



Title: City Strategy – Support for lone and teenage parents

Regional Priority Theme: Reduce disadvantage and increase equality of opportunity

Reference: WM3PH4405

Aim

Support the delivery of the City Strategy by improving the role of women in the labour market; reducing disadvantage and improving equal opportunities. This will be achieved by:

- Improving access to learning, and removing barriers to employment for lone and teenage parents in the 55 City Strategy Wards (the target group).

Activity

The delivery of a Support Package to the target group that will include:

- 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
 - Job Search Support (e.g. finding vacancies, application forms, CVs, interviews, personal presentation)
 - Mentoring / Coaching through a range of issues (barriers¹)
- Accredited Vocational Training (customised to the requirements of employers with vacancies) to a minimum of NVQ Level 2
- Core Skills² Support (including Skills for Life to Entry Level 3)

Initial Assessment

The Initial Assessment process will, as a minimum, examine the individual's:

- Career ambitions (referenced against the local economy)
- Current level of Vocational and Core Skills (appropriate to career ambitions)

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

² Including Skills for Life Literacy, ESOL, and Numeracy



- Barriers to progression

Individual Learner Action Plan

Each Initial Assessment will produce a 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

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

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 Life³ needs are identified, learning should be delivered in a context suitable to the client group and in a way that supports the achievement of national Skills for Life qualifications. Where appropriate, the Skills for Life learning should encompass 2 learning aims: Literacy and Numeracy; or ESOL and Numeracy.

Strategic Context and Essential Linkages

LSC Annual Plan

City Strategy Expression of Interest

Target Groups

³ Including Literacy, ESOL, and Numeracy



Leading learning and skills

- Women:
 - Aged 16-64
 - Employed or Unemployed status
 - Lone and teenage parents resident in the 55 City Strategy Wards (see below)

Geographical Coverage (minimum number of areas)

The table below details the 55 City Strategy Wards and gives the numbers of working age lone parents claiming benefit as at September 2006

**ESF OBJECTIVE 3
PHASE IV TENDER SPECIFICATION**



Leading learning and skills

B'Ham	LP*	Solihull	LP*	Coventry	LP*	Telford	LP*	Black Country	LP*
Aston	1075	Chelmsley Wood	370	Foleshill	650	Donnington	150	Castle and Priory	385
Bartley Green	630	Fordbridge	295	St Michael's	435	Malinsee	220	Netherton and Woodside	185
Handsworth	700	Smith's Wood	400	Longford	455			St Thomas	335
Kingstanding	915	Kingshurst	275	Radford	400			Friar Park	305
Ladywood	690			Henley	520			Greets Green and Lyng	200
Nechells	1085			Binley and Willenhall	520			Princes End	415
Shard End	830							Blakenall	385
Soho	950							Smethwick	285
Sparkhill	595							Soho and Victoria	345
Washwood Heath	955							West Bromwich Central	160
Weoley	665							Darlaston South	300
Sandwell	485							Pleck	250
Moseley	230							St Matthew's	330
Kingstanding	915							Bilston East	340
Sparkbrook	870							East Park	310
Small Heath	895							Ettingshall	390
								Graiseley	225
								Heath Town	400
								Low Hill	630
								St Peter's	450
								Brierley Hill	210
								St James	185
								Birchills Leamore	450
								Oldbury	235
								Palfrey	270
								St Paul's	270

* LP = working age lone parents claiming benefit as at September 2006
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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	1500
Matrix-accredited IAG	1500
Individual Learner Action Plan	1500
Full NVQ Level 2 Qualification Achieved	750
Skills for Life Entry Level 3 Achieved	1000
Progressions into learning	500
Progressions part-time, full-time or self-employment	1000

Funding Available

The maximum level of funding available is £5,000,000

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:

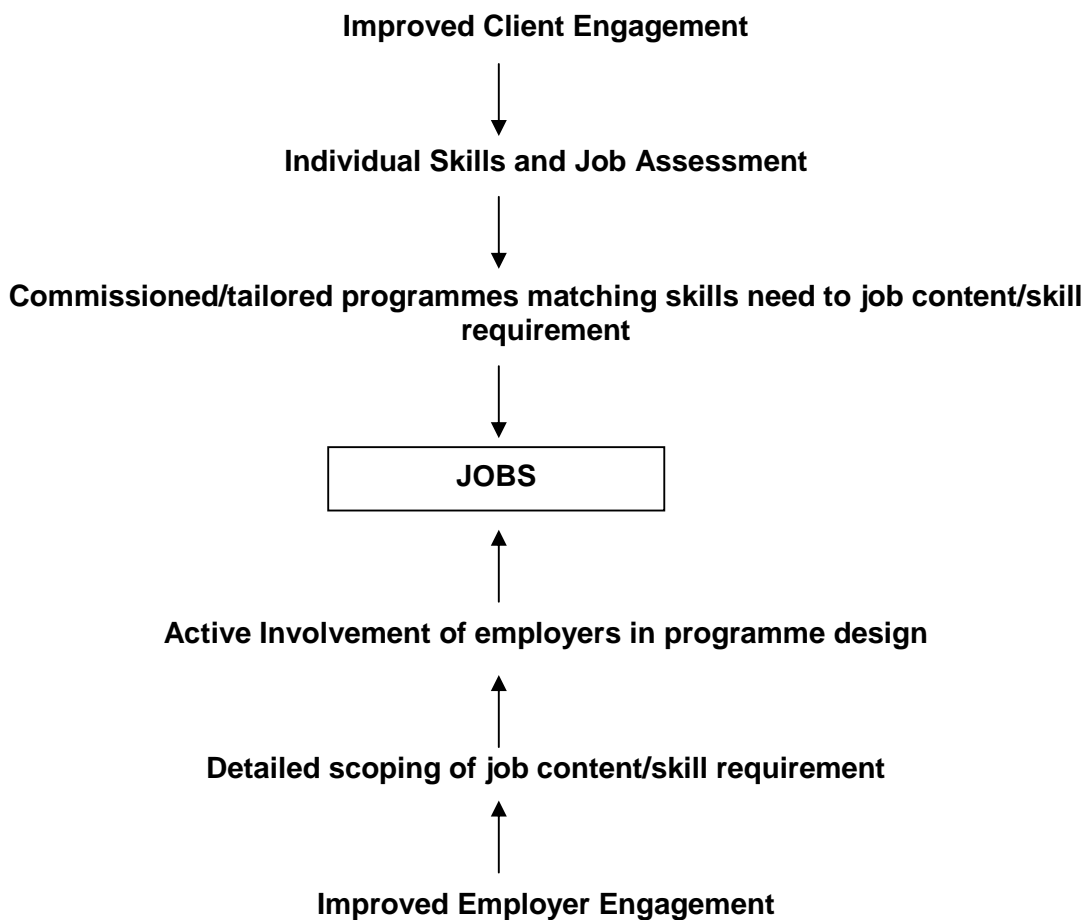
- BME communities
- Lone Parents
- Incapacity Benefit claimants/sick and disabled
- Older people
- Young unemployed

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





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

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

- Anticipated start date: April 2007 End date: May 2008

Exclusions/Ineligible Activity:

- Enhancement of existing activity/mainstream provision
- Part qualifications
- Public Sector Employees holding qualifications higher than NVQ Level 2
- Employees of companies with more than 250 employees