

2.4.1 Delivery Proposal – Content & Method

2.4.1 - Please provide a detailed/structured account and breakdown of your proposed content and method of delivery for the Choose to Improve - Supporting Young People in to Work Provision as detailed in the Specification. Your response should include:

- Diagnostic interview;
- Activities designed to stimulate learning, participation and motivation;
- Delivery proposal timetable;
- Local Employer Engagement;
- Post Programme and In Work Support;

2.4.2 – Rationale for delivery approach which details how your proposal will achieve the performance requirements for the service.

Insert your response in the pre-set space. Your response must be limited to 3 sides of A4. (On completion, please upload onto Bravo).

PLEASE NOTE THE SCORE ATTAINED IN THIS SECTION MAY ALSO BE USED IN A TIE-BREAK SITUATION WHERE APPROPRIATE.

Diagnostic Interview: Every customer will be entitled to a comprehensive, personalised pre-programme assessment which will include core elements such as career expectation guidance, employability diagnostic, skills audit and learning style summary as well as personally specific contributors such as perceived social/health barriers. Highly trained Job Coaches will support the assessment process and begin the joint development of the customers individualised “Choose to Improve Progression Passport” which will be woven into the specific development option chosen by the customer from the 4 available routeways. The progression passport will track and evidence each stage of the customer’s journey through the programme and will be available to prospective employers as part of either work experience opportunities or pre-employment interview and selection. The early identification of skills, experience and potential barriers will allow the assigned Job Coach to start working with and supporting the customer from day one, engaging with external expert partners where appropriate eg. money advice service

Activities designed to stimulate learning, participation and motivation: We have identified four progression routeways which we are confident will support the entire customer group for which the programme is identified. These routeways will be part of the wider “Choose to Improve Progression Passport” and will all be for a period of 6 weeks with an ambition to move the customer into sustainable employment, with skills development and training opportunities such as an apprenticeship. The entire Choose to Improve programme will be enhanced and fully supported by the use of “My Work Search” and interactive online service that helps people, prepare for employment. Each customer will be given an individual log in to this market leading online programme, which allows us to be flexible and innovative with our provision, customising delivery to each individual and enhancing the 4 core Routeways of the Choose to Improve programme. This system collates data such as any training completed, job search activity and any job applications and feeds this directly into the customer’s Universal Job Match account. A dashboard provides real-time MI and data to assist performance management of this programme and can help Job Coaches identify if any customer is not on track or making progress, prompting additional support and intervention.

Routeway 1- Project Management.

Each customer will work with their personalised Job Coach to select a project which will engage and develop all elements specified in the ‘Engagement Activity’ section of the specification. Projects will be primarily identified to support the customers local community and will be based on the following themes:

- Fundraising and or marketing activities to support existing local charities or neighbourhood help groups. This could include an IT centric theme with elements of social media and on-line design as well as more traditional methods of awareness raising such as organising a car-boot sale or “bake off” event.
- Positive activities within the community e.g. renovating green spaces and play grounds, supporting food bank services or providing advocacy support for vulnerable groups such as the elderly. Where possible, existing services such as those provided by Age UK and Barnardos will be accessed and enhanced through the programme giving the customer a recognised intervention through proactive volunteering.

Within each project customers will work as a team and support each other to achieve the overall outcome which will be collectively agreed and presented as an appropriate business plan. Specialised staff will offer support and guidance, encouraging reflection on activities and learning undertaken at every stage of the project. Customers will plan tasks, resources, and timelines and manage the project developing key employability and personal development skills which will be recorded in their individual progression passports and will

be tracked via “My Work Search”.

At agreed stages within the project, customers will conduct appropriate job searches, using the skills they have developed through the project work to target appropriate vacancies and submit quality applications. The conclusion of the project will include a comprehensive and detailed self-evaluation element including the customers perceived levels of motivation at the start and end of the activity as well as new skills learnt and wider volunteering and employment opportunities available as a result of the programme.

Routeway 2 - Employability Express.

The customer will choose from an extensive, individualised menu of core employability modules which are primarily focussed on employment preparation, vacancy screening and matching, self marketing and self employment options. All employability modules will be fully aligned to the “My Work Search” system, allowing Job Centre Plus to view this on the customers Universal Job Match account. In addition the customer will be supported by their own Job Coach with interview and assessment guidance and techniques and will participate, at an appropriate time, in the “employers den” which will guarantee comprehensive and positive industry specific feedback prior to real time interviews and selection processes. The “employers den” is a diarised event whereby local employer ambassadors with potential vacancies or work placement opportunities conduct mock interviews and assessment activities, with customers who have identified themselves as confident and “work ready” through their progression passport journey.

The employer will give each customer constructive feedback and advice on their performance and where appropriate, offer a work placement or invite them to formally apply for an existing vacancy. All feedback will be recorded in the progression passport and used effectively to shape future job search activity and skills development.

Routeway 3- One STEP Away

Customers who enter the programme and are assessed as being closest to the employment market will be signposted to this route within the overall programme. Personalised Job Coaches will work alongside skilled Trainers and engagement teams to source appropriate work placement and or traineeship placement opportunities for the customer, which will be built into the 16 hours a week of the overall programme. Where identified, mandatory skills qualifications such as Food Hygiene Certificates, Fork lift top up licence, CSCS cards and Manual Handling will be sourced from within the College. In addition the Working Maths and English module will be built into the customer’s progression passport along with work place behaviour, travel to work planning and pre-employment uniform/essential work equipment preparation. Customers who secure employment through the traineeship routeway will automatically enrol on an apprenticeship programme. This will have been agreed with the employer prior to the placement.

Routeway 4- Body and Mind First.

Designed for customers furthest away from the employment market and with identified health barriers, this programme will be managed with the support of a specialised trainer who will engage with carefully selected local external partners to ensure specialist intervention is accessed to give the customer the best opportunity for success.

Modules within the route way include: Confidence development and motivation techniques, Support with depression and anxiety, Social awareness and self-empowerment, “what can I do”, Living and working with health issues – coping strategies, Personalised counselling where appropriate. Customers will have a progression passport as with all elements of the programme. Short, non-vocational courses available from within the core college offer or those offered by our partner network may be identified as appropriate to this customer

group for example practical handicrafts, IT for Beginners, What is Social Media, basic vehicle maintenance, welding for beginners and caring skills. The idea of this particular Routeway is to facilitate a social model, whereby the customer takes charge of their own barriers with specialist support and is empowered by each milestone they achieve within their progression passport.

Delivery proposal timetable-Delivery of all four routeways will be within the specification set out in the tender however if customers require additional support over and above the 16 hours per week, this will be available by mutual agreement with the appropriate JCP (work placement for example). Hull College Group and its Supply Chain have the capacity and capability to flexible accommodate referrals from all JCP offices and our Contract Coordinator will work with JCP to ensure each customer is enrolled on the most appropriate Routeway within 14 working days from the Diagnostic Interview.

Local Employer Engagement: Hull College works with an extensive network of local and regional range of employers across all sectors and has further links with the Bondholders network giving customer's unrivalled access to up and coming vacancies and work placement opportunities. The 6 strong employer engagement team work closely with the Employment Services division to bring employer ambassadors into the College to deliver industry awareness and career pathway sessions and labour market updates to customers. 93% of all Hull College Group learners enter the labour market on completion of their programme. In addition the Group supports over a 1500 apprentices locally.

Employers include: Volvo, Wren Kitchens, Fresh Fruits distribution, Spencer Group, ResQ, Subway, Ebuyer, Jacksons Food Group, Swift Caravans.

Work Experience: In addition to securing work experience and placement opportunities with our established employer network, the College will also utilise its own estates capacity to offer customers opportunities to experience a real working "life" environment where appropriate. This could include working in our catering facilities, reception and administration services or security division. Key partnerships such as that with the Goodwin Development Trust, will also give our customers unique access to volunteering placements across the region which will further support their integration into work related activity and so enhance their potential to securing a meaningful placement and or vacancy.

Post Programme and In Work Support: From day one of entry to the programme, each customer will be assigned a dedicated Job Coach who will support them both during their time on the programme and following completion; whether this be in work support or support for those who have not been successful on this occasion. The customers individualised Progression Passport will provide a detailed and comprehensive profile of their journey and success's through their chosen programme routeway, highlighting key improvements in motivation, elimination of perceived barriers and skill improvement. An action plan for future improvement will also be included whether that is further employability intervention for those yet to secure a job or training and development for those customers who have secured sustainable employment. The college is able to offer all exiting customers a continuous and ongoing relationship with the organisation to suit their individual needs whether that be Maths and English drop-in sessions, community focused learning or a full vocational training or qualification pathway from entry level to higher education achievement. Those who move into employment as a result of this programme will receive twice weekly contact and support from their Job Coach for the first 4 weeks of employment, and then regular on-going support as agreed with each individual customer. We appreciate that the transition into work can sometimes be challenging and we will offer practical advice and guidance on issues that could prevent someone from continuing in employment including child care advice, travel planning and money management. A weekly open evening drop in session will be available to all "in work" customers who prefer face to face intervention and this will also be supported

with additional working English and Maths sessions for those who wish to continue with these modules of learning. (funded through college ALS funds)

With the customer's permission, we will also maintain regular contact with the employer to identify any early issues.

Exit: A comprehensive Exit Report within the progression passport will be completed and returned to JCP, detailing which activities have been completed on the customers individual Routeway what barriers have been addressed and overcome throughout the programme and any vocational training and qualifications that have been achieved. Job goals and remaining barriers will be set out within the Exit Report, giving JCP a detailed plan to work with when the programme has completed, if employment hasn't been a success measure.

Achieving Performance: We are confident that the combination of a personalised assessment, enabling programme Routeway, and work experience/volunteering element underpinned by the Progression Passport ethos will successfully support 35% of the customer group into a job outcome and 80% of job outcomes to a sustained outcome. With every element of the programme influenced by our employer network, the customer will be employment focused from day one and this thread will continue to drive their activity and motivation throughout their 6 week journey.

2.5.2: Premises

Please provide details of the premises from which you propose to deliver the Choose to Improve - Supporting Young People in to Work Provision.

Your response should:

2.5.2.1 Include full address details together with supporting rationale for choosing the premises, i.e. why do you consider them suitable; and, details of the resources / facilities available to participants at your proposed delivery premises;

2.5.2.2 If you intend to use existing premises for elements of this provision, please explain how this would fit with their current use and confirm there will be no adverse affect on provision currently being delivered.

Alternatively, where new premises are proposed, please give an indication of timescales required to secure these premises and confirmation they will be available for the start of the programme.

Insert your response in the pre-set, shaded space of the following pages. Your response MUST be limited to 2 sides of A4. (On completion, please upload onto Bravo).

Hull College Group and its Supply Chain will use its existing estate to deliver the Choose to Improve programme for the following reasons:

- Equipment in place, with full IT and job search facilities.
- Modern training rooms, with interactive technology.
- Accessible via public transport, and close to all local amenities and JCP offices.
- Customers have access to all other services within the College (Library, Additional Learner Support centre, Apprenticeship Services, IAG Team)

Hull College- Queens Gardens, Wilberforce Drive, Hull, HU1 3DG

The College Employment Services is located within the main body of the estate at Queens Gardens which is within walking distance of the train station, bus terminal and job centre plus offices. The centre is DDA compliant and provides customers with comfortable access to training rooms equipped with appropriate IT and learning materials. In addition customers have free and unlimited access to the College library facilities, advice and guidance services, counselling support, apprenticeship services and additional learning support advice facility.

Choose to Improve Customers will be given a full tour of the services we have available on their first day of engagement.

Goole College- Boothferry Road, Goole, DN14 6SR

A smaller but equally well equipped division of the Group, locally referred customers will be able to access all services within the site as well as those offered by the Hull site. The train station from Goole links straight to Hull from which it is a short walk to the Queens Gardens building.

Sub-contracted Provision

Inspire2Independence- Covering Scunthorpe JCP and Barton JCP

Suite 2, Unit 3 Park Square, Laneham Street, Scunthorpe, DN15 6JH

Inspire2Independence- Covering Immingham JCP and Grimsby JCP

1st Floor, Devonshire House, Bull Ring Lane, Grimsby, DN31 1EB

Yorkshire Coast Enterprise – Covering Bridlington JCP

Room 1, Community Resource Centre, 4-6 Victoria Road, Bridlington, YO15 2BW

All subcontractors we have selected to support the delivery of the Choose to Improve programme will operate from their existing premises, where they already deliver other Welfare to Work provision, DWP, JCP and SFA contracts.

- Job Search Area with access to bespoke vacancies.
- Training Rooms, fully equipped with IT.
- 1-2-1 Support Services.
- Close to all bus and rail stations.
- Located close to JCP offices.

We can confirm there will be no adverse affect on provision currently being delivered from any of these premises.

2.6.3: Human Resource

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 Choose to Improve - Supporting Young People in to Work Provision.

Your response should include:

- 2.6.3.1 FTE staff numbers, of staff (delivery staff, admin, management) involved in the delivery of the programme together with supporting rationale for your deciding on these numbers;
- 2.6.3.2 an outline of the roles and responsibilities for all staff listed / involved (delivery, admin and management);
- 2.6.3.3 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;

Insert your response in the pre-set, shaded space of the following pages. Your response MUST be limited to 2 side2 of A4. (On completion, please upload onto Bravo).

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The proposed FTE for the successful delivery of the Choose to Improve contract is 15.4. This is broken down as follows and also includes the supply chain element of the delivery model:

- Management 1.2 x FTE
- Delivery 12 x FTE
- Administration 2.2 x FTE

The core staffing structure of this contract will sit within the delivery team, to ensure all 336 participants have adequate support throughout their programme, ensuring a positive outcome. This includes post programme activity and in work support. There will be approximately 67 participants per job coach over the life of the contract, allowing adequate time for 1-2-1 support and regular meaningful interventions.

There will be an average of 48 participants per trainer on this programme, which equates to 4 x 6 week courses per trainer based on cohort sizes of 12. Hull College Group feel that this will allow adequate mentoring and coaching through each chosen Routeway. All customers on the Choose to Improve programme will also have support from existing Hull College Group central support services, which will provide any additional support requirements identified through the diagnostic and assessment process.

The management posts within direct delivery and the supply chain will feed into and be managed by the existing Head of Contracts positioned within Hull College, whose extensive background in employability and skills provision will ensure all outputs are successfully met.

Hull College Group (Servicing Hull, Goole and Beverly) 7.5 FTE

0.5 x FTE Contract Manager, 1 x FTE Contract Coordinator , 4 x FTE Trainers (multiple occupational competency), 2 x FTE Job Coach

Inspire2Independence (Servicing Scunthorpe and Barton) 2.7 FTE

0.2 x FTE Manager, 1 x FTE Employability Trainer, 1 x FTE Job Coach, 0.5 FTE Administrator

Inspire2Independence (Servicing Grimsby and Immingham) 4 FTE

0.5 x FTE Manager, 1.5 x FTE Employability Trainer, 1.5 x FTE Job Coach, 0.5 FTE Administrator

Yorkshire Coast Enterprise (Servicing Bridlington) 1.2 FTE

0.5 x FTE Employability Trainer, 0.5 x FTE Job Coach, 0.2 FTE Administrator

Roles, Responsibilities and Experience of staff for proposed provision

Contract Manager- Will provide leadership and direction on the Choose to Improve programme, overseeing direct operations and the supply chain delivery, directly reporting into Head of Contracts. Responsible for managing and coaching delivery and admin teams to exceed individual and team targets for performance, quality standards, contractual compliance and customer excellence standards. This role will be responsible for the performance management to ensure maximum performance levels are achieved and will regularly engage with all key stakeholders and will utilise all other funding streams that can add value and additional strength to this programme. Role will require previous experience of managing operational teams and contracts of this nature.

Contract Coordinator -This post will assist the Contract Manager to achieve the strategic objectives of the Choose to Improve programme. This role will oversee all referrals and will ensure participant data is securely input into appropriate systems to track and monitor the

learning journey. This role will regularly review management information and will report on performance against all contract deliverables to the Contract Manager. This role will submit all necessary claims and will work with colleagues in JCP to ensure all MI is accurate. This role will support any internal/external audit activity. The role demands a highly enthusiastic individual with excellent communication, influencing and networking skills. Strong IT skills are essential, coupled with a professional attitude and desire to exceed contractual targets.

Business Manager- Reporting into the Contract Manager, the Business Manager role will be responsible for ensuring all day to day operational activity is delivered to a high standard, ensuring high quality IAG, teaching, learning and assessment. The Business Manager will monitor contractual compliance and customer excellence at all times. Managing the day to day performance and success rates will be a pivotal part of the Business Manager role, liaising with relevant organisations and ensuring service level agreements are in place for any additional support required outside of the direct delivery and full end-to-end Supply Chain delivery. The Business Manager will assume responsibility for all H&S, E&D, Safeguarding requirements of the Choose to Improve programme. This role requires someone with a proven managerial background, who has led teams within the sector and has a good knowledge and understanding of the Employment Related Services industry. Management qualification at Level 4 or above and Level 2 Safeguarding would be desirable.

Job Coach- This role will be the main contact for a caseload of customers through their Choose to Improve journey. This will involve providing high quality, individual Information, Advice and Guidance as well as acting as a mentor to each customer whilst on programme. This will involve identifying and addressing customers' individual barriers to sustaining employment, providing 1-2-1 support, engaging with external organisation as appropriate and undertaking brokerage and employer engagement to ensure adequate opportunities for employment are identified. The Job Coach will help identify the most appropriate routeway for each customer following a thorough diagnostic and assessment. This role will also provide high quality in-work support and rapid response to customers circumstances, should their employment end. Post must hold or be willing to work toward NVQ3 in IAG, will require GCSE English Language Grade C or equivalent, have awareness to the local labour market and issues related to job attainment and must have previous experience of dealing with employment focused advice, guidance and support.

Trainer- This role is responsible for the development and successful delivery of employment related training for both accredited and non-accredited programmes, leading to above national average success rates and high levels of employment. The trainers are responsible to support individuals through delivery of high quality teaching and learning, relevant careers education, information, advice and guidance and support where required to achieve the learning aims within the individuals' progression passport. The trainers will support customers accessing further training opportunities and progression routes, which include sustainable employment. The Trainer will support and deliver a high quality provision that meets the needs of the local labour market and address the barriers of customers on the Choose to Improve programme. The role requires a minimum of PTTLs or equivalent teaching qualification, experience of dealing with this client group and the ability to deliver differentiated programmes that cater for customer with a variety of barriers and diverse backgrounds. GCSE English Language Grade C or above or equivalent and proven competence of delivering employment directed support training are essential. IAG qualification for this role would be desirable but not essential.

Administrator - The Administrator role will be responsible for supporting the Job Coach and Trainer with the accurate completion of all customer paperwork, ensuring all eligibility criteria is met and where appropriate accurate funding is assigned to each programme.

The Administrator will process and maintain appropriate records for all client travel claims and any necessary discretionary customer payments approved by the Contract Manager. The Administrator will support the Contract Coordinator with all customer enrolments and customer registration and accreditation processes. The role requires someone with a proven customer service background, strong ICT skills and a professional attitude. Knowledge and competent use of all Microsoft packages will be essential.

2.7.4: Previous Experience

Please provide a detailed example which demonstrates your experience of:-

2.7.4.1 successfully delivering this type of provision (or similar);

2.7.4.2 working with the claimant group as described in the specification;

If your organisation has no previous experience of delivering this type of provision to this 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. (On completion, please upload onto Bravo).

As part of its historical commitment to the local communities it serves, the College has worked with local unemployed people for many years either directly or through a network of carefully chosen partners. Local employers, existing and new, are encouraged to join the college Ambassador programme which gives all College customers access to a comprehensive range of vacancy, placement and training opportunities as well as free careers advice. Hull College Group and its Employment Services division run a variety of different programmes aimed at helping a wide range of people. From those who are out of work receiving benefits and need help and support to find a job, to those who want to start an apprenticeship or simply continue learning, we have the facility and skills set to offer multiple avenues of support. We work closely with regional and national employers across a wide range of sectors, closely aligned to the strategic priorities of the Humber LEP. We offer a variety of training programmes offering accredited training that is focused on practical real work skills. Each year our Employment Services division help hundreds of people to gain sustainable employment through our direct delivery and via our network of high quality subcontractors and specialist providers. By aligning our operations to the needs of the local labour market, we offer an innovative approach, an in-depth knowledge of training and employment and access to the local labour market opportunities. Over the last 12 months the Employment Services division have developed tailored packages that support people into employment. Our customer screening process helps us to identify the standards employers are looking for, and to ensure individuals meet all eligibility criteria. Our customer matching, based on our knowledge from working with individuals helps us to quickly shortlist suitable applicants for positions our Employer Engagement function have secured. We offer all customers individual interview preparation, which includes a mock interview and assessment preparation and from 33 Sector Based Work Academies to date, 90% of customers secured an interview. We have a proven track record of delivering successful Sector Based Work Academies for a wide range of employers in Yorkshire & The Humber. To date these have included support for small businesses starting up to regular training and recruitment preparation for some of Hull's largest employers. 37% of people who have been through our Sector Based work academies in 13/14 secured employment. Over the last 18 months the Employment Services division have facilitated work place visits and through our unique talent ambassador programme have integrated employer contact, advice and guidance into all of our provision, including support with curriculum development, work experience placement opportunities and giving advice, guidance and support with interview preparation. Embedding employer involvement into our programmes has been key to achieving job outcomes. Customers hear 'from the horse's mouth' what it is like to work in a variety of sectors and the requirements and expectations that they have of employees. This brings the world of work to life for so many who have not had the opportunity to experience this previously. 22% of customers who have attended Employability provision have progressed into employment or onto further training or education in 13/14. Research undertaken by DWP early this year identified that there are a number of barriers facing the 18-24 year old long term unemployed. These are health issues, skills and experience issues and disengagement which can stem from negative stereotyping or 'labelling', low confidence and a perception of futility when faced with repeated rejection from employers. In response to these issues Hull College Group developed a series of programmes to target the needs of this customer group by looking at improvements needed in health, education and experience.

Our programmes are aimed at empowering individuals to develop their employability and job readiness skills. We deliver to a diverse range of individuals with multiple barriers and complex needs and have successfully offered support in the following key areas: Future steps – Supporting young adults 19-24, increasing motivation, confidence and employability skills. Introduction to IT – Supporting individuals with little or no IT skills to job search, create a CV and complete on line applications and covering letter. Learners

set up and use Universal Job Match. Re-engage – Supporting individuals who have left the support of the post work programme. Tackling confidence, motivation and how to access hidden vacancies. Skills for work – Supporting new JSA claimants through the job search/application process, how they can successfully market themselves and give them the most effective job search skills. Courses focus on providing opportunities to develop key skills such as communication, team working and problem solving. Careers advice is available throughout along with advice on self-marking through effective completion of CVs and applications forms. Our delivery is enriched with activities such as employability treasure hunts, exercises to build confidence, a menu of e-learning modules and tasks which allow learners to find and access local support networks. We work alongside colleagues at JCP and local employers to provide tailored support for individuals, and have skills and capabilities to offer enriched programmes that secure a positive destination for the individual customer. We have a 96.5% achievement of accredited Employability related qualifications to this client group, which was delivered in 13/14.

Hull College was 1 of 15 colleges selected to Pilot The Supported Internship Programme, (3 year trial). It was aimed at 16-24 year olds with learning difficulties and/or disabilities. Each individual would work with a job coach to gain confidence to enable them to go out onto a work placement and do real life work experience. They would also work towards a BTEC Level 1 in Workskills and Functional Skills in Maths and English.