

# ESF Families Briefing - 26 May 11

The Work Programme was designed as the centre of a jigsaw around which we can bolt on a number of interventions. The ESF provision will be one of these bolt ons. It is aimed at those people who have significant issues in their lives (besides skills and employment) and have significant barriers in getting into work

ESF will have progress measures which providers get paid for moving these individuals “part-way down the road”. It is for the 20% of the eligible group who have little chance of getting into work. The funding can't meet the needs of everyone who would be eligible, so will be focused on places that have the biggest challenges.

That said there is going to be a minimum job outcome expectation! This is likely to be a 13 week sustained job.

The outreach support expectation is for outreach workers to work with families in the community and their own home, “coach them, bully them, and know where the right support is to refer them to”.

The ESF provision is to “warm up” customers so they become “willing participants in the Work Programme”. It is entirely voluntary.

## Eligibility

Local Authorities will decide who is eligible. Families referred need to “be known” to the LA, not necessarily directly engaged with them.

There is no definition of a family and no definition of a history of worklessness. Worrying!

## CPAs & Timescales

There are 12 CPAs but no indication yet of the number of contracts to be awarded in each CPA:

- East of England
- East Midlands
- East London
- West London
- North East
- Greater Manchester et al
- Cumbria Lancashire et al
- South East
- South West (excl Cornwall & Isles of Scilly)
- Cornwall & Isles of Scilly
- West Midlands
- Yorks & Humber

DWP are finalising the ITT. This should be out by the end of June. There is likely to be a 4-6 week timescale for bid submission.

## Working Families Everywhere

Emma Harrison has been working with the Government and has become a “spiritual leader” in the area of workless families. Her work on the Working Families Everywhere initiative has led to A4e

agreeing not to bid for this ESF contract. She has set up a charitable foundation to support people who want to get into the field of working with families.

Chris Grayling expects bidders to be aware of and consider Emma's work so we need to dig a bit and get the low down on this.

### Major Points

- Chris Grayling expects "teams of outreach workers in problematic communities" - need to consider how this model can be delivered and who needs to be involved.
- The requirement is to work alongside other agencies so we have to prove we can do this - good examples needed and links made with all potential agencies we would work with..
- We will need to show an exceptional understanding of the support that customers could be referred to. This needs a real local flavour and understanding.
- The bid has to show how good we are at forging relationships with Local Authorities and other agencies and organisations who work with families.
- We must complement and align with existing provision - this means knowing exactly what is out there, who is running it, and linking with it already if possible. This includes Community Budget funded provision (currently in 16 areas - is there any in South West?).