OTHER PROVISION**

Intervention 3 can be used alongside or in conjunction with other provision, whether mainstream programmes or other ESF contracts. The intervention offers specialist support and guidance aimed specifically at customers with the following disabilities, visual impairment, hard of hearing/deaf and

diagnosed mental health conditions. This intervention will enhance mainstream and other ESF funded programmes.

Interventions 1, 2, 4, 5, 6, 7 and 8 should not be used alongside or in conjunction with other provision. Participants cannot be on two DWP ESF interventions at the same time. Participants should be referred to the correct intervention which addresses their barriers to sustained employment.

## 10. NETWORKING/LINK

At ITT stage, bidders will need to

- Provide evidence to demonstrate that they have existing links with relevant organisations in the target localities,

**Or**

- How they will make and develop such links, with a supporting rationale.

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

Employers should be encouraged to participate in the programme, for example offering work tasters, guaranteed interviews or attending the programme to offer encouragement and advice.

Bidders will 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

The expectation is that the prime contractor will be responsible for the engagement of customers and generation of starts (apart from Intervention 4), with eligibility being confirmed by Jobcentreplus.

Bidders will be required to provide marketing strategy, demonstrating how they will engage with DWP priority groups for each of the interventions.

Referrals to Intervention 4 will mainly be generated by Jobcentreplus advisors, Bidders will need to demonstrate how they will promote this intervention within each of the local Jobcentre Plus offices.

Referrals to Interventions 1, 2, 3, 5, 6, 7 and 8 will be the responsibility of the prime contractor. The bidder must demonstrate how they will engage with DWP priority groups and recruit participants for each of the interventions.

All marketing must be in line with Jobcentre Plus market strategy and ESF publicity requirements.

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

50% Delivery fee

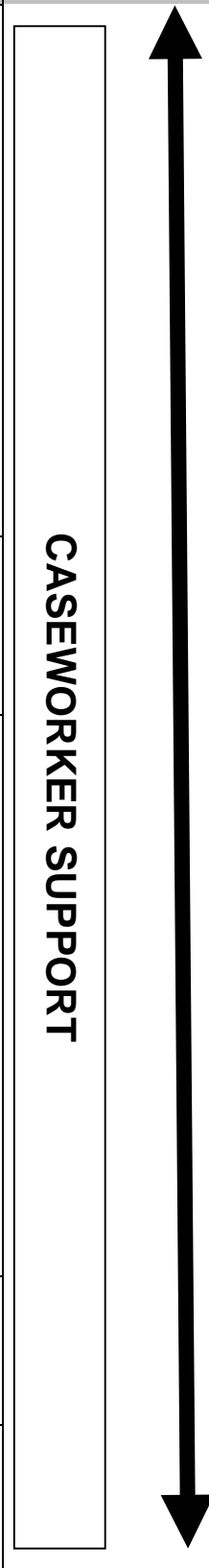
50% Outcome payment

*Please see Part 10 of the Specification for England, which describes in more detail the funding model elements*

## **13. EVALUATION**

Providers should include details of how they plan to evaluate the delivery and success of the interventions.

**Annex 1  
The Customer Journey**

Stage in Customer Journey		Areas identified for value added activity
<b>Engagement stage</b>		<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**

**Greater Manchester Central** is experiencing a period of unprecedented and continued economic growth, with employment opportunities across a wide range of industries. Key areas of employment growth include the service sector specifically government bodies, the health service, education, and financial and professional services. In addition, Manchester offers employment opportunities in hi-tech, specialist fields such as biotechnology and electronics.

Manchester is a major centre of research and training excellence. However, Manchester still has high and enduring levels of deprivation and associated worklessness.

There are more than 133,000 benefit recipients in Greater Manchester Central. The employment rate is 66.3%, the lowest in the region with 27% of the working age population claiming a working age benefit. Greater Manchester Central is the 3<sup>rd</sup> most deprived Jobcentreplus District in the country and has a cluster of high profile strategies in place to tackle worklessness including the City Strategy Pathfinder, New Deal for Communities and Urban Regeneration Areas.