

VERSION 0.1

Manchester City Council

Work & Skills Team

Specification

Communities Experiencing Racial Inequalities (2)

Employment Support Project (name tbd)

Specification Author/owner	Elayne Redford Dave Berry	MCC Work & Skills Specialist MCC Work & Skills Lead
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Period of projects and value	2 x 6 months delivery Implementation phase – December 2023 Delivery phase - January 2023 to May 2023 2 x £30,000	

1. Summary

1.1. Project Overview

This specification is for two bespoke projects which provide culturally proficient services to economically inactive South Asian women, 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 white ethnic groups and those of ethnic minority groups. Barriers for these groups include lack of confidence, motivation, limited English language skills, social isolation and caring responsibilities within the home.

Research into the reasons for the increasing numbers of economically inactive residents shows that those reporting looking after home or family as the reason for this are living in the parts of the North and Central areas of the city. This co-relates with the areas where there are larger populations of Asian families.

Earlier in 2023 we funded the 'Get Me Work Ready' pilot project delivered by a community organisation – Alchemy Arts – to engage with and encourage South Asian women from the Cheetham area to explore reasons for economic inactivity and support them to overcome barriers to work. 35 women were supported over a 6-month period with key learning points highlighted below:

- Engagement must be culturally appropriate
- Allow time to build trust
- Integration with local provision enhances the support offer
- Engagement with employers is key to achieving employment outcomes
- Acknowledge and address the impact culture and/or religious beliefs may have on views about employment

We would like to build on this pilot with two further projects using and embedding the learning to deliver enhanced support to a similar cohort. The projects will also provide a pathway to further provision such as the UKSPF and DWP programmes. Having the additional focus of a different geography for one of the projects will provide new engagement opportunities and connections to local provision.

2.2. Population and geography of interest

Research shows us that there are a cluster of wards in the North and Central areas of the city with a higher number of economically inactive residents within the 'looking after family/home' category. These are Cheetham, Crumpsall, Longsight, Moss Side and Levenshulme.

The two projects will focus engagement on these wards and engage with South Asian women, mainly from Pakistani and Bangladeshi heritage.

3. Project(s) Overview and requirements

The projects will build on the Get Me Work Ready pilot and will support economically inactive participants. The projects will run for 6 months and engage a minimum of 50 women per project to improve confidence and skills to move them closer to and into employment.

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

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 100 (50 x 2) people over the lifetime of the projects. The projects should be focused on the following wards:
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	<ul style="list-style-type: none"> • Cheetham • Crumpsall • Longsight • Moss Side • Levenshulme
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 £60,000 over a 6-month period. This will fund 2 projects of £30,000 each. A mini competition will be held to secure one or two providers who can deliver one or both projects.

Payment 1: 70% [£21,000] paid at commencement of project (December 2023)

Payment 2: 30% [£9,000] paid in month 4 (March 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