

Service Requirement

2.4.1 Delivery Proposal – Provision Content and Delivery Methods

Please provide a detailed / structured account and breakdown of your proposed content and a method of delivering the Digital Upskilling provision (together with supporting rationale for your approach), as detailed in the specification. Your response should include:

2.4.1.1 proposed arrangements for handling claimant referrals to the provision from JCP, including claimant speed of access;

2.4.1.2 details of the process you will follow (i.e. the content and method of your proposed delivery) in order to efficiently and successfully deliver the provision requirements outlined in the Specification document;

2.4.1.3 an outline of your organisations existing partner relationships and how you will build upon these to ensure an appropriate range of support and opportunities are available to claimants;

2.4.1.4 an outline description of the systems your organisation will use to administer the provision effectively (e.g. keep accurate and auditable records on customers, outcomes, claims etc) and to gather / analyse / act upon customer feedback.

Insert your response in the pre-set, shaded space of the following pages. Your response MUST be limited to 3 sides of A4.

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Vedas will provide a dedicated telephone number to JCP for exclusive use throughout the duration of the contract. This will provide consistency & simplify the referral process between JCP & Vedas. Our appointed Administrator will process the referral details & an electronic record will be created on our CRM system. We will ascertain any special requirements that the customer may require while accessing our service – helping us to prepare for appropriate adaptations while they are with us. The initial appointment will be provided to the JCP Advisor or customer over the telephone & a confirmation letter will be sent out on the same day to confirm the appointment details. The Administrator will arrange the collation of any related action plans for each customer referral. From the date of the referral, the speed of access to the service will take place within the following time frames;

Initial Screening Assessment: 3 working days

Digital Upskilling Session 1: 5 working days

The process & method we propose is as follows:

Welcome / Initial Screening Appointment	
<ul style="list-style-type: none"> - Registration & personal details checked. - Housekeeping, Data Protection, Health & Safety & 'customer contracting' - Course outline, summary of the service & questions. - Feedback process explained. - Ice breaker & group introductions: encourage open & engaging atmosphere - Self-assessment: establish customer's current level to feed into 1:1 / action plan. - 1:1 discussions & action plan & customer declarations. - Feedback completion. - Individual welcome pack provided: containing course overview, time-table & resources. This will be a working portfolio to support their continuous development. 	
Digital Upskilling Session 1: 6 hour session	
<ul style="list-style-type: none"> - PC & Technology 	<ul style="list-style-type: none"> - Types of PC & digital technology. - Mouse, Keyboard, Monitor & Power supply - The role of 'tablets' & 'smart' phones
<ul style="list-style-type: none"> - Introduction to PC 	<ul style="list-style-type: none"> - Customers will turn on their allocated PC & log into Windows. - Opportunity for questions & 1:1 support available.
<ul style="list-style-type: none"> - Programmes / Software 	<ul style="list-style-type: none"> - Microsoft Word & other programmes. - How to open, save documents and create folders. - How to manage & locate saved documents.
<ul style="list-style-type: none"> - The Internet 	<ul style="list-style-type: none"> - The role of the internet. - Types of internet connection & how mobile devices can access internet in public areas. - Explanation of Search Engines & demonstrations of how to find information (examples of how this relates to job search). - Security & privacy awareness. - Open an Internet Browser & access a Search Engine.
<ul style="list-style-type: none"> - Email 	<ul style="list-style-type: none"> - The role of email. - Individual email accounts to be created or existing accounts opened. - Sending/receiving email - Locating saved documents through 'upload' & attaching to an email. - How to name documents professionally. - Etiquette - with focus on email applications. - How email can be used to contact potential employers speculatively for employment opportunities.

	<ul style="list-style-type: none"> - How to avoid SPAM issues.
- CV	<ul style="list-style-type: none"> - The role of the CV explained (use of examples / templates). - What to do / what not to do. - Create or access & update CV using MS Word.
- Re-cap	<ul style="list-style-type: none"> - Summary of today's session & an outline of session 2 objectives. Opportunity for questions & time to reflect.
- Feedback	<ul style="list-style-type: none"> - Completion of Vedas 'online' digital survey (link provided on the desktop of each training PC).
- Evidence	<ul style="list-style-type: none"> - Action plans updated & signed by the customer & Trainer.
Digital Upskilling Session 2: 6 hour session	
- Re-cap of Session 1	<ul style="list-style-type: none"> - Summary of previous day's session. - Clarify understanding throughout the group.
- Universal Jobmatch (UJM)	<ul style="list-style-type: none"> - The purpose of UJM. - Create or access existing UJM accounts. - Upload CV & discuss each UJM function, using live demonstrations with learner participation. - Opportunity for questions & 1:1 support.
- Online job boards & digital employment tools	<ul style="list-style-type: none"> - The role of job boards (hand outs provided displaying a range of generic & specialised sites). - How to access, create & use them effectively & competitively. - Job board functions: 'Job Alerts' & 'CV Databases'. - Maintaining job board profiles.
- Tablet session	<ul style="list-style-type: none"> - Interactive session using Vedas tablets.
- Full course re-cap	<ul style="list-style-type: none"> - Summary of today's session. - Summary of both sessions. - Opportunity for questions & time to reflect.
- Feedback	<ul style="list-style-type: none"> - Completion of Vedas 'online' digital survey (link provided on the desktop of each training PC).
- Self-assessment	<ul style="list-style-type: none"> - Completion of self-assessment to measure against the Initial Screening Assessment (skills, knowledge, confidence & self-esteem)
- Evidence	<ul style="list-style-type: none"> - Action plans updated & signed by the customer & Trainer. Activities & objectives established in preparation for the next stage of job search support.
Job Search Support Sessions: 5 X 4 hr sessions	
<ul style="list-style-type: none"> - Customers will start to intensify their job searching activities using the skills & techniques developed from the 2-day Digital Upskilling course. - Customers are encouraged to use their portfolios, new digital skills & techniques. - Our Trainers will promote customer independence & will be available to re-enforce any area of the training. - Advanced skills: Our Trainers will offer more advanced training & techniques where required during these sessions. Individual action plans from the 2-day training will establish these needs prior to commencement, allowing the Trainer to plan for this effectively. - The Trainer will update each action plan with progress made & agree objectives for the customer to work towards in each subsequent session. - The Trainer will support the customers to plan their personal time to incorporate regular digital job searching activities into their job search routines. 	

Vedas has a rich partner network, consisting of a wide range of partners, referral agencies, & employers. These are developed through strong long term relationships & collaboration. We deeply value our partner network & recognise the role & importance it has in supporting Vedas to deliver all of its objectives successfully & ensuring that customer satisfaction & outcomes are consistently achieved. Working with our partners allows us to gain access to a wider strategic understanding of career routes, digital/online technologies & market leading provision. The purpose of many of our services is placed on empowering customers to break down barriers that could affect their entry into work & as such, our partnerships are essential to support this. Our existing partnerships include recruitment agencies, local employers, training, specialist providers, schools, colleges, local authorities, JCP, DWP, volunteer & community centres, Money Advice Service, Citizens Advice Bureau, ESOL providers & many more. We constantly review our existing partnerships & actively develop new relationships where value for all parties can benefit. An example of this is the proposed location where we will deliver the service (the Switch). Our partnership with the Switch will provide the customer with a continued resource of support long after we have completed the service; with 'spin-off' training that the customer can access to continue their 'digital upskilling' within areas such as online banking, shopping & money management. We feel this will offer further value to help embed their digital skills & continue to increase their confidence of using them. Vedas utilise a bespoke SSL (Secure Sockets Layer) encrypted online CRM (Customer Relationship Management) system that administers several Vedas contracts & holds customer records, history of interventions, activities, outcomes & claims, providing a running commentary of history & leaving an auditable trail of activity; detailing management information including dates/times, activities, absence, outcomes & claims. Any supporting documents including action plans, CVs etc. can be uploaded onto the customer record. Our CRM is developed around our capacity to deliver projects that vary in size & purpose & as such is flexible in its approach to add new projects & services as we need. The key role of the CRM is to maximise customer achievements whilst capturing key management information vital to the performance of our teams through continuous improvement. All feedback collated across our services is processed & managed centrally in our secure, interactive, online SSL encrypted 'feedback platform'. Vedas recognise the opportunity to add value to the 'Digital Upskilling' objective by using our 'Digital' feedback tool for customers to complete electronically at every stage. This will provide the customer with a further dimension to the digital world & add an extra layer of value to our delivery. We also feel that more realistic feedback will be collated using this process. We propose the following feedback collation process;

- **Initial Assessment Stage:** Paper based.
- **Digital Upskilling Session 1:** Digitally completed by the customer.
- **Digital Upskilling Session 2:** Digitally completed by the customer.
- **Job Search Sessions:** Digitally completed by the customer on completion after each session.
- **Anonymous Feedback:** Available for completion at any time throughout the service (paper-based or electronic access provided). This feedback will be analysed directly by our HR & Business Compliance Manager.

As all feedback can be analysed in 'real-time', we are able to effectively & quickly make improvements to our delivery where appropriate. Our feedback system is capable of analysing feedback in various forms & can be filtered down to specific criteria (by Trainer, date, session type etc.).

2.4.2 Delivery Locations / Premises

Please provide details of the premises from which you propose to deliver the Digital Upskilling provision. Your response should include:

2.4.2.1 full address details, including postcode, together with supporting rationale for choosing these premises, i.e. why do you consider them suitable;

2.4.2.2 details of facilities available at your proposed delivery premises;

2.4.2.3 if you intend to use existing premises for this provision, please explain how this would fit with their current use. Alternatively, where new premises are proposed, please give an indication of timescales required to secure these premises.

Insert your response in the pre-set, shaded space of the following pages. Your response MUST be limited to 1 side of A4.

The Switch, 5 Nelson Street, Accrington, BB5 2HQ

We feel this venue is in a prime location to deliver the Digital Upskilling service as it offers a central location within the targeted region & is easily accessible within walking distance by public transport. As a key Vedas partner, our relationship with the Switch is strong which will support collaboration with the organisation throughout the duration of the service & ensure that the venue is tailored to meet the needs of the customer & support the achievement of all objectives.

The venue offers suitable computer fitted training rooms with additional meeting rooms to cater for both the computer based activities & the initial screening appointments.

Wi-fi & telephone access is available within the centre, providing further flexible facilities for customers to use in their job search activities. The Switch provides car parking, including disabled spaces plus kitchen facilities for refreshments. It is fully Disability Discrimination Act (DDA) compliant (hearing loops, electronic height adjustable desks and a Disabled toilet).

Vedas has previously used the Switch to deliver National Career Service to their clients and are therefore familiar with all the facilities available.

Additionally, the venue is available to Vedas up to 9pm, 7 days a week which will provide continued access to all customers who require it - should they enter employment before completion of the course. This will ensure that every customer has the opportunity to complete the course regardless of a change in their employment status. The venue we propose to use is an existing facility is available for hire. We have provisionally secured the facility for the duration of this service to ensure there is no impact on any other service.

2.4.3 Human Resources

Please provide details of your staffing resource, including that of any sub-contractors you propose to employ, in order to deliver and manage all elements of the Digital Upskilling provision. Your response should include:

2.4.3.1 Full Time Equivalent (FTE) staff numbers, together with supporting rationale for your proposals;

2.4.3.2 an outline of the roles and responsibilities for all staff involved (including delivery and management);

2.4.3.3 information about the qualifications and / or experience of the staff who will be involved in both the delivery and the management of the proposed provision, together with an explanation of why you believe these to be appropriate in the context of this provision;

2.4.3.4 an indication of how your proposals fit within your organisations' overall management structure.

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Based on the number of customer referrals, activity & outcomes required, we will appoint 1 part-time Team Manager, 2 full-time Trainers & 1 part-time Administrator. We have back up support within the business with other experienced Managers, Coaches, Trainers & administration to support the programme if required. The Manager will report to an Operations Manager who is also supported by a Senior Management team, including HR, Business Compliance & Finance.

The responsibility of the Manager will be to lead & manage the teams' performance to ensure outcome targets are achieved & quality standards maintained. The Manager will conduct monthly 1:1 meetings, provide ongoing coaching & development to the team as required, conduct observations across all sessions. The manager will also audit files, action plans & the CRM on a monthly basis. The Manager will be responsible for developing & maintaining effective working relationships with internal managers/departments, partners, referral agencies & employers where added value will be gained for the customer. Feedback questionnaires will be completed at all sessions & the Manager will review results & implement any changes to ensure continuous improvement of the service.

The responsibility of the Trainer will be to build an effective working relationship with the customer & to facilitate all Initial Screening Assessments, deliver the Digital Upskilling sessions & Job Search workshops; whilst supporting them throughout their journey to achieve the Digital Upskilling objectives. They will be responsible for motivating & ensuring the customers are fully engaged & attend all training sessions & workshops. They will create, develop & maintain customer action plans & maintain up to date records of the customer using the CRM system to document activities, non-attendance & upload any documents. Our trainers have a wealth of experience to support customers to positively engage with the latest technology & digital tools. They will provide expert digital literacy training to broaden the customer's horizons to incorporate as part of the customer's job searching routine. The Trainer will be responsible for achieving performance & quality targets at every stage & ensure feedback questionnaires, evidence, & self-assessment forms are obtained. The Trainer will work in conjunction with the Administrator & Team Manager.

The responsibility of the Administrator will be to provide all administrative support to the team but specifically responsible for co-ordinating a smooth referral process between JCP & Vedas in the first instance. They will also ensure all documentation & feedback is accurate & up to date at all stages. They will prepare time-tables & welcome packs for each new customer that joins the programme.

The team will be appointed from our existing workforce as we have the skills & experience for the training, administration & management of the service. Our existing workforce has a proven track record of training customers with particular strengths in delivery of workshops orientated around digital technology, job boards & recruitment techniques, with further emphasis on optimising competitive advantage through digital tools. As a local private sector employer & with 15 years' experience of providing recruitment services to the local markets, we are well placed in the region to understand how digital skills are applied & can be used to the advantage of the job seeker. All our Trainers are qualified with either Training or Teaching Qualifications & Careers Advice & Guidance Diplomas.

2.4.4 Previous experience

Please provide a detailed example which demonstrates your organisation's experience of successfully delivering this type of provision (or similar) and / or your experience of working with the customer group described in the provision specification.

If your organisation has no previous experience of this type of provision or the customer group you should provide details of any steps / research you have undertaken in order to gain a sufficient understanding and working knowledge.

Insert your response in the pre-set, shaded space of the following pages. Your response MUST be limited to 1 side of A4.

Background Information: Vedas has over 15 years' extensive experience in the delivery of training programmes & services which are all focussed around employability skills – for both public & private sectors throughout Lancashire. All of our employability training services have a digital element with focus on the modern world of employment including online job searching & optimising competitive advantage. We have successfully delivered the National Careers Service since 2001 & the Work Programme since 2011. We have previously delivered numerous employment support programmes, i.e. Flexible Support Fund; Licence to Skill®; Building Foundations; Pathways to Progress; IB Pilot; Sustainable Employment Programme & AGENc.

Track Record, Skills & Experience: Vedas has experience in delivering employment support services & life coaching to JCP claimant groups e.g. long term unemployed; people with Skills for Life below level 2 including those with low digital literacy; all adults aged 18+ & specifically with aged 50+; BME communities; workless households; lone parents; homeless people; ESA claimants; people with learning difficulties; drug &/or alcohol dependency; ex-offenders & offenders under supervision in the community; long term physical & mental health conditions; people who have been made redundant or about to be made redundant & anyone who is currently employed, but looking for a change in employment or career. We have experience in delivering on a payment on outcome basis & have an excellent track record of achieving or over achieving on all performance indicators set, including quality, within the programmes delivered. Since 2001 we have delivered an excellent service to over 35,000 NCS customers, with over performance of delivery year on year; provided excellent support & achievement of sustained employment for many customers through the Work Programme. We are unable to provide details of performance results due to an embargo on Work Programme data. We delivered the Flexible Fund programme in 2012 to provide support to JCP customers to achieve sustained employment. Target was - register 200 customers & achieve 100 customers in to work. We achieved 100% on registration & over achieved on customers in to work at 108%. From 2006 - 2011 we delivered the Licence to Skill® programme to support economic inactivity & unemployment. Target was - achieve 50% of customers in to work of the 1,340 customers referred. We achieved 60% of referrals in to work & of those individuals, 88% achieved over 13 weeks in sustained employment. We delivered the DWP contract for Sustained Employment from March 2009 - March 2011 to support clients aged 18+; NEETS; lone parents & ex-offenders in to sustained employment. Target was - achieve 50% of referrals in to work. We achieved 55% in to work with 80% of those individuals sustaining employment for 13 weeks or more. Evaluating performance will formulate the methodology for impact assessment & determine the benefits, legacy & value for money. Vedas provides a highly qualified, experienced & professional team who possess in depth knowledge & skills in providing unique & innovative support to customers & employers through our internal assessment tools – Licence to Skill®; external assessment tools – Thomas International & internal development programmes – Altered Images & numerous employability skills workshops. Our delivery team are qualified to Level 4 Diploma in Careers Guidance & NLP Diploma & Practitioner level. Vedas have successfully achieved the Investors in People & Matrix status since 2001.

2.4.5 Knowledge of / Links within Accrington and Rawtenstall Areas

Please provide details of your links within and / or working knowledge / experience of the Accrington and Rawtenstall areas. Your response should include:

2.4.5.1 local employers / local labour market / employment agencies;

2.4.5.2 JCP;

2.4.5.3 other local organisations / partnerships.

If your organisation has no previous experience of working within the area, you should provide details of any steps / research you have undertaken in order to gain sufficient understanding and working knowledge.

Insert your response in the pre-set, shaded space of the following pages. Your response MUST be limited to 1 side of A4.

Vedas has a strong presence & partnership network across Lancashire, including many established relationships in the Accrington & Rawtenstall areas. Vedas has built up a strong network of employer relationships to supplement our provision of work opportunities for the customers we support. As such, the Digital Upskilling service will also benefit from our valued networks of private & public sector employers. Some of the employers inside our network include; Oswaldtwistle Mills, Express Gifts, Simon Jersey, Clayton Park Bakery, Senator, Cardboard Box Company, James Dewhurst, Piolax plus many more.

Vedas maintain a plethora of local labour market knowledge across Lancashire & actively keep this up to date which supports us to continuously provide quality & relevant services to all of our customers depending on their individual needs.

Vedas has an established & successful network of 'recruitment agency' partners consisting of several local & national recruitment agencies based within the region. All of our existing contracts benefit from these partnerships with regular permanent & temporary vacancies being fed directly into our range of employment support contracts. Our dedicated internal 'vacancy management' team specialise in managing all of our relationships with local employers & agencies, co-ordinating a valuable recruitment service to the 1000s of customers we support each year.

Vedas has a strong relationship with local JCP offices, Councils, Housing Associations & public officials including local MPs & Mayors. Vedas provide National Careers Service within several JCP offices including Accrington & Rawtenstall with the onsite presence of Professional Careers Advisors for the provision of a wide range of tailored careers support ranging from CV development through to advising on digital job searching tools. We also deliver this service in several other venues in the Accrington & Rawtenstall area including the Women's Centre, the Switch & other ad-hoc locations.

Vedas has previously delivered Flexible Fund Programmes on behalf of JCP & are currently delivering the 'Entrenched Worklessness' programme in the Blackburn area (Wensley Fold & Mill Hill Wards), on behalf of JCP. Vedas has also recently provided redundancy support to Rossendale Borough Council to support the organisation & its staff during a restructuring period in 2014. We continue to maximise all opportunities to add depth & value across all of our services through the development of sustained & reciprocal partnerships.