



**LONDON COUNCILS  
EUROPEAN SOCIAL FUND  
BOROUGH EMPLOYMENT PROGRAMME  
2014-2020  
London Borough of Hounslow**

**Application Prospectus  
17 September 2018**

**Deadline for applications: 12 noon, 26 October 2018**

Please note that any additional guidance or clarification on any points in this prospectus will be posted on the [London Councils website](http://www.londoncouncils.gov.uk) at the end of each week until **19 October 2018**. It is important that you check the website to make sure that you do not miss any additional guidance.

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## Introduction

Welcome to the prospectus for the London Councils European Social Fund (ESF) Community Employment Programme 2014-2020.

London Councils' ESF Borough programme is part of the European Structural and Investment Funds Growth Strategy<sup>1</sup> for England in 2014-2020.

## The European Structural Investment Funds

The European Structural and Investment Funds (ESIFs) are the European Union's main funding programmes for supporting growth and jobs across EU member states. They form a small but important part of the UK Government's overall growth activity.

In England, for 2014 to 2020 the programmes consist of the European Regional Development Fund (ERDF), European Social Fund (ESF) and part of the European Agricultural Fund for Rural Development (EAFRD). These have been brought together into a single Growth programme with individual operational programmes aligned to maximise support for jobs and growth.

The Growth Programme is delivered across England's 39 Local Enterprise Partnership (LEP) areas, each of which has an ESIF Strategy to support local delivery. The £6 billion funds within the Growth Programme have been notionally distributed to LEP areas. ERDF can fund activity such as support to SMEs, ICT, Low Carbon and research and innovation. ESF supports employment, skills and social inclusion.

The London 2014-2020 ESIF Strategy<sup>2</sup> sets out the key areas for ESF investment in London and aligns to the London Enterprise Panel's (LEP's) three skills and employment themes: promoting sustainable employment and progression outcomes, ensuring individuals and employers are better informed to drive the skills and employment system and engaging with London's businesses to help drive growth in the Capital.

ESF in London is managed by the Greater London Authority's (GLA) European Programmes Management Unit (EPMU) who has been designated by Government as an Intermediate Body for ESF and ERDF.

The LEP, through the GLA, London Councils and other local partners, have developed a range of ESF provision to meet local needs. There are five ESF Co-Financing Organisations for 2014-20 in London. They are:

- Greater London Authority (GLA)
- Education and Skills Funding Agency (ESFA)
- Department for Work and Pensions (DWP)
- Big Lottery
- Her Majesty's Prison and Probation Service (HMPPS)

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<sup>1</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/461596/ESF\\_Operational\\_Programme\\_2014\\_-\\_2020\\_V.01.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/461596/ESF_Operational_Programme_2014_-_2020_V.01.pdf)

<sup>2</sup> <https://lep.london/publication/european-funding-strategy-2014-20>

## ESF Investment Priorities

The 2014-2020 ESF Programme has two main Priority Axes, each with a number of Investment Priorities:

### Priority Axis 1 – Inclusive Labour Markets

- Priority 1.1 **Access to Employment for Job-Seekers and Inactive People** - Improving the employability and skills of the unemployed and economically inactive people
- Priority 1.2 **Sustainable Integration of Young People** - Employment and Skills activities targeted at young people who are not in education, employment or training (NEET) or at risk of becoming NEET
- Priority 1.3 **Youth Employment Initiative (YEI)** - This will focus on helping young people, particularly those not in education, employment or training (NEET) to participate in the labour market and learning in areas eligible for the YEI.
- Priority 1.4 **Active Inclusion** - To address the root causes of poverty which creates barriers to work so more people move closer or into employment

### Priority 1.1 - Access to Employment for Job-Seekers and Inactive People

London Councils ESF Borough Employment Programme 2014-2020 will support objectives under ESF Priority Axis 1– Inclusive Labour Markets delivering outputs and results for the Investment Priority 1.1.

As a result the Programme aims to improve access to employment for individuals who are far from the labour market, and need assistance to overcome barriers to work.

It will deliver jointly funded ESF and Borough projects, which aim to:

- improve the employability of economically inactive and long-term unemployed individuals so that they can compete effectively in the labour market
- provide tailored support for those with particular labour market disadvantage(s) (as detailed in Participant Target Groups section) to improve participants' job readiness and sustainability in employment encourage inactive people to participate in the labour market and to improve their employability

Within London, there are a number of programmes already providing support to the unemployed, economically inactive, and long term unemployed. In order to avoid duplication, London Councils and participating boroughs will fund projects that work with the specific target groups and geographical areas defined within the project specification.

It is recognised that not all participants will be able to move directly into employment at the end of the project. However, where employment (including self-employment) is a realistic target for individual participants, this is the preferred outcome and this will be reflected in the targets agreed with successful applicants.

### Priority Axis 2 – Skills for Growth

Priority 2.1 Enhancing Equal Access to Lifelong Learning

Priority 2.2 Improving the Labour Market Relevance of Education and Training Systems

For more details please see the 2014-20 Operational Programme at:

<https://www.gov.uk/government/publications/european-social-fund-operational-programme-2014-to-2020>.

## The London Councils' ESF Borough Employment Programme

### Priority 1.1 – Access to Employment for Job-Seekers and Inactive People

The London Councils ESF Borough Employment Programme 2014-2020 will focus on delivering the strategic objectives of ESF Priority 1.1 – Access to employment for Job-Seekers and Inactive People.

This Programme will fund projects that assist individuals who are disadvantaged to tackle their barriers to work and enter sustainable employment. Activities should include help to identify the barriers individuals face in moving into work (for example; lack of confidence, recent work experience, basic skills, job seeking and job-related skills, or other material barriers like debt) and working with them to tackle these barriers.

For this Programme, London Councils and the London borough of Hounslow welcome applications for grants from organisations and partnerships to deliver a project strategically aligned with ESF Priority 1.1 that can show links with other programmes supporting these Priorities, (this is part of a wider London Councils ESF Programme).

The project listed in Table 1 below should be innovative and add value to mainstream provision.

The Programme will focus on people that are economically inactive and long term unemployed. In this way, the London Councils ESF Borough Employment Programme 2014-2020 can help the London boroughs contribute towards national indicator targets for employment and poverty by targeting workless people.

This Prospectus sets out the borough specific project as well as the criteria and conditions for potential providers applying for this grant funding.

The Project will be funded for a maximum of seventeen (17) months. Please note that the project will start no earlier than 2 January 2019.

*Table 1 London Councils ESF Borough Employment Programme 2014-2020 Project*

Borough(s)/Consortium	Project Name	Funding Value
Hounslow	Digital, Media, Tech and Creative Skills	£175,400
<b>Total</b>		<b>£175,400</b>

***The value of the project may potentially increase if sufficient borough funding and ESF funding are available.***

# PROJECT SPECIFICATION

# 1. Project Specification

## Introduction to the London Borough of Hounslow

The London Borough of Hounslow (Hounslow), home to 269,100 people (NOMIS), is one of the capital's largest boroughs, covering 56 square kilometres and stretching from the border of Heathrow Airport in the west to Chiswick in the east. Strategically situated along the A4/M4 corridor, the borough acts as the conduit between central London and the outer west London sub-region including Heathrow Airport.

Out of 326 local authority districts, Hounslow ranks the 151st most deprived district. Overall, Hounslow has 24 Lower Super Output Areas in the 20 per cent most deprived in England in 2015.

Ethnic makeup projections from the GLA (2018) show just over half (51.7 per cent) of Hounslow residents are from black and minority ethnic (BAME) backgrounds. The largest non-white ethnic group in Hounslow is Indian (55,851), followed by Other Asian (25,711) and Pakistani (15,856). In addition to white British and Irish residents, Hounslow's white population also includes a substantial number of residents from other European countries, particularly EU accession countries such as Poland and Romania.

Nomis (2017) official labour market statistics for Hounslow show:

- *The total working age population is 179,400*
- *The number of residents who are economically inactive are 156,500 (Apr 2017-Mar 2018)*
- *The number of out of work claimants aged 25-49 in the borough is 3,265 (July 2018)*
- *The number of out of work claimants aged 50+ in the borough is 1,470 (July 2018)*

The working age main benefit claimants (November 2016):

- *ESA and Incapacity benefit 6,840*
- *Lone Parent 1,380*
- *Carers 2,330*

## Strategic Context - Hounslow Skills and Employment Strategy

Hounslow commissioned the Hounslow Skills and Employment strategy<sup>3</sup> in 2014 which set out its commitment to improving the skills and life chances of the borough's residents. The strategy was developed in response to the shifting wider economic and political context which was part of national skills reform with a sharper focus on economically viable skills led by employers, and a welfare system which focused on a stronger emphasis on claimants seeking employment. It was produced in consultation with local employers, skills providers, residents, and other key partners such as Jobcentre Plus.

The strategy sets out a new approach to working with employers in the borough, to improve residents' skills and access to the labour market. The strategy sits within in the framework of the Council's Economic Development Strategy (2013) and wider regeneration plans.

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<sup>3</sup> [Hounslow Skills and Employment Strategy](#)

The strategy has four key aims:

1. *To support local employment growth and enterprise through improving access to skills and reducing mismatch between demand and supply*
2. *Improving all young people's achievement and progression into employment*
3. *Improving pathways into work for the unemployed and progression in work for low paid residents*
4. *Improving access to information, advice and guidance and labour market information*

The borough will work with local with partners to deliver against the aims and specific targets within the strategy.

## Sector composition of Hounslow's economy

Hounslow commissioned detailed analysis of the borough's economy, focusing on the characteristics and performance of the business base, local sector strengths and opportunities. The sector composition of the Hounslow economy is summarised in the table below.

Business Sector <sup>7</sup>	Business count, 2014		Change 2011-14(%)	Employment (jobs), 2013		Change 2009-13(%)
	No.	%		No.	%	
Manufacturing and construction	1,000	8	22.6	6,700	5	9.1
Public sector	900	7	12.0	22,100	15	2.4
Wholesale and retail	2,000	16	11.0	19,900	14	-5.2
Hospitality, leisure and other services	1,100	9	13.4	15,400	11	14.6
Transport and logistics	600	5	16.0	12,000	9	31.0
Business support services	900	8	20.1	15,800	11	-1.5
ICT and digital	1,900	16	51.4	12,900	9	52.9
Media and broadcasting	400	3	18.8	18,800	13	84
Other creative	600	5	12.9	3,000	2	61.9
<b>Knowledge industries</b>						
Advanced manufacturing	100	1	50.0	2,200	2	7.6
Professional services	2,300	19	25.7	15,200	11	-2.6
<b>Whole economy</b>	<b>12,500</b>	<b>100</b>	<b>21.4</b>	<b>143,400</b>	<b>100</b>	<b>14.9</b>

Source: Regeneris Consulting 2015, based on information from BRES 2013 and IDBR 2014

The 'Hounslow Sectors Research'<sup>4</sup> conducted by Regeneris has shown the strength of the Media, ICT and Digital sectors in Hounslow's economy. These sectors are seen as high growth areas for the foreseeable future and we know from national and local research reports and through discussions with local employers there are skills gaps within these sectors. Skills challenges were reported in IT development/software skills which are found in roles across the ICT and Media sectors.

<sup>4</sup> [London Borough of Hounslow – Sectors Research](#)

## ICT and Digital sector

Hounslow Defining Sector: ICT and Digital Media

### London Borough of Hounslow: ICT & Digital Sector

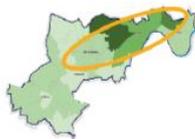
#### Local Overview



High employment concentration: **x1.8** the London average



Large proportion of micro-businesses - 94% employ 0-4 people compared to 81% across the overall business base



Relatively diffuse but with business concentrations in Hounslow Town Centre (27%) and Chiswick (20%)

#### Sector Trends



Driven by both its own high value potential and its enabling role, helping to drive innovation and productivity in other sectors



UK is experiencing an annual shortfall of 40,000 scientists, engineers and technicians, while international competition (from US and Asia) is also a major challenge to growth

#### Local Specialisms

» Development and Business Activities - includes activities relating to computer consultancy and software development; this sub-sector constitutes over half of Hounslow's ICT & Digital sector employment (6,600 jobs)

» Wholesale of Computers & Software - 33% of sector employment (4,300 jobs)

» Digital Publishing Activities - 400 jobs having grown 53% between 2009 and 2011

#### Local Perspectives

» Home Working - majority of survey respondents worked from home and found that Hounslow gave them access to clients in central London and an affordable place to live

» Established - many business owners cited the experience they got working in a large ICT/ Digital company (e.g. Sky) as a source of information and support which they drew on to start their own firm

» Skills - marketing and software development were the most sought after skills in this sector locally

Source: Regeneris Consulting, 2015. Based on data from IDBR, BRES and MINT UK

- Hounslow has the **second highest** concentration of ICT and digital jobs in London.
- Over half of those **12,900 ICT and digital jobs** in Hounslow relate to software development and consulting.
- The number of businesses operating in ICT and digital activities in Hounslow has increased by **51 per cent** between 2011 and 2014. Similarly, employment has grown by **50 per cent** between 2009 and 2013.
- ICT and digital businesses in Hounslow largely classify as micro, with **94 per cent** of firms employing between 0 and four people. This is an extremely high proportion of micro businesses compared with the average across Hounslow's business base (81 per cent). Nevertheless, there are a few **large employers** in this sector in Hounslow, including Cisco Systems, IBM, SAP and EMC Computer Systems.
- Nearly a third of Hounslow's ICT and digital businesses are located in Hounslow town centre (27 per cent) with another small proportion (13 per cent) located just to the north in Heston including **Bedfont Lakes Business Park** where Cisco and IBM are based. While the remainder are spread across the borough, 20 per cent are located in the east of the borough in Turnham Green and Chiswick. This sector is supported by a number of local assets in Hounslow. These include a cluster of TV broadcast channels and platform operators.

## Media and Broadcasting sector

Hounslow Defining Sector: Media and Broadcasting

### London Borough of Hounslow: Media & Broadcasting Sector

#### Local Overview

18,800 jobs (13% of total)  
+8,600 (+84%) since 2009

High employment concentration: **x2.8** the London average

400 businesses (3% of total)  
+19% since 2011

Sky is the main employer, supporting over 70% of sector jobs - but 99% of businesses employ 0-4 people

Concentrated in the east of the borough - 50% of businesses are located in Turnham Green and Chiswick

#### Sector Trends



Export driven and domestic growth expected - UK entertainment and media market alone is forecast to reach £63bn by 2016



Main threats to sector growth are a **fragmented funding landscape**, **incompatibility of traditional financial products** and **infrastructure gaps**

#### Local Strengths

» TV Triangle - a regionally significant media tech and broadcasting cluster

» Production & Broadcasting - 78% of the sector's employment base across almost 300 businesses. Has an employment concentration 5.3 times the London average

» Wider Professional Services related to Media - 3,400 jobs in 160 businesses

#### Local Perspectives

» Technology - the online presence of the media sector promotes a large freelance workforce who work from home, with specialist equipment and fibre optic broadband commonly seen as the only necessary tools to do business

» Knowledge Transfer - Start ups expressed a desire for a mentoring service while industry experts expressed a desire to provide a mentoring role, representing a potential sustainable cycle of knowledge transfer

Source: Regeneris Consulting, 2015. Based on data from IDBR, BRES and MINT UK

- Hounslow has the highest concentration of media and broadcasting jobs (as a percentage of total employee jobs in the borough) of media and broadcasting jobs in London.
- Of Hounslow's key sectors, it is the one which shows the greatest co-location. The sector is predominately (50 per cent) located in the east of the borough around the "Golden Mile", Chiswick, Turnham Green (33 per cent) and the surrounding area probably because of proximity to the "TV Triangle" and Central London.
- Aside from Sky TV, the borough boasts a cluster of firms with a large proportion related to TV production and broadcasting activities concentrated in Chiswick.
- The number of media and broadcasting companies has grown by 19 per cent between 2011 and 2014. Employment, 18,800 jobs, has almost doubled between 2009 and 2013.

## UKCES – Sector Skills Insights: Digital and Creative

The sector contributes £92 billion to UK economy, and employs nearly two million people. The UK is ranked 6<sup>th</sup> in the world for its overall competitiveness in IT but has declined from 3<sup>rd</sup>. This drop is echoed in other areas of the sector. International competition in the creative sub sector is being driven by policies that are often more ambitious than those in the UK. The digital and creative sector is highly successful. It makes a significant contribution to the economy and enjoys world class status, which needs to be sustained. It is projected to grow and evolve rapidly over the next decade.

There are a number of examples which exist where these challenges are being tackled successfully through employer-led skills solutions. If the sector is to realise its potential this action must be scaled-up and employers must play a greater role in developing the skills they need.

For further research and analysis please refer to:

- [UK Commission for Employment and Skills \(UKCES\) examines skills and performance challenges in the digital and creative sector.](#)
- [UKCES - Technology and Skills in the digital industries](#)

## Tackling the skills mismatch

There is a disparity between the skills of local people and available jobs in the borough.

There are highly skilled jobs particularly in the ICT and digital, media and broadcasting sector in areas such as the “Golden Mile”, Bedfont Lakes Business Park and Chiswick Business Park. However many of these roles are filled by residents of other boroughs, while many Hounslow residents work in **lower-skilled and lower paid roles** (often linked to Heathrow).

There are a number of barriers and issues that are experienced by Hounslow residents:

- Hounslow has a significant demand for English for Speakers of Other Languages (ESOL) provision. In a number of cases migrants who move to the borough are highly-skilled but because of the language barrier they find themselves in low-paid employment which raises questions about productivity.
- Hounslow experiences a substantial churn in the composition of its population due to migration changes, and this churn is particularly concentrated on the central part of the borough. Hounslow is a very diverse borough in terms of its population and its geography (the West of borough is in close proximity to Heathrow and the East of the borough borders Acton and Hammersmith).
- A significant number of high value and high paid jobs within the borough are carried out by people who live outside the borough and not Hounslow residents and in particular this is case for the Digital, Media, Tech and Creative sectors. The majority of Hounslow residents find themselves in low-paid employment within the borough.

## 2. Hounslow Digital, Media, Tech and Creative Borough Employment Programme

### Project description and overview of requirements

Hounslow Council is working with London Councils and the London Economic Action Partnership to fund a Borough Employment project over 17 months to begin in January 2019. The total funding available for the project is £175,400.

The focus of this funding opportunity will be to support out-of-work Hounslow residents aged 25 and over who are either long term unemployed or economically inactive to move towards securing employment opportunities with local businesses in Hounslow's Digital, Media, Tech and Creative sectors either through obtaining relevant training/qualifications or direct employment.

A successful project would aim to deliver against the outputs and results set out in this project specification.

The project should:

- improve the employability and skills of long term unemployed and economically inactive Hounslow residents
- move residents closer to securing opportunities within the local Digital, Media, Tech and Creative sectors
- result in building a 'local talent pipeline'
- focus on skills and roles that local employers identify as a priority, and where there is expected to be ongoing demand, to maximise chances of sustainable employment for participants
- support the boroughs Skills and Employment Strategy
- support the Mayors Skills for Londoners strategy to improve Digital Skills.

Providers must have:

- experience of delivering innovative employment support in Hounslow, or similar local authority areas
- an excellent understanding of key service provision in the borough - the provider must consider how they will establish links with suitable teams, and how this project will contribute and complement existing borough services
- a good understanding of the Council's and Job Centre Plus' employment initiatives and its outcomes
- excellent links with employers
- familiarity with and a willingness to assist in delivering the Council's key strategic objectives and performance indicators around employment
- access to premises to deliver the service, with the flexibility of being able to deliver from suitable co-locations.

## Project Requirements

The project must work to support a number of different activities to help support local Digital, Media, Tech and Creative sectors - these activities will focus on getting local residents interested in the sector and local opportunities; providing residents with the skills and qualifications linked to skills required by the sector and supporting residents into direct employment with local Digital Media/Tech employers.

The project will engage:

- A number of key stakeholders to successfully deliver the stated outcomes. The project will need to develop strong working relationships with key local providers like West Thames College and the University of West London to identify appropriate training provision for clients enrolled onto the project.
- Local businesses within the Digital, Media, Tech and Creative sectors to understand their skills requirements, current skills shortages and job opportunities. Different methods will be required to engage the large corporate employers and Small and Medium Enterprises (SMEs) in the sector.
- Existing employment services which are being delivered by Hounslow Council to ensure that these services all link up and are coordinated.

The project will need to design interactive and creative methods to engage unemployed Hounslow residents from across different parts of the borough to help local residents develop the skills needed to work in the local Digital, Media, Tech and Creative sectors.

## Geographical targeting

Participants of this project must be residents of Hounslow or have an evidenced connection to the borough (for example, in temporary accommodation or supported housing paid for by Hounslow Council).

## 3. Target Groups

The Hounslow Borough Employment Programme 2014-2020 will support long-term unemployed and economically inactive individuals furthest from the labour market into or closer to employment, through a range of support. Participants must be representative of the specific target groups outlined below.

<b>ESF Target Groups</b>	<b>%</b>
Economically Inactive	65%
Long-term unemployed	35%
Women	51%
Older People (50 years and over)	18%
Ethnic Minorities	60%
Disabled (self-declared)	22%
Lone Parents	8%

Your project will be expected to enrol participants (starts) from these target groups and should meet the percentages as shown in the tables above (note: one individual may be in

one or many of the target groups). Applicants will need to consider the appropriate level of childcare/care support to be provided. London Councils expects all projects to provide childcare/care support for participants as required in order to enable them to access this and other support provided on London Councils' ESF programme.

When designing your project and writing the application, you should give careful consideration to which target groups you will be supporting, how you will reach and assist them into employment. Where you do not have experience in reaching and working with certain groups, your application must show an agreed partnership with a delivery partner with the required experience and outreach capacity. If a potential participant is not from any target group, you will still be expected to assist them either directly or through signposting.

Payment may be withheld if the enrolled participants (starts) target groups percentages are not met.

#### 4. Employment Status Eligibility

Individuals identified as long-term unemployed or economically inactive may be at particular risk of social exclusion as they may not be supported through mainstream provision. The Borough Employment approach is to fund activities that promote social and economic inclusion and all providers will need to demonstrate that projects contribute to the priority of targeting the long-term unemployed and economically inactive.

It is recognised that some residents will not be able to move directly into employment at the end of the project but, where employment is a realistic target for participants, this is the preferred outcome. Each project should identify what percentage of participants will move into employment. Projects should also demonstrate how all other participants will have made measurable progress towards employment. Providers will need to demonstrate that their projects will provide participants who are not employed by the end of the project with an action plan going forward and pathways onto other provision or support for continued progression. Providers must also demonstrate a commitment to signposting participants through knowledge of specific, relevant, local progression routes.

Long-term unemployed	<ul style="list-style-type: none"> <li>• Persons who are available for and actively seeking work</li> <li>• Unemployed continuously for 12+ months</li> </ul>
Economically inactive	<p>"Inactive" are persons not in employment when joining your project, have not been seeking work within the last four weeks before commencing on your project and/or are unable to start work within the next two weeks of joining your project. Economically inactive is not defined by the benefits a participant is claiming. A person may be economically inactive if they are:</p> <ul style="list-style-type: none"> <li>• not working and not available to start work immediately</li> <li>• out of work, but are not available to start tomorrow should a job become available</li> </ul>
Eligibility requirements	<p>Please refer to the London Councils ESF Programme 2014-2020 Eligibility Guidance for further information on the Borough Employment programme eligibility and evidence requirements</p> <p>The focus of this funding opportunity will be to support out-of-work Hounslow residents aged 25 and over.</p>

## 5. Funding Requirements – Applicant Eligibility

Only one application per organisation can be submitted for each round.

London Councils and the London Borough of Hounslow, through the ESF Borough Employment Programme, will not assess funding proposals from any organisation that does not meet the conditions listed below. This programme will only fund organisations that are:

Constituted	Organisations funded by London Councils must have a constitution or governing document that is signed and dated and defines how the organisation will operate. A governing document can be a formal constitution, a memorandum or articles of association. <ul style="list-style-type: none"><li>• Public or local authority bodies can apply for grants; however, the body bidding must be separate and have appropriate ethical walls from the body awarding the funding<sup>5</sup></li></ul>
Able to deliver	<ul style="list-style-type: none"><li>• The work in the borough listed in the project specification</li><li>• Project activity from 2 January 2019 (unless otherwise stated in the application)</li></ul>
Financially solvent	Organisations funded by London Councils must not have liabilities that are more than their current assets
Not debtors	Organisations that are a debtor to Hounslow Council will not be eligible for funding

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<sup>5</sup> London Councils will ensure that the scoring process will be open, transparent and fair and that there is no conflict of interests when scoring and in assessment of applications.

## 6. Expected Project Outputs and Results

Payments will be based on a payment by results/outcome payment model, weighted towards sustained job outcomes as the key outcome of the project. Funding is allocated against the following measures, and service providers are asked to bid and provide evidence against the numbers and quality of outcomes they propose to deliver against each of the outputs and results in the table below.

Project Delivery will be for 15 months, from January 2019 to March 2020, with a maximum of 2 months project closure – April to May 2020.

<b>Specification – Required Outputs, Results and Unit Costs</b>			
<b>Outputs for payment</b>	<b>Volume</b>	<b>Unit cost</b>	<b>Total</b>
Number of <u>long-term unemployed</u> participants enrolled onto the project	40	£0	<b>£0</b>
Number of <u>economically inactive</u> participants enrolled onto the project	75	£0	<b>£0</b>
Minimum total number of participants enrolled	115	£0	<b>£0</b>
Number of participants receiving 6+ hours of support (IAG, job-search, mentoring, training)	104	£400	<b>£41,600</b>
Number of participants completing work placements/volunteering (minimum of 30hrs)	35	£350	<b>£12,250</b>
Number of participants supported towards achieving:			
- a vocational qualification in the digital, media, tech and creative sectors	25	£650	<b>£16,250</b>
- a Level 2 (or below*) qualification	35	£650	<b>£22,750</b>
<b>Results for payment</b>	<b>Volume</b>	<b>Unit cost</b>	<b>Total</b>
Number of participants progressing into further education or training**	45	£725	<b>£32,625</b>
Number of participants progressing into employment*** in the in the digital, media, tech and creative sectors	25	£1100	<b>£27,500</b>
Number of participants progressing into employment *** in jobs that utilise digital, media, tech and creative applications in any sector	10	£900	<b>£9,000</b>
Number of participants in sustained employment for 26 out of 32 weeks.	8	£1,225	<b>£9,800</b>
<b>Evaluation</b>			<b>£3,625</b>
<b>Maximum funding available</b>			<b>£175,400</b>

\* Including basic skills qualifications in literacy (English), numeracy (maths) or English as a second language (where English is not the participants 'mother tongue') at entry level or above

\*\* Persons who have received ESF support and who are newly engaged in education (lifelong learning, formal education) or training activities (off-the-job/in-the-job training, vocational training, etc.) immediately upon leaving"

\*\*\* Persons who are employed (part-time, full-time, self-employment and Apprenticeship) working a minimum of 8 or more hours a week

## 7. Payment by Results

An advance payment of up to 15 per cent of the total agreed grant will be made to the successful applicant once the funding agreement is signed with London Councils.

Further information on the evidence requirements for output and result payments to be claimed, will be included in a Project Handbook provided to successful applicants.

The project will be required to complete and provide evidence for each participant through an:

- Enrolment form
- Individual Needs Assessment
- Action Plan
- Completion of work placements/volunteering
- Qualification achievement
- Progression into further education or training
- Progression into employment
- Sustained employment for 26 out of 32 weeks

All payments on the London Councils ESF Borough Programme 2014-20 will be made based on the delivery, achievement and evidence of eligible outputs and results as outlined in the project specification.

## 8. Application Schedule

Please find below the application schedule. Dates highlighted in red below are dates that applicants will need to be available, should their application be successful. The dates outlined below also relate to a week.

Application and Scoring	Start	End
Borough Launch	17 September 2018	
Workshop (Programme and eligibility)	1-5 October 2018	
Deadline for applications	<b>12 noon on the 26 October 2018</b>	
Initial due diligence checks	29/10/2018	02/11/2018
Applications scored by London Councils	29/10/2018	02/11/2018
Applications scored by Hounslow Council	29/10/2018	02/11/2018
Internal panel meeting	07/11/2018	
External panel meeting	09/11/2018	
Notifications sent to applicants	11/11/2018	
Due diligence checks	12/11/2018	23/11/2018
Right to Reply	12/11/2018	23/11/2018
External panel notification	26/11/2018	
Funding Agreements and Delivery	Start	End
Pre Agreement meeting with provider	<b>27/11/2018</b>	<b>30/11/2018</b>
Pre Agreement meeting actions due date	<b>4/12/2018</b>	<b>7/12/2018</b>
Eligibility and claim Workshop	<b>10/12/2018</b>	
Funding Agreement sent to the Provider	<b>11/12/2018</b>	
Funding Agreement signed by provider and two copies returned to London Councils	18/12/2018	
Advance payment to provider processed	18/12/2018	
Project delivery commences	<b>02/01/2019</b>	

## 9. Added value

London Councils and ESF wish to support projects that could not be delivered without its funding and which bring additional benefits to local provision and individuals.

Your project may provide added value because it increases the number of people who receive the support they need to move towards work, or, because it allows you to do more for people than would otherwise be permitted by other funding streams. Alternatively, this funding may allow you to continue existing activity which would otherwise be cut back or it may allow you to develop new activities or to fill a gap in provision.

Subject to the eligibility criteria in Sections 3 and 4, organisations which receive a grant from any London Councils or ESF grants programme are welcome to apply for funding under this programme. However, your application should make very clear what additional activity, outputs or achievements you will deliver through this project. Organisations which have previously received a London Councils grant should note that, unlike other grants, the programme cannot fund general organisational costs, only those which relate solely to the cost of the ESF funded project.

### ESF Employment Support Programmes

Where possible applicants are expected to work with other London ESF Programme providers, some of which are managed by organisations such as:

- Greater London Authority (GLA)
- Education and Skills Funding Agency (ESFA)
- Department for Work and Pensions (DWP)
- Big Lottery
- Her Majesty's Prison and Probation Service (HMPPS)

Details of their provision can be found at:

- [https://lep.london/content\\_page/european-social-fund](https://lep.london/content_page/european-social-fund)
- <https://www.biglotteryfund.org.uk/global-content/programmes/england/building-better-opportunities/london>

**You must ensure there is no duplication of participants or activities with the above ESF programmes in London.**

## 10. Partnership working

London Councils wishes to support effective partnership working in project delivery. We strongly advise delivery organisations to work with partners where complementary expertise is required to deliver a full package of support. For example, where specialist training outside of the provider's core competencies is required, we would prefer that this provision be outsourced to an experienced specialist provider, rather than providers attempting to establish a new training resource.

You are also expected to form partnerships with other organisations to recruit people from all target groups. You will be scored accordingly, so please take time to secure agreements with other providers – failure to include detail on how all target groups will be recruited and assisted may affect your application score.

We expect that providers will have established, or be in the final stages of establishing, partnerships prior to submitting their application.

All providers intending to work in formal partnership (i.e. where the Applicant, as lead partner, will be paying other partners) must submit partnership agreements with their application which formalise roles and responsibilities within the partnership.

As a minimum, a partnership agreement should contain sections on:

- Who the sub-partners are
- Roles and responsibilities of each sub-partner
- The timescale for delivery
- Equal opportunities (that the partner must ensure equality of opportunity in line with the lead partner's equal opportunities policy and London Councils and ESF requirements)
- Sustainable development
- Monitoring and reporting arrangements (including what information the partner is required to keep, how often they are expected to report and deadlines for reporting to the lead partner)
- Risks/mitigation/contingency plans/non-delivery penalties/dispute resolution
- Audit (that the project will be subject to audit)
- Management of the partnership (e.g. steering group/partnership meetings)
- Due diligence checks of partner organisations (including are they solvent/eligible for London Councils funding)
- Termination arrangements
- Finance and payments (including how much money will be paid to the sub-partner organisation by the lead organisation and what the money will cover)
- Data and record keeping requirements in line with ESF rules on document retention and current legislation.
- Publicity, branding and marketing requirements, in line with ESF rules on branding and publicity.

This type of agreement ensures that project delivery by project sub-partners takes place as agreed and ensures that each sub-partner is clear about what it needs to achieve as part of the project.

## 11. Cross Cutting Themes

London Councils' ESF Programme 2014–2020 will focus on the ESF Investment Priority 1 – Inclusive labour Markets to improve the employability and skills of the unemployed and economically inactive people.

There are also two Cross Cutting Themes that must be addressed in each funded project: Sustainable Development and Equal Opportunities and Non-Discrimination.

### Sustainable development

The Sustainable Development principle of social, economic and environmental organisational responsibilities builds on the approach adopted in the 2007-2013 ESF programme and lessons learned during that programme.

These sustainable developments were defined as developments which provided:

- skills that businesses demand and require – now and in the future (support for the economy by expanding the labour market);
- opportunities to allow everyone to fulfil their potential (support for social justice); and
- environmental protection and enhancement through the delivery of projects (support for the environment).

The objectives for ESF Programme 2014-2020 will be pursued in line with the Sustainable Development principle, including the aim of preserving, protecting and improving the quality of the environment as well as the need to prepare for expected changes to the environment and climate.

London Council's ESF Community Employment Programme will also support the Social Responsibility aspect of the Principle by achieving progress that recognises the needs of everyone and assists participants towards social inclusion and independent living through employment.

Therefore, project providers must have sustainable development governance, policies and implementation plans that explain:

- a) their commitment to promoting sustainable development and complying with relevant EU and domestic environmental legislation; and
- b) how the commitment will be turned into action at project level.

During the life time of each ESF Community Employment Programme project, London Councils and the GLA will be assessing compliance to these policies and plans.

Projects will be monitored, and this will include basic checks such as ensuring that sustainable development policies and implementation plans are in place and that appropriate action is being taken to implement them.

Therefore, your application should demonstrate an understanding of the need for good environmental performance and management in keeping with the ethos and achievement of sustainable development in the UK. All projects will be required to consider impact in relation to; energy, water, waste, purchasing and transport.

You should also demonstrate how you will integrate relevant aspects of sustainable development into courses you run and/or use the environment as a medium for training delivery.

You are required to provide a copy of your sustainable development and/or environmental policy at the application stage. If your organisation does not have a sustainable development policy, please include a statement with your application explaining that the organisation does not yet have a sustainable development policy. Any organisation selected for London Councils ESF Community Employment Programme funding that does not yet have a sustainable development policy will be required to implement such a policy by the end of the first year of delivery.

## **Equal opportunities and non-discrimination**

London Councils' ESF Community Employment Programme will also promote equal opportunities and non-discrimination. All delivery partners will be required to adhere to the principles and processes set out in EU and UK equality legislation.

The principles promote equality into the preparation, implementation, monitoring and evaluation of ESF funded activity:

- no exclusion on the grounds of protected characteristics
- projects are designed to meet the needs of all potential participants

- services are responsive to the needs of all communities and under-represented groups
- support is targeted towards under-represented communities where relevant
- responsiveness to, and inclusiveness of, under-represented groups in delivery and management.

The ESF 2014-20 programme builds on the lessons learned from the ESF 2007-13 programme, including the findings of an evaluation of the mainstreaming of gender equality and equal opportunities within the ESF in England in 2010<sup>6</sup>. The lessons learnt can be found in research published in 2011 that focussed on the engagement of women in ESF provision<sup>7</sup> and an evidence report published in August 2013 on helping disabled people.

As a result, there is good practice guidance in promoting gender equality. It includes a checklist that will be used to help inform core criteria for project selection along with other equality-related criteria.

The principles of equal opportunities are embedded in London Councils' project selection arrangements, grant performance management and monitoring.

In support of the principles, the ESF Community Employment Programme will target groups such as long-term unemployed people, inactive people, lone parents, disabled people, people from ethnic minorities, and older people, and we have set output targets to ensure that we help appropriate numbers from these groups.

The strategy section makes clear that as the economy improves, our focus will increasingly be on those who face multiple disadvantages.

All ESF activities should be accessible to disabled people and responsive to their needs. The investment priorities on access to employment and active inclusion can support activities focused on improving the employability of disabled people and those with health conditions. Active inclusion will help those furthest from employment and who often experience other disadvantages.

People from ethnic minorities should be able to access ESF provision in all investment priorities. Interventions must be tailored to the needs of people from different ethnic minority groups in each locality, and where appropriate targeted on specific groups. There is a strong case for interventions targeted at groups with low employment and high inactivity rates in the access to employment and active inclusion investment priorities, e.g. women of Pakistani and Bangladeshi origin, especially in areas with high concentrations of people from ethnic minorities.

Activities in the access to employment, active inclusion and access to lifelong learning investment priorities will respond to the needs of older people. Specific activities will be delivered to help improve the participation of older women, depending on local needs.

## Equality between men and women

Although female participation in the English labour market has increased, there is still a gender gap in employment of 11.7 per cent with a male employment rate of 81.6 per cent and a female rate of 69.9 per cent (for those aged 20-64).

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<sup>6</sup> Evaluation of Gender Equality & Equal Opportunities within the European Social Fund by Carol McNaughton Nicholls, Martin Mitchell, Ashley Brown, Nulifer Rahim, Emma Drever and Cheryl Lloyd

<sup>7</sup> Skills Funding Agency: Engaging unemployed women in ESF funded training: research by National Institute of Adult Continuing Education for the Skills Funding Agency. September 2011

Part of the gap can be attributed to different levels of inactivity in the labour market (26.1 per cent for women and 13.5 per cent for men, aged 20-64 in England).

Labour Force Survey (LFS) data show that, at a UK level, 25 per cent of economically inactive women would be interested in working.

The Office for National Statistics (ONS) report 'Women in the Labour Market' (2013) explained that the low ranking for female employment rates in London and Birmingham was linked to the diverse ethnic population with some women not in work due to looking after families. Looking at the most recent city data, Birmingham has the lowest employment rate for women (55.9 per cent for women aged 16-64). Help should be aimed at inactive women from ethnic minorities in England's cities, including those with caring responsibilities (child or elder care) and who are multiply disadvantaged.

The extension of the state pension age for women has increased the number of older women in the scope of unemployment. Since 2010 there are elder (over 50) women in work and more looking for work – employment is up 655,000 and unemployment up 14,000 (UK figures). Disadvantaged older women should be targeted for support if they wish to find work (or stay in work).

Some women want to work longer hours. There are 4.8 million females in England who work part-time and 1.5 million males. The majority work part-time because they want to – figures are not available for England but at a UK level, only 743,000 out of 6.07 million women (12.2 per cent) work part-time because they couldn't find a full-time job.

London Councils and ESF funding within this Community Employment Programme will be used to help address these issues. Activities for ESF support should include innovative outreach and holistic support with a vocational focus. Providers must consider activities and support for at least one of these groups:

- Inactive women from ethnic minorities, including those with child or elder care responsibilities, and who are often multiply disadvantaged. Barriers include: childcare; lack of skills or work experience due to starting family at a young age; no opportunity to acquire skills before starting a family.
- Lone parents. Barriers include: inflexible jobs/employers (poor work/life balance), concerns about possible financial instability and lack of skills/recent skills. Examples of activities to be supported include job search skills, vocational training, remedial training and basic skills support.
- Disadvantaged older unemployed women. Barriers include age discrimination, low confidence and elder care responsibilities. Activities to be supported include job search training, skills refresher training and mentoring/confidence building.
- Women who are inactive but who would be interested in working. Barriers include lack of motivation and confidence, lack of skills, outdated skills and difficulties in travelling to work. Activities to be supported include confidence building support, job-search training, job-specific training, work experience and mentoring support.
- Women seeking career advancement and/or progressing from part-time to full-time work, or at least increasing their hours at work. Barriers include seasonal work, sectors with a high concentration of part-time work and age (younger people are more likely to be underemployed). Activities to be supported include upskilling/vocational qualifications and identifying progression routes. (Investment Priority 2.1)

Project applicants submitting applications will be required to explain how they will actively promote gender equality through the design and delivery of their projects. For example, a grant application for in-work training should require the applicant organisation to explain how it will ensure that female employees will have access to support, including those who may be working part-time and/or have childcare needs.

Providers targeting disadvantaged people and other groups are also required under the Equality Act 2010 to do so with a corresponding gender focus.

This will include actively encouraging more women to take part in the programme, as well as making sure that the type and nature of support offered is appropriate and helps meet the needs of women, including disadvantaged women.

Programme providers will be expected to consider the needs of women in many key areas of design and delivery of their services, for example by:

- promoting gender equality throughout their recruitment process
- offering information, advice and guidance
- providing or procuring childcare/care support where this might be a barrier to participation
- ensuring that the structure and content of the activities delivered are suitable and appropriate for women and men
- ensuring that provision is accessible, flexible and gender-sensitive where necessary.

London Councils will ensure that there is regular monitoring of the participation rates for women and men. Results data will also be monitored and reported to the GLA's European Performance Management Unit (EPMU).

## 12. Monitoring and reporting on your project

London Councils has to report to the Managing Authority for ESF on the progress of the ESF programme each quarter as part of the procedure for claiming funds. These reports will include data on participants, on project activities and on total expenditure.

Successful applicants will be required to submit monthly participant data (with appropriate evidence), quarterly performance reports and claims. These reports will enable London Councils to meet the ESF and its own reporting requirements but will also form the basis for monitoring your project progress and achievements. Organisations will be given full advice in the pre-agreement phase on the information that must be recorded and reported and project procedures and systems.

### Employability Performance Rating

ESF funded projects in London are also required to implement the Employability Performance Rating system. The Performance Rating is a comprehensive tool to benchmark the achievements of employability delivered by service providers in London.

The rating system awards a rating of between four and zero stars against three key areas: Grant Performance, Quality and Grant Compliance.

Key Performance Area (KPA)	Weighting of the KPA	Indicators	Weighting of Indicator
Grant Performance	60%	<ul style="list-style-type: none"> <li>• Delivery against grant targets</li> <li>• Delivery against grant diversity targets</li> </ul>	48% 12%
Quality	30%	<ul style="list-style-type: none"> <li>• Conversion Factor</li> <li>• Self-assessment of quality</li> <li>• Participant Satisfaction</li> </ul>	12% 9% 9%
Grant Compliance	10%	<ul style="list-style-type: none"> <li>• Grant compliance and provider pro-activity</li> </ul>	10%

The Performance Rating is collected from funded projects quarterly with results made public and published biannually on the London Datastore.

More information regarding the Employability Performance Rating requirements will be provided during the grant agreement process and the reporting systems will be provided to you. However, an overview of the requirements can be found at: <https://data.london.gov.uk/dataset/employability-performance-rating-epr-annual-ratings>.

### 13. Financial information

London Councils ESF programmes pay providers on the basis of unit prices per output and result. In other words, your project will be paid for the delivery of certain pre-specified outputs and results. The budget available for each output and results is fixed and stated in the [project specification](#) along with the specification descriptions.

Please note that London Councils expects that your intended project delivery activities are not dependent on other sources of funding. By planning your delivery on the basis of actual costs, your organisation should be able to compare the anticipated budget for delivering the specification with the funding available. Please note that unless otherwise stated in the specification, the funding and, where appropriate, the number of outputs/results represent the maximum funding available.

Please also note that London Councils reserves the right, in agreement with the participating borough, to reduce or increase the value of the grant by up to 100% in line with performance.

You will be required to submit a project budget as part of your application. Whilst you will be paid on the basis of grant agreement costs, London Councils' assessors will be looking at your project budget to check that your application represents value for money, and that all costs included are ESF eligible. Assessors will also be checking to see that you have included enough staff in your budget to deliver the project. In addition, assessors will be checking that you have included adequate provision for participant support measures such as childcare and also for publicity. Your budget is part of your application for funding and will be scored as such.

#### Staff costs

In this section of the application form you should provide details of all the costs that relate to staffing your project. List the job titles of the staff members involved and a short explanation of how the cost was calculated. If there are any other costs relating to staff (e.g. travel, subsistence etc.) you should include them in this section. You should give a brief explanation of how you calculated your costs, to enable assessors to clearly understand what is being applied for. For example:

Item	Calculation	Amount
Trainer	5hrs per month x 9 months x £16 per hr	£720
Travel to outreach centre	1person x £3 x 2 per week x 34 weeks	£204

#### Participant costs

In this section of the application form you should provide details of all the costs relating to items that you will provide to participants. For example, childcare, out of pocket travel costs, allowances, refreshments, equipment that participants may need for training (e.g. protective

clothing), and so on. All entries should be itemised, and calculations shown to explain the costs. For example:

Item	Calculation	Amount
Childcare/carer allowance	£50 per week x 7 people x 34 weeks	£11,900
Travel	10 people x £3 x 3 per week x 34 weeks	£3,060

London Councils expects all projects to provide child or dependent care for participants as required to enable them to access the programme.

## Other costs

In this section of the application form you should provide details of any other costs of your project, which do not relate to staff or participants. This will include other direct and indirect costs of the project, for example, small items of equipment, exam fees, publicity materials, postage, photocopying etc. Indirect costs, which are shared organisational costs e.g. rent, utilities, that cannot be connected directly to project activity and which are difficult to attribute to the project may be claimed but must be apportioned appropriately. Indirect project costs cannot represent more than 15 per cent of the eligible staff costs.

## Eligible items of expenditure

Funding can cover all the running costs of your project as long as they are ESF eligible (please see [ESF National Eligibility rules](https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance) <https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance>) and you list them in your application.

When budgeting, if some items are used for both this project and your other activities, you should apportion the cost as appropriate.

This funding does not cover capital expenditure; it only covers the costs associated with setting up and running your project.

However, you are permitted to include the purchase of small items of equipment under the value of £1,000 per item which are necessary for the delivery of your project.<sup>8</sup>

## Payment Arrangements

London Councils provides an advance payment to all funded organisations. Up to 15% of the agreed grant will be paid in advance to providers upon satisfactory completion of funding agreements with London Councils. Payments in the final quarters of delivery will be reduced to take account of the initial first advance payment.

London Councils will then pay providers quarterly in arrears. Projects will be paid for the delivery of pre-specified outputs and results. These are described in Section 2 Project Specifications.

**Please note:** London Councils is generally unable to recover any Value Added Tax charged. Therefore, the maximum sum stated in the project specifications listed above includes any

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<sup>8</sup> The purchase of a computer is understood to be a maximum of £999 for the complete computer. You cannot claim separately for each component part such as the monitor, keyboard etc. The computer is to be a complete set up.

VAT or other taxes charged. Under the provision of item 5A to group 6 of schedule 9 of the VAT Act 1994, the supply of education or vocational training funded by London Councils, and the supply by the person providing that education or training, of any goods or services essential to that provision, is an exempt supply for VAT purposes. In addition, the maximum sum stated in the project specification should include provision for direct costs to participants such as childcare, travel, subsistence, or participant incentives.

## 14. Assessment process

### Assessment against criteria

The selection process will be open, objective and fair.

All applications submitted under the application round will be carefully assessed against the criteria set out in this application prospectus and the application form. Applications will also be assessed in terms of outputs, track record and value for money e.g. assessors will check your budget to see that you have given due consideration to staff numbers and participant costs as well as any training fees or other external consultancy.

Funds are limited and not all projects that apply will receive funding. It is therefore important that you demonstrate in your project application how your project meets the criteria laid out in this prospectus.

Once the assessor is satisfied that your project and organisation is eligible for support, the rest of your application will be scored by awarding points against each of the assessment questions - the application form sets out the points available for each question.

**Instructions on completing the application form are included with each question and should be read carefully before you complete your answer.**

Applications will be subject to a minimum quality threshold on the application as a whole: there is a maximum of **100** points available and all projects must achieve at least a score of **51** in order to be considered for funding. Projects that score lower than **51** will not be funded, even if there is sufficient funding remaining.

Where the total value of grants requested by fundable organisations exceeds the available funding, priority will be given to organisations that score **75** points or more. The London Borough of Hounslow reserves the right to offer smaller grants than requested by organisations that score between **51 and 75** points. This approach will be taken to ensure that the funding available is distributed to a wide range of eligible organisations.

Each application will be scored separately by two independent assessors, generally a representative from the borough and London Councils. The assessors scores will then be moderated to determine a final score.

Applications will also be assessed against a project's ability to promote equality and social inclusion as well as sustainable development (Section 11). Applications will be rated weak/average/strong. Where necessary these ratings will be used to decide between equal scoring applications.

Your application can only be assessed on the information stated in it. You must assume that the scorers know nothing about your organisation, or the needs of your community, so be clear about what activities you plan to deliver and for whom. There will be no cross referencing of answers so each answer should be completed fully, as responses for any one question cannot be secured from an answer included for any other question. **Please note to be considered for funding, your application must score above 50 per cent of the total available marks.**

## Health Checks

As part of the assessment process, the London Borough of Hounslow reserves the right to conduct health checks on organisations. This may include requests for further information or details about your organisation including but not limited to the following categories:

- Management, management structures, staffing and organisation
- Conflict(s) of interest
- Public accountability
- Employment practices, office policies and procedures
- Funding arrangements
- Provision of services

If your organisation is selected you will be contacted by a member of the London Borough of Hounslow's Lifelong Learning, Skills & Employment Team to arrange a mutually acceptable time to meet.

## References

London Councils intends to request references for applicant organisations through its network of borough grants officers, to verify whether the organisation has experience of working within the Borough and with the participant group relevant to this application.

If you do not consider that the relevant borough officer has sufficient knowledge of your organisation to provide this reference, please supply details of an alternative referee in the application form.

## The internal panel

Following scoring and moderation, an internal appraisal panel will convene to review each project application and the proposed moderated scores. The panel is generally comprised of senior officers from London Councils' Grants and Community Services Division and Hounslow Councils Lifelong Learning, Skills & Employment Team. Other officers may be invited to join the appraisal panel should the number of applications warrant this.

In addition to the moderated scores, the panel will consider further factors such as previous experience, value for money and the project's fit within London Councils' ESF Programme. This will ensure that projects funded under the ESF Programme collectively meet the whole range of target groups, and that there is a good mix of projects and a fair spread of projects across Hounslow related to need. The panel will consider the geographic/borough coverage of the provision and coverage could be a deciding factor in awarding funding.

The panel will recommend the successful applicant/s to an external panel.

## External panel

The external panel will provide the final judgement on applications. This panel is comprised of:

- a representative(s) from a suitable general voluntary sector umbrella organisation
- Hounslow Council representative(s)
- representative(s) of the Intermediate Body for ESF in London (the GLA's European Programmes Management Unit); and
- officers from the internal panel.

The panel's judgement will be based on the information provided by the internal panel. This is to ensure that the projects chosen can meet ESF and London Councils' corporate aims and objectives. It will also help to ensure that there is no duplication of activities.

All applicants will be informed of their scores and will be provided with feedback on their application.

## Right to Reply

Applicants will be given 10 working days to submit a Reply in respect of the decision made by the external panel. Please note we will only accept one Reply per application submitted. **New information relating to the application will not be considered.**

Due to the limited funding available, it is likely that several good proposals will not be successful. Most disappointed applicants think that their application deserved a higher score. The Right to Reply process offers applicants the opportunity to request clarification or a further explanation of a score. A Reply based on the fact that the project has been successful in the past will not be investigated. London Councils ESF officers will consider any responses received and will update the external panel accordingly.

## The Pre-agreement meeting

The Pre-agreement meeting will take place between the provider, a London Councils ESF officer and a representative from the borough providing match funding. The meeting aims to outline the London Councils' project delivery process including:

- Roles and responsibilities between London Councils and your project
- Review working relationships with project sub-partners (include SLAs)
- Confirmation of the outputs and results your project will deliver
- Agreement of the Project Delivery Schedule
- Review Risk Register and intended actions to mitigate and manage risks
- Explain London Councils' ESF monitoring and payment arrangements
- Confirm evidence requirements for expenditure, outputs and results
- Confirm evaluation requirements
- Confirm publicity requirements
- Confirm Data Protection requirements

At the meeting, a list of actions for the provider will be drawn up. These actions must be completed before your organisation is issued with a funding agreement. These actions will include, but are not limited to:

- Your project delivery schedule profile signed and submitted
- Your bank details template completed and stamped
- Your cash flow forecast completed
- Clarification of any outstanding due diligence issues or issues identified in your application
- Signed copies of the Service Level Agreements between you and your sub-partners submitted.

## 15. Publicity arrangements

ESF funding carries requirements to adhere to the ESF 2014-20 publicity guidance:

- ensure that potential and actual participants, project partners, and employers, are aware of the source of support
- publicise project successes; and
- participate as far as is practicable in London and national ESF publicity initiatives, including providing information for public directories of projects.

For example, London Councils and ESF logos should be present on all information and forms given to participants and included in all project publicity produced. Further guidance on publicity will be given to successful applicants.

All publicity materials developed to advertise or promote the project will need to be made available for inspection and approved prior to use.

For more detail on ESF publicity requirements, please visit

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/634288/ESIF\\_Branding\\_and\\_Publicity\\_Requirements.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/634288/ESIF_Branding_and_Publicity_Requirements.pdf)

## 16. ESF Programme Guidance Documents

This section provides the latest information and guidance documents to help you understand how to develop and deliver ESF compliant projects. All providers should acquaint themselves with these guidance documents.

### London Councils specific guidance

[London Councils ESF Eligibility Guidance V2.0 June 2017](#)

[London Councils Eligible Expenditure guidance](#)

The latest version of the National ESF guidance below can be found at the following site:  
<https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance>

### Background Information on European Social Funds

[ESF Operational Programme for England 2014 to 2020](#)

The European Social Fund Operational Programme sets out the strategy and priorities for use of the Fund to support the Europe 2020 strategy for smart, sustainable and inclusive growth.

[ESIF Strategy](#)

This document outlines; London's key areas for ESF (and ERDF) investment against its Jobs and Growth Plan priorities.

### Project Delivery Information

[European Social Fund programme guidance](#)

[European Social Fund data evidence requirements - eligibility and results guidance](#)

[European Social Fund guidance on document retention](#)

[Output and result indicator definitions guidance for the European Social Fund](#)

[National Eligibility rules for the 2014 to 2020 European Social Fund](#)

[Branding and publicity requirements for the 2014 to 2020 European Regional Development Fund and European Social Fund](#)

## Procurement Requirements

This prospectus invites applications for ESF grants. It is not a procurement tender; however, providers under the prospectus may procure services and will therefore have to follow ESF procurement guidance:

[Procurement law compliance guidance note](#)

[Procurement aide memoire for applicants and grant recipients](#)

## 17. Contacts

*For queries regarding the project specification and application process, please contact BY EMAIL ONLY:*

[Funding@londoncouncils.gov.uk](mailto:Funding@londoncouncils.gov.uk).

## Annex A

### Gateway questions:

All applicants are required to complete the following Gateway questions to determine their eligibility for funding. If an application does not satisfy the gateway questions, it will be considered ineligible. In such cases, the application and its annexes will not be scored.

<b>A</b>	Does your organisation have a Constitution, Memorandum of Association or Articles of Association?
<b>B</b>	Does your organisation have a copy of its most recent signed accounts (audited accounts where required)?
<b>C</b>	Are you organisationally a going concern?
<b>D</b>	Are you a debtor to Hounslow Council?
<b>E</b>	Does your organisation have an Equal Opportunities Policy?
<b>F</b>	Does your organisation have a Sustainable Development Policy?
<b>G</b>	Does your organisation have a Health & Safety Policy?
<b>H</b>	Does your organisation have a Complaints Policy?
<b>I</b>	Do you commit to taking out the appropriate levels of insurance required to deliver the project?
<b>J</b>	Will you provide the specified services of the project to residents of the London Borough of Hounslow where you are applying to deliver a project in and detailed in the specification?
<b>K</b>	Can you provide evidence that your organisation has policies in place that adhere to the data protection act?

**Failure to provide any of the documents or other evidence specified may result in your application not being scored.**

Should your application be successful, you will need to provide your organisation's child and adult safeguarding policies for London Councils approval. This is a condition of grant funding.