

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

SOUTH WEST

**DORSET & SOMERSET
DISTRICT**

REF NO: SW/D&S03

TITLE: MAKING IT WORK



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

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DWP European Social Fund Competitiveness and Employment Objective Co-financing Specification Dorset & Somerset 2007 - 2011

SPECIFICATION NUMBER: D&S 03

PROJECT NAME: 'Making it Work'

DISTRICT: Dorset & Somerset

PRIORITY: 1 – Extending employment opportunities

Introduction

This project specification has been developed following Consultation with Jobcentre Plus Regional SME, Regional offender agenda lead, LPM/CPM in Cornwall & Tower Hamlets. Jobcentre Plus advisors, prisons regional family liaison leads. Evidence from previous projects has clearly shown this group of customers are reluctant to engage primarily with statutory authorities.

- Objective of Priority 1 is to:

Improve the employability and skills of unemployed and inactive people, and tackle barriers to work faced by people with disabilities or health conditions, lone parents, people aged 50 and over, ethnic minorities, people with no or low qualifications, young people not in education, employment or training (NEET) or at risk of becoming NEET, and other disadvantaged groups, including people experiencing multiple disadvantage.

Aim of Provision

Provide on the spot advice to partners and families in a workless household when a member is sent to prison.

Design & Content

- Indicative contract value for first three years - £586,000 - £733,000
- Contracts may be extended for up to 2 further years
- Indicative value for any potential extension — up to £366,500

Definition of Activity Requirements

Offering support and advice on

- Debt,
- Benefits,
- Employment,
- Homelessness,
- Drugs and alcohol.

Family Link Workers to work with the court service, prisons, probation and other voluntary/statutory agencies in a multi-agency capacity to ensure that a family is financially and emotionally ready to start the journey to employment.

- To support customers in obtaining employment by providing one to one support, mentoring, delivering job-search/training advice and through working with employers.
- Delivery in the main would be provided by 1-2-1 support
- Support would also be available on demand by phone or e-mail
- Signposting to relevant agencies and organisations
- Jobsearch support with CV preparation and help with e-applications.
- Debt and financial literacy advice, including in-work benefit calculations and advice;
- Volunteering activity as a stepping stone to work;
- Gaining employability skills, including entrepreneurship and skills for business
- Motivation and confidence building, raising aspirations.
- Employability package that leads to an Award Scheme Development and Accreditation Network award (ASDAN awards are available via LSC)
- Enabling Fund - Small payments to overcome specific barriers to taking up employment
 - Each project to offer a flexible "enabling fund" to overcome specific barriers to participants entering employment. This could include the need for work clothes and equipment, help with transport costs, childcare, transitional allowances to cover any gap between benefits and the first wage, and to buy in one-off provision that cannot be sourced from elsewhere.
 - This list is not exhaustive but all purchases must meet ESF guidance.
 - Due regard to benefit eligibility must be taken into account.
 - This fund will only be used where other avenues such ADF (Jobcentre Plus Adviser Discretion Fund) have been explored and are not applicable.
 - This fund will not be paid separately, so Providers will need to ensure that it is built into their contract costs.
 - **Providers must give detailed proposals on the scope of the enabling fund and how this fund will be managed.**

This is not an exhaustive list and Jobcentre Plus would welcome innovative ways of engaging with and moving these customers through their journey to work.

Any assistance offered to participants must be tailored to individual need, taking into account various lifestyles. Each participant must have an individual action plan, which should detail the support required for that individual participant. The action plan should be SMART (stretching, specific, measurable, achievable, realistic, time bound) and reviewed and updated on a regular basis. Bidders are requested to detail how this process will be delivered –frequency, how documented etc.

Any staff employed on this project must have a recent enhanced CRB check.

Target Groups

Economically inactive partners and families of offenders.

Geographical Coverage

Provision should be available throughout the County of Dorset and the Somerset Jobcentre Plus area, which excludes Bath and North East Somerset (BaNES) and North Somerset.

Eligibility

Offenders' partners and their families residing in the County of Dorset and the Somerset Jobcentre Plus area which excludes BaNES and North Somerset.

Referrals

The provider will be responsible for all recruitment and must have a robust recruitment and marketing strategy in place to support this.

The provider will be expected to provide a marketing plan showing how they will recruit customers through crown courts, family liaison workers in prisons and any other external organisation involved in family issues.

Coherence & Context with other provision.

It is vital that delivery does not duplicate or displace current activity but builds on the good practice that exists in Dorset and Somerset.

It will be acceptable for people to be on an ESF provision and a mainstream provision at the same time, but the provider will clearly have to show the added value.

It will not be acceptable for participants to be on two DWP ESF projects at the same time.

Participants may be on an LSC ESF project and a DWP ESF project at the same time when the rationale to be on both can be clearly shown.

Marketing

The Provider will be responsible for recruitment and must have a robust recruitment and marketing strategy to support this, including marketing of Jobcentre Plus in each location. There is a marketing section in the generic specification which will provide more detail. Marketing arrangements must be agreed locally by Jobcentre Plus to ensure they fit with the wider marketing strategy for our customers.

Funding Model Ratio/Volumes

The funding model ratio for this contract will be 60% Delivery Payment and 40% on achievement of Job Outcomes – further information about the funding model can be found in the generic specification.

- Indicative minimum number of participants – 600
- Indicative minimum number of job outcomes – 150

Non paid outcomes

Further Learning (Work related training leading to Jobcentre Plus provision, work experience and work trials)	Minimum 25%
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Soft outcomes are to remove/reduce barriers to employment, moving customers closer to the work place eg life/employability & basic skills, ability to use e-channels/IT to access training, employment or voluntary work, engage customers around motivation & confidence building, debt and budget management courses.

We will also require information on the number of people who leave the project without going into work that have taken part in Jobsearch activity. Providers will need to provide information on non paid and soft outcomes on a monthly basis and this will be reviewed against the baseline figures.

Annex1 – Overview of Dorset and Somerset District

The Dorset/Somerset District is made up of the area covered by Dorset and Somerset County Councils. This excludes BaNES and North Somerset.

Local Jobcentres

Dorset: - Bournemouth, Poole, Weymouth, Christchurch*, Winton, Wareham*, Wimborne*, Dorchester*, Blandford*, Bridport*, Shaftesbury*.

Somerset: - Bridgwater, Burnham On Sea*, Chard*, Frome, Minehead, Taunton, Wells, Yeovil

* These locations operate part time hours

1. Make up of the customer register

Across the District the Jobseeker register stands at 7170 claimants, 1510 of which (21.9%) have been claiming in excess of 6 months.

Dorset's Job Seekers Allowance register stands at 3773 (Nov 07), in addition there are 18285 live Income Support claims and 25995 live Incapacity Benefit claims.

Somerset's Job Seekers Allowance register stands at 3397 (Nov 07) in addition there are 12280 live Income Support claims and 18325 live Incapacity Benefit claims.

2. Current labour market overview

Tourism is a major sector of both Dorset's economy and that of the South West Region, about 15% of Dorset's economy (by value) is tourism based. Considerable work has been done through the Dorset & New Forest Tourism Partnership to support and develop the skills, employment opportunities and quality of tourism businesses helping to reduce the seasonality and increase the quality of tourism employment. Many development projects are underway in Poole where there are numerous jobs available for Labourers, Carpenters, Scaffolders, Roofers, Painters, Fork Lift Drivers and Welders. In the Weymouth area local businesses have reported that high housing costs in Dorset are impacting adversely on the recruitment and retention of staff.

Somerset is essentially a rural county. Numerous businesses are located along the M5 corridor, which runs through the west of the county, effectively dividing it from north to south. The eastern part of the county is much more isolated with the economy being made up of small businesses and declining manufacturing industries. Small enterprises make up 84% of the businesses in Somerset, employing 10 people or less. Somerset tends to have a low proportion of higher skilled occupations. Agriculture, retail, construction and manufacturing have a noticeably high presence in the county. A new regional agricultural centre creating 1000+ jobs is due to open in Bridgwater in early 2008.

3. Predictions for the Labour market in 1-2 years time

Population growth in Dorset over the next 10 years is expected to be one of the highest. The majority of this will be provided for in the market towns and built up areas, resulting in demand for additional residential and employment development and supporting services. Economic forecasts indicate that there will be an increase in jobs in support services such as healthcare, retail and leisure as well as construction. Tourism is expected to remain a growing industry within Dorset. Weymouth's selection to host the 2012 Olympic Games sailing events will further increase jobs in this area. There is also expected to be further growth of the marine sector in Poole and Weymouth and Portland i.e. boat building and associated industries

Somerset population grew by 5% in the 1990's and is expected to continue at this rate over the next decade, with South Somerset recording the largest growth rate. Somerset historically has had very few residents of an ethnic minority origin however over the past few years there has been an increase in European Union migrants settling in the county and the trend is expected to continue. It has a number of market towns where manufacturing employment is disproportionately important to the local economy, however many of those employers are in industries, which are likely to decline over the next 25 years. Employment growth is forecast to be particularly strong in computing services, other services and transport services in Somerset. Industries predicted to experience a considerable decline in employment include energy & water, clothing, leather and textiles, aerospace and food & drink.

4. Local Authorities

Dorset: Bournemouth Borough Council, Poole Borough Council, Christchurch Borough Council, East Dorset District Council, West Dorset District, North Dorset District Council

Somerset: Mendip, Sedgemoor, South Somerset, Taunton Deane and West Somerset District Councils

5. Current Childcare Activities and average costs.

The following childcare facilities can be found within Dorset/Somerset district. Nurseries/Crèches, Child minders, Play Schemes, Pre & After School Clubs, Holiday Clubs, Childcare centres. However the availability of these types of provision varies across the district especially in rural areas

Childcare costs range from £6.00 per hour to being provided free by some charitable organisations though they tend to average around £3.50 -£4.00 per hour