

## Annex A Template for applications for funding

1. Proposals for ECIF funding should be submitted using this template. Completed forms should be e-mailed to [ecif@hefce.ac.uk](mailto:ecif@hefce.ac.uk) by **noon on Friday 27 February 2009**. Please see paragraphs 17-18 of HEFCE Circular Letter 03/2009 for further guidance (this can be viewed at [www.hefce.ac.uk/pubs/circlets/2009/cl03\\_09/](http://www.hefce.ac.uk/pubs/circlets/2009/cl03_09/)).

2. Proposals should address the criteria specified in paragraph 16 of the circular letter. Proposals will be scored against these criteria. We may also take into account other factors such as the quality of the proposal, regional issues and institutional issues. The proposal **must comprise no more than 2,000 words (2,500 words for a collaborative proposal)**.

(2,497 words)

**Institution leading the proposal: University of Huddersfield through the West Yorkshire Lifelong Learning Network (WYLLN)**

### Contact person for the proposal

Title and full name: Mr. Stephen Challenger

Post: Director, West Yorkshire Lifelong Learning Network

Address for correspondence: University of Huddersfield, Queensgate, Huddersfield. HD1 3DH

Tel: 01484471104

e-mail: [s.challenger@hud.ac.uk](mailto:s.challenger@hud.ac.uk)

### Other institutions involved (if applicable):

*The partner institutions involved are given below. A flexible approach will be taken to the allocation of funding to meet individual needs. Where a partner is involved in more than one proposal, the figure in brackets indicates the funding envisaged from this proposal.*

*University of Huddersfield (£250,000), University of Leeds (£100,000), University of Bradford (£100,000), Leeds Metropolitan University (£40,000), Leeds Trinity and All Saints (£100,000), Leeds College of Technology\*, Park Lane College \*, Leeds Thomas Danby\*, Leeds College of Building, Joseph Priestley College, Calderdale College (£50,000), Wakefield College.*

*\* To become Leeds City College from 1<sup>st</sup> April 2009.*

**Is the institution already in receipt of HEFCE Employer Engagement funding (capacity and/or provision)?** Y [Delete as applicable]

If a collaborative bid, state which institutions are in receipt of the funding.

*University of Bradford*

### Summary of the activities to be supported under ECIF

**[This should address criterion a]**

- State the aim of the programme of activities
- List the groups of individuals or businesses who will benefit
- State what local economic challenges the project will address

*Our aim is to support individuals suffering from or at risk of suffering from the impact of the economic downturn in West Yorkshire (WY). This will be achieved by enhancing the advice and guidance on offer through Jobcentre Plus (JC+) and Nextstep and providing a suite of additional activities that can be selected to meet individual needs to prepare them for a new career or enhance their employability in their current career. A key aspect of the proposed activities is to provide support for the economic strategies and needs of the five local authority (LA) plans within WY.*

*The main beneficiaries will be individuals that are able to benefit from developing further higher level skills or to use their existing skills to be more effective in the employment market place. They may or may not be currently qualified at level 4 or above and they may or may not be in receipt of benefits. Our beneficiaries will include the following groups:*

- Senior Managers*
- Middle Managers*
- Experienced employees (e.g. with three or more years of experience)*
- Unemployed recent graduates (e.g. within three years), particularly those from a non-traditional education background*
- Sole traders/self-employed*

*Referral will be through JC+, LA initiatives and direct contact with providers.*

*West Yorkshire is a large metropolitan area that has suffered greatly from the current recession particularly in the finance, retail, construction and engineering/manufacturing sectors. This includes many high profile companies such as HBoS and the Bradford and Bingley Building Society. The finance and engineering/manufacturing sectors are two in particular where many of those made redundant have experience of working with higher level skills. In January 2009 the total claimant count in West Yorkshire was 53,983, 43% of the total in Yorkshire and the Humber and 4% of the national total. Across the five LA's in West Yorkshire this is an annual increase of: Wakefield, 71%; Leeds 54%; Kirklees 63%; Calderdale 72%; and Bradford 42%. JC+ has reported that they are now experiencing large numbers from a new client group, who are well qualified and with high level skills; the group targeted by this proposal. Many of the target group, however, will not access support through JC+ and are not part of these figures. For example, the importance of the finance and related business sector (FRBS) to the economy in Leeds means that the city faces particular issues. A study by Larking and Cooper suggests that the size and importance of the FRBS will have an immediate effect on employment, which will spread rapidly to the rest of the economy. By 2011, they predict that Leeds faces 11,600 to 28,000 job losses.*

*A recent Train to Gain Enhancement initiative highlighted 19 WY companies experiencing recent redundancies, of which 12 are manufacturing, 3 construction, 2 financial (including Bradford and Bingley) 1 logistics and 1 education, plus several branches of multinationals with sites in the sub-region.*

*The current and forecast unemployment and redundancy picture for WY indicates more than sufficient demand for the range of services we plan to provide. Combined with the flexible capacity within the network and the relationships with other core providers (Nextstep, JC+), gives us confidence in our ability to achieve the take-up figures envisaged here.*

**Show how the activities fit with the priorities of partners and stakeholders, how duplication/substitution will be avoided and how they will be co-ordinated**

**[This should address criteria b and c]**

*In recent years, employment in the WY economy, has shifted from its traditional manufacturing base towards service industries. Each local authority has its own priority sectors for economic development. The WYLLN structure was therefore established to include seven sectoral groups that directly reflect these priority sectors. The numbers of people qualified to level 4 or above is low across the sub-region. Three of the five LAs have targeted improvement in high level skills or progression into HE within their economic development strategies.*

*In developing this proposal, WYLLN has worked closely with key stakeholders, particularly JC+, Nextstep WY, the five LAs (or their Skills Boards) and Yorkshire Forward (YF, the regional development agency). The Network has worked on the principle that the proposal will enhance those services that are already available through these organisations.*

*The proposed activity comprises three elements: a sub-regional entitlement to career management packages delivered by Nextstep and careers departments in partner institutions; access to a careers package in some instances through career change workshops; and/or learning and training opportunities delivered through partner institutions.*

*Nextstep are able to provide a limited advice service (a 30 minute interview) to adults working at a high skill level. Our proposal will enhance that service so that beneficiaries will receive more effective guidance. We will also explore how the activities funded by ECIF will enhance and integrate with the recently announced JC+'s rapid response to redundancy service.*

*The LAs are developing different approaches to the recession and our proposal will fit with each. For example, in Wakefield a recession hotline is being established for businesses and individuals into which our activities will link; we will also support a similar scheme being developed in Leeds. Through its Chamber of Commerce the city is developing an information and advice centre for level 3/4 qualified staff losing their jobs or going onto short time working. We will also integrate with a Time to Train scheme planned in Kirklees and other LAs, where training and development opportunities are offered to employees on a short working week. Bradford is in the process of commissioning £5m worth of activity through its Working Neighbourhoods Fund allocation to tackle unemployment and raise skills levels. We will align activity to this to avoid duplication of effort.*

*YF have agreed to support this proposal, linking it to their higher level skills strategy as part of their Train to Gain Enhancement Fund. This will provide the match funding for the proposal, more than doubling the number of beneficiaries. The Director of the WYLLN is a member of the Enhancement Fund Steering Group, which will assist in effective integration of activities.*

**State the nature of the activities and provision to be delivered.**

**[This should address criteria d and e, and must show both expected volumes to be delivered and the measures of success to be applied]**

*Our target group are not typical of the majority of claimants that have used JC+. While some will access the support activities available through the project, others will not. They may be directly referred to Nextstep provision or those of the HE providers either through intermediaries (like*

*Business Link and Train to Gain) and units within HE providers working with companies, or as individuals. Raising awareness of the services on offer is an important element of our proposal. We will work with strategic partners to promote the programme through a co-ordinated marketing campaign.*

*As outlined above, there are three elements to the programme:*

*Element 1 enhances the current support offered by Nextstep through JC+ and offers*

- Additional advisory session*
- Access to initial specialist information resources (e.g. self-employment information, return to study)*
- Access to current general and specialist labour market databases e.g. exec2exec, PMFinderLtd, MyLeedsjob*
- Access to partner support and development information available from all providers*

*The first element leads to the production of a personal development plan, which will determine which components of element 2 are appropriate.*

*Element 2 provides individuals with access to a careers development package, which may include*

- Further 1:1 guidance interview(s)*
- Supported access to web-based career package*
- Psychometric testing*
- Job search strategies (e.g. professional networking, personal presentation, the executive CV,, financial planning, etc)*

*Element 3 provides access to training and development programmes, which may include*

- accredited bite-sized learning (levels 4-7)*
- accredited full-programme learning (levels 4-7)*
- non-accredited learning (equivalent to levels 4-7)*
- recognising and accrediting prior experience and learning (APEL)*
- entrepreneurship development and support*

*Most resources are already in place, although some investment may be required to improve access to specialised careers databases; however this will have little impact on the start of the programme, which should be able to begin within one month of the funding being guaranteed. Activity will increase to reach a maximum during the 2009/10 academic year.*

*The impact of the programme will be measured through the number of individuals who are better equipped to deal with the issues presented by recession - to gain employment or retain their current employment through the downturn. In the longer term, the project will put the sub-region in a better position to gain benefit from the eventual upturn in the economy. The numbers will depend very much on the content of the packages designed to meet the needs of the individual beneficiaries. Subject to this caveat the outcomes will be:*

<b>Outcomes</b>	<b>Target</b>
<i>Total beneficiaries engaged in the programme</i>	<i>1000</i>
<i>Individuals receiving enhanced Nextstep support<sup>1</sup></i>	<i>500</i>
<i>Individuals taking up the career development package<sup>2</sup></i>	<i>500</i>
<i>Number on short education and training programmes (&lt;30 credits)<sup>3</sup></i>	<i>500</i>
<i>Number of medium education and training programmes (30-120 credits)<sup>3</sup></i>	<i>213</i>
<i>Number of long education and training programmes (&gt;120 credits)<sup>3</sup></i>	<i>65</i>
<i>Individuals safeguarding or gaining employment or accessing further learning</i>	<i>650</i>

<sup>1</sup> - Assumed package of 2hours

<sup>2</sup> - Assumed package of on average 15 hours contact time

<sup>3</sup> - Include non-accredited programmes given a credit equivalent

*Other benefits will accrue in addition to these outputs:*

- *Improved relationships will result from closer working relationship between key stakeholders, particularly JC+ and Nextstep.*
- *Creation of a model for supporting similar target groups and stakeholders using different funding streams.*

**State how the institution will focus on delivery and how quickly activities will commence.**

**[This should address criteria f and g]**

*The existing structures of the WYLLN mean that the partnership is well placed to begin activities immediately. There is an established network of IAG providers, supported by an ICT tracking system that has provided support to over 4200 in 18 months. The structure has ensured effective management and recruitment of 468 (FTEs) additional student numbers. Through current planning processes, partners have identified a capacity to deliver a volume of learning equivalent to 700 FTEs over the next two years. The Network's sector groups have carried out new curriculum developments making the provision more easily accessible to businesses and their employees and which will be included in the up-skilling parts of the package. This structure is well placed to offer a coherent package of support to individuals across the sub-region, accessible through a range of locally-based and familiar providers. The network can deliver flexibly to respond to any changes in identified needs over the course of the contract period.*

*With the existing systems and capacity already identified, it is expected that the planned activity and provision will be completed within the 18 month period and that no unsustainable commitments will be incurred beyond September 2010.*

**Provide a statement on the additionality of the activities to be supported by the ECIF.**

**[This should address criterion h]**

All activity to be delivered using ECIF and Train to Gain Enhancement funding (ie the full £2M funding package) is additional and has not previously been planned or contracted.

*This formalised relationship with the JC+, Nextstep and the local authorities, is genuinely unique and does not exist across the sub-region. Many of the activities are not offered by partners to our identified target groups. Where danger of overlap exists (e.g. delivery of accredited learning) beneficiaries will be distinguished through the WYLLN tracking system (IAGNow), already in place.*

**If a collaborative proposal, please describe the collaboration, how it will operate and what each partner will contribute to the programme of activities.** (max. 500 words)

*The proposal is based on the existing WYLLN structure and systems. The central team based at the University of Huddersfield has developed effective project management arrangements with finance, IAG and curriculum areas within each of the partner Universities and Colleges. Partners have already identified their potential contribution to the outcomes of the project. By the start of the project, each partners' targets will have been finalised and profiled over its duration. Partners will produce bimonthly progress reports to initiate payment on outcomes. Adjustments to contract size and profile with each partner will be modified based on performance.*

*Linkages to other stakeholders (sector skills councils, other employer representative organisations) will be achieved through WYLLN's seven sector groups. The IAG Task Group will also provide a vehicle for practitioners to assess the effectiveness of elements of the career package.*

*WYLLN's communication and marketing policy will ensure effective communications between all delivery partners and other stakeholders. A marketing plan will be developed in consultation with partners to work alongside initiatives within the LAs to raise the awareness of those beneficiaries not coming through established referral routes.*

**Financial statement - total project costs and funding (on an full economic cost basis)**

[This should address criterion i]

**Note that ECIF funded activity must not run beyond September 2010.**

<b>Costs</b>	<b>AY 2008-09</b>	<b>AY 2009-10</b>	<b>AY 2010-11</b>	<b>Total £</b>
<b>Direct costs</b>				
Finance Administration	5,416	33,932	5,903	45,252
Marketing	5,000	15,000		20,000
Element 1: Next Step Enhanced Provision	5,221	22,137		27,358
Element 2: Individualised Career Package	39,157	149,425	17,599	206,181
Element 3				
Short Ed & Training : 0-30 Credits	81,527	285,343	40,763	407,633
Medium Programme : <120 Credits	81,527	631,830	154,900	868,257
Long Programme : 120 Credits		423,938		423,938
<b>Indirect costs</b>				
UoH Estates & overheads	3,169	13,020	2,208	18,397
<b>Total</b>	<b>221,017</b>	<b>1,574,625</b>	<b>221,374</b>	<b>2,017,016</b>

<b>Funding</b>	<b>AY 2008-09</b>	<b>AY 2009-10</b>	<b>AY 2010-11</b>	<b>Total £</b>
HEFCE ECIF grant	108,924	780,803	109,583	999,309
Matched funding component (state the source and amount)	108,924	780,803	109,583	999,309
YF Train to Gain Enhancement £999,787				
Other (state the source and amount)	3,169	13,020	2,208	18,397
UoH Estates & overheads				
<b>Total</b>	<b>221,017</b>	<b>1,574,625</b>	<b>221,374</b>	<b>2,017,016</b>

**Describe the sources of the matched funding**

- Briefly state the funding partners' key objectives for use of funds? YF's key objective is increase higher level skills in the Y&H workforce. As such, the ECIF and the Train to Gain Enhancement scheme are directly compatible.
- How secure is the commitment from partners? - Secured  
Confirmed by YF. To be contracted on success of this proposal

### **Equality and diversity**

Please explain how your institution will use ECIF support to promote equality and diversity, in particular the positive duties in respect of race, disability and gender.

*All partner institutions have equality and diversity policies through their own governance systems. WYLLN will monitor the delivery of the programmes for gender, ethnicity and disability. Existing policies and strategies will ensure appropriate promotional media are used to target the full spectrum of target beneficiaries.*

### **Summarise the key risks to the proposed programme of activities and key mitigating actions.**

*Many partner HEIs are also involved in individual institutional ECIF bids. If both proposals were to be successful, the £500,000 ceiling per institution may limit the capacity of those HEIs to address under-performance by other partners. This risk is offset by the breadth of the partnership and, through our planning processes, it is evident that there is more capacity than funding available.*

*Developing the operational relationship with JC+ is a new element to the programme and any failure in this relationship could impact on the number of beneficiaries referred to the programme. This risk will be offset by full involvement of JC+ from the conception stage of the project and, if necessary, enhancing other referral routes.*

**Accountability:** (Describe the governance and management of the programme of activities, including individual named person(s) accountable for delivery.)

*A steering group will be established, chaired by the PVC for Teaching and Learning at the lead institution, with representatives from the delivery partners, JC+, Nextstep, the LAs and YF (or Train to Gain Enhancement contract holder). This group will report to the WYLLN Management Board, made up of representatives from the Universities and Colleges at PVC, Principal or Deputy Principal level, including the Careers Companies, YF, the LSC and with HEFCE in attendance. As a strategy group, the WYLLN Management Board will receive regular reports from and provide overall direction to the more operational project steering group.*

**Confirmation of approval by the head of the lead institution:** (Enclose evidence from other partners or indicate when you expect this to become available.)



**Bob Cryan, Vice-Chancellor**