

Community Partnership Board

Monday, 7 June 2021 at 6.00pm
Venue: Remote Meeting via Zoom

This will be broadcast to the public via East Suffolk Council's YouTube channel at https://youtu.be/WFaRsd_CkbY.

| | | Pages |
|----------|---|---------------|
| 1 | Welcome and Apologies for Absence | |
| 2 | Election of Vice-Chair To elect a Vice-Chair for the 2021/22 Municipal Year. | |
| 3 | Community Partnership Board - Update Report The formal notes of the last Board meeting held on 1 March 2021 have not been able to be produced in time for the agenda and will, therefore, be considered at the next meeting. In the meantime, the Partnership is asked to note the Update Report of the Board's discussions on 1 March 2021 which was subsequently presented to each Community Partnership for their information. | 1 - 2 |
| 4 | Terms of Reference To consider the revised Terms of Reference for the Board. | 3 - 5 |
| 5 | Covid Impacts Task and Finish Group Report To consider the report from the Covid Impacts Task and Finish Group. | 6 - 41 |
| 6 | Vulnerability in East Suffolk Post Covid To receive a presentation in relation to vulnerability in East Suffolk post Covid. | |
| 7 | Transport Task and Finish Group To receive a verbal update from the Task and Finish Group. | |
| 8 | Updates from Community Partnerships To receive an update from each Community Partnership. | |

| | | |
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| 9 | Any Other Business | |
| 10 | Date of Next Meeting To confirm the date of the next meeting as 6 September 2021 at 6pm. | |



Key outcomes of the East Suffolk Community Partnership Board meeting held 1 March 2021.

1. Recap:

All eight Community Partnerships are represented on the Community Partnership Board by their respective Chairs.

Community Partnership Board meeting agendas / papers / presentations / minutes can be viewed [HERE](#)

2. One Year On - Annual Impact Review

A review of the impact of Community Partnerships was led by Steve Gallant, Chairman.

The presentation can be viewed [HERE](#)

Key points relating to the eight Community Partnerships (CP's):

- The Community Partnership model was based on and IN communities, envisaged as centred on dynamic workshops and meetings in community spaces (villages halls community centres etc) to allow people to come together and problem solve local issues in their own local area. COVID totally changed this and added a whole new dimension to issues faced by communities. The CP's have responded magnificently by shifting their whole model to virtual working and managing to successfully develop a programme of work to support and coordinate elements of our community response to Covid across the whole of East Suffolk, as well as delivering on their own priorities. Several CPs have also set up Task and Finish Groups to make progress between meetings.
- £247,951 has been committed to projects across all eight CP's. with 48 projects planned, completed or underway across all eight CP's this year. However, total project costs across all CP's amounts to £604,435.09. This is combined funding for projects either initiated, developed, or supported by the CP's which represents a multiplier of 1.48 on their own budgets (i.e. for every pound that ESC has invested through the CPs a further £1.48 has been contributed). This demonstrates the value that is added by working in partnership by bringing budgets and funding streams together around shared priorities.

3. Progress from the Covid Impact Task and Finish Group.

The Covid Impacts Task and Finish Group has now met three times since it was formed, most recently on February 5th, 2021. the group reviewed all the material considered at its previous meetings about the impacts of Covid-19 in East Suffolk. This is summarised in a table [HERE](#)

The East Suffolk Buddy Up programme will build on the Suffolk model designed and delivered by Community Action Suffolk which in turn emerged from the Community Can programme. CAS are recruiting three members of staff to lead on their Isolation Buddies programme - one to work across Suffolk, one to focus on BAME and hard to reach communities and a legacy officer. All these roles are linked to the Covid

Outbreak Management Fund ambition to limit the transmission of Covid-19 by supporting people to stay well.

The model involves the recruitment of Covid-Support Buddies, initially from Good Neighbour Schemes and mutual aid/Covid response groups. The East Suffolk programme will augment this model by providing additional capacity to focus on recruiting, training, and supporting Community Buddies and Digital Buddies/Champions in our District. The aim is to support people to stay well and connected during the response phase of Covid-19 and then to support people to re-connect with community groups, activities, and facilities during the Covid-19 recovery phase. The full outcome proposal can be viewed [HERE](#)

Following discussion, the Board agreed to:

- Allocate £10,369 towards the Buddy Up project
- Allocate the remaining (£11,500) to the East Suffolk Grandpads scheme.
- Allocate £22,049.73 to the Bounce Back Fund
- Mandate the Task and Finish Group and partner organisations to develop the projects identified as a priority for 2021/22 funding from the Community Partnership Board and bring outcome proposals back to the June Board meeting

4. Feedback on the Transport and Travel Programme

The Programme Manager has started work on the programme, following the kind offer from EDF (15 hrs p/w for 6 months). Progress to date:

- Kicked off both quantitative and qualitative data gathering, which is due to ramp up over the next couple of weeks.
- Produced a key contacts list to support the creation of the CPB transport & travel strategy and begun contacting all 8 Community Partnership Chairs to arrange a conversation.
- Created a plan of action for the path leading to the strategy and fed back to the task group for further input.

5. Looking forward

The Board considered the coming year in East Suffolk and reviewed it's ambitions for 2021/22. Presentation "What will this year look like in East Suffolk" can be viewed [HERE](#)

The Board agreed to:

1. Maintain focus on current Priorities:

- Isolation and Loneliness (even bigger issue than pre-Covid...)
- Transport and Travel (deliver more impacts at a community level this year)

2. Continue to tackle the impacts of Covid-19 with a specific focus on Vulnerable People and Places

3. Also focus on Mental Health and Wellbeing (third highest Community Partnership priority – given links to Isolation and Loneliness and a growing issue due to Covid)

Luke Bennett, Partnerships Manager. 03.03.2021



East Suffolk Community Partnership Board (CPB) - Terms of Reference

Community Partnerships (CPs) are an innovative way for the Council, partners and communities to work together to 'bring ideas to life' by taking a local approach to local priorities.

1. Form and Membership

1.1 The core CPB membership is:

The Chair (or in their absence the Vice-Chair) of the eight Community Partnerships:

- Aldeburgh, Leiston, Saxmundham and villages Community Partnership
- Beccles, Bungay, Halesworth and villages Community Partnership
- Carlton Colville, Kessingland, Southwold and villages Community Partnership
- Felixstowe Peninsular Community Partnership
- Framlingham, Wickham Market and villages Community Partnership
- Kesgrave, Rushmere St Andrew, Martlesham, Carlford and Fynn Valley Community Partnership
- Lowestoft and Northern Parishes Community Partnership
- Melton, Woodbridge and Deben Peninsular Community Partnership

Two representatives from each of:

- East Suffolk Council
- NHS Clinical Commissioning Groups (to reflect Ipswich & East Suffolk / Great Yarmouth & Waveney CCG's)
- Suffolk County Council
- Suffolk Police (to reflect the Policing Command Areas)

At least two representatives from:

- The Business sector
- The Voluntary, Community and Social Enterprise sector
- Youth Voice

A representative from:

- Greenprint Forum
- Suffolk Association of Local Councils

The CPB will nominate a rural 'champion' – representing and championing the views and needs of rural communities.

1.2 The core members of the CPB will be expected to live, work or trade in East Suffolk; have sufficient authority to speak for their organisation/partnership; and report back to their organisation/partnership on the activities of the CPB.

1.3 The quorum for any meeting of the CPB will be one third of the members of the CPB. If there is not a quorum present at each meeting of the CPB, it will not be able to make any decisions at that meeting.

1.4 The membership of the CPB will be reviewed annually.

2. CPB Principles

- Involve local councils, public services, communities, voluntary sector organisations and businesses in planning and delivering joined up services that meet local needs
- Make the best collective use of our assets and resources
- Base decisions on data and intelligence about local places
- Identify, understand and address deprivation, disadvantage and hidden needs [and consider how CPB decision impact on both rural and non-rural areas](#)
- Champion, represent and influence on behalf of East Suffolk and the eight Community Partnerships

3. Role of the CPB

- i) Focus on cross cutting issues for which no one organisation is solely responsible
- ii) Actively support and send representatives to participate in the CPs Annual Forum
- iii) Develop an annual work plan based on local data and knowledge to address the cross-cutting CP priorities, and support delivery of the ES Strategic Plan
- iv) Support the CP priorities to address identified gaps in service provision using a solution focused and problem-solving approach
- v) Monitor and adapt its agenda in response to emerging issues affecting an individual CP area or a wider area in ES, [including issues raised through Youth Voice and other sources of community intelligence](#)
- vi) Receive reports quarterly from the CP's on progress against their priorities, and such other verbal/written reports from other organisations or partnership bodies, as requested.
- vii) Develop proposals for expenditure against the annual Strategic budget of £300k per annum and seek authorisation for actual expenditure from the Leader of ESC
- viii) Seek funds from other external sources in order to deliver the priorities of the CPB
- ix) Create Task & Finish/Working Groups as required to explore specific issues / priorities in greater detail.
- x) Conduct or commission research into policy or service delivery issues affecting East Suffolk
- xi) [Ensure that all decisions have given due regard to the direct and indirect impacts on rural areas](#)

4. Chair and Vice Chair of CPs

4.1 The CPB will be chaired by the Leader of ESC (a detailed Job Description is available).

The chair will:

- Provide a strong sense of purpose and direction to the CPB
- Drive the CPB's annual work programme

4.2 A Vice Chair will be elected annually by the members of the CP and will deputise for the Chair in his/her absence.

5. Meetings of the CPs

5.1 CPB meetings will be by invitation but held in public and their style will be inclusive and interactive. [Wherever possible](#), they will be organised to problem solve (for example workshop style) rather than as formal meetings. They will be held at least three times a year, but additional meetings may be called by the Chair as necessary, on at least five clear working days written notice. [Task and Finish Groups may be established in order to progress CPB business between meetings.](#)

5.2 The dates of each CPB meeting will be agreed in advance by the CPB and they will be held at a suitable venue within East Suffolk [or remotely using video conferencing facilities.](#)

5.3 Any member of the CPB may request that an item be included on the agenda for a meeting. The meeting papers will be published on the ESC website no later than five clear working days before the meeting.

5.4 Agendas and action points arising from each meeting will be recorded and published on [the Community Partnership pages](#) of the ESC website.

6. Voting

6.1 The aim at each CPB meeting will be to reach decisions by a consensus, however, should a vote be necessary, then all core members of the CPB (as listed in 1.1) will be eligible to vote, and each will have one vote, indicated by a show of hands [or by core members stating their vote verbally if the meeting is being conducted by video conference.](#) The Chair of the CPB will determine when there is no consensus and therefore an issue should be put to the vote, [however the Chair may wish to instigate a formal vote in relation to any funding matters.](#) A majority vote of those present and voting will prevail. The Chairman of the CPB will have a casting vote.

7. Financial Accountability

7.1 The ES Council will operate as an accountable body for the CPB. The [CPB](#) budget will be allocated against [agreed priorities \(using clear criteria\)](#) which will be agreed at the first meeting of the CPB [and reviewed annually.](#) These are designed to ensure that this funding is not used for purposes beyond the ES Council's powers, or the law, and that all projects supported align with the ES Council's Strategic Plan.

Draft Revised Terms of Reference for approval on 7 June 2021



East Suffolk Community Partnership Board

Covid Impacts Task and Finish Group Report

June 7, 2021

Introduction and Background

1. The Covid Impacts Task and Finish Group has now met four times since it was formed - in August and October 2020 and February and April 2021. At its April meeting, the group focussed on two of the four specific items agreed at the March Community Partnership Board meeting:
 - **Activity around employment support and skills development, including volunteering as a pathway to work and skills development for specific target groups**
 - Additional debt support work to supplement the SASS service offer
 - **A request for funding for the Student Life Peer to Peer Mental Health Ambassador project**
 - Package of projects to reduce frailty and vulnerability in older people at home, including through digital support
2. In terms of the other two items, work is underway at a Suffolk level through the Collaborative Communities Board to determine the future of the Suffolk Advice and Support Service and the Local Welfare Assistance Scheme and therefore it was felt that it would be better to report back to the Board on this at a future meeting. Similarly, work is ongoing with Suffolk County Council to assess and evaluate the various digital options available on the market to enable people to stay safe at home, including a pilot through the ESC Housing Service, and this will be reported back at a future meeting as well.
3. The Group therefore focussed on two key areas of activity – Employment and Skills support and the request for funding for the Student Life Peer to Peer Mental Health Ambassador project.

Employment and Skills Support

4. Appendix 1 to this report provides a wide-ranging overview of support available to help young people, adults and those aged 50+ to access employment, including the development of skills, competencies and confidence. This report has been produced in conjunction with the County and District Council Economic Development/Skills Teams.
5. Having reviewed the provision that is currently available or planned in East Suffolk it was felt that three specific project proposals could help to fill identified gaps – these all focus on employment readiness but from slightly different perspectives. Two of these were

considered in detail by the Task and Finish Group, who agreed that it would be good to include the third if an outcome proposal could be developed in time.

East Suffolk Energise Employment Support Outcome Proposal

6. The ESP allocated £20,000 to a Returners project in 2020. The aim of the project was to assist people to get back into work and to support businesses to adopt a more flexible approach to returners. The project was originally developed to secure funding from a national programme (Returners Fund) and was short listed but did not make the final round. The project was scaled back and then, just as it was about to go out for procurement, the pandemic hit so the project was put-on hold.
7. A project review has now taken place as so much has changed since the it was originally scoped. With schemes such as the Kickstart programme now in place, the Returners project needed to evolve to address the impacts of the pandemic and gaps in existing provision. Working with East Coast College, a revised project has been developed that aims to support adults in the coastal and rural areas of East Suffolk to develop skills and confidence to aid employment readiness and positive outcomes.
8. This project will provide a framework to move people who are currently not in employment, education or training into sustained employment and apprenticeships. The uniqueness of the project is that not only will it provide skills and employment training, but also supported work placements which will match students to future vacancy openings, providing the person with a gradual entry to work (with mentoring) as well as providing the employer the opportunity to see the person in the workplace and to nurture them for the future.
9. The project will provide a stepping stone for adults who are from 2 distinct groups-
 - Those that have been unemployed due to the pandemic and are now seeking a change in career, with apprenticeships or sustained employment the end goal.
 - Those who are not identified as economically inactive (by DWP) such as parents, carers and those who are now seeking employment around family commitments
10. This project will support employers to develop an adaptable workforce and will also include the following areas where possible:
 - Emerging skills such as remote working.
 - Support where jobs have a skills legacy need
 - Covid restart including core areas such as retail, care and visitor economy
 - Targeted growth in emerging businesses in the area
11. A request is being made to reallocate the original £20,000 ESP funds (match funding is still in place) to this adapted project and a further £12,000 has been secured from East Suffolk Council. The project has now expanded its target groups and addresses wider issues and therefore **requires an additional £18,000 of funding which is the request from the Community Partnership Board**. The outcome proposal attached as Appendix 2 to this report provides further detail about the project.

Volunteering Pathways Outcome Proposal

12. Participants will engage with learning to gain skills, experience, and confidence to move towards paid employment through our Volunteering Pathways programme. The programme builds on the incredible community response to Covid-19 – which saw large numbers of people involved with informal/formal volunteering. Participants with valuable skills/experience gained through informal volunteering will understand how they can transition to formal volunteering, accredited learning or paid employment. Volunteering increases the chance of employment, improves health and wellbeing and reduces feelings of loneliness/isolation.
13. Participants on the Volunteering Pathways programme will have a choice of two courses - a short course 'Introduction to Volunteering' – a virtual or face to face guided course which will cover:
 - a. What is volunteering and benefits for employment, health and wellbeing and community (5 Ways to Wellbeing)
 - b. What you offer as a volunteer,
 - c. How your strengths, skills, knowledge and experience are useful for in a volunteering role,
 - d. How to select and apply for a volunteering position.
14. The project will offer personalised brokerage to support a volunteering role that matches their skills/interests and will benefit their employment aspirations.
15. Linking with our Buddy Up project to provide a buddy to those participants that require additional support to engage with their volunteer role (perhaps to help with time keeping, transport, confidence. They will use a Community Circles approach and encourage understanding of 5 Ways to Wellbeing.
16. Support will be provided to create a Volunteer profile on Volunteer Suffolk, where volunteers will be able to apply for role, track their hours volunteering and the skills and experience gained, view their social impact and at a click of a button create a Social CV.
17. Project coordinators will assess informal participant applications to ensure it is the right learning programme. They are also the point of contact and support for the participant and their key people (i.e. employability coach, social prescribing worker, mentor, buddy etc) to ensure ongoing programme engagement.
18. Volunteer placements will be at locations accessible to the participant and support provided to ensure the host organisation covers travel costs. Support to volunteer locally will be given to help participants feel, be part of and make a difference to their community.
19. Participants will use an Individual Learning Plan (ILP) to document learning from the course, practical experience as a volunteer and life skills gained and how this relates to securing employment. Signposting to specialist employment support will be provided by the project co-ordinator e.g. those interested in Health and Social Care will be

signposted to Care Development East who provide targeted employment support. Participants will be equipped with the knowledge to find and apply for other volunteer roles to assist transition to paid employment.

20. VCSE Organisations who take participant volunteers will be expected to offer adequate support and help will be provided by CAS to upskill volunteer managers, where necessary, so the role offers the best volunteer experience. Participants will be referred/signposted to appropriate agencies for support with their employment goals.
21. The request is for **£30,827 from the Community Partnership Board**. Further detail about the project can be found in the outcome proposal attached as Appendix 3 to this report.

Ambitions to Employ Outcome Proposal

22. The third outcome proposal in relation to employment is a pilot Ambitions to Employ in East Suffolk project run by MENTA. This would enable organisations to develop their knowledge and capacity for taking on employees and those looking for work opportunities.
23. We have identified a need to support sole traders and microbusinesses to assess their readiness to employ and help them to understand the key steps to taking on their first employees. This pilot would complement the ESC Work Readiness programme and could also look to build a volunteering element into the programme that could connect with the proposed CAS Volunteering Pathways project.
24. The main elements of the offer are as follows:
 - An assessment tool for self-employed/sole traders / micro business enabling an objective assessment of readiness to employ
 - A training model with comprehensive support
 - An online resource that can be accessed by the self-employed/sole trader/ micro business
 - Ambitions to Employ will enable self-employed /micro business to hire their first employee by teaching the practical, legal and financial aspects of employment and sustainable business growth and applying new insights into overcoming the psychological barriers and risks involved.
 - A mix and match blended learning style can be used to be sure of flexibility and best use of resources.
25. The course would include 6 modules, focussing on elements such as 'When the time is right' - An introduction to understanding your readiness to hire your first employee, 'What resources you will need?' - identifying the true costs of taking on your first employee and equipping you to plan for that event, 'Attracting Talent' - up-skilling your recruitment process from using recruitment as a marketing opportunity to short-listing, interviewing, red tape & employment contracts and 'Managing Talent' - new skills to value, manage and retain talent.

26. Further detail about the project is provided in the outcome proposal attached as Appendix 4 to this report. **The request for funding from the Board is £25,000.**

Student Life Peer to Peer Health Ambassador Outcome Proposal

27. Several Board members attended a presentation given by Richard Stewart from Student life and two members of the Student Life Board, young people who had been supported through the programme. Student Life are working in several schools in Suffolk and East Suffolk to deliver a peer-to-peer programme which includes a range of participation and skills development opportunities for young people.
28. However, the Board were particularly interested in the work that Student Life have piloted at Thomas Mills around a peer-to-peer mental health ambassador programme where students are trained and supported to engage with other young people and to identify potential signs of a decline in emotional wellbeing and to work with pastoral staff to identify appropriate support.
29. The proposal attached as Appendix 4 proposes running an extended pilot in six East Suffolk schools in a mixture of locations to enable proof of concept of the Student Life model. The cost of this pilot is £3,500 per school.
30. Ipswich and East Suffolk CCG have agreed to fund 50% of the pilot in the former Suffolk Coastal area (£5,250) and therefore the outcome proposal (attached as Appendix 5 to this report) **requests £15,750 for the remaining sites**. One of the conditions attached to this funding would be the need to ensure that students and pastoral staff are aware of other related initiatives e.g. Kooth, Youth Voice and Young Healthwatch as well as the current offer from statutory services to ensure that the correct, most up to date information is provided to the peer ambassadors and their support networks in the participating schools.

Recommendations

It is recommended that the Board:

- a) consider Appendix 1 which outlines the range of employment and skills support available in East Suffolk and identify any further potential gaps
- b) allocate £18,000 towards to Employment/Work Readiness project, in addition to the £20,000 previously agreed by the East Suffolk Partnership, set out in the outcome proposal attached as Appendix 2
- c) allocate £30,827 towards the Volunteering Pathways project set out in the outcome proposal attached as Appendix 3
- d) allocate £25,000 towards the Ambitions to Employ outcome proposal attached as Appendix 4 (a and b)
- e) allocate £15,750 towards to Student Life Peer to Peer Mental Health Ambassador programme set out in the outcome proposal attached as Appendix 5

Nicole Rickard, Head of Communities

East Suffolk Council, on behalf of the Task and Finish Group

Appendix 1

Skills and Employment Update - East Suffolk Council Economic Development Team / Suffolk County Council Skills Team / Community Action Suffolk

1. There are several new initiatives in the skills and employment world - some are national initiatives and others are more local to the NALP, Suffolk and East Suffolk areas. This update is not all encompassing but it covers some of the main current areas of activity.

Young People

2. DWP have identified a new demographic – those who have been actively employed in the past and are now facing a new uncertain future. The number of young people who have not been able to secure employment has doubled in 12 months.
3. **Kickstart** - The Kickstart Scheme provides funding to create new job placements for 16 to 24-year olds on Universal Credit who are at risk of long-term unemployment. Employers of all sizes can apply for funding which covers 100% of the National Minimum Wage (or the National Living Wage depending on the age of the participant) for 25 hours per week for a total of 6 months, associated employer National Insurance contributions and employer minimum automatic enrolment contributions. Further funding is available for training and support so that young people on the scheme can get a job in the future. More information is available at [Kickstart Scheme - GOV.UK \(www.gov.uk\)](https://www.gov.uk/kickstart). Within East Suffolk, 54 employers are offering Kickstart placements (200 across Suffolk) and the number of placements is increasing. ESC is working as one of the Suffolk Partners with the Suffolk Chamber of Commerce and other local Gateways include Suffolk New College and East Coast College.
4. The current situation with young people is a real cause for concern and whilst numbers are growing for the Kickstart Initiative, there remains a small number of NEET young people that does not change despite innovative interventions.
5. **Youth Employment Service (YES)** – YES is for young people aged 16-24 in East Suffolk and is delivered by Inspire Suffolk, a registered charity. Whether it's careers advice or help building the skills young people need to be job-ready, Inspire can work with them to shape their future and explore options by providing helping them to develop employability skills and experience. Work coaches help one-to-one with advice, mentoring and new opportunities. It is funded by Suffolk County Council, Suffolk Public Sector Leaders, East Suffolk Council, East Suffolk Partnership and EDF Sizewell C.
6. The focus is on helping young people to
 - Develop life skills and confidence to tackle challenges head on
 - Find free and affordable training opportunities in Suffolk
 - Find jobs and placements that match their interests
 - Put together a winning CV and work on interview skills

Funding for YES is due to end in September 2021.

7. **ESF Youth Pledge for Employers** – NCC led project which will engage with SME employers across Norfolk and Suffolk to create new opportunities for young people in line with the New Anglia Youth Pledge. SCC will employ two FTE Business Connectors from mid-April 2021 who will be on the ground speaking to employers to support them in the creation of opportunities. A proportion of the young person may come from the 'sister' East Coast College Youth Pledge Project, called Skills Connect, and some will have additional barriers to employment such as those leaving care or already working with our Early Help Teams.
8. **Skills Connect** is an ESF project linked to the Youth Pledge, creating opportunities for young people aged 16 to 24 from across Suffolk. The project is run by East Coast College, and delivered by Access Community Trust (covering Lowestoft, Diss to Woodbridge) and The Princes Trust (covering rest of Suffolk including Woodbridge to Felixstowe). A NEET tool kit has been developed and the project operates from two Hubs in Lowestoft and Saxmundham.
9. There is a developing bid for a call (ESF Reserves) to engage young people who are vulnerable to, or at risk from **County Lines and Criminal Exploitation**, this proposal is being led by Norfolk County Council, and being supported by SCC teams including Participation, Public Health and Youth Justice. If successful it could bring around £500,000 additional funding to this important area from end of 2021–2023.
10. There is a FE College collaborative ask of NALEP for a **new NEETs call** (ESF Reserves) to help tackle capacity issues in our Further Education system and ease the potential challenge of more young people wanting to go on to college than we currently have funded places for.
11. DWP (East Suffolk wide) offer **Sector Work-based Academies Programme** (SWAP) based on a responsive training need identified by Employers to recruit to a specific sector. The SWAP is for 19 years to 25-year olds who are unemployed but ready to enter the workplace.
12. **Sizewell C: Young SZC** is a project for those aged 16-21, living in Suffolk or Norfolk, Young SZC will deliver information and access to the many career and apprenticeship opportunities across the region, as well as information and updates on the future Sizewell C project. It doesn't matter if the young people are still at school or college, in or out of the workplace.
13. **icanbea...** a website, which showcases the local economy has recently expanded its standard offering for 12- to 25-year-olds to include a free CV Wizard. This new tool is particularly relevant to young people striking out into employment as they can create a personalised CV and save it to PDF all from their phone or mobile device. In addition to this icanbea... still offers the careers wizard to explore job roles which might be of interest, posts live employment vacancies, volunteering and work experience opportunities and offers information directly from a whole range of employers via their profile pages. Full details on <https://www.icanbea.org.uk> and the team would be happy to roll out training to schools, employment projects etc.

14. A **Multi-Agency Meeting** takes place regularly in Saxmundham focussing on young people with training providers from across Suffolk. The Providers include Minding the Gap, Apprenticeship Suffolk, Princes Trust, Suffolk New College on the Coast and Halesworth Campus, The Seckford Foundation, Lapwing, Inspire Suffolk (Contractors for ESC's Youth Employment Service), Life Skills, Access Community Trust and SCC Early Help team. Some of the Providers work in partnership with East Coast College and all offer programmes with very similar aims - to grow confidence, enhance employability skills and learn new skills; whilst moving a young person, frequently with barriers, comfortably towards the job market within a timeframe acceptable to them.
15. East Suffolk Council Economic Development is represented on several labour market intelligence and skills groups including the **(IAG) Information & Advice and Guidance Group** for Educational Institutions which operates in the north of the County and covers rural Waveney. This very well represented Group has been operating for many years and is focussed on destinations of young people, NEET figures and unknowns, curriculum, STEM activities. Universities, FE Providers and Training providers, Careers and Enterprise Hub all have guest speaking slots.

Adults

16. DWP programmes offer tailored support and short, focussed interventions, mainly to help participants that are claiming benefits to compete effectively in the marketplace. New programmes offer job entry targeted support dedicated to those left jobless and out of work for 3 months, with benefits such as access to travel costs for interviews and interview clothing (post Covid-19).
17. Live for 2021 is the **Restart Scheme**. This programme is aimed at those that are out of work for longer periods and who need extra help to move into employment. This could include exploring a different growth industry such as construction or transport.
18. **National Skills Fund** - As part of the Lifetime Skills Guarantee, from April 2021, adults without A-Levels or equivalent will be eligible to study for a free Level 3 qualification to help boost their job prospects and get ahead in work. There are almost 400 courses on offer – from construction and agriculture, to digital and health and social care. More info [here](#).
19. **Work Well Suffolk** is a three-year ESF project (2020-2022) managed by SCC. Its aim is to help more than 2,000 people into employment by tackling barriers to work that they may face. Together with delivery partners, the project will support those aged 18+ who are unemployed / economically inactive and looking for work, those who have a long-term health condition, those with barriers to learning / employment, or those who have poor mental health / autism or learning disabilities. Participants receive support to improve engagement with education, training, improve employment opportunities, promote independence, choice and wellbeing, empowerment to remove barriers to employment and encouragement to participate in work related activities. The Work Well Suffolk Navigator for Waveney & East Suffolk is Alan Gadney on 07784 360829 alan.gadney@suffolk.gov.uk

20. **Steadfast Training is working in partnership with Work Well Suffolk** to deliver skills support for individuals affected by redundancy and those with more complex needs
21. **Supply Chain Skills Development Fund (SCSDF)** – Another Norfolk and Suffolk ESF project, led by SCC. December 2021 saw the ‘Offer letter’ and the Skills Team are now working on processes, documentation and recruitment to make the project happen with launch anticipated early summer 2021. This project is a delegated grant fund to support the development of key skills needed in many of our sector supply chains and linked to major infrastructure developments or emerging opportunities.
22. The DWP, in anecdotal conversation, has stated there are people that are no longer working due to the impact of Covid-19 but nor are they claiming benefits and this cohort could become part of a **“Returners” project** which SCC and ESC are exploring. It is likely the demographic is over 30 years plus.
23. **Apprenticeships Suffolk** is an ESF funded project delivered by SCC to support both employers in bringing forward new apprenticeship opportunities and individuals who need support to apply for the opportunities. AS has a small number of dedicated staff who cover the whole of Suffolk. For full information they have a website <https://apprenticeshipssuffolk.org>
24. **Skills, Progression, Adaptability and Resilience (SPAR) Programme - Pathways Training Fund (Supporting in-work adults to upskill)** - ESF bid submitted in Dec 2020 and under appraisal, if successful we anticipate starting in autumn 2021. The Pathways Training Fund will aim to provide a grant to employers to help them pay for training for staff. We anticipate funding approx. 860 individuals in line with:
- Demand-led themes and flexible support pot for individuals to subsidise training identified by employers to directly promote agility and resilience in their business.
 - Direct grants of up to £500 per employee (£3000 per employer) for discretionary training which clearly demonstrates employer need, agility and resilience in the workplace.
 - Cross-sector training provision focused on agility and resilience, progression in work, aligned to sector skills plan and emerging post CV19 need, with key themes:
 - a. Digital and Industry 4.0
 - b. Leadership and Management
 - c. Health and Wellbeing of staff
 - d. Project Management,
 - e. Change Management
 - f. Customer Service Skills
 - g. Flexible Fund
25. East Coast College offers the **Adult Retrain Reskill and Restart** for the Great Yarmouth & Waveney NEET population and **Routes to Work**. Many courses are available for adults to access online and while on furlough. Free courses include clean growth and sectors that are difficult to recruit to such as health and social care.
26. Adult learning offers a pathway to employment, improved job prospects and social inclusion. It provides a second chance to those who are disadvantaged, isolated and

need to improve their skills to secure work and participate fully in their community. The **Adult Learning Contract** is held by SCC (£2.83m per annum). This contract enables the Council to have strategic oversight of the delivery of literacy, numeracy and digital courses as well as mental health recovery, provision for adults with learning disabilities and family learning.

27. The overarching ambition for Suffolk's Adult Learning Service is to maximise adult participation in high quality skills and community learning to achieve economic growth, full employment, social inclusion, community cohesion, health and wellbeing. At present all delivery is subcontracted to local providers, the main provider being Realise Futures, the others are local community learning providers who are supporting very specific local needs. The Service's new website was launched in January 2021 to widen the reach: [LearnSuffolk.org](https://www.learnSuffolk.org)

50+ Adults

28. **Skills, Progression, Adaptability and Resilience (SPAR) Programme - Pathways 50+ (work placements for the over 50s)** - ESF bid submitted in Dec 2020 and under appraisal, if successful we anticipate starting in autumn 2021. Pathways 50+ will aim to support SME employers to create placements for over 50s
- Incentives for SME and Micro businesses to offer employment support for over 50s returning to work (currently out of work).
 - Like the Kickstart scheme, salary contribution will be paid directly to employers who offer job placements
 - Participants will undertake placements – including work experience, mentoring and interview experience.
 - Pathways 50+ will empower and support individuals to progress through a placement into full-time employment including apprenticeships.
 - Participants will receive wraparound IAG and ongoing support delivery.
29. Given the emergence of new national initiatives in this area, SCC want to work with districts and boroughs to shape and promote this programme and participate on the stakeholder group. They plan to use learning from Fuller Working Lives to inform the development of the project.
30. The LEP is piloting a new project with SMEs called **"Fuller Working Lives"** which is aimed at retaining staff over the age of 50 years by providing the Employer with a tool kit to provide tools to retain, retrain and recruit an older workforce with a focus on skills, health and financial planning, as well as upskilling to meet the requirements of the job role (ESC is one of the participating LA's in the Pilot). The project also focusses on developing a business case for older workers by raising awareness amongst employers on the benefits of older workers and the skills and experience that they contribute, understand why these employees may exit the workforce prematurely and how to address potential issues.

Other

31. Employers are key in offering work placements and experience to both the DWP's clients and those providers that work alongside young people. Investment in growth in East Suffolk in both clean growth and infrastructure will play a major role in providing work experience, apprenticeships and ultimately a move into sustainable employment. The social value element of the supply chain and the Tier 1 Employers should be maximised and perhaps consideration should be given to "trial days or pre apprenticeships" with emerging sectors.
32. **Gull Wing Bridge** - the construction of the Gull Wing has now started and ESC, SCC and other regional stakeholders, are working with Farrans to maximise the skills and employment outcomes of the build. Commitments in the developing Skills and Employment Plan will include:
- a minimum of 10 formal apprenticeship positions working on the construction project with 8 out of the 10 posts for people from Suffolk or Norfolk
 - work placements for people from local schools, colleges and in further education
 - work opportunities for individuals not in education
 - work opportunities for local people who are economically or socially disadvantaged
 - a programme of school engagement
33. There are also a number of **existing ESF funded projects** still delivering employment and skills support across our area, these are monitored by New Anglia LEP and project info and contact details are available for each project on [this webpage](#).
34. **Growth Hub Skills Portal** – this resource is there to help employers or those working with them find skills related opportunities. The site is a tool for any 'employer engagement' staff to use to promote the full range of initiatives available. Content can be added or amended on request, with SCC Skills being the contact for Suffolk.
35. For those individuals looking to start-up businesses MENTA provides a fully funded **Business Start Up package** and NWES provides **1st steps to Start Up**.

Ambitions to Employ

36. Discussions are underway with Menta about a project called Ambitions to Employ. This project supports getting people into employment from a different angle as it addresses the barriers from the employer side. This could complement the ECC college project well and should this progress a further outcome proposal may be presented to a future meeting.

Key Contacts

Cheryl Willis/Marie Webster-Fitch, Economic Development, East Suffolk Council

Cheryl.willis@eastsuffolk.gov.uk/marie.webster-fitch@eastsuffolk.gov.uk

Jasmine Joolia, Skills Team, Suffolk County Council

jasmine.joolia@suffolk.gov.uk

Sally Connick, Community Action Suffolk

Sally.connick@communityactionsuffolk.org.uk

Initial Outcome Proposal to the East Suffolk Community Partnership Board - FY2021/22

(Stage 1 Proposal)

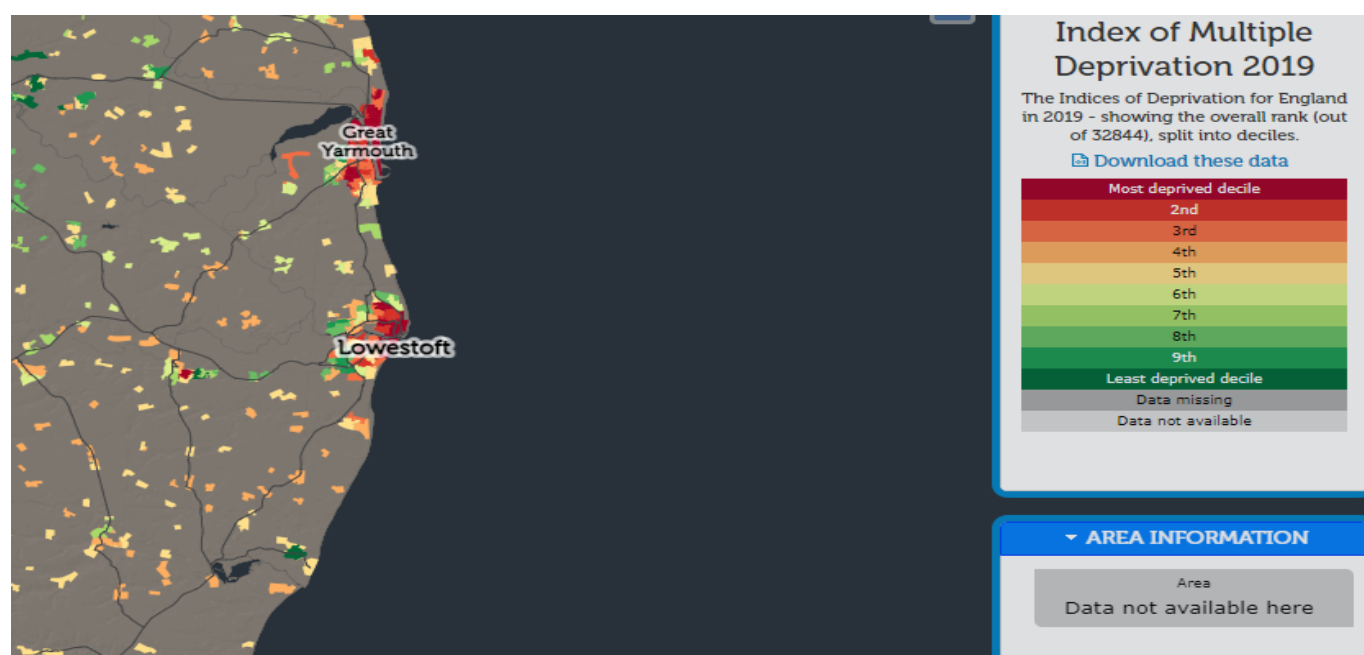
1. Key outcome(s)

Please detail the KEY OUTCOME(S) (Measurable and time specific) the proposal is looking to achieve:

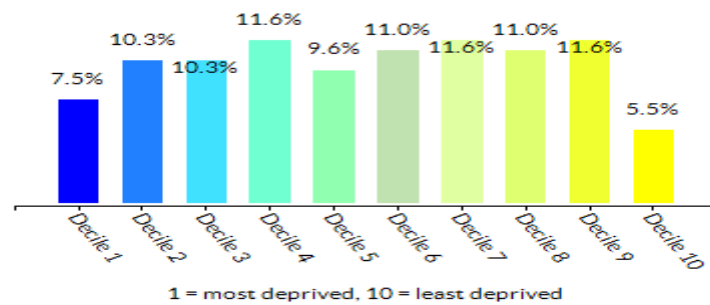
The Energise project will support adults in the coastal and rural areas of East Suffolk to develop skills and confidence to aid employment readiness and positive outcomes. The project will enable 2 part time staff to cover the geographical areas requiring support and intervention.

The project focuses on the current Suffolk Priorities surrounding inclusive growth, developing stronger communities and quality employment. The project will focus on returning and reskilling adults to enter employment, through bespoke individualised support around their personal barriers and starting points. This project embraces innovation by also working with employers to support the development/ adjustment of job roles to become more flexible post covid, as well as embracing the company supporting local communities and social values.

The coastal and rural focus of this project, has become a greater focus since Covid due to the impact upon service industries and those linked to tourism. Pre Covid, these areas are also noted as areas of higher deprivation. Target businesses will range from micro through to Large, but will also ensure that SME's have access to the project and its pool of potential employees, alongside the ability to adapt post lockdown.



Employment domain



Date: 2019 Source: DCLG



The Employment Deprivation measures the proportion of the working-age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.

Economically active at a glance...



78%

Economic activity rate for
persons aged 16-64
(2020-09) ⓘ



87%

Economic activity rate for
males aged 16-64
(2020-09) ⓘ



70%

Economic activity rate for
females aged 16-64
(2020-09) ⓘ

This project delivered by East Coast College will provide a framework to move people who are currently not in employment, education or training into sustained employment and apprenticeships. The uniqueness of project is that not only will it provide skills and employment training, but also supported work placement elements which will match students to future vacancy openings, in turn providing the person with a gradual entry to work (with mentoring) as well as providing the employer the opportunity to see the person in the workplace and nurture them for the future. The college already has successful ESF projects (Routes to Work and Skills Connect) to support those who are unemployed with a range of personal barriers. The college also has access to AEB funding to support Adult Retraining, and the person will also be able to access additional training such as Functional Skills and vocational courses.

Energise will provide a stepping stone for adults who are from 2 distinct groups-

1. Those that have been economically inactive and are working with a named professional, such as care leavers, probation, secure accommodation, those receiving wider health support.
2. Those who are not identified as economically inactive (DWP) such as parents, carers and those who are now seeking employment around family commitments

This project will support employers to develop an adaptable workforce and will also include the following areas where possible-

- Support emerging skills such as remote working.
- Support where jobs have a skills legacy need
- Covid restart including core areas such as retail, care and visitor economy

- Targeted growth in emerging businesses in the area
- Community and social values work to support the local area

2. How has the need been identified?

A piece of work was commissioned by the ESP with the aim of gaining a clearer understanding of the needs of micro businesses, especially in relation to the topics of recruitment, retention and the barriers to employment. The proposal was aimed at delivering the ESP (East Suffolk partnership) goals concerned with raising aspirations and fostering a vibrant business sector. The research identified the following barriers:

Employment barriers

- Cultural pressures on mothers to be stay at home Mums.
- Lack of affordable childcare and flexible work patterns.
- Balancing work with domestic responsibilities, including caring.
- Personal willingness to commute, limiting job opportunities.
- Insufficient confidence.
- Rurality.
- Skills around job searching and managing opportunities in an information age.
- Personal barriers and poor progression opportunities
- Longevity of unemployment and risk factors such as lifestyle choices that have led to the engagement of professional support such as YOT, Social Services, Mental Health Services.

Recruitment barriers

- Micros have less experience of recruiting and managing staff.
- Fear of getting recruitment wrong.
- These businesses having a higher sense of risk regarding recruitment.
- They want flexible staff.
- Must focus support on micros, even those with modest growth potential.
- Often the threshold for offering support to such business is seen as being too high.

Local barriers

- Transport
- Seasonality of some jobs
- Poor Childcare
- Low Pay
- Mental Health issues (from low confidence, anxiety, to more acute features).
- Employers view about lack of experience, skills, training of applicants.

The ESP commissioned research identifies key barriers linked to working parents, particularly women. This is further highlighted by the high proportion of economically-inactive women in East Suffolk (Waveney: 52.9%, Suffolk Coastal: 40.4%, National: 27%). Suffolk is one of three areas most at risk of skilled worker shortages which again highlights the need to bring together an intervention that addresses skills shortages by removing barriers to a skilled or semi skilled workforce that currently isn't active in the job market

3. Who will benefit from the outcomes?

12-month project June to June 22

| | Target engagement | Secured further training/ SC / RTW | Secured employment/ apprenticeships | % positive outcome |
|---|-------------------|------------------------------------|-------------------------------------|--------------------|
| Returners (non-benefit) | 30 | 15 | 10 | 84% |
| Returners non engagement higher risk- professional engagement | 40 | 18 | 8 | 65% |

Wider benefits

- The independent place based business in East Suffolk will have access to a cohort of skilled Semi Skilled workers who currently are not active in the job market. This will support skills shortage issues and allow businesses to grow.
- Businesses across East Suffolk who will have access to the HR information, knowledge and resources that will enable them to recruit the right staff and grow.
- The economies of the towns and villages in east Suffolk will benefit from a vibrant and resilient business community.
- Individual employees will access an enhanced programme of training and support that will support them to return to the job market.

4. How will the outcomes(s) be sustained after the funding period (if appropriate)?

The Project will support cultural/structural changes and the implementation of returnship programmes and measures to enable the fast-tracking of suitably experienced returners into more senior roles. At an individual level, participants will be equipped to re-enter employment and project partners will establish and sustain an alumni network and provide ongoing referrals to other appropriate sources of support.

Examples of how your project could be sustainable:

The employer is up-skilled and able to recruit and support returners at the end of the Funding period and will continue to do so beyond the funding period, or; the employer will continue the project beyond the funding period and will pay the grantee directly for their services.

5. Name of Project/activity that will deliver the outcome(s)

East Suffolk Energise (Employment Support)

6. Brief description of the project / activity that will deliver the outcome(s).

(up to 200 words):

The project will work with local companies to explore flexible working roles as well as opportunities to support employment with a planned training package, including apprenticeships/ Kickstart. The project will encompass the following model, which

maximises current resources as well as outcomes for the target groups.

Individual

1. Referral from existing ESF projects, , community professionals, or self-referral
2. A 1-1 mentor will work with the person to consider starting points and possible careers aspirations. A skills scan will be completed to help an individual action plan be completed.
3. The person will receive regular mentor support to explore personal and employability skills development, and the mentor will work with local employers on possible opportunities
4. Taster sessions will be formalised with relevant employers, with a job interview being held at the end of the placement.

Employers

1. The project lead will work with employers (in accessible geographical areas to the project participants) to explore future employment opportunities
2. Employer events (remote/ face to face) to explore sector commitment to employment and development of skills. Pledges will be sought to aid project promotion.
3. Continued work from the council and college to support local business and new start ups.
4. Work with SME companies to explore how additional roles can support company sustainability and growth.

Project / activity START DATE (mm/yy): June 21 (06/21) END DATE (mm/yy): June 22 (06/22)

7. Who is involved?

Who is involved in developing this outcome proposal?

Who will deliver the project/activity?

Name of East Suffolk Community Partnerships Board Member supporting the project:

The project will work with local companies to explore flexible working roles as well as opportunities to support employment with a planned training package, including apprenticeships. The project will encompass the following model, which maximises current resources as well as outcomes for the target groups.

Project / activity lead: East Coast College/East Suffolk Council

Name: Rachel Bunn

Organisation: East Coast College
Telephone: 01502 525093
Email: r.bunn@eastcoast.ac.uk

Name: Cllr Mark Jepson

8. Give information about match funding here:

Source of match funding:

Amount (£)

| | | |
|-----|--------------------|---------|
| | Funding confirmed? | |
| ESP | Confirmed | £20,000 |
| ESC | Confirmed | £12,000 |
| | | |

| | |
|--|---------|
| Total project / activity cost | £50,000 |
| Total of confirmed match funding | £32,000 |
| Total amount of Strategic funding required | £18,000 |

| 9. Identify where the Community Partnership Board Strategic Budget will be spent: | |
|--|---|
| Description of activity or item (by who and by when where appropriate) | Cost (£) |
| 1. Delivery of programme (employee 1-1) 2 x 0.5 Support mentors 1 x 0.4 Administration management support | £34,290.00 £6,290.00 £2,920.00 |
| 2. Marketing and Promotion | £3,000 |
| 3. Travel and subsistence | £3,500 |
| Add more rows if required | |

| 10. How will the project / activity be monitored, and outcomes reported (including project risks)? |
|--|
| <p>The following monitoring/evaluation criteria are proposed and will monitored on a monthly basis-</p> <ul style="list-style-type: none"> • Individuals with initial engagement – age and gender split • Progress steps of engagement inc work taster and job offers • Value added from start of project to exit (softer outcomes) • Amount of employers engaged • Amount of employers supporting flexible employment/ new posts/ apprenticeships <p>The outcomes will be reported quarterly as well as a final evaluation report.</p> |

Community Partnership Board Member Declaration:

I confirm that I support this proposal:

Name:

Signature:

Date:

Lead Organisation Declaration:

I am authorised and eligible to sign and approve this proposal on behalf of the lead organisation and declare the information included in this proposal is true and accurate.

By signing below, the information you have supplied is being collected to allow us to process your application. By completing this form, you consent to East Suffolk using your information in this way.

I understand that in the assessment of this proposal the Council may share information contained within it, with other core funders for funding programmes we have applied too, relevant Council directorates and committees. If you do not provide your consent, we will not be able to process this proposal. Your information will not be used for any other purpose unless we obtain your consent. Your information will be retained for 4 years. You can request that your information is deleted at any time.

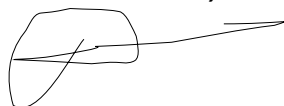
Data will be processed and held securely and in accordance with the General Data Protection Regulation (and any updates).

Further information about data protection can be found on the East Suffolk Website
<http://www.eastsuffolk.gov.uk/assets/Your-Council/Access-to-Information/Privacy-Notices/Communities-Privacy-Notice.pdf>

To comply with the UK General Data Protection Regulation 2018 and Data Protection Act 2018, I confirm that I have given my consent for my personal data to be used in accordance with the privacy notice above (please tick the box) ☐

Please enter your name below only if you agree to be bound by the terms set out in this form. We will treat this as your signature of the form.

Signature:



Date: 19/5/21

Please submit this proposal to the Funding Team at grants@eastsuffolk.gov.uk Hard copies can be submitted and returned to: Funding Team, East Suffolk Council, East Suffolk House, Station Road, Melton, Woodbridge, IP12 1RT.

Initial Outcome Proposal to the East Suffolk Community Partnerships Board - FY2021/22

(Stage 1 Proposal)

1. Key outcome(s)

Please detail the KEY OUTCOME(S) (Measurable and time specific) the proposal is looking to achieve:

East Suffolk Residents

- Increase employability and soft skills of those long term unemployed
- Move people from volunteering into employment or training
- Provide opportunity for those recently unemployed to try out different roles to their previous paid roles
- Raise the understanding that Volunteering is a great way to achieve 5 Ways to Wellbeing and that Volunteering is something that you can be involved with throughout your life (dipping in and out, different roles to fit with life changes)
- Understanding of the variety of volunteer roles
- Those that have volunteered through covid (perhaps for the first time) supported to continue their volunteering
- Raise awareness of the value of informal volunteering

East Suffolk Voluntary Groups

- Introduce new people to volunteering (benefit groups with succession planning for when older volunteers leave)
- Increase diversity of volunteering (e.g., ethnicity, disabilities, young people)
- Voluntary groups more confident in recruiting and managing volunteers with more complex needs and leaders upskilled
- Support to recover from Covid pandemic
- More diverse and innovative volunteering roles
- Volunteers upskilled

Employability programmes and East Suffolk Businesses/employers

- Participants and employees that are more aware of what employment is right for them
- Participants and employees ready for work with experience relevant to the chosen employment
- Participants and employees that have improved wellbeing, resilience and social networks

Communities in East Suffolk

- Increased resilience due to a wider pool of volunteers
- Development of communities and their assets
- Reduced need for isolation and loneliness interventions
- Communities see themselves as the solution
- Increased community cohesion

This will be achieved by:

- Engaging with employability programmes, job centres, specialist groups and social prescribing to recruit participants that are unemployed

- Delivering a choice of 2 courses appropriate to need:
Introduction to Volunteering course covering:
 - a. What is volunteering and benefits for employment, health and wellbeing and community (5 Ways to Wellbeing)
 - b. What you offer as a volunteer,
 - c. How your strengths, skills, knowledge, and experience are useful for in a volunteering role,
 - d. How to select and apply for a volunteering position.

Volunteer Passport (basic skills for volunteering)

- Providing personalised brokerage to identify a volunteering role that matches their skills/interests and will benefit employment aspirations and maximise the subsequent learning from the volunteering activity.
- Linking with our Buddy Up project to provide a buddy to those participants that require additional support to engage with their volunteer role (perhaps to help with time keeping, transport, confidence)
- Helping the individual create their profile on Volunteer Suffolk where they will be able to apply for roles, track their hours volunteering, training, skills and experience gained, view their social impact and at a click of a button create a Social CV including capturing the volunteering they have already done (inc informal)
- Tracking progression with an Individual Learning Plan
- Engaging with the Voluntary groups in East Suffolk including through the East Suffolk Communities Officers and the ES Community Partnerships to support and deliver Volunteer Management training to Volunteer leaders
- Building on the work of the Lowestoft Community Enablers around volunteering, capacity of voluntary groups and relationships with JC and colleges
- Supporting and encouraging Volunteer Leaders to use the Volunteer Suffolk portal to recruit and manage volunteers
- Working with our Buddy Up Diversity and Inclusion Worker to help engage with groups and individuals from ethnic minority communities
- Developing a pathway from their volunteering experience to further learning, employment support. Participants will use their ILP to document learning from the course and the learning they receive as a volunteer and how this relates to securing employment. E.g., participant volunteers with St Elizabeth hospice may complete NVQ level 1 in Retail/Warehousing/Administration or Level 2 Food safety. Measurement and progress of soft and life skills gained will be recorded. Signposting specialist employment support will be provided by the project co-ordinator. For those interested in specific careers i.e., Health and Social Care, signposting will be to Care Development East who provide targeted employment support. Participants will be equipped with knowledge to find and apply for other volunteer roles to assist transition to paid employment.
- Participants not already engaged with programmes are referred/signposted to appropriate agencies for support with their employment goals such as Inspire, Minding the Gap, Suffolk Work Well and Realise Futures.

2. How has the need been identified?

COVID-19 and the measures in place to deal with the pandemic, had a significant negative impact on Suffolk's and the nation's workforce, businesses, and the economy. Those classed as 'unemployed' by DWP have increased by 96% in the county. East Suffolk (and Ipswich) continue to have the largest numbers of UC claimants in Suffolk (Impact of COVID-19 on Suffolk's Workforce, Businesses and Economy 1st February 2021).

Unemployment is rising in East Suffolk, the Covid-19 pandemic has had a negative impact with certain sectors such as retail, hospitality and arts and culture particularly affected. Lowestoft, an area of already high unemployment will have felt this the most. We would aim to focus attention on the Lowestoft area for this reason. This would also help with the lower numbers of people coming forward to volunteer in Lowestoft as evidenced through the pandemic.

Volunteer Pathways is inspired by the NCVO Volunteering for Stronger Communities project that had the objectives to:

- increase levels of volunteering within disadvantaged groups and communities
- improve employability through volunteering
- enhance the skills, knowledge and resources of volunteer involving organisations

The project found that volunteering improved employability in terms of confidence to find work as well as the practical skills needed to secure paid employment.

- Over one in five (22 per cent) of survey participants said they had found paid work since participating in the project
- and of those who had not found a job, 69% were actively seeking employment
- and 80% felt, because of participating in the programme, they were now more confident about finding paid employment.

The report also found that people who face barriers to employment – low self-esteem, isolation, health problems, low levels of social capital – are often prevented by the same barriers from participating in volunteering.

3. Who will benefit from the outcomes?

50 Beneficiaries who will be unemployed people living in East Suffolk, with particular focus on those furthest from the job market (75%) and those that have recently lost work due to the pandemic and require support around a change in career direction (25%) e.g. a hospitality worker looking for work in a different sector such as care.

VCSE groups will also benefit from support from the project and its links into other organisations working on employability and employment readiness programmes and the opportunity to develop a more diverse and innovative volunteer offer.

4. How will the outcomes(s) be sustained after the funding period (if appropriate)?

We see this as a pilot project with plans to expand across the county. We will look to find future funding to continue the project in East Suffolk and beyond with the learning experience from the delivery of the pilot.

5. Name of Project/activity that will deliver the outcome(s)

East Suffolk Volunteering Pathways

6. Brief description of the project / activity that will deliver the outcome(s).

DESCRIPTION (up to 200 words):

Participants will engage with learning to gain skills, experience, and confidence to move towards and into paid employment or training through our 1-year Volunteering Pathways programme. The programme builds on the incredible community response to covid-19 - large numbers of people were involved with informal/formal volunteering. Participants who have gained valuable skills/experience through informal volunteering will understand how they can transition to formal volunteering, accredited learning, or paid employment. Volunteering increases the chance of employment, improves health and wellbeing, and reduces feelings of loneliness/isolation.

People will feel more connected with their local community through volunteering and will see an increase in their networks that will have a benefit to their social experiences, employment prospects and wellbeing.

The project will develop a strong working relationship with local employability programmes to support the pathway of participants into paid employment or training.

The project will also support VCSE groups to be more innovative and diverse with their volunteering offer and feel more confident in recruiting volunteers from less traditional backgrounds. It will provide an opportunity for groups to be connected to the wider offer of CAS for the voluntary sector around business planning, funding, governance, and sustainability.

Project / activity START DATE (mm/yy): September 2021
August 2022

END DATE (mm/yy):

7. Who is involved?

Who is involved in developing this outcome proposal?

Who will deliver the project/activity?
Community Action Suffolk

Name of East Suffolk Community Partnerships Board Member supporting the project:

Project / activity lead:

Name: Sally Connick

Organisation: Community Action Suffolk

Telephone:

Email:

sally.connick@communityactionsuffolk.org.uk

Name: Chris Abraham

8. Give information about match funding here:

| Source of match funding: | Funding confirmed? | Amount (£) |
|-------------------------------|--------------------|------------|
| CAS Volunteering Officer time | Y | £2000 |
| | | |

| | |
|--|------------|
| Total project / activity cost | £ 32826.89 |
| Total of confirmed match funding | £2000 |
| Total amount of Strategic funding required | £ 30826.89 |

9. Identify where the Community Partnerships Board Strategic Budget money will be spent:

| Description of activity or item (by who and by when where appropriate) | Cost (£) |
|--|-----------------|
| 1. Staffing | 25896.89 |
| 2. other staff costs | 575 |
| 3. overheads | 1500 |
| 4. Office costs | 305 |
| 5. Other costs (volunteer training, laptop, marketing) | 2550 |

10. How will the project / activity be monitored, and outcomes reported (including project risks)?

The programme will be overseen by a small group including representatives of organisations on the Board, led by Community Action Suffolk. Each element of the programme will be monitored, and progress/impact/outcomes can be reported back to the Board at future meetings and in the quarterly reports. A risk assessment completed below will be monitored by the group.

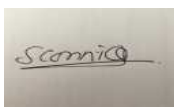
The Volunteer Suffolk portal will help us monitor number of volunteering roles applied for, started and the hours completed in the volunteering role for each participant.

Declaration:

I confirm that this proposal contains accurate information

Name: Sally Connick

Signature:

A small, square image showing a handwritten signature in black ink on a light-colored background. The signature appears to be 'S Connick'.

Date: 14.5.21

Please submit this proposal to the Funding Team at grants@eastsuffolk.gov.uk Hard copies can be submitted and returned to: Funding Team, East Suffolk Council, East Suffolk House, Station Road, Melton, Woodbridge, IP12 1RT.

Initial Outcome Proposal to the East Suffolk Community Partnerships Board - FY2021/22

(Stage 1 Proposal)

1. Key outcome(s)

Please detail the KEY OUTCOME(S) (Measurable and time specific) the proposal is looking to achieve:

The Ambition to Employ programme aims to support emerging startups, Micro-Businesses and SMEs to develop their knowledge & capability for taking on employees and those looking for work opportunities, particularly when this is the first time that they have done so.

This requires teaching the practical, legal, and financial aspects of employment and sustainable business growth, but also applying new insights into overcoming the psychological barriers potential employers often face and the risks involved.

The programme consists of approximately 30 hours of learning content that can be either structured over a specific time, (e.g., 1 day per week for 5 weeks) or completed at a pace that suits the individual participant's needs and circumstances through a blended delivery, which would be our recommendation (see description below).

The programme is split into 6 modules with the following overall programme objectives-

By the end of the programme, participants will be able to:

- Assess and learn when the time is right to take on their first employee
- Define the role of their first employee and craft a winning job description
- Understand what resources are needed to take on their first employee
- Learn how to attract talent, shortlist, interview candidates and make a job offer
- Gain skills needed to successfully onboard, train and support a new employee
- Implement work-based learning systems to employee and business growth

The blended delivery combines facilitated sessions (either F2F or via Zoom) with on-line self-led learning via our MENTA Knowledge Hub and 1 to 1 coaching sessions (via Zoom). The benefit of this approach is that it retains the advantages of face to face – (building engagement and a peer support network) with self-led that can be completed anytime, anywhere, plus 1 to 1 coaching for bespoke and tailored support.

The MENTA knowledge hub would also provide a 'forum' to support participants. They can use it to raise questions, share experiences and discuss relevant topics and get support from the trainer and/or their fellow participants on the programme.

The hub will also contain a digital version of the programme content to support and refer to, plus access to wider MENTA business support content and carefully curated free content from providers including National Careers Service, Open Learn (OU) and Google digital garage. This allows us to signpost further learning content to support both the employer and their new employees to gain skills including Customer Service, Sales and Digital and IT skills.

The programme will be tailored specifically to the needs of Micro-businesses in East Suffolk and the barriers to Employment, Recruitment & Retention that they are currently facing.

The Project will directly link to the Energise project and introduce companies to East Coast College and the potential employees that have successfully been through the project.

2. How has the need been identified?

As part of the local and national drive to get small business to grow and for unemployment to be reduced the government is stating that new emerging and micro business need to understand and engage with employment practices. Statistics from DWP are stating that more jobs are needed to be created and the primary area of growth is via the sole traders and micro businesses within the UK. With the impact of Furlough, the Kickstart programme and apprenticeships all available to business, the knowledge around them is lacking as is the ability to understand all the employment implications of taking on an FTE.

The work being undertaken in Community Renewal Fund areas is addressing this need and engaging with community driven ventures to identify economic progression through skills enterprise and employability.

Recent national research from the LGA states that:

On the surface, pre-and post-pandemic challenges faced by microbusinesses up and down the country are similar:

- ***Access to funding and support***
- ***Employment and HR (including ambitions to employ)***
- ***Marketing and communication***
- ***Wider, mainly external factors.***

Scratch below the surface and there is an added level of complexity.

Business owners with no or little digital skills have struggled most as the world has become increasingly online and cashflow has been even more limited as lending contracts. (LGA Commissioned Shared intelligence report April 2021)

It is a new training model offering very practical assistance to this growing target group.” – the target group has further grown because of Covid-19 with more people leaving employment to start their own businesses.

The majority of public sector investment in business training has been directed towards high potential growth start-ups. Ambition to Employ exists for the sole traders and micro businesses operating “standard” businesses” – this echoes UK Govt’s “levelling up” - ensuring more equitable investment in services across the UK to deliver better economic and social opportunities for all parts of the population.

Ambition to Employ is unique because the model applies new insights into overcoming the psychological barriers and risks that are often misunderstood by business owners.

3. Who will benefit from the outcomes?

- Start-ups, micro business owners and SME's
- Residents will have access to a greater volume and variety of flexible employment options in their area.

4. How will the outcomes(s) be sustained after the funding period (if appropriate)?

The programme is designed to equip business owners with the skills and confidence they need to take on employees and expand their business. Once they have completed the programme

and taken on their first employee, they will then have the knowledge and skills required to take on more employees in the future when the time is right to continue expanding.

We will also make the content available on-line via our Knowledge Hub so that it can be re-visited again in the future as and when required.

Licences to the MENTA Knowledge Hub will be for 12 months, therefore business owners, will be able to access after the funding period for the programme.

By working with the Energise project we can connect a pool of potential employees that business owners can consider. This cohort will have received support and training and be ready for the workplace.

5. Name of Project/activity that will deliver the outcome(s)

MENTA's Ambition to Employ programme

6. Brief description of the project / activity that will deliver the outcome(s).

DESCRIPTION (up to 200 words):

Our proposal is to deliver a blended programme of training and support, structured as follows-

Summary of programme content/format-

1. On-board participants.
2. Prepare and send welcome e-mails including pre-work diagnostic to complete.
3. Session 1 – Facilitated session – When the time is right (4 hours) – Face to face or Zoom
5. Clarity 4D – Workshop, plus individual reports for each participant and 1 to 1 de-brief
6. Session 2 – Self led via Knowledge Hub – The role, who is your ideal employee?
7. 1 to 1 with Coach via Zoom – review progress so far and de-brief Clarity 4D
8. Session 3 – Self led – What resources do I need? (what you need to do re payroll, NIC's and insurance etc)
9. Session 4 - Facilitated session – The process, attracting talent!
10. 1 to 1 with coach – via Zoom – review progress and signpost additional support/learning
11. Session 5 – Self led – Managing Talent
12. Session 6 – Self led – Building a team of 2+
13. Final 1 to 1/check out with coach – Consult re additional learning/support needs and signpost/curate content as appropriate.

For a more detailed overview, please see appendix –



MENTA's Ambition to Employ programme
Detailed overview



MENTA's Ambition to Employ programme
Detailed overview

Package

Project / activity START DATE (mm/yy):

END DATE (mm/yy):

7. Who is involved?

Who is involved in developing this outcome proposal?

Who will deliver the project/activity?

Project / activity lead: John Neild

Name: Alex Till

Organisation: MENTA

Telephone: 07807 547876

Email: alex@menta.org.uk

| | |
|--|-------|
| Name of East Suffolk Community Partnerships Board Member supporting the project: | Name: |
|--|-------|

| 8. Give information about match funding here: | | |
|---|--------------------|------------|
| Source of match funding: | Funding confirmed? | Amount (£) |
| ESC Economic Development Team | Yes | £10,000 |
| | | |

| | |
|--|--|
| Total project / activity cost | £28.5k (for 1 to 12 participants) - £35k (for 13-24 participants) *Better option in terms of value for money per business |
| Total of confirmed match funding – East Suffolk Council Economic Development | £10k |
| Total amount of Strategic funding required | £25,000 |

| 9. Identify where the Community Partnerships Board Strategic Budget money will be spent: | |
|---|---------------|
| Description of activity or item (by who and by when where appropriate) | Cost (£) |
| 1.Design and tailoring of facilitated and self-led training content – upload to MENTA Knowledge Hub (1-12 participants) | 12,540 |
| 2. Facilitation of 3 workshops (Including trainer prep, venue costs if F2F, expenses), plus 3 x 1 to 1 coaching check-ins per participant (1-12 participants) | 14,535 |
| 3. Clarity 4D profiles (1-12 participants) | 855 |
| 4. Administration and support (1 to 12 participants) | 570 |

| 10. How will the project / activity be monitored, and outcomes reported (including project risks)? |
|--|
| <ul style="list-style-type: none"> • Monitor and report attendance at facilitated sessions and coaching check-ins. • Monitor and report completion of self-led learning support. • Monitor and report on level 1 and 2 evaluation metrics for each element of the programme (e.g., relevance of content, overall satisfaction, would they recommend, increase in knowledge and confidence against the learning objectives etc) • Monitor and report on level 3 and 4 measures, e.g., are they now confident/looking to employ in the next 6-12 months, have they employed within 12 months of completing the programme. • Key risks – non-attendance/completion of learning – pick up with individual 1 to 1 to discuss any issues and resolve – report findings to East Suffolk Community Partnerships Board Member supporting the project and agree actions/next steps. |

| Declaration: |
|---|
| I confirm that this proposal contains accurate information. |

Name: Alex Till

Signature:



Date: 14.5.21

Please submit this proposal to the Funding Team at grants@eastsuffolk.gov.uk Hard copies can be submitted and returned to: Funding Team, East Suffolk Council, East Suffolk House, Station Road, Melton, Woodbridge, IP12 1RT.



Ambition to Employ

Programme overview

MENTA Ambition to Employ – detailed programme overview

Launch session

- **Module 1 - When the time is right.** This would be a facilitated session either face to face or on-line via Zoom (3 hours) to explain the objectives of the programme, explore barriers and mindsets and help to overcome.

There would be a pre-course diagnostic to complete to assess current knowledge and readiness, plus a post course 'Clarity 4D' questionnaire to complete that will help the employer recognise the different personality styles and preferences and how their own may differ with their potential employees and how to 'flex' to get the best outcomes.

- **Module 2 (Self led online) – The Role** – Who is your ideal employee? - This module focusses on the components that make up your first employee's role which will have a transformative impact on their business.
- **1 to 1 with MENTA Business adviser** to explain Clarity 4D profile and support participants to apply their learning so far.
- **Module 3 (Self led online) – What Resources will you need?** - This module will help to identify the true costs of taking on their first employee and help them plan for that event.
- **Module 4 – Facilitated session (F2F or Zoom) – The process, attracting talent** - This module focuses on the skills needed for the recruitment process from using recruitment as a marketing opportunity to short-listing, interviewing, red tape & employment contracts.
- **1 to 1 with MENTA Business adviser** to answer individual questions and support participants to apply their learning so far.
- **Module 5 (Self led online) – Managing Talent** – This module focusses on the skills required to value, manage and retain talent.
- **Module 6 (Self led online) – Building a team (of 2+)** – This module looks at talent as a rapidly increasing source of value creation in even the smallest business where people are really the only true competitive advantage of a micro business. We will explore options and resources for ongoing training and skills development.
- **Final 1 to 1 with MENTA business adviser/check-out** to close out the programme and signpost next steps and additional resources available to support.

Initial Outcome Proposal to the East Suffolk Community Partnerships Board - FY2021/22

(Stage 1 Proposal)

1. Key outcome(s)

Please detail the KEY OUTCOME(S) (Measurable and time specific) the proposal is looking to achieve:

KO1 – delivered between September 2021 and January 2022

Providing access to Mental Health Awareness training to KS4 and KS5 (FE) students.

Training informed by Mental Health First Aid England (MHFAE) (<https://mhfaengland.org/>)

- 300 students across 6 schools/sixth forms to be upskilled via training in mental health awareness, delivered by accredited Student Life instructors.

KO2 – delivered between December 2021 and February 2022

Providing access to Mental Health First Aid (MHFA) training to KS5 (FE) students.

Training accredited to MHFAE (<https://mhfaengland.org/>)

- 75 students across 6 schools/sixth forms to be upskilled via training in MHFA, delivered by accredited Student Life instructors. A globally recognised qualification.

KO3 – delivered between February 2022 and April 2022

Mental Health Ambassadors (MHAs) to be created in each year group.

- Following training, 300 students across 6 schools/sixth forms will become MHAs in their year group.

KO4 – delivered between February 2022 and May 2022

Mental Health Policies written for education settings

- 300 MHAs will work with Student Life and Senior Leadership Teams (SLTs) to create a stand-alone Mental Health Policy

2. How has the need been identified?

In a world where mental health is still stigmatised, young people turn to Student Life to escape this and to fight for mental health normalisation. Empowering the next generation to fight for what they believe in and for what they have experienced is so very vital in enabling them to mature into skilled and experienced adults.

Upskilling young people throughout all avenues of collaboration within Student Life is overwhelmingly clear; whether this be via the print, digital or film processes. Student Life enables young people to explore what means the most to them and to write about these topics whilst upskilling their creative writing skills, their English Language skills, design skills, and teamworking skills. To experience this package within a caring and professional environment can enable them to transition into working life much easier; students have reported feeling more prepared entering working life after experiencing professional life with Student Life.

Throughout the last 4 years, a need was identified by our young people to offer much better support around mental health and our Mental Health Ambassador project was created, peer-led by the people who wanted it most – young people. Children and Young People's Mental Health provisions are still, unfortunately, led by adults and non-service-users. This is something that needs to change, in order to provide the best support and care for these people, the people

receiving it should be the ones to shape it. Student Life practices this with Governance of Student Life exactly that; we are led by over 25 students who sit on the steering group and board members of the charity include the former president of the University of Suffolk's Students' Union and a former Suffolk sixth form graduate, who is now a third year student at University of Surrey.

The case study below from Kesgrave highlights the impact that the work can have:

"Since working with Student Life, I have experienced nothing but positive changes. My first real contribution was having an article I wrote surrounding my experiences of mental health published, and not only did this really raise my confidence, but it also helped me really realise my potential as a young person. Since then, having made a mental health film with Student Life and having two regular monthly features in the magazine aimed to help fellow pupils with both their studying and personal life, I have felt a strong surge in my confidence and self-worth as a person. Being able to help other people and support them in ways that other people have supported me, sharing knowledge and ideas, has really helped me grow as a person. More so that this however, I have met an incredible team of people who have helped me achieve as part of our team, helping boost my social ability and communication. Overall, I have nothing but positive things to say about my experience with Student Life and hope to continue with my involvement for much time to come".

3. Who will benefit from the outcomes?

1. The 300 Mental Health Ambassadors themselves, through the training process
2. The immediate peer/year group (upwards of 1,000 additional young people) who will have mentors to support them
3. The further student population in the setting (upwards of 8,000 additional young people) who will have mental health normalised through this project and this will hugely help reduce stigma
4. The staff teams who will have 'eyes and ears' helping them
5. The SLTs who will have a newly written Mental Health Policy

4. How will the outcomes(s) be sustained after the funding period (if appropriate)?

MHAs will transition through school and sixth form, mentoring the year groups below them. This will heavily reduce the cost to Student Life, as these mentors will be involved in delivering training.

5. Name of Project/activity that will deliver the outcome(s)

Student Life – Mental Health Ambassador Pilot

6. Brief description of the project / activity that will deliver the outcome(s).

DESCRIPTION (up to 200 words):

Student Life supports the mental health of young people as they go through education, into employment. Helping young people to:

- Participate in the production of a print and digital lifestyle publication heavily focused on mental health as well as 15 other core topics.
- Train as Mental Health Ambassadors to improve knowledge, support their peers and introduce best practice in the relevant education setting.
- Develop a supportive structure to other young people, providing training to develop capabilities.

- Develop their skills, both socially and emotionally, to enable them to participate in society as mature and responsible individuals. With the aim of supporting the next generation to have a less stigmatised outlook on mental health.

We offer collaboration on our projects to young people in high schools, sixth forms, colleges and universities across Suffolk, Kent, Norfolk and Essex and to ensure inclusion for all young people, we engage with residents at Young Offender Institutions (YOIs) and with students in alternative provision (AP) settings, including pupil referral units (PRUs). Student Life became a Community Interest Company (CIC) in June 2017 and converted to a registered charity in November 2018. Student Life is the only peer-to-peer platform of its kind in the **country**.

Project / activity START DATE (mm/yy): 09/21

END DATE (mm/yy): 04/22

7. Who is involved?

| | |
|--|--|
| Who is involved in developing this outcome proposal? | Project / activity joint lead: Richard Stewart Project / activity joint lead: Rachel Mitchell |
| Who will deliver the project/activity? | Organisation: Student Life Telephone: 01473 353512 Email: richard@studentlife.org.uk |
| Name of East Suffolk Community Partnerships Board Member supporting the project: | Louise Hardwick, Ipswich and East Suffolk CCG |

8. Give information about match funding here:

| Source of match funding: | Funding confirmed? | Amount (£) |
|------------------------------|--------------------|------------|
| Ipswich and East Suffolk CCG | YES | £5,250 |
| | | |

| | |
|--|---------|
| Total project / activity cost | £21,000 |
| Total of confirmed match funding | £5,250 |
| Total amount of Strategic funding required | £15,750 |

9. Identify where the Community Partnerships Board Strategic Budget money will be spent:

| Description of activity or item (by who and by when where appropriate) | Cost (£) |
|--|---------------|
| 1. Mental Health Awareness training (staff and materials) | 15,000 |
| 2. Mental Health First Aid training (staff and materials) | 3,000 |
| 3. Administration, staff costs, travel costs, oversight (MH Policy) | 3,000 |
| Add more rows if required | |

10. How will the project / activity be monitored, and outcomes reported (including project risks)?

- Monitoring and outcomes will be reported via the number of young people receiving training across the 2 training stages

- Reporting will also follow the number of young people being signposted to school support staff and third parties by MHAs
- Reporting will then look at the number of Mental Health Policies introduced at settings.

Declaration:

I confirm that this proposal contains accurate information

Name:

Signature:

Date:

Please submit this proposal to the Funding Team at grants@eastsuffolk.gov.uk Hard copies can be submitted and returned to: Funding Team, East Suffolk Council, East Suffolk House, Station Road, Melton, Woodbridge, IP12 1RT.