

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**SOUTH WEST**

**GLOUCESTERSHIRE, WILTSHIRE &  
SWINDON DISTRICT**

**REF NO: SW/GWS02**

**TITLE: DISADVANTAGED  
NEIGHBOURHOODS**



**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 Gloucestershire, Wiltshire & Swindon 2007 - 2011**

**SPECIFICATION NUMBER: GWS 02**

**PROJECT NAME: 'Disadvantaged Neighbourhoods'**

**DISTRICT: Gloucestershire, Wiltshire & Swindon**

**PRIORITY: 1 – Extending employment opportunities**

## **Introduction**

This project specification has been developed through consultation with LSC, RDA and the Local Authorities within Wiltshire. Wiltshire generally has very low levels of unemployment; there are however pockets of high unemployment within the wards targeted by this project.

- 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**

To assist unemployed and economically inactive people in designated wards in finding suitable and sustainable employment by providing an outreach service delivered in community premises within designated wards. The provider would be required to network with existing community organisations. Support would also be available on demand by phone or e-mail. Participants would be case loaded and moved toward employment through a series of interviews and other interventions.

## **Design & Content**

- Indicative contract value for first three years - £1,400,000 - £1,800,000
- Contracts may be extended for up to 2 further years
- Indicative value for any potential extension - up to £900,000

## Definition of Activity Requirements

- Engagement of participants through local advertising and working with existing voluntary, statutory and community organisations.
- Employer engagement to identify suitable employment opportunities
- General advice and guidance related to employment, self-employment, training and removing barriers to work.
- Signposting to relevant agencies and organisations
- Job search support, CV preparation, help with job applications and e-applications.
- Overcoming the e-challenge, e.g. support to set up an e-mail account;
- Debt and financial literacy advice, including Better off In Work 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 as 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 customers must to be tailored to individual need, taking into account various lifestyles. Each customer must have an individual action plan, which should detail the support required for that individual customer. The action plan should be SSMART (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 – regularity, how documented etc.

### **Target Groups**

Any workless or unemployed individual within 19 identified disadvantaged wards in Wiltshire and Swindon.

At least 65% of participants to come from the following groups and priority would be given to those not currently receiving Jobcentre Plus jobsearch support,

- Ethnic Minorities
- Ex offenders
- People with disabilities
- Parents and partners
- Older workers
- Partners and dependants of forces personnel

### **Geographical Coverage**

19 designated disadvantaged wards in Wiltshire and Swindon

- Devizes East, Devizes North, Pewsey, Calne Abberd, Pickwick, Bemerton, St Edmond & Milford, St Martin & Milford, Melksham North, Melksham Spa, Trowbridge Adcroft, Trowbidge Drynham, Westbury Ham, Swindon Central, Gorse Hill and Pinehurst, Parks, Penhill, Walcot, Tidworth Perham Down and Ludgershall South.

### **Eligibility**

Anyone living within the 19 specified wards of working age who is not working will be eligible for this project.

### **Referrals**

The provider will be responsible for the majority of recruitment to the project, and must have a robust recruitment and marketing strategy in place.

The provider would target and recruit those people not currently receiving Jobcentre Plus job search support.

Mechanisms would be put in place to allow referrals from Jobcentre Plus Personal Advisers.

### **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 Gloucestershire, Wiltshire & Swindon.

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.

### **Networking Links**

The successful provider will be expected to network and work with statutory, community and voluntary organisations; paying particular attention to LSC funded provision in each locality.

Jobcentre Plus will also have an ESF funded project being delivered for customers of Children's Centres, where these Children's Centres are located within the 19 designated wards the provider will be expected to liaise and work with this provider to ensure customers are offered the most appropriate provision.

An existing DAF project is currently running in Gloucester, which is along similar lines to this larger project. The DAF project is due to end March 2008, following which an evaluation report will be produced. The district would be keen to ensure that the Provider of this project takes on board 'lessons learned' from the project in Gloucester.

### **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 50% Delivery Payment and 50% on achievement of Job Outcomes – further information about the funding model can be found in the generic specification.

- Indicative minimum number of participants – 1500
- Indicative minimum number of job outcomes – 495

### **Non paid outcomes**

Soft Outcomes could include:

- Better understanding of the help available through local agencies and organisations
- Higher motivation
- Better time management and organisational skills
- Better employability skills
- Greater confidence
- Better interpersonal skills

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.

## Annex 1 GLOUCESTERSHIRE, WILTSHIRE AND SWINDON Overview

### *Introduction*

In the South West of England, Gloucestershire, Wiltshire and Swindon encompasses the administrative area of Wiltshire County Council, Gloucestershire County Council, and Swindon Borough Council. The District includes the authorities of West Wiltshire, South Wiltshire, North Wiltshire, Kennet, Gloucestershire City, Forest of Dean, Stroud, Cotswold, Cheltenham Borough and Tewkesbury.

### *Population and Local Demography*

*The District is made up of mainly rural communities centring on a number of market towns. The main urban centres are Cheltenham and Gloucester in the North and Swindon to the East.*

Travel to work patterns are diverse with the Wiltshire population out-commuting to Swindon and Andover to the East, Bath and Bristol to the West and Southampton to the South. In Gloucestershire, much of the travel to work patterns focus on the main urban areas in the North of the County, further afield towards Birmingham, and South to Bristol and Swindon.

The population of Gloucestershire, Wiltshire and Swindon is 1.18 million. The Employment rate is 80%. Of the working age population in the District, 5.3% are claiming IB, 3.8% are claiming IS and 1.8% are claiming Jobseekers Allowance.

	<b>Total Working Age Population</b>	<b>Total Economically Active</b>	<b>Econ Activity Rate (nomis)</b>
Gloucestershire	347,400	294,300	82.5%
Wiltshire	268,400	234,000	84.3%
Swindon	116,900	98,800	83.2%

### *Deprivation and Development*

The District has pockets of deprivation. There are several wards that appear in top raking position for a whole range of adult and child deprivation indicators, suggesting the existence of high levels of multiple deprivation. There key areas are outlined in the table below.

<b>Gloucestershire</b>	<b>Wiltshire</b>	<b>Swindon</b>
Westgate Gloucester, Cinderford FoD, Matson Gloucester, Eastgate Gloucester, Podsmead Gloucester, Barton & Tredworth Gloucester, St Marks Cheltenham, Prior's	Warminster West; Westbury with Storridge; John O'Gaunt Trowbridge; Amesbury; Bemerton	Whitworth, Park Central, Gorse Hill, Penhill, Pinehurst, Walcot

Park – Tewkesbury, Hesters Way Cheltenham	Salisbury; Warminster East; Drynham Trowbridge	
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- Barton and Tredworth area of Gloucestershire is deemed as a DWG – Disadvantaged Groups Ward.
- Penhill area of Swindon is deemed as a DAW – Disadvantaged Area Ward.

The District offers opportunity on the back of two key Regeneration programmes.

Gloucester Urban Heritage Regeneration Company is undertaking the development of 5 key areas in Gloucester City Centre. A target investment of £1bn over 10 years is anticipated to result in the creation of at least 2000 new jobs. More details [www.gloucesterurc.co.uk](http://www.gloucesterurc.co.uk). Much of this physical regeneration incorporates areas in the Barton & Tredworth and Westgate wards which are considered principal areas of deprivation in the City.

In Swindon, the New Swindon Company is responsible for a 10 year programme of work to improve the Town Centre area. This £1bn invested is expected to generate over 6000 jobs. More details [www.newswindon.co.uk](http://www.newswindon.co.uk). In addition, Swindon's growth agenda requires 38,000 new homes to be built in various key development areas in the Borough over the next 15 years. More details [www.swindon.gov.uk](http://www.swindon.gov.uk).

### ***Principal Industries/Key employer***

Listed below are the key sectors and their locations.

Sector	Principal locations
Construction	Gloucester and Swindon
Hospitality & Tourism	District wide
Finance	Cheltenham, Gloucester, Swindon, Salisbury
Manufacturing	Swindon, Cheltenham, Forest of Dean
Care Adult / Social / Child	District wide
Distribution	Tewkesbury, Stroud, Swindon
Retail	Swindon, Salisbury, Cheltenham, Gloucester

The area offers a broad range of employment opportunities. Labour markets are mixed as expected from the predominantly Market Town area. Around 97% of employers are SMEs with the highest concentration of large private sector employers around Cheltenham, Gloucester and Swindon.

The Tourism industry makes a significant contribution to the local economy due to the outstanding natural environment and heritage buildings which include the Cotswolds, Stonehenge, Avebury, Salisbury and Gloucester Cathedrals and the Royal Forest of Dean.

The district also has a high number of local and central Government Public Sector organisations including significant MoD installations, GCHQ and various Research Councils.