

**EUROPEAN SOCIAL FUND PROGRAMME  
2007-2013**

***LOCAL SPECIFICATION***

**WEST MIDLANDS**

**MARCHES DISTRICT  
SHROPSHIRE**

**REF NO: WM 08**

**TITLE: FLEXIBLE ROUTEWAY  
PROVISION**



**European Union**  
**European Social Fund**  
Investing in jobs and skills

**DWP** Department for  
Work and Pensions

<b>CONTENTS</b>	<b>Page</b>
Introduction	3
Design and Content	3
Opportunity One – Employment Training	4-7
Opportunity Two – Pre Vocational ESOL Training	8-10
Opportunity Three – Intensive Job Focused Support	11-14
Opportunity Four – Learning Disabilities and Mental Health Barriers	15-17
Opportunity Five – Alcohol and Drug Dependency	18-20
Opportunity Six – Offender Support	21-24

## 1. Introduction

The Flexible Routeway provision will address the needs of those customers who face barriers to work, real and perceived, who are subsequently disadvantaged in the labour market. The provision must inspire and empower customers to achieve their potential by identifying and providing the skills to find sustainable work

This Annex sets out the criteria for the provision to be delivered through ESF in the Marches Jobcentre Plus District. Prospective bidders will be required to submit full and detailed proposals, meeting the specific criteria below.

DWP is looking to award **one Prime Contract** to cover the Shropshire boroughs within the district. Although one organisation will be required to lead the contract, it is not expected that one organisation will be the sole deliverer of the provision covering the required area within the District. The successful provider will have to directly deliver some elements of the training. The successful provider will be expected to demonstrate links they would create with local organisations to meet the requirements of this specification. Full details of any partnerships/consortiums/sub-contracting arrangements will need to be fully explained in the tender. The successful provider must provide letters of support from local organisations involved in the worklessness agenda in each Local Authority.

### Aim of Provision

DWP in the West Midlands will deliver in ESF Priority 1 under the following action area – “Improving employability and skills of the unemployed and economically inactive people (including supporting them, where appropriate, to become self-employed) to enable them to gain, retain and progress into work”.

Activity is targeted at DWP priority groups, particularly those that are unemployed or economically inactive. The successful provider should deliver individually tailored provision, which provides a full and inclusive range of support in order to move customers into work. It is envisaged that a variety of approaches will be used to achieve this aim, including person-centred support and modular training.

## 2. Design & Content

Contract is due to start in June 2008 and will be let for 3 years with possible extension for a further 2.

The indicative contract value is expected to be between £1.6 and £2.1 million with the possibility of extending the maximum contract value up to £3 million.

Indicative volumes are that in excess of 1000 clients will access provision over the life of the contract.

Following an initial one to one assessment of their requirements, the customers should be given a choice of the following options, all of which should be available from the provider or via sub contracting arrangements; -

## **Opportunity One - Employment Training**

### **Definition of Activity requirements**

To run employer-focused occupational training tailored to meet individual customer needs, which provides a full and inclusive range of support in order to move customers into work.

Part time, up to a maximum of 30 hours per week but flexible to support the customers and ensure that there is no detrimental impact on the customer benefit position. Customers will be expected to attend for a minimum of eight hours per week, although participation hours would be expected to increase after the first 2 to 3 weeks.

Courses would last between 2 and 26 weeks with a roll-on/roll-off delivery. We require post employment support for up to 6 months after the customer has entered employment to be included, to encourage sustainability. Providers will need to be able to run pre employment training courses with sector skills routeways at the core with the flexibility to add additional modules as required by employers for LEP opportunities.

We expect the focus of the provision to include a flexible route-way specifically designed to support an individual customer, whilst meeting the needs of the local labour market and in particular growth areas and Small and Medium Size Business requirements. We also require Pre-employment vocational training – for example a short course relating to particular employer recruitment or general training that supplies a skills shortage area. Providers must be able to support customers when ESOL or basic skills has been identified as a barrier to employment. It is not required that a basic skill qualification will need to be delivered but the customer will need to be supported in their occupational qualification.

Providers would also be expected to offer qualifications/certification in relation to, for example, Fork Lift Truck and Basic Food Hygiene training and fund CIS and CSCS cards, as detailed on City and Guilds, OCR or other official awarding accredited body website. The provision will cover a wide range of occupational areas and typically include the following priority areas:

All areas of Retail – including

- Customer Service,
- Warehouse and Distribution including reach, Counterbalance, Pallet truck licences
- Security guard - including SIA card
- Call Centre

All areas of Construction including

- CSCS Card

All areas of Hospitality including

- Catering
- Food and hygiene certificate

All areas of Business Administration

All areas of Information and technology including

- Programming
- Desk top publishing
- ICT technicians

All areas of Land Based Provision including

- Agriculture
- Horticulture
- Animal care
- Landscaping
- including chainsaw certification

All areas of Transportation including

- LGV offering C and E licences
- PSV licences
- Driving Instructor
- Plant Machinery
- Dumper truck licence

All areas of Hairdressing and Beauty

All areas of Health Care including

- Care
- Childcare

Self employment

- Advice and guidance and start up grant for those not eligible for New Deal self employment and mentoring for the first six months of the new business operation.

This list is not exhaustive but gives a steer on the occupational areas that are required to meet local labour market requirements with flexibility on the occupational areas to be delivered as required by the district.

This does not, however, exclude activity to meet the needs of employers that fall outside the above occupations.

All customers will be required to consolidate their training by attending a Work placement/ work trial on courses of over 6 weeks. Providers will be expected to review these at a minimum of every two weeks.

Provider will be responsible for providing all equipment, clothing for the training.

Providers will need to ensure travel and child and other additional costs are offered as part of the provision and delivery sites should be open 5 days per week Monday to Friday and as a minimum 9am to 4pm.

Provider will be required to provide clothing for customers who may need help when attending interviews. They will also be responsible for providing travel to interview costs for the customer. Provider is required to provide a barriers grant for each customer and to have access to an emergency fund to support crisis situations.

## **Target Groups and Eligibility**

The provision will be required to focus on unemployed or inactive customers aged 18 and over in the following DWP priority groups:

- Disadvantaged people who persistently return to Jobseekers Allowance
- Unemployed and inactive people with disabilities or health conditions
- Inactive older workers
- Lone parents, Jobseekers Allowance recipients with children or disadvantaged parents
- Men and women into occupations or sectors where they are under represented
- Ethnic minorities and those with basic English language needs
- Offenders and ex offenders

Additionally the Provider will need to show the customer is suitable and meets the definitions included in the local specifications

## **Geographical Coverage**

Providers must demonstrate where provision cannot be delivered on an on going basis what outreach facilities they will have available for the customer groups.

## **Marches District (Shropshire)**

This should include sites in Telford, Shrewsbury, Oswestry, Whitchurch and Ludlow as a minimum and must also include peripatetic services or innovative solutions to engage customers in Bridgnorth, Madeley, Wellington, Market Drayton and the surrounding areas.

## **Referrals**

It is expected that recruitment to this programme will principally be via self-generated referrals by the Provider organisation – Jobcentre Plus may as an exception make referrals.

## **Coherence and Context with Other Provision**

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements. Mandated provision such as New Deals and other core provision as it comes on stream, will always take precedence over an ESF referral. Providers should be aware that participants cannot be on two DWP ESF projects at the same time if this means that DWP will be funding two separate contracts where there is delivery payment and outcome for the same individual. Double funding within ESF is not acceptable. Customers will be eligible from day 1 of unemployment.

## **Networking Links**

We encourage the prime contractor to work with specialist providers in order to support the delivery of the widest range of occupational training on a flexible customer needs basis. Providers are also expected to work with Jobcentre Plus and other partners to maximise the benefits of other mainstream programmes e.g. Work Trials, Train to Gain. A good understanding of the range of Jobcentre Plus and other provision will also be required.

For those wards that form part of the City Strategy initiative we would expect ESF provision to support the partnerships and priorities of these wards. In particular this ESF provision will supplement and add value to activity funded by City Strategy. Similarly, partners should also be aware of the job opportunities that may be developed through the European Regional Development Fund (ERDF) under the Sustainable Urban

Development priority. These jobs could form a useful progression to those customers successfully completing this ESF provision.

Provider must have links with Train 2 Gain brokers for customers to progress when leaving provision to enter employment.

### **Marketing**

Providers will be responsible for promoting and marketing the provision to customers and each Jobcentre Plus location and staff. This must be in line with Jobcentre Plus strategy and ESF publicity requirements.

### **Volumes**

Total indicative volumes for this opportunity over life of contract are in excess of 450

### **Funding Model**

The funding model can be found in the generic specification.

In this region we will be looking for 50% as a delivery fee and 50% Job outcome fee.

A customer must exit provision in order for the provider to claim a job outcome. However, this does not mean that the provider has to stop supporting the customer where post employment support is required.

The Provider will be expected to achieve 50% job outcomes from leavers.

## **Opportunity Two - Pre Vocational ESOL Training**

### **Definition of Activity Requirements**

To provide ESOL provision lasting up to 13 weeks aimed at customers who have very low levels of ESOL skills or have low levels of basic skills in their own language. It will consist of a range of measures individually tailored to address the barriers faced by people who find it difficult to compete in the labour market and are in real danger of becoming detached from it, due to language barriers. Providers will have a wide range of customers attending this provision so must be able to offer provision for a variety of languages. We require post employment support for up to 6 months after the customer has entered employment to be included, to encourage sustainability.

Part time, up to a maximum of 30 hours per week but flexible to support the customers and ensure that there is no detrimental impact on the customer benefit position. Customers will be expected to attend for a minimum of eight hours per week initially for the first 2 to 3 weeks but then build up hours of participation subsequently.

The provision will last up to 13 weeks.

This ESOL provision is primarily intended to develop language skills in a work context while including soft skills such as:

- Confidence building,
- Development of interpersonal skills,
- Awareness of the working environment,
- Travel to work patterns
- Jobsearch including interview techniques, CV preparation- this list is not exhaustive

This provision is designed specifically for those customers whose level of basic ESOL skills are below those needed to benefit from the core, mainstream ESOL provision. Customers must be working towards **Pre- entry Level** in ESOL language or other equivalent qualification with at least 50% of the customers achieving.

Tutors delivering this provision must be qualified to NVQ Level 4 ESOL and not working towards the qualification.

The provision should include a full diagnostic assessment of customers basic skills needs including any work focused support to produce a detailed action plan for each customer tailored to meet their needs, incorporating goal setting aimed at moving customers closer to the labour market. Additional job search support, including awareness of recruitment processes should also be available, designed to give customers the skills they need to enter employment, whilst meeting the needs of the local labour market.

Providers will need to ensure travel and child and other additional costs are offered as part of the provision and delivery sites should be open 5 days per week Monday to Friday and as a minimum 9am to 4pm.

Provider will be required to provide clothing for customers who may need help when attending interviews. They will also be responsible for providing travel to interview costs for the customer. Provider is required to provide a barriers grant for each customer to have access to an emergency fund to support crisis situations

### **Target group and eligibility**

The provision will be required to focus on unemployed or inactive customers aged 18 and over in the following DWP priority groups:

- Disadvantaged people who persistently return to Jobseekers Allowance
- Unemployed and inactive people with disabilities or health conditions
- Inactive older workers
- Lone parents, Jobseekers Allowance recipients with children or disadvantaged parents
- Men and women into occupations or sectors where they are under represented
- Ethnic minorities and those with basic English language needs
- Offenders and ex offenders

### **Geographical Coverage**

Providers must demonstrate where provision cannot be delivered on an on going basis what outreach facilities they will have available for the customer groups.

### **Marches District (Shropshire)**

This should include sites in Telford, Shrewsbury, Oswestry, Whitchurch and Ludlow as a minimum and must also include peripatetic services or innovative solutions to engage customers in Bridgnorth, Madeley, Wellington, Market Drayton and the surrounding areas.

### **Referrals**

It is expected that recruitment to this programme will principally be via self-generated referrals by the Provider organisation – Jobcentre Plus may as an exception make referrals.

### **Coherence and Context with Other Provision**

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements. Mandated provision such as New Deals and other core provision as it comes on stream, will always take precedence over an ESF referral. Providers should be aware that participants cannot be on two DWP ESF projects at the same time if this means that DWP will be funding two separate contracts where there is delivery payment and outcome for the same individual. Double funding within ESF is not acceptable. Customers will be eligible from day 1 of unemployment.

### **Networking Links**

We would encourage the prime contractor to work with specialist providers in order to support the delivery of the widest range of training on a flexible customer needs basis. Providers are also expected to work with Jobcentre Plus and other partners to maximise the benefits of other mainstream programmes e.g. LSC funded basic skills or Learn Direct provision which may be a suitable progression route for customers leaving this provision. A good understanding of the range of DWP and other provision will be required.

For those wards that form part of the City Strategy initiative we would expect ESF provision to support the partnerships and priorities of these wards.

Similarly, partners should also be aware of the job opportunities that may be developed through the European Regional Development Fund (ERDF) under the Sustainable Urban

Development priority. These jobs could form a useful progression to those customers successfully completing this ESF provision.

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements. Customers will be eligible from day 1 of unemployment. Customers who do not gain employment from this provision can be referred to the Learning and Skills Employability Skills programme to continue learning.

### **Marketing**

Providers will be responsible for promoting and marketing the provision to customers and each Jobcentre Plus location and staff. This must be in line with Jobcentre Plus strategy and ESF publicity requirements.

### **Volumes**

Total indicative volumes for this opportunity over life of contract are in excess of 180.

### **Funding Model Ration /volumes**

The funding model can be found in the generic specification.

In this region we will be looking for 50% as a delivery fee and 50% Job outcome fee.

A customer must exit provision in order for the provider to claim a job outcome. However, this does not mean that the provider has to stop supporting the customer where post employment support is required.

The Provider will be expected to achieve 25% job outcomes from leavers.

## **Opportunity Three - INTENSIVE JOB FOCUSED SUPPORT**

### **Definition of Activity Requirements**

To provide an innovative approach to address the barriers and issues of those customers who persistently return to JSA and those that have experienced New Deal more than once. This provision must be individually tailored to meet customer needs on a one to one basis, it may need to be carried out within a local community environment or priority area.

Part time, up to a maximum of 30 hours per week but flexible to support the customers and ensure that there is no detrimental impact on the customer's benefit position.

Customers will be expected to participate for a minimum of eight hours per week, initially for the first 2 to 3 weeks, but building their hours of participation subsequently.

Provision would be expected last for 26 weeks, and we require post employment support for up to 6 months after the customer has entered employment to be included, to encourage sustainability.

The provision must offer a full diagnostic assessment for each individual to identify the barriers that are preventing the customer from entering employment. This will involve an in-depth interview to draw out problems and overcome any reluctance the customer demonstrates to facing their personal barriers. This must be completed on a one to one basis and not in a group situation.

This initial interview will require sensitive handling and need to overcome any hostile reaction. It may need to be carried out within a local community environment or priority area.

Following the assessment, an action plan tailored to meet the needs of the individual will be drawn up and a series of goals agreed with the customers to take steps to overcome their problems and make the necessary step-change to their lives. The action plan will need to be reviewed on a regular basis, at least fortnightly, by the outreach worker to ensure progress is being achieved.

The plan should incorporate a holistic approach to the customer's needs and may include support for the partner or whole of the customer's family.

The provider will need to think innovatively about what the customer needs to overcome their barriers to finding and keeping work and must complete and offer a package of support. This could include as examples:

- Assessment of why the customer has failed to achieve employment
- Money management and debt counselling,
- Specialist counselling,
- Advice on personal appearance and presentation at interview, including costs to meet the required standard
- In work benefits calculations,
- Proposals to provide childcare support, providing short and long term solutions
- Support for carers

- Family team building activity
- Dealing with ex offender issues
- In work support/mentoring
- Identifying training needs
- Job search advice – including access to a fully resourced resource area offering computers, telephones, newspapers, stationery
- Work trial, minimum of one week duration
- Job matching
- Work readiness assessment
- Employer support following the customers successfully obtaining work
- Post employment customer support/mentoring for up to six months after gaining work
- Barriers grant – each customer to have access to a emergency fund to support crisis situations
- Provide facilities to enable Jobcentre Plus to talk to groups of up to 20 customers with on-going provider led “clinics” support.

It is essential that:

- Effective diagnostic interviews are conducted, working with individual customers’ requirements.
- Customers are helped to identify, acknowledge and take steps to overcome any barriers to work and increasing employability. Customers are motivated, encouraged and supported to move closer towards the labour market.
- Links into appropriate help and support are identified; customers are referred to specialist provision that may already exist in communities provided by DWP and others
- A caseload is pro-actively managed and regular contacts made with customers.
- Post employment support for 6 months after starting employment is provided. Customers would be able to access their key worker for any further employment help or support that is required. No limit would be set on the number of these interventions.
- Internal and external relationships are developed, e.g. with voluntary sector/charities and other community based service providers.

Providers will need to ensure travel and child and other additional costs are offered as part of the provision and delivery sites should be open 5 days per week Monday to Friday and as a minimum 9am to 4pm.

Provider will be required to provide clothing for customers who may need help when attending interviews. They will also be responsible for providing travel to interview costs for the customer. Provider is required to provide a barriers grant for each customer to have access to an emergency fund to support crisis situations

## **Target Groups and Eligibility**

The provision will be required to focus on unemployed people aged 18 and over with the following DWP priority:

- JSA customers who persistently return to claim JSA following participation in New Deal or short terms of employment.

The provision will be required to focus on unemployed or inactive customers aged 18 and over in the following DWP priority groups:

- Disadvantaged people who persistently return to Jobseekers Allowance
- Unemployed and inactive people with disabilities or health conditions
- Inactive older workers
- Lone parents, Jobseekers Allowance recipients with children or disadvantaged parents
- Men and women into occupations or sectors where they are under represented
- Ethnic minorities and those with basic English language needs
- Offenders and ex offenders

## **Geographical Coverage**

Providers must demonstrate where provision cannot be delivered on an on going basis what outreach facilities they will have available for the customer groups.

## **Marches District (Shropshire)**

This should include sites in Telford, Shrewsbury, Oswestry, Whitchurch and Ludlow as a minimum and must also include peripatetic services or innovative solutions to engage customers in Bridgnorth, Madeley, Wellington, Market Drayton and the surrounding areas.

## **Referrals**

It is expected that recruitment to this programme will principally be via self-generated referrals by the Provider organisation and as an exception Jobcentre Plus may make referrals.

## **Coherence and Context with Other Provision**

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements. Mandated provision such as New Deals and other core provision as it comes on stream, will always take precedence over an ESF referral. Providers should be aware that participants cannot be on two DWP ESF projects at the same time if this means that DWP will be funding two separate contracts where there is delivery payment and outcome for the same individual. Double funding within ESF is not acceptable. Customers will be eligible from day 1 of unemployment.

## **Networking Links**

We would encourage the prime contractor to work with specialist providers in order to support the delivery of the widest range of occupational training on a flexible customer needs basis.

Providers are also expected to work with Jobcentre Plus and other partners to maximise the benefits of other mainstream programmes e.g. Work Trials, Train to Gain. A good understanding of the range of DWP and other provision will also be required.

For those wards that form part of the City Strategy initiative we would expect ESF provision to support the partnerships and priorities of these wards. In particular this ESF provision will supplement and add value to activity funded by City Strategy.

Similarly, partners should also be aware of the job opportunities that may be developed through the European Regional Development Fund (ERDF) under the Sustainable Urban Development priority. These jobs could form a useful progression to those customers successfully completing this ESF provision.

### **Marketing**

Providers will be responsible for promoting and marketing the provision to customers and each Jobcentre Plus location and staff. This must be in line with Jobcentre Plus strategy and ESF publicity requirements.

### **Volumes**

Total indicative volumes for this opportunity over life of contract are in excess of 600.

### **Funding Model**

The funding model can be found in the generic specification.

In this region we will be looking for 50% as a delivery fee and 50% Job outcome fee.

A customer must exit provision in order for the provider to claim a job outcome. However, this does not mean that the provider has to stop supporting the customer where post employment support is required.

The Provider will be expected to achieve 50% job outcomes.

## **Opportunity Four - Learning Disabilities and Mental Health Barriers**

### **Definition of Activity Requirements**

To help unemployed adults with either mental health barriers or learning disabilities by improving employability through the development of key skills. The project is aimed at those customers not yet ready to undertake mainstream provision, including Pathways to Work. It would therefore offer pre-training/appropriate support before leading to Pathways or other mainstream provision.

Part time, up to a maximum of 30 hours per week but flexible to support the customers and ensure that there is no detrimental impact on the customer benefit position. Customers will be expected to attend for a minimum of eight hours per week, initially for the first 2 to 3 weeks, but building their hours of participation subsequently. We require post employment support for up to 6 months after the customer has entered employment to be included, to encourage sustainability.

Provision would be expected to last for up to 26weeks.

The Project will provide a range of support for - two distinct client groups, i.e. people with mental health difficulties, or learning disabilities, providing a specialist programme of help to identify and address barriers preventing customers taking jobs or accessing other programmes, further education or training. Providers must take into account the differing needs of the two client groups and the support that they will need.

Although the project is stand alone in nature, customers successfully completing the project may be expected to move onto other DWP Programmes, further education/ training, or jobs.

The provision will offer personal support to develop individual action plans. Counselling and mentoring will be offered, along with motivational techniques and confidence building, cognitive behavioural therapy, volunteering etc. The development of key and soft skills will be included, and, where appropriate, preparatory support to allow customers to move into job preparation and work experience programmes, including work tasters as appropriate or supported placements in work situations.

Customers must also have the opportunity to obtain recognised qualifications/ certificates of achievement. Bidders should provide details of the type and/ or level of qualification/ achievement they plan to offer. Providers will be expected to produce for each client a Record of Achievement and a detailed exit interview must be conducted with recommendations for next steps to be forwarded to the client's advisor.

Bidders should provide evidence of a track record of successful delivery with these differing client groups where they are able to do so. Where possible, delivery solutions should be innovative.

Providers will need to ensure travel and child and other additional costs are offered as part of the provision and delivery sites should be open 5 days per week Monday to Friday and as a minimum 9am to 4pm.

Provider will be required to provide clothing for customers who may need help when attending interviews. They will also be responsible for providing travel to interview costs

for the customer. Provider is required to provide a barriers grant for each customer to have access to an emergency fund to support crisis situations

### **Target Groups and Eligibility**

The provision will be required to focus on unemployed or inactive customers aged 18 and over in the following DWP priority groups:

- Disadvantaged people who persistently return to Jobseekers Allowance
- Unemployed and inactive people with disabilities or health conditions
- Inactive older workers
- Lone parents, Jobseekers Allowance recipients with children or disadvantaged parents
- Men and women into occupations or sectors where they are under represented
- Ethnic minorities and those with basic English language needs
- Offenders and ex offenders

The Project will be suitable for those clients who are unemployed or inactive and have indicated willingness to engage with the labour market and should be regarded as pre-empting more intensive training and job search through other Jobcentre Plus mainstream/ disability / New Deal programmes.

Provision offered will be flexible to meet the needs of the individual. It is likely to be delivered as modular/ short training packages over a period of time, initially offering a slow but sustained level of support, subsequently offering a build up of contact time as participation in the Project progresses.

Customers will be eligible from day 1 of their unemployment.

### **Geographical Coverage**

Providers must demonstrate where provision cannot be delivered on an on going basis what outreach facilities they will have available for the customer groups.

### **Marches District (Shropshire)**

This should include sites in Telford, Shrewsbury, Oswestry, Whitchurch and Ludlow as a minimum and must also include peripatetic services or innovative solutions to engage customers in Bridgnorth, Madeley, Wellington, Market Drayton and the surrounding areas.

### **Referrals**

It is expected that recruitment to this programme will principally be via self-generated referrals by the Provider organisation. Jobcentre Plus may make referrals as an exception

### **Coherence and Context with Other Provision**

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements. Mandated provision such as New Deals and other core provision as it comes on stream, will always take precedence over an ESF referral. Providers should be aware that participants cannot be on two DWP ESF projects at the same time if this means that DWP will be funding two separate contracts where there is delivery payment and outcome for the same individual. Double funding within ESF is not acceptable. Customers will be eligible from day 1 of unemployment.

## **Networking Links**

We would encourage the prime contractor to work with specialist providers who have the necessary expertise in dealing with the customers groups; in order to facilitate the delivery of the widest range of support on a flexible customer needs basis. It is particularly important that appropriate strategies are developed to encompass the needs of diverse customer groups, those with learning disabilities and those with mental health barriers. Providers are also expected to work with Jobcentre Plus and other partners to maximise the benefits of other mainstream programmes. A good understanding of the range of Jobcentre Plus and other provision will also be required.

For those wards that form part of the City Strategy initiative we would expect ESF provision to support the partnerships and priorities of these wards.

Similarly, partners should also be aware of the job opportunities that may be developed through the European Regional Development Fund (ERDF) under the Sustainable Urban Development priority. These jobs could form a useful future progression to those customers successfully completing this ESF provision.

## **Marketing**

Providers will be responsible for promoting and marketing the provision to customers and each Jobcentre Plus location and staff. This must be in line with Jobcentre Plus strategy and ESF publicity requirements. The Provider will be expected to produce marketing material for this provision, with attendance at community events, jobsfairs. This list is not exhaustive.

## **Volumes**

Total indicative volumes for this opportunity over life of contract are in excess of 50.

## **Funding Model**

The funding model can be found in the generic specification.

In this region we will be looking for 50% as a delivery fee and 50% Job outcome fee

A customer must exit provision in order for the provider to claim a job outcome. However, this does not mean that the provider has to stop supporting the customer where post employment support is required.

The Provider will be expected to achieve 25% job outcomes from leavers.

## **Opportunity Five - Alcohol and Drug Dependency**

### **Definition of Activity Requirements**

To help unemployed adults with problems related to alcohol and drug addiction by assisting training motivation and reducing reluctance to train leading ultimately to sustainable employment.

Part time, up to a maximum of 30 hours per week but flexible to support the customers and ensure that there is no detrimental impact on the customer benefit position.

Customers will be expected to attend for a minimum of eight hours per week for an initial 2 to 3 weeks but build hours of participation after this period. We require post employment support for up to 6 months after the customer has entered employment to be included, to encourage sustainability.

Provision would be expected last for 26 weeks.

The project should offer access to specialist alcohol or drug dependency treatment for those who need additional assistance to overcome their addictions.

The provision should offer a holistic approach to include counselling and support to other members of the customer's family to help them deal with the problems caused by addiction.

The project will also help customers that are capable of working, to access training, DWP provision and support them into sustainable employment.

The provision will include specialist support, counselling and training to enable customers to engage with Jobcentre Plus and to move on to other DWP Programmes, and/ or other education/ training opportunities, and ultimately into employment. Counsellors must be qualified with a specialism in drug and alcohol related areas.

Support will be offered on a one to one basis. Delivery of the Project will be structured, yet will also offer a degree of flexibility to meet the needs of the client group.

Bidders should provide evidence of a track record of successful delivery with this client group where they are able to do so.

This provision should offer innovative solutions for those with alcohol addictions, as current mainstream programmes are not available. This could be by promoting healthy lifestyles and offering incentives such as gym membership.

It should also provide complementary and additional places for those needing assistance to overcome their drug addiction, to the support available under the Progress to Work initiative.

Providers will need to ensure travel and child and other additional costs are offered as part of the provision and delivery sites should be open 5 days per week Monday to Friday and as a minimum 9am to 4pm.

Provider will be required to provide clothing for customers who may need help when attending interviews. They will also be responsible for providing travel to interview costs

for the customer. Provider is required to provide a barriers grant for each customer to have access to an emergency fund to support crisis situations

### **Target Group and Eligibility**

The provision will be required to focus on unemployed or inactive customers aged 18 and over in the following DWP priority groups:

- Disadvantaged people who persistently return to Jobseekers Allowance
- Unemployed and inactive people with disabilities or health conditions
- Inactive older workers
- Lone parents, Jobseekers Allowance recipients with children or disadvantaged parents
- Men and women into occupations or sectors where they are under represented
- Ethnic minorities and those with basic English language needs
- Offenders and ex offenders

### **Geographical Coverage**

Providers must demonstrate where provision cannot be delivered on an on going basis what outreach facilities they will have available for the customer groups.

### **Marches District (Shropshire)**

This should include sites in Telford, Shrewsbury, Oswestry, Whitchurch and Ludlow as a minimum and must also include peripatetic services or innovative solutions to engage customers in Bridgnorth, Madeley, Wellington, Market Drayton and the surrounding areas.

### **Referrals**

It is expected that recruitment to this programme will principally be via self-generated referrals by the Provider organisation. Jobcentre Plus may make referrals as an exception.

### **Coherence and Context with other Provision**

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements. Mandated provision such as New Deals and other core provision as it comes on stream, will always take precedence over an ESF referral. Providers should be aware that participants cannot be on two DWP ESF projects at the same time if this means that DWP will be funding two separate contracts where there is delivery payment and outcome for the same individual. Double funding within ESF is not acceptable. Customers will be eligible from day 1 of unemployment.

### **Networking Links**

We would encourage the prime contractor to work with specialist providers who have expertise in dealing with customer group; in order to facilitate the delivery of the widest range of support on a flexible customer needs basis and work with drug and alcohol statutory organisations.

Providers are also expected to work with Jobcentre Plus and other partners to maximise the benefits of other mainstream programmes and successful bidders will be expected to develop close working links with organisations that deal with alcohol abusers, ensuring that effective referral processes are established. A good understanding of the range of DWP and other provision will also be required.

For those wards that form part of the City Strategy initiative we would expect ESF provision to support the partnerships and priorities of these wards.

Similarly, partners should also be aware of the job opportunities that may be developed through the European Regional Development Fund (ERDF) under the Sustainable Urban Development priority. These jobs could form a useful progression to those customers successfully completing this ESF provision.

### **Marketing**

Providers will be responsible for promoting and marketing the provision to customers and each Jobcentre Plus location and staff. This must be in line with Jobcentre Plus strategy and ESF publicity requirements. The Provider will be expected to produce marketing material for this provision, with attendance at community events and jobsfayres, but this list is not exhaustive.

### **Volumes**

Total indicative volumes for this opportunity over life of contract are in excess of 100.

### **Funding Model**

The funding model can be found in the generic specification.

In this region we will be looking for 50% as a delivery fee and 50% Job outcome fee.

A customer must exit provision in order for the provider to claim a job outcome. However, this does not mean that the provider has to stop supporting the customer where post employment support is required.

The Provider will be expected to achieve 25% job outcomes from leavers.

## **Opportunity six - Offender support**

### **Definition of Activity Requirements**

To provide intensive work focused support for offenders returning to the community following a custodial sentence and offenders serving a community-based sentence. This provision must be individually tailored to meet customer needs on a one to one basis, it may need to be carried out within a local community environment, probation service, prison or priority area.

Part time up to a maximum of 30 hours per week but flexible to support the customer. Customers will be expected to agree to attend reviews with their caseworkers and attend appropriate training and support as agreed during the initial and subsequent assessments assessment;

There should be an initial assessment of a minimum of 2 hours with follow up meetings within 2 weeks and at least one review every 2 weeks up until the client starts work.

We require post employment support for up to 6 months after the customer has entered employment to be included, to encourage sustainability.

Post employment the caseworker will be required to see the client at 2 weeks and then 8 12 , 16, 20 and 25 weeks. Provider must develop strong working relationships with the Probation Service, Offender Manager and Prison Resettlement Manager to promote the service and develop referrals processes.

Actual length of stay will be dependant upon individual need but the average is expected to be 26 weeks. Customers may continue to receive support once they move into work for up to a further 26 weeks. (We see the intensive support lasting up to 39 weeks and followed by 13 weeks post employment support)

The programme is to provide a flexible work focused route-way specifically designed to support the needs of individual customers, building on vocational support, which has been delivered in custody or the community whilst also supporting the needs of the local labour market. The Provider must work closely with Offender Managers to ensure that sequencing takes place for the customer.

Customers will have a range of needs that will require varying levels of support. However, it is envisaged that the majority of customers will require intensive assistance and referral and support of other agencies during the period of activity

The support must comply with benefit regulations and must not impact on customer's benefit whilst on this programme. This must also not impact on customers complying with their order/licence requirements.

Each customer must have an initial in depth assessment of needs leading to the production of an individual action plan. This will build on the learner summary record developed for those customers who were in custody and any assessments carried out by Probation and Jobcentre Plus advisers and should be reviewed regularly. Key requirements are:

- Participants to gain confidence and experience, develop their skills, increase their employability, find and stay in sustainable employment.
- Delivery of information sessions to participants
- Induction of caseworkers and participants
- Training and development of caseworkers
- Matching of participants with a suitable caseworkers
- Establishing a relationship of mutual trust
- Caseworker and participant will need to establish what each can bring to the relationship and what they can expect of one another
- Participants gain confidence and experience, develop his/her skills, increase his/her employability, find and stay in sustainable employment
- Increasing motivation, confidence and problem solving skills and encouragement to explore options for work/training/self employment
- Caseworkers must have the skills and experience to successfully undertake this role and must be able to work proactively with customers to ensure that they are taking appropriate steps to address barriers and progress into work during the period of the provision
- Caseworkers should be equipped, following their training, to mentor participants who may disclose a wide range of issues such as problems with managing money, confidence building, communication skills, presentation and interview skills and difficulties with colleagues and working relationships
- Caseworkers will offer support and encouragement, and his/her conduct in the Mentoring relationship could also offer an example to the participant of appropriate and effective workplace behaviour.
- Caseworkers must develop effective working relationships with a range of support agencies in order that they can signpost customers effectively to the appropriate source of help
- Caseworkers must identify appropriate provision and facilitate referral to that provision
- Jobcentre Plus would expect that the initial assessment would last 2 hours and that subsequent contact would last for approximately 30 minutes to 1 hour depending on the needs of the participant. (See frequency above)

The individual action plan should address the following elements, as required
<b>1. Job search support</b>
<b>2. Soft skills</b> , life skills, confidence building, motivation, etiquette and presentation skills etc.
<b>3. Advice and guidance</b> and appropriate signposting to relevant support agencies which could cover such issues as career choice, financial awareness, health, childcare, disclosure of criminal records, etc. and other issues such as housing, debt counselling and health issues including substance/alcohol misuse.
<b>4. Training.</b> We would expect the training delivered to reflect Jobcentre Plus priority sectors (shown below) and the Region's requirements. The length of training will be dictated by individual need and sector requirements up to a maximum of 52 weeks.

**5. In work support** which recognises the potential difficulty in making the transition from benefit/prison to work and the barriers faced by offenders and ensures that once in work the customer remains in work

**6.** Financial support to cover one-off expenses incurred by customers when entering work up to the value of £200 for items not covered by ADF

### **Priority Sectors**

- Logistics
- Hospitality
- Retail
- Construction
- Cleaning

Providers will need to ensure travel and child and other additional costs are offered as part of the provision and delivery sites should be open 5 days per week Monday to Friday and as a minimum 9am to 4pm.

Provider will be required to provide clothing for customers who may need help when attending interviews. They will also be responsible for providing travel to interview costs for the customer. Provider is required to provide a barriers grant for each customer to have access to an emergency fund to support crisis situations

### **Target Groups and Eligibility**

The following are the broad priority groups that have been identified for ESF action by DWP:

- Disadvantaged people who persistently return to Jobseekers Allowance
- Unemployed and inactive people with disabilities or health conditions
- Inactive older workers
- Lone parents, Jobseekers Allowance recipients with children or disadvantaged parents
- Men and women into occupations or sectors where they are under represented
- Ethnic minorities and those with basic English language needs
- Offenders and ex offenders

### **Geographical Coverage**

Providers must demonstrate where provision cannot be delivered on an on going basis what outreach facilities they will have available for the customer groups.

### **Marches District (Shropshire)**

This should include sites in Telford, Shrewsbury, Oswestry, Whitchurch and Ludlow as a minimum and must also include peripatetic services or innovative solutions to engage customers in Bridgnorth, Madeley, Wellington, Market Drayton and the surrounding areas.

### **Referrals**

It is required that the Provider will have to work with Probation Service, Offender Managers and other agencies supporting offenders to generate referrals to this programme

### **Coherence and Context with Other Provision**

Activity is targeted at those not eligible for mainstream provision or gives additional/enhanced support to those customers for whom mainstream provision does not fully meet their requirements. Mandated provision such as New Deals and other core provision as it comes on stream, will always take precedence over an ESF referral. Providers should be aware that participants cannot be on two DWP ESF projects at the same time if this means that DWP will be funding two separate contracts where there is delivery payment and outcome for the same individual. Double funding within ESF is not acceptable. Customers will be eligible from day 1 of unemployment.

### **Networking Links**

We would expect the prime contractor to work with specialist providers in order to deliver this programme. The provider will be expected to establish good relationships with the key agencies mentioned above and have a simple referral mechanism. As caseworkers may have to see customers in custody they will be required to have an enhanced CRB clearance and be subject to the prison risk assessment process.

Providers are also expected to work with Jobcentre Plus and partners to maximise benefits of other mainstream programmes such as New Deal, work trials, Train to Gain etc and Adult and Community learning provision. A good understanding of a range of DWP other provision will also be required, together with a good understanding of the criminal justice system.

### **Marketing**

Providers will be responsible for promoting and marketing the provision to relevant stakeholders, customers and each Jobcentre Plus location and staff. This must be in line with Jobcentre Plus strategy and ESF publicity requirements. The Provider will be expected to produce marketing material for this provision, with attendance at community events, jobsfayres, but this list is not exhaustive.

### **Volumes**

Total indicative volumes for this opportunity over life of contract are in excess of 300.

### **Funding Model**

The funding model can be found in the generic specification.

In this region we will be looking for 50% as a delivery fee and 50% Job outcome fee.

A customer must exit provision in order for the provider to claim a job outcome. However, this does not mean that the provider has to stop supporting the customer where post employment support is required.

The Provider will be expected to achieve 30% job outcomes from leavers.