

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

SOUTH EAST

KENT DISTRICT

REF NO: SE 04

**TITLE: PRE-EMPLOYMENT TRAINING
PROGRAMME**



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

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1. Introduction

Kent 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 South East Regional Framework Document (2007-10), Priority Axis 1 (A) 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 Kent Jobcentre Plus District. Prospective bidders will be required to submit full and detailed proposals, meeting the specific criteria below.

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 South East 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 South East 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;
- improving access of women to employment and increasing sustainable participation and progress of women in employment and to help men and women access occupations or sectors where they are underrepresented;
- 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. Design and Content

Minimum Requirements

Providers are invited to detail a short employer focused programme to include activities which will provide pathways to employment such as:

- Pre-employment training
- Motivation training
- Confidence building for example problem solving and team skills, improving aspirations
- Basic certification courses – Health and Safety, Food Hygiene, First Aid
- Work and Workplace skills for example team working;
- Job search including information on available support to assist people into work, and support in writing CVs/application forms
- Basic IT training
- Customer Service training
- Computer Literacy and Information Technology (CLAIT) and European Computer Driving Licence (CDL)
- Construction Skills Certification Scheme (CSCS)
- Security Industry Authority (SIA) card for the Security Industry
- Forklift
- Pre-vocational and access training

For success there needs to be effective links with Community and Voluntary services. The package of support and services delivered should be flexibly tailored to meet individual customer needs and personal circumstances.

There will need to be flexibility built into the programme to enable the delivery of pre-employment training to meet the needs of Local Employment Partnerships. This to be achieved by having established links with local employers to identify skills gaps and to construct a programme around the skills shortage identified. The sessions delivered by the Provider will need to evolve throughout the duration of the contract, to meet the changing needs of the target groups, the local economy and labour market.

Delivery may also vary according to location. The ESF project must not duplicate existing provision in a locality.

All customers engaged on this initiative should be supported after the initial engagement/assessment stage according to an individually tailored Action Plan. The Action Plan should set out the agreed steps to assist the customer to move into work. It should also act as a reference framework for discussions with the customer in the interests of tracking their progress towards agreed actions/ goals.

Duration

Length of stay is dependent upon individual need but is expected to last up to eight weeks. For customers in receipt of Jobseekers Allowance attendance on programme must not exceed 16 hours.

The successful Provider will need to include a detailed delivery plan in their tender detailing course duration and outlining a timetable for planned activities.

Indicative Contract Value: £6,03m- -£7,535,000. Indicative value of any potential extension – up to £3,767,000.

Indicative Volumes: a minimum of 3285 starts, and 1478 (45%) job outcomes over three years

4. Activity Requirements (see also Design and Content above)

The package of support and services delivered should be tailored to meet individual customer needs, health conditions and personal circumstances and offer flexibility of attendance for lone parents, allowing them to access provision around school/child care arrangements.

5. Target Groups

South East Region priority groups for DWP support are:

- People on incapacity benefits (particularly existing claimants, and those with children);
- Lone parents;
- Other people with children, including those not on benefit;
- Most disadvantaged (eg ex-offenders, people from black and ethnic minority communities, homeless people, persistent returners to JSA);
- People with Basic Skills needs;
- Jobseeker's Allowance customers.

6. Geographical Coverage

Kent wide. Providers will need to demonstrate an innovative approach in addressing barriers to travelling and meeting the needs of rural communities to enable engagement and full participation on the programme for all Kent customers.

7. Eligibility

Unemployed and economically inactive people living within Kent District who fall within the target groups listed in Section 5.

8. Referrals

DWP requires the majority of the proposed volumes to be directly generated by the provider. There will still be the option for DWP and other organisations to refer customers to the provision, but this cannot be guaranteed nor numbers committed to.

The Provider should describe in their tender how they will generate sufficient referrals to ensure performance targets are achieved. This should include working closely with Jobcentre Plus Advisers to identify suitable clients but must also show other means of generating referrals.

9. Coherence & Context with other Provision

ESF Provision is distinct from Domestic provision and must not duplicate or take the place of this, where available.

Jobcentre Plus would not expect customers to access both of the District ESF contracts at the same time, but there may be occasions where customers will be

progressed from Pre-employment training to the ESF Work Trial and Mentoring provision.

It is possible for Pathways to Work Providers to refer customers to this provision as one of their support options.

10. Networking Links

The successful Provider will be expected to demonstrate links they currently have or would need to create with local organisations, with particular focus on the third sector, to meet the requirements of this specification. Full details of any partnerships, consortiums and sub-contracting arrangements will need to be fully explained in the tender. The successful Provider will also need to work closely with any Local Employment Partnerships to address local labour market needs through pre-employment training.

11. Marketing

The Provider will need to demonstrate how they will market this provision to promote effective recruitment . All marketing materials must be submitted to the District Marketing Team for approval.

12. Funding Model Ratios/Volumes

Funding on this contract will be based on a ratio of 30% of contracted value for the staged payment of a delivery fee, and 70% for job outcomes. Standard DWP job outcome definitions will be used.

Indicative minimum volumes of starters are 3285, and indicative job outcomes required are 1485 (45% of starts)

13. Non Paid Outcomes

Providers must report on the attainment of the basic entry / foundation / NVQ / accredited training / certification that is offered on this programme for all clients. Examples may include:

- Health and Safety
- Basic IT training
- CLAIT and ECDL
- CSCS card
- SIA card
- Forklift
- First Aid
- Hygiene

The Provider will maintain, and supply to DWP monthly Management Information on the number of referrals, starters, leavers, jobs, and qualifications achieved.

14. Evaluation

At the end of the project, Providers are required to carry out an assessment of all aspects of delivery. The successful Provider will detail their plans to evaluate this.

The assessment must include what the aim, objectives, and target groups were, what numbers were expected and actually accessed the provision, where the referrals came from, and what outcomes (in terms of work, qualifications and soft outcomes) were achieved.

- The report should also include an analysis of what worked well; identify obstacles to success and how these were tackled. There should be detail on any changes from the original delivery proposal. You will also need to consider the wider ramifications of delivering this project in terms of:
 - Responsiveness to client and labour market needs
 - Equality of access
 - Tacking Social Exclusion
 - Environmental impacts
 - Impact of delivery on your organization
 - Your working relationship with DWP and Jobcentre Plus

Kent District

Kent covers 1442 square miles and is UK's most populous county. However it has large rural communities with the density of population being higher in the north of the county. Almost one third of people live in coastal districts.

Generally transport links are good throughout the county with rail links across the county and Kent County Council supporting a public transport strategy that tries to maintain underused bus routes.

The largest sectors of employment are public administration, education and health, financial services, wholesale and retail, manufacturing and distribution (together representing 40% of employment). Major private sector employers are relatively few compared to the rest of the South East but include Pfizer and Glaxo SmithKline in pharmaceuticals, P & O Ferries and Eurotunnel in transport, BAE Systems in advanced engineering, AXA PPP and Saga in financial services, Ballast and Ward Homes in construction, Marston Hotel group and Shepherd Neame in hospitality.

Employment is more concentrated in lower skill occupations (such as process and machine operatives).

Two of the Government's Sustainable Communities growth areas are in Kent at the Thames Gateway and Ashford. Exploiting a location between London and Europe, the Kent part of the Thames gateway is expected to create around 84,000 new employment opportunities (by 2021) and Ashford a further 28,000 (by 2031). The 2012 Olympics will also provide unique opportunities in the construction industry and supply chains

The largest shopping mall in Europe is situated at Bluewater and the Channel Tunnel and Port of Dover provide easy links to Europe. A high-speed rail link from the Channel tunnel to London is nearing completion and two motorways run the length of the county.

KENT DISTRICT CUSTOMER VOLUMES

Local Authority	All Claimants	Unemployed Claimants	Sick and Disabled Claimants	Lone Parents	Other
Medway	23665	3930	10625	3765	5350
Ashford	8200	1105	4100	1110	1885
Canterbury	11245	1520	5895	1255	2575
Dartford	6840	940	3295	1085	1520
Dover	10650	1645	5355	1175	2470
Gravesham	8805	1660	4085	1215	1845
Maidstone	9910	1310	4875	1310	2415
Sevenoaks	5970	585	3080	825	1480
Shepway	10615	1915	5150	1205	2340
Swale	12790	1825	6285	1815	2875
Thanet	16160	2680	7965	1970	3550
Tonbridge and Malling	6555	735	3235	865	1715
Tunbridge Wells	6285	600	3195	835	1665

