

AREA PROGRAMME 2 COMMISSIONING

April 2007 – March 2009

A new Area Programme funding round for 2007 – 2009 has been agreed with the London Development Agency, for £3 million. In line with “Residents First” the funding agreed under the new Area Programme will focus on provision solely within Hammersmith and Fulham. The annual funding secured on the current Area Programme equates to circa £1.26m (across 3 boroughs), the funding negotiated for the new Area Programme equates to £1.5m per annum (for HF).

The new Area Programme has secured funds to take forward the council’s ambition to be a Borough of Opportunity and to deliver value for money. It aims to provide a ladder out of poverty and into employment for the most vulnerable residents. To maximise resources the programme has been designed in consultation with the Learning Skills Council (LSC), Jobcentreplus and Hammersmith Primary Care Trust (PCT), this will avoid duplication.

The new Area Programme has been split into 13 key projects, with the aim of providing Skills, Employment and Business Support. A key theme of the programme is outreach work with one project based in the greatest areas of worklessness (social housing) and a second project based in a GP surgery (given the volume of residents claiming benefits with health related conditions).

The submission to the LDA drew strongly on the consultation with residents, businesses and the voluntary and community sector undertaken during the development of the council’s Local Enterprise Growth (LEGI) application to the Department for Community and Local Government in September 2006.

Programme Overview

There are more than 1,700 local residents claiming Jobseekers Allowance in the White City Opportunity Area. In addition, there are a further 8,000 workless residents in the priority area in receipt of Income Support or Incapacity Benefit. This total includes 2,000 lone parent households

The new Area Programme intends to utilise resources effectively by targeting clients on Incapacity Benefit and Income Support, rather than cherry pick those on Job Seekers Allowance, who are most likely to make the transition into employment without additional support. Therefore, specific skills and employment packages will be aimed at lone parents, disabled people, and ex-offenders.

A mechanism will be built into contracts with providers to require them to refer people from learning to employment provision. It is intended that this will prevent “blockages” in employment programmes which often lead to clients leaving training and returning to benefits.

Business support interventions will focus on growth sectors in the White City Opportunity Area economy and include media, and visitor attractions. Innovative methods tested through LEGI will be implemented to support new and established businesses including supporting business to showcase their goods and services. Other activities will include

Mentoring and a Financial Management Diploma for small businesses (this has proved to be popular with HF owned micro and start up businesses).

Project Outline Specifications

Project titles	Description	Delivery activities
<p>Engagement Social Housing Project</p>	<p>We would like to commission a social housing provider to deliver outreach information and advice, events and motivational activities targeted at engaging workless LBHF residents and re-energising and invigorating benefit claimants to move towards skills, employment or self employment provision.</p> <p>The programme should be targeted at areas of social housing which are amongst the most deprived in the borough and where the resident profile closely matches the area programme target groups.</p>	<p>Outreach information and advice Signposting to local training and employment Signposting to childcare, debt and financial literacy Motivational activities and events Taster days in local colleges Introductory group sessions for lone parents, refugees, young people Introduction to business sessions school based events for parents 'Family fun' events with entertainment for children linked to promotion of skills assessments, free advice, talks from employers, careers information 'Hand-holding' of proportion of clients through the initial first steps back into any kind of employment and /training/volunteering activity</p>
<p>Engagement GP referral project</p>	<p>To provide GP-based, advice and support on employment and training to LBHF residents who are claiming benefits on health grounds</p>	<p>Engagement and motivational activities Advice and guidance on employment and training Information on training, back to work benefits and access to work Liaison with employers on reasonable adjustments In-training and In-work support for those who have moved back into training and employment</p>
<p>Business support Targeted interventions</p>	<p>To provide a suite of linked activities aimed at promoting and supporting new businesses through interventions such as coaching programmes for small businesses, showcasing new businesses and activities and events to promote franchising.</p> <p>Coaching programme</p>	<p>Coaching</p>

	<p>The programme should be aimed at minority ethnic and women owned businesses and should assist the businesses to develop management skills, knowledge, communication and networking skills.</p> <p>Showcasing A programme enabling entrepreneurs to 'showcase' their products and identify appropriate markets.</p> <p>Franchising There should be a particular focus on locally owned businesses in the areas adjacent to the White City Opportunity Area.</p> <p>Direct Selling Providers will be expected to demonstrate that they have engaged with organisations who are currently involved in the LDA supported pan London franchise pilot.</p>	<p>Identification of businesses' needs Skills assessments Delivery of 1-1 coaching sessions to BAME and women Action planning</p> <p>Showcasing Identification of suitable locations for events Negotiation with landlords Preparation of entrepreneurs for events</p> <p>Franchising Identify relevant businesses Undertake diagnostics to identify their potential to become franchises. Identify business practices to Translate potential to franchise to a product that can be franchised.</p> <p>Direct Selling 1-1 advice and support sessions to start up and micro businesses on increasing sales through Direct Selling Activities and initiatives aimed at developing the skills and earning capacity of beneficiaries involved in direct selling.</p>
<p>Business support Skills</p>	<p>To provide financial management skills to small business owners in Hammersmith and Fulham.</p>	<p>Provision of flexible accredited training to address financial skills needs. Provision of a minimum of 40 hours of classroom based training Provision of minimum of 8 hours of one to one support</p>
<p>Sector support Media</p>	<p>Programme providing sector specific support for the film, television, music and other creative sectors to increase business skills and competitiveness, increasing the level of inter-firm contacts and trading. The programme will facilitate entry into the local media cluster of BAME and women owned enterprises and work with the media COVE to support start up and survival of new entrants to the industry.</p>	<p>Range of activities to support the development of the media cluster Events to support partnership development and networking Website development Support to access the West London Film fund</p>

	Programmes and initiatives should promote services, suppliers and freelancers, encourage networking activity and support start up, and micro-businesses secure work space.	
Sector support Tourism and leisure	Programme providing information, advice and support to Hammersmith and Fulham businesses in the tourism, leisure and hospitality sector	Information, advice and support to Hammersmith and Fulham businesses in the tourism, leisure and hospitality sector Promotional, networking, statistical information and activities Facilitation of the H&F Attractions group
Skills and employment Skills for Life and ESOL	Poor basic skills and language skills remain a key barrier to employment for many people. Recent reductions in LSC provision for adults and changes in LSC funding regimes means there is a gap in ESOL and Skills for Life provision in Hammersmith and Fulham. We would therefore like to commission provision of accredited provision which is linked to local employment and training provision in demand sectors.	Provision of qualifications and progression to higher level qualifications and jobs search support to the target groups 100 X Accredited Skills for Life (ESOL) embedded in vocational courses in Customer Care/Retail (entry levels 1 and 2) Childcare (levels 1 and 2) Business Administration (entry levels 1 and 2) Health & Social Care (entry levels 1 and 2) Accreditation must be recognised Skills for Life qualifications on the DfES Section 97 list .
Skills and employment Lone Parents	This programme should develop further the work of the Lone parent Network in the borough and provide a range of tailored interventions based on evidence of what works from the two years of delivery to date. The programme must link with the Childcare Affordability programme (if successful) and directly with the existing lone parent network.	Provision of employment advice and support to lone parents Coordination of network Provision of training and volunteering opportunities
Skills and	Programme supporting disabled	Information and Guidance on

<p>employment</p> <p>Disabled people and those claiming benefits on health grounds</p>	<p>people and those claiming benefits on health grounds into training and employment.</p> <p>Providers will be expected to work closely in partnership with JCP and local job brokerage providers and to develop close links with employers.</p>	<p>recruitment and selection procedures.</p> <p>Information about your rights under the DDA and the obligations of employers.</p> <p>Advice and training for employers on the changes to Disability legislation and the DDA</p> <p>Practical support with job search</p> <p>Free computer and Internet access to complete job applications/vacancy searches.</p> <p>Information on current job opportunities.</p> <p>Support with access issues during recruitment and employment.</p> <p>Information and referrals for guidance on benefits and moving into Work. Information</p> <p>Help in accessing training courses and other services that can help you gain work.</p> <p>Ongoing support for you and your employer once you have started work.</p>
<p>Skills and employment</p> <p>Ex offenders</p>	<p>The project will help offenders and (ex) offenders in the London Borough Of Hammersmith & Fulham raise their skills, motivation and levels of self esteem, thereby increasing their employability and skills.</p> <p>The programme will raise awareness among offenders of employment, training and education opportunities, assisting offenders to make positive steps towards meaningful employment and / or vocational training opportunities. This will lead to an overall reduction in crime within the borough.</p>	<p>1 - 1 specialist advice and employment support</p> <p>identification of skills and experience</p> <p>1 - 1 guidance counselling sessions</p> <p>Action Plan development</p> <p>referral to other area programme providers and into mainstream training and employment</p>
<p>Skills and employment</p>	<p>An interlinked suite of activities aimed at addressing the needs of</p>	<p>Accredited training programme including</p>

<p>Employability and Job Brokerage</p>	<p>economically inactive residents.</p> <p>The programme will offer a tailored, accredited pre-employment training programme aimed at boosting the skills and confidence of individual. Individual support aimed at addressing the specific needs and circumstances of the clients should be complemented by groups sessions where job search and communication skills are developed in a supportive environment.</p> <p>A programme of supported work placements will provide a 'safe' opportunity for the individual to gain the work experience and skills development necessary to build confidence and also provide current work references for the job seeker.</p> <p>Programme staff will have specialist skills to target employment sectors effectively and to sell services (and jobseekers) to employers. The Brokerage will develop effective partnerships with specialist local and other job brokerage organisations to meet the range of needs of all clients.</p> <p>The Brokerage will form the 'hub' of a local partnership which will use its well developed relationships with employers to secure vacancies and identify employer training and support needs. It will sit at the centre of a local brokerage partnership and will take referrals from the range of delivery partners in the Area Programme as well as a wider network of local providers.</p>	<p>Delivery of accredited Information, Advice and Guidance (IAG)</p> <p>Support and appropriate referral for clients with health issues, drug and alcohol issues, referral to debt and financial advice, childcare support and information and advice on benefits.</p> <p>Assessment of Basic skills and ESOL needs and appropriate referral</p> <p>Delivery of accredited pre-employment training package tailored to the needs of the individual</p> <p>Job brokerage programme including Vacancy sourcing , human resource planning, detailed analysis of job roles and person specifications matching clients to jobs, sifting applicants, interview assistance and testing.</p>
<p>Skills and employment</p>	<p>Support programme for the Construction industry providing</p>	<p>access to vocational training in construction trades,</p>

<p>Construction</p>	<p>supported access to accredited Construction skills training for unemployed people especially women. The programme should offer a range of integrated support measures to ensure local people benefit from the employment and training opportunities generated by construction developments in the London Borough of Hammersmith and Fulham.</p> <p>The programme will link unemployed people interested in working in construction with local training providers and provide induction and taster programmes into the industry. It should provide on-going support to the individual throughout their training programme and provide them with appropriate on-site work placements. Support should be offered for the main building trades; Bricklaying, Painting and Decorating, Carpentry and Joinery, Plastering, Electrical Installation and Heating and Ventilation (Plumbing and Gas).</p>	<p>engagement, induction and taster programmes and activities paid work experience/ work placement with contractors and sub-contractors free tools for new starters free Personal Protective Equipment (PPE) access to childcare and help with costs</p>
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