



Future Jobs Fund

Future Jobs Fund Bid Document

Summary of proposal

Please explain your proposal in up to 100 words – for example: who will run it; who is the employer; who are the key partners; what will the work involve; how many jobs will be created; how much are you bidding for.

This bid is submitted by Swindon Borough Council on behalf of the Swindon Strategic Partnership. The programme will be managed by the Council's Economic Development team.

The work will contribute to achievement of the SSP's aims across the following areas:

- 1. Recycling of ICT equipment**
- 2. Engaging communities and hard to reach groups**
- 3. Inspiring young people**
- 4. Supporting Homeless People**
- 5. Managing the Borough's green heritage**
- 6. Improving the town centre**
- 7. Developing Swindon's economy**
- 8. Cooking for people in disadvantaged parts of Swindon**
- 9. Working with people with disabilities**
- 10. Engaging young people in the arts and culture**

The bid will create 77 jobs, at a total cost to the FjF of £500,500.

The aim is to achieve 100 jobs in Swindon, at a total cost to the FjF of £650k

An example bid follows at the end of this introduction. You are invited to submit your proposal using this template. Type over the grey coloured boxes and return to Matthew Pearce at mpearce@swindon.gov.uk

Further information at: 01793 466421 | 0788 428 5777

Section A: Information on the bidders

This section, and the section on minimum criteria, should be completed by the local authority or other lead partner.

1.1 Who is the lead partner?

Is your organisation:	
A Private Sector organisation?	N
A Public Sector organisation?	Y
A Third Sector organisation?	N
Do any of the following statements apply to your organisation?	
It is a partnership	Y
It is a Voluntary or Community organisation	N
It is a Registered Charity	N
It is a Social Enterprise	N
I am a Sole Trader	N
I am a private individual	N
Please provide a brief history of your organisation and a summary of your business activities, where applicable.	

1.2 What other partners are involved? (Please list)

The bid is led by Swindon Borough Council on behalf of the Swindon Strategic Economic Partnership, and the Swindon Strategic Partnership.

The bid includes projects delivered by:

- **Swindon Borough Council**
 - Connecting People Connecting Places
 - Lydiard Park Management,
 - Swindon Strategic Economic Partnership,
 - Create Studios
 - Programme administration
 - Enterprise Works
- **Emnico Technologies**
- **InSwindon**
- **Inner Flame**
- **Salvation Army**
- **Lawn Community Centre**

- 1.3 Responsibilities: who is the senior responsible officer? If a public body, who would be the accountable financial officer?

David A Evans, Head of Economic Development,
Swindon Borough Council

- 1.4 Contact details for the project.

Swindon Borough Council, Premier House, Station Road,
Swindon. SN1 1TZ
T: 01793 466421
E: daevans@swindon.gov.uk

The minimum criteria

Please confirm that your proposal meets the three core criteria set out in the invitation to bid.

The jobs:

- 2.1. That the jobs will be additional

Yes

- 2.2. That the jobs you are bidding for will last for at least 6 months, provide work for at least 25 hours per week and be paid at least at the National Minimum Wage?

Yes

- 2.3. That the jobs will be suitable for young people (18 – 24 year olds) who have been unemployed for around 12 months; or are in unemployment hotspots

Yes

Benefit to the local community.

- 2.4. Please explain how the work undertaken in this proposal will benefit the local community

The projects undertaken in this proposal are from a broad spread of partners within the Swindon Strategic Partnership. The work they propose therefore is deliberately wide and varied, yet all of it is intended to deliver aspects of the Community Strategy, the Swindon Local Area Agreement, or Swindon Borough Council's 50 Promises.

Projects are included covering the areas of:

1. E-cycling (Emnico Technologies). Delivered in partnership with Remploy, this project is aimed at recycling used ICT hardware from companies in Swindon. The output is a core element of the SSP's commitment to deliver against the Environmental Sustainability block of the LAA, where partners have committed to reducing the amount of municipal waste that is landfilled.
2. Connecting People Connecting Places (Swindon Borough Council). Assisting the Council to transform the way it interacts and engages with local communities in Swindon. This is a high priority project for the Council and is included in its Corporate Plan.
3. Inspiring 14-18 year olds (Inner Flame). Inner Flame organises and runs residential courses and workshops for 14-18 year olds, including NEETs. The posts will enhance the awareness of the service amongst schools and youth organisations.
4. Supporting Homeless People (Salvation Army). Tackling homelessness and addressing the issues facing vulnerable people are high priorities for the SSP. These jobs will work with single homeless people in the kitchen, and work in the Army's new Bike Shop, restoring and selling on bikes.
5. Lydiard Park (Swindon Borough Council). Lydiard Park is Swindon's premium heritage and outdoor leisure facility. Restoration of the Park to its original splendour, coupled with enhancement and maintenance to meet modern needs, are key priorities for the Council, defined in Promise 19 of its 50 Promises
6. Town Centre Management (inSwindon). Regeneration of Swindon Town Centre is the Borough Council's biggest priority, encapsulated in its Promise 35. InSwindon delivers the Business Improvement District within Swindon town centre, improving the security, enjoyment and promotion of the centre. The new posts will provide a dedicated caretaker for the town centre and will create a receptionist/administrator within the office.
7. Programme administration and Support for the Swindon Strategic Economic Partnership (Swindon Borough Council). The SSEP delivers the Economic Development and Enterprise Block of the Swindon LAA, on behalf of the SSP. One post will assist the Programme Manager in the delivery of the Future Jobs Fund in Swindon; the other will assist the administration of the SSEP.

web: www.dwp.gov.uk/futurejobsfund

email: future.jobsfund@dwp.gsi.gov.uk

8. Cook for the Hood (Lawn Community Centre). Cooking and serving nutritious meals to the public in one of the Borough's most deprived housing estates.
9. Working with Disabilities (Enterprise Works), working with vulnerable disabled people to learn work related skills and to break down the prejudices against disabled people in the workforce. Includes a healthy eating project.
10. Studio Support (Create Studios, Swindon Borough Council). Providing administrative and office support to the studio, which offers media and creative opportunities to young people. The project sits at the heart of the Council's Cultural Strategy and LAA commitment to encouraging greater participation amongst young people.

The costs:

- 2.5. Please confirm that the average cost to the Future Jobs Fund does not exceed £6,500 per job you are seeking to create.

I confirm that the average cost to the Future Jobs Fund does not exceed £6,500 per job.

The 77 jobs proposed in this submission will require total funding of £ 500,500 from the Future Jobs Fund. Of that total (£30k???), or 6%, will be top sliced by the Administrator for Programme Management costs.

Section B: Secondary criteria and further information

Overview: Summary of Programme Management

Please complete this part of the form for each distinct project or type of job you are bidding for.

This section should be completed by lead partner who will deliver the project in question.

Number of jobs, speed of delivery and duration of bid:

- 3.1. How many jobs will you create and over what time period? Please set out how many of these jobs will be made available on a month by month basis.

The bid proposes the creation of 77 jobs over the 18 months of the programme.

A summary of the total jobs created is at Section C, broken down by 6 month periods:

1 Oct 2009 to 31 Mar 2010

1 Apr 2010 to 30 Sept 2010

1 Oct 2009 to 31 Mar 2011

Future bids will be submitted on a monthly rolling basis for jobs starting later in the programme term.

- 3.2. How long will it take you from notification of funding to get the first jobs up and running?

All of the posts proposed in the current bid are expecting to commence in either September or October.

The Council as lead body, will be appointing a Programme Manager as soon as notification is received of the success of the bid.

The Programme Manager will be working with Project Managers to assist them to create the posts at the earliest opportunity.

The costs:

- 3.3. What is the cost to the Future Jobs Fund per job you are seeking to create?

£6,500

- 3.4. What proportion of this cost will you require as start up costs, and what as ongoing costs? What will these costs cover?

Swindon Borough Council intends to top-slice 6% (£349) off the cost of each job in order to provide Programme Management capacity.

The Council will contribute £6,500 from its Economic Development budget to enhance that capacity at the outset, alongside contributing all ICT, accommodation and management costs.

The remaining £611 of the FjF will be passed over to the Project Manager to spend at his/her discretion in creating a position that will be financially attractive to applicants.

- 3.5. Are additional funding streams available to combine with the Future Jobs Fund? If yes, please provide details of the types of funding that are available and how you will use them.

Additional funding is available on a case by case basis. Details are included in the relevant projects below.

Meeting local requirements:

- 3.6. What analysis of your worklessness population and demand side strengths and opportunities have you done or referred to in developing your bid? Authorities in England will need to ensure the analysis contributes to the future development of an areas Local Economic Assessment and Work and Skills Plan;

Swindon has a very inclusive Strategic Economic Partnership (SSEP), which contains a number of thematic groups, looking at key areas for Swindon and which include both public and private sector partners. One of these groups is the Swindon Employment and Skills Group who have responsibility for the reporting on the Local Area Agreement Worklessness and Skills Indicators. It is this group that will lead on the development of the Swindon Work & Skills Plan.

The Council has very recently completed the 2008 Swindon Economic Assessment, which provides a comprehensive overview of economic issues, including skills and worklessness, in the Borough. The Assessment has been produced as a pilot in advance of the requirement on the Authority to produce an Assessment in 2010. The justification behind this bid draws heavily upon the Economic Assessment.

The SSEP also leads on the actions to respond to the economic downturn, identifying activities such as the development of Swindonweb, an electronic channel for businesses and individuals to access help

Swindon has a very diverse labour market, with significant national and international companies, a strong mix of SMEs and a good representation from the public sector. Because of this rich mix, Swindon has been impacted severely by the economic downturn with all key sectors being affected. There has been a considerable increase in Unemployment. The JSA Claimant Count was 2137 in April 2008 rising over 280% to 6574 in April 2009.

Long-term youth unemployment has also risen considerably in Swindon. Data shows that in April 2008 there were 80 JSA customers aged 18-24 who had been claiming in excess of 6 months. In April 2009, this figure had risen over 300% to 245.

The number of long term unemployed generally in Swindon though increased in volume has decreased in terms of percentage of the register. In April 2008 there were 485 JSA customers claiming for 6 months or more, this constituted 22% of the total. In April 2009 the

number was 1235 or just under 19% of the total. It is also relevant to report that for the first month since January 2008, Swindon Jobcentre Plus has seen a lower volume of JSA on flows 1531 than off-flows, 1578.

We have indicated that our bid will include eligibility for FJF funding will apply to all ages. The April 2009 JSA claim rate for Swindon as a whole is marginally below the benchmark for FJF hotspot funding at 5.5%

Individual ward data for April 2009 shows that 10 of the 22 Swindon wards have a JSA Claimant count rate exceeds the National Rate by 1.5% or more. Those wards affected are

- Central – 8.3%
- Dorcan – 6.3%
- Eascott – 6.5%
- Gorse Hill & Pinehurst – 8.0%
- Moredon – 5.8%
- Parks – 9.7%
- Penhill – 10.8%
- Toothill & Westlea – 5.9%
- Walcot – 8.6%
- Western - 6.0%

- 3.7. How do the jobs you will create take account of your local labour market and the needs of the target group? (e.g. skills shortages, future employment opportunities and the need for outreach activity).

Nomis Workforce based data shows less than 12 % of the Swindon workforce is employed in Elementary Occupations though these make up almost 30% of Jobcentre Plus's current vacancies. This vacancy type also constitutes 20% of unfilled vacancies in Swindon. Jobcentre Plus data shows that just over 38% of JSA customers aged 18-24 are seeking this type of work so despite the apparent supply and demand for this key labour market outcome, there is clearly a mis-match. It can be argued that long term unemployed customers, especially young people, aspire to other types of opportunity.

Anecdotal evidence from partners in the Connexions Service supports this view – young people in Swindon are keen to engage in meaningful activity that interests them despite the availability of work locally.

The Swindon FJF bid seeks to create employment opportunities in sectors or industries that will interest young people, particularly those linked with creative skills, green technologies and engaging and meeting the needs of other young people in the community. Using these opportunities to initially engage young people, we hope that the job opportunities created will help them to improve their personal resilience and equip them with transferable skills that can be applied more readily in commercial settings.

Supporting Future Jobs Fund employees:

3.8. How will you support Future Jobs Fund employees while they are employed through the Fund?

Specific details of how each Project Manager will support their FjF employees are given in the project summaries following.

At the programme management level, Swindon Borough Council, in partnership with the relevant players in the Borough, will take a proactive role in ensuring that the quality of posts is maintained, and that project leads are delivering in the spirit of the FjF, supporting their employees as much as possible. We will achieve this by:

- Meeting with project leads collectively prior to commence of the programme to ensure that they have proper procedures in place to performance manage and to ensure the health and safety of the employees. Whilst the onus will be upon the project lead to demonstrate that their organisation has effective procedures, Swindon Borough Council will offer professional advice and support where necessary. The Project leads will be encouraged to treat the FjF employees as full and equal members of their team, providing 1:1s and inviting attendance at team meetings.
- Liaising on behalf of all projects with the Learning and Skills Council and Job Centre Plus to identify and secure sources of training and developmental support for the employees
- Meeting with project leads collectively after 3 months to share experience and to obtain feedback from them on how the programme is progressing.
- Visiting each project to offer advice and support to the project manager, and to ensure that procedures are being followed to support the employee.
- Offering a 'help desk' for project managers and FjF employees to phone during emergencies, and to seek general advice and support.

3.9. How will you improve Future Jobs Fund employee's long-term employability?

Again, specific details of how each Project Manager will improve their FjF employees' employability at the end of the 6 month FjF position are given in each of the project summaries following.

Some of the projects included in this bid offer ongoing employment opportunities after the FjF window.

The Council will also provide ongoing training and skills development, drawing upon Train to Gain or other funding if available. Where formal training is not available the Project Manager will ensure that effective 'on the job' training is provided by the company; this will include skills development to enable the effective carrying out of duties, and other personal development training.

All employees that complete the 6 month contract will be offered the following upon leaving:

- Exit interview to discuss the employee's experience in the job, and to capture their performance, attendance record and any skills learnt.
- Certificate of Achievement issued by the Swindon Programme Manager
- Letter of Reference issued by the employee's Manager for use by future employers, including reference to skills learnt, accredited training provided, and the individual's performance in the role.
- Certificates relating to any accredited training delivered

Via the SSEP, the Programme Manager will ask the Swindon business community to consider FJF programme completers favourably in their mainstream recruitment activities. Success of this approach will therefore depend on a robust jobseeking and placement strategy following the FJF funded opportunity to move young people into sustainable jobs and avoid them returning to Jobseeker's Allowance

3.10. Can you confirm that you will offer an exit interview to everyone who leaves a Future Jobs Fund job to assess their experience, and provide them with a reference that captures their performance, attendance record and any skills learnt.

Project Managers will be required to provide an exit interview.

Bid credibility:

3.11. Can you provide evidence of the credibility of your bid: do you have any experience of delivering jobs of this type or support for young people in the past or is your bid for the expansion of current jobs? How will you ensure quality and viability of partnership commitments?

Swindon Borough Council has significant experience of managing externally funded programmes, providing financial accountability, and ensuring that the quality of the programme is maintained in accordance with the original bid.

As an Investor in People the Council will apply the same principles of performance management and employee development to all FjF

employees.

The Programme Manager will maintain close contact with the Learning and Skills Council, Job Centre Plus, and others to ensure that the programme is continuing to deliver against its objectives.

Further details:

3.12. Please provide further details of your bid below. We are particularly interested in: the type(s) and numbers of jobs you will create, the benefit they will provide to the community, evidence that the jobs will be additional, and any wider benefits they will deliver. Please limit your response to 500 words.

This bid has been focussed upon creating new employment opportunities for young, long term unemployed people to assist the Swindon Strategic Partnership to deliver against its primary aims and objectives. In total 77 jobs are proposed in 10 organisations across the 18 months of the programme

The relevance of each project to the SSPs aims is outlined in the specific bids that follow, but each has been assessed against its relevance to:

- Swindon Community Strategy (Vision 2030)
- Swindon Local Area Agreement
- Swindon 50 Promises

The projects proposed represent a varied cross-section of the SSP, including addressing specific themes (for example, tackling NEETs, Culture, Healthy eating, the environment) as well as cross cutting issues that will build the effectiveness of the whole partnership (eg. Enhancing the Connecting People, Connecting Places programme, supporting the Swindon Strategic Economic Partnership).

This bid is intended to start the ball rolling within Swindon, and to generate momentum that will encourage further providers of community projects to come forward, creating more opportunities for quality jobs across the Public, Private and third sectors. Those jobs will be submitted in future bids over the next few months.

E X A M P L E

Section B: Secondary criteria and further information

Project 8: Cook for the Hood, Lawn Community Centre

Please complete this part of the form for each distinct project or type of job you are bidding for.

This section should be completed by lead partner who will deliver the project in question.

Number of jobs, speed of delivery and duration of bid:

- 3.1. How many jobs will you create and over what time period? Please set out how many of these jobs will be made available on a month by month basis.

6 jobs created, October 2009 to March 2011

2 jobs: Oct09 – Mar 10

2 Jobs: Mar 10 – Oct 10

2 Jobs: Oct 10 – Mar 11

- 3.2. How long will it take you from notification of funding to get the first jobs up and running?

3 months, October 2009

The costs:

- 3.3. What is the cost to the Future Jobs Fund per job you are seeking to create?

£6,500

- 3.4. What proportion of this cost will you require as start up costs, and what as ongoing costs? What will these costs cover?

Salary - £5500
Training & Supervision - £610
Central Programme administration: £390

Total: £6,500

- 3.5. Are additional funding streams available to combine with the Future Jobs Fund? If yes, please provide details of the types of funding that are available and how you will use them.

Accommodation and ICT costs will be met by the employer. The Project Manager will seek additional funding throughout the duration of the project.

The Programme Manager is discussing with the Learning & Skills Council the availability of funding to deliver accredited training for each of the post holders. Prior to the commence of the programme all Project managers will meet jointly with the Learning and Skills Council and local learning providers to identify potential training sources for FjF employees.

Meeting local requirements:

- 3.6. What analysis of your worklessness population and demand side strengths and opportunities have you done or referred to in developing your bid? Authorities in England will need to ensure the analysis contributes to the future development of an areas Local Economic Assessment and Work and Skills Plan;

- 3.7. How do the jobs you will create take account of your local labour market and the needs of the target group? (e.g. skills shortages, future employment opportunities and the need for outreach activity).

Supporting Future Jobs Fund employees:

- 3.8. How will you support Future Jobs Fund employees while they are employed through the Fund?

The employees will be directly supervised, on a day to day basis by the Manager/Organiser of the Lawn Community Centre.

Upon starting employment the employees will be given a full induction and training programme, including health and safety awareness. The Throughout the 6 month contract the employees will be met with on a weekly basis individually to discuss their progress and support needs. Support will be provided alongside Job Centre Plus service representatives.

We would send the jobholder to an establishment where they will study

and receive a food hygiene certificate. We would ensure the jobholder learns the fundamentals of kitchen management, including cost analysis and waste limitation. Also we would like to work alongside the North Star College in seeking access to an NVQ in Catering for the Industry on a day-release scheme

3.9. How will you improve Future Jobs Fund employee's long-term employability?

This opportunity will re-install a sense of pride and self-worth to the individual not just because it will provide them with employment, but because the meals they will be part of preparing, cooking and serving will bring satisfaction to a client base who may not normally have access to well cooked nutritious meals

The centre will offer transferable 'on the job' training; this will include kitchen safety and skills development to enable the effective carrying out of duties, and other personal development training.

It is hoped that the position will be self sustaining at the end of the 18 month period, so the employment can continue. If the jobholder is able to grasp the skills needed to run the kitchen, they may be used in the roll-out of this cooking concept to manage or oversee other Cook for the Hood schemes in more hotspots of deprivation in Swindon.

However, if the Centre is not economically sustainable, he/she will be offered the following upon leaving:

- Exit interview to discuss progress
- Certificate of Achievement issued by the Programme Manager
- Letter of Reference issued by the employee's Manager for use by future employers, including reference to skills learnt, accredited training provided, and the individual's performance in the role.
- Certificates relating to any accredited training delivered

3.10. Can you confirm that you will offer an exit interview to everyone who leaves a Future Jobs Fund job to assess their experience, and provide them with a reference that captures their performance, attendance record and any skills learnt.

Yes

Bid credibility:

3.11. Can you provide evidence of the credibility of your bid: do you have any experience of delivering jobs of this type or support for young people in the past or is your bid for the expansion of current jobs? How will you ensure quality and viability of partnership commitments?

This is an entirely new initiative, so there is limited previous experience to draw upon at the local level. The Centre Manager, is however, closely linked in with support within PCT and the Borough Council where employment advice and support will be forthcoming.

The Programme Manager will meet with all Project Managers throughout each 6 month programme, to review progress and to ensure that the jobs are continuing to meet the quality and purpose of this bid

Further details:

- 3.12. Please provide further details of your bid below. We are particularly interested in: the type(s) and numbers of jobs you will create, the benefit they will provide to the community, evidence that the jobs will be additional, and any wider benefits they will deliver. Please limit your response to 500 words.

This bid proposes the creation of six new jobs within the kitchen of the Lawns Community Centre in Park South Ward, one of the wards in the Borough suffering the highest levels of unemployment and worklessness amongst the client population. Each post will last for 6 months, throughout the 18-month period of the programme, totalling 6 posts.

Cook for the Hood is a community kitchen. We provide nutritious meals to order for anybody in the community of Swindon at a minimum price of £2.50 but we invite clients to pay more if they can afford it, or if they believe the meal is worth it.

The posts will be based in a community run kitchen serving Parks Ward. (An area of severe deprivation and a hot-spot of worklessness) Sponsored as part of the Swindon Family Intervention Project in April, May and June 2009, the kitchen targets its resident community with nutritious "home-cooked style" meals at very affordable prices. Its aim is to ensure that where struggling families are being hit through levels of deprivation, they can still afford to place good wholesome pre-prepared meals on the table

The project is at the heart of many of the Swindon Strategic Partnership's agenda for tackling deprivation and worklessness in one of the most deprived wards in the Borough. It therefore has direct relevance to the LAA:NI 2 (% people who feel they belong to their neighbourhood), NI 56 (Obesity among young primary school age children in Yr 6), NI 117 (16-18 year old NEET), NI 120 (All age – All cause mortality), NI 139 Older people receive support to live independently at home), NI 141 (number of vulnerable people achieving independent living), NI 153 (working age people claiming out of work benefits).

Within the Swindon Community Strategy it has relevance to Theme 2 (benefiting from growing economy); Theme 4 (healthy, caring, supportive place); Theme 6 (have influence and feel safe).

Furthermore it assists in meeting the Council's own Promise 32 (promote greater independence for disabled people... providing them pre-prepared meals)

The Food Service Assistant will undertake the following duties:
Menu planning, stock check and purchase, preparing, cooking and serving of foods. Maintenance of a safe place to work, waste limitation and recycling, cleanliness of the kitchen and service areas. the publicity of the menu which may mean contact with outside groups, residents, and members of the public

Applicants Name:.....

Organisation / Business.....

Address.....

.....

.....

Telephone

EMAIL.....