

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:
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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.