

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

(Stage 1 Proposal)

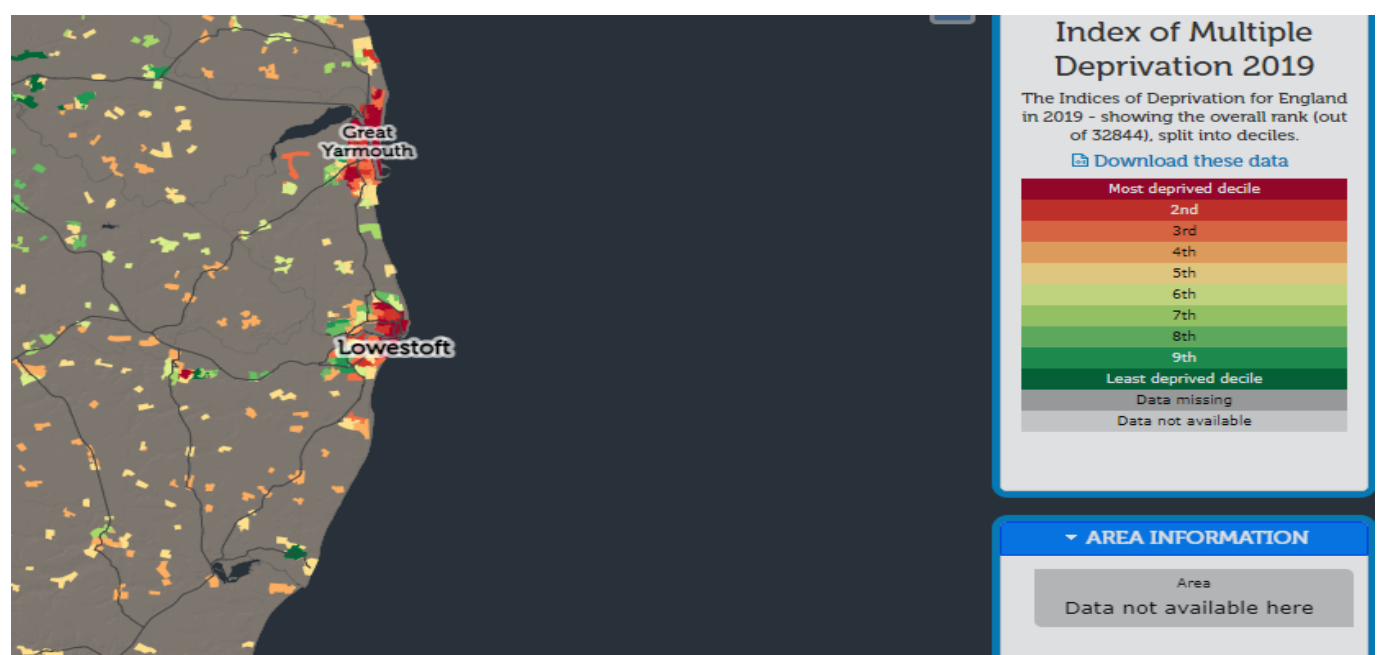
1. Key outcome(s)

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

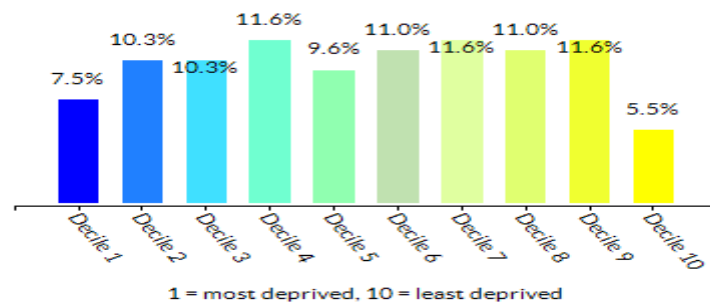
The Energise project will support adults in the coastal and rural areas of East Suffolk to develop skills and confidence to aid employment readiness and positive outcomes. The project will enable 2 part time staff to cover the geographical areas requiring support and intervention.

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.