
Report To:	Regeneration Committee	Date:	3rd September 2009
Report By:	Corporate Director- Regeneration and Resources	Report No:	RC/09/09/16/SJ/LL
Contact Officer:	Stuart Jamieson	Contact No:	01475 715555
Subject:	Deprived Area Fund		

1.0 PURPOSE

- 1.1 The purpose of this report is to inform Members of the intention of the Economic & Social Regeneration Service to contribute to a consortium bid to deliver Deprived Area Outreach Services Provision in Ayrshire, Dumfries & Galloway and Inverclyde District.

2.0 SUMMARY

- 2.1 The Deprived Area Fund (DAF) is a flexible fund targeted at deprived wards, nationally, to achieve increased employment in the target wards and increase employability amongst the most disadvantaged within those wards. The Jobcentre Plus District of Ayrshire, Dumfries, Galloway & Inverclyde are looking for an innovative approach to engage with people in the DAF wards throughout the District, giving priority to those who need extra support in addition to existing mainstream Jobcentre Plus services.
- 2.2 The awarded contract for our Jobcentre Plus District will operate from 1 October 2009 until 31 March 2011, the value of the bid is £2.3m. Inverclyde has 31% of the most deprived wards within the District and accordingly the value to Inverclyde will be in the region of £700,000. By submitting a tender, bidders have the opportunity to deliver new outreach services to residents of the Deprived Area Communities. The aim of the service is to strengthen the support available to those people who need help to make the transition into employment.
- 2.3 The awarded contract for the Jobcentre Plus District will be targeted at providing employability support to 1850 clients, Inverclyde has 31% of the most deprived wards within the District and accordingly the service will be targeted at 600 long term unemployed residents within Inverclyde.
- 2.4 Jobcentre Plus are looking to award one Prime Contract to cover the specified wards either by direct or sub-contracted delivery. Discussions have taken place with Officers in North, South and East Ayrshire Councils and Dumfries & Galloway Council and there is support for a consortia bid to be submitted. The lead authority in this application will be East Ayrshire Council and if successful it is they who will contract with Jobcentre Plus. The successful Contractor will be notified by Jobcentre Plus in mid September.

2.5 Partnership agreements will be drawn up between the lead partner and participating organisations.

3.0 RECOMMENDATION

3.1 That Members agree to the submission of a consortia bid to the Deprived Areas Fund to be led by East Ayrshire Council.

Stuart Jamieson
Head of Economic & Social Regeneration

4.0 BACKGROUND

- 4.1 The aim of this provision is to contribute to improving the employment rates in those wards with the highest levels of worklessness. DAF will assist Jobcentre Plus to support residents in DAF wards by implementing tailored support or provision to suit their local circumstances.
- 4.2 The target groups are those economically inactive people residing in the DAF wards with priority given to:
- Lone Parents including those on New Deal for Lone Parents;
 - Those in receipt of Incapacity Benefit or Income Support on the grounds of sickness or disability;
 - Other people who are in receipt of Income Support, Carers Allowance or Bereavement Benefits;
 - Partners of people in receipt of working age benefits including those on New Deal;
 - Black and ethnic minority people;
 - Ex-offenders;
 - Substance Misusers;
 - Homeless people, particularly those with children.
- 4.3 The successful bidder will be expected to deliver positive support to equip residents to compete for jobs, addressing specific barriers faced by them. Examples of the activities which might be undertaken include advice and guidance, mentoring and confidence building, job search, employability skills, employer engagement etc. Demonstrating partnership working with other agencies or organisations that are involved with the customer is also important.
- 4.4 Inverclyde, North and East Ayrshire Councils already have the infrastructure in place, principally through our CPP European Employability Services, to engage with residents. South Ayrshire and Dumfries & Galloway Councils, whilst not currently eligible for CPP European funds, also have employability structures in place.
- 4.5 In Inverclyde, our key delivery partner will be Inverclyde Community Development Trust. The participating Councils also have key partners who will deliver community engagement and employability support.
- 4.6 Funding for the programme is based on fees paid to the successful bidder for the delivery of provision in line with the specification and the contracting and tendering documentation. Fees are paid on the basis of a fixed unit cost per customer, payable on completion of each stage e.g. Completed 1st Contact Interview (20%); Action Plan and Case Load (50%); Job Outcome (15%) and Sustainability Outcome (15%).
- 4.7 Bidders are required to compete on quality as well as price for the DAF contract.
- 4.8 Should we be successful in this bid, this will complement our current employability activities and, in particular, our recent successful application to the Future Jobs Fund.

5.0 IMPLICATIONS

5.1 Finance:

Financial Implications – One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
n/a	n/a	n/a	n/a	n/a	Allocation for tourism expenditure included within existing Economic Development budget 2009/10 and 2010/11

Financial Implications – Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (if Applicable)	Other Comments
n/a	n/a	n/a	n/a	n/a	n/a

Personnel: Community Engagement Workers and Key Workers will be recruited by the delivery partner to allow for implementation and delivery of the Deprived Area Fund.

Legal: Partnership Agreements to be developed between East Ayrshire Council and partner organisations.

Equalities: Equality and diversity processes comply with EU requirements. Equal opportunities, issues of gender and disability and social inclusion are key to the objectives of this fund and have been addressed in its design.

Programme design is undertaken with consideration of the diverse needs of target clients and to fully enable their participation.

The employability agenda is an integral component of promoting social inclusion and geographical targeting at our most disadvantaged areas and individuals.