

# Causeway Coast and Glens Borough Council

To: Leisure and Development Committee

## Exploring Enterprise Programme

11<sup>th</sup> August 2015

### For Information

### Report to Committee

Linkage to Interim Corporate Plan	
<b>Strategic Themes</b>	Transition and Transformation Prosperity Health & Wellbeing Cohesive Community
<b>Lead Officer</b>	Richard Baker - Director of Leisure & Development Paul Beattie – Head of Prosperity & Place
<b>Cost: (If applicable)</b>	£25,000

**The purpose of this report is to provide Members with information on the Exploring Enterprise Programme.**

### Background

The Exploring Enterprise Programme is a pre-start programme which supports activities to extend the employment opportunities of unemployed, long-term unemployed and inactive people by helping them to enter, remain and make progress in sustained employment.

There is traditionally a focus on people with disabilities and health conditions, lone parents, older workers, young people not in education, employment or training, women and people with low or no qualifications.

Now entering its third iteration, the programme fills a gap in the provision of enterprise support by addressing the needs of people who are not yet ready to progress to self-employment and operated as a mechanism to develop a latent pool of entrepreneurship talent within NI's most deprived communities / groups.

The last programme, EE2p, was funded by the European Social Fund, Department for Employment and Learning, Enterprise NI and the Local Enterprise Agencies.

Causeway Enterprise Agency and Roe Valley Enterprise Agency will be running the third Exploring Enterprise Programme in the Causeway Coast and Glens Borough, on behalf of Enterprise Northern Ireland, the umbrella body for Enterprise Agencies in Northern Ireland.

### Target Market for this Programme

EE<sup>3</sup>P primarily meets the objectives of priority 1 – Access to employment, and subsequently will provide support to **the unemployed or the economically inactive individuals in NI**. It's designed to fill a gap in the provision of enterprise support. It addresses deprivation, disadvantage and employability barriers. EE<sup>3</sup>p's aim is to provide tailored enterprise and employability training programme to 1716 unemployed and economically inactive individuals in disadvantaged communities and to underrepresented groups, to include;

- People who are aged 16 and over who are categorised as unemployed, long term unemployed and the economically inactive particularly those from Neighbourhood Renewal Areas.
- Underrepresented groups such as lone parents, women, prisoners, etc.
- People with no or low education/skill levels.
- Areas suffering from economic downturn as a result of businesses going into administration.

## **Programme Structure**

The structure of programme delivery will be as follows:

### **Outreach Stage**

At Outreach, the Business Advisor will explain the eligibility criteria and what EE<sup>3p</sup> will entail. The business advisor will make the following formed decisions;

- a) Identify whether the participant is eligible to proceed to Pre Assessment stage or
- b) Define whether another pre-start initiative would be better suited to the participant. This is a fundamental criteria set by DEL and will be closely monitored through auditing of participant paperwork.

The main objective of this stage is to identify participants who can proceed to Pre Assessment stage. Outreach will take the form of face to face contact/telephone conversation to include telephone enquiries received, flyer distribution, mail outs (postal and electronically), awareness events at local delivery agents/job centres/community groups, placing of adverts, utilising social media etc.

### **Pre Training Personal Development Assessment Meeting**

- An initial assessment will take place at the Pre Training Personal Development Assessment stage to assess the suitability of the Programme Participant and the business idea if applicable. The completion of the Pre Personal Development plan to help distinguish the participant needs.
- Collation of monitoring information to include section 75.
- Provide a full breakdown of the course, to include the training aspect covering the qualification and what will be expected of them by participating on the programme (this is to distinguish if the participant would be capable of producing the portfolio of work).
- Some initiation work into completing employability activities for them – e.g. identify a potential business idea, research job sectors they wish to enter into.
- The decision as to whether a potential Programme Participant is competent to proceed to the training stage of EE<sup>3P</sup> will be made at the Pre Training Personal Development Assessment stage. Such advice may result in the participant being referred to other pre-start initiatives or an agreed list of actions being drawn up, which must be undertaken by the potential Programme Participant before any decision to proceed is taken.

### **Training and Assessment Criteria**

The training element will be broken down as follows:

- Workshops to include three separate subject areas;
  - Confidence Building,
  - Generating a Business Idea and
  - Exploring the World of Enterprise.

- Delivery of the three modules for the Level 1 Understanding Business Enterprise qualification.
- Group Work – This is where the participants will work together in small groups to carry out research, collate information and then give a group presentation to the rest of their class and guest speakers.
- There will be a further 75 hours allocated for portfolios days which can be delivered to a group or offered as 1-1 support by a Business Mentor with appropriate experience and qualifications.

### **Post Training Personal Development Assessment**

Complete Post Training Development 1-1 assessments with the Participant - The business mentor will conduct these assessments. Examples of activities which can be offered through the 1 – 1 mentoring are as follows:

- Job searching/assisting in the writing of job applications.
- Interview skills.
- CV design and/or development.
- Premise searching.
- Introduction to HMRC.
- Development of Business Plans.
- Searching for Further Education courses and/or other relevant training to help the participant progress in their journey to return.
- Participants will complete Exit Forms which will capture their employment status on completion of the programme.

This stage allows the programme to provide evidence of the progress of each of the participants for monitoring and evaluation purposes. It will also derive an opportunity to monitor where next for the participant, i.e. progressing onto further appropriate Enterprise Programmes or achieving further qualifications.

### **Work Study Visit**

This is a new element where participants are offered the chance to visit local businesses. These work study visits will allow the participants to witness the operations of a small business and ask business owners questions/queries they may have which could help them in their journey to returning to work. Enterprise Northern Ireland will analyse participant's feedback from what participant's learnt on the visit.

### **Follow up**

Another stage which has been introduced this call is the follow up with participants 6 months after completion of the course. Business Advisors will contact each participant to carry out an evaluation questionnaire to assess the status of the participant 6 months after completion of the course.

### **Outputs for the Causeway Coast and Glens Borough**

- A total of 21 courses will be delivered over a three year period, across the four enterprise agency sites in CC&G.
- Each course will be open to 12 people from the target groups mentioned at the start of this submission.
- 252 people will be engaged over a three year period.
- 147 people will receive the entry level QCF Level 1 in Understanding Enterprise.
- 105 people will engage on Business Study visits.

Based on previous programmes:

- 15 will move into employment.
- 22 will move into self-employment.
- 24 will move into further education or other vocational schemes.

## **Costs**

Enterprise Northern Ireland has secured the programme from the Department for Employment and Learning.

The allocation of funding to this Borough through the two Enterprise Agencies is £103,000 per annum over a three year period. The cost per participant is around £1200 per person.

The Enterprise Agencies are requesting provision from Council of 35% matching funding, however, Council has an annual allocation of £25,000 for pre-Enterprise Support within the economic action plan, leaving a shortfall which the Enterprise Agencies have confirmed that they will match themselves.

## **Summary**

This programme is aimed at those who are most likely to have fallen through the employment and education 'net'. As such it can be high risk. It cannot be expected that such a programme will yield success beyond the targets set out above, however, the targets set locally exceed those which have been allocated from the national bid.

The programme fits within:

- Council's corporate theme of Prosperity – creating sustainable development.
- Prosperity and Place strategic objective of stimulating and supporting business start ups
- The internal target of "creating an enterprise culture."