LONDON COUNCILS

EUROPEAN SOCIAL FUND

BOROUGH EMPLOYMENT PROGRAMME 2016 – 2018

Application Form

**Version 1.1**

**Deadline for applications: 12 noon, 7 April 2017**

**This Programme is jointly funded by the London boroughs within Borough Employment Programme (BEP) and European Social Fund (ESF).**

**Ensure that your project(s) fits the specification(s) outlined in the prospectus and that you have read the London Councils ESF Borough Employment Prospectus 2016-18 before you complete this application form.**

**Please note that London Councils may share information that you provide to us with the London boroughs and other partners as part of our assessment.**

**If your application is successful, the contents of this application will become part of your Grant Agreement.**

# Before proceeding with your application please note the following:

The projects within this prospectus are part of London Councils’ ESF Borough Employment Programme and will support the ESF Investment Priority 1 – Inclusive Labour Markets: Priority 1.1 Access to Employment for Job-Seekers and Economically Inactive People. The Project under this Priority will be funded 50% by the London local authorities and 50% from European Social Fund (ESF) funding.

Any application submitted in respect of London Councils’ ESF Borough Employment Programme 2016-2018 is made at the Applicant’s own risk, and all costs and expenses that applicants incur in making their application are their own responsibility, and for the avoidance of doubt, applicants are acknowledging that in making their application any costs or expenses incurred by them are not recoverable from London Councils, the Greater London Authority (GLA) or Her Majesty’s Government.

# Part A. Information about your application and project

**The Borough Employment Programme will support the employment initiatives of four London boroughs wanting to assist long-term unemployed and economically inactive individuals to help to gain employment and increase employment opportunities.**

This application form is for Hounslow’s Digital Media, Technical Creative Skills project. The Project will support Hounslow residents only. Please confirm your application for this project by ticking the ‘Select Project’ box below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Project | Project Name | Geographical Location(s) | Available  amount (£) | Select Project |
| 1 | Digital Media, Technical and Creative Skills | Hounslow | £175,400 |  |

Please refer to the Main Borough Employment Programme Prospectus for details relating to this project’s participants target groups, output and results (outcomes) and employment support activities.

Please bear in mind that scorers will have a large amount of information to process, and that it is in your interest to be as clear and concise as possible.

**PLEASE NOTE: When completing this form,** **Applicants must provide no more than the maximum permitted page length of A4 (600 words per page), written in size 12 uncondensed Arial font types for each answer.** **Information beyond the set word limit may not be assessed.**

**A1** **Please enter the name of your project in the box below:**

**A2 Please provide your projects start and end date below**

**Indicate your project's start date**. (*No earlier than 05/06/2017*)  
 Click here to enter a date.

**Indicate your project's end date.** (*No later than 31/12/2018*)

Click here to enter a date.

**A3 Please provide a brief summary of the project, describing the target group, aims, objectives, activities, outputs and results (outcomes) to be delivered. Do ensure that you read the Main Borough Employment Programme prospectus carefully, so that you are aware of the aims, objectives, activities, outputs and results to be delivered. It may help you to include headings for responses to each of the project summary areas.**

**Answer A3:**

**A4 Legal status of your organisation in the table below, please tick all that apply**

|  |  |
| --- | --- |
| Organization legal status |  |
| Formal Partnership |  |
| Charitable Trust |  |
| Incorporated Association |  |
| Company Limited by guarantee |  |
| Friendly/Industrial Providential Society |  |
| Other |  |
| Registered charity |  |
| Registered Housing Association |  |
| Unincorporated Association |  |

**A4.1 If you have selected 'Other’, please state your organisation’s legal status in the field below:**

**A5 Charity number (if applicable)**

**A6 Company Registration Number (if applicable)**

# Part B. Information about your participants

**For the project specification and target groups, refer to the Main Borough Employment prospectus. Please note that you can only apply to deliver the outputs and results listed in the Project Specification (Section 2 in the Prospectus).**

**B1 Provide an indication of the number of target group participants you will support through this project in the table below:**

|  |  |  |
| --- | --- | --- |
| **Target groups** | **Female** | **Male** |
| Total number of participants enrolled on the project |  |  |
| Number of participants who are economically inactive |  |  |
| Number of participants who are long term unemployed |  |  |
| Number of participants 50 years and over |  |  |
| Number of participants from ethnic minorities |  |  |
| Number of disabled participants |  |  |
| Number of participants who live in a single adult household with dependent children |  |  |
|  | |  |

B2 Estimate the number of participants you will support from the following ethnic backgrounds:

|  |  |  |
| --- | --- | --- |
| Asian/Asian British | Indian |  |
| Pakistani |  |
| Bangladeshi |  |
| Chinese |  |
| Other |  |
| Black/Black British | African |  |
| Caribbean |  |
| Other |  |
| White | English/Welsh/Scottish/Northern Irish/British |  |
| Irish |  |
| Gypsy or Irish traveller |  |
| Other |  |
| Mixed | White and Black Caribbean |  |
| White and Black African |  |
| White and Asian |  |
| Other |  |
| Other | Arab |  |
| Other |  |

**B3 Estimate the total number of hours each participant will spend on the project on average –doing work placement or volunteering:**     

**B4 Please specify the number of participants that will receive 6+ hours of one to one support (including receiving information, advice and guidance (IAG), Individual Action Plans, job search, mentoring, training) across the London borough that you are applying to deliver a project in:**     

**B5 Please specify the number of participants that will be in employment (including self-employment) within four weeks of leaving the**

**project:**     

**B6 Please specify the number of participants who will sustain employmen**

**for 26 weeks out of 32:**     

**B7 Please specify total project spend to deliver these outputs and results:**

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| --- |
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# Part C. Information about your project

Guidance on completing this section

The information that you give on this form is used to assess how closely the project you are applying to deliver fits funding criteria defined in the project specification.

The points available for each question are shown in bold by each question. The size of your answers to the questions has been limited in order to assist in the assessment process.

**Applicants must provide no more than the maximum permitted page length of A4, in size 12 uncondensed Arial font type for each answer.**

Please bear in mind that scorers will have a large amount of information to process, and that it is in your interest to be as clear and concise as possible.

***Make sure you structure your answers by addressing each part of the questions separately. You can for example use paragraphs, bullet points, numbering, emboldening and underlining.***

For your project’s outputs and results, please refer back to the project specification in the Main Borough Employment Programme prospectus.

**C1 Needs of the Target Group Participants and Employers**

Target Group Participants

1. Please describe the target group(s) listed in the project specification.

* What are the needs of the target participants in the boroughs in which you are applying to operate? In particular, please describe the barriers they face.
* How will your proposed intervention reduce these barriers and assist the target participants towards employment?
* How will you ensure your project avoids duplication and complements other employability programmes focusing on these target groups.

NB You should demonstrate this with relevant research and/or evidence. Scorers will be looking for both published research and evidence from your own organisation (please note, both should be properly referenced).

Maximum length of answer: 1 page = 600 Words Maximum points available: 6

**Answer C1a:**

C1 Needs of the target group and employers

**Employers**

1. Employer needs:

* Who are your target employers?
* Where are they based?
* What are their needs and how did you identify them?
* Please describe your relationships and experience of engaging and working with employers.
* Please describe if any employers have been involved in designing and/or developing the project application.

(Name employers who were involved in developing the project.

Additional scores may be given for applicants who submit employer letters confirming employer backing for the project funding being sought for. Additional scores may also be available for quality and depth of employer support. This includes employers who offer work placements or guaranteed interview.

You should also list published research, and evidence from your own organisation, when you tell us about the needs of employers. Please note all should be properly referenced).

***Note: It is better to name a few employers and give examples of why they were chosen in detail, than list many employers with no context or indication of the depth of the relationship.***

Maximum length of answer: 1 page (600 words) Maximum points available: 6

Answer C1b:

**C2 Project Outputs and Results**

1. Participant attraction and engagement:

* State how and from where you and your partners (if applicable) will target and recruit eligible participants to your project. Please be specific about the geographical location of these activities.
* Name and describe organisations with whom you have existing local referral relationships that are relevant to this project. Explain how you will develop referral links if necessary.
* How will you interest participants in the project, and retain them once on it? Include specific geographical locations (which match those named in the specification).
* How will participant eligibility be assessed?
* Where will you signpost participants not eligible for this project?
* How will you avoid duplication and complement other employability programmes, (for example The Work Programme, see the Main Borough Employment Programme Prospectus section 3 for further details).

Maximum length of answer: 2 pages (1,200 words) Maximum points available: 7

Answer C2a:

**C2 Project activities and outputs**

***Please refer back to the project specification in the Prospectus for the activities and outputs that are relevant to this project. Outputs should not be confused with results. Expected results are covered in questions C3.***

1. This question requires a description of the support you intend to offer participants on your project. It should clearly define the types of activities and outputs that will be delivered (eg. 6hrs IAG/work placements/training). If participants will receive training (with or without an associated output payment) please provide details of the training organisation(s)/partnership(s) that will deliver this activity. In the case of achieving qualifications, please explain where participants will receive the appropriate training.

Please include an explanation of:

* How these activities will help your participants to break down their barriers and move them towards employment?
* How will you work with employers to deliver activities which address both employers’ and participants’ needs identified in questions C1a and C1b?
* What soft outcomes your participants will achieve and how these will be measured?

Maximum length of answer: 2 pages (1,200 words) Maximum points available: 7

**Answer C2b:**

**C3 Project Result -** Participants in employment, including self-employment within four weeks of leaving the Project*[[1]](#footnote-2)*

***Please note: Sustained employment should be covered in the next section (Section C4)***

Please describe how you and your partner(s) (if applicable) will assist participants into employment within four weeks of leaving the project.

The description should include:

* how you will ensure through the project that your participants progress into employment, including self-employment and/or apprenticeships?
* how you will secure the number of results stated in your Application?
* the name of employer(s) and training provider(s) with whom your organisation has links with and will assist you in delivering the results.

If you make referrals to further services that are internal to your organisation or partnership, please demonstrate clearly why you feel the activities are outside the scope of this project and add value.

* How will your project compliment and/or avoid duplication with other employability programmes (for example the Work Programme see Section 5 **Added Value** in the Main Borough Employment Programme prospectus for further details)?

Maximum length of answer: 2 pages (1,200 words) Maximum points available: 8

**Answer C3:**

**C4 Sustained Employment – participant follow-up, support and tracking**

Please describe the support your project will provide participants once they have left the project.

The description should explain:

* how you will maintain contact and track participants?
* what support will be offered to participants and how it will help them stay in employment?
* how will you and your partners (if applicable) deliver your proposed number of sustained employment results and obtain the supporting evidence?
* details of any assistance that is offered to employers.

Maximum length of answer: 1.5 pages (900 words) Maximum points available: 8

Answer C4:

**C5 Provider’s Track record**

1. Give ***three*** examples of previous projects of a similar scale that your organisation has delivered to the same or comparable cohorts of workless people and target groups that you are applying to deliver services to. And track record of successful recruitments to meet the needs of employers in the last 5 years.   
     
   (Note that you will be scored on the following:  
   - What was the size of the grant compared to the project budget you are now applying for? (The higher the grant size compared to the project budget, the higher the score may be).

* What proportion of the contracted number of starters, outputs and results was delivered? (The higher the delivery, the higher the score may be).
* Scores may also be given for: The extent (1) activities, (2) geographical location, (3) outputs and results were aligned and delivered to those required by this specification).

Please choose projects that most closely reflect your organisation’s ability to deliver this specification. (Include details of grant value, funder, geographical coverage, number of participants and results achieved). You should include one of your delivery partners’ track record if the proposed budget allocation to that partner is above 30%.

Maximum points available: 6

|  |  |  |
| --- | --- | --- |
| Name of funder: |  | |
| Size of grant (£): |  | |
| Geographical coverage: |  | |
| Delivery: | from: | to: |
| Participants enrolled | Agreed: | achieved: |
| Jobs on leaving the project | Agreed: | achieved: |
| Sustained jobs | Agreed: | achieved: |
| Progression into further learning | Agreed: | achieved: |
| Other: | Agreed: | achieved: |
| Other: | Agreed: | achieved: |
| Description of the project: | | |

|  |  |  |
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| Name of funder: |  | |
| Size of grant (£): |  | |
| Geographical coverage: |  | |
| Delivery: | from: | to: |
| Participants enrolled | Agreed: | achieved: |
| Jobs on leaving the project | Agreed: | achieved: |
| Sustained jobs | Agreed: | achieved: |
| Progression into further learning | Agreed: | achieved: |
| Other: | Agreed: | achieved: |
| Other: | Agreed: | achieved: |
| Description of the project: | | |

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| Delivery partner’s name (if applicable): | |  | |
| Name of funder: |  | | |
| Size of grant (£): |  | | |
| Geographical coverage: |  | | |
| Delivery: | from: | | to: |
| Participants enrolled | Agreed: | | achieved: |
| Jobs on leaving the project | Agreed: | | achieved: |
| Sustained jobs | Agreed: | | achieved: |
| Progression into further learning | Agreed: | | achieved: |
| Other: | Agreed: | | achieved: |
| Other: | Agreed: | | achieved: |
| Description of the project: | | | |

**C5 Track Record and Additionality**

1. Tell us if the project (you are applying to deliver) includes creative aspects in how it delivers, or in the partnership working.

* How does it fill a gap in current services?
* If you are already or have been funded by London Councils, ESF or your target boroughs, explain clearly the additional work or extra activity that you propose to provide through this project. Why do you require additional funding?

Maximum length of answer: 1.5 pages (900 words) Maximum points available: 4

**Answer C5b:**

**C6 Project management**

1. **Delivery plan**

Please complete the project plan below, identifying all elements of your proposed project delivery, management and monitoring. This table can be expanded if necessary. Please make sure the items listed in the delivery plan are consistent with the information provided in earlier sections, especially the activities stated in section C2b, C3 and C4. Indicate when you will deliver each element by entering the number of units to be delivered at the appropriate point in the chart.

Maximum points available: 6

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Please list all project activities | | Please enter when activity will occur | | | | | | | | | | |
|  | |  | 2016-17 | | 2017-18 | | | | 2018-19 | | | | |
| Activity | Partner(s) responsible | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | |
| **Example:** Steering group meetings | All | 1 |  | 1 | 1 | 1 |  |  | 1 |  |  |  | |
| **Example:** Number of participants enrolled | All | 10 |  | 15 | 15 | 20 | 10 | 10 | 5 |  |  |  | |
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**C6 Project management – Staffing Structure**

1. Please describe the staffing structure and roles for this project. Explain how they will manage and deliver the project effectively.

* Please explain how you will ensure you meet requirements set out in the prospectus. Please ensure the description considers all aspects of project management and delivery including support roles, partners’ staff, employer and key stakeholder involvement. As relevant, include the experience your staff have. Also include financial management and administration, plus (where applicable) regular partnership meetings & stakeholder engagement. Scorers will also be assessing whether your response is linked to the prospectus and specification needs and clearly outlines key project stages and milestones.
  + **Please attach a chart to your application indicating structure, governance, relationships and roles.**

If your project is delivered in partnership:

* Also describe any previous experience working with your partners;
* Also attach a chart to your application indicating structure, governance, relationships and roles within the partnership.

Maximum length of answer: 1 page (600 words) Maximum points available: 6

Answer C6b:

**C6 Project Management – Project Monitoring, Reporting and evaluation**

1. Explain the systems that you will use to monitor project progress, and how you will use the findings to keep your project on track. Please outline to whom you expect to report to and how often. Include details on how you will keep London Councils informed about project progress. (This includes data collected, division of monitoring responsibilities, partnership management and measures to review project progress.)
   * Please outline to whom you expect to report project progress to and how often. Include details on how you will keep London Councils and the match funding borough(s) informed on project progress.
   * Explain how you will ensure that evaluation is conducted throughout the lifetime of the project and how you will use the results of this evaluation.
   * Tell us about the quality systems and standards used by your organisation and partners. Tell us how these will be applied to the delivery of this project.

Maximum length of answer: 1.5 page (900 words) Maximum points available: 8

Answer C6c:

**C6 Project management – Risk Register**

1. Please complete the table below identifying the risks to the project, the likelihood of them occurring, the impact on the project and plans for mitigation of the risk.

Applicants are encouraged to provide as comprehensive a list of risks and mitigation strategies covering all aspects of the project as they can at this time. Scorers will be looking to award points where applicants demonstrate a clear and honest assessment of the risks to all aspects of the project and will not penalise applicants for identifying them. Risks to the project can be both internal and external.

This table can be expanded if necessary.

**Maximum points available: 6**

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk Register** | | | |
| Description of risk | Level/probability  (low, medium, high) | Impact | Response |
| **Example**: not enough participants recruited from a particular borough. | Medium | Project not meeting its enrolment targets within a priority target area. | Increased publicity and outreach within the borough. |
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**C7 Horizontal Principles (formerly Cross Cutting Themes)**

1. Developing opportunities to allow everyone to fulfil their potential is essential to the ESF Programme. Please describe the positive impact your project will have on the following protected equalities groups:
   * Race
   * Gender
   * Disability
   * Religion/belief
   * Sex
   * Sexual orientation
   * Age
   * Marriage and civil partnership
   * Pregnancy and maternity

Identify any risks that might prevent your organisation/ partnership delivering the project equally to all members of the target group. Risks may include lower uptake of the project, failure to access the project, or participants receiving an inferior service.

Which aspect of the project could contribute to inequality?

What evidence do you have for coming to your conclusions and what action will you take to address any adverse impacts or to meet previously unidentified need(s)?

You must score at least **3** points on this question for your project to be considered for funding.

**Maximum length of answer: 1.5 page** (900 words) Maximum points available: 6

**Answer C7a**:

**C7 Horizontal Principles (formerly Cross Cutting Themes – see Section 8 of prospectus)**

1. Please describe how your project will contribute to sustainable development, referring to 1) economic, 2) social and 3) environmental sustainability. This requires a short explanation of how your service will reduce the negative and /or increase positive impacts on the environment.   
     
   (**Please note:**  
   Environmental sustainability (includes recycling, procurement, transport, energy efficiency).  
   Economic sustainability (includes promoting a healthy economy in London, reducing dependency on state benefits).

Social sustainability (includes increasing participants’ future prospects, reducing child poverty).  
  
Scorers will also be assessing whether you make reference to national and regional sustainable development strategies.

You must score at least 1 point on this question for your project to be considered for funding.

Maximum length of answer: 1.5 page (900 words) Maximum points available: 6

**Answer C7b:**

|  |
| --- |
| This is a scored section. Scorers will be checking that your calculations are correct. In addition, they will check that you have sufficient resources in place to ensure that the project can be delivered realistically (including number of participants, activities, participants securing/sustaining employment) and that value for money has been demonstrated. All project costs should be fully itemised. And there should be no items of ineligible expenditure.  Please note that scorers will award points for your response to this question, by assessing how realistic your project deliverables are. This assessment is made by comparing the number of IAGs that you have included in response to question B6 (above) to the figure that you have given for participants later gaining employment and of which will sustain employment for 26 weeks. The figures that you provide for IAGs, those securing employment and those sustaining employment, will then be assessed against the budget that you provide below. |
|

# Part D. Financial Information

**D1 - Project budget**

|  |  |
| --- | --- |
| Please break down your expenditure into the following categories: |  |
| Total staff costs | £ |
| Total participant costs | £ |
| Total other costs | £ |
| Total costs | £ 0.00 |

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| --- | --- | --- | --- | --- |
| **Expenditure details** | |  | | |
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| **Breakdown of staff costs** | | | | |
| **Item** | **Organisation** | | **Calculation** | **Amount** |
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D2 Budget explanation

Provide narrative explanation for the cost items listed above. The costing should be in line with the delivery activities and project management you proposed in sections c1-c6. Please include a justification of why and how your project and its partnerships (if applicable) represent good value for money.

Maximum length of answer: 3/4 page (450 words) Maximum points available: 4

**Answer D2:**

D3 **Financial Management**

Describe your organisation’s financial controls and financial reporting.

Tell us how the finances of the organisation are reviewed by the management committee/board and which senior member(s) of your management structure are responsible for financial reporting. How do you monitor that the staff follow the organisation’s financial procedures and regulations?

Maximum length of answer: 2 pages (1,200 words) Maximum points available: 4

**Answer D3:**

# Part E. Data Protection

E1 - Your organization and Data Protection

Please outline what policies or procedures your organization has in place to ensure that it adheres to the data protection act

Maximum length of answer: 1 page (600 words) (this section is not scored)

Answer **E1**

# Part F. Referee Contact Details

**Contact details for referee**

|  |  |
| --- | --- |
| Name of referee |  |
| Organisation |  |
| Position in organisation |  |
| Address for correspondence |  |
| Telephone |  |
| Fax |  |
| Email |  |

|  |  |
| --- | --- |
| Name of referee |  |
| Organisation |  |
| Position in organisation |  |
| Address for correspondence |  |
| Telephone |  |
| Fax |  |
| Email |  |

# Part G. **Delivery Partners**

F1 In the table below, please provide details of your delivery partners. Please also confirm the percentage management fee charged to your partners. The management fee cannot exceed 15% of your proposed project budget.

| Name of Partner | Address | Role in project | Amount of Funding | Mgt  Fee  as % |
| --- | --- | --- | --- | --- |
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# **Part H. Required Information and Documents**

Thank you for your application

The following documents need to be completed and attached before submitting this online form:

* + Your Application Form
  + A signed and dated copy of your constitution or memorandum and articles of association
  + Your current year budget and estimated next year budget
  + A copy of your most recent signed audited accounts
  + A copy of your equal opportunities policy
  + A copy of your sustainable development policy or statement confirming that one will be implemented by the end of the first year of delivery
  + A copy of your health and safety policy
  + A copy of your adult/child safeguarding policy (if these are not yet available, should you be successful, submission of these will be a condition of funding)
  + A copy of your public and employer's liability insurance certificates
  + A copy of your Data Protection Policy/Protocol
  + Draft partnership agreements (where you intend to work in partnership)
  + Structural chart of the partnership (if the project has delivery partners)
  + All letters of employer(s) support

Thank you for completing the application.

1. Employment outcomes can be claimed for participants that enter employment whilst receiving support from the project or within 4 weeks of their last intervention with the project. Leaving a project marks a stage in the participant’s progression and should not be a marker for the end of project support to the individual or employer. [↑](#footnote-ref-2)