



# ***Investing in Skills: the ESF Programme in Norfolk and Suffolk***

*Webinar hosted by New Anglia LEP: 21 July 2021*





# ***Welcome and introduction***

***Chris Starkie, Chief Executive Officer, New Anglia LEP***

*7 July 2021*



# Investing in Skills in Norfolk and Suffolk: Agenda

Speaker	Presentation	Time
Chris Starkie, Chief Executive Officer, New Anglia LEP	Welcome and introduction	13:30
Emma Taylor, Funding Manager, New Anglia LEP	Norfolk and Suffolk projects: building on success	13:40
Case study: Building Better Opportunities projects	Employability through partnership	13:55
Case study: Suffolk County Council	Delivering skills in Suffolk through ESF	14.10
Case study: Apprenticeships New Anglia	Inclusive apprenticeships	14:25
Case study: West Suffolk College projects	Engaging employers in skills delivery	14:35
Case study: Skills Support for the Workforce	Workforce skills improvement in ESF	14:45
Case study: Norfolk County Council	Models for partnership delivery through ESF	14:55
Chaired by Chris Starkie	Q&A and conclusions	15.10

# European Social Fund (ESF): the Programme

- A nationally delivered EU Programme which supports employability, skills, training, and enables stronger connections between the education sector and business.
- Current ESF Programme period 2015-2023.
- Spend guaranteed after Brexit
- Programme managed by the Department for Work and Pensions but with local allocations coordinated by LEPs in England.





## *ESF: delivering our Economic Strategy*

- **£43.6m allocated to Norfolk and Suffolk and fully committed to projects**
- New Anglia LEP coordinated a European Investment Strategy to ensure fit with our Economic Strategy
- Local strategic fit of projects in ESF and ERDF (European Regional Development Fund) decided by a local Committee of key stakeholders.
- The LEP collaborated with Norfolk and Suffolk County Councils and many other partners promoted the Programme and collaborated to develop projects.



## ESF in Norfolk and Suffolk: *key achievements*

Several major projects still at an early stage, but to date -

- Over 16,500 individuals supported
- Over 500 businesses engaged in projects with the education sector
- Over 8,000 individuals supported with training needs
- 2,500 individuals facing barriers to employment have secured a job or taken up an education or training opportunity





## ESF in Norfolk and Suffolk: **key achievements**

*It has been a pleasure to work with New Anglia LEP throughout the 2014 – 2020 programme. The team have been very considerate to the needs of the area, how that works within the boundaries of the programme and have researched all opportunities for viability, hence utilising the funding available to the full.*

– Joanna Wright, Programme Manager, DWP





# ***Norfolk and Suffolk projects***

## ***Building on success***

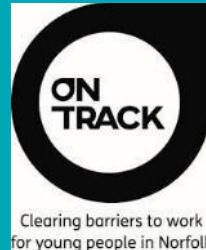
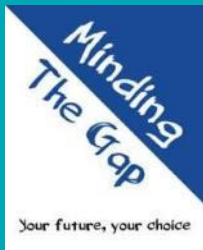
***Emma Taylor, Funding Manager, New Anglia LEP***

*7 July 2021*





# Building Better Opportunities



- Established programme – started 2017
  - Lottery co-financed
  - Cross-sector partnerships
- Unexpected emphasis on mental health
  - Expertise in achieving job outcomes
- Collaborative approach – portfolio delivery
  - Flexible procurement approaches
  - Lottery relationship developed

# *Work and Health: removing barriers to employment*

WORK WELL  
SUFFOLK



- Ambitious initial vision
- Collaborative match funding approach
  - Different strengths
  - Delivering to 2023
- Partnership approach to build on
- Activity to evaluate re impact /approach

# Employer engagement with the education sector



**New Anglia Careers Hub**

**New Anglia Technical Curriculum**

**VENI**

- projects embedding employers in FE delivery
  - Careers inspiration in schools
- Partnership working with the visitor economy sector
  - Creative approaches to build on
- Connecting skills and business – less silo-based approach
  - Useful models for future delivery?



# Youth Pledge for Employers



**Skills Connect**

**RYPE**

**Youth Pledge for Employers**

**Supporting young people exploited by  
County Lines**

**Also...**

**MyGo project  
NEETS prevention projects**

- Connecting young people with opportunities
- Re-engaging young people facing barriers and challenges
- Quite a lot of projects for young people – can provision get confusing?
- Signposting routes and ‘front door’ to provision?
- Future projects links to careers inspiration/ sector work?



# Enabling Apprenticeships



- 3 projects connecting businesses and young people to broker apprenticeships
  - Significant Covid challenges
- Links to the LEP Apprenticeship levy work
  - Key delivery against the New Anglia Youth Pledge
- Lots of projects engaging businesses – can be an issue?
- Other ways of building projects for young people?

# Skills for employment



**Skills Support for Emerging Leaders**

**Supply Chain Skills Development Fund**

**Developing Skills in Health and Social Care**

**In-Career Education and Training (ICET)**

- ESFA co-financing on several projects
  - Region-wide business training and sector-specific delivery
  - Covid affecting take-up from business
- ESFA co-financed projects –restrictive rules
- Focus on accredited training can be an issue
  - Future programmes – can training be embedded in wider business support programmes?



## Enabling community projects



### Great Yarmouth CED Inclusion

- Enabling ESF delivery in small community organisations
- Enabled targeted delivery with specific groups
  - Good for rural delivery
  - Grants programme delivery
- LIFT had multiple delivery strands
- Good models for future programmes?
  - Grants vs procured service?

## New Anglia Digital Inclusion

### Sector Skills Plans



- 15 sector skills plans - <https://newanglia.co.uk/sector-skills-plans/>
- Catalyst for sector skills groups and projects e.g. VENI
- Digital inclusion project provided equipment to ESF participants

Ongoing needs re digital poverty? Is equipment the barrier or digital skills?  
Sector skills development – future needs?

# *Building on Success – how to build projects*

We have learnt to –

- Build effective and accountable partnerships across sectors – VCSE, public, education..
- Know what services to procure and where a partnership is needed
- Use Dynamic Purchasing Systems and other responsive models to providing diverse support
- Deliver real results with hard-to-reach groups
- Consistently measure and evidence results

All of this will still be needed for UK SPF and other funding...





## ***Building on Success – a jigsaw puzzle of support***

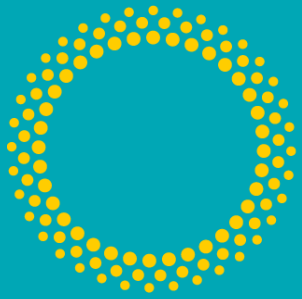
Future programmes should –

- Ensure strong added value to mainstream services
- Be flexible and reactive to ensure a good fit with Government programmes and policy
- Adapt to market conditions and changing needs
- Enable creative and targeted provision as well as mainstream support
- Ensure not just urban residents have access to support
- Look carefully at signposting and marketing

There could be new opportunities to –

- Combine activity in different ways especially in work with businesses
- Remove silos of support
- Develop more nuanced measures of impact





Norfolk  
& Suffolk  
*Unlimited*

# *Case studies*

7 July 2021





# Building Better Opportunities



Building Better Opportunities



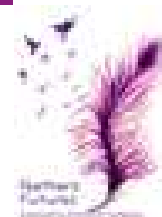


# What we all do jointly

Our Building Better Opportunities projects across  
the New Anglia LEP area

Provides tailored support to people aged 16 and  
above who are facing significant barriers to  
employment, education or training

# Who we work with



# Partnership

Working within varied partnerships has helped our teams achieve the following impacts:

**Innovation**

**VCSE's specialism**

**Capacity building**

# Collaboration

Shared best practice

Joint working



# Innovative Practice



.....

Building Better Opportunities

# Feedback

**DWP feedback** - holistic support, where mainstream employability support fails.

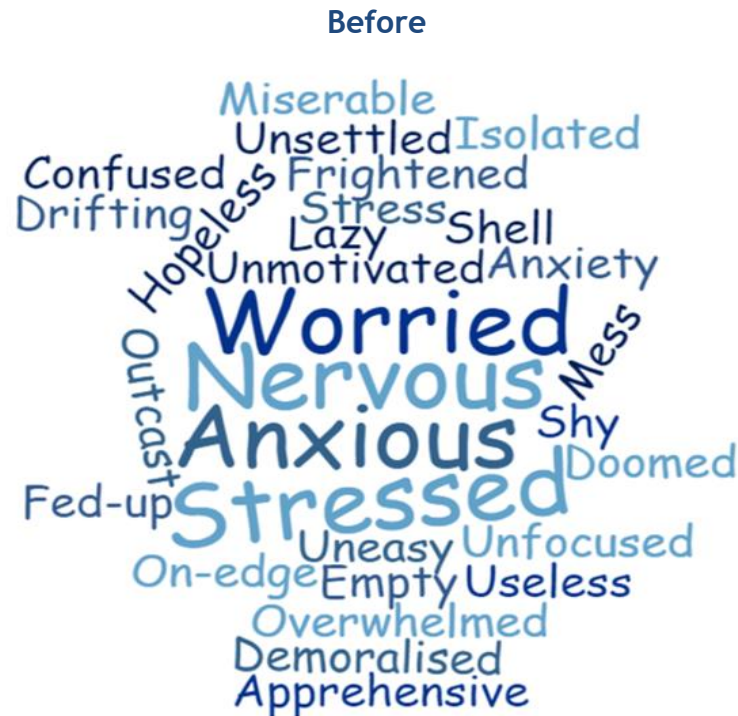
## Partner feedback

Support, friendly, collaborative, joint working and sharing.

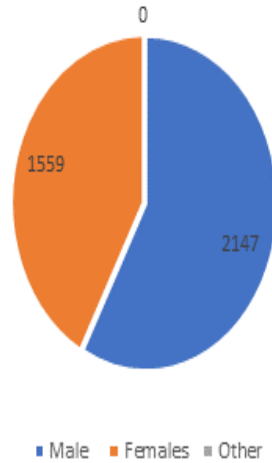
## Participant feedback



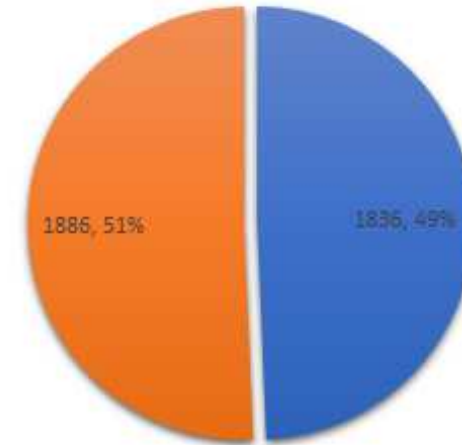
We recently asked our participants to think of a word to describe themselves before they came to the project and to think of a word to describe themselves now.



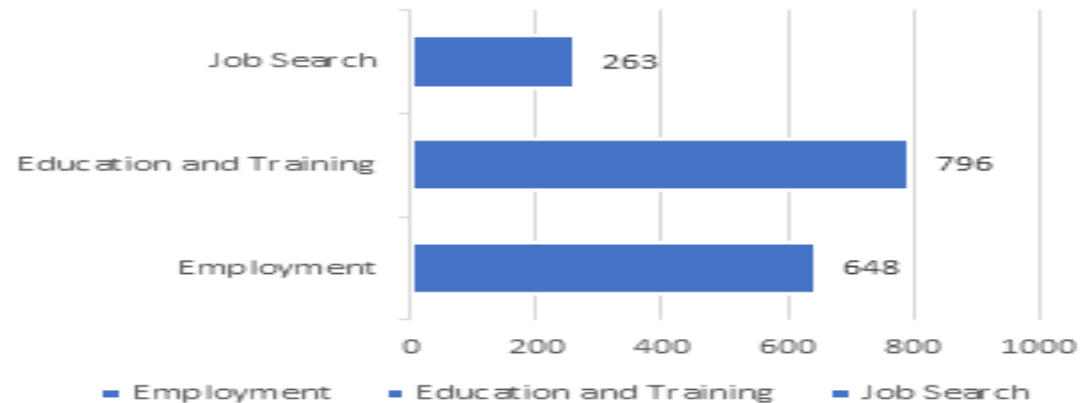
Total Number of Participants



Total Participants - % With Disabilities



Results







# Developing Suffolk Talent

Raising the Bar

Working with employers and providers to equip our workforce with the skills required to deliver inclusive growth

## Skills for Growth

Assisting, enabling and encouraging young people to participate in education, employment and training

## Post 16 Progression

Equipping adults and young people with the skills needed for progression into work

## Into Work

Inspiring people to study, build successful careers and make informed choices

## Work Inspiration



# Mission Statement

The Skills Team aims to enable **inclusive growth** in Suffolk by working to achieve skills and employment outcomes that benefit all people, places and the economy in Suffolk.

We work alongside key national, regional and local stakeholders to deliver on **Developing Suffolk Talent**



## Work Inspiration



## Post 16 Progression



## Into Work



## Skills for Inclusive Growth



### Priority 2.2

£410k ESF across Norfolk and Suffolk.

NCC led offering 4 Business Connectors delivering **420 SME employer engagements** and a minimum of **316 activities**.

ASPIRE

### Priority 1.2

Total **£998,852 ESF** across Norfolk and Suffolk.

County Lines / YP exploitation / criminalisation Project  
NCC led with **1970 Participants** aged 15 – 18+



Total **£500k ESF** across Suffolk.

Offering employer and apprenticeship applicant support to business' creating apprenticeships.

Targeting **100 SMEs supported 75 Apprenticeships created** across the project.



### Priority 1.1 & 1.4

Total **£2 million ESF** across Suffolk.

SCC project with three partners focussing on supporting individuals with barriers to work  
**2346 participants** targeted in Suffolk



### Priority 2.1 & 2.2

Total **£1.24 million ESF** across Norfolk and Suffolk.

SCC led in partnership with NCC, Futures and provider partners.

PTF - In excess of **860 participants**  
P50+ - **160 SMEs**  
min. **120 placements** and over **550 beneficiaries**



### Priority 2.1

Total **£1 million ESF** across Norfolk and Suffolk

SCC led, offering training grants up to **£1000 per employee** (max. 50% of cost) aiming to support and **upskill up to 1376 employees**

# Equip adults and young people with the skills needed for progression into and within work.

In September 2020, **Justin**, who is registered blind, joined WWS looking for assistance in becoming a business owner whilst working as a holistic massage therapist.

With the help from our brilliant Coaching team and one-to-one support from WWS Coach Rachel Green, Justin was able to develop his skills before creating 'The Blind Touch' which aims to provide a range of services to its clients, all suitable for different medical needs.

*Justin said:*

"Rachel's given me so much confidence to push forwards and just be myself. The support I've been given under that whole umbrella has been amazing. Without WWS I would've just given up."



THE BLIND TOUCH



**European Union**  
European  
Social Fund



# Assisting, enabling and encouraging young people to participate in education, employment and training

“As a new business venture, we were keen to recruit locally and wanted to formalise the development of our new recruit by offering a full Apprenticeship leading to qualifications.

We couldn't have achieved this without the substantial support provided by the team at Apprenticeships Suffolk. They took time to fully engage with us, responded promptly to any queries and brought a wealth of knowledge and experience to the process of establishing and running the Apprenticeship.

Their professionalism and support was invaluable to us and very much appreciated.”

*Martin at Amazing Graphics*





**European Union**  
European  
Social Fund



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ASPIRE

- **Lyndsey Hessey – Into Work Deputy Manager**  
[Lyndsey.Hessey@suffolk.gov.uk](mailto:Lyndsey.Hessey@suffolk.gov.uk)
- **Sharon Adam – Senior Apprenticeship Advisor**  
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- **Clive Mobbs – Skills & Participation Manager**  
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# ***Apprenticeships New Anglia***

## ***£1,000,784 Jan 2020 to Dec 2022***

***Paul Wright / Moore Networking Limited***

*21 July 2021*



## Project name: Apprenticeships New Anglia

- Supporting transition from education to Apprenticeships for 15 to 24 year olds
- Peer mentoring service delivered by those who are apprentices themselves coupled with a proactive business engagement activity
- Use of candidate biographies to up-sell the benefits of young people to businesses rather than waiting for them to advertise a vacancy
- Goes some way to address the decline in numbers of young people starting an Apprenticeship at age 16 to 18
- Also addresses the drop in starts at level 2 and 3 which are still needed to support many young people to “get on the 1<sup>st</sup> rung of the ladder”
- Partnering with an Apprenticeship Training Agency (TrAC) to enable the conditional offer to be made for the first time to young people seeking an Apprenticeship
- Aims to become self sustaining in the longer term, but will need to look for further funding for 2023 due to the effects of the pandemic
- Added “Back on TrAC” to our offer to support young people made redundant





# Apprenticeships New Anglia: Project achievements

## Impact achieved to end of June 2021

- 359 Young people have been engaged from education and the community
- 44 Young people aged 16 to 24 have begun Apprenticeships
  - 34 SME's have engaged an apprentice

## Wider outcomes

- 94 SME's have been engaged and supported
- 86 young people currently being mentored
- 20 conditional offers made
- 1245 SME employers contacted proactively
- 375 employers in development phase
- 2 redundant apprentices supported back into work
- 18 Vacancies currently advertised

# Apprenticeships New Anglia: Building on success

- The sustained one to one support for young people to transition from education to apprenticeship is vital to retain if we want to address the decline in 16 to 18 starts and see longer term growth. Peer mentoring via Apprenticeship Mentors is working because they offer dedicated time for sustained support. This is key to supporting young people through the rather complicated processes for which they are not prepared.
- Larger businesses who are ineligible for ESF support are very keen to take part if future funding activities could allow. They are frustrated at not being able to access the young people in schools who could be their next employees through our service.
- More flexibility in future funding to enable changes to be made to the way in which the funding is employed to deliver agreed outputs and results (PCR process)
- Match funding arrangements that allow flexibility in partnerships and take account of the level of complexity and intensity of work rather than being based on the level of local deprivation. Intensity of match should also take rurality into consideration.
- Our project is delivered to each individual over a period that could be as long as 15 months. Longer term funding arrangements would allow more systemic change to be delivered, changing norms and behaviours.





# ***PLACE 21 Programme*** — *(Incorporating PLACE 21; NASCENT; Youth Pledge; and Higher PLACE)*

***Andrew Wheeler- Programme Manager - West Suffolk College***

*21 July 2021*



2020 and beyond...	Finance, Sustainability & Ethics Centre		Health and Wellbeing Centre			<b>Visitor Economy - Skills Hub</b> and Enterprise Centre - supporting hospitality events; workforce courses; tourism development etc.
Maximus - A short film production		Construction Enterprise Zone		STEM Centre - Digital Transformation Project		
	Broadcast & Film Centre		Business Enterprise Centre(including Retail Innovation)		CPD Project - Advanced Digital Skills for teachers	
Art Sector - Leonardo Creative Hub		SME Responses to COVID-19 - recordings, reaction and further engagement		<b>Town Centre Innovation Hub -</b> Pop-up zones for retail, cultural, fashion, business, design, therapy, fitness, beauty, wellbeing, music, literature, and creative projects		
	NASCENT Pilot Sector Workshops Project (Curriculum)		RYPE Careers Fairs for 'High Hanging Fruit'		RYPE Progression Initiatives	
<b>The Youth Pledge Project</b> - Job shops; careers; CV Builder; ICANBEA links etc		Employer Engagement Short Courses Pilot Project (Laraine Moody)		Green Light Trust Collaboration		Shops without Windows - encouraging youth enterprise



Module / Topic / Section	Sub-Topic / Objective	Learning Objectives / Key Concepts	Prerequisites / Background Knowledge	Assessment / Evaluation	Resources / Materials	Activities / Exercises	Notes / Observations	Feedback / Comments
Module 1: Introduction to the Course	Module Overview	Understanding the scope and structure of the course, including the relationship between the various modules and topics.	Basic understanding of the subject matter and the ability to identify key concepts and principles.	Written assignment: A short essay or report on the course structure and objectives.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
	Course Objectives	Identifying the main goals and outcomes of the course, and understanding how these relate to the various modules and topics.	Ability to identify and explain the key concepts and principles of the course, and to apply these to practical situations.	Written assignment: A short essay or report on the course objectives and outcomes.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
Module 2: Fundamentals of the Subject	Basic Principles	Understanding the basic principles and concepts of the subject, and how these relate to the various modules and topics.	Basic understanding of the subject matter and the ability to identify key concepts and principles.	Written assignment: A short essay or report on the basic principles and concepts of the subject.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
	Advanced Topics	Understanding the advanced topics and concepts of the subject, and how these relate to the various modules and topics.	Ability to identify and explain the key concepts and principles of the subject, and to apply these to practical situations.	Written assignment: A short essay or report on the advanced topics and concepts of the subject.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
Module 3: Practical Applications	Case Studies	Understanding the practical applications of the subject, and how these relate to the various modules and topics.	Basic understanding of the subject matter and the ability to identify key concepts and principles.	Written assignment: A short essay or report on the practical applications of the subject.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
	Research Projects	Understanding the research projects and how these relate to the various modules and topics.	Ability to identify and explain the key concepts and principles of the subject, and to apply these to practical situations.	Written assignment: A short essay or report on the research projects and how these relate to the various modules and topics.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
Module 4: Professional Skills	Communication Skills	Understanding the importance of communication skills in the workplace, and how these relate to the various modules and topics.	Basic understanding of the subject matter and the ability to identify key concepts and principles.	Written assignment: A short essay or report on the importance of communication skills in the workplace.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
	Teamwork Skills	Understanding the importance of teamwork skills in the workplace, and how these relate to the various modules and topics.	Ability to identify and explain the key concepts and principles of the subject, and to apply these to practical situations.	Written assignment: A short essay or report on the importance of teamwork skills in the workplace.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
Module 5: Final Project	Project Planning	Understanding the importance of project planning in the workplace, and how these relate to the various modules and topics.	Basic understanding of the subject matter and the ability to identify key concepts and principles.	Written assignment: A short essay or report on the importance of project planning in the workplace.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.
	Project Execution	Understanding the importance of project execution in the workplace, and how these relate to the various modules and topics.	Ability to identify and explain the key concepts and principles of the subject, and to apply these to practical situations.	Written assignment: A short essay or report on the importance of project execution in the workplace.	Course syllabus, introductory materials, and relevant textbooks.	Classroom discussion and Q&A session.	Initial assessment of student knowledge and skills.	Feedback on student understanding and engagement.

# Two Different Types of Contracting Process:

- Pre-Designed Contracts (Tenders)



- Calls for Proposals – *responding to themes*



# Employer Engagement – What's it all about...?

- Skills alignment (Film Sector – Maximus; Business BTEC;
- Labour market knowledge (Icanbea, IAG... business networks such as VEE; Thetford Business Forum...).
- Recruitment alignment (Youth Pledge – Careers Festival; Sector Coordinators)
- Supply and demand - labour markets (Culinary Arts, Film Careers Road Map, Icanbea).
- The idea of continual progression - not a one-off career match but a skills journey with many matching steps. (Sustainability – IEMA courses; GLT, Mason Trust, Warren Services)
- A partnership between business and FE! (Edmunds Training Restaurant ; Motor Sport developments; Century Logistics)
- An evolving triangular relationship between educators, businesses and students. (Icanbea; VENI )
- At its best - a route to innovation. (Local Flavours, Maximus film, Sapheria project, Electric car mechanics training, the Sustainability Centre).





Old wine in  
new bottles?

Work  
Experience by  
another  
name?







**European Social Fund (ESF)** is about investing in People

All about growing the local economy...

Bringing local SMEs closer to the FE 'training table' –



# Links between PLACE 21 Projects

Focus on SMEs

Work with Employers –  
Introducing the idea of a  
Youth Pledge

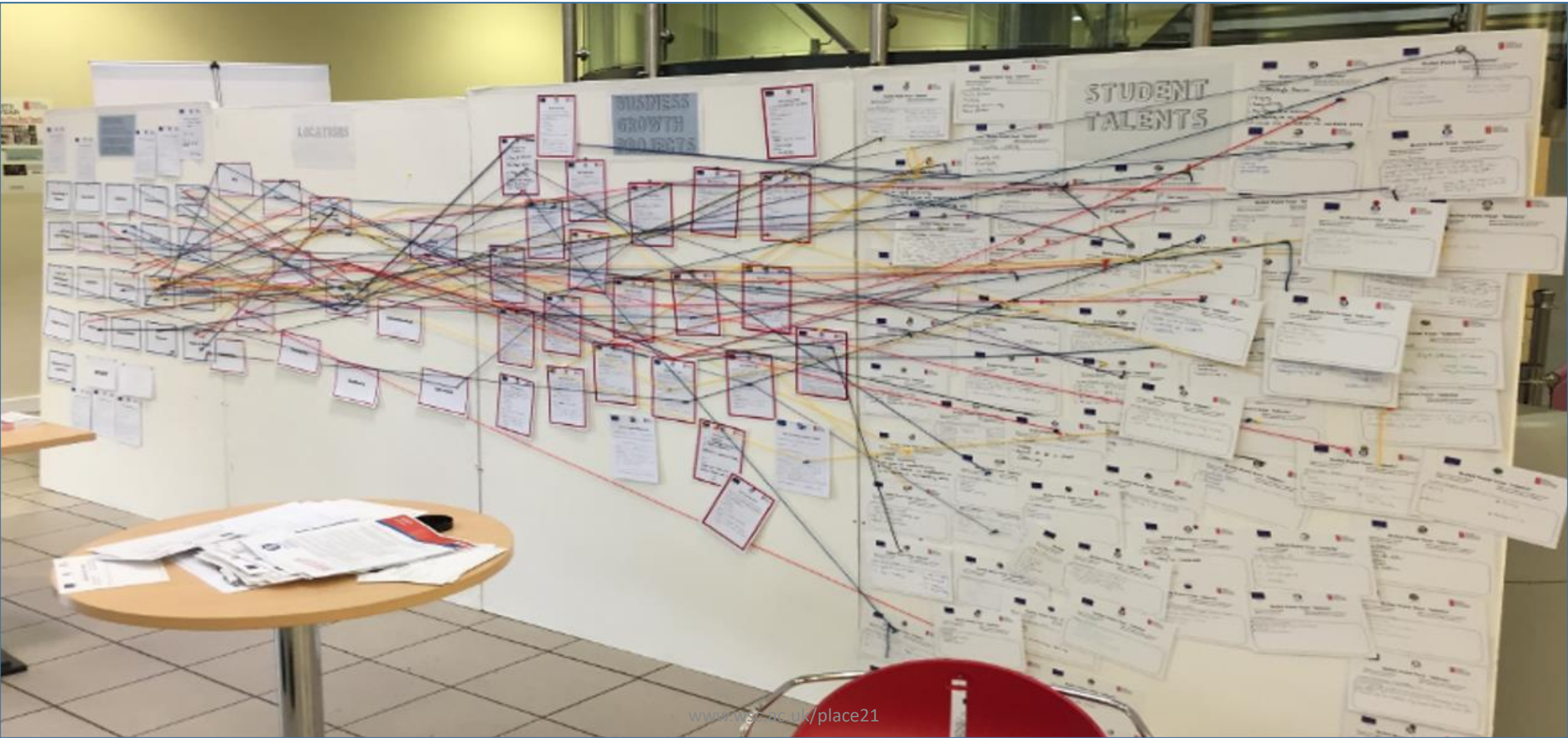
Further Education – aligning  
curriculum and industry need

Responding  
to COVID-19

Develop the  
Regional  
Workforce –  
focusing on  
developing  
the Youth  
'pipeline'



# Making the links... employers... talents... locations... rurality!

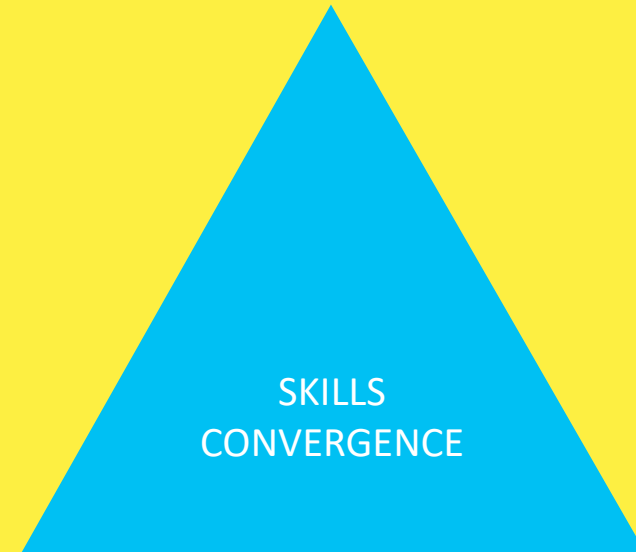




# Skills Convergence is about Collaborative Projects with SMEs

## Our Message to Businesses:

- What's useful for you?
- How can we work together?
- Back burner projects for our students?
- Developing your staff?





# PLACE 21 – Skills Convergence Projects

[www.wsc.ac.uk/place21](http://www.wsc.ac.uk/place21)

Over 20 videos exploring PLACE 21 work

# Skills Support for the Workforce Apr 19 – Jul 21

“Upskilling your workforce”



# Skills Support for Workforce/Redundancy

## Background

- April 2019 - Prime Contractor
- Funding from Education Skills Funding Agency and European Social Fund
- Provides **fully funded** training to support businesses & individuals in New Anglia
  - in employment,
  - at risk of redundancy
  - within 3 months of leaving

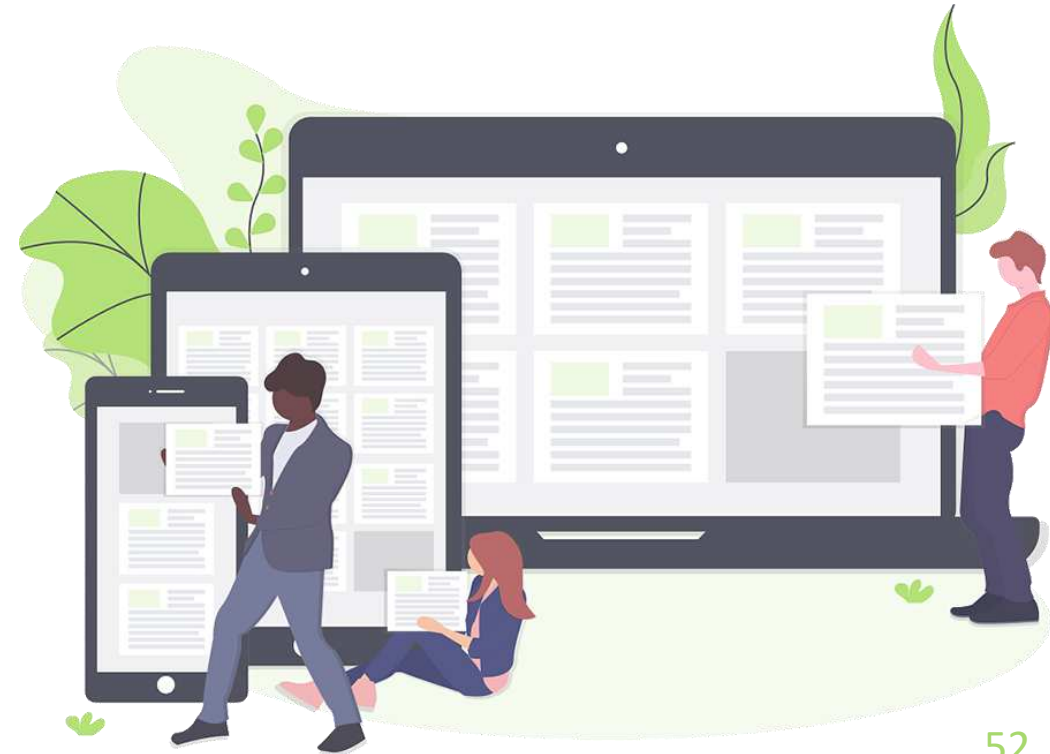
**200+ Businesses engaged**

**1440 Learners supported**



# Sector Coverage

- Work with a number of Providers in line with the LEP's Priority Sectors, so can offer training in:
  - Advanced Manufacturing
  - Energy
  - Construction & Development
  - Digital Creative & ICT
  - Agriculture, Food & Drink
  - Ports & Logistics
  - Financial Services & Insurance
  - Life Sciences
  - Visitor Economy





# Providers

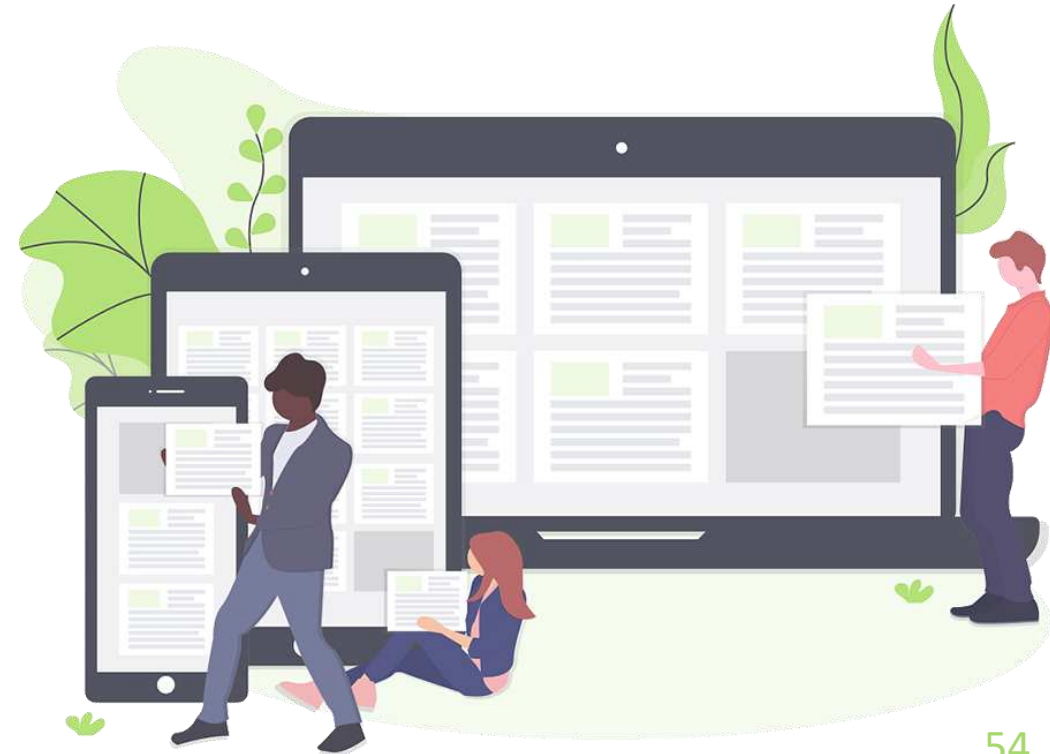
Providers deliver training to meet employer & learner needs:

- Portland Training Limited
- Construction Skills People
- TESS Group
- ALM Training Limited
- 1<sup>st</sup> Care Training
- East Coast College
- West Suffolk College
- HIT Training Limited
- Essential Site Skills



# What we can deliver

- Full level 2 Qualification
- Qualification units for levels 3,4,5
- Non-regulated – short courses
  - IT
  - Soft skills
  - Employability Skills
  - Social Media
- Combination to produce bespoke training programmes
- Delivered remotely/via ZOOM sessions



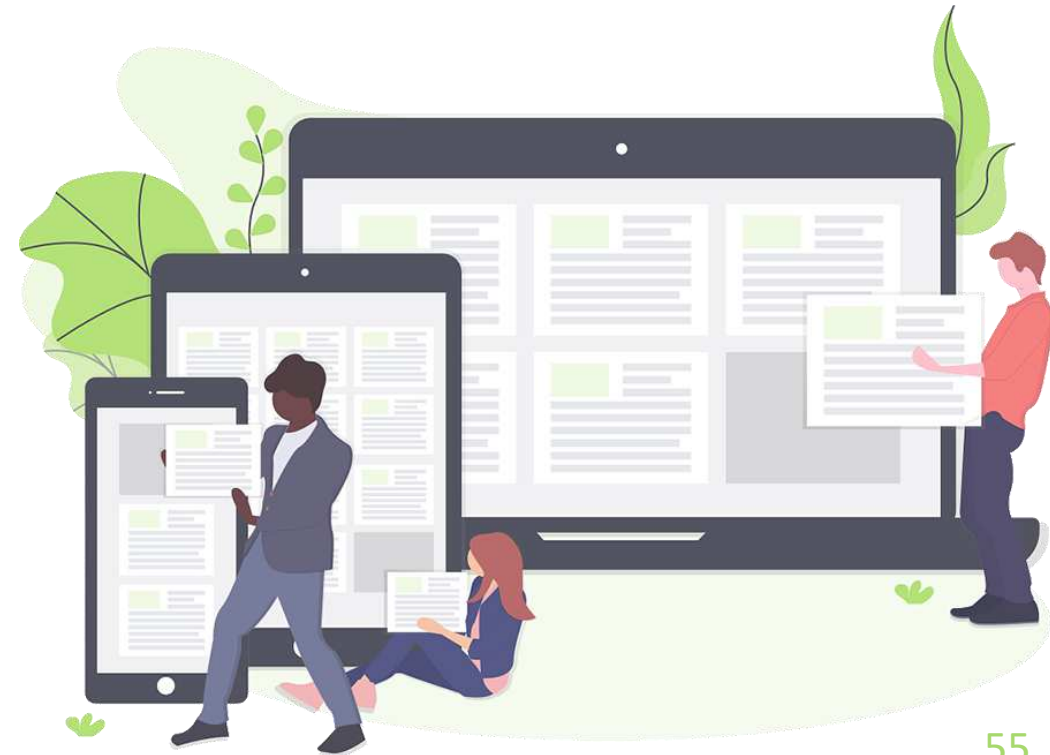
# Our Aim & the benefits of the project

- **For the Employer**

- Filling the Skills Gaps
- Help identify Succession Planning
- Staff Retention/less absenteeism
- Increased Performance
- Ultimately increase in Profitability

- **For the Learner**

- Valued and self worth
- Motivation and increased Job satisfaction
- Increased confidence & empowerment



# Achievements

To date the following outcomes have been achieved:

- 1440 Individuals trained
- 182 Progressed within work
- 21 Progressed into Apprenticeship
- 105 Progressed into Education
- 10 Progressed into Employment
- 15 Kick Start businesses supported via SSW





# Thanks!

## Any questions?

You can find us at:

- [Steadfasttraining.co.uk](http://Steadfasttraining.co.uk)
- [Twitter.com/SteadfastTr](https://twitter.com/SteadfastTr)
- [Facebook.com/SteadfastTraining](https://facebook.com/SteadfastTraining)

[carl.leonard@steadfasttraining.co.uk](mailto:carl.leonard@steadfasttraining.co.uk)



# The LIFT Programme

Louisa Kiddell

*Skills Policy Officer - Norfolk County Council*



**LIFT**

LOCAL  
INVESTMENT  
IN FUTURE  
TALENT

# LIFT Programme

Provided grassroots skills and employability grants for VCSE organisations and SMEs in small towns and rural areas across Norfolk and North Suffolk

2017  
to  
2020

50%  
Match  
funding  
requirement

## LIFT Strands

**LIFT  
JOBS** LOCAL  
INVESTMENT  
IN  
EMPLOYABILITY

### LIFT Jobs

Assisted unemployed individuals to overcome barriers to work through innovative programmes of activity

**LIFT  
TRIALS** LOCAL  
INVESTMENT  
IN WORK  
EXPERIENCE

### LIFT Trials

Supported SMEs to run programmes of workplace experience for those that they may not normally consider employing

**LIFT  
SKILLS** LOCAL  
INVESTMENT  
IN SKILLS  
AT WORK

### LIFT Skills

Supported training projects for existing employees of rural businesses

**LIFT** LOCAL  
INVESTMENT  
IN FUTURE  
TALENT

# Community-based Decision making

**Local Action Groups (LAG)**  
Provided insight into local priorities, issues and impact

**LIFT Programme Board**  
Representative Management Board / Steering Group

Supportive application process:

- Facilitator Support on eligibility
- Feedback on EOIs was given by LAG members and the LIFT Finance & appraisal officer prior to Full Application

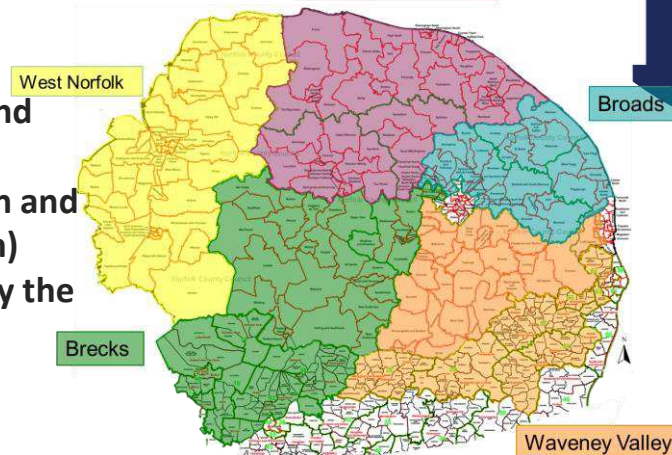
Direct Contribution to:

- Rural objectives
- Local Development Strategies
- District priorities
- NSES

Linked match-funding from South Norfolk and Broadland District Councils

**LAG Areas:** Wensum and Coast

All of Norfolk and North Suffolk (except Norwich and Great Yarmouth) were covered by the scheme



**Norfolk**  
County Council



**European Union**  
European  
Social Fund





# Activity & Performance

Between September 2017 (programme inception) and June 2020 (programme completion) a total of **34 grants were awarded across the 3 thematic funding strands** to enable bespoke opportunities in rural areas

**31 Providers-Supporting a range of participant groups**

**LIFT Skills** supported over 600 employed individuals to increase their qualifications & skills level

## LIFT Jobs & Trials

provided specific support for those with additional barriers to work:

- without basic skills
  - over 50's
- from an ethnic minority group
  - have a disability
  - single parents
  - care-leavers



## LIFT Jobs

Invested £225,000



## LIFT Trials

Invested £256,000



## LIFT Skills

Invested £204,000

# Project examples

**LIFT  
JOBS**

LOCAL  
INVESTMENT  
IN  
EMPLOYABILITY

## Harleston Jobs Club

Weekly and pop-up jobs club programme supported 175 people from rural areas, of which 42% moved into employment

## THIS Works

22 unemployed ex- offenders engaged with training, work experience and rehabilitation towards paid employment

**LIFT  
SKILLS**

LOCAL  
INVESTMENT  
IN SKILLS  
AT WORK

## Solo Housing

Funding created a paid Housing Manager post. A former tenant was recruited to support vulnerable people coming in to supported housing

**LIFT  
TRIALS**

LOCAL  
INVESTMENT  
IN WORK  
EXPERIENCE

## Roger Pemberton

32 participants trained across 6 businesses, which have collectively increased their workforces by 20-25 new starters as a result of coaching and support

## Turning Factor

171 employees of rural businesses gained a Level 3 Qualification in Leadership & Management skills



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European  
Social Fund

**LIFT**

LOCAL  
INVESTMENT  
IN FUTURE  
TALENT

# Key Outcomes

- An increase in rural businesses taking part in ESF funded programmes for the first time
  - Employers engaging with staff development and benefitting from increased productivity, sustainability and more resilient workforces
  - New approaches to enabling employment have been successfully trialled
  - An increase in accessible programmes suitable for people with significant additional needs including Autistic Spectrum Disorders i.e. EVOLVE, Clinks and Netmatters
  - SME's are now more likely to apply for ESF opportunities and feel more confident in bidding for larger scale funding
  - Organisations have been able to improve their business processes through the requirement to meet stringent ESF contract requirements
- 
- NCC have been able to identify the strengths and weaknesses of different approaches to shape strategic commissioning of future projects
  - Collaborative working as part of funded projects have evolved to inform the development of new delivery. E.g. the LIFT Community Grants scheme (ESF) now uses local skills & employment experts to decide on grant awards in Norfolk & Suffolk through its' combined board
  - Improved expertise in grant management for projects, leaving our organisations better equipped to manage complex grant management processes in the future
  - Influencing future delegated grants schemes in terms of administrative processes and target audiences E.g. The NCC Employer Training Incentive Programme, influenced by the LIFT Skills Project

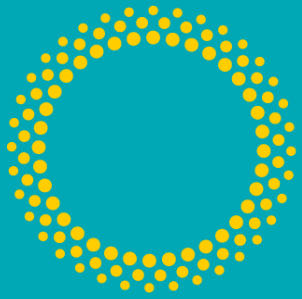


**Thank you for listening**

**If you would like to know more about the LIFT Programme,  
please contact me:**

**[Louisa.Kiddell@norfolk.gov.uk](mailto:Louisa.Kiddell@norfolk.gov.uk)**



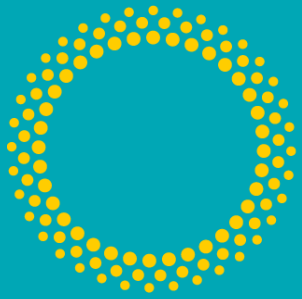


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# ***Discussion and questions***

7 July 2021





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***Thank you!***

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[www.newanglia.co.uk/grant/european-regional-development-fund](http://www.newanglia.co.uk/grant/european-regional-development-fund)

7 July 2021

