

Manchester City Council

Work & Skills Team

Specification

Racially Minoritised Communities/Groups (RMC/G) (3)

Employment Support Project

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Period of project and value	6 months' delivery Implementation phase – [September 2024] Delivery phase - [October 2024 – March 2025] 1 x £30,000	

1. Summary

1.1. Project Overview

This specification is for a bespoke project which will provide culturally proficient services to economically inactive residents from African, Caribbean and mixed white/black heritage backgrounds, to equip them with the confidence and skills to move closer to the labour market.

2. Context

2.1. Why are we commissioning this?

There is a substantial difference between employment rates for the White ethnic group and those of ethnic minority groups. Previous pilot projects have shown us that in order to narrow the employment rate gap for specific communities, we need to identify the barriers to employment and tailor the support offered in order to increase labour market participation

The first Racially Minoritised Communities/Groups (RMC/G) pilot – Get Me Work Ready – was delivered early in 2023 to a cohort of 30 economically inactive South Asian women from the Cheetham and Crumpsall areas. Learning from the pilot included the need for culturally appropriate support, developing partnerships with trusted grassroots organisations and innovative engagement methods. The pilot successfully delivered good employability outcomes (employment, further training and volunteering) and provided insights into better ways to tailor employment support to this community.

Learning from the pilot was used to develop the specification for the second Racially Minoritised Communities/Groups (RMC/G) project which launched in December 2023 and ran through to June 2024. These projects were again targeted at economically inactive women from a Pakistani or Bangladeshi heritage but included a further geographic location – Longsight, with different engagement and support requirements. Two VCSE organisations were awarded funding to support 100 women with a range of interventions to move them closer to work.

To continue this valuable work in 2024, we have used Census data analysis to inform us of the race groups experiencing economic disadvantage, to propose and deliver a third Racially Minoritised Communities/Groups (RMC/G) project.

2.2. Population and geography of interest

As of January 2024, the wards with the highest claimant counts in Manchester were Moss Side, Gorton/Abbey Hey and Longsight in the Central locality. 2021 Census data on the economic status of ethnic groups highlights a need to provide further support to the African and Black community where there are higher numbers of unemployed and economically inactive residents.

The project will focus on Moss Side residents of African, Caribbean and mixed white/black heritage backgrounds.

3. Project(s) Overview and requirements

The Racially Minoritised Communities/Groups (RMC/G) (3) project will build on the previous two projects and seek to increase participation in the labour market through innovative engagement and a programme of tailored employability interventions, including self-employment support delivered locally and by a trusted community-based organisation. The project will run for 6 months and engage a minimum of 50 residents.

3.1. Anticipated outcomes include:

- Number of participants engaged: 50
- 20% of participants into paid employment
- 100% reporting improved confidence leading to an employment pathway
- 10% into volunteering
- 20% into formal training
- 100% reporting an increase in skills and knowledge around finding and sustaining employment
- Improved knowledge of local services
- Links to employers
- Improved community engagement for employment support
- Identification of existing barriers to training and employment
- Better understanding of cultural mobility and aspiration

3.2. The model of delivery will include:

- Promotion and marketing of the service
- Culturally appropriate engagement with participants
- Making the necessary connections with partners to ensure referrals
- Effective employer engagement
- Co-production of tailored support/progression plans
- One-to-one and group meetings with participants at an agreed location
- Provision of local labour market information
- Encouraging take-up of training
- Sharing details of job opportunities
- Providing support with job applications
- Signposting to wider support services i.e. money advice, employment rights, health services, housing providers, local provision

We expect the project team to work with other local services to enhance provision and support for participants.

The project manager is expected to ensure that the service is accessible to all eligible individuals and that support can meet the needs of all participants in relation to specific ethnic, religious, gender, sexual orientation, health, literacy or cultural requirements.

3.3. Outcomes per project

Several outcome measures have been identified to help to evaluate the success of the projects. These are:

Outcome 1	Engage with 50 people over the lifetime of the projects. The projects should be focused on the Moss Side area.
Outcome 2	Develop personalised action plans with a minimum of 25 people demonstrated by use of an outcomes tool e.g., STAR
Outcome 3	20% of participants into employment
Outcome 4	100% of participants reporting improved confidence
Outcome 5	10% of participants into volunteering
Outcome 6	20% of participants into formal training
Outcome 7	100% reporting improved knowledge around finding and sustaining employment
Outcome 8	Engagement with a minimum of 6 employers
Outcome 9	Provide evaluation and an end of project report

4. Experience and Skills Required

The project team(s) will have the necessary experience and be suitably qualified in employability support. They will also have had previous experience of working within the specified communities and be able to demonstrate this in their funding bid.

5. Performance and Quality Monitoring

A key part of this commission is the reporting of qualitative and quantitative data to enable the evaluation of quality and performance and to understand how effective the interventions are. The project manager will ensure they have appropriate systems in place to capture the required data, and they are able to report in the format required and at the time interval specified.

5.1. Monitoring and Evaluation

The project team will provide monthly progress reports to the contract manager and support a full evaluation of the service to establish impact and best practice.

6. Governance

The contract manager (Work & Skills Officer) will provide support and undertake monitoring meetings on a monthly basis.

7. Financial and payments

The total amount for the commission is £30,000 over a 6-month period. A mini competition will be held to secure a provider who can deliver this project.

Payment 1: 70% [£21,000] paid at commencement of project (September 2024)

Payment 2: 30% [£9,000] paid in January 2024

8. Data Protection and GDPR

8.1. The Project Manager will maintain records for each participant; this should contain notes of meetings and details on the personalised support plan.

8.2 The Project Manager will keep all records to a professional standard and provide access to the contract manager for the purpose of monitoring.

8.3 The Project Manager will ensure compliance with data protection legislation and obligations including, but not limited to:

- Maintaining appropriate policies, procedures, and records to ensure demonstrable compliance with the General Data Protection Regulation (GDPR) principles for processing personal data where the organisation is the controller
- Ensuring compliance with the rights of data subjects where the organisation is the controller
- Uphold policies and procedures to deal with personal data breaches