



**Title:** City Strategy Engagement and Support

**Regional Priority Theme: Information, Advice and Guidance to reduce long term unemployment**

**Reference: WM3PH4400**

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### **Aim**

Support the delivery of the City Strategy by reducing long-term unemployment and helping the unemployed and economically inactive back into employment. This will be achieved by:

- Providing advice, guidance and support to unemployed individuals in the 55 City Strategy Wards (the target group) to help them to develop active and ongoing job-search plans and prevent them from moving into long-term unemployment

### **Activity**

The project will work with clients on a one-to-one basis and based on the Skills Coach pilot, it will offer individuals:

- Initial Assessment
- Learner Action Plan
- Individually-tailored Job Search Programme incorporating the direct or brokered (through partners) delivery of:
  - Matrix-accredited Information, Advice and Guidance (including: in-depth assessment; four personal one-to-one interventions (minimum); remote support through telephone and email
  - Job Search Support (e.g. finding vacancies, application forms, CVs, interviews, personal presentation)
  - Supported referral to learning (including Skills for Life)
  - Supported referral to other support services (to address barriers<sup>1</sup>)

### **Initial Assessment**

The Initial Assessment will cover the following as a minimum:

- Career ambitions (referenced against the local economy)

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<sup>1</sup> Personal e.g. mental health, and confidence; and 'situational' e.g. childcare, transport, awareness-raising



- Current level of Vocational and Core Skills (appropriate to career ambitions)
- Barriers to progression

### **Individual Learner Action Plan**

Each Initial Assessment will produce an Individual Learner Action Plan which will set out (where relevant):

- What further research the individual needs to carry out in relation to their career choice
- What Core and Vocational Skills they should develop
- What non-training support they should access to help them to overcome any barriers
- What additional steps they should take to find work

### **Tailored Support**

A close link with Jobcentre Plus must be maintained as part of the Support Package to ensure that the individual is helped to access Jobcentre Plus services including mandatory programmes such as New Deal and Employment Zone.

The Support Package should link to any other service(s) or professional(s) with whom the individual is working (e.g. Drugs Action Team, health, care).

The Support Package will be available to each individual throughout the project period, or until they have made a successful transition into employment.

Where Skills for Life<sup>2</sup> needs are identified the Support Package must offer guidance and signposting to organisations already delivering Skills for Life support. Funding in this specification does not include Skills for Life activity as this is already funded by mainstream programmes.

### **Information Advice & Guidance (IAG)**

Staff need to be qualified or working towards NVQ Level 3 or above in IAG.

The preferred model is a minimum of 3 interventions i.e.:

- On-entry
- Mid-term
- On exit

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<sup>2</sup> Including Literacy, ESOL, and Numeracy



### **Strategic Context and Essential Linkages**

LSC Annual Plan

City Strategy Expression of Interest

### **Target Groups**

The following key points need to be included:

- Age range: 19 plus
- Employment status: unemployed and in receipt of any inactive benefit

Priority will be given to activities aimed at helping the following groups:

- Black and minority ethnic groups
- Lone parents
- People holding no or low qualifications
- Older people (45+)
- Unemployed Graduates

### **Geographical Coverage (minimum number of areas)**

The table below details the 55 City Strategy Wards.

**ESF OBJECTIVE 3  
PHASE IV TENDER SPECIFICATION**



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<b>Birmingham</b>	<b>Solihull</b>	<b>Coventry</b>	<b>Black Country</b>	<b>Telford</b>
Aston	Chelmsley Wood	Foleshill	Castle and Priory	Donnington
Bartley Green	Fordbridge	St Michael's	Netherton and Woodside	Malinesee
Handsworth	Smith's Wood	Longford	St Thomas	
Kingsbury	Kingshurst	Radford	Friar Park	
Ladywood		Henley	Greets Green and Lyng	
Nechells		Binley and Willenhall	Princes End	
Shard End			Blakenall	
Soho			Smethwick	
Sparkhill			Soho and Victoria	
Washwood Heath			West Bromwich Central	
Weoley			Darlaston South	
Sandwell			Pleck	
Moseley			St Matthew's	
Kingstanding			Bilston East	
Sparkbrook			East Park	
Small Heath			Ettingshall	
			Graiseley	
			Heath Town	
			Low Hill	
			St Peter's	
			Brierley Hill	
			St James	
			Birchills Leamore	
			Oldbury	
			Palfrey	
			St Paul's	



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**Minimum Outputs and Outcomes**

The table below details indicative ranges of the volumes of each output and outcome that we want to fund across the City Strategy area.

Outputs/Outcomes	City Strategy Area
Initial Assessments	800
Matrix-accredited IAG	800
Individual Learner Action Plan	800
Individuals receiving jobsearch skills support (individual or group training to support the individual's capacity to apply successfully for work – application forms, CV writing, interview techniques) from above cohort	600
Individuals progressing into further learning	200
Individuals progressing into part-time, full-time or self-employment	400

**Funding Available**

The maximum funding available under this specification is £604,000

The level of funding is indicative. It does not automatically reflect the amount of funds that will be contracted. Tenders must justify the amount of funding being sought, be realistic and demonstrate clear value for money. There must be a direct correlation between activity and methods of delivery being proposed and the funding sought.

**Additional Background Information**

City Strategy supporting information is currently in draft. The City Strategy Expression of Interest can be viewed at:

<http://www.dwp.gov.uk/welfarereform/docs/BirminghamCityRegion.pdf>

The following extract shows how the City Strategy is developing:

Within the target wards/SOAs we will focus on the following groups:

- BME communities
- Lone Parents
- Incapacity Benefit claimants/sick and disabled
- Older people
- Young unemployed



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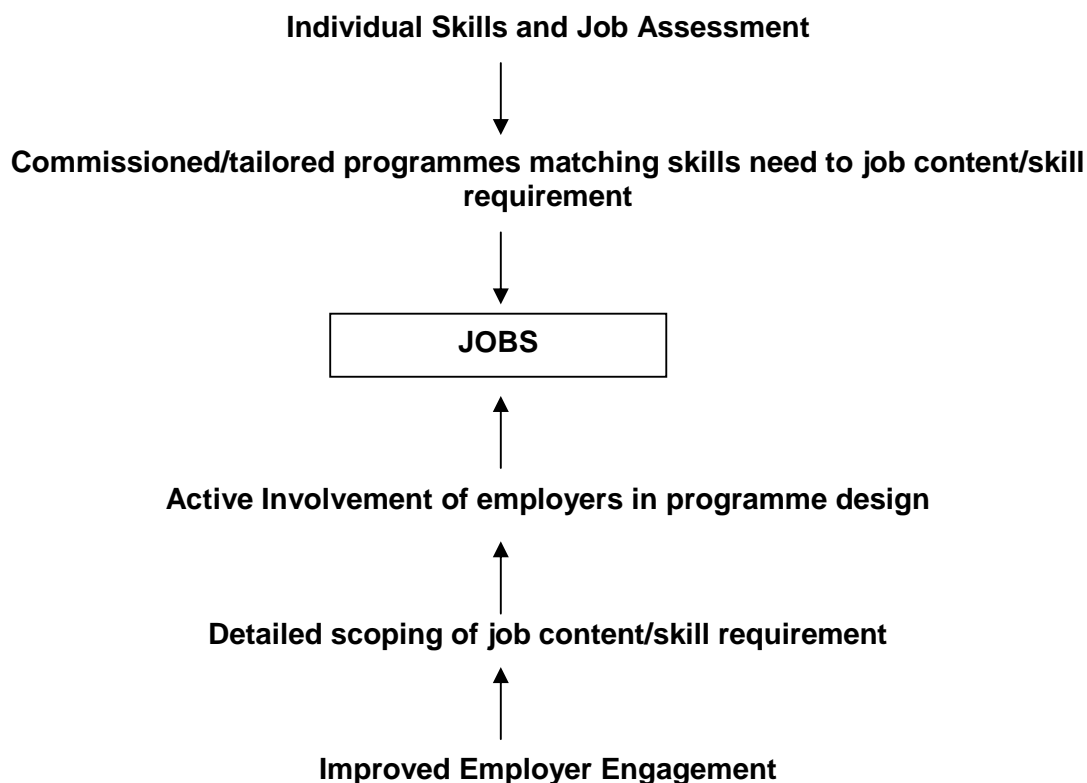
Our overriding objective is to close the gap between Our City Region employment rate and that of the target wards/SOAs, bringing people from the most disadvantaged groups and communities back into work.

We will:

- Bring about radical changes to the delivery of employment and skills creating an integrated system matching the job and skills requirements of employers and equipping individuals with the skills and capabilities to secure and sustain employment and progress in their careers
- Exponentially enhance the quality, scale and range of services available to the most disadvantaged groups, in particular those claiming Incapacity Benefit, lone parents, BME communities and inactive groups outside the Benefit System
- Integrate mainstream Jobcentre Plus and local authority services in the employment support field with voluntary/community provision and the work of private sector delivery partners
- Place employers and employer leadership at the heart of our delivery strategy promoting diversity as an economic and business imperative
- Create a Joint Investment Plan aligning and integrating funding and resources across all public agencies, the voluntary and community sector and private sector delivery partners
- Learn from the “Pathways” pilots anticipating their integration by early application of good practice

**Improved Client Engagement**





### **INTEGRATED EMPLOYMENT AND SKILLS DELIVERY PLAN**

The City Strategy will introduce a common client entitlement across our City Region. This will involve a one to one assessment, encompassing:

- an in-depth assessment of skills, beyond the level of qualifications, in terms of work and life experiences
- an in-depth assessment of the barriers to training and employment that the client is experiencing



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This will lead to the development of an individual client Action Plan, informed by the assessment which will:

- clearly articulate the skills an individual has and what gaps will require addressing to ensure they are able to secure and sustain employment
- inform the development of bespoke programmes matched to specific jobs which clients will be incentivised and supported to undertake
- identify training offers aligned to a client's benefit entitlements to enhance ability to remain on and complete the training identified
- identify any personal barriers, such as travel or childcare issues and offer support to ensure they are addressed to enable the client to secure and sustain employment

The City Strategy also proposes the promotion of achievement of a level 2 qualification under this model pre and post employment for those who do not have it. It will also see the development of appropriate supports to overcome the barriers to employment.

This should allow for the provision of a more comprehensive streamlined service to the client.

**Project Duration**

- Start date: April 2007                      End date: May 2008

**Exclusions/Ineligible Activity:**

- Enhancement of mainstream funding