

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**SOUTH WEST**

**WEST OF ENGLAND DISTRICT**

**REF NO: SW/WOE 1**

**TITLE: WORKING COMMUNITIES**



## CONTENTS

<b>Heading</b>	<b>Page</b>
<b>Introduction</b>	<b>3</b>
<b>Aim of Provision</b>	<b>3</b>
<b>Design and Content</b>	<b>4</b>
<b>Definition of activity requirements</b>	<b>5</b>
<b>Target Groups</b>	<b>9</b>
<b>Geographical Coverage</b>	<b>10</b>
<b>Eligibility</b>	<b>10</b>
<b>Referrals</b>	<b>10</b>
<b>Coherence and context with other provision</b>	<b>10</b>
<b>Networking / Links</b>	<b>10</b>
<b>Marketing</b>	<b>11</b>
<b>Funding Model Ratio / Volumes</b>	<b>11</b>
<b>Non paid outcomes</b>	<b>11</b>
<b>Annexes</b>	
<b>Annex 1 - West of England District Overview</b>	<b>12</b>

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

**SPECIFICATION NUMBER: WOE1**

**PROJECT NAME: WORKING COMMUNITIES**

**DISTRICT: West of England**

**PRIORITY: 1 – Extending Employment Opportunities**

## **Introduction**

This project specification has been developed through consultation with Jobcentre Plus colleagues, LSC, RDA Local Authorities and representatives from voluntary and community sector organisations including LSC, RDA and LA. The 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. ”

This project covers the whole of the West of England District and focuses on the engagement of unemployed and economically inactive people through innovative activities.

Once engaged the provider will encourage them to take steps to move closer to the labour market. The Provider will be expected to have access to suitably qualified professionals and experienced people to provide the help and support the participants need to tackle their barriers and move into work.

A holistic approach will need to be taken by a dedicated person to ensure continuity for the customer on their journey towards employment and we acknowledge that for some customers this may well be a long journey.

## **Aim of Provision**

The aims of the project are to:

- Increase economic participation in neighbourhoods where there are high concentrations of workless people by finding and engaging with disadvantaged working age adults to support and encourage activities which will move them closer to the labour market.

- Work closely with other ESF, LSC and Jobcentre Plus projects to ensure that progression routes are available for our priority customer groups:
  - people with disabilities and health conditions,
  - lone parents,
  - people aged over 50,
  - people from ethnic minorities
  - females.
  - those with multiple barriers
- Support workless people into employment by providing a package of generic and specialist support to address the barriers preventing them from progressing into work. Whilst being available to all eligible people it will additionally offer specialist help to Lone Parents and people with learning disabilities, particularly people with autism.
- Work with other organisations throughout the District to co-ordinate activities aimed at both engagement and helping move people closer to the labour market.

### **Design and Content**

- Indicative contract value for the first three years: £2,900,000 - £3,666,000
- Contracts may be extended for up to 2 further years
- Indicative value for any potential extension: - up to £1,833,000

### **Definition of activity requirements**

1. **Leadership:** The provider is expected to:
  - Manage relationships and information with stakeholders to encourage collaborative working of local providers, making services accessible, comprehensive and of sufficient duration to make the necessary change in the level of local economic activities in disadvantaged working age adults.
  - Seek and take account of the views of the participants of the service to make any such adjustments to the delivery that might be necessary to increase participant satisfaction and impact.
  - Undertake systematic management of this aim through a quality assurance framework.
  - Support and contribute to a website being set up by Bristol City Council to enable local organisations to co-ordinate activity available to disadvantaged people
  - Networking should be carried out and relationships must be developed with organisations that have an interest in the participant groups.

**2. Engagement:** If possible the District would prefer the engagement workers employed on this project to be called the Working Communities Team (WCT). WCT is an existing term used to brigade the types of services from a variety of providers required within this specification. WCT easily identifies the work of the team as it is well known to partners, other organisations and potential participants covering this agenda. The team will work throughout the West of England District and should:

- Co-ordinate activities around engagement work, particularly in the target communities, drawing together other organisations that could add value to the project and facilitate the sharing of good practice.
- Work with other organisations, including external organisations from the voluntary sector, to draw in extra resource / support to the engagement team and work with other Jobcentre Plus / ESF projects to maintain a manageable flow of participants to them.
- Identify areas of high worklessness and target participants through the use of community based advisers and activities and engage with people in new and innovative ways such as sport, environment, family activities, arts, enterprise etc.
- Run and attend events such as Jobfairs/recruitment days, information days and other events to engage with workless people.
- Develop a clear engagement strategy, supported by a robust marketing and activity plan,
- Adopt a street by street approach to engagement in priority areas including knocking on doors.
- Work with individuals, particularly in the target communities, until they are ready to engage with either Jobcentre Plus or other provision aimed at moving them closer to the labour market and facilitate the introduction between the participant and the agency referred to and 'handholding' during the first meeting.
- Undertake specific engagement work in relation to key sites and developments.

**3. Barrier Removal:** Support workers will be expected to draw up an Individual Participant Journey, following assessment of needs, which will detail how barriers will be addressed and actions to be taken. This document will be updated throughout the participation on the project. The adviser will then decide which part of the project will be most beneficial to the participant. There will be three parts to the project as follows:

- Specialist Lone Parent support
- Specialist input to identify the needs and develop the employability of people with Learning Disabilities/social communication/behavioural and mental health conditions.
- General assistance to those marginalised and disadvantaged in society.

**3.1** The support worker will build up an effective relationship with the participant and give support on a one to one basis throughout their participation. This will involve ensuring participants take the actions detailed in the Individual Participant Journey and will involve arranging and accompanying participants (where necessary), to appointments and activities. Support will be on a one to one basis provided by a dedicated support worker pitched at a level to suit a participant's individual needs.

**3.2** In all cases assessment and agreement of next steps must take into account current mainstream DWP/LSC provision and other local/alternatively funded provision. If participant needs can be met through existing local services this must be used

**3.3** Where assessment identifies a high risk of the individual dropping out of the programme, particularly within the target neighbourhoods, on going mentoring and support must be provided from a named adviser/support worker on at least a weekly basis. This should be through face-to-face meetings.

**3.4** Childcare should be built into the project to enable all participants to access menu items, be this for a few hours or longer periods.

**3.5** For people with learning disabilities and people with autism, support must be managed and co-ordinated by a specialist holding professional indemnity insurance and / or a special professional and ethical charter should govern that person.

**3.6** **It is not expected** that all provision/activities to address barriers and gain skills will be sourced from within the programme. In all cases existing mainstream provision, ESF provision via the LSC and other local activity **must be considered**. This is particularly relevant for people on incapacity benefit where it is assumed that the majority of people engaged will be referred to the mainstream DWP provision "Pathways to Work". The precise arrangements for incapacity benefit recipients will need to be agreed with the Pathways to Work provider during post tender negotiations of ESF contracts.

**3.7** **Providers must put forward their menu of potential interventions and support.** Some activities will be generic across participant groups but some activities may need to be specific to the needs of some groups.

**3.8** We would expect the provider to have a significant awareness of what is currently available in the area and demonstrate how they would make use of it. The provider should detail the participant journey and contact local sources of specialist support to offer a range of interventions. Participants who have sensory or cognitive and behavioural disabilities should have access to qualified practitioners such as occupational therapists, Community Psychiatric Nurses, and specialist job trainers. For those with learning difficulties community support workers should detail individual support and development needs and provide general or specific professional assessments.

**3.9** Core activities expected, **as a minimum** would include

- Financial planning including practical help with budget management

and specific assistance with the transfer from benefit to salary including Better Off in Work Calculations

- Self employment advice
- Confidence building including group activities to promote social and communication development and enhance personal advocacy skills. Also including recognising and dealing with unreasonable behaviour at work to prevent bullying.
- Anger/behavioural management including managing extremes of behaviour using recognised therapies such as cognitive behavioural therapy (CBT)
- Transport planning
- Life skills including dietary planning and simple catering skills
- Setting up bank accounts and enabling all customers to have recognised ID e.g. bank account, passport
- ICT awareness including e-challenge: e-mail accounts for recruitment and understanding e-mail recruitment methodology.
- Criminality support to include disclosure advice, based on previous conviction information from an official source e.g. CRB, probation services or police, and managing offender behaviour
- CRB checking
- Social and communication skills
- Flexibility to purchase specialist support not already mentioned.
- ESOL related support at pre entry level, which includes access for migrant workers\*.
- Employer routeways delivering short, sector specific training courses either for specific employers or to address skills shortages, supporting Local Employer Partnerships.
- Employability package that leads to an Award Scheme Development and Accreditation Network award (ASDAN awards are available via LSC)\*
- Structured in work support
- Post Employment Support
- Motivational help to include recognised therapies such as cognitive behavioural therapy
- Use of specialist practitioners to undertake assessment of needs and facilitate access to existing health services.
- Provide support to tackle disability discrimination through presentations to employers on disabilities including mental health issues, HIV etc.
- 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.**

\* It is expected that Skills for Life (including ESOL) Employability Skills qualifications and vocational training will be delivered through LSC co-financing and mainstream provision. Where it can be evidenced that the qualification based needs of an individual cannot be met through this route, or through any other funded activity, this provision may be delivered as part of DWP activity or brought in on a needs basis through the enabling fund.

**4. Transition to Work/Into Work Support:** The provision will include work focused and work based activity such as:

- General and specialist assessment of capability for work and employability skills.
- Developing self-advocacy skills and encouraging personal action planning and providing follow up support.
- Signpost to Workstep providers and DEAs where appropriate.
- Jobsearch skills and Jobsearch support to include identification of career path, using, accessing and understanding E-Channel, setting up e-mail accounts, interview skills and adhoc form filling;
- Individually tailored work tasters, work trials and work experience in a wide range of sectors;
- It is anticipated that pre-employment vocational training routeways will be delivered by the LSC. However, DWP co-financing can add value to these where required. In particular, the need for co-ordination of recruitment and training activity for the **Retail Sector**
- Employer engagement activity, regardless of size of business or sector, to gain commitment for Local Employer Partnership activity (pre-recruitment courses), to promote the benefits of a diverse workforce and gain commitment to recruiting priority customer groups;

**Core training activities expected, as a minimum would include:**

- 1-2 week pre-employment courses linked to specific recruitments that have a guaranteed interview, adding value to and supporting Local Employer Partnerships. Typically these help participants through the recruitment process, build motivation and confidence and knowledge of the employer/sector, involve a supported work taster or work-place visit and fully prepare participants for interview

(including where appropriate personal grooming, suitable clothes etc.);

- Acquisition of relevant certificates and permissions e.g. CSCS cards, food hygiene certificates, insurances etc.;

**5. Post Employment Support:** It is anticipated that the LSC will go out to tender for submit a project to deliver for post employment support, which will complement this project. Additional support may be needed as the intention is that referrals can be made by Jobcentre Plus advisers in respect of their mainstream customers, where post employment support is deemed as needed. Support should include:

- A dedicated support worker to work closely with the participant and the employer to overcome barriers as they arise. The support worker will be expected to assist participants to tackle any barriers as they arise and to handhold them through the process until issues and concerns are resolved.
- Assisting the participant with financial planning in the transition from benefits to salary and other associated household outgoings e.g. setting up direct debits, paying council tax, rents, and mortgages and to ensure all benefits are claimed. The participant will have access to the menu of services available from the barrier removal project.
- The support worker will maintain contact with the participant, at least weekly at the start, acting as a mentor, therefore support workers will need to provide cover both during normal working hours and in the evening and at weekends to accommodate shift patterns. The support worker will need to gradually reduce the support after the first three months in work.
- The support worker will monitor social, communications and life skills deficits and provide individually tailored one to one in work supervision to those who need it.
- The support worker will need to have knowledge of Train to Gain in order to make employers and employees aware and encourage usage.
- A financial incentive will be available to encourage participants to take up post employment support e.g. mobile phone, bike, travel card etc.

### **Target Groups**

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

- a. People with disabilities
- b. Long term incapacity benefit recipients (subject to discussion with Pathways to Work provider)
- c. Workless parents and carers from disadvantaged groups

- d. People with multiple barriers to progression (e.g. those with disabilities, offenders, long term unemployed, refugees)
- e. Other workless people including people at risk of becoming workless through large scale redundancies

It is expected that at least 65% of participants will come from groups a to d.

### **Geographical Coverage**

Delivery shall be throughout the West of England Jobcentre Plus District, with focus on the priority areas of Lawrence Hill, Ashley, Filwood, Weston-Super-Mare Central and Weston-Super-Mare South. We would expect 50% of participants to come from these wards

### **Eligibility**

Anyone in West of England District of working age who is not working 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 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**

Employer relationships will need to be established and developed to secure various employability opportunities so a range of choices are available for customers

The provider will be expected to contribute to the establishment and setting up of a website being developed by Bristol City Council. The website is aimed at local organisations within West of England who are working with disadvantaged people who have multiple barriers to moving forward to the labour market.

Partnership working will be a key feature of this project and the Provider will need to build and manage relationships in order to identify services available with a view to developing and expanding partnership work throughout the contract.

### **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.

The Provider will be responsible for recruitment and must have a robust recruitment and marketing strategy to support this. Jobcentre Plus will be encouraged to make referrals.

### **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 – 3000 (with 50% coming from the five priority wards)

Indicative minimum number of job outcomes - 900

### **Non paid outcomes**

Soft outcomes are to remove / reduce barriers to employment, moving customers closer to the work place. Activities could include the following:

- Budget management
- Time keeping and improved daily routine
- Confidence building including taking up activities outside the home such as voluntary work/ motivation to improve job search activities
- Engagement with specialist employment related advisers/services.
- Could also include greater level of self-awareness and independence skills e.g. improved personal hygiene, social skills, catering skills, travel, shopping, improved appearance and acquisition of key 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 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