Guidance notes

**Expressions of Interest**

**General guidance**

All projects will be assessed initially against the essential criteria below.

The Expression of Interest will be initially assessed by the Accountable Body that is Luton Council upon the following **essential** criteria.

1. Is the organisation eligible to become a grant recipient and does it have the infrastructure to lead the project?
2. Does it have a bank account and is it a legal entity?
3. Does the project fit with the strategic objectives of the CLLD programme?
4. Is the project proposing to work in a CLLD designated area?
5. Is the application completed in full?
6. Is the application form signed?
7. Has the project kept within the word count?
8. Is the application from a consortium, ideally with a mix of small and large organisations?
9. Can the project start delivering as soon as approval is received?
10. Will your project be able to evidence data in relation to participants?

**Process**

Expressions of Interest will be assessed by the Accountable Body, Luton Council.

The Luton Local Action Group (LLAG) will then decide if the project would contribute to the success of CLLD. If yes you will then be asked to submit a full application.

If no, you may be asked to consider joining other similar projects; to make a joint partnership bid and to work with our team to strengthen and represent your application.
Being asked to complete a full application doesn’t guarantee acceptance of your project. The full application stage is a competitive process which will inevitably mean some projects will not be funded.

**Objectives that will be supported in this round**

At this point we are looking at all Objectives 1,2,3,4 and 6.

State which type of organisation you are from the list below:

- registered charity
- company limited by guarantee
- unincorporated club / community organisation
- community interest company (CIC)
- charity incorporated organisation (CIO)
- private company
- public bodies

* Universities are considered ‘public’ bodies for the purpose of European Structural Investment Funds.

If you consider that your organisation fits **more than one type** select the one that is most appropriate. If none apply, state ‘**Other**’ and describe the type of organisation.

**Address:** although all the activities have to come from the designated wards, providers of education, training and employment can come from outside the areas if they can prove their beneficiaries will come from within the CLLD area. The CLLD area is a very specific area (see map within the guidance notes).

Having a **bank account** is part of the essential criteria.

Please provide us with an overview of the remit of your organisation.

We are looking for innovative projects that are in line with the philosophy of the programme. We are seeking to engage and involve some of the hardest to reach and marginalised residents in the CLLD wards.

The strategic objectives have come from a community needs assessment that was undertaken to understand the needs of the CLLD wards.

Any project that is funded must aim to meet these needs. We are therefore not looking to fund projects that need replacement funding or are already providing a service but need additional resources. We want projects that are designed to meet the particular needs of the CLLD community and the strategic objectives that have been designed as a result.

The strategic objectives of the programme are set out below. Please state which objective you are applying under.
Strategic objective 1

To increase the employability and aspirations of young people through the provision of ‘life skills’, careers guidance and increasing their awareness of local opportunities through better links to local employers, voluntary and community sectors (VCS), training providers and higher education providers.

Total amount available for the objective £250,000 (this figure includes 50 per cent ESF funding).

Outputs

- Information, Advice or Guidance (IAG) sessions to be related to the sustainable growth sectors
- 70 IAG sessions
- 10 referrals to functional skills and additional support
- 190 referrals to apprenticeships, education / learning and volunteering.
- 10 into jobs through support

Outcomes

- raised awareness amongst young people of the opportunities around jobs and training locally
- young people have greater awareness and understanding of life skills
- increased numbers of young people obtain apprenticeships and actual jobs or volunteering opportunities with local Luton employers
- young people move into jobs that match the local growth in employment in the funding period
- decrease in the number of Not in Education, Employment or Training (NEETS)
- employers create career progression for young people from apprenticeships, higher apprenticeships and volunteering into well paid work

Strategic objective 2

To develop progression routes into employment particularly through apprenticeships and better defined links with employers (in all sectors: private, public and VCS) in the area.

Total amount available £350,000 (this figure includes 50 per cent ESF funding).

Outputs

- 150 learners progress to pre-employment training
- 44 learners move closer to the labour market
- 18 learners progress into paid work, apprenticeships and / or volunteering
Outcomes

- increased numbers of people in the CLLD areas that are considered to be ‘job ready’
- increased numbers of people in the CLLD areas finding jobs
- local employers utilise the skills of the local population
- local employers create career pathways using apprenticeships to retain their staff

Strategic objective 3

To tackle the issue of a lack of basic employability skills (including ESOL, literacy and numeracy, and digital skills) which prevent people from entering the labour market?

Total amount available £170,000 (this figure includes 50 per cent ESF funding).

Outputs

- 260 take part in activities
- 107 participants complete courses and workshops
- 28 into paid employment

Outcomes

- increase in number of people who can access the labour market
- soft skills development; such as confidence and resilience amongst the CLLD community
Strategic objective 4

To reduce other barriers to employment for particular sections of the community.

Total amount available £608,000 (this figure includes 50 per cent ESF funding).

Specifically:

a) women who are not active in the labour market
b) older workers (aged 50 or over) especially around digital inclusion
c) people with mental or physical health conditions by giving targeted support and also raising awareness of mental health amongst employers

Outputs

• 275 participants on courses
• 80 participants enrolled on the project will move into education, training or volunteering on leaving
• 50 participants will move into paid employment, including self-employment on leaving
• 45 people who were economically inactive when joining the project move into job-search on leaving
• in addition, eight employers attain Healthy Workplace award accreditation

Outcomes

• increased numbers of women will be in paid employment
• increased numbers of older workers will be paid employment
• increased numbers of people with mental and physical health conditions and disabilities will be in paid employment
• increased numbers of people will have IT skills that will enable them to prepare for and enter the labour market
• increased numbers of people will be in volunteering opportunities that give them valuable skills to enter the labour market
• increased numbers of employers will have the Healthy Workplace award
Strategic objective 6

To bring communities together within the CLLD areas, to promote and enhance community cohesion by providing additional training skills and job opportunities in the CLLD area.

Total amount available £480,000 (this figure includes 50 per cent match funding) maximum available for this call £480,000 (£240,000 is available to match projects).

• 60 employers (across all sectors) taking an active part in the changing community cohesion agenda in Luton and strengthening their role by providing training opportunities for their current employees to become involved in their local communities through CLLD.

Provide training for up to 225 people to allow them to access opportunities available to them through a variety of experiences and mentoring. This will enable them to become aware of the changes they can make in their lives via CLLD to move away from crime and help their communities, through the mechanisms of paid / unpaid employment.

Setting up a mentorship programme for participants who may be at risk.

Delivery of 20 training and awareness events with a minimum participation of 10 people using experienced role models to help support those at risk and prevent other young people getting involved in gangs and knife crime etc case studies of reformed individuals are collected and role models are used to mentor young people.

20 youth and community leaders are trained and gain qualifications up to NVQ level 2 or equivalent so that they can support young people.

Outcomes

• Luton becomes a best practice model for community cohesion, and integration based on its unique identity that embraces diversity
• increase in the number of local community activists who are involved in community cohesion and integration work
• decrease in the number of hate crimes
• decrease in the number of gun and knife crimes
• decrease in the number of young people involved in gangs
Partnerships are important given the size of the bid and ideally the Luton Local Action Group (LLAG) will be looking for consortiums. The requirements of European Social funds (ESF) mean that often small organisations will struggle to find the 10% cash match funding and find managing the programme an onerous task.

The nature of the programme is wanting a bottom up response to the CLLD strategic objectives, this means, we want to encourage small voluntary and community groups to take part in this programme and the most obvious route would be for larger organisations to take on the operational management of the project and provide the cash match funding.

This makes use of the larger organisations infrastructures. The smaller providers are often grass-roots organisations that have good local knowledge and relationships with diverse communities that enable them to reach some of the hardest to reach groups.

Having groups that have good local connections is extremely important to the success of the programme as they will be able to reach participants that the other larger organisations will not. This is important as there are likely to be a number of ESF programmes operating in the same area and these links will be vital if the Luton’s programme is to be successful.

The number of partners that you have needs to be justified. It should be noted though, that a large number of delivery partners could make the project difficult to manage and five partners is probably the upper limit. However, if a partnership can justify effective delivery with more partners, then this number can be exceeded.

We need to understand what each partner is contributing to the project. We need a general description of each partner’s role and also what expected outcomes and outputs each partner is likely to deliver. We will need an outline at this stage, with further detail being required at full application stage.

**Outputs**

List all the outputs and outcomes that are relevant to the objective you are applying under.

We hope to have a wide range of projects taking different approaches. However, we don’t rule out the possibility of one project undertaking an entire objective, and it will depend on the quality of the applications received and the nature of the objective. Some objectives will be more amenable to having fewer projects.

Think about your expertise and knowledge focusing on your organisations core strengths rather than their outputs and outcomes that don’t fit with the organisational values and expertise of you or your partners. Also you should think about what match funding is available and realistic, ensuring that the project size to fit the match funding available.

Please refer to the objectives you are applying under and the outputs and outcomes we are expecting for each objective.
**What is match funding?**

European Social Fund guidelines stipulate that funding awarded must have 50 per cent of match funding with it. Match funding makes up the total cost of the project and must be spent on ESF related activities. So, organisations looking to apply for this money will need to find 50 per cent of the project costs themselves.

**Cash match vs in-kind match**

Match funding for ESF can come in two types; cash match and in-kind match funding. Cash match is the most preferred form of match funding and involves using an organisation’s surplus, money from trading, or using another funder to provide the cash to deliver the project.

In-kind match could consist of volunteer or staff time. Projects must have a minimum of 10 per cent cash match funding.

**Restrictions of match funding**

For ESF programmes you cannot use buildings, assets or donated space as match funding. For example, if you already have a building or room that you use to carry out activities you cannot use the theoretical value of that space as your match funding, you must work all the costs out in your direct costs.

It is also important to note that if you are using alternative sources of funding as your match, you must use what is called ‘clean money’. This means that the money used must not have any links to European money, which could prove difficult for some organisations as sizable funding often comes from European sources.

However, you can match other funders’ money. If using another funder, you will need to bear in mind that you may have to do two sets of monitoring.

We are fully aware of the difficulties of match funding, that is why the partnership projects are so important to this programme. By smaller groups working with larger groups or vice versa we are hoping the larger groups will support the smaller groups, by supplying the cash match (a minimum of 10 per cent) whilst the smaller groups will usually be expected to supply in-kind match funding.

Projects will be reviewed in the first quarter of the funding / delivery period and projects could be extended until March 2022, if they are deemed to be working well and their objectives still fit with what is required.

We want to know how much money you are applying for. Please refer to the strategic objectives section in the guidance, which details how much money is attached to each objective and how much is allocated. Please state the total cost of the project. Each project will need to have 50 per cent match funding to support the project.
You do not need to produce a budget as this will be asked for at the full application stage.

Please note that participants should come from the designated CLLD wards of:

- Biscot
- Dallow
- South
- High Town
- Farley
- Northwell
- Leagrave
- Lewsey
- Round Green
- Crawley
- Sundon Park

See the map below.
Any participants coming from outside these areas will not be eligible for the programme. However, you could be delivering a similar project but within a wider catchment area. If this is the case, we want to know how you will differentiate between beneficiaries in the catchment areas and those that are not.

CLLD money could be used to intensify the work in these areas. If this is the case we need to know how you will distinguish between beneficiaries. Please note ESF or other European funding cannot be used as match.

**Business interest or relationship to (what is LLAG) Luton Local Action Group.**

Please answer both parts of question nine on the application. If you answer yes to either parts of the question this doesn’t prevent you from applying but we need to know in order that the process of selection is dealt with fairly. Please answer this to the best of your ability as this will form part of the EU monitoring of the project.

**Authorisation**

You must sign and date your application. This must be done by an authorised person who represents the lead partner in the project.