

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

SOUTH EAST

SURREY AND SUSSEX DISTRICT

REF NO: SE 07

TITLE: STEPPING STONES



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

Contents

Introduction	Page 3
Aim & Objectives	Page 3
Design & Content	Page 4
Activity Requirements	Page 6
Target Groups	Page 6
Geographical Coverage	Page 6
Eligibility	Page 7
Referrals	Page 7
Relationship to other Provision	Page 7
Networking / Links	Page 7
Marketing	Page 8
Funding Model	Page 8
Non-Paid Outcomes	Page 8
Evaluation	Page 8
Annex 1 - Background to Surrey & Sussex	Page 9

1. Introduction

Surrey and Sussex Jobcentre Plus District are looking for an innovative package of tailored support that addresses the worklessness of priority group customers and the target groups identified in part 5. 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 the Surrey and Sussex 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

This programme will be made up of a number of distinct but complementary elements:

Mentoring

A comprehensive District wide programme to support Priority Group customers with a dedicated mentor. Mentors will come from a wide range of backgrounds to help customers back towards the labour market. This should include mentors with similar experiences, or in-depth knowledge of the desired vocational areas etc. The mentors will also encourage the customers to undertake voluntary work placements and other positive activities etc. The successful bidder will educate and work with prospective employers to help them understand the needs of this customer group.

Lone Parent Returner Courses

A comprehensive District wide four week lone parent returner programme covering issues such as motivation, labour market knowledge, updating vocational skills, jobsearch etc. It will also offer an aftercare service and may be sector specific. Successful bidders will work closely with the DWP Contract Manager to identify locations for delivery. Courses should have a minimum of two tutors and operate for a minimum of 16 hours per week.

Community Projects

Supporting Jobcentre Plus offices where accessing other provision is difficult. We are seeking from Providers innovative proposals to deliver Community Projects that offers us a range of activity, which can include: advice & guidance; work placements; and other job related activities.

The areas targeted are Newhaven/Lewes, Wealden, Bexhill (Rother) and Camberley.

Ethnic Support Programme

A programme offering a range of dedicated advice and guidance, support and other job related activities. This will be an innovative and proactive Surrey-based service within ethnic communities, operating as an outreach service. The Programme will target locations with high ethnic minority unemployment, such as: Staines, Woking and Epsom.

Pre-Employment Routeway Programme

A workshop approach allowing priority group customers to access sectors or large employers where vacancies are available. Employers will be consulted to agree the content of the programme and interviews will be guaranteed on completion of the programme. Sectors are likely to include airports, customer service, construction and care (and possibly the 2012 Olympics).

Jobcentre Plus anticipates that employers' requirements for the Pre-Employment Routeway programme will be diverse, and may require a combination of: confidence building; motivation; jobsearch skills; vocational skills; work placements; familiarisation visits etc. It is vital that the successful bidder is flexible in their approach and can customise this Routeway programme to meet the employer's needs. This will involve planning and coordinating the programme and almost certainly delivering elements of the course. The Provider will also work in partnership with other specialist organisations to deliver wherever necessary. An example of this is the delivery of specific vocational training that meets with the approval of the industry or sector.

Courses should have a minimum of two tutors and operate for a minimum of 16 hours per week.

Duration - Length of stay is dependant upon individual need but is expected to be up to 26 weeks in the first instance. An extension for a maximum of a further 13 weeks may be possible.

Indicative Contract Value: £2,202,000-£2,752,500. Indicative value of any potential extension up to £1,376,250.

Indicative Volumes: minimum of 1000 starts and 440 (44%) job outcomes. It is expected that 50% of customers will access more than 1 of the options contained in this provision.

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

Part time and flexible to support the customer, but it is expected that they will in most cases be 16 hrs per week. Any exceptions e.g. for a particular client group, should be explained in the tender.

5. Target Groups

South East Region priority groups for DWP support:

- 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.

Within the target group, it is expected that the following proportions will be met:

% of participants who are unemployed	55
% of participants who are inactive	45
% of participants who with disabilities or health issues	22
% of participants who lone parents	12
% of participants who are 50 or over	18
% of participants from ethnic minorities	11
% of female participants	51

6. Geographical Coverage

See location details in Section 3 above. Jobcentre Plus can not be specific about the locations where the Pre-Employment Routeway Programme will need to be delivered. We expect successful bidders to identify suitable employers then secure appropriate accommodation for training, this could be at the employers premises.

7. Eligibility

Unemployed and economically inactive people living within Surrey and Sussex District who fall within the target groups listed in Section 5. Surrey & Sussex is a large District with areas where the needs of priority group customers are not satisfied. The specific target group/eligibility for each option as follows:

Mentoring: Priority group customers who are not served on a 1:1 basis by other provision, especially by vocational mentors.

Lone Parent Returner Courses: All lone parents including those not in receipt of benefits.

Community Projects: All priority group customers in locations required.

Ethnic Support Programme: All priority group Black and Minority Ethnic customers including those not in receipt of benefits.

Pre-Employment Routeway Programme: All priority group customers.

8. Referrals

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

9. Relationship to other Provision

The District would not normally expect customers to access both of our ESF contracts at the same time.

10. Networking Links

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 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

This provision is available to clients that are not normally eligible for Jobcentre Plus help. The Provider will need to demonstrate how they will market this provision to promote effective recruitment.

12. Funding Model Ratio / 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 1000 over three years and indicative minimum job outcomes required are 440.

13. Non-Paid Outcomes

We would be seeking from successful bidders further information about their customers. These details will be confirmed after contract award and may include referral to Pathways To Work.

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
- Tackling Social Exclusion
- Environmental impacts
- Impact of delivery on your organization
- Your working relationship with DWP and Jobcentre Plus

ANNEX 1

Background to Surrey & Sussex District

Surrey and Sussex District encompasses the administrative areas of Surrey County Council, East Sussex County Council, West Sussex County Council and Brighton and Hove City Council. This includes the relatively low population density rural area of the Sussex Weald and the larger urban population centres of Brighton, Hastings, Eastbourne, Worthing, Crawley, Guildford and Redhill. Most areas of the district are within 1-2 hours reach of London by main line railway and motorway links. Expanding airports at Gatwick and Heathrow (on border) provide links with markets further afield. However, the rural areas of East and West Sussex and those towns (e.g. Hastings) furthest from the major road infrastructure do impact on potential business investment/growth.

Population, Employment and benefit customer information

- The combined population (all ages) of Surrey and Sussex is 2,552,770 (2001 Census).
- The latest reported employment rate is 78%, varying from 74.3% in Brighton & Hove to 81.4% in Surrey.
- JSA Customers
 - May 2007 data shows 1.4% (20,850) of the population age 16-59 claiming JSA (nationally 3%), varying from less than 1% (5,450) in Surrey to 3% (4,715) in Brighton & Hove.
- Health related benefit customers
 - Customers receiving benefits due to sickness or disability comprise 6.1% (89,050) of the Surrey & Sussex working age population.
 - The district has 43 Local Authority Wards where the claim rate is over 10% and the top two (Central St. Leonards and Gensing in Hastings) have close to or in excess of 20%.
 - Overall age distribution shows 12% age 18-29, 43% age 30-49 and 43% age 50+.
 - A detailed health/disability condition analysis was not available at the time of writing this briefing, though it is known that just over 40% of this customer group are people with a mental health condition as their primary diagnosis. Soft information from mental health trust partners would indicate that a further 30% to 40% of all this customer group have mental health related conditions as secondary diagnosis.
- Lone Parents
 - The total number of Lone Parents claiming benefit in Surrey and Sussex is 20,865; 1.4% of the working age population. One third (7,870) of these live in 50 LA Ward areas with the greatest concentration (nearly 1,400) in just 4 wards in Brighton and Hove.

- Principal Industries/Key Employers

Across the district the most significant employers are almost wholly within the public sector – including the county and unitary authorities, health services and education (schools and Further and Higher Education).

- Sussex

Sussex has some 55,000 businesses the greatest proportion of which employ less than 10 people and account for nearly a quarter of all employment. This shows the economic dependence on the minority of large business organisations. Recently the Sussex economy has grown faster than the UK economy, in significant part by expansion at Gatwick airport, a high proportion of ‘high-tech’ manufacturing industry, continued growth in financial services and a cluster of new technology businesses in the Brighton area.

Other key business sectors throughout the county are Public Service, Financial Services, Tourism and Leisure, Retail and Health and Social Care

- Surrey

The main employment in Surrey is concentrated in the central towns. The southern half of the county being mainly rural and associated with high wealth residential/commuter green belt.

There are approximately 58,000 companies operating in Surrey. The county is a service-based economy and almost three quarters of the business units in banking, finance and insurance, distribution, hotels and restaurants or other services. Almost half the workforce is employed in organisations employing less than 50 staff and a quarter of organisations employing 10 people or less. Less than a third work for companies employing more than 200 staff and there are relatively few of these organisations in Surrey (around 200). Surrey has a very high proportion of high skill occupations. Sectors employing the largest number of unskilled people are distribution, hotels and restaurants and part of the public sector.

- Developments/Initiatives

There are several areas of regeneration throughout the District – largely along the south coast, these including major cities and towns such as Brighton and Hove and Hastings, both of which have a history of attracting discretionary funding e.g. European Social Fund (ESF), including EQUAL, and Neighbourhood Renewal Funds and, in Brighton, New Deal for Communities funding. A significant proportion of this funding has focussed on increasing economic activity rates.

- Jobcentre Plus “Out and About”.

Surrey and Sussex district operates a mobile unit, supporting outreach delivery (especially customer engagement) in both rural and urban peripheral areas, away from Jobcentre Plus offices. The unit targets activity in hot spot areas, where there are concentrations of our highest priority customers, including lone parents and people with health conditions and disabilities. The unit is DDA compliant and is frequently used in partnership with contracted and other 3rd party organisations (e.g. NextStep).

Significant urban/brown-field redevelopment and expansion in Brighton and Hove, Bognor Regis, Eastbourne and Hastings (total investment >£3billion over 2-8 years) is bringing the construction sector to the fore of local joint Jobcentre Plus and Learning & Skills Council planning, in partnership with the relevant local authorities' planning and economic development teams. Local Construction sector Partnerships and Charters have been established in Eastbourne and Hastings and, in Brighton and Hove, a sector employer engagement and training/recruitment project (Constructing Futures and First Footings) has been established with the City's major FE college.

- Local Service Outlets

There are a total of 21 Jobcentre Plus offices in the district, located in the following towns:

Bexhill, Bognor Regis, Brighton, Camberley, Chichester, Crawley, Eastbourne, Epsom, Guildford, Hastings, Haywards Heath, Horsham, Hove, Lewes, Littlehampton, Newhaven, Redhill, Staines, Weybridge, Woking and Worthing.