

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**SOUTH WEST**

**WEST OF ENGLAND DISTRICT**

**REF NO: SW/WOE2**

**TITLE: POSITIVE FUTURES FOR  
PARENTS**



**DWP** Department for  
Work and Pensions

The logo for the Department for Work and Pensions (DWP), consisting of the letters "DWP" in a bold, teal font, followed by the text "Department for Work and Pensions" in a smaller, purple font.

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# **DWP European Social Fund Competitiveness and Employment Objective Co-financing Specification West of England 2007 - 2011**

**SPECIFICATION NUMBER: WOE2**

**PROJECT NAME: POSITIVE FUTURES FOR PARENTS**

**DISTRICT: West of England**

**PRIORITY: 1 – Extending Employment Opportunities**

## **Introduction**

This project specification has been developed following discussions with representatives from voluntary and community sector organisations as well as LSC, RDA and Local Authorities. Consultation was also carried out with key stakeholders and internal staff. In drawing up this specification, consideration has been given to the LAA targets and how we may support the achievement of these and other local priorities such as Neighbourhood Management Plans.

The objective of Priority 1 is to:

improve the employability and skills of unemployed and economically 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**

The aim of the project is to engage with unemployed and economically inactive parents using Children Centres, where possible, to encourage them to consider moving into work and helping to remove barriers preventing them from doing so.

## **Design and 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

- Outreach support is to be delivered across the District, ideally through selected Children Centres.
- General advice and support to be provided to those wishing to move into work or training.
- Ideally use Children's' Centre facilities and premises to deliver support to small groups or on a 1-2-1 basis.
- To signpost to Jobcentre Plus / LSC funded provision, Learndirect, Community based provision and other sources of help and support aimed at moving participant closer to the labour market.
- Provide Jobsearch support and CV preparation.
- Undertake Better Off in Work calculations.
- Deliver confidence / motivation building activities and key skills.
- Use small grants to overcome barriers.
- Childcare of various durations to be provided to enable participants to undertake short and longer-term training / support activities.
- Caseload clients, keeping in touch by phone and e-mail and where possible through visits to Children Centres.
- Post Employment Support
- ICT awareness including e-challenge – e-mail accounts for recruitment and understanding e-mail recruitment methodology.
- Employability package that leads to an ASDAN 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.**

## Target Groups

Workless parents in West of England with emphasis on priority groups as follows:

- Workless Parents;
- Workless Partners;
- Potential NDLP (New Deal for Lone Parents) clients;
- Potential NDP (New Deal for Partners) clients.

### **Geographical Coverage**

Provision should be available throughout the Jobcentre Plus West of England district, with focus on the priority areas of Lawrence Hill, Ashley, Filwood, Weston-Super-Mare Central and Weston-Super-Mare South wards.

### **Eligibility**

Any workless parent in the West of England of working age will be eligible for this project.

### **Referrals**

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

### **Coherence and 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 the West of England District.

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 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 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 – 600
- Indicative minimum number of job outcomes – 150

### **Non paid outcomes**

Soft outcomes are to remove / reduce barriers to employment, moving customers closer to the work place.

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 - West of England District Overview**

The District covers an area of 730 square miles and contains a wide variety of communities from inner city to rural areas and covers the four Unitary Authorities of Bristol, Bath & North East Somerset, North Somerset and South Gloucestershire. The total population is 1 million with a working population of 522,000.

The West of England District is served well by the main national rail network. There are major train stations at Temple Meads (Central Bristol), Parkway (South Glos.), Bath and Weston - super - Mare, with several other smaller stations throughout the District. The M4 and M5 motorways both run through the District and provide excellent road access to all areas of the country. Bristol International Airport is located just to the south of Bristol in North Somerset. Bristol is one of the fastest growing regional airports and is accessible within 30 minutes from any part of the District. There are plans to expand this facility greatly over the next ten years. There are two major port facilities in the District directly opposite each other at the mouth of the river Avon. The port of Avonmouth is in Bristol whilst Royal Portbury dock is on the North Somerset side of the river.

Most of the District can be considered to be prosperous with unemployment at 2.5%. This is below the national average of 3%. However, the West of England District does have a larger number of deprived wards than most of the Southern UK with the exception of London. The average rate of unemployment in these wards is between 4% –9%. Government deprivation index figures show that there are five deprived wards, with three in Bristol and two in Weston Super Mare.

The distribution of employment opportunities varies within the District. This is also the case with regard to the spread of benefit recipients.

### **Jobcentre Plus Offices**

Jobcentre Plus has a network of eleven Jobcentre Centres in the West of England District. There are two in North Somerset located in Weston and Clevedon. Two in South Gloucestershire located in Kingswood and Yate. One in BANES in Bath City centre and six in Bristol located in, Shirehampton, Bishopsworth, Bedminster, City Centre, Easton and Horfield.

### **Key Employment Sectors**

With a decline in primary manufacturing in the last few years the main sectors are now Public Service, Finance, Business Service, Retail, Construction and Hotel/Catering. Bristol and the surrounding area have the second largest financial services sector outside of London and has the Headquarters of several major financial institutions. The retail and business sectors within the District are set to expand further with at least eight major developments taking place over the next five years.

Throughout the District as a whole nearly 25% of the total workforce is employed in the Public sector whilst 23% work in Retail, Hotels and restaurants. Other vibrant sectors include construction due to the many developments currently underway. Care work, due to the ageing population is also a growth sector, as is transport and warehouse work as a result of the economic boom of recent years. The most vibrant employment opportunities currently within the District are in Tourism & Hospitality, Call Centres, HGV Driving, Sales & Care work.

### **Unemployment and Economic Inactivity**

Overall there are an estimated 77,065 people of working age claiming benefits, with 50 percent claiming a sickness or disability related benefit.

- 10, 957 people are claiming JSA
- 41, 495 people are claiming IB/SDA
- 11, 260 Lone Parents
- 13, 353 Other Benefits

By far the largest group of benefit recipients are those claiming IB/SDA. The Ashley, Lawrence Hill, Filwood, Weston Central and Weston South have high volumes of IB customers. This trend is also reflected in their employment rate figures.

- 60% have been claiming for six years plus
- 50% are over fifty years of age
- 40% have no formal educational qualifications

### **Children's Centres**

In the District there are a total of 15 Phase 1 Children's Centres which are open and fully operational, providing services to parents in the most deprived areas of the District. They provide the core offer of Early Years and Childcare (for children aged 0 - 5 years), access to Children's Health and Social Services and Parental Support, including links to Jobcentre Plus. They are to be found across the unitary authorities as follows: three in Bath and North East Somerset, three in North Somerset, and nine in Bristol.

The Phase 2 Children's Centres are being developed and will be designated as Children's Centres by March 2008. Some of the Children's Centres are open and developing their services, some are in the planning/building stage. The Phase 2 Children's Centres will provide a range of services at a local level supporting all parents and carers of young children. The services provided will depend on local need and parental choice with the greatest concentration on those children in most need. Phase 2 Centres will not necessarily be open full time but will provide a base for meetings, advice, consultation and information.

By March 2008 the plan is to have a further four in Bath and North East Somerset including an outreach mobile unit, 15 in Bristol, seven in North Somerset and 11 in South Gloucestershire (including a rural mobile unit).

Further information about the development of Children's Centres can be found on each of the Local Authorities' websites.