

Annual Implementation Report 2010

England and Gibraltar European Social Fund Convergence,
Competitiveness and Employment Programme 2007 -2013
28 June 2011

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1 Identification

Operational Programme	Objective concerned: Convergence and Regional Competitiveness and Employment
	Eligible area concerned: England and Gibraltar
	Programming period: 2007-2013
	Programme number (CCI No): 2007UK05UPO001
	Programme title: England and Gibraltar European Social Fund Convergence, Competitiveness and Employment Programme 2007-2013
Annual Implementation	Reporting year: 2010
	Date of approval of the annual report by the monitoring committee: 14 June 2011

Introduction

1. This document reports on the implementation of the European Social Fund (ESF) in England and Gibraltar in 2010.
2. The programme is investing 3 billion euro of ESF funding, which is matched to a similar amount of national funding, across all regions of England and Gibraltar. This investment is providing new opportunities to people who face the greatest barriers to work and learning.
3. By the end of 2010 over 2.4 million participants had joined the programme. It has helped 172,000 unemployed and inactive people enter employment, 221,000 young people NEET into employment education or training, 80,000 people to gain basic skills and 250,000 people to gain new qualifications.
4. The report provides information on the programme's implementation required by Council Regulation 1083/2006 Article 67, according to the structure set out in Commission Regulation 1828/2006 Annex XVIII. It incorporates contributions from regional reports. It is a technical document, but will be supplemented by a summary brochure for public use, which showcases the stories of people whose lives have already been improved by the programme.

2 Overview of the implementation of the operational programme

2.1 Achievement and analysis of the progress

2.1.1 Information on the physical progress of the Operational Programme

Programme performance indicators

Indicator		2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
1. Total number of participants	Achievement	35,091	368,933	1,036,120	964,040	0	0	0	0	0	2,404,184
	Target										1,790,000
	Baseline										
2. Participants who are unemployed	Achievement	2,425	102,238	382,301	402,655	0	0	0	0	0	889,619
	Target										381,000
	Baseline										
3. Participants who are economically inactive	Achievement	520	72,381	158,084	115,543	0	0	0	0	0	346,528
	Target										311,000
	Baseline										
4. Participants with basic skills needs	Achievement	11,147	77,529	178,551	159,543	0	0	0	0	0	426,770

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	Target										355,000
	Baseline										
5. Participants with disabilities or health conditions	Achievement	13 %	26 %	19 %	16 %	0%	0 %	0 %	0 %	0 %	19 %
	Target										19 %
	Baseline										
6. Participants aged 50 or over	Achievement	13 %	18 %	18 %	16 %	0%	0 %	0 %	0 %	0 %	17 %
	Target										19 %
	Baseline										
7. Participants from ethnic minorities	Achievement	13 %	19 %	19 %	18 %	0 %	0 %	0 %	0 %	0 %	18 %
	Target										19 %
	Baseline										
8. Female Participants	Achievement	46 %	40 %	37 %	37 %	0%	0 %	0 %	0 %	0 %	38 %
	Target										51 %
	Baseline										
9. Participants in work on leaving (priorities 1 and 4)	Achievement	265	19,972	79,415	72,636	0	0	0	0	0	172,288
	Target										201,000
	Baseline										
10. Participants in work six months after leaving (priorities 1 and 4)*	Achievement	2,300	64,700	181,400	159,700	0	0	0	0	0	408,100
	Target										238,000
	Baseline										
11. Participants gaining basic skills	Achievement	686	11,132	33,444	34,271	0	0	0	0	0	79,533

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	Target										201,000
	Baseline										
12. Participants gaining full qualifications at level 2 or above (priorities 2 and 5)	Achievement	2,143	33,276	96,444	117,601	0	0	0	0	0	249,464
	Target										160,000
	Baseline										

Notes:

The tables show figures for 2007, 2008, 2009 and 2010 as at 31 December 2010. The figures are a snapshot in time and will differ from those shown in previous AIRs. Additional data have been added to the database during 2010 which relate to achievements gained in 2007, 2008 and 2009. For example, the number of participants in 2008 and 2009 has increased as a result of additional management information being made available through 2010. The Operational Programme does not contain annual targets. The targets are for the life of the programme.

The annual achievement cells show the in-period (i.e. annual) achievement. The total achievement cells show the cumulative achievement to date.

The programme performance indicators do not have baselines.

*These figures are estimates based on the proportion of participants who took part in Wave 2 of the Cohort Survey who were in work 6 months after leaving.

Figure 1: Operational Programme Targets

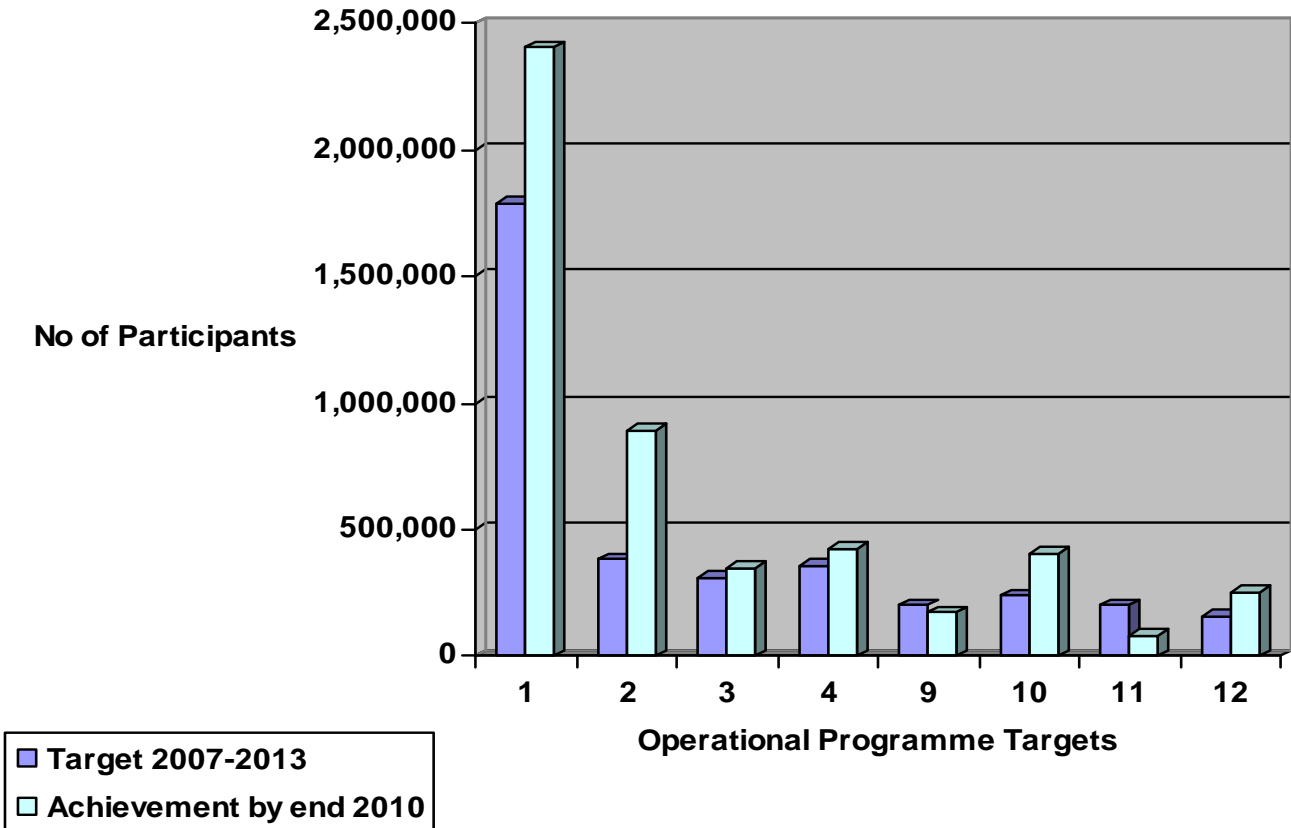
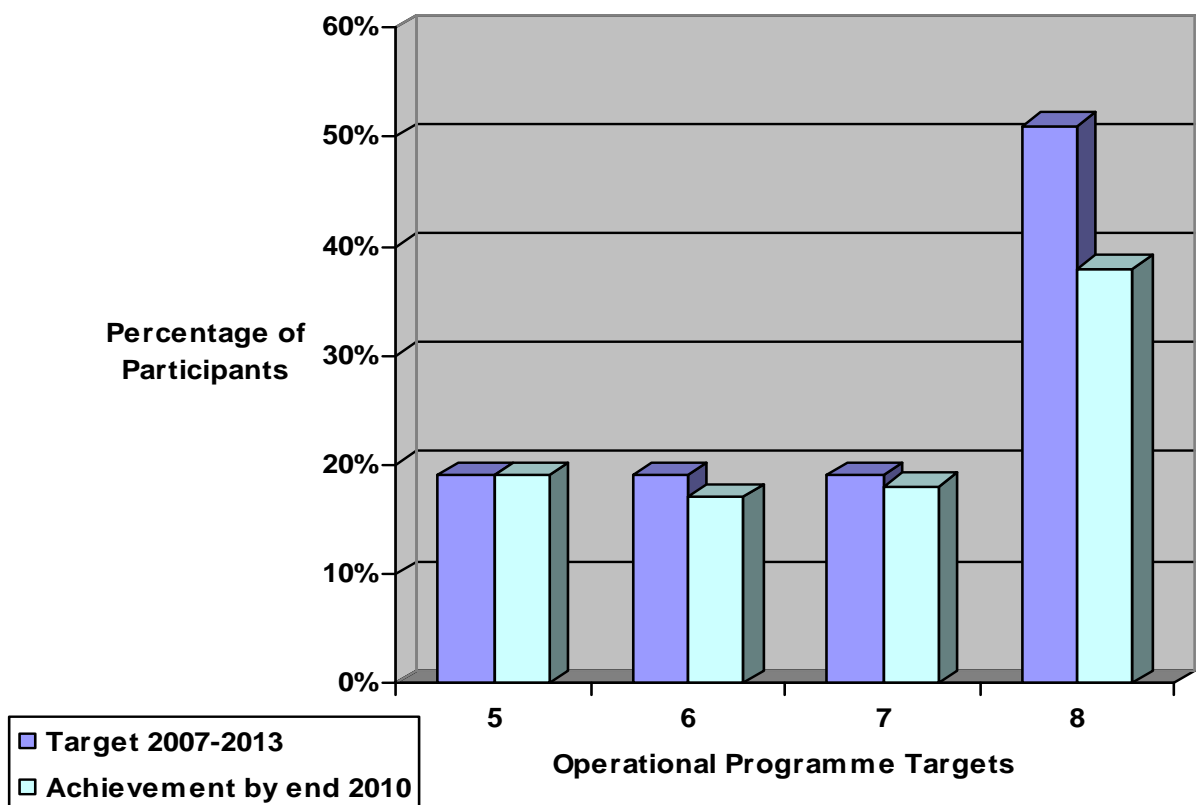


Figure 2: Operational Programme Equality Targets



2.1.2 Financial information (euro)

Priority	Expenditure paid out by the beneficiaries in payment claims sent to the Managing Authority in 2010	Corresponding public contribution in 2010	Expenditure paid by the body responsible for making payments to the beneficiaries in 2010	Total payments received from the Commission in 2010
1 Extending employment opportunities	802,401,211.32	802,401,211.32	783,352,802.25	284,474,629.49
2 Developing a skilled and adaptable workforce	547,770,015.78	547,770,015.78	547,455,267.73	204,414,466.26
3 Technical Assistance	31,550,899.66	31,550,899.66	31,219,505.82	15,286,252.89
4 Tackling barriers to employment	20,975,241.28	20,975,241.28	19,317,399.57	10,697,756.59
5 Improving the skills of the local workforce	28,151,336.66	28,151,336.66	28,123,240.90	8,662,307.06
6 Technical Assistance	369,816.31	369,816.31	373,712.98	193,161.30
Total Regional and Competitiveness Objective	1,381,722,126.76	1,381,722,126.76	1,362,027,575.80	504,175,348.64
Transitional phasing-in regions within Regional and Competitiveness Objective	211,937,839.24	211,937,839.24	212,173,236.14	192,443,934.99
Non-Transitional phasing-in regions within Regional and Competitiveness Objective	1,169,784,287.52	1,169,784,287.52	1,149,854,339.66	311,731,413.65

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Total Convergence Objective	49,496,394.25	49,496,394.25	47,814,353.45	19,553,224.95
Grand total	1,431,218,521.01	1,431,218,521.01	1,409,841,929.25	523,728,573.59

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Priority	Cumulative Expenditure paid out by the beneficiaries in payment claims sent to the Managing Authority	Cumulative Corresponding public contribution	Cumulative Expenditure paid by the body responsible for making payments to the beneficiaries	Cumulative payments received from the Commission
1 Extending employment opportunities	1,374,311,130.20	1,374,311,130.20	1,339,753,748.91	532,522,981.06
2 Developing a skilled and adaptable workforce	787,777,545.95	787,777,545.95	758,683,879.22	301,790,558.76
3 Technical Assistance	42,534,040.46	42,534,040.46	41,908,573.12	17,704,863.37
4 Tackling barriers to employment	31,056,890.52	31,056,890.52	31,032,528.75	19,513,599.16
5 Improving the skills of the local workforce	42,699,035.54	42,699,035.54	42,670,856.05	18,759,542.76
6 Technical Assistance	536,460.20	536,460.20	536,460.20	294,279.69
Total Regional and Competitiveness Objective	2,204,622,716.61	2,204,622,716.61	2,140,346,201.25	852,018,403.19
Transitional phasing-in regions within Regional and Competitiveness Objective	320,126,350.51	320,126,350.51	314,486,772.50	233,117,524.79
Non-Transitional phasing-in regions within Regional and Competitiveness Objective	1,884,496,366.10	1,884,496,366.10	1,825,859,428.75	618,900,878.40
Total Convergence Objective	74,292,386.26	74,292,386.26	74,239,845.00	38,567,421.61
Grand total	2,278,915,102.87	2,278,915,102.87	2,214,586,046.25	890,585,824.80

2.1.3 Information about the breakdown of use of the funds

5. The table below shows the breakdown, at Operational Programme level, of the cumulative allocation of ESF by category to operations.¹

Code	Priority theme	ESF amount (euro)
62	Development of life-long learning systems and strategies in firms; training and services for employees to step up their adaptability to change; promoting entrepreneurship and innovation	577,666,853.44
64	Development of specific services for employment, training and support in connection with restructuring of sectors and firms, and development of systems for anticipating economic changes and future requirements in terms of jobs and skills	30,403,518.60
66	Implementing active and preventive measures on the labour market	559,242,056.40
67	Measures encouraging active ageing and prolonging working lives	69,905,257.05
69	Measures to improve access to employment and increase sustainable participation and progress of women in employment to reduce gender-based segregation in the labour market, and to reconcile work and private life, such as facilitating access to childcare and care for dependent persons	39,810,514.10
71	Pathways to integration and re-entry into employment for disadvantaged people; combating discrimination in accessing and progressing in the labour market and promoting acceptance of diversity in the workplace	29,147,313.45
74	Developing human potential in the field of research and innovation, in particular through post-graduate studies and training of researchers, and networking activities between universities, research centres and businesses	19,583,092.42
85	Preparation, implementation, monitoring and inspection	40,408,084.36
86	Evaluation and studies; information and communication	10,102,021.09

¹ The more detailed breakdown using all dimensions and combinations of codes will be submitted via SFC as set out in the Commission's Information Note on Reporting of Categorisation Data.

2.1.4 Assistance by target groups

6. The table below provides information on target groups in accordance with Annex XXIII of Commission Regulation 1828/2006.²

	Total Starts in 2010	Female starts in 2010	Total completers in 2010	Female completers in 2010
Total number of participants	963,661	358,785	917,266	331,937
Employed (including self employed)	312,077	162,367	302,688	149,607
Self employed ³	13,239	6,926	16,812	8,406
Unemployed (including long term unemployed)	402,655	103,547	385,702	97,319
of which long term unemployed	128,537	39,271	127,995	37,798
Inactive (including those in education & training)	248,929	92,871	228,876	85,011
of which in education or training	10,897	4,591	10,437	4,229
Young people (15-24 years)	328,784	125,547	303,433	107,394
Older people (55-64 years)	59,224	20,712	57,987	19,641
Minorities	165,200	64,650	163,639	64,073

² The definitions are different to the OP (e.g older people) and so figures are different to those at 2.1.1

³ Estimated from ESF Wave 1 and 2 Cohort Survey data

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Migrants ⁴	15,095	5,260	14,104	4,755
Disabled	150,721	58,865	140,519	52,102
Other disadvantaged people	199,575	72,061	195,945	71,290
Primary or lower secondary education (ISCED 1 and 2)	205,569	75,908	211,752	79,205
Upper secondary education (ISCED 3)	336,813	151,738	304,016	131,987
Post-secondary non-tertiary education (ISCED 4) ⁵	-	-	-	-
Tertiary education (ISCED 5 and 6)	48,615	24,564	46,942	23,719

⁴ Estimated from ESF Wave 1 Cohort Survey data

⁵ Not applicable to England ESF programme participants

2.1.5 Assistance repaid or re-used

7. No assistance was cancelled and repaid or re-used.

2.1.6 Qualitative analysis

8. By the end of 2010, the programme has supported over 2.4 million participants and of these, about 964,000⁶ started provision in 2010. This means that total participation has exceeded expectation, having already surpassed the 2007-2013 target of 1.79 million. The higher than expected number of participants was the result of shorter interventions in response to the recession as well as the additional funding that became available as a result of the revaluation of the programme to take account of exchange rate changes.

9. Participation across each of the groups (unemployed, economically inactive, young people NEET and employed) has also exceeded expectation. By the end of 2010, the programme has surpassed the 2007-2013 participation targets for unemployed (890,000 compared with a target of 381,000), economically inactive (347,000 compared with a target of 311,000) and young people NEET (355,000 compared with a target of 182,000). The programme is also close to achieving its participation target for the employed (813,000 compared with a target of 916,000).

10. Overall, the participation of 964,000 in 2010 was similar to the 1,036,000 achieved in 2009. Across the groups (unemployed, economically inactive, young people NEET and employed), the biggest change in participation numbers was amongst the economically inactive (116,000 in 2010 compared with 158,000 in 2009). The number of young people NEET participants also decreased from the previous year (125,000 in 2010 compared with 160,000 in 2009). There was a small increase in the number of unemployed participants (403,000 in 2010 compared with 382,000 in 2009), while the number of employed decreased slightly (321,000 in 2010 compared with 336,000 in 2009).

11. In 2010, a higher proportion of participants were in Priority 2 (37% in 2010 compared with 33% in 2009) and a lower proportion of participants were in Priority 1 (60% in 2010 compared with 63% in 2009). The proportion of participants in Priorities 4 and 5 was similar (1% and 2% respectively) in both years.

⁶ All numbers in the overall analysis are rounded up to the nearest 1000

12. In 2010, the proportion of participants recorded with a disability or health condition declined slightly from the previous year (16% in 2010 compared with 19% in 2009), but is still meeting its overall target of 19%. This reduction is largely due to the increase in Priority 2 participation, which has a lower target for this indicator. Among Priority 1 participants, the proportion of participants in 2010 recorded with a disability or health condition is 21% against a target of 22%. This reflects the lower proportion of inactive participants in 2010, who are more likely to experience a disability or health condition. Among Priority 2 participants, the proportion of participants in 2010 recorded with a disability or health condition is less than half of its target of 15%.

13. The proportion of participants aged 50 and over also showed a slight decline in 2010 (16% in 2010 compared with 18% in 2009), but remains close to its overall target of 18%. The proportion of ethnic minority participants remained fairly constant compared with the previous year (18% in 2010 compared with 19% in 2009), and also remains close to its overall target of 19%. Female participation showed no change on the previous year, remaining at 37%. This is far below its 51% target. However, female participation continues to be higher in Priorities 2 and 5 than Priorities 1 and 4, which is to be expected because many Priority 1 participants are unemployed and approximately three quarters of unemployed Jobseeker's Allowance Customers are male. In addition, the proportions of Lone Parents in Priorities 1 and 4, measured by the 2009 cohort survey, were slightly below and above of their targets respectively.

14. In 2010, the programme helped 73,000 unemployed and inactive people enter employment, 92,000 young people NEET into Employment Education and Training, 34,000 people to gain basic skills and 118,000 people to gain full qualifications. Overall progress toward 2007-2013 programme targets is promising (except in basic skills): unemployed and inactive entering employment has reached 85% of its 201,000 target for 2007-2013, young people NEET entering employment, education or training have exceeded the 182,000 target by two and a half times, while gaining basic skills has reached close to half of its target and gaining full qualifications has reached one and a half times its target.

15. The number of participants in work on leaving the programme in 2010 was 172,000 against a target of 201,000. However, although the number of jobs is on track to meet the programme target, the proportion of leavers into employment amongst Priority 1 participants decreased from 16% in 2009 to 13% in 2010, further below the target of 22%, suggesting that performance for this indicator was affected by the recession. On the other hand, the proportion of young people NEET into employment, education or training increased to 98% for 2010, with a total proportion to the end of 2010 of 73%, far above the target of 45%. In Priority 2, in 2010, the proportion of people gaining basic skills stayed at low levels (25% compared with a

target of 45%) and the proportion of people gaining levels 2 and 3 remained above the target levels.

Regional Performance

16. Overall, there is a significant amount of variation across the regions.

Main observations for Priorities 1 and 4 are:

- All regions have now surpassed their regional 2007-13 targets for participant starts.
- Most regions in the north of England continue to have high proportions of unemployed starts, which are far above targets, in particular Yorkshire and the Humber (68%) and Merseyside (63%). Consequently these regions have low proportions of economically inactive participants. In contrast, the south of England has lower proportions of unemployed participation, in particular London (42%) and Cornwall (38%), which are close to targets (but with proportions of economically inactive participants that are above targets).
- A similar variation between northern and southern regions continues amongst the female, disability and to a lesser extent, aged 50+ target groups. There are high proportions of females, participants with a disability and participants aged over 50 in the South of England, in particular London (42%, 34%, 18% respectively) and Cornwall (42%, 40%, 19% respectively) in contrast to lower proportions across northern England, in particular the North East (32%, 18%, 12% respectively) and Yorkshire and the Humber (32%, 20%, 14% respectively). The data suggests that the proportions of these target groups are higher in southern regions because there are more inactive participants in these regions, primarily because there are more economically inactive participants in matched funded contracts in the south than the north.
- Ethnic minority participation has remained at similar levels across the regions: in Merseyside participation is 8% which is above its 5% target, while in the North East participation is half its 8% target.
- Variation for in work on leaving has widened: it is very low (7%) in South Yorkshire and high (23%) in Merseyside. In other regions it ranges from 12% in West Midlands to 18% in South East, South West, and East Midlands.
- Variation in the proportion of young people NEET moving into employment, education or training ranges from 62% in the Yorkshire and the Humber to 91% in Cornwall.

17. For Priorities 2 and 5:

- Since 2009, participation has increased significantly across all regions. In relation to the regional 2007-13 targets, participation ranges between 87% in the North West and 123% in South Yorkshire apart from in Merseyside where it is particularly high at 176%.
- There remains a wide variation in the proportion of participants with basic skills needs, ranging from 9% in Cornwall to 36% in London. All regions remain below the 41% target for participants without level 2, ranging from 13% in Merseyside to 26% in the South West. All regions are now above the 12% target for participants without level 3; proportions range from 15% in Merseyside to 30% in East Midlands.
- There continues to be a wide variation in participation from target groups. While the aged 50 or over, ethnic minority and female participation targets are being exceeded in some regions, the disability target has not yet been met in any region.
- There is a wide variation in numbers and proportions of participants achieving a basic skills qualification: still very small numbers in Yorkshire and the Humber (1%) and the South Yorkshire (14%) to larger numbers in West Midlands (41%) and exceeding targets in the South West (49%) and Cornwall (89%). There is a very wide variation in proportions of participants achieving a level 2 qualification ranging from 24% in West Midlands to 64% in South Yorkshire. There is a wide variation in participants gaining a level 3 qualification, ranging from 24% in the North East to 56% in London.

Financial

18. During 2010 expenditure has continued to increase significantly since the start of project activity in mid-2008. The pre-financing amount and interim payments from the Commission was used to pay claims received from beneficiaries. In 2010 programme N+2 targets for both Competitiveness and Convergence were revised by the Commission. As a result both targets were comfortably exceeded at 247.5%% (€809.2 million) over target. The programme has already achieved its revised N+2 targets for 2011 by 125.8% (€278.8 million).

Lisbon ⁷

19. Council Regulation (EC) No. 1083/2006 requires that the assistance co-financed by the Structural and Cohesion Funds targets the EU's priorities to promoting competitiveness and creating jobs, including meeting the objectives of the

⁷ The Lisbon agenda was replaced by the Europe 2020 strategy in 2010

Integrated Guidelines for Growth and Jobs.⁸ Article 9(3) sets targets that, for EU-15 Member States collectively, 75% of expenditure for the Regional Competitiveness and Employment Objective and 60% for the Convergence Objective should support these Lisbon priorities.

20. The Operational Programme envisages that all ESF expenditure within Priorities 1, 2, 4 and 5 will fall within priority theme categories that are 'earmarked' as Lisbon expenditure according to Annex IV of Council Regulation (EC) No. 1083/2006. The England and Gibraltar programme is therefore making a substantial contribution to achieving the EU-15 targets. As at 31 December 2010, about 97% of ESF funding allocated to operations within the Regional Competitiveness and Employment Objective will contribute to the Lisbon priorities. The breakdown is shown in the table below.

Regional Competitiveness and Employment Objective		
Code	Priority theme	ESF expenditure (euro)
62	Development of life-long learning systems and strategies in firms; training and services for employees to step up their adaptability to change; promoting entrepreneurship and innovation	531,816,696.15
64	Development of specific services for employment, training and support in connection with restructuring of sectors and firms, and development of systems for anticipating economic changes and future requirements in terms of jobs and skills	27,990,352.43
66	Implementing active and preventive measures on the labour market	535,181,619.91
67	Measures encouraging active ageing and prolonging working lives	66,897,702.49
69	Measures to improve access to employment and increase sustainable participation and progress of women in employment to reduce gender-based segregation in the labour market, and to reconcile work and private life, such as facilitating access to childcare and care for dependent persons	133,795,404.98
71	Pathways to integration and re-entry into employment for disadvantaged people; combating discrimination in accessing and progressing in the labour market and promoting acceptance of diversity in the workplace	602,079,322.39
	Total	1,897,761,098.35

⁸ Section 4 analyses how the programme contributes to the Employment Guidelines which are part of the Integrated Guidelines

21. As at 31 December 2010, about 99% of ESF funding allocated to operations within the Convergence will contribute to the Lisbon priorities. The breakdown is shown in the table below:

Convergence Objective		
Code	Priority theme	ESF amount (euro)
62	Development of life-long learning systems and strategies in firms; training and services for employees to step up their adaptability to change; promoting entrepreneurship and innovation	45,850,157.29
64	Development of specific services for employment, training and support in connection with restructuring of sectors and firms, and development of systems for anticipating economic changes and future requirements in terms of jobs and skills	2,413,166.17
66	Implementing active and preventive measures on the labour market	24,060,436.49
67	Measures encouraging active ageing and prolonging working lives	3,007,554.56
69	Measures to improve access to employment and increase sustainable participation and progress of women in employment to reduce gender-based segregation in the labour market, and to reconcile work and private life, such as facilitating access to childcare and care for dependent persons	6,015,109.12
71	Pathways to integration and re-entry into employment for disadvantaged people; combating discrimination in accessing and progressing in the labour market and promoting acceptance of diversity in the workplace	27,067,991.05
74	Developing human potential in the field of research and innovation, in particular through post-graduate studies and training of researchers, and networking activities between universities, research centres and businesses	19,583,092.42
	Total	127,997,507.10

22. In both Objectives, the programme is supporting the Lisbon agenda by investing in people and attracting more people into employment. In particular, it is targeting people who are at a disadvantage in the labour market. Improving their employability and skills is critical to increasing the supply of skilled labour and

achieving the Lisbon goals. It has so far helped 172,000 unemployed or inactive participants into jobs, and about 330,000 participants to gain new qualifications. The qualitative and Article 10 analysis within the priority sections of this report gives examples of specific activities.

23. The programme is contributing to the Lisbon Strategy in two main ways:

- Priorities 1 and 4 are supporting projects to tackle the barriers to work faced by unemployed and economically inactive people, and increase their participation in employment. There is a particular focus on people at a disadvantage in the labour market. Target groups include women, disabled people, lone parents, older workers, ethnic minorities, low skilled people, young people not in education, employment or training, and people facing multiple disadvantages. Priorities 1 and 4 reflects the approach that work is the best route to independence, health and well-being for most people of working age, and that jobs are the key to social inclusion.
- Priorities 2 and 5 support projects to train people who do not have basic skills and qualifications needed in the workplace. They focus on those who are least likely to receive training. They also support training for managers and employees in small businesses. Priority 2 aims to help people gain relevant skills and qualifications needed for their career progression, and for business growth and innovation in the knowledge economy.

24. Chapter 3 provides qualitative analysis and examples of activities within Priorities 1, 2, 4 and 5, all of which contribute to the Lisbon Strategy. No gaps or shortcomings are apparent in the response of ESF and national programmes in England to the Lisbon Strategy. Chapter 4 outlines how the programme is contributing to the integrated guidelines for growth and jobs and the employment recommendations.

Co-financing Organisations

25. Most of the programme is delivered through Co-financing Organisations (CFOs). Their Co-financing Plans identify how ESF will add value to domestic funding by supporting additional activities in line with regional ESF frameworks and the Operational Programme. Co-financing Plans for 2007-2010 were endorsed by regional committees and formed the basis for tendering rounds which were launched from late 2007. Supplementary plans were developed in autumn 2008 to take account of the revaluation of the programme and started delivery in 2009 (see section 2.4). CFO plans for 2011-2013 were developed during 2010.

26. The Skills Funding Agency⁹ is a CFO in each of the nine Regional Competitiveness and Employment Objective regions of England and in the Convergence area of Cornwall and the Isles of Scilly. The Agency co-financed 835 projects across Priorities 1, 2, 4 and 5. Projects started from May 2008.

27. The Department for Work and Pensions (DWP) is also a CFO in each of the nine Regional Competitiveness and Employment Objective regions of England and in the Convergence area of Cornwall and the Isles of Scilly. DWP is co-financing 84 projects in Priorities 1 and 4. Projects started from June 2008.

28. Other Co-financing Organisations are funding 158 projects in Priorities 1 and 2. The other CFOs are:

- East of England: Central Bedfordshire Council¹⁰, East of England Development Agency and Luton Borough Council;
- East Midlands: Local Authority Consortium;
- London: London Councils and London Development Agency; and
- South East: South East England Development Agency.

29. The National Offender Management Service became a CFO in 2009 and launched its first tendering round which resulted in 12 projects.

30. The following activities are delivered outside of the Co-financing route: the Complementary Funding Strand in Merseyside (Priority 1); activities in Gibraltar (Priorities 1 and 2); Higher Education activity in Cornwall and the Isles of Scilly (Priority 5); dedicated innovative and transnational activities (Priorities 1, 2, 4 and 5); and technical assistance (Priorities 3 and 6).

Regional ESF frameworks

31. In the Regional Competitiveness and Employment Objective, there are regional ESF frameworks in each of the nine regions of England and in Gibraltar. There is a separate Convergence ESF framework for Cornwall and the Isles of Scilly.

⁹ The Learning and Skills Council ceased to exist from 1 April 2010 and its ESF Co-financing responsibilities transferred to the Skills Funding Agency

¹⁰ Following local government re-organisation in April 2009 Bedfordshire County Council was replaced by two unitary authorities: Central Bedfordshire Council and Bedford Borough Council. Central Bedfordshire Council took on the CFO responsibility for both the unitary areas.

32. The frameworks show how ESF spending will help address local employment and skills needs. They identify how regional ESF spending will be targeted, for example towards particular disadvantaged groups, or in terms of specific business sectors. They also identify key equal opportunities and sustainable development issues for each region. And they set out regional output and results targets and ESF allocations. Regional ESF frameworks, along with the Operational Programme, provided the context for Co-financing Organisations (CFOs) to develop their ESF Co-financing Plans for 2007-2010.

33. The regional ESF frameworks were revised in autumn 2009 to inform the development of CFO plans for 2011-2013. The regional Managing Authority teams in Government Offices (and Intermediate Bodies in London and Gibraltar) co-ordinated the revision, and regional committees endorsed the revised frameworks.

34. The revised frameworks reflected:

- how ESF will add value to measures to respond to the economic downturn by providing additional support to disadvantaged jobseekers, people who have recently been made redundant, and people facing redundancy;
- how ESF will support economic recovery – including how ESF will be targeted to address weaknesses in low and intermediate skills, and to up-skill people to meet future skills needs, especially ‘green jobs’ in a low carbon economy; and
- how ESF can complement ERDF projects that have been set up since 2007, and vice versa.

35. It was agreed to make the funding parameters in Priority 2 more flexible, to enable the programme to respond to new skills needs as the economy recovers. The new parameters for 2011-2013 are as follows [with the original parameters in square brackets]:

- At least 30% [35%] of ESF funding should support foundation level and basic skills training.
- At least 30% [35%] of ESF should support progression to level 2 and training at level 2.
- Up to 40% [28%] of ESF can support training at level 3 and above.

36. As part of the revision of the frameworks the Managing Authority invited regions to make proposals to vire funds from Priority 3 to Priority 1 and/or 2 where it would not be possible to commit and spend all Technical Assistance money.

37. The Managing Authority will make a proposal to the Commission in 2011 to amend the Operational Programme financial table to reflect the virement of funding from Priority 3 to Priorities 1 and 2. This virement was agreed in principle by the Programme Monitoring Committee in March 2011.

38. The contributions below summarise how CFOs are contributing to the ESF frameworks in each region. A detailed breakdown of CFO performance is at Annex A.

Cornwall and the Isles of Scilly

39. The ESF Convergence framework requires delivery to be joined up, coherent with and adding value to mainstream and other delivery. This is achieved through involvement with Cornwall Works, the Cornwall and the Isles of Scilly strategy to reduce worklessness and raise employment rates. Activities include use of the Cornwall Works logo as an over-arching brand for employment programmes and regular workshops and meetings to ensure providers are up to date with mainstream and other delivery. A good example is the progression from ESF Priority 4 DWP delivery onto Future Jobs Fund jobs and then into Apprenticeships.

40. The DWP ESF Convergence CFO Plan is supporting the Regional ESF Convergence framework by helping people who are most disadvantaged in the labour market to overcome barriers to progression and move towards/into work with ongoing training and/or personal development – the latter being a specific requirement of the ESF Convergence framework for Cornwall and the Isles of Scilly. Delivery recognises the additional opportunities available to the region because of its Convergence status. This includes the broad scope of activities supported and the unit cost per participant – enabling more in depth and longer periods of support and in the opportunity to develop new delivery models and test new ways of working such as delivery through social enterprise and a specific programme for people with learning disabilities.

41. The framework recognises the need to support a broad range of people through Priority 4 delivery but targets activity towards people with health problems and disabilities, lone parents and other disadvantaged parents and carers, people aged 50+, young people who are NEET, people from ethnic minority groups and others with complex/multiple barriers to employment. Over 75% of participants on the DWP ESF programmes are from these target groups.

42. The percentages of specific target groups supported varies considerably across the three DWP ESF programmes, with Cornwall Works for Social Enterprise (CW4SE) being extremely effective at supporting people with health conditions and

disabilities (e.g. 28% of people engaged and 30% of people into work from Cw4SE have a health problem compared with 5% and 4% from Cornwall Works Plus). Cornwall Works Plus (CWP) however, is more successful at engaging people on Jobseeker's Allowance and people affected by redundancy, another key objective of the Regional ESF Convergence framework. Cornwall Works for Learning Disabilities delivers for a very defined customer group, all of whom are targeted through the regional framework

43. The Skills Funding Agency manages a dedicated higher skills investment (including HE interventions) which supports the delivery of Level 4+ qualifications and modules, leadership and management and business growth skills and complements ERDF activity in line with the Convergence ESF framework. A range of activity to support Priority 5 include:

- voluntary, community and social partner development;
- clusters and geographical programme;
- workforce led programme including specifically TUC Unionlearn activity;
- Skills for Life/Key Skills programme;
- rural Land-based sectoral work to complement RDPE;
- public service sector priority children's workforce/ early years/ childcare;

East of England

44. DWP supports the East of England regional framework by delivering employability activities to the most disadvantaged groups to help participants move in to work and thus increase employment rates. Through the 'Flexible Routeway' and 'Intermediate Labour Market' provision we deliver a wide range of activities to support these disadvantaged groups. These include:

- active and preventative measures which ensure early identification of needs, including individual action plans and personalised support including financial management advice;
- job-search help, advice and guidance;
- work search and work preparation activities, including labour market orientation and work experience placements;
- advice and support for self-employment, entrepreneurship, business creation and social enterprise;
- Skills for Life, including the basic skills of literacy, numeracy and English for Speakers of Other Languages, ICT skills and financial literacy skills;
- activities to provide pathways to employment such as pre-vocational and access training, community-based activities, volunteering, environmental

activities, practical soft skills (such as improving aspirations and motivation), work skills, and workplace skills (such as team working);

- vocational training and qualifications for employability;
- improving job brokerage to enable a better match between supply and demand;
- access to childcare and care for dependent persons, where caring responsibilities are a barrier to labour market participation (These activities may take place within projects targeted specifically on people with caring responsibilities or as part of wider projects.);
- activities to help disadvantaged people who persistently return to inactivity benefits address barriers to their retention in sustainable employment.

45. The regional framework identified the need for a diverse and adaptable workforce by moving from a low wage economy to more highly skilled employment. The Skills Funding Agency 2006-2010 plan focuses on:

- young people NEET prevention and intervention;
- Skills for Jobs focus on ethnic minorities, refugees and migrant workers;
- up/re-skilling for unemployed with 2012 sports focus;
- offender engagement;
- basic skills for employed people;
- hooks to Level 2 engagement and enhancement of Train to Gain;
- Leadership and Management focusing on 2012 Olympics and migrant qualification conversion;
- redundancy and those at risk of redundancy.

46. Luton Borough Council's Co-financing Plan supports the East of England regional framework by supporting delivery to disadvantaged individuals in deprived areas. Under Priority 1 it supports unemployed adults and young people NEET, and under Priority 2 it supports training and upskilling of employees and managers of SMEs in Luton.

47. Under Priority 1 Luton's plan includes activities specifically focused on the target groups from the ESF regional framework, these are:

- 14-19 year olds who fall into the NEET category or who are a risk of becoming NEET;
- ethnic minority groups, gypsies and travellers, and recently arrived migrants;
- lone and disadvantaged parents and carers;

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- young adults (aged 19 to 24) who are struggling to find their first job;
- women;
- older workers (aged 50 or over);
- people who are homeless and/or have mental health issues.

48. Two contracts were let by the East of England Development Agency (EEDA) for ESF pilot projects which were the result of a baseline study that was designed to inform the development of EEDA's economic participation programme. This programme directly supports the Priority 1 target groups (unemployed, as well as economically inactive individuals) as set out in the ESF regional framework. In particular, these projects are designed to support workless participants to identify and overcome barriers to economic participation and consider self-employment as one possible route into the labour market. The projects raised overall enterprise in deprived and under-represented communities by finding and targeting people with the potential to start a business.

49. The projects specifically targeted ethnic minority groups, women facing barriers to participation, the disabled, and generally residents of deprived areas where levels of enterprise are significantly and persistently lower than average. The projects worked closely with other agencies (e.g. Business Link) to ensure advice and guidance on specific areas such as starting and maintaining a business is fully considered and explained. The two local authority CFOs in Bedfordshire have sole responsibility for young people NEET delivery in the ESF programme.

East Midlands

50. ESF provision in the region has contributed to the delivery of the regional framework throughout 2010, including support for particular target groups. There have been a number of collaborative funded projects (Skills Funding Agency Skills for Jobs + Jobcentre Plus Jobmaets) in creating a joined up delivery model thus supporting a better provision directly linked to the framework.

51. DWP has added value to the regional employment and skills priorities set out in the regional ESF framework by supporting the activities identified under Priority 1. The core aim is to increase employment, social cohesion and inclusion both in general and amongst specific communities and groups.

52. The following are the broad priority groups that are being engaged through ESF action by DWP in the East Midlands:

- people on incapacity benefits – particularly those with children;
- lone parents – including support for those with health problems and lacking job search skills (especially in preparation for increased conditionality);
- other people with children – including those not on benefit;
- the most disadvantaged – ethnic minority groups, offenders/ex-offenders, those with histories of drug and alcohol misuse, the homeless, people with learning difficulties and mild to moderate mental health issues, migrant labour, refugees, those who persistently return to claim JSA and those with caring responsibilities;
- people in need of basic skills;
- people inactive in the labour market, including those on Income Support;
- Jobseeker's Allowance customers.

53. The provision takes a holistic approach to helping unemployed customers to overcome their barriers and move into sustainable employment. Outreach workers engage with customers in the community and work with specialist organisations to provide the tailored support individuals need – operating a multi agency approach. These support indicative activities identified in the East Midlands framework such as;

- city and other area-based strategies and initiatives to tackle worklessness in urban areas;
- activities to tackle barriers to work faced by people in rural areas;
- community projects and volunteer activities to mobilise inactive people and facilitate integration into the labour market, connecting people in areas of limited opportunity of growth.

54. The Local Authority Consortium contribution towards the Regional ESF framework is to deliver activity that has filled gaps in provision where participating authorities have been operating. Activity has included:

- significant involvement of the voluntary and community sector in delivering the ESF programme for the consortium;
- key activity filling in local gaps in skills provision and delivery;
- activity making a link between skills development and business simplification;
- a significant project supporting people with learning disabilities in Derbyshire, which has added value to a significant County Council investment;
- use of both City Strategy Pathfinder and Working Neighbourhood Fund in Leicester City, to deliver activity to ethnic minority groups and support individuals back to work;

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- development of up-skilling programmes in Lincolnshire that support voluntary & community sectors to be better able to win public procurement contracts;
- development in Lincolnshire, in partnership with the National Apprenticeship Service, a tender to support Apprenticeships 25+.

55. Activity in Priority 1 by Lincolnshire County Council has centred around six projects to deliver a range of complementary activity to other CFO provision. These types of projects looked at participants that were furthest away from the labour market, based in rural areas of the County. They were augmenting mainstream activity by providing more support for individuals to increase their self-confidence and self esteem, using innovative techniques to engage people, who would not normally respond to this area of activity (particularly in the coastal and rural areas), and then deliver specific skills with the aim of reducing barriers that individuals face.

56. In Priority 2, there was a larger programme, which has centred around three main tenders. These included one providing pre-business start up support, and one on up-skilling the third sector with the skills needed by them to improve and attract public sector service contracts. This has been augmented by a tender to support Apprenticeships 25+. This also includes activities to develop SME ability to both support apprenticeships and widen the number of frameworks available in Lincolnshire.

57. Leicester City Council: For Priority 1, key priorities tackled by the contracted projects have looked at participants overcoming barriers into employment through sustainable routeways. There was a general support project, with two others supporting people with disabilities and also participants to whom childcare provision is a significant barrier. In Priority 2 the projects supported ethnic minority and migrant workers overcoming the barriers that they faced, including developing progression routes that looked at mainstream employment opportunities as well as self employment routes.

58. Derbyshire County Council: In this county there is only activity in Priority 1 with a project for supported and supporting people with learning disabilities back into work. The ESF was matched with a County Council contract, and added value by concentrating on moving people into jobs.

59. The locally targeted level of activity by Derby City Council centred around the Normanton area in both Priority 1 and 2. Priority 1 tackled the worklessness agenda, particularly with ethnic minority groups, in order to break down the barriers present in this area. Priority 2 looked at the pre-business start up provision and augmented mainstream activity in the area for people not able to directly start at this level initially.

The Priority 1 project (Raising Aspirations delivered by JET) has been chosen as the Regional Champion for the Specialist Project Awards 2010 and received the Award in February 2011.

60. The Skills Funding Agency contributes to various targets in Priority 1 including: young people NEET/pre NEET activities, including personal profiling, personal development and work taster; Skills for Jobs to support participants into work; personal best – upskilling individuals in order that they could be considered as volunteers particularly for the 2012 Olympics; managing Community Grants. For Priority 2 contributions include enhanced Train to Gain brokerage provision; flexible foundation level learning; vocational training and Response to Redundancy projects.

61. NOMS provision was contracted at the end of 2009 and contributes to the framework by providing specific and targeted interventions to support employment and skills needs of ex-offenders.

Gibraltar

62. No changes were made to the Gibraltar regional framework during 2010. It was however identified that due to the generic nature of the projects undertaken, not all targets achieved were being captured correctly. As a result, a review of the framework will be carried out during 2011.

London

63. The London regional ESF framework is delivering against the priorities of the Mayor and identifies two key features that characterise the London labour market:

- London has the lowest rate of employment and highest rate of child poverty in the UK;
- London has the most productive and most highly skilled workforce in the UK.

64. These features and their causes helped to define the employment and skills priorities for the London ESF programme. The framework highlights London's population mix, which contains a high proportion of individuals with characteristics generally associated with labour market disadvantage, such as being a single parent or suffering from a long-term work limiting health condition, as key factors in the region's low employment rate. The framework also recognises that low employment rate for certain groups is compounded by the trend for highly skilled workers to travel

into London from surrounding areas, making it more difficult for London residents with low-level skills to compete in the labour market.

65. The London Councils programme addresses three London Economic Development Strategy objectives as identified in the regional framework, those of: tackling barriers to employment; addressing the concentration of disadvantage; and reducing the disparities in labour market outcomes between groups. In addition, the economic downturn has changed the characteristics of worklessness in London, adding to the more traditional issues faced by the London labour market. There are now more newly-unemployed people and fewer job opportunities. This situation means that for those furthest from the labour market, the prospect of finding work has become more difficult.

66. The 2008-2010 funding round has been delivered by 32 projects using match funding from the London Councils grants fund and targeted groups furthest from the labour market including: disabled people or people with a health condition, people recovering from drug and alcohol addiction, homeless people, jobless parents, refugees and asylum seekers, women from ethnic minority groups with low labour market participation rates, older people. This part of the programme operates across every London borough, with projects required to work across multiple boroughs targeting only individuals who are 'economically inactive'

67. DWP is supporting the regional framework by delivering projects in Priority 1. It delivers the employability elements of Priority 1 through a wide range of activities to engage unemployed and inactive adults in response to the regional ESF framework. Within London Region, Jobcentre Plus is split into six districts, which are central London, City and east London, Lambeth, Southwark and Wandsworth, north and north east London, south London and west London.

68. Across London there are 17 ESF Projects, delivered by seven providers. Activities include:

- development of action plans and customised support;
- job preparation modules;
- provision of mentors;
- basic skills, pre-employment training;
- support for self employment;
- vocational skills training;
- ESOL training, British Citizenship programme;
- money and debt managements programmes;

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- provision that links with and supports Local Employment Partnerships;
- provider led employment sustainability;
- community specific strategies to tackle worklessness e.g. provision for homeless clients;
- provision to engage with disadvantaged parents through outreach work.

69. In response to the economic downturn, Jobcentre Plus advisers were given the discretion to refer disadvantaged JSA customers to the 15 Phase 1 contracts. In addition, two Phase 2 ESF contracts were awarded and commenced on the 14 December 2009. These contracts offer help and support to more disadvantaged jobseekers who, as a result of the economic downturn find it more challenging to find work. This provision targets Jobseekers who are unemployed for 6 months or more, although entry from day one is given to customers in the priority groups mentioned above. The provision is modular and includes help with CVs, job applications (including on line applications), interview techniques and job search. The programme also offers an element of in work support for up to 6 month to enhance sustainability.

70. The Skills Funding Agency has targeted ESF activity to be delivered under its 2007-2010 Co-financing Plan by prioritising specific areas for support as identified under the regional framework.

71. The LDA ESF Co-financing Plan and Supplementary Co-financing Plan contribute to the Regional Framework with a primary focus on tackling worklessness, and a lesser focus on improving sustainability in the labour market by targeting employees with low skills.

72. Activities funded under the main programme prioritise support to the economically inactive and those facing multiple disadvantages which impact on their ability to access or progress in the labour market. Activities funded under the Supplementary Plan seek to address the causes of low educational achievement and low participation in mainstream education and vocational training, thereby increasing the economic participation rate of young offenders and young people who are NEET or at risk of NEET.

73. The LDA ESF programme aims to complement current provision to improve skill levels and provide support into employment for those groups which are least well-served by mainstream activity. For example, priority 1.1 targets those who have been out of work for longer than one year who are not engaged in mainstream DWP provision, while priority 1.2 provides intensive support to young offenders before they are released from prison as well as in the community post-release and to those who

would not otherwise have the skills to access paid apprenticeships. Priority 1.3 covers small Community Grants for organisations which would not otherwise have the capacity to access ESF and provide a potential route for the most excluded groups to access other ESF provision. Priority 2.1 addresses adult basic skills for those in low-paid, low-skill employment.

74. In addition, there is a focus in the LDA ESF programme on supporting people to achieve sustained outcomes, whether this be sustained employment for those who are economically inactive, or sustained education and training for those who are NEET. Accordingly the LDA outcome funding methodologies apply a greater weighting to payments for outcomes at 6 months (on average 40% of the grant value).

North East

75. Both CFOs continue to deliver under the employment strand of Priority 1. The Skills Funding Agency continues to deliver under the young people NEET and Community Grant strands of Priority 1 and remains the only CFO delivering activity under Priority 2. DWP has four ESF prime contracts to ensure region-wide delivery, which are held by A4e and Working Links and are supported by a network of sub-contractors and partnership delivery.

76. DWP ESF provision is flexible and complements other mainstream funded programmes. Activities reflect the priorities highlighted in the 2007 (and revised 2009) regional ESF framework and the Employability Framework in delivering an integrated approach to skills and employment support. Through this partnership approach, ESF funding is focused on 'the customer journey' helping to engage with the most disadvantaged and 'hard to help' customers. It supports them by removing barriers to employment, delivering individual skills development and learning (particularly at foundation level) with the ultimate aim of increasing the number of people progressing into sustainable employment.

77. Each DWP ESF contract contains a range of modules and support measures to engage, assist and progress people towards or into employment as per the framework. Participants can join at any stage and make use of one or more elements of the provision depending on individual need. Providers continue to position themselves in the heart of communities through sub contractors and their own local office structures. In addition they maintain close working relationships with other community and neighbourhood groups targeting those customers who are unlikely to access existing provision or engage with Jobcentre Plus. This plays a key role in project delivery and customer engagement.

78. The Skills Funding Agency has supported provision to support young people NEET and those at risk of becoming NEET through a package of provision in Local Authority areas. The provision of additional funding brought about by the revaluation of the ESF programme gave the Agency the opportunity to address the regional needs which had been exacerbated by the economic downturn. The Agency worked closely with DWP to implement a cohesive package of support aimed at providing bespoke retraining packages for individuals recently made redundant, or unemployed individuals whose position in the labour market had worsened as a result of the economic downturn. £3.1 million of ESF is supporting the Personal Best programme, which is being delivered in conjunction with the London Development Agency and is supporting workless individuals to access opportunities generated by the Olympic and Paralympic Games.

North West

79. Activities are in line with the strategy set out in the regional ESF framework. The Skills Funding Agency and DWP (via Jobcentre Plus) have been the two main Co-financing organisations operating in the region until the National Offender Management Service (NOMS) became a CFO during 2010.

80. DWP Priority 1 activities undertaken to support these participants are varied and tailored to meet individual needs as appropriate to support entry into employment. Some examples of support available include;

- job-search help, advice and guidance, producing a CV, interviewing skills, motivation, careers advice, opportunities to achieve vocational qualifications, childcare etc;
- one to one caseworker support for all customers;
- outreach activity to engage with customers from ethnic minority backgrounds;
- specialist support and guidance for customers with visual or hearing impairment;
- basic skills support for customers assessed as below entry level 1;
- financial and budgetary advice;
- paid work experience in a supported environment;
- Intermediate Labour Market activity for customers on Incapacity Benefit;
- short occupational certified training e.g. Food Hygiene, CSCS card;
- pre-recruitment training –designed to meet the needs of customers and employers;
- in-work support.

81. In response to the economic downturn, two new DWP ESF contracts were let in the North West, commencing December 2009 and February 2010 respectively. This additional provision is targeted at people who have claimed benefit for six months or more, as well as those JSA customers who have a particular disadvantage.

82. The North West also has an additional complementary strand of phasing-in funding ring-fenced specifically for Merseyside to compensate for the ending of Objective One status. The regional framework has played an important role by informing the direction of the Complementary Strand funding. For the Liverpool City Region City Employment Strategy (LCR CES) there are two distinct areas of ESF funding:

- Complementary Strand activity undertaken within each of the five local authority areas; and
- Pathfinder Enabling Programme (PEP) which engages participants across all five eligible local authority geographies (Liverpool, Knowsley, Sefton, St. Helens and Wirral).

83. The PEP received additional supplementary funding of £9.4 million in Dec 2010. The focus of the PEP is innovation and the testing of new ways of working, whilst the Complementary Strand has a focus on engagement, guidance and transition to work activity. All PEP funding is Priority 1 - targeted at supporting the hardest-to-help into sustainable employment by extending employment opportunities. DWP and the Skills Funding Agency are involved in agreeing priorities, complementing mainstream and co-financed activity and providing a basis for co-commissioning.

84. In 2010, the Skills Funding Agency used the revaluation funding to meet the impact of the economic downturn, additional adult guidance activity and projects specifically designed to support Apprentices made redundant. The Skills Funding Agency also used Priority 1 revaluation funding to provide additional IAG activities for individuals affected by the economic downturn. Programmes specifically aimed at supporting those with disabilities, older workers and offenders are in place including:

- Skills for Jobs – Routeways into Sustainable Employment;
- Skills for Jobs for People with LLDD;
- Sustainable Employment Programme;
- Skills for Jobs for Offenders;

85. Provision to help young people NEET has been designed and contracted at local authority level to ensure that ESF adds value to other interventions to reduce the number of young people NEET. A total of 59 projects are in place and they have supported over 30,000 young people across the region; significantly in excess of the

CFO plan targets. Ninety percent of young people have progressed into education, employment or training which is double the initial plan target.

86. The Skills Funding Agency has worked closely with employers, Sector Skills Councils, employer organisations, the TUC and community and voluntary sector organisations to increase the skills of the workforce. Over £79 million has been committed to projects designed to raise skills levels at foundation, level 2 and level 3 including level 4 in line with the allocations as set out in the CFO. Over 30 separate ITTs have been used to ensure targeting of resources and to ensure effective added value. 2010 has seen a significant increase in overall spend as projects have matured.

South East

87. Activity and expenditure has continued throughout 2010 in line with the regional framework and the agreed co-financing plans drawn up by the Co-financing organisations i.e. Skills Funding Agency, DWP and the South East England Development Agency (SEEDA).

88. The DWP CFO Plan for the South East clearly supports the regional framework. The emphasis on Priority 1 groups and priority areas reflects the patterns of deprivation and growth potential identified in the framework. Priority 1 is focused on economically inactive people in the South East who are not fully supported by existing employment programmes. It enhances engagement and work readiness activity, as well as helping to ensure sustained employment outcomes for disadvantaged people facing multiple barriers to work. The target groups as per the framework are fully supported within the CFO plan and cover disabled people (including those with learning difficulties), lone and other disadvantaged parents, older people (50+), people from ethnic minorities, women, offenders and ex-offenders.

89. The seven ESF contracts in the South East support target groups in a mainly generic way i.e., all contracts support all priority groups but some have a focus on specific areas. For example, Shaw Trust in Surrey Sussex supports customers with disabilities and specifically, Asperger's syndrome and learning difficulties. Lone parents are a group that are very clearly targeted and two of the contracts in the South East with A4e and Working Links provide specific support. The lone parent returner course in Surrey and Sussex is very well supported and produces excellent results, motivating women to return to work and to also set up their own support groups.

90. The framework sets out a list of indicative activities, all of which are covered within the CFO plan;

- activities to improve recruitment and retention practice, flexible working and sustained employment;
- support for lone parents and carers and other disadvantaged families, including access to childcare and care for dependent persons;
- tailored and personalised packages of support from engagement through to the transition to work and onward progression to further learning and employment, including: advice and guidance, individual brokerage linked to employers and work tasters and support employment, personal development, community learning, mentoring, structured volunteering, practical soft skills and workplace skills.

91. Skills Funding Agency provision is in place to support the low-skilled, and those who have been out of education and learning for a considerable time, to re-enter education and learning as a stepping stone to employment. Provision is also in place to support young people aged 14-19 who are NEET by providing roll-on, roll-off individualised programmes and training that are linked with Agency mainstream provision. There are also NEET prevention projects designed to equip vulnerable young people aged 14-16 with the skills to enable transition into working life or to help them access further learning and training. Action has also been taken to enhance skills levels including at Level 3 and above, to address skills shortages and gaps. Support is also available to deliver training and development opportunities at levels 2 and 3 for employees not eligible for support through Train to Gain or those who do not have access to Learner Accounts or Apprenticeships 19+.

South West (excluding Cornwall)

92. DWP activity in Priority 1 supports and adds value to the regional ESF framework by focusing contracted provision on reducing unemployment and inactivity across the South West through tackling the barriers faced by disadvantaged groups. Across the region 11 ESF projects are working with economically inactive groups of people helping them remove the barriers that are preventing them from getting into work. These include:

- Incapacity Benefit or Employment Support Allowance customers; people with disabilities and health conditions;
- lone parents and other disadvantaged parents;
- older people, aged over 50;
- ethnic minorities;
- ex-offenders;

- homeless people.

93. Activity has also been focused on the most deprived wards in all of the Jobcentre Plus districts. Providers are engaged with the communities through outreach and engagement with local worklessness forums. All the ESF projects are endeavouring to stimulate an individual's commitment to learning and reduce the barriers to employment and training.

94. Priority 2 activities have helped to develop a skilled and adaptable workforce by; reducing the number of people without basic skills; increasing the number of people qualified to level 2 and 3 and where justified to level 4; reducing gender segregation in the workforce; and developing managers and workers in small enterprises. Improving productivity is major challenge for the region and developing the skills of the workforce will make a significant contribution towards this.

95. Skills Funding Agency activities include specific and targeted interventions with flexible and tailored provision relevant to the needs of the priority groups. Support is available towards sustainable outcomes and the Skills Escalator through progression into mainstream programmes and employment progression. Priority 1 activities include: preparation for learning and working; young people NEET activities; Skills for Jobs programme; ambassadors in the care sector; Recruit and Train – West of England ; and Community Grants.

96. Priority 2 activities include: Levels 2 and 3 career changers including capacity building – West of England; Leadership and Management training for Small Enterprises – Wiltshire, Swindon and Gloucestershire; supporting employer demand led skills needs – Wiltshire & Swindon; developing the role of trade unions in the provision of IAG and Learning/Skills Apprenticeships; and response to redundancy.

West Midlands

97. The West Midlands regional framework for the programme period 2007-10 was developed by a wide range of regional partners in response to the two main priorities set out in the Operational Programme. The framework established that funding should be focused on the areas of greatest need geographically, individually, and on the sectors of the economy that suffer most from poor productivity and skills levels. As part of this partners agreed these priority areas:

- Priority 1 - activities to tackle worklessness for unemployed and economically inactive adults; tackling barriers to work faced by disadvantaged groups; activities to support young people NEET; and Community Grants;

- Priority 2 - up-skilling the workforce through the provision of basic skills, Level 2, Level 3 and higher-level skills.

98. This enabled the two CFOs, DWP and a partnership between the Skills Funding Agency and West Midlands Councils to develop Co-financing plans setting out activities and funding priorities for the first half of the programme.

99. The West Midlands DWP CFO plan was developed in line with the requirements of the regional strategic framework. The plan includes a number of priority groups listed in the framework. The current ESF provision includes support for those needing vocational training, particularly specific qualifications to return to employment. The specification also includes support for customers whose basic skills are too poor to access mainstream provision. As a result of attending this element of the provision participants can move on to other basic skills programmes or into work where employers continue their language learning.

100. The ESF provision also focuses on customers with mental health or learning disability, those with drug or alcohol dependency, offenders and those who have participated in previous mainstream provision without success. The routeway allows providers to deliver a package of support tailored to meet the individual needs of the participant. In some cases, providers have engaged with partners and families of participants where this helps to overcome hidden barriers to employment. One provider held a family sports day and another, family outward bound courses.

101. The Skills Funding Agency activity has focused on developing a skilled and adaptable workforce and will place an increased emphasis on the delivery of provision at level 3 and above in the industrial sectors and clusters that are of importance to the region. This value added activity has complemented the West Midlands Economic Strategy and contributed to the creation of jobs and growth within the region in the emerging sectors (as defined within strategy documents that have been developed to support the New Skills for New Jobs agenda). Examples include: environmental and 'green' industries, health and medical technologies, energy, and advanced manufacturing.

Yorkshire and the Humber

102. There are two co-financing organisations in Yorkshire and the Humber: the Skills Funding Agency and DWP. DWP is a regional co-financing organisation under Priority 1. DWP ESF provision is targeting participants in line with strategy set out in the regional ESF framework. DWP priorities coincide with strategy to support people on incapacity benefits, lone parents, other people with children – (including those not

on benefit), ethnic minority groups, ex-offenders, those with a history of drug and alcohol misuse, the homeless, refugees and those who persistently return to claim JSA. This approach is consistent across the region including the “Phasing in” area of South Yorkshire.

103. This focus on these groups translates to activity in the form of;

- active and preventative measures which ensure early identification of needs, including individual action plans and personalised support to help remove barriers to sustainable employment;
- job-search help, advice and guidance;
- work search and work preparation activities, including work experience placements;
- activities to provide pathways to employment such as pre-vocational and access training, practical soft skills (such as improving aspirations and motivation), work skills, and workplace skills (such as team working);
- vocational training and qualifications for employability, linked to Sector Skill requirements and linking to Local Employment Partnerships;
- access to childcare and care for dependent persons, where caring responsibilities are a barrier to labour market participation (These activities may take place within projects targeted specifically for people with caring responsibilities or as part of wider projects).

104. In South Yorkshire all of the above activities are provided to the same customer groups. Additionally, South Yorkshire has provision to support customers develop their ambitions to become self employed. The provision is targeted at predominantly inactive customers, it provides the skills and knowledge required to set up a business, a test trading period which includes financial support, and a further financial reward after 26 weeks of continuous trading. The provision has proved very successful.

105. The Progress Together model was developed in South Yorkshire as a direct result of the work by the City Strategies in conjunction with Jobcentre Plus and the Skills Funding Agency. The aim of the model is to provide a seamless journey for the customer from initial engagement to sustainable employment. This has been achieved by Jobcentre Plus and the Skills Funding Agency developing ESF contracts that marry up, removing any duplication and ensuring a comprehensive coverage of provision that meets the needs of the customer, regardless of their starting point. Six ESF contracts make up the model, and these have been running in South Yorkshire since June 2008, three developed through DWP (Jobcentre Plus) and three developed through the Skills Funding Agency.

106. Over 500,000 participants have received support from a range of Skills Funding Agency activities directly and through its sub-contracted delivery partners. A high proportion of feedback obtained from participants regularly highlights that confidence and self-esteem are significantly boosted as a result of the intervention. Participants have also been able to identify their own barriers and understand ways in which they can tackle them.

107. Participants have acquired skills and qualifications in a wide variety of subjects and sectors. Other provision supported basic skills and personal social development, with activities including budgeting and money matters. The provision of assessor and verifier qualifications has enabled a number of organisations to deliver functional skills and expand their internal training offer. Individual workshops have been offered to help businesses respond to the economic downturn

NOMS

108. NOMS CFO plan is delivering against a national CFO Plan, which complements activity across all regions. The Technical Assistance funded post of Regional Engagement Manager (one in each region), ensures that delivery is fully integrated alongside that of other CFOs. NOMS CFO delivers solely to offenders and specifies particular cohorts that require additional focus. These include offenders serving short sentences (less than 12 months), female offenders and any offender deemed 'hard to reach'.

109. The NOMS CFO plan delivers against ESF priorities 1 and 4, extending employment opportunities and tackling barriers to employment. The activities proposed in the CFO plan reflect the key principles of the regional frameworks in order to extend employment opportunities for disadvantaged groups. The underpinning principle is to provide added value to existing services by filling gaps in existing services and supporting ex-offenders to access mainstream employment and skills services that currently do not reach prisoners and ex-offenders.

110. A national NOMS CFO plan including a high level delivery model specification was approved by the ESF Managing Authority. Although the programme is managed and resourced centrally, delivery is on a regional basis to ensure that local priorities are met. The Plan contributes to the regional ESF frameworks (Priorities 1 and 4) by providing specific and targeted interventions to support employment and skills needs of ex-offenders, thereby contributing to the regions' output and results targets.

111. The economic challenge for supporting disadvantaged groups suffering worklessness/unemployment and economic exclusion is well documented in the ESF

Operational Programme and regional ESF frameworks. Delivery across a range of funding streams must be joined up locally to ensure a coherent service that meets the needs of offenders/ex-offenders. Current mainstream services provided by the Skills Funding Agency and DWP/Jobcentre Plus are wide-ranging. However, there are significant gaps in terms of motivating and supporting prisoners into employment and ongoing learning - specifically at the transition points between prisons and the community. There are also difficulties around mapping and tracking of offender programmes that transition custody to community.

NOMS CFO delivery:

- builds on the principles and support the outcomes of the regional ESF frameworks;
- demonstrates linkages, progressions and added value to mainstream delivery, Jobcentre Plus/Skills Funding Agency and NOMS-led delivery for offenders/ex-offenders;
- builds on current resources rather than duplicate or displace;
- provides a high degree of collaborative and partnership working for the benefit of workless people and the economy of the English regions;
- increases the number of ex-offenders entering the labour market with the key skills and abilities to become productive in the workforce and reduce re-offending;
- removes barriers to entry into the labour market experienced by ex-offenders, with particular focus on women, promoting economic inclusion and equality of opportunity;
- extends employment opportunities for ex-offenders by increasing their employability and improving their access to mainstream provision.

112. While the focus of any NOMS ESF-funded activity is on ex-offenders (a group included in the equality frameworks of a number of regions), it will contribute to the national programme targets for participants with disabilities or health conditions; young people aged 18 to 19 who are NEET; participants who are lone parents and carers; participants aged over 50; participants from ethnic minorities; and female participants.

Summary of main CFO performance issues

113. This section summarises CFO performance. Where appropriate, it identifies regional differences in the performance of the three CFOs, that cover the whole of England (DWP, Skills Funding Agency, NOMS).

DWP

114. DWP ESF and match contracts have achieved 118% of their total 2007-2013 programme starts and 76% of their total programme job outcomes. Seven regions have already exceeded the total CFO start targets for the whole programme and three regions have exceeded the CFO job outcomes targets for the whole programme period. In the table below, regions exceeding their profiles are highlighted in italics.

Table 1 – DWP performance

Region	Total Profiled Starts (ESF & match)	Actual to date (CFO Data Nov 2010)	Percentage of Actual Starts against Profiled Starts	Profiled Job Outcome (ESF & match)	Actual to date (CFO Data Nov 2010)	Percentage of Actual Job Outcomes against Profiled Job Outcomes
Cornwall	18398	12895	70%	5021	3127	62%
East of England	36704	32360	88%	8075	6002	74%
East Midlands	56000	56234	100%	12320	8690	71%
London	105758	116292	110%	27807	13229	48%
Merseyside	20044	30663	153%	4410	4347	99%
North East	34088	53288	156%	7499	9712	130%
North West	59763	80802	135%	13148	10082	77%
South East	38495	47470	123%	8547	7658	90%

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South West	28467	60682	213%	6267	8804	140%
South Yorkshire	28398	24655	87%	6260	3721	59%
West Midlands	60555	52734	87%	13321	7076	53%
Yorkshire & Humber	37562	52366	139%	8258	9165	111%
Total	524232	620441	118%	120933	91613	76%

115. DWP performance varies region by region with some regions doing well against specific targets. Economically inactive participants were 38% against a target of 41% which was mainly due to an influx of active customers as a result of recession. Achievement for disabled was 35% against 22% target, with match contributing toward this quite heavily overall.

116. Performance on 50+ was 16% against an 18% target with only a couple of regions hitting this target. For ethnic minorities, achievement was 17% against a 24% target with only London and West Midlands hitting the national target on both match and ESF but neither region was achieving its regional targets. Female participation was running at 33% against 51% target with no region reaching the target.

117. For leavers into jobs performance was 19% against 23% but in most regions the ESF contracts are well above target. Figures may balance out when the relative proportion of match reduces by the end of the programme, but seem to show ESF contracts are performing well.

118. Cornwall is achieving or exceeding in four of its six regional targets but is below target for 50+ at 22% against 30% target with match performing better than ESF, and for female participation at 37% against 51% target.

Annual Implementation Report 2010

119. The performance trend for jobs continues upwards with a year on year improvement: and is currently standing at 64% of contract profile. Expectations are that overall the ESF contracts will reach 70% of their profiled targets by the end of the contract period. There has been a significant increase in performance on DWP ESF provision over the past 12 months, due in part to providers having learned from the early stages of the contracts and from a major push by DWP performance managers to improve performance.

120. Performance managers have agreed stretching job targets for providers to aim for by end of contract and we are pushing to meet these targets. Any ESF contracts that are under profile have performance improvement plans in place. The improvement plan is intended to provide an objective and consistent approach to encourage performance to improve, focussing on the poorer performing contracts in areas of starts, job outcomes or compliance.

Skills Funding Agency

121. Skills Funding Agency reported that over 1.5 million participants have started on its CFO plan as part of the 2007-2013 programme. Just over one million are on ESF funded provision.

Table 2 – Skills Funding Agency Performance

Priority 1	Achievement	CFO Plan Targets	Difference from Target
Total Participants	624,512	446,699	177,813
Unemployed	306,819	168,960	137,859
Unemployed %	49%	37%	12%

Priority 4	Achievement	CFO Plan Targets	Difference from Target
Total Participants	18411	6171	12240
Unemployed	7475	1636	5839
Unemployed %	41%	27%	14%

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Economically Inactive	36,595	96,409	-59,814
Economically Inactive %	6%	22%	-16%
14-19 NEET	256,684	109,336	147,348
14-19 NEET %	41%	24%	17%
Disability %	22%	21%	1%
Aged 50+ %	14%	18 %	-4%
Ethnic Minority %	21%	26%	-5%
Female %	37%	51 %	-14%
In work on leaving	63,513	76,941	-13,428
%In work on leaving	12%	22%	10%
14-19 NEET into EET	203,451	48,100	155,351
14-19 NEET into EET %	90%	41%	49%

Economically Inactive	2950	1339	1611
Economically Inactive %	16%	22%	-6%
14-19 NEET	7273	2800	4473
14-19 NEET %	40%	45%	-5%
Disability %	33%	27%	6%
Aged 50+ %	13%	30%	-17%
Ethnic Minority %	3%	1%	2%
Female %	45%	51%	-6%
In work on leaving	866	714	152
%In work on leaving	5%	12%	-7%
14-19 NEET into EET	6155	1233	4922
14-19 NEET into EET %	96%	44%	52%

Priority 2	Achievement	CFO Plan Targets	Difference from Target
Total Participants	831,160	557,173	273,987
Without Basic Skills	223,527	230,611	-7,084
Without Basic Skills %	27%	41%	-14%
Without Level 2	180,264	221,496	-41,232
Without Level 2 %	22%	40%	-18%

Priority 5	Grand Total	CFO Plan Targets	Difference from Target
Total Participants	50,775	26,057	24,718
Without Basic Skills	4,849	10,400	-5,551
Without Basic Skills %	10 %	40 %	-30%
Without Level 2	13,100	10,400	2,700
Without Level 2 %	26 %	40 %	-14%

Annual Implementation Report 2010

Without Level 3	183,253	71,336	111,917
Without Level 3 %	22%	13%	9%
Disability/LD %	7%	15%	-8%
Aged 50+ %	18%	20%	-2%
Ethnic Minority %	16%	10%	6%
Female %	46%	50%	-4%
Gained Basic Skills	51,020	95,604	-44,584
Gained Basic Skills %	25%	37%	-12%
Gained Level 2	167,602	83,902	83,700
Gained Level 2 %	49%	35%	14%
Gained Level 3	51,228	19,802	31,426
Gained Level 3 %	34%	24%	10%

Without Level 3	11,498	3,086	8,412
Without Level 3 %	23 %	12 %	11%
Without Level 4	7,591	2,171	5,420
Without Level 4%	15 %	8 %	7%
Disability/LD %	10 %	19 %	-9%
Aged 50+ %	19 %	24 %	-5%
Ethnic Minority %	2 %	1 %	1%
Female %	52 %	55 %	-3%
Gained Basic Skills	3,448	4,680	-1,232
Gained Basic Skills %	82 %	45 %	37%
Gained Level 2	6,398	4,680	1,718
Gained Level 2 %	41 %	45 %	-4%
Gained Level 3	2,444	925	1,519
Gained Level 3 %	24 %	30 %	-6%
Gained Level 4	181	434	-253
Gained Level 4 %	3 %	20 %	-0.17

122. The two areas of concern where performance is below target have been the participation of economically inactive people and the number of participants who have a job after the intervention.

123. Outputs for the target groups are measured in percentages and only the target for disabled people is being met. However, in terms of the actual numbers of participants from the target groups, these are performing well except for the 50+ age group and have exceeded the CFO Plan targets.

Table 3 – Skills Funding Agency participants by target group

Target Group	Number to November 2010	CFO Plans' Total
Disability	146,224	96,943
Aged 50+	55,354	83,094
Ethnic Minority	129,039	120,025
Female	241,848	235,434

124. Nationally there are 6% of participants that are economically inactive out of a combined target of 22%. Low participation is across each region except for London, which has exceeded its target and Cornwall Priority 4 which is approaching the target. Economically inactive cannot be taken in isolation as the other “workless” categories of unemployed and 14-19 year old NEET have exceeded targets. The 14-19 NEET group also includes young people that are economically inactive.

125. The proportion of those leaving the programme to a job has increased from 11% in August to 12% in November, but this is still 10% short of the target. However, the numbers of participants who go into work on leaving is 64,000 out of a 78,000 target. There is a wide variation in performance between regions with North West, Merseyside, Cornwall, South West, East of England, South East exceeding the target, North East and London are only just short of the target. Whilst short of target, both East and West Midlands are progressing towards it. Both South Yorkshire and Yorkshire and the Humber are well below the target. As described earlier delivery in both the Yorkshire CFO plans is over the 2007 to 2012 period.

126. This is another case of the numbers being reasonably strong but the percentage being low. The percentage calculation is the number of leavers who are identified as ‘Employed’ on leaving their participation divided by the total number of Priority 1/4 leavers. Within activity in Priorities 1 and 4 the majority of learners are continuing in education and training, so the success of ‘young people NEETs into

EET' and continuing adult education and training – both positive outcomes – will impact negatively on the “% in work on leaving” output.

127. The Skills Funding Agency is concerned over the level of female participation on the programme particularly in Priorities 1 and 4. In terms of numbers of participants, the CFO Plan targets have been exceeded in Priorities 1 and 4 by over 6,000. The percentage of female participants is 38%.

128. Skills Funding Agency has commissioned an action research project “engaging unemployed women in ESF-funded training”. The objectives are to:

- identify, collate and critically examine ESF provider strategies that have proven to be successful in engaging with unemployed women;
- identify the transferable aspects of these successful strategies that could be adopted by other providers;
- produce high-quality case study examples of successful strategies, for dissemination across the sector;
- catalyse partnerships between providers, and voluntary and community organisations, to engage under-represented client groups; evaluate the success of this approach;
- facilitate the dissemination of good practice through networks of ESF providers; and
- consider the impact of multiple equality characteristics, for example how the needs of unemployed women differ by social class, ethnicity, caring responsibilities, age, disability (including mental health and learning difficulties), sexual orientation and gender reassignment.

129. The research will be completed in April/May 2011 and its conclusions and actions should assist in increasing the proportion of female participants.

130. In terms of overall numbers, basic skills needs nationally has increased by 20,000 participants from August to November 2010 and is just 13,000 short of the 241,000 target. There is a wide variation across regions. Four regions are exceeding the target, three are just short and there is room for improvement in five regions but the performance is not critical.

131. The Skills Funding Agency has also provisionally scheduled further investigation of the management information to ensure that all participants who gained a Skills for Life qualification are being included under the result Gained Basic

Skills. Skills for Life qualifications include Entry Level, Level 1 or Level 2 qualifications in literacy, numeracy, a language (e.g. ESOL) or ICT.

132. In London, the Skills Funding Agency undertook a full review of all Round 1 and 2 ESF contracts in February 2010, and where performance was found to be less than 60% against profile, contract values were reduced. Some funding was redistributed to high performing contracts but the remaining funds will be added to the CFO's 2011-13 allocation. Once all 2007-10 provision has ended, the Skills Funding Agency anticipates an underspend of approximately £16 million ESF under Priority 1.

133. Underperformance can be attributed to a combination of factors. These include longer than anticipated contracting periods for Rounds 1 and 2; the economic climate is making employment results increasingly challenging for providers to deliver; realism of the original tender specification in some cases; and payment weighting, particularly where other CFOs may apply higher unit costs for similar activities and providers have multiple contracts.

134. The Skills Funding Agency is reasonably confident of achieving full spend in London under Priority 2. The exception to this is likely to be spend on the Response to Redundancy programme, funded through the additional supplementary funding (awarded in 2009) where the results are based on job outcomes and sustained jobs.

National Offender Management Service (NOMS)

135. NOMS is making good progress in all areas except South Yorkshire. The NOMS CFO national contract is exceeding its ESF starter target and is on profile in respect of its hard outcomes targets. If outcomes achieved while still on project are shown then the target has been exceeded. There are particularly strong performances in the North East, North West, East Midlands and East of England.

136. In November 2010 the prime provider in the West Midlands successfully completed a three month performance improvement plan. There are also plans in place in South West and London regions and performance has improved. NOMS is confident that providers will eventually meet their contractual target. However, performance in South Yorkshire remains low and is a cause for concern. Providers continue to work well with other co-financing organisations in the regions.

East of England Development Agency (EEDA)

137. EEDA is showing a large increase in participant figures in Priority 1 which is due to the type of provision it has put in place. It is mainly the start-up and enterprise coaching activity for unemployed and economically inactive individuals that has experienced a significantly higher take-up than was expected when tenders were launched. One of the reasons is the economic downturn from 2008 and the continuing recession in 2009 and 2010, which resulted in many people wishing to explore options of starting up their own company. The use of the Business Link start-up provision for unemployed individuals as match funding under the EEDA Co-financing programme has also contributed to an increase in the participant numbers.

138. The recession has also had a very substantial effect on Priority 2 provision, as one of the main projects has been the 'Beyond 2010' scheme, which integrated the 'Response to Redundancy (R2R)' project. The fact that many companies made a larger number of people redundant (rather than fewer companies letting a smaller number of employees go, or individuals approaching the project for support - as was the pattern in previous redundancy schemes that EEDA had run) contributed to significant increase in starter output figures. This figure is set to rise with the large number of public sector employees accessing the support offered during 2011

Central Bedfordshire Council

139. The Council ESF programme has supported 1183 participants to date against a programme target of 2000. This was due to low levels of match funding caused by Machinery of Government changes. Replacement funding is now available and participant numbers will increase. Job outcomes are almost exclusively within the 25-49 age range and running well above target. Although the NEET participation level was just over half of the target of 700 the results outcome was 241 into employment, education or training. For Priority 2 there was 100 % achievement at level 2 but just over 50% at level 3.

East Midlands Local Authority Consortium (EMLAC)

140. In Priority 1 the target figure for engagement was 1,761, and the actual figure is 980. This breaks down to a target of 937 of unemployed people supported, against an actual figure of 571, and a target figure of 789 for economically active, against an actual figure of 305. Across the equality targets EMLAC has either over or nearly achieved target figure, including a 47% actual against 51% target for female involvement.

141. For Priority 2 the target participant engagement figure is 1,744, and the actual figure so far is 2,488. EMLAC was below target on supporting people with a lack of basic skills, with a target of 715, against an actual figure of 473. However it has overachieved on engaging people without Level 2/3. All equality targets have been exceeded including a 60% actual against 50% target for female involvement. On the delivery of qualifications EMLAC has exceeded the target for basic skills, 312 actual against 114 target, for Level 2, 266 actual against 114 target and Level 3 target of 8 has been over achieved at 21 actual.

London Councils

142. The London Councils CFO plan was for 11,973 participants to the end of November 2011, of which 11,965 have joined the programme as of December 2010. The CFO plan profiled 2,769 job outcomes by November 2011 of which 1,502 have been achieved as of December 2010. There is a year left for the programme to run (in this planning period) and jobs outcomes are reported towards the end of the programme lifetime when participants have received a full range of support. As a proportion of people who have left the programme 23% are targeted to be in employment, currently 29% of the participants who have left the programme are in employment.

143. The London Councils programme is also showing female participation at 61% which is well above the national level. The main reasons for this are: projects specifically designed and targeted at women, with provision to tackle barriers that affect female participants, i.e. crèche support, flexible attendance hours; engaging in community outreach, to children's centres and 'school gates'; funding small local and voluntary organisations, which can be less intimidating to female participants; adopting appropriate engagement and teaching methodologies, for example female participants from some ethnic minority backgrounds, prefer to be engaged, and supported in a female only environment. Performance on young people NEET and in work on leaving are both running above target.

London Development Agency

144. The Priority 1 projects are broadly on track to deliver against the CFO Plan overall. Key areas of underperformance are six month sustained outcomes and NEETs into education, training or employment on leaving. The recession is having an impact on the delivery of sustained outcomes, but two other key reasons are (1) that the ESF Round 2 projects have up to a further six months reporting, during which time additional sustained outcomes will be reported, and (2) similarly the ESF Youth programme has another year of delivery and will be reporting outcomes up to 30th

June 2012. The time lag between job entry and sustained outcome is illustrated by the fact that 83% of the sustained outcomes to date were delivered in 2010-11, although the programme has now been running for 3 years.

145. The Priority 2 projects are on track to deliver against the CFO Plan, but there have been some reporting issues with the LDA database which are in the process of being fixed. This has resulted in under-reporting of qualifications gained. The main area of genuine underperformance has been engaging with sufficient disabled participants. The effects of the economic recession will not have helped with this, but it is also a reflection of the main sectors from which participants were identified including: construction, manufacturing, logistics, and security.

146. The Government announced in July 2010 that the nine Regional Development Agencies, including the London Development Agency (LDA), would be closed by the end of March 2012. The Localism Bill empowers the Mayor of London to carry out the economic development work previously the responsibility of the LDA. However following the outcome of the Government's Comprehensive Spending Review in autumn 2010, the LDA suspended the procurement of its ESF programme for 2011-13.

147. Discussions are underway between the LDA European Programmes Management Unit, the Greater London Authority (GLA) and London's Co-Financing Organisations (CFO) regarding the reallocation of the LDA ESF allocation for the latter phase of the programme. This also includes the potential for the GLA to take on CFO status.

148. Contingency discussions regarding the four specifications of the ESF Youth Programme 2011-2013 have now been completed and it has been agreed that, in order to ensure provision for young people not in employment, education or training (NEET) is in place for the coming academic year, the Skills Funding Agency will launch the procurement exercise to procure the NEET services designed by the LDA. As a result £7.5million of the Priority 1.2 ESF allocation for 2011-13 has been transferred to the Skills Funding Agency.

149. The LDA has identified an estimated underspend of £5 million ESF on its 2007-10 ESF Programme. Following a thorough scrutiny of contract performance across all three LDA tendering rounds, a number of contracts were reduced as a result of underperformance. The LDA has been able to reallocate funds to some high performing contracts but movement of funds is restricted by procurement rules. The lower than expected take up of Community Grants and the decision not to run a third round of grants also impacted the level of underspend on the programme.

Luton Borough Council

150. In line with the national picture participant levels are well above target in Priority 1 and the in work on leaving result is close to the target level. However the NEET performance was running significantly below target at the end of 2010 but this has improved significantly. Priority 2 performance was also well below target both in terms of participants and at levels 2 and 3. The CFO expects this to improve as the programme progresses.

South East England Development Agency (SEEDA)

151. The CFO has supported 2,527 participants in Priority 1 against a target of 2,930 to the end of November 2010. Priority 1 performance was running just below target on in work on leaving and NEET performance was running well above target. For Priority 2, the CFO had 4,139 participants against a target level of 6,722 and performance was running well below target at all skill levels. The Agency has had some problems with data collection which has affected recorded results.

Summary of ESF Added Value

152. All ESF funding is additional to domestic resources for employment and training. Co-financing plans set out the additional employment and skills provision that ESF buys to complement the national resources which form the match funding. This section summarises how ESF funding is adding value under four headings: volume, scope, innovation and process.¹¹

Volume

153. ESF funding is adding value in England by supporting more provision than can be funded through national resources. In particular, ESF funding boosts and amplifies activity that contributes to the EU strategy for jobs and growth. In Priorities 1 and 4, ESF is used to buy additional employment and training provision that complements national programmes thus increasing the number of participants accessing provision. ESF gives access to those who would not be eligible for national employment and training programmes or provides early entry on to provision. In

¹¹ This section uses the four analytical categories of effects in the European Commission paper on 'Possible aspects of Community Added Value' for Employment and Social Policy', 29 November 2008

Priorities 2 and 5, ESF has supported additional learner volumes and additional qualifications ranging from Basic/Entry Level skills up to Level 4 and above.

154. The primary responsibility for funding employment and skills activity rests at Member State level. However, ESF provides about £365 million per year to support additional provision in England in 2007-2013. Since the start of the 2007-2013 England and Gibraltar ESF programme, ESF funding has enabled an additional 1,276,000 interventions or participant starts to be supported. In terms of outcomes, ESF funding has helped an additional 89,254 unemployed or inactive people into work, and an additional 382,529 young people to participate in education, employment or training.

Scope

155. The other main way in which ESF funding is adding value is by extending the coverage of activity. ESF broadens the scope of provision by supporting groups or activities that would not otherwise be addressed. This includes:

- targeting people who may not otherwise come forward to, or be eligible for, existing provision;
- extending the range of provision available;
- providing different or more intensive support to people facing significant barriers to work and learning; and
- supporting people after they enter employment, to assist with sustaining and retaining a job.

156. In Priorities 1 and 4, ESF has extended coverage of action in the following areas:

- Employment provision for unemployed and inactive people: providing additional support for Jobcentre Plus customers and others who face barriers to work and are at a disadvantage in the labour market. Examples of additional activities include: job search support and guidance; work experience placements and tasters; access to childcare and support for those with other caring responsibilities; soft skills such as confidence building; job preparation training; signposting to basic skills and vocational training; specialist support to help people with mental health conditions to return to work; and in-work support to help people make the transition from benefits to sustainable employment.

For example, the DWP CFO uses ESF to fund flexible routeways and Intermediate Labour Market (ILM) provision, which run alongside and complement national programmes. Flexible routeways provide a range of

activities and support, tailored to the needs of an individual in order to move customers towards or in to work. ILMs are paid work placements, leading to paid employment, that support customers with severe or multiple barriers to work. For all provision, support continues after a customer starts work to help job retention.

- Young people: ESF funding has been used to deliver activity that engages young people and stimulates their interest in educational and vocational activity and supports their progression into employment, education or vocational training activities including access to Apprenticeships. This has included providing more of existing types of provision or enabling the procurement of an appropriate alternative that meets the needs of the individual learner. Additional support has been targeted on young people who have been identified as being at risk of becoming NEET, together with young people who are already designated as NEET.
- Community Grants: supporting first tier contact work with the hardest to help participants at local community level, with the aim of moving them into mainstream provision.

157. Also in Priorities 1 and 4, NOMS ESF provision complements mainstream provision in a range of different ways including:

- extending the amount or range of provision available and provide flexible delivery arrangements;
- providing different or more intensive support to specific people alongside their involvement in the domestic programme;
- helping ex-offenders to engage with the main NOMS and other provision by supporting them initially to overcome barriers, develop confidence and understanding of their own potential;
- supporting ex-offenders and their employers after entering a job, to assist with retention and sustainability;
- holistic support for ex-offenders experiencing multiple barriers to employment and social integration; and
- providing linkages and mentoring between mainstream and other programmes to ensure an individual pathway to employment.

158. ESF funded interventions help to build a bridge between employment experiences within prison and those available on release. ESF provides resources for employer engagement and help facilitate ex-offenders' access to education and employment services in the community. The CFO procures services that focus on the significant gaps which exist i.e. bridging the gap between prisons and probation and the mainstream education and employment services. In doing so it complements and adds value to other offender services, and it will focus on supporting offender

retention in learning on release from prison and facilitate access to Jobcentre Plus Services. Ex-offenders have access to greater support to address their barriers to employment, including help and continuing support for issues such as substance abuse, debt counselling, and employer facing skills.

159. Initial findings from the evaluation of Priorities 1 and 4, which is expected to be published in summer 2011, indicate that ESF provision available under Priority 1 and 4 is widely seen as effectively complementing mainstream provision in several ways. These included:

- the additional volume of support that could be commissioned to complement mainstream programmes;
- the ability of ESF to engage certain groups drawn from the unemployed and economically inactive population;
- the range, variety and tailored nature of support able to be commissioned and offered; and,
- the different nature of the support able to be offered through ESF relative to mainstream provision.

160. Overall ESF was seen as offering significant added value across the Priority 1 and Priority 4 provision examined. A key aspect of this related to the way in which ESF is widely seen as unique and effective in its ability to engage disadvantaged groups, and offer tailored provision to meet the varied needs of individuals within those groups.

161. Key elements in the added value of ESF were seen as the voluntary nature of provision, the customer groups it targeted, the intensity and tailoring of the provision and support involved, and the flexibility of the types of activities and support that could be funded under ESF. All of these elements were perceived as setting ESF apart from mainstream provision and contributing to the degree of added value it offered.

162. From 2011, ESF will be used to support an additional customer group within the Work Programme. This will be economically inactive people on incapacity benefit and income support who would not otherwise be eligible for the Work Programme. In addition, ESF will also be used to help tackle worklessness in families with multiple problems.

163. In Priorities 2 and 5, ESF has extended the coverage of provision for up-skilling the employed. ESF activities are integrated with employer responsive provision, including support for Apprenticeships and other work based learning. For example: supporting learners currently not eligible mainstream programmes; and

providing additional support, such as coaching and mentoring, for new employees, returning workers and disadvantaged employees.

164. In Cornwall, a dedicated Higher Skills investment (including HE interventions) supports the delivery of Level 4+ qualifications and modules, Learning and Management and business growth skills which complements ERDF activity in line with the Convergence ESF framework.

165. The evaluation of ESF support for in work training, which was conducted in 2009-2010 confirmed that ESF was adding value to national provision.¹² The evaluation found that the main contribution ESF made to the projects was through:

- **Enhancing provision** – most providers used ESF to develop their provision either to make it more relevant to their target market or to enhance other provision, such as Train to Gain. This included:
 - adding specific units on to NVQ provision to make it more employer relevant and attractive to employers;
 - funding additional equipment to enhance the learning experience;
 - funding ‘hook’ programmes to entice learners into longer provision;
 - adding vocational provision on to Skills for Life provision; and
 - embedding ESOL provision in vocational provision.
- **Supporting learners and employers to invest in training** – many providers said that without ESF support hard to reach employers and learners would not have been able to take up the provision. This included:
 - provision to redundant workers;
 - delivery in rural areas;
 - hard to reach learner groups, e.g. migrant workers; and
 - hard to reach employer groups, e.g. third sector organisations.
- **Improving the flexibility of provision** – increased flexibility is often a successful way of engaging with hard to reach employers and learners by addressing some of the barriers they face, such as time off for learning. This has enabled providers to: be less prescriptive about the type of learning people do (including non-accredited provision); deliver close to groups of learners, or one-to-one provision for those in rural areas; and bring in new providers to deliver to different groups of employers and learners:

¹² Department for Work and Pensions, Research Report 666, European Social Fund - Support for In-Work Training, July 2010.

166. Providers also identified: the ability to develop wider and more diverse partnerships; enhance Train to Gain provision by delivering to non-eligible groups; capacity building for the provider; increased awareness of their provision; improved links with Jobcentre Plus; and increased the coverage of the provision from a local to a sub regional or regional area.

167. Just under half of providers surveyed said that their provision would have continued without ESF funding, but on a much smaller scale, while some providers said that their provision was an enhancement to Train to Gain so the mainstream element would continue but not the enhancements. Other providers would have delivered the provision at full cost, which would have meant a big reduction in take-up, but they would have not been able to deliver to the same sorts of employers and learners (e.g. small to medium-sized enterprises and the third sector), and they would have not been able to deliver specialist provision such as ESOL and Skills for Life. Others would have continued but on a much reduced geographical area.

168. The evaluation of ESF gender equality and equal opportunities within ESF, which was also conducted in 2009-2010, identified a number of ways in which ESF was adding value to mainstream provision by promoting access and diversity.¹³ These included:

- 'active' outreach to participant groups, and building links with community and voluntary sector organisations within local networks, which have specialist knowledge of the needs of different groups;
- flexibility in terms of service – providers could make appropriate and timely changes in service offers, in response to individual participant needs;
- flexibility in the delivery of ESF-funded provision – flexibility in timings, location and structure of training being tailored to meet diverse participant needs and circumstances;
- 'active' employer engagement, by which providers built sustainable relationships with employers, challenged negative employer perceptions of different participant groups, or provided guidance and support around necessary adjustments.

¹³ Department for Work and Pensions, Research Report 667 *Evaluation of Gender Equality and Equal Opportunities within the European Social Fund*, July 2010

Innovation

169. ESF is also adding value by supporting innovative provision. A dedicated innovation strand of 32 projects backed by £23 million ESF is developing and testing new ways of extending employment opportunity and raising workforce skills. The strand focuses on six themes: active inclusion, demographic change, engaging with employers, ICT and the digital divide, skills for climate change and sustainable development, and social enterprise. The Managing Authority has set up innovation networks for each theme to enable projects to share results and to disseminate them to policy makers. Further information on the innovative projects is set out in the sections on the innovation, transnationality and mainstreaming sub-committee and Priorities 1, 2, 4 and 5. In addition, many Co-financing providers are delivering their ESF funding in innovative ways to meet the needs of their target groups.

170. All DWP CFO ESF provision is locally driven to reflect local needs and to support those individuals who face the greatest barriers and require specialised support. Some of the new and innovative provision that ESF money has funded are:

171. West Midlands - Providers have found the barriers grant invaluable in supporting customers. The grant is used to assist customers in getting work by buying a bicycle, paying for MOTs or car insurance or helping with the transition from unemployment to work.

172. East of England - The Flexible Routeway provision in South Oxhey, Watford, is based in a Church administered community centre. Participants work in small groups with access to computer facilities. Two tutors conduct training sessions and are always on hand to answer questions and address concerns where necessary.

173. London – A City & East London programme provides support to customers with ESOL needs. The provision provides citizenship training and strongly focuses on improving written and spoken English to enable participants to successfully obtain employment. The Provider held a number of celebratory events where participants were presented with their ESOL certificates by local MPs/VIPs to heighten their sense of achievement.

174. North West - Community Direct (CD), delivered by Working Links, Merseyside, works in partnership with public/private organisations, voluntary groups and charities, enhancing existing services, filling gaps, providing community cohesion and engaging with a wider demographic audience. Projects include; Cookery courses, 12 months paid employment for unemployed ex substance abuse users with bespoke

training and support package, scooters on rent to buy basis to unemployed individuals securing employment opportunities.

175. South East - Fitness module 'Fit 4 Work' has been followed up with a module on nutrition and use of personal trainers working with customers with substantial weight issues. This has greatly improved motivation and intention to improve lifestyles. Modules have been devised to tackle the issues faced in the first 3 months in a new job and the use of competitive job search called Speed Leads, motivating and incentivising customers in their job search

176. South West - Plymouth Works Plus delivered by A4E, works with faith groups, parental support groups and ethnic minority groups encouraging an inclusive approach. Through Torbay Plus, Working Links have undertaken engagement activities using food, cookery, music, art and craft, environmental and family activities and outings to encourage participation.

177. East Midlands - The regional "Helping Hands" project is aimed at distinct disadvantaged client groups in each District. This is an initiative that uses an advocacy approach to signpost and support customers through all barriers to employment and mentors them through the minefield of existing provision.

178. Cornwall and Isles of Scilly – Xtravert is a programme that gives young people employability skills and trains them to become carpenters through building top quality skate ramps. The Cornwall School for Social Entrepreneurs delivers an innovative programme of personal development and business start-up support through a unique combination of expert witness sessions, action learning sets, project visits and mentors alongside more traditional business start up training.

179. North East - Added value is ensured by liaison and close co-operation with other Co-financing Organisations (Skills Funding Agency and NOMS) and other key partners, increasing the numbers being trained, providing more intensive support to people alongside their engagement in mainstream programmes, targeting people who do not otherwise participate in existing provision, supporting people after they enter a job, assisting job retention.

180. Yorkshire and the Humber – The Think Positive programme supports Jobseekers with mental health conditions and/or learning difficulties. Named mentors, with tutors and work coaches ensure customer goals are identified and customers are equipped with the skills and confidence to reach them. Specialist staff

work together, providing education, information and support for specific health conditions, helping customers find resources needed to make positive changes and promote self-reliance.

181. The evaluation of ESF support for in work training confirmed that ESF was developing innovative provision.¹⁴ It found that ESF has allowed a number of projects to try out new models of, and approaches to, delivery which otherwise would not have been funded. These included:

- developing sector-wide provision;
- developing new materials and blended learning approaches to accommodate different learning styles;
- approaches to addressing hard to reach learners by the use of union and non union learning advocates; and
- transnational learning.

Process

182. Process effects are smaller than the other elements of added value. This is mainly because there are already well established employment and training systems in England. However, there is some evidence of positive process effects. For example, within the DWP CFO, new processes to integrate sustainable development within procurement and contract management were developed, and have also been mainstreamed within domestic employment provision.

Contribution to Economic Recovery

183. The flexible nature of the England ESF programme has enabled it to adapt to the changing economic climate and expand support for people affected by the downturn. When the programme was agreed in 2007, the indicative activities included early interventions to help people at risk of redundancy to adapt their qualifications and skills, and training for workers who have been made redundant.

184. Many of the projects that started during 2008 have therefore been able to help tackle the increase in the number of people who are facing redundancy or have been made unemployed. Jobcentre Plus was able to refer Jobseeker's Allowance customers needing extra help to existing DWP ESF contracts.

¹⁴ Department for Work and Pensions, Research Report 666, European Social Fund - Support for In-Work Training, July 2010.

185. To enhance the support that was already available through national programmes and ESF, an additional £158 million of ESF funding (from the £179 million which had become available as a result of the rise in the value of the euro) was allocated to help people facing redundancy or already looking for work.

Department for Work and Pensions

186. During 2009, £79 million additional ESF funding was made available to the DWP CFO from revaluation. Ministers decided that this additional funding, in response to the economic downturn, would be used to support Jobseeker's Allowance (JSA) customers from six months of unemployment, and day one of their claim to JSA for individuals facing significant barriers to employment. Those who can be helped from day one, at advisers' discretion, include; ex-offenders, refugees, homeless people, people with drug and alcohol problems, people leaving residential care, lone parents and disabled people.

187. To meet this demand, five existing ESF contracts were identified that already allowed access to JSA customers and that could be varied to increase the number of starts and jobs for JSA customers. Just over £6 million of the additional funding was used to increase JSA customer participation on these contracts. The additional funding was planned to support 3,378 additional starts, and 1,460 additional job outcomes.

188. In the areas where existing provision did not allow access for JSA customers and where it was not possible to increase the numbers of start and jobs on to existing contracts, a further £39.5 million of the additional funding was used to buy new provision. As a result, 11 new contracts went live in December 2009. These new contracts were planned to support 38,494 additional starts, and 13,272 additional job outcomes. The remainder of the funding has been carried forward to the second half of the programme. 2010 has seen these contracts continue to support newly redundant and other new JSA customers from the target group, in moving them closer to and in to employment.

Learning and Skills Council/Skills Funding Agency

189. The LSC made approximately £50m through the European Social Fund (ESF) and £50m through Train to Gain to boost skills interventions for individuals under notice of redundancy, those made recently redundant, and those that are unemployed and further from the labour market, but could be made ready for work with this skills development support package. The funding for this activity was offered holistically, with the Train to Gain and ESF elements of the package forming a

seamless single offer, supporting the Train to Gain core offer. This activity was offered continued support following the transfer to the Skills Funding Agency in April 2010.

190. This offer ensured that capacity was in place to enable providers to respond to redundancies and the employment implications of the economic climate, and to fill gaps in mainstream Agency funding for individuals under notice of redundancy or who have been made redundant. The R2R support package for employers and employees provides short job-focussed skills development and has supported over 131,000 learners since its inception.

191. In addition, the Skills Funding Agency has invested £26 million ESF in a £78.4 million 'NextStep' contract to enable additional capacity to be purchased to respond to the downturn. NextStep offers free and impartial careers and skills advice to adults.

Case Study

In March 2010 Eastleigh College started working with the Ford Motor company, based in Southampton, to provide a series of training sessions offering advice, guidance and retraining to workers affected by changes in employment. As a result of this success Eastleigh College has become the leader of a new partnership group, set up to provide employer's across the South with bespoke 'Response to Redundancy' programmes.

Funded through the European Social Fund (ESF), programmes have been designed to help both employers and employees tackle issues of redundancy by offering a range of relevant advice, guidance and training sessions to staff. With the aim of preparing those facing the prospect of redundancy to re-enter employment, the programme should enable individuals to continue making a positive contribution to the local labour market.

Mathew Phelps, Head of Business Development for Eastleigh College commented: "Unfortunately, as issues of redundancy become increasingly common, it important that employers manage the process correctly and are able to offer as much help and advice as possible to those affected. Interestingly we have seen a very positive response from staff facing redundancy once they start to examine the options open to them in terms of retraining or developing their existing skills." Eastleigh College has recently begun working closely with Telsis, the producer of communication systems, to provide a response programme which focuses on key skills such as CV writing, interview techniques and job searching. Although the programme has only

recently started, several members of staff have already been successful in finding new employment as the result of these training courses.

Partnership

Programme Monitoring Committee

192. The Committee has a strategic role in monitoring the implementation of the 2007-2013 ESF programme. Membership includes representatives from regional committees in the nine English regions, together with representatives from the Convergence partnership, Government of Gibraltar, Co-financing Organisations, relevant Government Departments, social partners, third sector, Equality and Human Rights Commission, Regional Skills Partnerships, Regional Development Agencies, local authorities, further education and higher education. It is chaired by the Head of the European Social Fund Division in the DWP. The European Commission participates in the Monitoring Committee and its sub-committees in an advisory capacity.

193. Due to the government policy to make cost reductions and efficiency savings, it was decided in June 2010 (in consultation with European Commission) to reduce the number of Programme Monitoring Committee meetings to two per year. There were two meetings in 2010 (March and September) and these discussed performance and progress towards closure of the 2000-2006 and performance of the 2007-2013 ESF programmes. A range of papers were considered and approved including:

- Update on Objective 3 Final Report (MC/01-10)
- 2011-2013 ESF Programme – update (MC/03-10)
- Regional ESF Frameworks - update (MC/04-10)
- Programme Developments (MC/05-10)
- Programme gender participation report (MC/09-10)
- Annual Implementation Report 2009 (MC/10-10)
- Update on Publicity (MC/11-10)
- Presentations on evaluations: Results of First Wave of Cohort Survey; Equal Opportunities evaluation findings and Results of In-Work Training evaluation.
- Presentation on MI performance tables and their definitions.
- Presentations from regions (South East, East Midlands and Cornwall & the Isles of Scilly) and Third Sector European Network.

194. The Monitoring Committee has sub-committees in the English regions (until autumn 2010), Convergence area; Gibraltar, evaluation; gender equality and equal opportunities, sustainable development; innovation; mainstreaming and transnationality. Papers relating to the subcommittees were also considered and approved at the National Committee.

195. Following the closure of regional committees (see next section), the role of the national Programme Monitoring Committee in monitoring the performance of CFOs has been enhanced, and from 2011 each of the three main CFOs will give a progress report at each meeting. Other CFOs will be invited to PMCs to report on their progress on a rotational basis.

Regional Committees

196. During the first half of 2010 regional committees continued to monitor the performance of the programme at regional level. They also considered and endorsed CFO plans for 2011-2013. Following the closure of the Government Offices for the regions and the demise of English regions as administrative entities, regional ESF committees were closed, with the exception of London, where the Mayor has oversight of employment and skills strategy and where the London Intermediate Body remains¹⁵, and for the Cornwall Convergence Objective. The Gibraltar ESF committee also continues to operate.

197. The ESF Committee for Gibraltar mirrors the Gibraltar Programme Monitoring Committee for the ERDF programme. The role of the Committee is to oversee the implementation of the 2007-2013 England and Gibraltar ESF programme within Gibraltar. The Committee shall satisfy itself as to the effectiveness and quality of the implementation of the Gibraltar ESF framework.

198. The membership of the Gibraltar ESF Committee includes the principal regional partners i.e. Government Departments and Agencies: namely the EUPS; Department of Education & Training; Gibraltar Tourist Board; Employment Service; Environmental Agency and the Government Treasury Department. Social Partners: namely the Gibraltar Chamber of Commerce; Gibraltar Federation of Small Businesses; the Gibraltar Business Network and the Gibraltar Trades Council, and the Gibraltar Ornithological and Natural History Society. The EU Commission participates in an advisory capacity. The Committee is chaired by a person appointed by the Intermediate Authority, namely the EU Programmes Manager.

¹⁵ From July 2011 the role of Intermediate Body in London will transfer from the London Development Agency to the Greater London Authority.

199. During 2010, the ESF Committee met twice, on the 10 June and on the 4 November. At the meetings the following key ESF issues were discussed and decisions taken:

- The Terms of Reference of the Committee were established;
- Amendments to the target outputs in the framework were not being captured correctly and a review will be carried out in 2011;
- The Gibraltar ESF Communication Plan was amended; and
- The progress of the programme.

200. In the Convergence Objective, the England Programme Monitoring Committee is supported and advised on the performance and management of Convergence ESF by a joint committee which is also the PMC for the Convergence ERDF programme and a regional ESF committee. Membership includes the Managing Authority, Communities and Local Government, Cornwall Business Partnership, Cornwall Council Chief Executive, Cornwall Council Members, Cornwall and Isles of Scilly Economic Forum, Cornwall Strategic Partnership, Council of the Isles of Scilly, District Councils, Environmental Statutory Agencies, Co-financing Organisations, Regional Skills Partnership, rural economy interests, South West Regional Development Agency, Trade Unions Congress and Voluntary Sector Forum.

201. There were five meetings in 2010. The Committee considered and subsequently endorsed the CFO plans for the second half of the programme; members were provided with an overview of the linkages between ESF and ERDF to help guide future actions; provided with regular updates on the Higher Education and Skills strand of the programme; regional and national Convergence winners of the 2010 ESF cross cutting theme awards presented their projects to the Committee.

Evaluation sub-committee

202. The aim of the ESF evaluation sub committee is to consider the programme's evaluation strategy and to discuss the findings from ESF evaluation projects. The ESF evaluation sub committee met twice in 2010.

203. The ESF evaluation sub-committee meeting held on 18 February 2010 focused on updates and findings from a number of evaluations. The National Centre for Social Research presented the findings from Wave1 of the ESF Cohort Survey and gave a separate presentation on the findings from the evaluation of gender equality and equal opportunities mainstreaming in the ESF programme. INSITE gave

a presentation on the findings from the evaluation of publicity in ESF. The representative from DWP 's Provision Performance Division gave an update on the evaluation of the DWP commissioning strategy for Flexible New Deal. The Skills Funding Agency representative outlined a number of regional evaluations that were planned for Yorkshire and the Humber and the West Midlands.

204. The ESF evaluation sub committee meeting held on 14 October 2010 focused on the results of Wave 2 of the ESF Cohort Survey. These results were presented by the ESF Evaluation Team since the contractor was unable to attend the meeting. The ESF Evaluation Team also gave a presentation outlining proposals for Wave 3 of the ESF Cohort Survey. GHK gave an update on their evaluation of sustainable development mainstreaming and green jobs in ESF. The ESF Evaluation Team gave a presentation on the planned qualitative evaluation of Priority 1 and Priority 4 provision and also presented the outline structure of the ESF evaluation synthesis report which is due to be completed in 2011.

Gender equality and equal opportunities sub-committee

205. There is a dual approach to mainstreaming the gender equality and equal opportunities cross-cutting theme. Mainstreaming is implemented:

- 'horizontally' by integrating gender equality and equality opportunities across all aspects of the implementation of the programme including planning, procurement, contract management, project delivery, monitoring and evaluation; and
- 'vertically' by supporting specialist or 'niche' provision targeted on specific groups – examples of which are described under Priorities 1, 2, 4 and 5 in this report.

206. The gender equality and equal opportunities sub-committee advises the Managing Authority on the preparation and delivery of the national gender equality and equal opportunities mainstreaming plan strategy, and considers progress towards meeting the aims and objectives of the mainstreaming plan as well as the programme's equality targets.

207. The sub committee met on 25 May. The consultants commissioned to conduct the national evaluation of gender equality and equal opportunities mainstreaming in ESF gave a presentation to the sub committee on the evaluation's findings and recommendations. The evaluation confirmed that equal opportunities were generally well integrated onto the ESF programme. However, the final report / presentation also highlighted a number of areas which needed to be addressed for example:

- the need for further clarification of roles and responsibilities regarding equality mainstreaming for CFO contract managers and monitoring officers as well as the significance of the equality targets set for the programme; and
- targeting further training to support mainstreaming work.

208. The sub committee meeting discussed the Managing Authority's proposal for a series of regional and national ESF gender equality and equal opportunities mainstreaming awards. These awards were subsequently launched in June 2010. Two national winners were selected from the 11 regional winners and a presentation ceremony was held at the national ESF mid-programme conference in November. A number of sub committee members were involved in scoring and assessing the national awards.

209. The ESF Evaluation Team gave a presentation on the progress being made to towards the programme's equality targets – which highlighted the shortfall in the female participation rates (13 percentage points below target).

210. The sub committee discussed the Managing Authority's outline proposals for an update to the equality impact assessment (EIA) which is due to be published in 2011. EIAs are a requirement under UK domestic legislation and work on the update assessment was delayed due to new equality guidance being issued on the new public sector equality duty in early 2011. This duty became law from April 2011.

211. The Managing Authority gave a short presentation on the on-line equality network that was developed and put on the ESF-works website and which was aimed at helping share ideas and good practice for the benefit of CFO and Managing Authority staff. This network will be reviewed during 2011.

212. The sub committee was consulted, via written procedure, on the annual national mainstreaming progress report for gender equality and equal opportunities mainstreaming. This report was revised following comments for the European Commission and has been published on the ESF website.

Sustainable development sub-committee

213. The ESF programme mainstreams sustainable development in two different ways:

- 'horizontally' in the planning, delivery, monitoring and evaluation of the programme – including through the requirement for all providers to develop

sustainable development policies and implementation plans which show how they take the environment into account in the delivery of their activities; and

- 'vertically' by supporting a number of specialist environmental and sustainable development projects which promote jobs and skills, examples of which are provided in the priority sections. These include specialist projects within the Skills for Climate Change and Sustainable Development innovative theme.

214. The sustainable development sub-committee aims to advise the Managing Authority on the development and implementation of the national ESF sustainable development strategy, and oversee its progress. The sustainable development sub committee met in December 2010.

215. The Managing Authority gave a presentation on the annual national mainstreaming progress report, highlighting the main areas of progress that had been made during 2010, which included the considerable improvement in the number of Skills Funding Agency providers using sustainable development policy and plans as well as the inclusion of a contractual requirement for such providers in the second half of the programme period.

216. The consultants commissioned to deliver the national evaluation of sustainable development mainstreaming in ESF gave an overview of the evaluation that would be completed in 2011.

217. The Innovation, Transnationality and Mainstreaming (ITM) Unit updated the sub committee on the skills for climate change projects that were being funded under the ITM strand of ESF. The Managing Authority encouraged CFO partners to help disseminate good practice identified by the projects to providers involved in ESF. A presentation was given by one of the skills for climate change projects, Groundwork West Midlands.

218. The National Offenders Management Service (NOMS) CFO gave a presentation to the sub committee on its new ESF Technical Assistance project. NOMS CFO explained that £200,000 of CFO funding has been allocated to five projects which aim to ensure offenders, either in prison or on Community Payback, are trained with marketable skills while being involved in projects which support the sustainable development ethos, including environmental sustainable development. The NOMS CFO explained that it will also create a database of sustainable development related activities that can be promoted within the national prison service to help up-skill offenders.

Innovation, transnationality and mainstreaming (ITM) sub-committee

219. The programme is supporting a small range of strategic, regional projects to develop and deliver new ways of extending employment opportunity and raising workforce skills. In the context of ESF, innovation can include new approaches, tools, methods and service provision to extend employment and raise skills. It can also mean adapting and applying existing approaches, tools, methods and services to new regions, sectors or target groups. Innovative activities will have a transnational dimension and must mainstream to inform policy development and delivery.

220. The Managing Authority is advised on the ITM strand of the programme by a sub-committee which includes representatives from Government departments, Regional Development Agencies, social partners, local authorities, third sector and Co-financing Organisations.

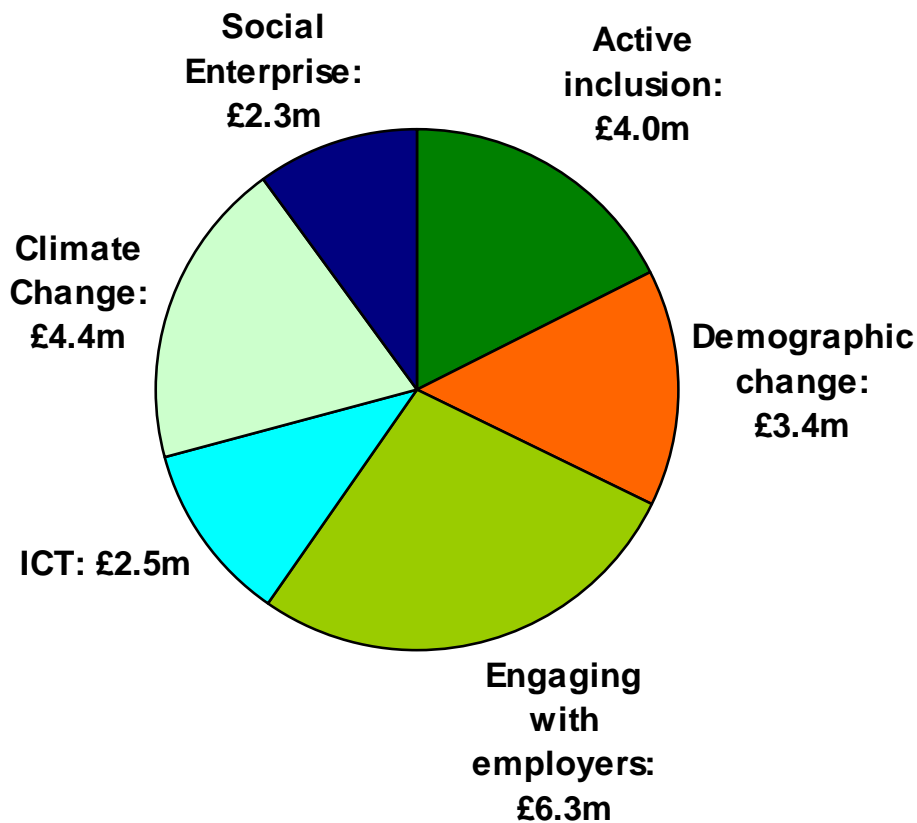
221. The sub-committee agreed in 2008 on six themes for the innovation projects:

- **Active Inclusion including:**
 - inclusive labour market interventions;
 - joining-up labour market interventions with other services to address barriers to work ;
 - worklessness and health.
- Engaging with Employers including:
 - working with employers to improve the employability and skills of ESF target groups, and;
 - working with employers to address skills needs in the workforce.
- ICT and the Digital Divide including:
 - improving access to ICT skills;
 - widening access to ICT to increase labour market participation;
 - supporting ICT skills development, and;
 - understanding employers' needs and upskilling the workforce in SMEs.
- **Meeting New Challenges: Demographic Change (Older Workers and Migration) including:**
 - age management and older workers;
 - improving access to care for elderly dependants of older workers;
 - migration and integration, and;
 - helping migrant workers and employers adapt to the labour market.

- **Meeting New Challenges - Skills for Climate Change and Sustainable Development including:**
 - climate change and sustainable development;
 - training in environmental and eco-friendly technologies;
 - responding to the skills challenges of new processes in renewable energy;
 - developing initiatives to address climate change and the environmental agenda, and;
 - skills development for areas such as sustainable procurement and supply chains.
- **Social Enterprise including:**
 - increasing employment opportunities for disadvantaged groups;
 - developing leadership and management skills;
 - training in new approaches to business growth e.g. social franchising, and;
 - promoting and fostering careers in social enterprise

222. There were two meetings of the sub committee in 2010: to discuss and agree the development of the ITM strand and the thematic networks; to receive progress reports on Article 13 monitoring conducted by the ITM unit at Birmingham City Council; to receive an update on transnationality and to receive an update on the development of the ESF Works website. The sub-committee also heard presentations from several projects in the Innovation strand.

Figure 3: Allocations of ESF innovation funding by theme



223. Transnationality is an essential and important aspect of all ITM projects and there are considerable expectations regarding the potential added value such cooperation will bring to individual projects, the national Thematic Networks and the English ESF programme generally. All ITM projects must have a transnational dimension and must include at least one partner from another EU Member State. The 32 ITM projects have a total of 69 transnational partners spanning 20 other Member States. The Project Information Tool which has been prepared by the ITM Unit and published on the ESF Works website provides details of all the transnational partners.

224. At the end of 2010, 32 projects had undertaken some transnational activity and 25 had plans in place. Transnational activities include:

- testing and piloting new methods;
- joint working on new products;
- conferences and events
- work shadowing;
- joint research projects; and
- study visits.

225. The Managing Authority, ITM Unit and partners are involved in a number of EU learning networks to exchange information and effective practice, including: ethnic minorities and migrants (with the Equality and Human Rights Commission and Trades Union Congress); social enterprise (with the Cabinet Office Social Enterprise Unit); age management (with The Age and Employment Network); ex-offenders (with the Ministry of Justice); and transnationality (ITM Unit).

226. The second round of Thematic Network meetings for each Theme for Innovation took place between June and October 2010. These meetings provided ITM projects with the opportunity to share their plans with other projects in their theme and engage with relevant policy makers. The networks will facilitate cross-regional and cross-thematic working, enable the sharing of good practice as well as provide real mainstreaming opportunities via the formative input provided by the policy makers.

227. The second round of meetings generated a number of meaningful exchanges and some positive mainstreaming opportunities have been identified. The 2010 Thematic Network Report is now downloadable at :<http://www.esf-works.com/resources/news/104-itm-thematic-networks-2010>

228. Details of innovation projects in each region are set out under Priorities 1, 2, 4 and 5.

ESF Regulation Article 10 Information

Gender Mainstreaming

229. The programme's approach to gender mainstreaming is integrated into the gender equality and equal opportunities mainstreaming plan, which is described in the section on the equal opportunities sub-committee. Gender issues are integrated horizontally into the planning, implementation, monitoring and evaluation of ESF activities. The programme also supports specific provision to improve the participation of women and to reduce gender segregation in sectors and occupations where men or women are under-represented. There are also projects targeting lone parents and people whose caring responsibilities are a barrier to work – many of whom of women. Examples of gender specific activities are given in the priority sections of this report.

230. Overall female participation is 37%, which is 13 percentage points below the programme level target of 51%. This issue was discussed at the PMC meeting in

September 2010 and the Commission expressed its concern about the low level of female participation. The Managing Authority does not plan to launch an evaluation in line with Article 48(3) of the General Structural Funds Regulation to analyse the reasons. However, the Managing Authority commissioned the ESF Evaluation Team to produce a report for the Programme Monitoring Committee in September 2010 examining why female participation is below the target level. This issue was discussed at the September PMC meeting and the Commission position at the meeting which was communicated to the MA as well as by letter on 25 November 2011. The Evaluation Team set out two main reasons:

- The target of 51% for female participation, which was set in 2007, before the economic crisis, was ambitious given that the programme aimed to help a high proportion of unemployed and economically inactive people, of whom a disproportionately high percentage are male;
- The programme has flexed to accommodate higher than anticipated numbers of unemployed, who are disproportionately male, thereby reducing female participation in percentage terms below the programme's 51% percentage target. This is because, in Priority 1 and Priority 4, high numbers of referrals come from Jobcentre Plus Jobseeker's Allowance claims which have continued to split in similar male/female proportions as before the programme started.

231. In order to try to increase the female participation rate during the second half of the programme a number of measures are to be implemented:

- The Managing Authority will undertake an update to the equality impact assessment (EIA) during 2011 which will include a focus on female participation and will explore good practice.
- The DWP re-alignment of ESF provision in Priority 1 for the second half of the ESF programme should help to add value to the new Work Programme. And may also help to increase the female participation rate in Priority 1 through targeting disadvantaged lone parents.
- In December 2010, the Skills Funding Agency launched a tender for action research into unemployed female participation in ESF. The research aims to identify, catalyse and disseminate a core of good practice in successfully engaging unemployed women in ESF programmes.
- The Managing Authority will pilot an interactive on-line network for ESF providers / projects which will offer them the opportunity to share good practice in actively promoting gender equality and equal opportunities. If it is successful, and if there is sufficient demand for it to be worthwhile, the pilot will be extended to all providers interested.
- The Managing Authority will update the gender equality good practice guide that was prepared at the beginning of the programme.

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- The annual ESF Mainstreaming Leader Awards for 2011 will have a special dedicated 'gender equality' award to help raise the profile of gender equality.
- The Managing Authority will continue to monitor female participation during the second half of the programme to check that progress is being made in improving performance against the targets.
- The Managing Authority will consider holding a gender equality workshop during the second half of 2011 to review progress by asking CFOs to report back on the efforts they have been making to achieve the female participation targets and share good practice.

Migrants

232. Migrants are not one of the key target groups of the programme. However, there are some projects that are helping to integrate migrants into the labour market. Examples are given in the priority sections. The number of migrants in the programme has been estimated from the Wave 1 Cohort Survey (see tables under each Priority).

Minorities

233. People from ethnic minorities are a key target group for the programme. In 2010, the participation rate for participants were from ethnic minorities was 19%. As part of the equal opportunities mainstreaming plan, all projects must take account of the needs of people from ethnic minorities in their delivery.

234. There is a particular focus on ethnic minorities in Priority 1 as their employment rate is significantly below the population as a whole. The programme aims to help more ethnic minority people to enter and remain in sustainable employment and to develop their skills and qualifications, and thereby promote their social inclusion. Specific examples of provision targeted on ethnic minorities are given under Priority 1 and other priorities where relevant.

Other disadvantaged groups and disabled people

235. Other disadvantaged groups, including disabled peoples are also targeted by the programme, particularly in Priorities 1 and 4. Disability is a key issue in the equal opportunities mainstreaming strategy and all projects are required to ensure they are accessible by disabled people. In 2010, 19% of participants had disabilities, which

includes people with learning difficulties. There are projects in all regions targeting disabled people and examples are given in the priority sections.

236. The programme is also targeting people who face other barriers to entering or retaining employment such as: older workers; young people not in education, employment or training; the low skilled; those living in deprived areas; ex-offenders; people with substance and alcohol problems; and the homeless. There is also support for people with multiple disadvantages who face the greatest barriers. Examples of support to some of these other disadvantaged groups are given under Priorities 1 and 4.

2.2 Information about compliance with Community law

237. There were no significant problems relating to compliance with Community law.

2.3 Significant problems encountered and measures taken to overcome them

238. There were no significant problems encountered in implementing the Operational Programme, including the activities in Article 10 of the ESF Regulation.

2.4 Changes in the context of the operational programme implementation

239. The financial crisis and the ensuing global economic downturn began to impact on the English economy and labour market in 2008. After a strong period of economic growth since 1993 the UK economy contracted by 0.6 per cent in the third quarter of 2008 and by 1.5 per cent in the fourth quarter. The economy grew by 1.5% over the period Q4 2009 – Q4 2010. The ILO unemployment rate for England was 7.8% in Q4 2010, 1.6 percentage points lower than in 1997.

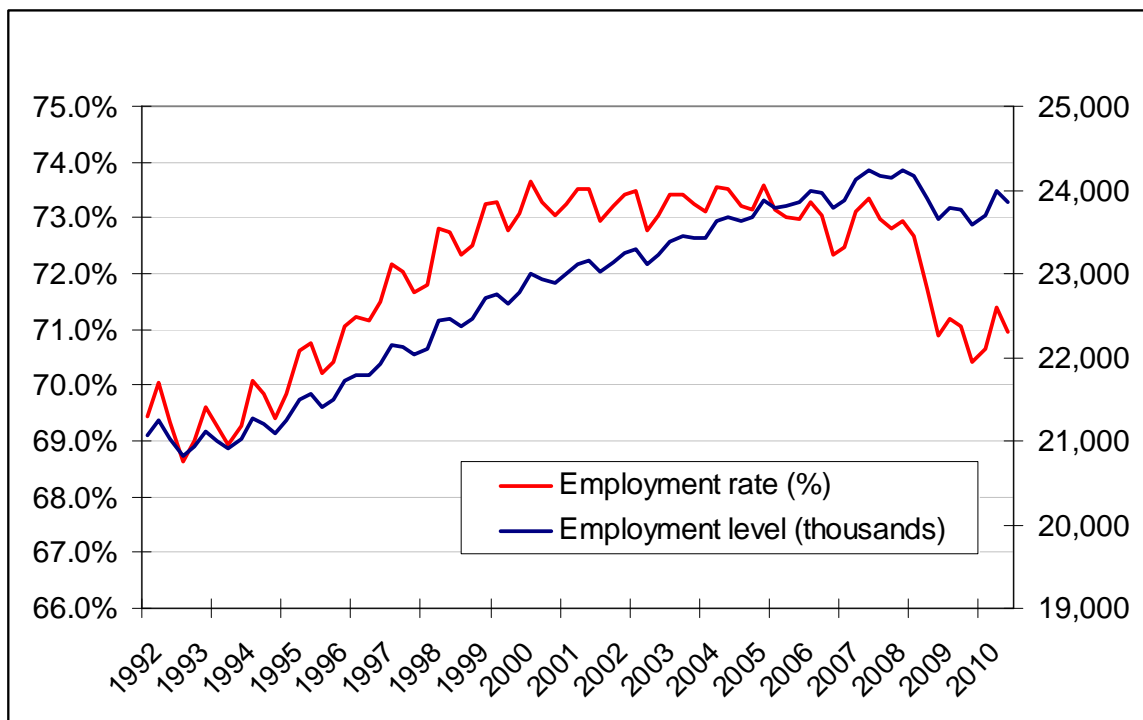
240. At Q4 2010 (the October 2010 to December 2010 quarter), there were 23.9 million people of working age in employment in England. This represents 71.0% of the working age population. Working age employment increased by 88,000 between Q4 2009 and Q4 2010. According to the Eurostat definition¹⁶, the employment rate for the UK was 69.9 % in 2009 (latest data available), a decrease since 2000 of 1.3 percentage points.

241. Employment rates vary considerably by age. Those aged 25-49 are the most likely to be in work, with 80.4% employed in October-December 2010. This compares to an employment rate of 65.4% amongst those aged 50 to the state pension age (SPA) and 58.4% amongst those aged 18-24 years old.

242. Between Q4 2009 and Q4 2010, employment rates for the working age population increased in the North West, the East, London and the South West and decreased elsewhere.

¹⁶ Eurostat figures differ from national figures, because Eurostat use different age brackets to calculate levels of employment. Eurostat use the age bracket 15-64 years. UK national statistics define working age as 16-64. Eurostat uses the age bracket 15-64 years for men and women

Figure 4: Employment levels and rates in England



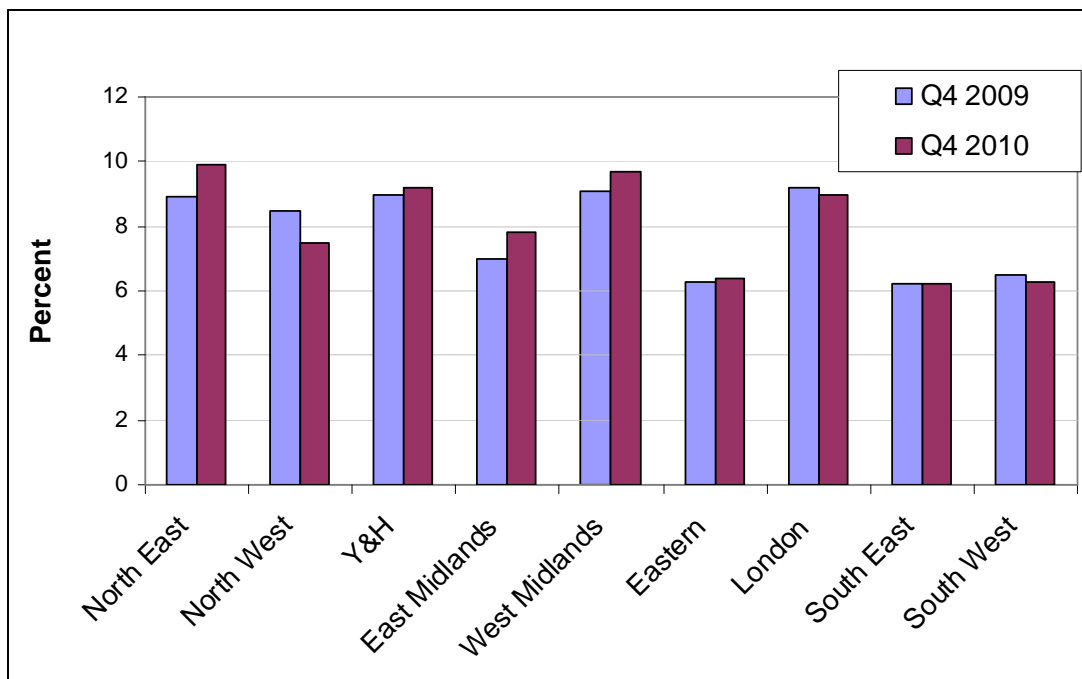
Source: Labour Force Survey, seasonally adjusted

243. Regions differ significantly in their employment rates. The North East has the lowest employment rate at 65.9%, the South East the highest with 75.2%. However, as there tends to be much greater local variation in employment rates, differences are much larger within than between regions.

244. The ILO unemployment rate was constant over the year to Q4 2010 at 7.8%. Unemployment levels went up by 15,000 to 2.0 million people. England still has a low unemployment rate by international standards. The unemployment rate in England is below the OECD average and at the same level as the G7 average. Unemployment also varies by age. In October to December 2010, 17.4% of economically active 18-24 year olds were ILO unemployed, compared to 6.1% of 25-49 year olds and 4.7% of those aged 50-SPA.

245. ILO unemployment rates have fallen in the North West, London and the South West regions, with the North West seeing the largest fall of 1.0 percentage point since Q4 2009. The biggest increase was 1.0 percentage points in the North East between Q4 2009 and Q4 2010.

Figure 5: Regional unemployment rates working age, Q4 2009 and 2010



246. Although it tends to react more slowly to economic changes than the rest of England, the Convergence area of Cornwall and the Isles of Scilly has also been seriously affected by the downturn. The unemployment rate in Cornwall stood at 8.1% in Q4 2010, an increase of 3.6 percentage points since Q4 2009, which was bigger than the increase in the rest of the South West of England as a whole.

Change of Government

247. The general election in May 2010 resulted in a hung parliament, with no party emerging with an overall majority in the House of Commons, for the first time since 1974. As a result, the first and third parties in terms of votes and seats, the Conservatives and Liberal Democrats respectively, entered into negotiations with the aim of forming a full coalition. An initial agreement was published on 12 May 2010 (dated 11 May), detailing what had been agreed in the various policy areas, in order for a coalition government to be able to be formed, with a final agreement published on 20 May 2010.

248. Under the Coalition Agreement the Government announced that all welfare to work programmes such as the New Deal and Pathways would be discontinued and a single new programme called the Work Programme was to be introduced. Work Programme contracts will be in place from summer 2011. The majority of people claiming benefits will be eligible for either mandatory or voluntary participation at some stage in their claim. Providers will have flexibility to design the support they provide to participants.

249. ESF will be used to support an additional customer group within the Work Programme. This will be economically inactive people on incapacity benefit (people who cannot work because of illness or disability) and income support (e.g. lone parents, those with caring responsibilities, existing sick or disabled people) who would not otherwise be eligible for the Work Programme. People on incapacity benefit and income support will join ESF funded Work Programme provision on a voluntary basis - they will not be mandated. This will represent about 25% of DWP ESF Co-financing in 2011-2013.

250. ESF will also be used to help workless families (outside the Work Programme). The details of this are currently being worked out. There will be a separate tendering exercise in 2011 after Work Programme bidding has closed. This will represent about 75% of DWP ESF Co-financing in 2011-2013.

251. In November 2010, the Department for Business Innovation and Skills launched two publications – ‘Skills for Sustainable Growth’ and ‘Investing in Skills for Sustainable Growth’. Together these papers outlined the future funding and policy direction of further education, updating the previous government’s skills strategy.

252. A range of measures relating to funding entitlements were introduced which will place a greater emphasis on employer/learner co-investment:

- First full qualifications in Basic Skills, Level 2 and Level 3 will continue to be fully funded for all 19-24 year olds;
- Those aged 24+ will only be fully funded for Basic Skills qualifications (with exceptions for those on employment-related benefits);
- Level 2 Adult Apprenticeships will continue to be co-funded by 50%;
- Level 2 work-based learning for those aged 24+ will be 50% co-funded for SMEs (those with less than 250 staff), with a particular emphasis on leadership and management;
- From 2013/14, government-backed loans will be available for learners aged 24+ to undertake Level 3 and 4 qualifications. Training will be free at the point of access with repayments on an income-contingent basis of £21,000. These loans will be available for training both inside and outside the workplace and will cover apprenticeships;
- An additional 75,000 Adult Apprenticeships will be available by 2014/15.

253. ESF will add value to the skills strategy by providing additional learning and skills provision, in particular focusing support on those with disadvantages and barriers. It will continue to provide a “response to redundancy” programme and support for the unemployed, as well as activity supporting Apprenticeships and other

workplace learning. In line with the Skills for Sustainable Growth strategy, ESF-funded provision will be expected to respond to local need and demand as required.

254. The Skills Funding Agency Co-financing plans have been agreed for allocations covering 2011-2013, and which allow delivery of provision to July 2015. The Agency will use ESF in 2011-2015 to provide skills training for both unemployed and employed people. There will be a particular focus on disadvantaged groups: those not in education, employment or training; and those who lack basic skills and qualifications. There will be a focus on those who need to upskill to improve their career prospects meeting employer skills needs (including “green” jobs in a low-carbon economy).

255. Within the new Skills for Sustainable Growth strategy there are no centrally set target sectors for Apprenticeships. Instead providers will need to meet local employers’ needs. Providers will liaise with local bodies (such Local Enterprise Partnerships and other employer-led boards) to align their provision with demand. This will make ESF-funded Apprenticeships responsive to local labour market needs.

2.5 Substantial modification under Article 57 of Regulation (EC) No 1083/2006 (if relevant)

256. There were no modifications under Article 57. Article 57 requires the Member State or Managing Authority to recover funding from operations which have undergone a substantial modification within five years of their completion (or three years in certain cases). These include substantial modifications that affect the project's nature or implementation conditions or give a firm or public body an undue advantage; or that result from either a change in the nature of ownership of an item of infrastructure or the cessation of productive activity.

2.6 Complementarity with other instruments

257. Arrangements were implemented to ensure complementarity with the European Regional Development Fund (ERDF) and other instruments. However the programmes have different objectives and so there are often no systematic or direct linkages. Where there are linkages, these are best identified and exploited at regional and local level. Regional ESF frameworks identify how ESF employment and skills activities can complement ERDF activity.

258. As stated in the Operational Programme, the Managing Authority does not envisage the use of the cross-financing mechanism with ERDF, and a need to use the mechanism did not arise in 2010. However, the North East ERDF programme did decide to make use of the cross-financing mechanism in 2010.

259. The Operational Programme set out the demarcation criteria with the European Agricultural Fund for Rural Development and the European Fisheries Fund. ESF is able to support basic skills and generic training for individuals employed in agricultural and fisheries where there is a demand of this as in the South West. No problems were encountered applying these criteria.

260. There were no plans to use European Investment Bank or European Investment Fund initiatives such as JEREMIE and JESSICA. Examples of complementarity at regional level are provided below.

261. There have been no problems of double funding with the European Integration Fund (EIF). Projects supported by ESF cannot also receive support from the EIF. The UK Border Agency ensures that projects supported under the EIF provide supporting actions for entry into employment but do not offer mainstream employment advice or vocational training. There is therefore complementarity with actions supported by the ESF but no overlap. Furthermore, while migrants are not a key target group for ESF and the programme does not put particular emphasis on newly-arrived migrants, the EIF is only used to co-finance actions supporting migrants who have been in the UK for less than ten years.

Convergence Objective

262. ESF Convergence has worked hard to link to the ERDF programme in Cornwall and the Isles of Scilly. This has been achieved through joint PMC and sub-groups; ERDF Commissioning and project to project linkages. Convergence activity within the Combined Universities in Cornwall (CUC) has been carried out in collaboration with ERDF projects. This has resulted in outcomes which have enhanced the original requirements of the ESF programme as well as the ERDF programme.

263. The CUC Partnership support team is supporting the strategic management of all CUC ESF projects by being a member of all the projects Management Groups and collectively reporting any emerging issues to CUC Executive Group. This role also requires the Director/ Coordinator to facilitate the role of Executive to ensure integration of ESF and ERDF projects by reporting project opportunities/issues across both funding strands in a single report to CUC Executive each six weekly meeting. This has enabled ESF work to integrate with ERDF projects.

Gibraltar

264. Due to the size of the Structural Funds programmes in which Gibraltar participates, and in order to ensure complementarity with the European Regional Development Fund (ERDF) and with the European Territorial Cooperation Objective (INTERREG) programmes, regional partners agreed that the regional ESF Committee should be a joint committee with the ERDF and INTERREG ones.

2.7 Monitoring arrangements

265. Full details of monitoring arrangements are set out in Manual 4 of the ESF Guidance at http://www.esf.gov.uk/info_for_cfo_and_projects/guidance.asp

266. A comprehensive programme of Article 13 verification activity covering England and Gibraltar continued to be delivered 2010. Building on the verification activity undertaken in 2009, a total of 98 verification visits were completed in 2010 by the Managing Authority completing initial baselines and continuing on the spot financial (OTS) verification activity across all English regions and Gibraltar.

267. On the spot verification work in 2010 related to both non-CFO and CFO projects. In 2010 sufficient CFO claims have been made so that the Article 13 CFO verification programme is proceeding to plan with refinements and adjustments being made in the light of experience

268. Overall, Article 13 On the Spot activity during the reporting period identified mostly minor shortcomings with no serious consequences for claimed expenditure. A number of irregularities (22) were found during the course of verification visits to the value of £35,995. CFO verification activity established that compliance with ESF requirements and regulations was of an acceptable standard. A number of issues that arose during the first half of 2010 continued to feature throughout the year. These issues, whilst not contravening ESF regulations, were considered important enough to be raised with the CFOs concerned. ESF publicity, document retention and the implementation of cross cutting themes featured as issues for non-CFO and small CFO providers.

269. The Innovation Transnational and Mainstreaming Unit (ITMU) was given delegated responsibility to undertake Article 13 work in the latter part of 2009 and to date has undertaken 30 monitoring visits, 12 baselines and 18 On the Spots. ITMU visits identified eight irregularities with a total value of £9,795.

270. The MA worked closely with the AA and CA to review the first year of full on the spot Article 13 monitoring and Article 16 inspection activity. Agreement was reached on the handling of irregularities including those deemed to be systemic. In addition, changes were made to the Article 13 monitoring programme for 2011 that will result in an increase in the number of providers and participants selected for scrutiny.

271. Table 4 below provides a summary of the England and Gibraltar ESF verification visit programme in 2010. The work was undertaken by the central Managing Authority delivery team with support from regional MA colleagues based in Government Offices and Intermediate Bodies (London Development Agency and the Government of Gibraltar).

Table 4- Article 13 verification activity – 2010

Period	Number of OTS visits	Number of Baseline visits	Irregularities numbers	Irregularities value
Jan-Mar 10	19	6	0	£0,000
Apr-Jun 10	24	5	3	£1,550
Jul-Dec 10	37	7	19	£34,445
Totals	80	18	22	£35,995

272. The following were key outcomes arising from the 2010 Article 13 programme.

- completion of the majority of the first cycle of verification activity for CFO and non-CFO projects to ensure the delivery of the overall Article 13 Plan;
- updating of the risk rating process for non-CFO projects to determine the frequency of any future monitoring;
- further development and testing of Article 13 procedures relating to On the Spot check activity for CFOs; and
- the successful continuation of the ITM Unit Article 13 On the Spot verification programme of the 33 ITM projects.

Issues

273. The Audit Authority conducted Article 16 audits on Skills Funding Agency, DWP and 'other contractors' on claims submitted to the EC in 2009. These inspections overlapped with Article 13 monitoring and in many cases similar issues were identified by both teams. A common theme covering both compliance regimes was shortcomings in ESF publicity especially where projects were being used to provide match funding and participant evidence.

274. Further common issues noted were missing documents; unclear eligibility of participants; dates for starts and those in the claims being different.

275. Article 13 issues fell broadly into two categories, those that concerned difficulties encountered when assessing DWP and Skills Funding Agency CFO supporting evidence to demonstrate compliance or shortcomings arising from monitoring of non-CFO providers and small CFO projects.

276. For the Skills Funding Agency the following issues were encountered in both the first and second halves of 2010:

- There was varying evidence to demonstrate how the Skills Funding Agency was monitoring their providers against key ESF requirements including a lack of visits to their providers. Active monitoring is considered to be good practice and the issue was flagged with the Skills Funding Agency. In response, the Skills Funding Agency referred to their specialist team that undertakes visits to providers when problems have been identified (this was not an issue raised by the A16 inspections);
- Sustainable development did not form an integral part of the first round of tendering activity and neither was it included in the Skills Funding Agency addendum covering contracts with providers, especially match providers. The MA had been aware of this and the Skills Funding Agency had made an early commitment to ensure future contracts covered all aspects of cross cutting themes. In practice, although not written in to the contract, Article 13 monitoring has found that providers were nevertheless producing the required plans.

277. For DWP the following issues continued to be relevant in the second half of 2010:

- The limitations of the Resource Management (RM) system in providing evidence of payments . In particular the system did not show precise dates of defrayment;
- The archiving of ESF and match project evidence at an early stage often made retrieval very difficult for Article 13 monitoring purposes. In practice this has led to delays in securing the required documentary evidence from DWP.

Non-CFO and small CFO issues:

- issues around the eligibility of the match funding included in the South East England Development Agency (SEEDA) claims. The Article 16 inspection has subsequently identified related issues and the Audit Authority and the Managing Authority are working with the organisation to resolve matters;
- issues around publicity with SEEDA failing to inform match fund providers that they were ESF match contracts. As a result the match providers were unaware of their ESF obligations and failed to adequately publicise the programme.

This issue was identified during an Article 13 visit but subsequently picked up during an Article 16 inspection. A 5 per cent flat rate correction is now likely.

- Issues around defrayment for Bedfordshire CFO. At the point that payments are included in the CFO claim to the MA they must have been defrayed i.e. paid to the provider for contract costs or actually incurred by the CFO for admin costs. The CFO have been advised to extract which items are actual expenditure and which are commitments and claim only the former as admin costs in CFO claims.
- Only a small number of baseline visits remained to be undertaken and these included new projects. Three issues were identified during these visits:

Publicity: the ESF logo not on display as a plaque or on website/documentation;

Cross cutting themes: a limited awareness and appreciation of the Cross Cutting Themes; and

Document retention: projects had no policy in place to retain documents to meet the required periods of storage for ESF records

278. In all cases projects were requested to take appropriate remedial action. Projects reacted positively and have taken the necessary action welcoming the early opportunity to review their procedures and systems.

279. The focus of 2011 for Article 13 verification activity will be on the following:

- undertaking a second cycle of verification activity for all CFO and non-CFO projects to cover the required 20 per cent of claimed expenditure (for CFOs) for the period December 2009 to November 2010. Risk rating will be reviewed for non-CFOs. And the level of match claimed to date will be reviewed at MA monitoring meetings with CFOs;
- improving Article 13 controls on publicity by issuing a separate action note reiterating the fundamental obligation on recipients of ESF support to publicise the programme, including providers of match; increasing the checks made to confirm that publicity requirements are being adhered to and to improve communications with CFOs to ensure that they are impressing on their providers (ESF and Match) the importance of publicity;
- improving weaknesses in participant evidence. From 2011 the MA will increase the number of providers selected for a visit from two to three. Two of these providers will be selected randomly and the additional one on the basis of risk (these will mainly be selected from match providers as match providers exhibit more weaknesses than ESF providers);

- increasing the number of participant records to be checked from five per provider to ten per provider thus expanding the total sample from fifteen to thirty. Within each provider sample five will be chosen randomly and five on the basis of risk (participants chosen on the basis of risk will be those to whom an output payment is attached);
- concentrating on those CFOs who will cease to operate in the next twelve months such as regional development agencies, by reviewing the guidance on closure contained in the manuals, ensuring that all cases of irregular expenditure are completed before closure and applying more resources to monitor these CFOs to ensure that they are closed effectively and efficiently;
- subject to the availability of funding, completing the implementation of the INES (ESF computer system) stage 3 programme, including the introduction of the Article 13 database;
- subject to the submission of sufficient claims, undertaking On the Spot monitoring of the National Offender Management Service (NOMS); and
- continuing to take account of any findings, recommendations and action points contained in all reports on the delivery of the ESF programme including audit, monitoring through Article 13 and controls from other bodies. We will also continue undertake irregularity procedures where appropriate.

280. Until the end of March 2011, some of the managing authority functions were carried out centrally by staff located at the ESFD Head Office in Sheffield, whilst other functions were carried out by staff located in each of the eight Government Offices for the regions. In June 2010 the Government announced the closure of the Government Offices and the end of having English regions as administrative entities. Some former Government Office staff have been absorbed into ESF Division so that there is no longer any distinction between the “central” and “regional” functions of the managing authority.

Management and Control Description

281. Each Managing Authority has to produce a description of the management and control systems surrounding ESF expenditure and the Audit Authority has to make an assessment as to the strength of the control system. This was agreed with the Commission in April 2009. The Management and Control document was revised on 2 July 2010 to cater for changes to the Article 13 procedures and also address changes with the move to Steel City House. The revised document was sent to the Commission and then the details were included in the Annual Control Report submitted by the Audit Authority.

Management information and data collection

282. The data to measure the programme targets and indicators as well as financial information is collected either through the ESF IT system (known as INES, the Integrated National ESF System) or cohort surveys of participants.

283. Core information on all ESF and match funded participants is collected when they start and leave ESF (including collection of outcomes such as achievements and destinations). To ensure timely input of data there is electronic transfer of participant level data between CFOs and the Managing Authority. Data aggregations are produced at national and regional level and are available to the managing authority, certifying authority, audit authority, programme monitoring committee, and regional ESF committees.

284. Initial problems were experienced by some CFOs and non-CFOs when submitting their core management information. The main reason for this was the lack of beneficiary IT expertise which led to the submission of incomplete and/or inaccurate data to the Managing Authority. This was mitigated by the introduction of training sessions and the provision of a dedicated consultant to provide beneficiaries with one to one support. An informal management information group was also convened to ensure consistency across beneficiary data and a shared understanding of data definitions.

285. Core management information shows progress towards output and results targets and indicators agreed in the OP and contributes to wider evaluation. This is supplemented by participant follow-up surveys and other evaluation activity to ensure a full picture of programme performance and activity is available at all levels of programme management.

Evaluation

286. The ESF evaluation strategy was agreed in 2007. During 2009, the ESF Evaluation Team continued with the 2009/10 ESF Cohort Study, the Support for In-Work Training study, the Gender Equality and Equal Opportunities study and published the Regional ESF Frameworks Evaluation and the Evaluation of Information and Publicity study.

287. Towards the end of 2009 the Evaluation Team reviewed the evaluation strategy, started assessing the possibility of performing a quantitative impact analysis and proposed three new evaluation projects.

288. The ESF 2009/10 Cohort study was carried out by the National Centre for Social Research (Natcen). The main objective of the study was to evaluate participant experiences and longer term outcomes of ESF programmes. Further objectives include:

- enhance participant management information;
- understand how participants came to be on their course;
- describe the types of support and activities provided by projects and how beneficial these were felt to be by participants;
- explore participants' expectations and whether they were met.
- measure the difference ESF has made to participants' employment, employability, qualifications, skills and progression in the workplace;
- explore 'soft outcomes', such as improved confidence; and
- measure how experiences differ for particular disadvantage groups.

289. The first wave of interviews was held between May and September 2009, and achieved 10,947 interviews. Main findings include:

Participation:

- Participation amongst target groups was closely in line with Management Information; in addition, 8% of participants were lone parents, while 7% had caring responsibilities;
- Over half of all participants faced multiple disadvantages (i.e. two or more from a list of twelve types of labour market disadvantage);
- 95% of Priority 1 and 93% of Priority 4 participants were out of work at the start course including 10% in Priority 1 who were young people NEET and 4% in Priority 4;
- 78% of Priority 2 and 89% of Priority 5 participants were in employment at the start of the course. Around three-quarters (73%) earned less than £15,000 per year and most (85%) worked for small and medium-sized enterprises (SMEs). 35% had been in employment for less than 1 year, 21% of employees worked part time;
- 76% of Priority 1 participants had heard about the course from a Jobcentre Plus office; 51% of Priority 2 participants, from an employer.

Expectations and Experiences:

290. Most participants felt their ESF course was helping them to gain or improve skills needed for work and that it was boosting their self confidence about working:

- In terms of work skills, 49% of participants were gaining practical skills relating to a particular job, 34% were improving their basic IT skills and the same proportion were gaining reading and writing skills.
- 66% of participants said that the course was improving their motivation about working, while 63% said it was helping them with communication skills.
- 10% of participants who were parents were receiving help with their childcare responsibilities.
- 30% of Priority 1 participants and 78% of Priority 2 participants were studying towards qualifications through the course.
- 78% of participants said that the course was relevant to their needs, 57% saying that the level was 'about right' and 73% said that they were 'very or fairly satisfied' with the course.

Outcomes and Impacts:

- Among Priority 1 and 4 participants the rate of unemployment fell from 70% in the week before the course to 50% at the time of interview, while the employment rate rose from 5% to 22 % in the same period.
- Of those out of work, at the time of the interview, 68% had made an average of about 14 job applications, 34% had been to an average of about 5 job interviews; 30% had used contacts from the course in their job search, while 24% said that someone on the course had suggested that they apply for particular jobs.
- 42% of participants said they intended to study towards qualifications in the coming year.
- Of those participants who were in employment at the time of the interview and who had been out of work in the week before the course, 52% said the course had helped them (35% said 'helped a lot') find a job.
- 41% of participants who were employees said that, since they had been on the course, they had improved their job security. Of these 86% felt that the course had help them in this area (51% said 'helped a lot').

291. The second phase of fieldwork involving follow-up interviews (six months after their wave 1 interview) ended in March 2010 and achieved 7,400 interviews. Main findings include:

- The rate of unemployment among Priority 1 and 4 participants fell from 69 per cent in the week before the course to 43 per cent at the time of the interview, while the employment rate rose from 6 per cent to 27 per cent in the same period.
- Among male participants, rates of employment rose by 18 percentage points from the week before the course to the time of the Wave 2 interview. During the same period the rate of employment among female participants rose by a larger percentage (26%).
- Of those participants who were unemployed at the wave 2 interview, most had made job applications (69%) since the wave 1 interview while over half had been to job interviews (56%). Thirty-three per cent of unemployed participants had used contacts from the course in their job search, while 28 per cent said that someone on the course had suggested that they apply for particular jobs.
- Fifty-five per cent of those participants who were employees said that, since they had been on the course, they had improved their job security. Of these, a high proportion (87%) agreed that the course had helped them in this area. The course also seemed particularly beneficial to those employees who had taken on higher skilled work for an existing employer (34%) – with 87 per cent acknowledging that the course had helped them to do this work.
- ESF provision has been broadly welcomed with most participants feeling that their ESF course was helping them to gain or improve the skills needed for work and that it was boosting their self confidence about working
- Since going on the course, younger people aged 16 to 19 were more likely than participants in older age groups to have moved to a permanent contract, received a pay rise, taken on higher skilled work for an existing employer and improved their job security. Younger people were also more likely than older participants to say that the course had been helpful to them, particularly in terms of receiving a pay rise, taking on higher skilled work for an existing employer, taking on responsibility for managing people and improving job security
- Satisfaction levels with ESF provision were relatively high, with 76 per cent of participants saying that the course was relevant to their needs. Younger people and women tended to be more satisfied with the course. Generally, people with a disability or long-term limiting illness tended to have less positive views about their experiences of the course than people with no disability or long-term limiting illness.

292. The third wave of the Cohort survey fieldwork involved follow up interviews (18 months after the Wave 1 interview) ended in March 2011 and achieved 2,771 interviews. The Wave 3 report will be published in summer 2011. The results of the survey will help the Government and the European Commission to plan future ESF employment and training programmes and to improve the services they provide. Also the findings are broken down by delivery organisation and region to help identify and share effective practice.

293. During 2009 the ESF evaluation team started assessing the possibility of performing a quantitative Impact Analysis study of ESF.

294. Until now there has been no serious attempt to measure net impacts of ESF. However, the availability of individual data recording participation on ESF which for DWP CFO participants can be merged with the Work and Pensions Longitudinal Study (DWP benefit claimant and HMRC employment information), has opened up this possibility to measure early impacts of current DWP funded ESF provision. It is expected that the first results from our impact analysis will be published in May 2011.

295. Three new research projects started in summer 2010. These are the evaluation of European Social Fund Priority 1 and Priority 4 Extending Employment Opportunities to Adults and Young People, a third wave of the ESF Cohort Study, and Sustainable Development and Green Jobs study.

296. The main aim of the European Social Fund Priority 1 and Priority 4 project is to provide an understanding of how effective ESF Priority 1 and 4 provision has been in terms of engaging with disadvantaged groups and tailoring provision to these groups, in order to help us understand the ways in which ESF is adding value to national funding and delivering value for money. The report will be published in summer 2011.

297. The Sustainable Development and Green Jobs study will provide information on the evidence gap of how ESF is mainstreaming sustainable development and green jobs. GHK will be assessing the progress made towards mainstreaming sustainable development and consider what its impacts are. The Sustainable Development Mainstreaming Plan describes what needs to be achieved in order to ensure that the programme meets ESF regulatory requirements concerning sustainable development and the environment, and promotes employment and skills in ways which use resources and energy as efficiently as possible and in ways in which can also help, enhance or protect the physical and natural environment. The report will be published in summer 2011.

298. The Support for In-Work Training study was carried out by GHK Research and Consulting. It examined the nature and effectiveness of ESF's Priority 2 and Priority 5 support for improving the skills of employees, especially those who need support to sustain their employment and help them advance at work. Main aims included:

- how ESF supports skills training in priority sectors that are identified in regional frameworks, particularly among sectors with identified skills gaps and shortages, and those that are traditionally weak at training;
- how well provision has been used to engage learners facing barriers to accessing and progressing within the labour market;
- how employees, the companies they work for and others are benefitting from ESF support;
- how ESF support adds value to companies' own investment in training and to mainstream training programmes.

299. Site visits took place between October 2009 and March 2010. The report was published in July 2010. Main findings of the report are:

- Co-financing has led to a close strategic alignment between project activities and regional and sub regional priorities in terms of mainstream provision and priority sectors. However, there was little evidence of providers targeting hard to reach sectors although they expected to 'pick up' on these groups as a result of the normal activities.
- Most providers were working with employers they already delivered to and who had positive attitudes to training. There were a number of projects working with hard to help employers and learner groups but little overt targeting of them, particularly where ESF provision supplemented mainstream provision.
- There was extensive evidence of impacts on both 'hard' and 'soft' measures. Providers, employers and learners all felt that the greatest impacts had been on addressing skill needs (9 out of 10 employers); confidence and motivation (4 out of 5 employers), and productivity (over half of employers).
- There were positive impacts on employers' future training behaviour, although less impact on learners' progress in their occupations.
- A key aim of provision was to support mainstream programmes and agendas. The evaluation showed that it created responsive, relevant and high quality provision which both employers and learners found appropriate and beneficial.

300. The findings of the study will inform delivery in the second half of the programme period.

301. The Gender Equality and Equal Opportunities (GE and EO) mainstreaming theme was evaluated by Natcen. The aims of the evaluation were:

- to assess progress towards implementing the GE and EO Mainstreaming Plan at different levels of ESF operation,
- to examine GE and EO Policies and processes at different levels of ESF, and
- to identify and make recommendations on good practice to encourage GE and EO among ESF providers.

302. Interviews with regional stakeholders and case studies of projects were performed between October 2009 and March 2010. The report was published in July 2010. Main findings are:

- Good progress towards implementing the Mainstreaming Plan has been made. Mainstreaming is well advanced and this stems from the promotion of GE and EO already being embedded in the structure of the organisations involved in ESF.
- Achievements are seen in terms of the Plan offering a benchmark to aim for, and that the procurement and monitoring processes provide ways of ensuring that specific GE and EO Policies and practices are put in place against which providers can be assessed. This embeds GE and EO within the planning, deliver and monitoring process.
- The procurement process and 'ways of working' providers adopt both act to support the dual approach successfully.
- The ECOTEC training and GE and EO being a cross cutting theme of the programme both act to promote the visibility of GE and EO.
- Progress is being made towards the equality targets and a number are being met.

303. The findings of the study will inform delivery in the second half of the programme period.

304. In March 2010, the ESF Evaluation team published 'An Evaluation of Information and Publicity' which was performed by Insite Consulting. The aim of the study was to evaluate progress towards achieving the ESF Communication Plan's objectives, including the visibility and awareness of the Operational Programme. The report includes findings from desk research and interviews with stakeholders undertaken in four study areas across England during October-November 2009. Main findings include:

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- A basic level of understanding of the requirements of the Communication Plan was found among all organisations involved.
- Measures had been established to aid the implementation of requirements: at national level there is the Publicity Strategy Group; in regions, CFOs produced Communication Plans and regional plans; a number of regions used technical assistance to fund PR agencies and/or organisations to coordinate activity across the region.
- Staff with marketing backgrounds implemented requirements in a more strategic way, managing activity that went beyond basic compliance.
- Interviews highlighted a key difference between CFOs in terms of whether they saw their role in monitoring as auditor or facilitator. 'Auditors' consider reviews as a means to reinforce regulatory aspects of publicity and quality assurance, whereas 'facilitators' saw themselves more as conduits for information and support.
- A range of materials had been produced and activities undertaken which had been effective at raising awareness of ESF investment.
- Printed materials at Managing Authority and CFO level included booklets, good practice guides and newsletters with key messages and branding clearly evident. At provider level, printed material generally took the form of leaflets or flyers.
- Case studies were given high prominence throughout the programme. The 'PR Toolkit' for providers, detailing how to construct a case study represents good practice in this area.
- The internet was increasingly being used to communicate with a variety of audiences; it was acknowledged that further guidance on the use of new technologies was needed.
- A wide range of events had taken place across the programme; the key strengths were the additional levels of publicity activity generated and the number of different audiences which could be targeted.
- Engagement with the media was principally through press releases. There was a wide range of publications in which ESF news appeared. Radio and television were less frequently used but some providers had found innovative ways of securing airtime.

The full report can be found on:

<http://research.dwp.gov.uk/asd/asd5/rports2009-2010/rrep646.pdf>

305. The findings were presented at the publicity strategy group and network meeting. The Managing Authority is considering the findings of the evaluation of information and publicity, and will set out its response to the evaluation sub-committee later in 2010.

306. Future annual reports will continue to provide updates on the Managing Authority's response to agreed recommendations. The Managing Authority informs the evaluation sub-committee of how it is following up evaluations. The results of evaluations are shared with the Managing Authorities of other ESF operational programmes in the UK, and common issues are discussed with them as the need arises. The Managing Authority also considers the findings of relevant evaluations undertaken at regional level and by CFOs, and takes account of these in the development of the programme. Regional and CFO level evaluations are made available to the ESF Evaluation Team to inform its national evaluation work. A UK Managing Authority Evaluation Group will meet during 2011.

307. The following regional or CFO research and evaluations were undertaken or completed in 2010:

- In the East Midlands, the Young People's Learning Agency researched the impact of increased unemployment on ESF skills provision. This project is described in Section 6 on Technical Assistance. The recommendation have been reflected in the design of tendering rounds for 2011-2013.
- The London Skills and Employment Observatory has published a range of research and up to date labour market data, including reports on young people's employment and skills and the Work Programme. Both reports are informing delivery in London. Further information is at Section 6.
- The North East Regional Information Partnership enabled the region to better understand the way in which labour market disadvantage affects different minority groups, and produced its final report in September 2010, as described in Section 6.
- In the South East an interim evaluation of ESF was conducted by 'Consulting Inplace' on behalf of SEEDA.
- In the South West, the Skills and Learning Module at the University of Exeter continued to undertake research and evaluation to support the programme and this is described at Section 6.
- The Skills Funding Agency in the South West commissioned an evaluation of its ESF provision which identified good practice in delivery so that lessons could be learned for the future.
- The West Midlands Regional Observatory has undertaken a series of studies, as described at Section 6, and an Interim Evaluation of the ESF Programme was produced by an external contractor.

FOLLOW-UP TO EVALUATION RECOMMENDATIONS 2007-2013		
Evaluation Report	Main suggestions or recommendations	Action to follow-up
Regional European Social Fund Frameworks: a case study evaluation, August 2009, DWP Research Report No. 596	The evaluation report suggested a number of areas of good practice for developing regional ESF frameworks.	<p>The suggested good practice was referred to in guidance to regions on revising frameworks issued by the Managing Authority in August 2009. Regional frameworks were revised in September to December 2010.</p> <p>The guidance emphasised the importance of consulting new sub-regional structures such as City Strategy Pathfinders, City Region Forerunners, and Local Employment and Skills Boards.</p> <p>The guidance also made clear that the National Offender Management Service will be engaged in the process of revising the frameworks alongside other CFOs, and that CFOs should continue to work together to ensure the alignment of outcomes and the effective use of resources.</p> <p>Since the evaluators conducted the interviews of regional stakeholders, detailed management information has started to be reported to regional committees on progress against targets in regional ESF frameworks, including equality targets. The latest available data will be used to inform the revision of frameworks.</p> <p>The Managing Authority clarified the process for transferring the Learning and Skills Council's ESF responsibilities to the Skills Funding Agency.</p>
An evaluation of European Social Fund information and publicity, 2010, DWP Research Report No. 646	The evaluation made a number of suggestions for strengthening publicity during the remainder of the 2007-2013 programme.	<p>The evaluation report was considered by the ESF publicity network at a meeting in March 2010 and the publicity strategy group in June 2010. The following action was agreed and is being taken forward by the Managing Authority and CFOs:</p> <p>the strengthening of links with providers and sub-contractors to consolidate the ESF brand - including EU investment. To include more clearly cascading the EU regulatory and England MA requirements through CFO contracts, supported by more information on how to access resources and good practice. This includes the launch of a</p>

		<p>comprehensive ‘ESF Publicity Works’ toolkit for placing on the www.dwp.gov.uk/esf website from April 2011. This will be promoted extensively and will inform providers and sub-contractors about what they must do. As well as guidance, there will be practical examples of effective activity and templates to assist the preparation of news stories, press releases and case studies.</p> <p>the role of CFO (and Managing Authority) staff at monitoring visits will change - to encourage more of a ‘facilitator’ than an ‘auditor’ approach and build an ongoing dialogue;</p> <p>further activities to raise awareness of ESF amongst public and participants (and measure progress);</p> <p>increasing evaluation of publicity measures across all levels of the programme, particularly in terms of qualitative assessment. As part of this - refine indicators of progress to facilitate ongoing ‘qualitative’ evaluation of progress made and disseminate evaluation results across network (e.g. of events);</p> <p>reviewing and strengthening the role of ESF-Works website generally – to include how it can offer shared resources to network members [ESF-works is the showcase and forum for policy and practice lessons from the 2007-2013 ESF programme in England.</p> <p>strengthening role/use of communication plans – possibly through annual reviews;</p> <p>ESFD to set up an ESF twitter profile via ESF-works (see: http://twitter.com/ESFWorks) and make available guidance on using new media (facebook/twitter etc.....)</p> <p>improving cross-cutting theme awareness (and use in publicity) at all levels. This includes further promoting of The Age and Employment Network (TAEN) ‘50+ WORKS ESF project across publicity measures. 50+ Works offers a free, web-based good practice guide and toolkit for providers supporting 50+ jobseekers. Content includes a case study catalogue of ESF projects. TAEN also</p>
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		run events for ESF partners and providers across the country.
European Social Fund - Support for In-Work Training, July 2010, DWP Research Report 666	The recommendations covered maintaining innovation and flexibility; promoting progression, aftercare, employer engagement and soft outcomes; ensuring a prompt start to projects; and raising awareness of sustainable development.	<p>The Government is committed to using Co-financing to deliver the vast majority of ESF funding during the remainder of the 2007-2013 programme to ensure strategic alignment with and added value to national programmes. The Government is also committed to giving providers the freedom to address the needs of individuals and local areas, within the framework of the new skills investment strategy. This will enable providers to innovate where appropriate. The 32 on-going dedicated innovative projects will be offered extensions of time and money where this can be justified.</p> <p>The recommendations around progression, aftercare, employer engagement and prompt starts to projects will inform the delivery by the Skills Funding Agency CFO and its providers of Priority 2 and 5 provision in 2011-2013.</p> <p>Raising awareness of the sustainable development cross-cutting theme will be considered by a separate evaluation of sustainable development and green jobs in early 2011.</p>
Evaluation of Gender Equality and Equal Opportunities within the European Social Fund, July 2010, DWP Research Report 667	The evaluation identified good practice and ways of working. In terms of mainstreaming, it found that substantial progress had been made but there was still work to be done including: further clarification from of what specific work is to be undertaken by CFO contract managers and providers to promote equal opportunities; and the need for more effective and consistent measures of	<p>The good practice and ways of working will be disseminated to inform delivery during the 2011-2013 phase of the programme.</p> <p>The findings were considered by the equal opportunities sub-committee in May 2010, and the 2010 annual mainstreaming report sets out the action that is being taken to follow-up the evaluation report. These include the Managing Authority:</p> <ul style="list-style-type: none"> arranging a workshop for CFO contract managers and monitoring officers to agree a position statement on roles and responsibilities and explain what is expected from them and what further training support or information they may need; arranging to deliver some 'in-house' training for CFO staff; agreeing a minimum standard for equality plans with for each CFO, which will be reflected in the

	<p>progress in relation the promotion of equal opportunities.</p>	<p>guidance manuals;</p> <p>agreeing with each CFO how the active promotion of equal opportunities and commitments made in the providers equality policies are translated into action via the implementation plan; and</p> <p>looking at how to improve awareness of ESF among ethnic minorities as part of the equality impact analysis by consulting with CFOs and their providers, and sharing good practice with providers.</p> <p>The England ESF mainstreaming plan will be updated during 2011 to take account of the findings.</p>
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2.8 National performance reserve (where applicable and only for the annual implementation report submitted for 2010)

308. 307. Not applicable.

2.9 Non-transferability of resources

309. Article 22 of Council Regulation 1083/2006 states that 'the total appropriations allocated by Member State under each of the objectives of the Funds and their components shall not be transferable between them'. Therefore the appropriations for the Convergence area of Cornwall and the Isles of Scilly were spent exclusively for the benefit of this area and did not finance actions for the benefit of areas within the Regional Competitiveness and Employment Objective, and vice versa. The same applies to appropriations for the phasing-in areas of Merseyside and South Yorkshire within the Regional Competitiveness and Employment Objective.

3 Implementation by priority

3.1 Priority 1: Extending employment opportunities (Regional Competitiveness and Employment)

3.1.1 Achievement of targets and analysis of the progress

Information on the physical and financial progress of the priority

Indicator	Definition		2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
1.1 Total number of participants												
		Achievement	8,178	233,022	656,579	578,472	0	0	0	0	0	1,476,251
		Target										887,000
		Baseline	0	0	0	0	0	0	0	0	0	
1.2. Participants who are unemployed achievement												
(a) Number of unemployed participants (aged over 19) in Priority 1.												
		Achievement	2,392	99,517	344,560	320,639	0	0	0	0	0	767,108
		Target										371,000
		Baseline	1,291,000	0	0	0	0	0	0	0	0	
(b) Proportion of unemployed participants (aged over 19) in Priority 1.												

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	Achievement	29%	43%	52%	55%	0%	0%	0%	0%	0%	52%
	Target										42%
	Baseline	4%	0%	0%	0%	0%	0%	0%	0%	0%	
1.3 Participants who are economically inactive											
(a) Number of inactive participants (aged over 19) in Priority 1.											
	Achievement	201	68,180	152,249	111,814	0	0	0	0	0	332,444
	Target										303,000
	Baseline	6,431,000	0	0	0	0	0	0	0	0	
(b) Proportion of inactive participants (aged over 19) in Priority 1.											
	Achievement	2%	29%	23%	19%	0%	0%	0%	0%	0%	23%
	Target										21%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.4 Participants aged 14 to 19 who are NEET or at risk of becoming NEET											
(a) Number of Priority 1 participants who are 14-19 year old NEETs or at risk of becoming NEET.											
	Achievement	5,518	63,885	156,456	121,495	0	0	0	0	0	347,354
	Target										177,000
	Baseline	357,477	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 1 participants who are 14-19 year old NEETs or at risk of becoming NEETs.											
	Achievement	67%	27%	24%	21%	0%	0%	0%	0%	0%	24%

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		Target											20%
		Baseline	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.5 Participants with disabilities or health conditions													
		Achievement	20%	35%	25%	21%	0%	0%	0%	0%	0%	0%	25%
		Target											22%
		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.6 Participants who are lone parents *													
		Achievement	-	-	8%	9%	0%	0%	0%	0%	0%	0%	9%
		Target											12%
		Baseline	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.7 Participants aged 50 or over													
Proportion of unemployed and inactive Priority 1 participants aged 50 or over													
		Achievement	15%	18%	16%	15%	0%	0%	0%	0%	0%	0%	16%
		Target											18%
		Baseline	28%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.8 Participants from ethnic minorities													
		Achievement	12%	20%	21%	20%	0%	0%	0%	0%	0%	0%	20%
		Target											25%
		Baseline	18%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.9 Female participants													

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		Achievement	38%	36%	32%	35%	0%	0%	0%	0%	0%	33%
		Target										51%
		Baseline	51%	0%	0%	0%	0%	0%	0%	0%	0%	
1.10 Participants in work on leaving												
(a) Number of Priority 1 participants in work on leaving												
		Achievement	248	19,617	77,624	70,631	0	0	0	0	0	168,120
		Target										195,000
		Baseline	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 1 participants in work on leaving												
		Achievement	22%	19%	16%	13%	0%	0%	0%	0%	0%	15%
		Target										22%
		Baseline	18%	0%	0%	0%	0%	0%	0%	0%	0%	
1.11 Participants in work six months after leaving *												
(a) Number of participants in work six months after leaving.												
		Achievement	2,200	62,900	177,300	156,200	0	0	0	0	0	398,600
		Target										231,000
		Baseline	0	0	0	0	0	0	0	0	0	
(b) Proportion of participants in work six months after leaving												
		Achievement	-	-	-	27%	0%	0%	0%	0%	0%	27%
		Target										26%

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		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.12 Economically inactive participants engaged in jobsearch activity or further learning (distance travelled indicator) *												
		Achievement	-	-	-	31%	0%	0%	0%	0%	0%	
		Target										45%
		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.13 14 to 19 year old NEETs or at risk, in education, employment or training on leaving												
(a) Number of Priority 1 NEETs or at risk, in education, employment or training on leaving.												
		Achievement	531	24,899	100,094	89,074	0	0	0	0	0	214,598
		Target										80,000
		Baseline	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 1 NEETs or at risk, in education, employment or training on leaving												
		Achievement	13%	42%	71%	98%	0%	0%	0%	0%	0%	73%
		Target										45%
		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
1.14 % Participants who receive support with caring responsibilities *												
		Achievement	-	-	8%	11%	0%	0%	0%	0%	0%	
1.15 % Unemployed participants in work on leaving												
		Achievement	9%	19%	17%	14%	0%	0%	0%	0%	0%	16%
1.16 % Unemployed in work six months after leaving *												

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		Achievement	-	-	-	25%	0%	0%	0%	0%	0%	
1.17 % Economically inactive participants in work on leaving												
		Achievement	31%	24%	21%	14%	0%	0%	0%	0%	0%	18%
1.18 % Economically inactive participants in work six months after leaving *												
		Achievement	-	-	-	24%	0%	0%	0%	0%	0%	
1.19 % Participants with disabilities or health conditions in work on leaving												
		Achievement	17%	18%	15%	12%	0%	0%	0%	0%	0%	14%
1.20 % Participants with disabilities or health conditions in work six months after leaving *												
		Achievement	-	-	-	18%	0%	0%	0%	0%	0%	
1.21 % Lone parents in work on leaving *												
		Achievement	-	-	-	25%	0%	0%	0%	0%	0%	
1.22 % Lone parents in work six months after leaving *												
		Achievement	-	-	-	32%	0%	0%	0%	0%	0%	
1.23 % Participants aged 50 or over in work on leaving												
		Achievement	6%	21%	19%	13%	0%	0%	0%	0%	0%	16%
1.24 % Participants aged 50 or over in work six months after leaving *												
		Achievement	-	-	-	16%	0%	0%	0%	0%	0%	
1.25 % Ethnic minority participants in work on leaving												
		Achievement	13%	18%	13%	11%	0%	0%	0%	0%	0%	13%
1.26 % Ethnic minority participants in work six months after leaving *												

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		Achievement	-	-	-	26%	0%	0%	0%	0%	0%	
1.27 % Female participants in work on leaving												
		Achievement	28%	20%	17%	14%	0%	0%	0%	0%	0%	16%
1.28 % Female participants in work six months after leaving *												
		Achievement	-	-	-	32%	0%	0%	0%	0%	0%	
1.29 % Participants who gained basic skill												
		Achievement	9%	2%	2%	2%	0%	0%	0%	0%	0%	2%
1.30 % Participants who gained qualifications												
		Achievement	18%	2%	3%	4%	0%	0%	0%	0%	0%	3%

The tables show figures for 2007, 2008, 2009 and 2010 as at 31 December 2010. The figures are a snapshot in time and will differ from those shown in previous AIRs. Additional data have been added to the database during 2010 which relate to achievements gained in 2007, 2008 and 2009. For example, the number of participants in 2008 and 2009 has increased as a result of additional management information being made available through 2010.

* These figures are estimates based on the proportion of participants who took part in Wave 2 of the Cohort Survey who were in work 6 months after leaving

Figure 6: Priority 1 Targets

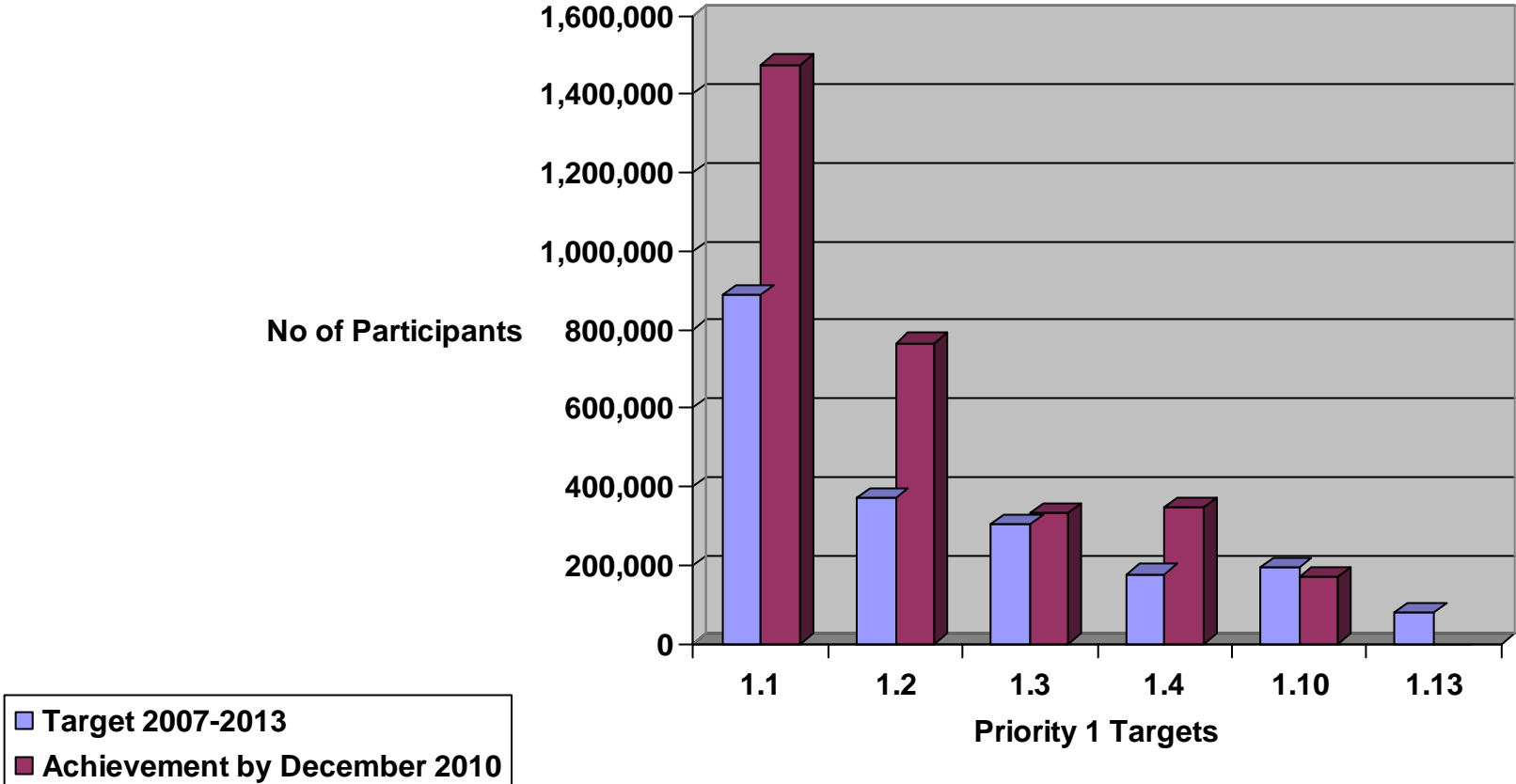
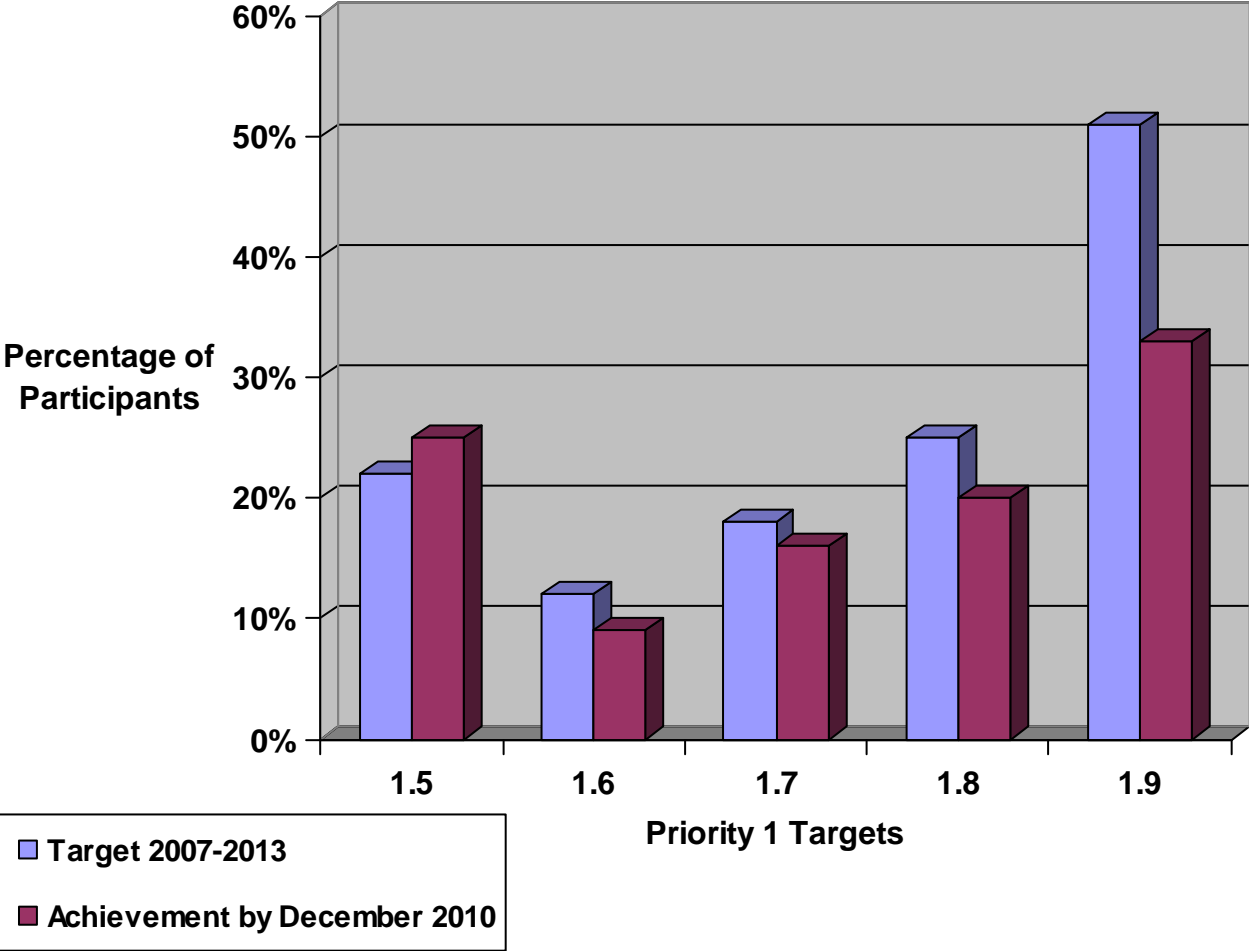


Figure 7: Priority 1 Equality Targets



Assistance by target group

310. The table below provides information by target group in accordance with Annex XXIII of Commission Regulation 1828/2006.

Priority 1 Extending employment opportunities

	Total starts in 2010	Female starts in 2010	Total completers in 2010	Female completers in 2010
Total number of participants	578,098	183,145	527,069	159,961
Employed (including self employed)	24,150	13,665	7,833	4,107
Self employed ¹⁷	87	49	157	82
Unemployed (including long term unemployed)	320,639	82,499	306,290	76,522
of which Long Term Unemployed	110,642	33,534	110,904	32,345
Inactive (including those in education & training)	233,309	86,981	212,946	79,332
of which in education or training	10,043	4,194	9,008	3,668
Young people (15-24 years)	235,330	80,470	219,311	70,521
Older people (55-64 years)	29,680	8,857	26,147	7,238
Minorities	108,197	38,332	100,715	34,493
Migrants ¹⁸	11,569	3,666	10,549	3,203
Disabled	120,798	44,952	110,681	38,670
Other disadvantaged people	136,508	48,384	126,006	45,734
Primary or lower secondary education (ISCED 1 and 2)	109,286	39,147	103,099	37,788
Post-secondary non-tertiary education (ISCED 4) ¹⁹	-	-	-	-

¹⁷ Estimated from ESF Wave 1 and 2 Cohort Survey data.

¹⁸ Estimated from ESF Wave 1 Cohort Survey data.

¹⁹ Not applicable to England ESF programme participants.

Upper secondary education (ISCED 3)	136,799	52,151	109,211	39,496
Tertiary education (ISCED 5 and 6)	12,196	5,585	10,459	4,736

Qualitative analysis

311. In 2010 there were 578,000 participants in Priority 1, taking the total to almost 1.5 million. This is over one and half times the 887,000 target for 2007-13. The higher than expected number of participants was the result of shorter interventions in response to the recession as well as the additional funding that became available as a result of the revaluation of the programme to take account of exchange rate changes.

312. Among the 578,000 participants in 2010, there were 321,000 unemployed, 112,000 economically inactive and 121,000 who were 14-19 year old NEETs. The total participation target for each of these groups have now been exceeded: unemployed participation has reached more than double the 371,000 target, economically inactive participation has exceeded the 303,000 target by 10%, and 14-19 year old NEET participation is close to double the 177,000 target.

313. In terms of target groups: In 2010, the proportion of ESF participants recorded with a disability or health condition was 21%, compared with 25% in 2009. The overall participation to date is 25%, so is still exceeding its target of 22%.

314. Since 2008 the proportions of the other target groups have stayed at similar levels which means that the proportions of participants from ethnic minorities and aged 50 and over are slightly below their targets of 25% and 18% respectively, while female participation is still far short of its target of 51%. This is to be expected because many Priority 1 participants are unemployed and approximately three quarters of unemployed Jobseeker's Allowance customers are male.

315. The proportion of lone parents within Priority 1, measured by the 2009 cohort survey, is 8% which is below its target of 12%.

316. In terms of outcomes: The proportion of leavers in employment continues to be at a lower rate than expected (15% against a target of 22%). But the proportion of 14-19 year old NEETs moving into Employment, Education or Training is high (73% against a target of 45%).

Financial

317. Expenditure during 2010 continued to increase considerably in Priority 1 following the start of ESF project activity in mid-2008. This increase in spend contributed significantly to the achievement of the overall N+2 target. Overall spend against profile was good although it continues to be lower than expected mainly due to underperformance of job output related expenditure payments. The spend against profile figure for the 2007-2010 allocation was 68.3% to the end of December 2010.

ESF Regulation Article 10 Information

Gender Mainstreaming

318. The promotion of equal opportunities for men and women was integrated into the delivery of Priority 1 activities as part of the programme's gender equality and equal opportunities mainstreaming strategy. In 2010, 35% of priority 1 participants were female.

319. DWP CFO providers in the East Midlands have worked closely with specialist partner organisations such as Women's Aid, the 'LeicestHERday' Trust and the Derbyshire Parent Partnership in order to help promote female participation in Priority 1 and to ensure that it is provided in appropriate locations within the region. These organisations have established valued partnerships with Jobcentre Plus Lone Parent advisers and also have outreach facilities in Sure Start centres which enable childcare to be provided within the centres themselves.

320. The project 'Raising Aspirations', which is co-financed by the East Midlands Local Authority Consortium and managed by Derby City Partnership Priority 1 provides bespoke support and training to participants and has a strong focus on helping female participants. In Lincolnshire, the 'Step in the Right Direction' project aims to help participants, including women, build confidence and acquire new skills for work.

321. In the East of England, EEDA co-financed the Inspiring Women's Enterprise project which encourages economically inactive women to consider starting up their own business. It is specifically focused on women, including those who are lone parents. The project works with other agencies to ensure good links exist between mainstream and other ESF. The target of 400 women moving towards employment or other forms of employment within six months of leaving the programme has been exceeded and the project has now increased the target to 454 women.

322. In London, DWP CFO providers, in common with all other DW P providers, have a requirement to fund childcare which can be a major barrier for female participants. The providers in London deliver sessions in Sure Start centres where crèche facilities are available alongside health screening, health visitor services and also alongside services which provide assistance with Child Working Tax credit applications. Providers in London arrange sessions for lone parents which take into account school hours by running sessions between 09:30 and 14:40 for example.

323. The London Councils CFO co-financed the Barnabas Workshop's First Steps project which worked with women with low levels of work experience / labour market participation. The project aimed to give such women the skills and knowledge required to gain employment. It provided a comprehensive range of support, including IAG, childcare and 1-2-1 support to marginalised unemployed women from Bangladeshi, Pakistani and Somali communities in London. The Barnabas project tracks owner 6 months after they have entered employment and have developed good relationships with local employers. This has meant that participants are more likely to enter sustainable employment and progress. The project has helped source and pay for care support for the women it has helped.

324. In the North East, A4e – who are co-financed by DWP - has introduced a 9 week routeway "Balancing Family Life" working in partnership with Parentline Plus to deliver the programme. The routeway aims to encourage women to overcome barriers to finding work and balancing family life. The course includes 4 weeks work experience with a nominated employer.

325. DWP providers in the North East analysed customer experience reviews and identified isolated incidents where some individual participants who have been unaware that childcare support is available to them. Providers have now reviewed and amended their induction procedures. They now provide further information on childcare 'tasters'. These new arrangements include pre-start information, welcome sessions and an introduction to the provider. A4e, for example, have also provided participants with a list of childcare providers that they had pre-vetted to help customers consider their childcare options for when they move into employment.

326. In the North West, a DWP CFO provider, TNG, offer support for women returners and economically inactive women. As well as offering tailored support to address specific barriers that such women face, the provider has also been pro-active in using outreach workers to target women's only hostels in the Warrington area. Outreach workers use hostels in Warrington to deliver outreach support and also to deliver tailored 1-2-1 appointments. If participants need access to the TNG centre for employability skills, TNG fund childcare and transport costs. Group activities include confidence building, time management and there is also information

on money management – and these sessions have all proved popular with women returners and have helped them return to the labour market.

327. In the South East, ESF provision has been used to provide confidence building, support with CVs and sessions on transferable skills. TNG advisers in the South East help women by showing them that raising children, running a home needs lots of transferable skills – and that these can be transferred to the workplace.

328. In West Yorkshire, one of the DWP providers, the New Start project, runs women's only provision. They also use a sub-contractor 'QED' who have also produced a DVD to promote integration of ethnic minority women in non-traditional jobs such as media, health and self-employment.

329. In the South West, a DWP CFO provider 'Torbay Plus' has run an induction course specifically for females and those aged 50+. The provider is now beginning to increase the number of women engaged through community engagement and has developed a strong relationship with Jobcentre Plus advisers by developing their communication links with front-line adviser staff.

330. The Skills Funding Agency uses over £130,000 of Priority 1 funding to support Sheffield City Council's 'MAMs Too' project which focuses specifically on re-engaging young mothers into work and training. The main emphasis for this programme is to address barriers to progression and development of the mother's skills and confidence to enable them to return to a full-time or part-time FE college or training course. The support activities offered by the project include: pastoral care; psychological support where required; access to childcare; awareness raising of the benefits of employment and the support available from Government programmes; accreditation of existing skills; and training activities including basic skills support covering literacy, numeracy and ICT skills.

Migrants

331. Migrants are not a key target group in Priority 1. However, there are some projects that are helping to integrate migrants into the labour market, particularly in those regions which attract significant numbers of migrant workers. For example, in London, the London Councils consortium used the 2010-2012 funding round to match fund 30 projects which helped target a wide range of groups furthest from the labour market including refugees based in London.

332. In the North East of England, A4e have held several events such as “The Big Conversation” to promote ESF to refugees in the community and “Jav’Africa” to raise the awareness of ESF to African women in the area. Attendance from key partners such as the Equality and Human Rights Commission, North of England Refugee Service, ethnic minority Employment Access Project and local employers have helped to strengthen these events which have proved popular with local communities in the North East area. These events offer the opportunity for customers to share learning experiences about the barriers they face as well as share good practice.

Ethnic Minorities

333. People from ethnic minorities are a key target group in Priority 1, and in 2010, 20% of participants were from ethnic minorities. As part of the equal opportunities mainstreaming plan, all projects must take account of the needs of people from ethnic minorities in their delivery.

334. Priority 1 aims to help people from ethnic minorities to enter and remain in sustainable employment. It supports a range of specialist activities targeting people from ethnic minorities. Examples are given below.

335. The London Councils consortium uses ESF to co-finance the Talent Recruitment Ltd `Wandsworth Future Works’ project, which is an innovative project set up to tackle worklessness among black British males of Caribbean origin aged 19-25 across Wandsworth. The project takes positive action to reach these participants in Wandsworth through outreach on deprived housing estates, with the aim of developing trust with local males in the local community and also establishing wider community awareness of the project’s aims. The project uses a wide range of communication methods including social networking to reach this hard to help group. The project also uses volunteers, including ex-offenders and reformed substance misusers to provide coaching for participants. The project’s outreach activities cover other targeted areas such as colleges, community centres and churches and probation offices.

336. In the East Midlands the Local Authority consortium uses ESF Priority 1 funding to support the Pakistani Youth and Community Association `E2E’ project in Leicester which aims to improve the skills of people through development and flexible learning. The project targets people from ethnic minorities, and has a particular focus on people whose ethnic origin is Pakistani, Bangladeshi and Somali.

337. In the North West, the DWP sponsored provider, Working Links uses a number of specialist sub-contracting partners to target people from ethnic minorities

supported under Priority 1, including FAST, Inspired Sisters and Faith Regen. These subcontractors use internal personal consultants who engage with local communities and help deliver key skills, jobsearch support and mentoring. This support is all based in community settings. These specialist providers work closely with partner groups, including Al Furqan Mosque, Muslim Youth Foundation and the Somalian Women's Group, local libraries and community centres.

338. In the West Midlands, providers have undertaken outreach activity in community centres which are commonly used by people from ethnic minority groups. The aim of this outreach activity is to engage with potential customers. One provider, the Shaw Trust, has taken this training into community centres and delivered support on site, leading to increased participation from people from ethnic minorities. The Shaw Trust has also developed close links with Jobcentres located in areas with high ethnic minority populations in order to encourage referrals.

Other disadvantaged groups and disabled people

339. Other disadvantaged groups are also targeted by Priority 1, especially disabled people. Projects provide a wide range of support for disabled people in order to ensure that they have access to an appropriate range of activities. For example, in the East of England, the partners of the Priority 1 provider 'In Training' who help deliver the 'Flexible Routeway' project in Essex, have been selected to offer a wide range of expertise and support such as:

- dyslexia assessments;
- referrals such as counselling and mental health issues;
- specialist support for those with learning disabilities; and
- mentoring for customers with emotional problems.

340. In the North East, A4e have been working closely with the local authority 'early intervention mental health team' in order to provide specialist referral support for people with mental health problems. This team has been meeting and holding reviews with participants. Once participants are ready to access ESF provision, the local authority team refer them to the ESF programme.

341. In Merseyside, Action for Blind People provides specialist support to customers accessing Priority 1 provision. Specialist caseworkers support individual participants on a one to one basis in order to help them return to work. Action for Blind People work with individuals for up to 26 weeks. If and when employment is obtained, the project will offer in-work support. ESF funding has enabled Action for Blind People to provide an accessible employment service for blind and partially

sighted people. They provide specialist equipment such as desktop video magnifiers and accessible computers with various specialised software applications which are pre-loaded, such as Zoom Text, JAWS and Supernova. These high level magnification and speech software packages enable a person with visual impairment to undertake job search activities and complete their job application forms. In-work support is provided for those participants who move into employment and this support can include loan of specialist software and equipment.

342. In the South East a CFO provider, Babcock Enterprises, provides specialist disability support services, specialising in support for people with: dyslexia; Asperger's syndrome; learning difficulties; and people with mental health conditions. Babcock Enterprises contract out specialist support where necessary and such support is often provided by organisations in the voluntary and charitable sector. For example, during 2010, Babcock Enterprises helped 4 participants who were profoundly deaf by recruiting a signer from the Hampshire Deaf Association to help them on the project. Participants with mental health conditions are also supported, and the provider works in partnership with mental health charities such as MIND to ensure that the best help is given.

343. In Yorkshire and Humber, DWP providers have promoted engagement with disabled participants by building working relationships with health care partners, specialist sub-contractors and Jobcentre Plus Disability Employment Advisers. For example, one provider '1st Step Engagement' based in West Yorkshire, subcontracts partners that offer specialist support for a range of disabled people, such as those with:

- autistic spectrum disorder (specially trained caseworkers are able to work with all clients within the far ranging spectrum of autism)
- mental health conditions;
- sight impairment (by providing specialist software and equipment); and
- hearing impairment.

344. 343. In the South West, one DWP CFO provider, 'Path4U' based in Dorset and Somerset, provides mentoring, coaching, guidance and general support to participants with physical disabilities, mild to moderate learning difficulties and people with mental health conditions. The provider arranges work trials and work experience placements and provides basic skills support, short courses such as food hygiene, manual handling and customer services training. Counselling and IAG are also provided.

345. The London Councils Consortium uses ESF to fund seven organisations that focus on helping disabled people and those with mental health conditions:

- Tomorrow's People (mental health);
- Tower Project (disabled people);
- Tomorrow's People (Lambeth (Mental health));
- Thrive (mental health);
- Hillside (mental Health);
- Remploy (disabled people); and
- Pecan (mental health).

346. All projects funded by the London Councils Consortium are required to explain at tender and contracting stage how they would make reasonable adjustments to cater for disabled people's needs. Priority 1 is also targeting people who face other barriers to enter or remain in employments such as: older workers; young people who are NEET; ex-offenders; substance and alcohol misusers; homeless people and other people who are multiply disadvantaged in the labour market.

347. Older workers aged 50 or over are a key target group for DWP CFO providers in Priority 1. Although there are no 'specialist' providers or projects targeting older workers, contracts for provision include targets for helping older workers and this group is therefore targeted for support.

348. In the North West, TNG encourage participants to undertake work placement and address any gaps in their employment history, as well as consider alternative job roles. They have sourced job placements with employers who they know have a positive attitude towards employing older workers and they have also engaged with a number of charitable organisations who are more receptive to employing workers aged 50 or over.

349. In Merseyside, over a quarter of the participants benefiting from Working Link's 'Digital Learning' project have gained knowledge and / or a qualification in computer literacy. The digital divide can act as a barrier for older workers who may not have used computers or who lack up to date skills in the use of information technology

350. In London, the SEETEC 'Hardest to Help' project offers support to drug and alcohol misusers by providing a combination of group sessions and one to one

assistance via a caseworker which is designed to develop confidence and identify job skills to help participants find work.

351. In the East of England, the Shaw Trust's Intermediate Labour Market (ILM) project provides bespoke support for participants with a range of disadvantages, including those with severe and multiple disadvantage in order to help them find work. The provider uses paid work placements which are temporary and have a wider social benefit. The project's strong links with the voluntary sector have helped to make the ILM project a success.

352. The National Offender Management Service (NOMS) uses Priority 1 funding (and P4) to help ex-offenders move closer to and into work. ESF is used to build a 'bridge' between the ex-offender's employment support experience within prison and those opportunities that are available to ex-offenders on their release from prison. ESF provides resources for employer engagement and helps facilitate ex-offenders access to education and employment services in the community.

353. The Skills Funding Agency has commissioned Craven College in York to deliver the 'Our Celebration' project which has a contract limit of £600,000. The main aim of the project is to help people recovering from mental illness to find work or move closer to the labour market. Learners are referred to the project by local GPs. The project offers a 'non-threatening' learning environment which is designed to help people recovering from mental illness learn at their own pace, enabling learners to make the transition from non-accredited to accredited learning where appropriate. Learners work in small groups so that they can complete their learning in a trusted and supportive environment. All the learning content is designed to increase confidence and employability. Participants are encouraged to progress into further learning, volunteering and, where possible, paid employment. So far: 78 learners have achieved accredited qualifications; 29 participants have progressed into further learning; 9 learners have progressed into volunteering; and 5 learners have progressed into paid employment.

Innovative activities

354. Within Priority 1, the following dedicated innovative projects began in 2009 and continued during 2010.

Active Inclusion

355. In the East of England, the SAM project focuses on supporting two participant groups, using one to support the other. It is recruiting and training volunteer mentors who are within ESF target groups to support users of mental health services and help them to return to work. The SAM project provides volunteer mentor support to 248 mental health service users over three years, to assist their reintegration into the labour market and their communities by using a more holistic approach guided by European based intervention models. SAM has devised a holistic approach to getting its participants into employment through a variety of activities. These include: employment focused workshops, an eco- routes project run in joint partnership with Family Actions, a radio show broadcast once a week; meetings to discuss topics, and IT and sports training to encourage healthy living. Volunteering is key to the project's approach. One of the project's participants has won a European volunteer of the year award presented by Volonteuropé.

356. In London the London Borough of Ealing, New Pathways to Work in West London, aims to join up labour market interventions with other services to address barriers to work, to develop sustainable approaches to employment support for people with severe mental health problems, and to develop new recruitment pathways for those who face barriers to entering the labour market.

357. The main target group for the project are the most disadvantaged people in west London who are workless or economically inactive and not in contact with mainstream employment support services. Key achievements include:

- 36 participants have started the programme;
- development of a portal which promotes placements, voluntary opportunities and apprenticeships;
- training in disability awareness for 50 frontline and HR personnel.
- The mainstreaming of the 'New Pathways to Work Individual Placement Support model' across West London. The model was trialled originally in Germany and incorporates work support as part of the rehabilitation programme of mental health users.
- Six social enterprises set up with the help of expertise from Veneto Lavoro, the project's transnational partner.

358. In Merseyside the Working Better project supports the engagement of people with an illness or potential illness and to integrate these disadvantaged groups into the labour market. Key achievements include:

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- working towards capacity building of union reps to become mental health champions within companies and to run mentoring courses;
- development of a base of 22 mentors who are working with people who have had a history of mental health issues and now want to set up their own business;
- development of 'Learning Guides' to signpost people with mental health issues and drug abuse histories into learning;
- conducting comparative domestic and transnational research focusing on the various types of mentoring available;
- engagement with 615 participants.

359. In the South East, What Works, the project led by Newhaven Community Development Agency, has started looking at flexible personalised packages of support to help those with multiple barriers to employability to move into sustained work. In particular the project will develop and test integrated pathways to active inclusion in the labour market with the aim of mainstreaming useful innovative approaches that can add value to current practices. Key achievements include:

- extension of the Newhaven Community Employment Partnership model of tailored support to individuals to four new geographical areas including an effective referral system where holistic support makes a successful job outcome more likely;
- conducting ongoing research into partnership working;
- employer engagement, the profile of a 'good' client advisor and the recruitment of client advisors;
- 315 participants and 51 have secured paid work with six sustaining work for over 6 months; 91 have attended training with 11 gaining a qualification; 138 have increased their work related skills; 91 have gained other positive outcomes.

360. In West Midlands the Aim Partnership "Innovative Approaches to Active Inclusion" is aiming to help prevent recidivism by providing offenders and their families and those groups identified as risk of offending the opportunity to acquire workforce skills. The project is working specifically with 100 participants who have multi-disadvantages including drug and alcohol abuse, mental health and disability issues, housing issues and lack of basic skills. The key achievements include:

- Issuing contracts for three pilot schemes which will run until April 2012;
- Youth Support Services, a voluntary organisation, in partnership with Warwickshire Probation Trust have begun to facilitate pilot work within Worcestershire and Warwickshire;

- Business Enterprise Support, a social enterprise, has started an enterprise focused research pilot across the whole region;
- working with Hungary to explore support for ex offenders from a Roma background to inform the work of the UK project.

Demographic Change

361. In the North West the AGE-No Constraint project aims to identify factors in the region which can contribute to a regional environment where skills and abilities are valued regardless of age. Key achievements include:

- using consultants to develop a curriculum;
- introduction of an accredited ' Age Access Auditing' training programme from January 2011;
- hosting a transnational event for employers in May 2010;
- campaign for Learning Strand - a desk based research programme liaising with employers on the 50+ theme;
- VEDAS, a civil society organisation and Burnley Borough Council strand have worked together to develop a new approach to helping older job seekers back into work. This has involved combining neurolinguistic programming, the single referral point and benchmarking skills.

362. In the South East the Flexible Lives for Older Workers (FLOW) project led by Age Concern Milton Keynes identifies and develops new ways of improving the recruitment and retention of older workers in the social care and retail/hospitality sectors. They will be engaging with micro-employers by working with Skills for Care to develop and test how best they can procure the services they require. Key achievements include:

- Input to the review of the 'Matrix Standard Quality Mark' undertaken by BIS in 2010. This is currently in the pilot phase to test the new standard;
- contribution to the Skills For Care National 'Principles of Workforce design tool kit' (POW-R) which will be a national resource from Skills for Care to providers of social care services to enable them to redesign service provision;
- setting up of a social care brokerage service to help people find the appropriate care they need with care specialist partner Age Concern Slough and Berkshire East;
- setting up new domiciliary care service for which new training/induction programmes are being developed;
- Management Orient, a social care expert and private sector partner to the project has delivered the Experienced Employee Route project which works

with older workers having skills and knowledge that is often not accredited and supporting them to obtain recognition and qualifications;

- development and testing of a new flexible working strategy and package for council employees aged 50+;
- production of a publication 'Caring and Working in Ageing Societies' in conjunction with another ITM project – Ageless at Work and their joint Polish partner.

363. In Yorkshire and the Humber the Workage Project aims to develop tools to support older people into employment. Earlier research informed the development of this project, identifying the need for age-management policies and plans, and support for people who have been made redundant or economically inactive and want to rejoin the labour market. This project will pilot a range of tools, co-ordinating with existing services and using the results taken from the pilot to refine the tools, which can then be used by delivery partners (e.g. Jobcentre Plus). The key achievements include:

- modification of the Skills Assessment toolkit developed in Hungary and applied to the York context;
- Age Driver – a perception based tool which is used to interview staff to ascertain perceptions of older/younger workers;
- age management tool box to identify where companies/organisations need further guidance;
- age audit tools for SMEs;
- age audit tools for larger companies;
- workshops including a practical guide to confidence building emphasising positive language training, interview techniques and a competency based framework to help people gauge how they have scored;

Engaging with Employers

364. In London the Groundwork London, Host Boroughs Employer Offer aims to increase levels of employer engagement within employment and skills activities funded via the City Strategy Pathfinder in East and South East London by developing a range of linked services for employers that will support their business development and corporate social responsibility objectives. Key achievements include:

- delivery of training session which includes CV writing and interview techniques;

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- working with buyers of services rather than sellers to promote local labour clauses and CSR;
- a visit to Reningsborg, a community interest company in Gothenburg which recycles/re-uses goods for social benefit and has a training and enterprise arm, resulting in a small tender being submitted to create jobs and pilot work through Newham Community Recycling Network;
- bringing different partners together to deliver and create jobs. Including a white goods recycling project;
- development of group training models applied to environmental subcontractors for areas in local energy generation.

365. In the North East the Virtual Jobs Hub is an award winning regeneration-focused recruitment company, which has helped thousands of workless people from disadvantaged communities into employment. The project aims to test new and innovative approaches to engaging with and working with employers, and to develop a new ICT hub that will enable better coordination of job vacancies within a specific area (in this case Middlesbrough and the Tees Valley travel to work area). Key achievements include:

- building a virtual jobs hub portal that captures all the vacancies in Tees Valley in one place for the benefit of Middlesbrough job seekers;
- creating 24 formal partnerships with private, public and voluntary sector organisations – through provider accords;
- mentoring 144 employers in Tees Valley and share innovation and best practice, focusing on employment, recruitment and diversity;
- transferring the business development model from the project's Dutch partner: Alexander Calder BV.

366. Also in the North East Tyne And Wear City Strategy Partnership is a partnership of the seven local authorities that make up the Tyne and Wear City Region and other key partners (including Jobcentre Plus and the LSC), created to deliver the employment and skills agenda for the Tyne and Wear City Region. The Employer Engagement and Leadership project aims to develop, implement and share with its transnational partners an innovative model of employer engagement and development to support and encourage engagement in the worklessness agenda, increase the number of vacancies available to target groups and lead the employment and skills agenda.

367. Key achievements include the development of simplified system and approach to employer engagement available via HANLON, an ICT based client tracking system used by the public sector in the north east as part of the regional employability

framework. The new employer engagement approach allows providers to view all exchanges with individual businesses prior to their contact with them. The system is interactive and gives employers a single point of access to information about recruitment, training and skills.

368. The West Midlands Employer for Employment project is bringing together five regeneration departments from the region to develop job brokerage to gain a better match between supply and demand in the job market. The proposal will streamline the various elements of this work from the partners represented to build a single model that will work strategically at regional level. The key achievements include:

- employer of choice awards event which incorporated positive action to the award such as the tick mark – positive about disability and a positive about employment element;
- Sandwell Council has produced a web based system that pulls all of the job vacancies in the area into one location;
- Engagement with 1240 participants.

ICT and the Digital Divide

369. In East Midlands the Workers Educational Association project involves the development of a Digital Activist Inclusion Network to enable sharing of information and good practice, with the aim of widening participation. Key achievements include:

- development of web-based Community Learning Environment and 'moodle', an open source software package designed for new learning materials which encourages feedback and dissemination amongst the moodle online community
- recruitment and training of 50 volunteers;
- design and delivery of six volunteer training courses;
- over 100 community drop in and outreach sessions held to date;
- over 160 community ICT courses delivered with over 1600 learners;
- benchmarking tools to measure levels of digital literacy; these are being constantly developed to ensure the best end product;
- creation of a virtual community of good practice of engagement of excluded groups in learning and developing digital skills;
- online seminars with transnational partners, linked to study visits to facilitate the exchange of good practice;
- German Post Bank model trialled by project to benchmark people's digital skills.

370. In South Yorkshire the 'Making IT Personal – Joining The Dots' project is managed by Barnsley Metropolitan Borough Council. The project proposes new approaches, tools, methods and service provision to address the needs of priority target groups for whom digital inclusion would be a key to engagement in employment and more generally in society. Key achievements include:

- development and launch of two websites <http://www.makingitpersonal.eu/> and a separate website for the Digital Outreach Trainers (DOT);
- production of an interim evaluation report;
- production of Fast Forward learning materials;
- trial and feedback on UK project materials by Maltese transnational partner.

Social Enterprise

371. In the East Midlands the aim of Employment, Education and Enterprise in Northamptonshire is to establish a new social enterprise employment agency. The project is taking a new approach, of setting up a temporary employment agency, to dealing with a series of entrenched problems, including young people NEET.

372. The project will also provide a new response to the economic downturn by offering conversion support to people made redundant to use their skills in a different context - social enterprise. The new social enterprise has now been established – Northamptonshire Enterprising Skills Agency CIC (trading as 3E) – and the first meeting of its board has already taken place. Key achievements include:

- delivery of 'E3' an employment agency delivered as a social enterprise;
- 800 participants
- three programmes have been developed and delivered through E3: Graduate Boost for graduates, plan B for young people NEET and Executive Careers for people at managerial level who have been recently made redundant;
- Graduate Boost– ten placements at theatre company 'Alter Ego', as well as four permanent positions there, plus six found employment in other companies;
- Plan B – five out of six of the cohort in Wellingborough moved onto further training courses at colleges and Prince's Trust;

373. In Merseyside the Steps to Success project aims to build up social enterprises including gaining market share, mentoring and provision of advisors. Key achievements include:

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- engagement with over 260 participants who are at risk or becoming unemployed;
- delivery of workshops at the School for Social Entrepreneurs;
- working with the project's transnational partner in Poland on replicating the Polish model of a Social Enterprise Hotel 'U Pana Cogito' run by disabled people in Merseyside.

374. In the South West Catalyst PLUSS will help bridge the gap between economic activity and employment for individuals most disadvantaged in the labour market by promoting social enterprise as accessible route to paid work. To date two new ground maintenance social enterprises have been established, one based in Torbay and the other in Plymouth. Key achievements of Catalyst Pluss include:

- setting up two ground maintenance businesses which offer an opportunity for disadvantaged people to work on fixed term contracts (6-12 months) with job coaches;
- setting up of two 'Future Clean' projects; car washing and valetting services in town centre car parks.

375. Examples of innovative projects supported by CFOs are provided in the summary of added value in Section 2.1.

Transnational or inter-regional activities

376. All the dedicated innovative projects include an element of transnational co-operation with at least one other Member State. Further information on transnational activity is at paragraphs 220 and 229.

ESF Community Grants

377. ESF Community Grants are small grants of up to £12,000 for voluntary and community organisations to help them reach disadvantaged people who are not working. Community Grants support a range of activities aimed at assisting the disadvantaged or excluded to move closer to the labour market by improving access to mainstream ESF and domestic employment and skills provision. Activities support participants from the target groups in the Operational Programme. However because the focus is on individuals who have difficulty in accessing ESF or mainstream provision, outcomes are more likely to be based on progression rather than achievement of jobs and qualifications.

378. Grants must not be used to duplicate provision available through ESF co-financing and must provide support to the hardest to reach communities and individuals to access and succeed in this or other provision. Small third sector organisations that access grants are well placed to reach excluded individuals facing barriers which hinder access to mainstream provision. In most regions, ESF Community Grants are delivered through Skills Funding Agency Co-financing Plans in Priority 1. The Agency has tendered for and appointed grant co-ordinating bodies.

379. In London, ESF Community Grants are part of the London Development Agency's Co-financing Plan in Priority 1, and it selected Greater London Enterprise as the grant co-ordinating body through a tendering exercise. In Merseyside, ESF Community Grants sit outside of co-financing arrangements and are administered by the Community Foundation for Merseyside as the grant co-ordinating body.

380. Details of delivery of Community Grants at regional level are set out below:

East of England

381. The Skills Funding Agency has contracted with one provider (Tribal) to lead on and deliver Community Grants. There were 229 applications for grants and 105 were awarded. The average value of grants was £11,132. These grants have supported 1,877 participants, of which: 1,431 achieved soft outcomes; 73 progressed into jobs; and 93 progressed into education or training.

East Midlands

382. There were 309 applications to the East Midlands ESF Community Grants programme and 209 of those applications were successful. The average grant value was £5,561. These grants have supported 2,819 participants.

London

383. In line with the London Regional Framework and the LDA CFO Plan, all projects funded through the Community Grants programme have a focus on employability. Specifically, every project must support unemployed or economically inactive individuals who are at particular disadvantage in the labour market to move towards employment.

384. Projects must combine two or more from a wide range of activities as follows:

- Support to raise levels of basic skills;
- Taster work experience, including voluntary work;
- Training, advice and counseling;
- Job search assistance and other assistance necessary to secure employment;
- Confidence building; and
- First contact engagement activities, for example to provide support to engage individuals with barriers to accessing mainstream services in a non-threatening environment

385. Following training, projects are expected to assist participants to move into employment or further training that will support them further on their journey towards employment. Number of applications in year 1: 195; Number of applications in year 2: 140. Total Number of applications was 335 and 214 grants were awarded. Average value of grants in Year 1: £11,349; Average value of grants in Year 2: £11,742

Number of participants supported: 2,783, of which 1,523 were economically inactive; Soft outcomes – Skills: 1,200; Soft outcomes – Employment support: 1,500 and progressions to employment or further jobsearch and training: 1,085

North East

386. There were 281 applications to the North East ESF Community Grants programme and 137 of those applications were successful. The average grant value was £8,843. These grants have supported 3,241 participants. Of these learners, 85 learners progressing into employment and 1,037 progressing into further learning.

North West

387. There were 440 applications for grants and 146 were awarded. The majority of grants were valued at £10,000 with a small number above or below this figure. These grants have supported 3,623 participants.

388. The Grants programme was specifically targeted at groups furthest away from the labour market. As an example, the breakdown of the 337 participants in Cumbria included 101 women, 63 over 50s, 61 disabled people, 19 lone parents, 18 ex-offenders and five ethnic minority participants.

389. In terms of positive outcomes nine people were employed directly in part-time posts and three in full-time posts; three jobs were safeguarded. 32 people were helped into full-time employment and 25 into part-time employment. In addition to the activity supported via the Grant many smaller organisations have also been supported to develop their capacity.

South East

390. There were 449 applications for grants and 201 were awarded. The average value of grants was £10,000. These grants have supported 3623 participants. Successful applicants came from a wide range of organisations and examples of the impact of just two are set out below.

391. The Kingsley Centre project developed appropriate resources and delivered bespoke workshops to Kingsley Centre's disabled volunteers and those wishing to be volunteers either at the centre or elsewhere. The primary focus was for volunteers to acquire the necessary knowledge and skills to work in their various work opportunities including post office, shop and cafe and also to improve better life chances as well as improving the standard of service they offer to the public. Twenty one people benefited from the workshops.

392. During the period of the project they have developed a working relationship with the Southern Co-operative and through a Joint Venture agreement Kingsley Village will have a 'new' enhanced Village Shop which will have as its focus the provision of training and supported volunteering opportunities. This is a very exciting initiative as it will be a Social Enterprise. Additionally they feel that they have learnt sufficiently from running the training programmes and have the elements and resources for running further volunteer training courses for people with learning difficulties.

393. All Saints Community Project (Kent) provides delivery of weekly drop in craft skill sharing sessions by volunteers entitled 'Have a Go' sessions, basic IT courses – six week courses run by volunteers to develop students skills prior to undertaking CLAIT qualification courses, CLAIT level 1 qualification course, CV and job search courses. Courses were open to members of the local community in an area of deprivation. This project had 381 participants. Have a Go sessions increased from an average of eight people per session to 10.7 per session and was recommended by local health trainers. Two people from the CV course progressed to computer courses and volunteering and are now employed by the project. An art course ran as a spin off from the Have a Go sessions run by a volunteer tutor. The project proved

extremely popular with a variety of ages. Creche provided for children and ages vary from young mums to the retired. The group helped support and encourage each other. The project has proved popular and is growing through word of mouth and has particularly helped those socially isolated.

South West (excluding Cornwall)

394. ESF Community Grants are awarded and administered by a Grant Co-ordinating Body. The Learning Curve (TLC). The programme is being delivered in partnership by, TLC as the accountable body and South West Foundation, with an ESF value of £605,700, which has since been increased by £139,890 to £745,590, with a completion date of December 2010.

395. There were 137 applications for grants and 72 were awarded. The average value of grants was £8,333. These grants have supported 2,013 participants. Of these: 656 learners saw improvement in personal/life skills; 99 went into part-time employment; 133 into full-time employment; 316 into further training; and 356 into volunteering.

West Midlands

396. 394. The West Midlands Community Grants strand of Priority 1 is managed by the Skills Funding Agency/West Midlands Councils partnership. In total the partnership tendered the full £2.3m budget for this activity to secure the services of three grant co-ordinating bodies: Heart of England Community Foundation; Stoke Council for Staffordshire; and the Black Country Consortium for the Black Country. There were 200 applications for grants and 187 were awarded. These grants have supported 2,636 participants, of which: 1,431 achieved soft outcomes; 73 progressed into jobs; and 93 progressed into education or training.

397. The programme has delivered a number of softer, qualitative outcomes such as confidence building and heightened motivation. Statistical analysis of the impact of the ESF community grants programme, in terms of soft outcomes, confirms that a large majority of beneficiaries are (statistically) likely to achieve positive soft outcomes with 65 per cent of the cohort having an increased self- confidence and motivation. Around 59 per cent of respondents had received advice and guidance on other courses available to them whilst participating on an ESF project, showing clear evidence of progression and movement towards training, education or employment

Yorkshire and the Humber

398. In Yorkshire and The Humber, there were 173 applications for grants and 90 were awarded. These grants have supported 2,141 participants in Yorkshire and The Humber. For South Yorkshire, there were 258 applications for grants and 150 were awarded. These grants have supported 3,488 participants in South Yorkshire.

Cross-financing mechanism

399. The cross-financing mechanism with ERDF was not used in Priority 1 in 2010.

3.1.2. Significant problems encountered and measures taken to overcome them

400. There were no significant problems encountered in implementing the priority.

3.2 Priority 2: Developing a skilled and adaptable workforce (Regional Competitiveness and Employment)

3.2.1 Achievement of targets and analysis of the progress

Information on the physical and financial progress of the priority

Indicator	Definition		2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
2.1 Total number of participants												
		Achievement	25,770	122,954	342,751	352,566	0	0	0	0	0	844,041
		Target										825,000
		Baseline	0	0	0	0	0	0	0	0	0	
2.2 Participants with basic skills needs												
a) Number of Priority 2 participants with basic skills needs.												
		Achievement	9,874	50,042	87,462	78,694	0	0	0	0	0	226,072
		Target										337,000
		Baseline	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 2 participants without basic skills.												
		Achievement	38%	41%	26%	22%	0%	0%	0%	0%	0%	27%
		Target										41%

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		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
2.3 Participants without level 2 qualifications												
a) Number of Priority 2 participants without full level 2 qualifications.												
		Achievement	8,787	28,728	68,241	75,096	0	0	0	0	0	180,852
		Target										338,000
		Baseline	7,494,000	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 2 participants without full level 2.												
		Achievement	34%	23%	20%	21%	0%	0%	0%	0%	0%	21%
		Target										41%
		Baseline	33%	0%	0%	0%	0%	0%	0%	0%	0%	
2.4 Participants without level 3 qualifications												
(a) Number of Priority 2 participants with level 2 but without full level 3 qualifications.												
		Achievement	5,748	21,161	72,589	84,395	0	0	0	0	0	183,893
		Target										101,000
		Baseline	12,785,000	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 2 participants with level 2 but without full level 3												
		Achievement	22%	17%	21%	24%	0%	0%	0%	0%	0%	22%
		Target										12%
		Baseline	56%	0%	0%	0%	0%	0%	0%	0%	0%	

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2.5 Participants with disabilities or health conditions												
		Achievement	12%	8%	6%	7%	0%	0%	0%	0%	0%	7%
		Target										15%
		Baseline	13%	0%	0%	0%	0%	0%	0%	0%	0%	
2.6 Participants aged 50 and over												
		Achievement	13%	18%	20%	17%	0%	0%	0%	0%	0%	18%
		Target										20%
		Baseline	24%	0%	0%	0%	0%	0%	0%	0%	0%	
2.7 Participants from ethnic minorities												
		Achievement	14%	18%	17%	17%	0%	0%	0%	0%	0%	17%
		Target										13%
		Baseline	10%	0%	0%	0%	0%	0%	0%	0%	0%	
2.8 Female participants												
		Achievement	50%	48%	45%	45%	0%	0%	0%	0%	0%	46%
		Target										50%
		Baseline	46%	0%	0%	0%	0%	0%	0%	0%	0%	
2.9 Participants who gained basic skills												
	(a) Number of Priority 2 participants who gained basic skills.											
		Achievement	579	8,453	21,163	22,322	0	0	0	0	0	52,517
		Target										152,000

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	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 2 participants without basic skills who gained basic skills.												
	Achievement	45%	29%	25%	25%	0%	0%	0%	0%	0%	0%	26%
	Target											45%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
2.10 Participants who gained full level 2 qualifications												
(a) Number of Priority 2 participants who gained full level 2 qualifications.												
	Achievement	1,421	25,872	63,785	77,199	0	0	0	0	0	0	168,277
	Target											135,000
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 2 participants without level 2 who gained full level 2.												
	Achievement	60%	58%	44%	47%	0%	0%	0%	0%	0%	0%	47%
	Target											40%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
2.11 Participants who gained full level 3 qualifications												
(a) Number of Priority 2 participants who gained full level 3 qualifications.												
	Achievement	440	5,561	21,075	24,436	0	0	0	0	0	0	51,512
	Target											30,000
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 2 participants (with level 2 but without level 3) who gained full level 3.												

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		Achievement	62%	57%	34%	31%	0%	0%	0%	0%	0%	34%
		Target										30%
		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
2.12 % Participants in a managerial position												
		Achievement	-	-	22%	23%	0%	0%	0%	0%	0%	0%
2.13 % Female participants in part-time work												
		Achievement	-	-	32%	33%	0%	0%	0%	0%	0%	0%
2.14 % Participants (without level 2 qualifications) who gained units or modules of level 2 qualifications												
		Achievement	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2.15 % Participants (without level 3 qualifications) who gained units or modules of level 3 qualifications												
		Achievement	0%	1%	1%	3%	0%	0%	0%	0%	0%	2%
2.16 % Participants who gained full level 4 or above qualifications												
		Achievement	0%	2%	5%	5%	0%	0%	0%	0%	0%	5%
2.17 % Participants who gained units or modules of level 4 or above qualifications												
		Achievement	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
2.18 % Female participants who gained basic skills												
		Achievement	58%	32%	36%	37%	0%	0%	0%	0%	0%	36%
2.19 % Female participants who gained level 2 qualifications												
		Achievement	62%	57%	41%	52%	0%	0%	0%	0%	0%	48%

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2.20 % Female participants who gained level 3 qualifications												
		Achievement	44%	60%	43%	40%	0%	0%	0%	0%	0%	43%
2.21 % Female participants who gained level 4 qualifications												
		Achievement	0%	2%	6%	7%	0%	0%	0%	0%	0%	6%
2.22 % Female participants who gained units or modules of qualifications												
		Achievement	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
2.23 % Participants with disabilities or health conditions who gained basic skills												
		Achievement	8%	11%	9%	8%	0%	0%	0%	0%	0%	9%
2.24 % Participants with disabilities or health conditions who gained qualifications												
		Achievement	57%	48%	35%	34%	0%	0%	0%	0%	0%	36%
2.25 % Participants with disabilities or health conditions who gained units or modules of qualifications												
		Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2.26 % Participants aged 50 or over who gained basic skills												
		Achievement	16%	7%	5%	5%	0%	0%	0%	0%	0%	5%
2.27 % Participants aged 50 or over who gained qualifications												
		Achievement	71%	52%	32%	31%	0%	0%	0%	0%	0%	33%
2.28 % Participants aged 50 or over who gained units or modules of qualifications												
		Achievement	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
2.29 % Ethnic minority participants who gained basic skills												
		Achievement	50%	33%	15%	8%	0%	0%	0%	0%	0%	13%

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2.30 % Ethnic minority participants who gained qualifications												
		Achievement	25%	44%	35%	34%	0%	0%	0%	0%	0%	35%
2.31 % Ethnic minority participants who gained units or modules of qualifications												
		Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2.32 % Part-time female workers who gained basic skills												
		Achievement	-	-	6%	69%	0%	0%	0%	0%	0%	0%
2.33 % Part-time female workers who gained qualifications												
		Achievement	-	-	78%	78%	0%	0%	0%	0%	0%	0%
2.34 % Part-time female workers who gained units or modules of qualifications												
		Achievement	-	-	0%	22%	0%	0%	0%	0%	0%	0%

The tables show figures for 2007, 2008, 2009 and 2010 as at 31 December 2010. The figures are a snapshot in time and will differ from those shown in previous AIRs. Additional data have been added to the database during 2010 which relate to achievements gained in 2007, 2008 and 2009. For example, the number of participants in 2008 and 2009 has increased as a result of additional management information being made available through 2010.

Figure 8: Priority 2 Targets

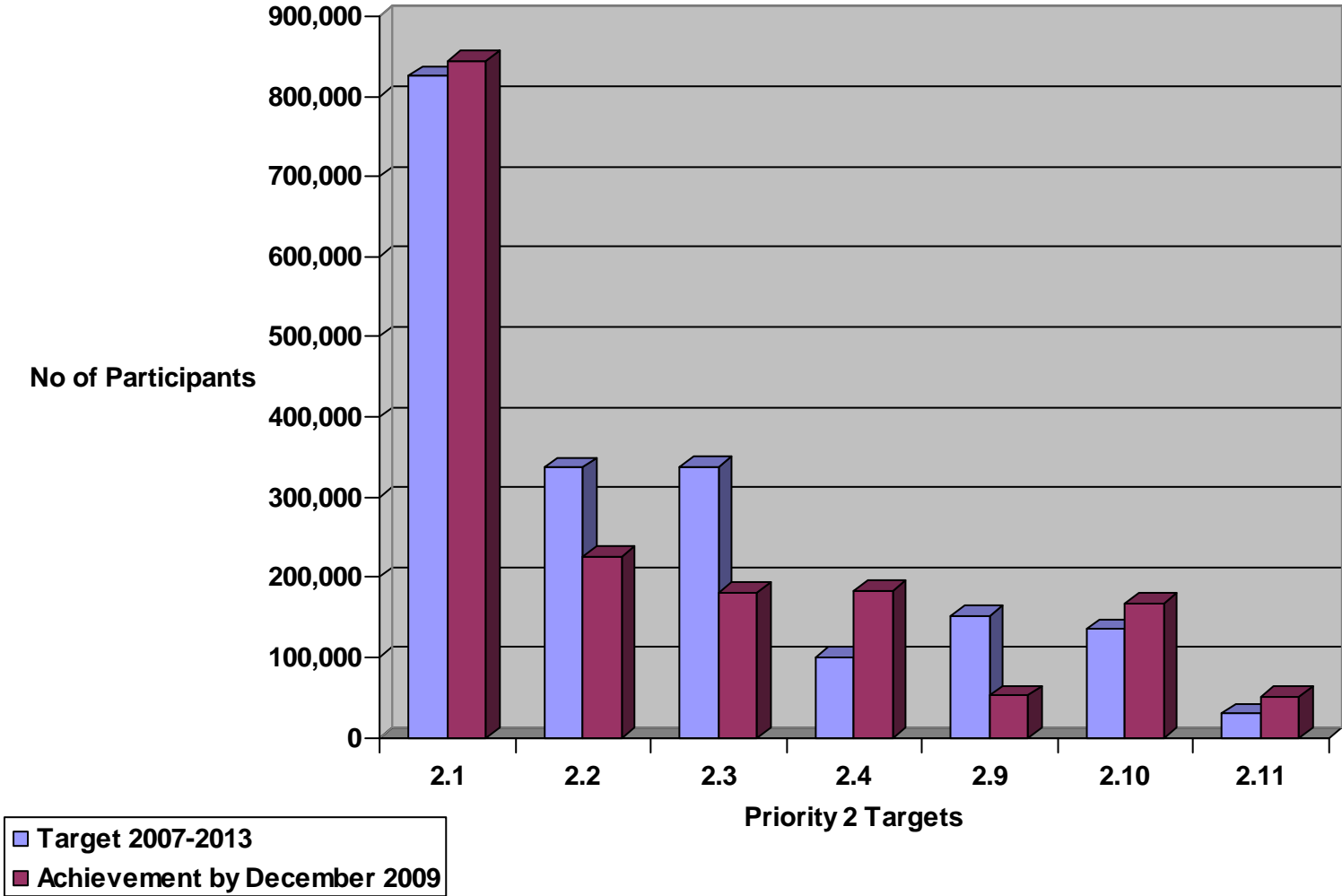
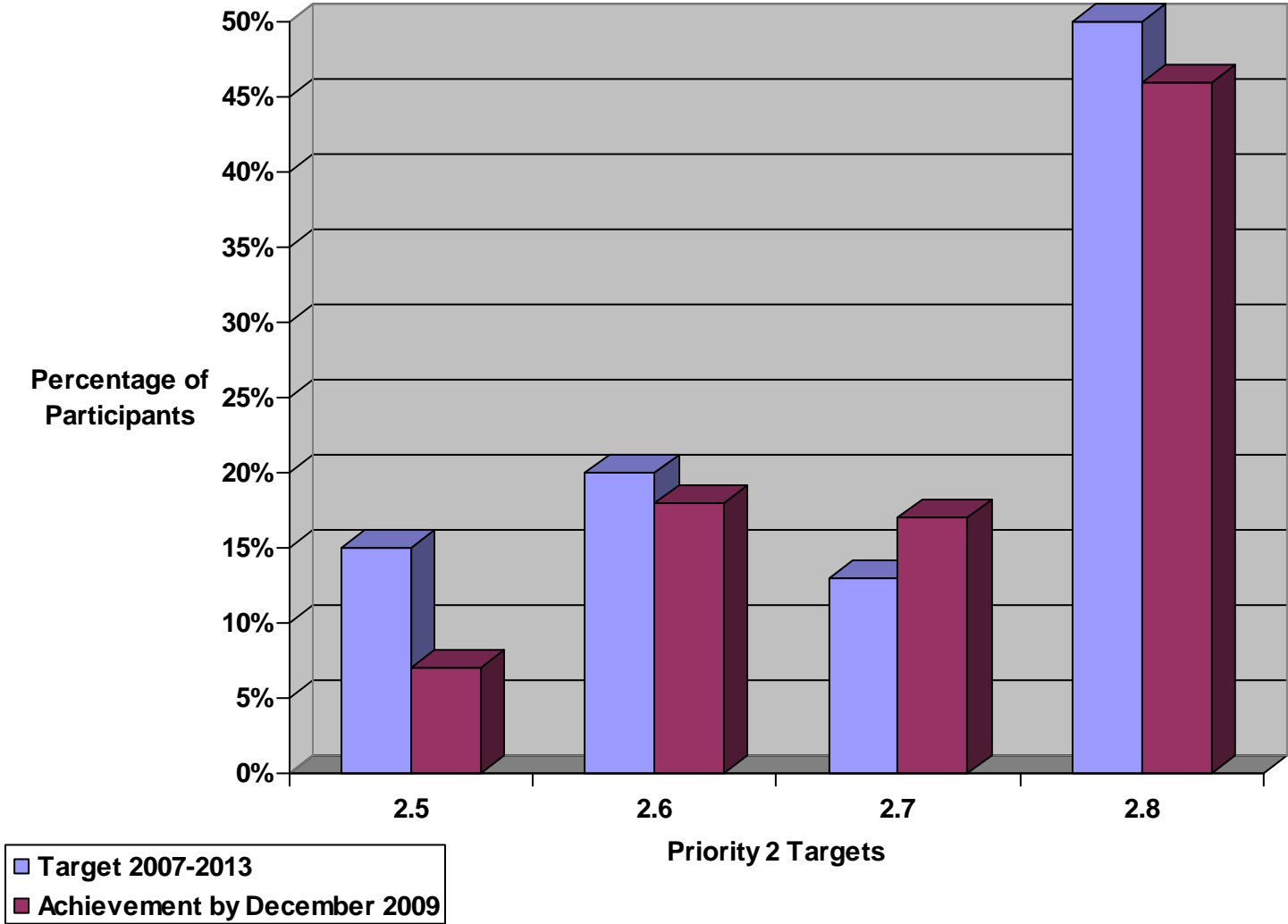


Figure 9: Priority 2 Equality Targets



Assistance by target group

401. The table below provides information by target group in accordance with Annex XXIII of Commission Regulation 1828/2006.

Priority 2 Developing a skilled and adaptable workforce

	Total starts in 2010	Female starts in 2010	Total completers in 2010	Female completers in 2010
Total number of participants	352,561	159,393	355,518	155,215
Employed (including self employed)	268,737	137,791	273,148	133,588
Self employed ²⁰	10,749	5,512	13,657	6,679
Unemployed (including long term unemployed)	74,614	18,474	72,425	18,366
of which Long Term Unemployed	15,635	4,689	14,854	4,443
Inactive (including those in education & training)	9,210	3,128	9,945	3,261
of which in education or training	477	230	753	299
Young people (15-24 years)	84,520	41,164	73,488	32,587
Older people (55-64 years)	26,597	10,479	29,043	11,094
Minorities	56,261	25,906	62,157	29,158
Migrants ²¹	3,526	1,594	3,555	1,552
Disabled	23,537	11,093	23,594	10,817
Other disadvantaged people	58,104	21,599	64,922	23,494
Primary or lower secondary education (ISCED 1 and 2)	91,622	35,038	103,465	39,458
Upper secondary education (ISCED 3)	184,409	91,657	176,865	83,601
Post-secondary non-tertiary education (ISCED 4) ²²	-	-	-	-

²⁰ Estimated for ESF Wave 1 and 2 Cohort Survey data.

²¹ Estimated from ESF Wave 1 Cohort Survey data.

²² Not applicable to England ESF programme participants.

Tertiary education (ISCED 5 and 6)	30,445	15,156	30,765	15,334
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Qualitative analysis

402. In 2010 there were 353,000 participants in Priority 2, taking the total to almost 850,000. Participation has therefore exceeded the 825,000 target for 2007-13.

403. The proportions of all participants with different qualification levels, as at the end of 2010, are: those without basic skills (27%) and level 2 qualifications (21%) continue to be below target (41%), while the proportion of participants without level 3 qualifications (22%) is above the 12% target.

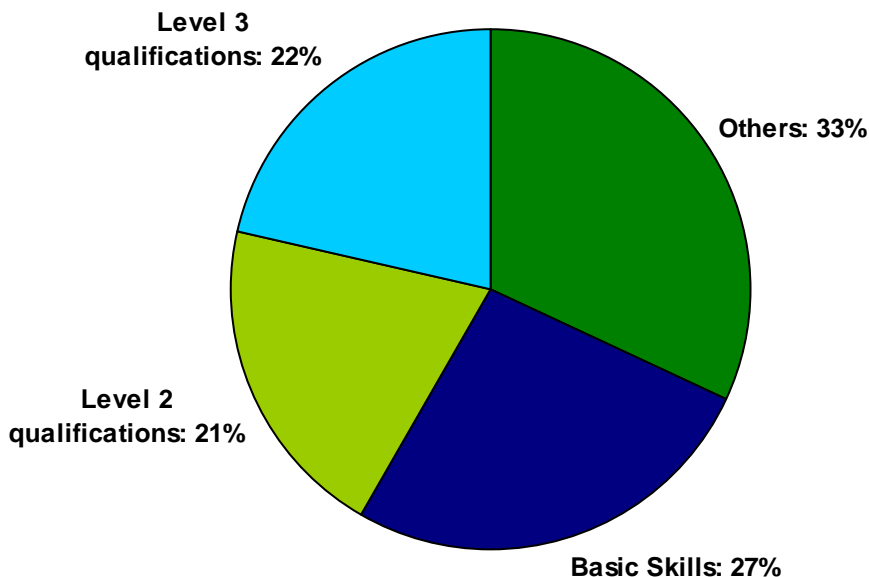
404. In terms of target groups:

- The proportion of participants recorded with a disability or health condition increased slightly from 6% in 2009 to 7% in 2010, with the overall proportion remaining at less than half of the 15% target.
- The proportion of those aged 50 and over has decreased slightly from 2009, bringing the total to 18% compared with a target of 20%. The proportion of participants from an ethnic minority remained at the 2009 level, with the total proportion now at 17% compared with a target of 13%.
- The proportion of female participants remained at the 2009 level, with the total proportion now at 46% compared with the target of 50%.

405. In terms of outcomes:

- In 2010 the number of participants who gained basic skills remained low at 22,000, bringing the total to 53,000. This is about a third of the overall target. The overall proportion of Priority 2 participants without basic skills who gained basic skills also remains low, at 25% against a target of 45%.
- The number of participants who gained level 2 increased from 64,000 in 2009 to 77,000 in 2010 bringing the total above the 135,000 target for 2007-2013. The proportion also increased from 44% to 47%, with the total now standing at 47%, higher than the 40% target.
- The number of participants who gained level 3 increased from 21,000 in 2009 to 24,000 in 2010 bringing the total to more than one and a half times the 30,000 target for 2007-2013. However, the proportion decreased from 34% to 31% over this period but the total of 34% remains above the 30% target.

Figure 10: Priority 2 Participants



Financial

406. Expenditure in Priority 2 has increased significantly during 2010 following the start of ESF activity in mid-2008. This increase in spend has made a considerable contribution to the overall achievement of the N+2 target. Notably the Skills Funding Agency has overcome the slow start of previous years following changes in Government Policy and is making significant progress. As a result the spend against profile figure for the 2007-2010 allocation was 71% as at the end of December 2010 slightly higher than that for Priority 1.

ESF Regulation Article 10 Information

Gender Mainstreaming

407. Equal opportunity for men and women has been promoted and integrated into the delivery of all Priority 2 activities and is therefore consistent with the programme’s overall equal opportunities mainstreaming strategy.

408. Priority 2 supports a range of specialist gender projects and activities in the regions which aim to improve the position of low paid and part-time women workers as well as reduce occupational and sectoral segregation between men and women. Priority 2 also supports participants whose caring responsibilities may disadvantage

them in terms of accessing training support. Examples of Priority 2 support which promotes gender equality are given below.

409. The Skills Funding Agency has used Priority 2 to fund Acacia Training's 'Technical Workforce Skills Level 4' project which aims to raise the skill levels of part-time female workers. The training support provided is flexible and, in particular, takes the shift-working patterns of part-time workers into account in order to enable female part-time workers to access the provision.

410. The Skills Funding Agency has used ESF priority 2 to fund the ALPS partnership in the South East of England's 'Skills R Us' programme – which develops the skills of female participants and also offers skills support which can lead to self-employment.

Migrants

411. Migrants are not a key target group in Priority 2, however there are some projects that help migrants adapt to the English labour market and acquire skills that employers need.

Minorities

412. People from ethnic minorities are a target group in Priority 2, and in 2010, 17% of participants were from a non-white ethnic minority group. All ESF projects are required to take the needs of people from ethnic minorities into account when designing and delivering their activities.

413. The Local Authorities Consortium in the East Midlands uses Priority 2 funding to support the Foundation to Success project which is managed by the Somali Development Services (Leicester) in Priority 2 supports women particularly from the Bangladeshi, Somali, Pakistani and new arrival communities by providing an adequate, affordable and flexible childcare provision and early education service for children whose parents are looking for access to education, training and employment opportunities. The project compliments childcare provisions in the city of Leicester and provides a unique opportunity for those who are disadvantaged and not currently accessing local childcare provisions. All of the beneficiaries used the childcare provision on offer to attend ESOL courses. As a result of this specialist support by the end of 2010: 83 beneficiaries (65%) increased their ESOL knowledge by a least one further level 21 beneficiaries (17.5%) started with no qualification and now have an ESOL qualification.

Other disadvantaged groups and disabled people

414. Priority 2 targets other disadvantaged groups, especially disabled people and older workers. Disability is a key issue in the ESF programme's mainstreaming strategy and all projects are required to ensure they are accessible to disabled people. In 2010, 7 % of Priority 2 participants had disabilities.

415. The Skills Funding Agency uses Priority 2 funding to support Calderdale College's Disability Sports Programme. This project aims to help disabled people gain employment and the skills required to become disability sports trainers for the Paralympics. The project aims to develop and deliver qualifications for sports coaches and sports support staff (including those who are disabled themselves) so that they have the specialist skills required to help disabled athletes compete in sports events. The project is working closely with the Federation of Disability Sports Organisations who will be commissioning a series of programmes and workshops that aim to address the skills shortages in disabled sports as well as making sport more accessible to disabled people. The work of the project links with the London 2012 Inspire programme and the London 2012 Olympics.

Innovative activities

416. Within Priority 2, the following dedicated innovative projects began in 2009 and continued during 2010.

Demographic Change

417. In the North East the University of Sunderland is the lead applicant of a partnership including the Universities for the North East and a number of prominent organisations (One North East, Age Concern North Tyneside etc). University of Sunderland is responsible for ensuring the effective management of the project, including arranging and chairing meetings, establishing partner agreements and submitting ESF claims.

418. The Changing People project primarily focuses on Age Management and Older Workers, and aims to contribute to a regional response to the challenges posed by demographic change and help shape future thinking and policy-making on a regional basis. It will do this by testing out new methods to develop more effective ways of influencing and addressing the employment and skills dimension of the over 50s and migrants. Key achievements include:

- regional partnership created and consolidated;
- website developed;
- good publicity through successful conferences around ageing;
- presentation of the migration element;
- fliers of different work streams;
- information of the project in the 'Mobilities' Magazine;
- new research undertaken with partners particularly in relation to migration;
- AGE UK in partnership with Durham Council and a German partner are sharing information on best practice.

419. In the South West the Ageless at Work project aims to ensure that employers are willing and equipped to operate in flexible ways which meet the needs of service users and older workers. The project will carry out research into good and innovative practices in the UK and Member State Partners. Outcomes from this will be adapted to local circumstances then trialled and tested by partners prior to mainstreaming through work with policy and strategic stakeholders, funding bodies and prime workers. Key achievements include:

- publication of 'Changing workplace cultures, developing skills' baseline good practice report 2009 for the social care sector;
- production of mentoring guide including transnational element;
- Post seminar publication (Poland and England) focusing on adult social care in the UK and Poland;
- Publication of 'Achieving Change in the care sector: A guide for managers and staff involved in organisational change' publication;
- a training programme, developed by the project is to be used in conjunction with TV care channel programmes and the transformation change toolkit.

Engaging with Employers

420. In East of England, the Essex Apprentice project addresses the decrease in the number of apprenticeships initially in the engineering sector, with Essex County Council employing apprentices and rotating them around local companies to enable them to gain a breadth of work experience and providing a bigger pool of newly qualified engineers for SMEs to recruit from. Of the 128 participants, 108 have now completed and finished their apprenticeship and 76 have gained full time employment, and 14 have gone onto study NVQ level 2 or 3 without employment. Key learning included:

- opening up lines of communication and routes to engagement with SMEs;

- more flexible approach to apprenticeship delivery will allow a comparison with the traditional approach;
- award ceremonies provide networking opportunities for engineering companies – a sector that traditionally does not network well.

421. In Merseyside, the New Employer Engagement/Dual System (NEEDS) Project aims to amalgamate the client management systems of the four participating Chambers of Commerce into a single database and to contact every single enterprise contained within those databases. The skills survey will ascertain current levels of training within the enterprise, anticipated training needs and any gaps in provision. The project is leading on apprenticeship work being carried out in Merseyside. The project contacts employers and arranges placements for young people in Merseyside SMEs. Several visits have been made to their partner in Germany to look at the 'Dual System', how it works and which elements could be brought back and integrated into the UK system. The German apprenticeship model provides an excellent source of best practice for the organisations working with young people up to the age of 24 who for various reasons have been unable to access traditional apprenticeships.

ICT and the Digital Divide

422. In the East Midlands, Castle College Nottingham e-Business Champions is a support programme designed to help small and medium-sized enterprises make the most of their websites and the potential of the internet. The programme includes learning and networking events (in Nottingham and Leicester), online community interaction and expert support to help businesses improve their website's performance and identify new opportunities. Key achievements include: an innovative package of measures that aid business growth and innovation through a series of short programmes and seminars to help SMEs to improve their on-line businesses. Results to date are on target with 67 SMEs participating in the eChampions start up sessions and regional events attracting well over 300 people. Embedding the learning from Hibernia College/ Enterprise Ireland to help SME businesses grow.

Skills for Climate Change

423. In London the Capital Colleges' Skills for Climate Change project aims to develop and test the capacity, resources, and delivery framework to enable existing and new businesses in London to develop the skills that they need within their workforce to address the challenges posed by climate change and sustainable development. The project has delivered an initial mapping and research report which

identifies environmental and climate change skills relevant to construction businesses. Work is underway to develop the six learning tools.

424. In the North West The Green Ways to Work Project aims to create necessary skills base and critical mass to deliver environmental technologies in Cumbria and create job opportunities in renewable energy, energy efficiency and recycling. Key achievements include:

- provision of energy efficiency training to frontline housing association staff including an accredited qualification;
- Impact Housing Association, the lead partner for the Green Ways project, currently operates four recycling of white goods locations;
- Impact Housing formalised a training structure for low skilled recycling work;
- advising foresters on how to create woodchips and fuel for bio mass heaters;
- hosting events to increase awareness of the benefits of biomass to stimulate greater demand for this renewable energy source.

425. In the South East, the Eco-Advantage led by Medway Council is to develop and test a social incubation model for disadvantaged workers, which through short courses and other training enable them to access new job opportunities linked to regeneration and climate change. Project has a particular focus around the construction sector, the use of more environmentally friendly materials and engaging with local employers. Key achievements include:

- production of the Sustainable Living Book including an adult learner version ;
- delivery of workshops and skills training to participants from the skills for life target group;
- working with a local college to create an “Ambassadors for Sustainability” Programme;
- delivering training on low carbon economy for local businesses;
- designing an online repository, ‘Eco Sapiens’ for its domestic and transnational partners to contribute to the development of training methodologies.

426. The West Midlands Skills for Climate Change project is engaging with employers to train people who use and manage buildings as well as managers of small businesses in the region, and in addition the potential supply chain for micro-renewables installation for the domestic market. As part of this it will develop a Climate Change Skills Pathway for the West Midlands region linked by a learning network. The key achievements include:

- over 130 participants supported,

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- transnational visit concluded, with more planned;
- two Learning Network events held;
- ESFD commissioned case study on project and survey completed.

427. In Yorkshire and the Humber the Low Carbon Living and Work Project aims to explore the low carbon agenda and help employers understand how it will affect their business. Key achievements include:

- employer research to identify skills and knowledge gaps in the low carbon agenda;
- production of empathic research report, focusing on how to make low carbon training, skills and employment opportunities available across Kirklees, with a particular focus on the needs of employers and identification of skills gaps;
- developed a skills questionnaire with transnational partners.

Social Enterprise

428. In the South West, the Social Enterprise Leadership Partnership (SELP) project will enable collaboration between key agencies in the South West to deliver specific leadership training to managers in social enterprises. Key achievements include:

- producing a training course for social enterprises which offers a level 5 qualification to participants who complete the course;
- constructing a virtual environment using Second Life where the participants can go and learn about the project and find training material;
- Input and coaching from the Finnish transnational partner for future social enterprise leaders;
- Finnish partner adopted the Social Enterprise Leadership mark developed by the project.

429. Much of the provision delivered through co-financing is also innovative. An example in the South East is the SUSCON project for construction workers in the Thames Gateway area. This will provide an innovative programme of activities to enable existing and future employees in construction to have the appropriate skills to meet the demands of sustainable construction and enable SMEs to be ready and able to take up opportunities within the green economy, including new environmental technologies as they arise across the South East.

Transnational or inter-regional activities

430. All innovative projects which started in summer 2009 include an element of transnational or inter-regional co-operation with at least one other Member State. This may involve joint development of new approaches, as well as sharing or transferring good practice between Member States. Further information on transnational activities is at paragraphs 211 and 212.

Cross-financing mechanism

431. The cross-financing mechanism with ERDF was not used in the Priority 2 in 2010.

3.2.2. Significant problems encountered and measures taken to overcome them

432. There were no significant problems encountered in implementing the priority.

3.3 Priority 3: Technical Assistance (Regional Competitiveness and Employment)

3.3.1 Achievement of targets and analysis of the progress

Information on the physical and financial progress of the priority

433. Priority 3 does not have indicators.

Qualitative Analysis

434. The full qualitative analysis of Priority 3 is provided in section 6 on technical assistance. In terms of ESF Article 10, national ESF technical assistance supports one specialist equality project – The Age Employment Network (TAEN). In addition, national and regional cross-cutting theme projects are contributing to horizontal gender mainstreaming and equal opportunities.

Financial

435. A total of €69 million of ESF Technical Assistance has been committed in Priority 3. By the end of 2010 expenditure had increased to €16 million. This represents reasonable progress given that most of the technical assistance projects started activity in or after mid-2008. The Managing Authority and Programme Monitoring Committee will make a proposal to the Commission to amend the Operational Programme financial table to vire some Priority 3 funding to Priority 1 and 2 to support additional employment and training activity.

Significant problems encountered and measures taken to overcome them

436. There were no significant problems encountered in implementing the priority.

3.4 Priority 4: Tackling barriers to employment (Convergence)

Achievement of targets and analysis of the progress

Information on the physical and financial progress of the priority

Indicator	Definition		2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
4.1 Total number of participants												
	Achievement		221	5,858	13,710	11,751	0	0	0	0	0	31,540
	Target											24,500
	Baseline		0	0	0	0	0	0	0	0	0	
4.2 Participants who are unemployed												
(a) Number of unemployed participants (aged over 19) in Priority 4.												
	Achievement		3	1,492	5,572	4,797	0	0	0	0	0	11,864
	Target											10,200
	Baseline		10,000	0	0	0	0	0	0	0	0	
(b) Proportion of unemployed participants (aged over 19) in Priority 4.												
	Achievement		1%	25%	41%	41%	0%	0%	0%	0%	0%	38%
	Target											42%
	Baseline		3%	0%	0%	0%	0%	0%	0%	0%	0%	
4.3 Participants who are inactive												
(a) Number of inactive participants (aged over 19) in Priority 4.												

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	Achievement	1	3,346	4,675	2,773	0	0	0	0	0	10,795
	Target										8,400
	Baseline	65,000	0	0	0	0	0	0	0	0	
(b) Proportion of inactive participants (aged over 19) in Priority 4.											
	Achievement	0%	57%	34%	24%	0%	0%	0%	0%	0%	34%
	Target										34%
	Baseline	22%	0%	0%	0%	0%	0%	0%	0%	0%	
4.4 Participants aged 14 to 19 who are NEET or at risk of becoming NEET.											
(a) Number of Priority 4 participants who are 14-19 year old NEETs or at risk of becoming NEET.											
	Achievement	217	990	3,368	3,412	0	0	0	0	0	7,987
	Target										4,900
	Baseline	3,775	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 4 participants who are 14-19 year old NEETs or at risk of becoming NEETs.											
	Achievement	98%	17%	25%	29%	0%	0%	0%	0%	0%	25%
	Target										20%
	Baseline	5%	0%	0%	0%	0%	0%	0%	0%	0%	
4.5 Participants with disabilities or health conditions											
	Achievement	11%	44%	44%	35%	0%	0%	0%	0%	0%	40%
	Target										27%
	Baseline	23%	0%	0%	0%	0%	0%	0%	0%	0%	

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4.6 Participants who are lone parents *												
Proportion of Priority 4 participants who are lone parents.												
	Achievement	-	-	10%	9%	0%	0%	0%	0%	0%	0%	10%
	Target											8%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4.7 Participants aged 50 or over												
Proportion of unemployed and inactive Priority 4 participants aged 50 or over												
	Achievement	0%	18%	19%	19%	0%	0%	0%	0%	0%	0%	19%
	Target											30%
	Baseline	42%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
4.8 Participants from ethnic minorities												
	Achievement	0%	2%	2%	2%	0%	0%	0%	0%	0%	0%	2%
	Target											1%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
4.9 Female participants												
	Achievement	31%	43%	41%	42%	0%	0%	0%	0%	0%	0%	42%
	Target											51%
	Baseline	51%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
4.10 Participants in work on leaving												

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(a) Number of Priority 4 participants in work on leaving												
	Achievement	17	355	1,791	2,005	0	0	0	0	0	0	4,168
	Target											5,900
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 4 participants in work on leaving												
	Achievement	41%	16%	16%	18%	0%	0%	0%	0%	0%	0%	17%
	Target											24%
	Baseline	18%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
4.11 Participants in work six months after leaving *												
(a) Number of participants in work six months after leaving.												
	Achievement	100	1,800	4,100	3,500							9,500
	Target											7,300
	Baseline											
(b) Proportion of participants in work six months after leaving.												
	Achievement	-	-	-	30%							30%
	Target											30%
	Baseline											
4.12 Economically inactive participants engaged in jobsearch activity or further learning (distance travelled indicator *)												
Proportion of Priority 4 economically inactive participants who on leaving are engaged in jobsearch activity or enter further learning to prepare them for work.												

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		Achievement	-	-	-	25%	0	0	0	0	0	
		Target										45%
		Baseline										
4.13 14 to 19 year old NEETs or at risk, in education, employment or training on leaving												
	(a) Number of Priority 4 NEETs or at risk, in education, employment or training on leaving.											
		Achievement	41	702	2,747	2,867	0	0	0	0	0	6,357
		Target										2,200
		Baseline	0	0	0	0	0	0	0	0	0	
	(b) Proportion of Priority 4 NEETs or at risk, in education, employment or training on leaving											
		Achievement	27%	81%	87%	100%	0%	0%	0%	0%	0%	91%
		Target										45%
		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
4.14 % Participants who receive support with caring responsibilities *												
		Achievement	-	-	9%	15%	0%	0%	0%	0%	0%	
4.15 % Unemployed participants in work on leaving												
		Achievement	0%	12%	20%	22%	0%	0%	0%	0%	0%	20%
4.16 % Unemployed in work six months after leaving *												
		Achievement	-	-	-	38%	0%	0%	0%	0%	0%	0%
4.17 % Economically inactive participants in work on leaving												

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		Achievement	0%	29%	20%	21%	0%	0%	0%	0%	0%	21%
4.18 % Economically inactive participants in work six months after leaving *												
		Achievement	-	-	-	22%	0%	0%	0%	0%	0%	0%
4.19 % Participants with disabilities or health conditions in work on leaving												
		Achievement	20%	14%	15%	15%	0%	0%	0%	0%	0%	15%
4.20 % Participants with disabilities or health conditions in work six months after leaving *												
		Achievement	-	-	-	19%	0%	0%	0%	0%	0%	
4.21 % Lone parents in work on leaving *												
		Achievement	-	-	-	29%	0%	0%	0%	0%	0%	
4.22 % Lone parents in work six months after leaving *												
		Achievement	-	-	-	23%	0%	0%	0%	0%	0%	
4.23 % Participants aged 50 or over in work on leaving												
		Achievement	0%	23%	23%	25%	0%	0%	0%	0%	0%	23%
4.24 % Participants aged 50 or over in work six months after leaving *												
		Achievement	-	-	-	27%	0%	0%	0%	0%	0%	0%
4.25 % Ethnic minority participants in work on leaving												
		Achievement	0%	11%	6%	11%	0%	0%	0%	0%	0%	9%
4.26 % Ethnic minority participants in work six months after leaving *												
		Achievement	-	-	-	-	0%	0%	0%	0%	0%	0%
4.27 % Female participants in work on leaving												

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		Achievement	20%	16%	15%	17%	0%	0%	0%	0%	0%	16%
4.28 % Female participants in work six months after leaving *												
		Achievement	-	-	-	29%	0%	0%	0%	0%	0%	0%
4.29 % Participants who gained basic skills												
		Achievement	0%	4%	1%	2%	0%	0%	0%	0%	0%	2%
4.30 % Participants who gained qualifications												
		Achievement	2%	2%	7%	6%	0%	0%	0%	0%	0%	6%

The tables show figures for 2007, 2008, 2009 and 2010 as at 31 December 2010. The figures are a snapshot in time and will differ from those shown in previous AIRs. Additional data have been added to the database during 2010 which relate to achievements gained in 2007, 2008 and 2009. For example, the number of participants in 2008 and 2009 has increased as a result of additional management information being made available through 2010.

* These figures are estimates based on the proportion of participants who took part in Wave 2 of the Cohort Survey who were in work 6 months after leaving. It was not possible to measure indicator 4.26 because of the small number of ethnic minority people in Priority 4.

Figure 11: Priority 4 Targets

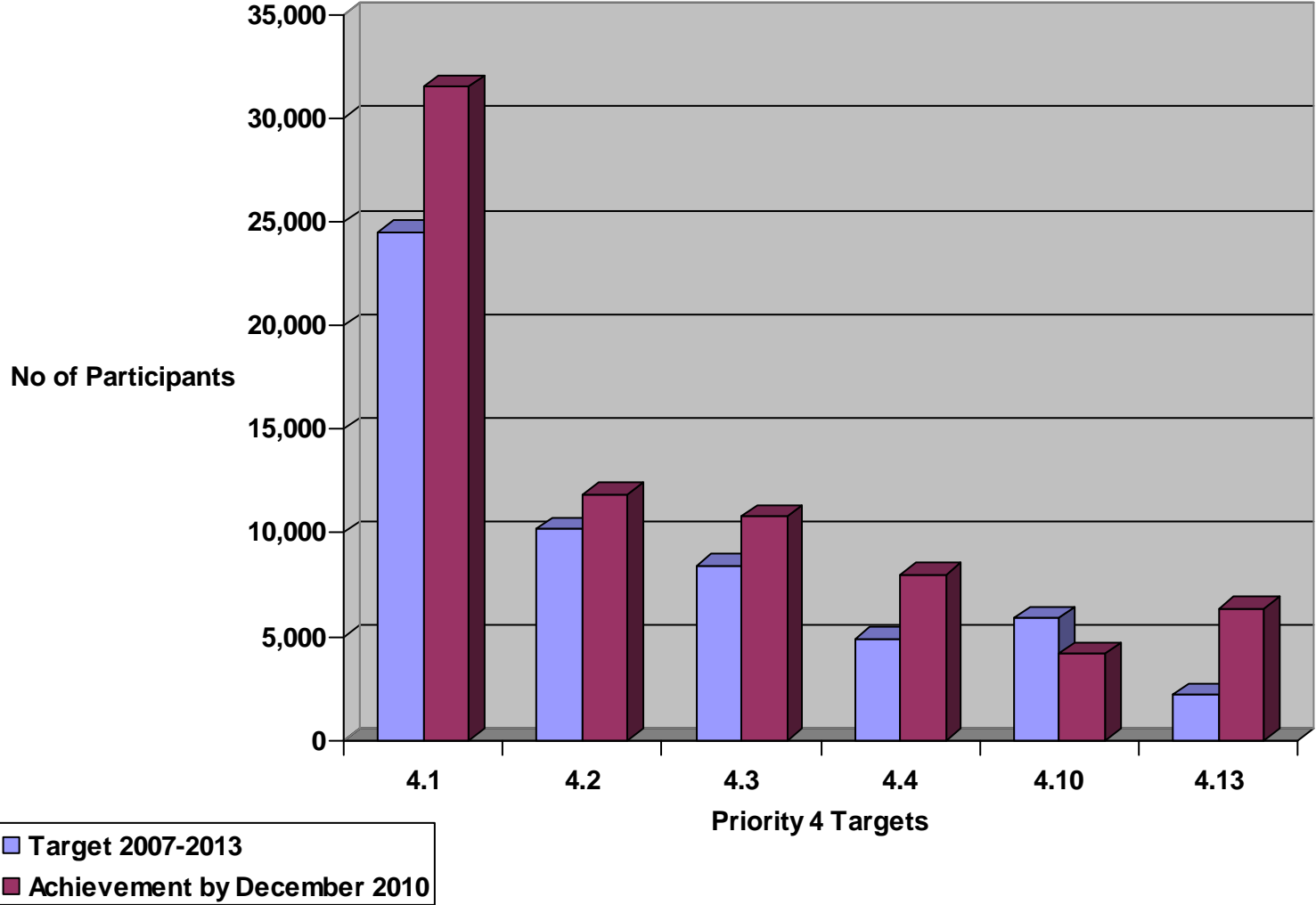
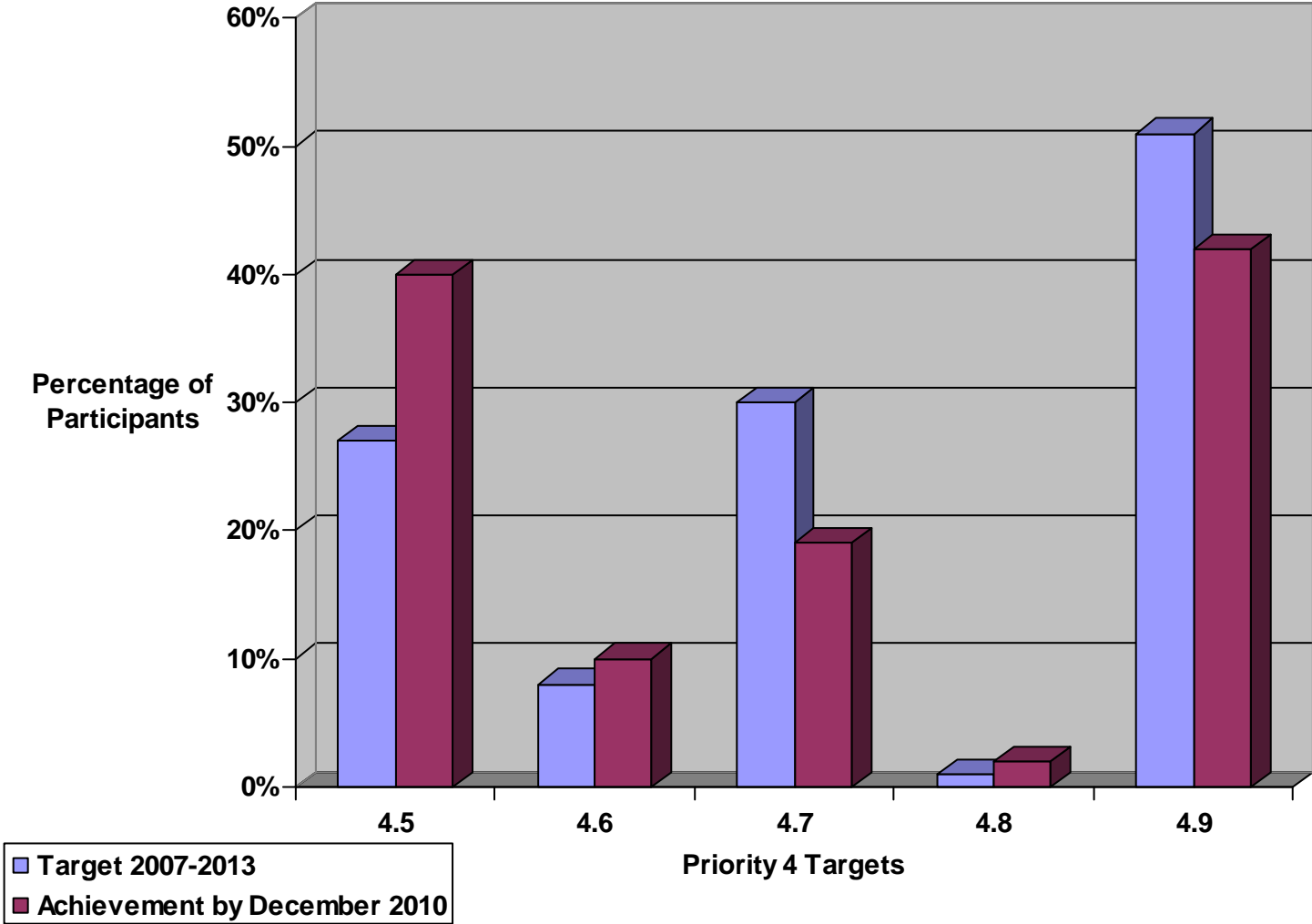


Figure 12: Priority 4 Equality Targets



Assistance by target group

437. The table below provides information by target group in accordance with Annex XXIII of Commission Regulation 1828/2006.

Priority 4 Tackling barriers to employment

	Total starts in 2010	Female starts in 2010	Total completers in 2010	Female completers in 2010
Total number of participants	11,751	4,944	10,903	4,405
Employed (including self employed)	769	443	453	260
Self employed²³	8	4	23	13
Unemployed (including long term unemployed)	4,797	1,813	4,714	1,799
of which Long Term Unemployed	1,834	897	1,891	896
Inactive (including those in education & training)	6,185	2,688	5,736	2,346
of which in education or training	324	139	636	246
Young people (15-24 years)	5,125	2,080	4,772	1,828
Older people (55-64 years)	817	321	728	272
Minorities	225	96	225	98
Migrants²⁴	11,751	4,944	10,903	4,405
Disabled	4,160	1,719	3,885	1,498
Other disadvantaged people	3,532	1,582	3,328	1,454
Primary or lower secondary education (ISCED 1 and 2)	2,413	898	2,579	967

²³ Estimated for ESF Wave 1 and 2 Cohort Survey data.

²⁴ Estimated from ESF Wave 1 Cohort Survey data.

Upper secondary education (ISCED 3)	4,194	1,948	3,825	1,688
Post-secondary non-tertiary education (ISCED 4)²⁵	-	-	-	-
Tertiary education (ISCED 5 and 6)	506	300	491	288

Qualitative analysis

438. In 2010 there were 12,000 participants in Priority 4, taking the total to 32,000. Participation has therefore exceeded the 24,500 target for 2007-13. There were 5,000 unemployed, 3,000 economically inactive and 3,000 who were 14-19 year old NEETs. The total participation targets for each of these groups have now been exceeded.

439. In terms of target groups: Since 2009 the proportions of the target groups have stayed at similar levels. This means that participants with a disability and from ethnic minorities continue to exceed their targets, while over 50s and females are significantly below their targets. The proportion of females in Priority 4 is higher than in Priority 1 because there are fewer unemployed participants (who are predominantly male), and more economically inactive participants (where there is a more even gender split).

440. The proportion of lone parents within Priority 4, measured by the 2009 cohort survey, is 8% which is below its target of 12%.

441. In terms of outcomes: Performance closely resembles that of Priority 1. The total proportion of leavers in employment continues to be at a lower rate than expected (17% against a target of 24%). But the total proportion of 14-19 year old NEETs moving into Employment, Education or Training is high (91% against a target of 45%).

Financial

442. Expenditure during 2010 continued to increase considerably in Priority 4 following the start of ESF project activity in mid-2008. This increase in spend

²⁵ Not applicable to England ESF programme participants.

contributed significantly to the achievement of the overall N+2 target. Overall spend against profile was good although it continues to be lower than expected mainly due to underperformance of job output related expenditure payments. The spend against profile figure for the 2007-2010 allocation was 62.8% as at the end of December 2010.

ESF Regulation Article 10 Information

Gender Mainstreaming

443. Gender equality is embedded within all Priority 4 projects. In 2010, 42 % of Priority 4 participants were female. DWP and Skills Funding Agency CFOs use ESF to facilitate access to the labour market for men and women whose caring responsibilities are a barrier to employment. Childcare is also embedded in Priority 4 provision.

444. ESF provision in Priority 4 has aimed to attract more women in order to meet the female participation rate target that has been set for the Priority. Women's participation has been actively promoted through local women's networks and children centres.

445. Examples of activity that support the participation and progress of women in Priority 4 include:

- access to expertise on childcare, including childcare 'tasters'
- bespoke support for victims of domestic violence;
- access to additional funds for workless parents to help them overcome barriers to employment;
- access to family support , e.g. family-centred planning; and
- post-employment support to aid the retention of women in employment.

446. The Cornwall School for Social Enterprise, which is co-financed by DWP, uses approximately £280,000 to engage workless people who have an idea for developing a business. Over 70% of the participants on the project are women. Support includes: one-to-one support; personal development; mentoring; action learning; business start-up training; and support to help women overcome other barriers to progression such as transport, care and other family-related issues.

447. Cornwall Works Plus is a 'pathways to employment' project that is delivered across Cornwall and the Isles of Scilly by Working Links and five sub-contractors. The provision offers an 'end to end' service. It has an ESF Priority 4 budget of £10.8 million and is co-financed by DWP. Lone parents are a key target group for the CWP project. Support included motivation and confidence building as well as other specialist support as appropriate.

Migrants

448. Cornwall has experienced a growth in migrant workers since 2004. Priority 4 projects try to help migrant workers where appropriate in order to help integrate them into the labour market. All DWP provision is tailored to meet individual needs and this approach enables individual migrants to be helped in the most appropriate way.

449. The DWP works closely with Inclusion Cornwall which has set up a migrant workers sub-group to promote ESF activity. Inclusion Cornwall has developed an information pack that is available in a number of languages which targets migrant workers. The pack is available in booklet form and also on the internet at www.cornwallworks.org.uk.

Ethnic Minorities

450. In Priority 4, equal opportunities for people from ethnic minorities are actively promoted through individual provider activity, publicity case studies and appropriate marketing activity.

451. The ethnic minority population of Cornwall and the Isles of Scilly is very small and this is reflected in equality target of 1% that has been set for Priority 4. This target is currently being achieved.

Other disadvantaged and disabled people

452. Other disadvantaged groups, including disabled people are also targeted by Priority 4. ESF providers offer a wide range of support for disabled participants. In 2010, 35% of participants were disabled, which includes people with learning difficulties and disabilities.

453. The Cornwall Development Company's Community Grants programme uses Priority 4 ESF funds to provide grants available up to £12,000 per annum for small third sector organisations to help support disadvantaged individuals within their communities. A wide variety of activity can be supported; for example confidence building, basic skills, taster work experience, mentoring or support.

454. Cornwall Works Plus (CWP) is a pathways to employment project that is open to all workless people. As well as targeting lone parents (see above) it also targets other groups including this aged 50 or over. The provider uses specialist niche providers where appropriate, in order to help those facing disadvantage in the labour market, for example participants with mental health conditions, disability or other disadvantages. CWP has supported a number of people aged 50 and over and have identified a range of interventions that are effective in helping older people, including:

- support to gain qualifications (many people who have been out of work may possess a range of skills but lack formal qualifications)
- support for self employment, which has proved a viable option for many older participants;
- specialist support or people with mental health conditions;
- volunteering as a way to stay connected with the labour market and to develop transferable skills;
- help with child and elder care
- support for IT skills to tackle the digital divide; and
- CV preparation, job search skills and interview skills.

455. Cornwall Works for Learning Disabilities (CWLD) is a three year project led by Cornwall Council. It is co-financed by DWP and has a Priority 4 budget of £1,499,441. CWLD provides a supported programme that places people with conditions such as Asperger's syndrome, autism and cerebral palsy into work placements and paid employment following a period of job matching and work-based training. The project works with over 30 employers across Cornwall, including many local small businesses as well as larger employers such as the Co-Op, and Morrisons.

456. CWLD job coaches start by meeting participants to identify skills, abilities and work aspirations, and set in process a programme of pre-work training and, where necessary, vocational training delivered by local education providers. The CWLD also approach employers to establish whether they can offer work placements and explore ways to make recruitment practices more accessible for disabled people.

457. CWLD is profiled to achieve 550 starts and 106 employment outcomes. To the end of September 2010, the provider has achieved 472 starts and placed 75 people in jobs and is therefore likely to achieve its original targets.

Innovative activities

Demographic Change

458. The Cornwall Works 50+ project is piloting a series of new ideas to address the difficulties faced by older workers in entering the workforce – both in terms of better engagement with current provision and what else is needed to help them re-enter work. Key achievements include implementation of the Dott process which unlocks innovation and creativity in communities by engaging through a ‘bottom-up’, participatory approach. A variety of potential projects were brought forward including:

- Cornwall Works Hub for 50+ -to develop Cornwall Works’ Hub as a service that offers a service centred on persons over 50;
- Local Skills Exchange - a platform for a local skills exchange that supports people to connect with others nearby to support one another in learning new skills;
- Jobcentre Plus Connection to Enterprise to develop literature for Jobcentre Plus advisers that give them an easy way to refer service users into Cornwall Works;
- The Cornwall Works 50+ Innovation Grants initiative has supported a number of projects aimed at successfully piloting new ideas, approaches, tools, methods and service provision to extend employment and raise skills. Projects include:- Falmouth Senior Computer Club which provides basic IT training to groups of individuals who are aged 50+ residing in the Falmouth/Penryn area. Intergenerational learning has been central to the project; Menopause Self Care which project engages with unemployed women in their early 50s experiencing the menopause and offers a compassionate, common sense, consumer guide to ‘the change’ giving women tools to become their own best self-care advocate.

Transnational or inter-regional activities

459. All the dedicated innovative projects include an element of transnational co-operation with at least one other Member State. Further information on transnational activity is at paragraphs 212 and 213.

Community Grants

460. There were 59 applications for grants and 55 were awarded. The average value of grants was £11,225. These grants have supported 760 participants. Ten projects have now completed. In addition, there is limited scope of up to 10% of the ESF available to support Community Grants for grants to small third sector organisations themselves to support activities such as training for staff and volunteers in third sector organisations on mainstream routes to employment and training; and working with other Grant Co-ordinating Bodies within a regional forum to identify common capacity development needs.

461. Activities within the capacity building grants awarded to date include: confidence building and personal development, first contact engagement activities, job search assistance, advice and guidance, and taster sessions (training and work). Additional support has been provided to enable groups to prepare applications, put in place systems and processes to accurately collect and report financial and monitoring information and assess the quality of their service.

Cross-financing mechanism

462. The cross-financing mechanism with ERDF was not used in Priority 4 in 2010.

3.4.2. Significant problems encountered and measures taken to overcome them

463. There were no significant problems encountered in implementing the priority.

3.5 Priority 5: Improving the skills of the local workforce (Convergence)

3.5.1 Achievement of targets and analysis of the progress

Information on the physical and financial progress of the priority

Indicator	Definition		2007	2008	2009	2010	2011	2012	2013	2014	2015	Total
5.1 Total number of participants												
	Achievement		922	7,099	23,080	21,251	0	0	0	0	0	52,352
	Target											50,200
	Baseline		0	0	0	0	0	0	0	0	0	
5.2 Participants with basic skills needs												
a) Number of Priority 5 participants with basic skills needs.												
	Achievement		187	836	2,109	1,705	0	0	0	0	0	4,837
	Target											18,200
	Baseline		0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants without basic skills.												
	Achievement		20%	12%	9%	8%	0%	0%	0%	0%	0%	9%

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	Target											36%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.3 Participants without level 2 qualifications												
a) Number of Priority 5 participants without full level 2 qualifications.												
	Achievement	415	2,315	5,889	4,396	0	0	0	0	0	0	13,015
	Target											18,200
	Baseline	63,000	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants without full level 2.												
	Achievement	45%	33%	26%	21%	0%	0%	0%	0%	0%	0%	25%
	Target											36%
	Baseline	28%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.4 Participants without level 3 qualifications												
(a) Number of Priority 5 participants with level 2 but without full level 3 qualifications.												
	Achievement	285	1,789	5,177	4,172	0	0	0	0	0	0	11,423
	Target											5,400
	Baseline	116,000	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants with level 2 but without full level 3												
	Achievement	31%	25%	22%	20%	0%	0%	0%	0%	0%	0%	22%
	Target											11%
	Baseline	51%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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5.5 Participants without level 4 qualifications												
(a) Number of Priority 5 participants with level 3 but without full level 4 qualifications.												
	Achievement	27	750	3,675	3,386	0	0	0	0	0	0	7,838
	Target											3,800
	Baseline	184,000	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants with level 3 but without full level 4												
	Achievement	3%	11%	16%	16%	0%	0%	0%	0%	0%	0%	15%
	Target											8%
	Baseline	81%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.6 Participants under taking post-graduate research training												
Number participating in research qualifications (Masters/PhD).												
	Achievement	0	10	17	73	0	0	0	0	0	0	100
	Target											800
	Baseline	0	0	0	0	0	0	0	0	0	0	
5.7 Graduates placed within SMEs												
Number of graduate placements.												
	Achievement	0	70	327	377	0	0	0	0	0	0	774
	Target											1,100
	Baseline	0	0	0	0	0	0	0	0	0	0	
5.8 Participants with disabilities or health conditions												

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		Achievement	8%	9%	9%	10%	0%	0%	0%	0%	0%	10%
		Target										17%
		Baseline	15%	0%	0%	0%	0%	0%	0%	0%	0%	
5.9 Participants aged 50 and over												
		Achievement	7%	15%	17%	21%	0%	0%	0%	0%	0%	18%
		Target										22%
		Baseline	25%	0%	0%	0%	0%	0%	0%	0%	0%	
5.10 Participants from ethnic minorities												
		Achievement	2%	2%	2%	2%	0%	0%	0%	0%	0%	2%
		Target										1%
		Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.11 Female participants												
		Achievement	32%	48%	55%	53%	0%	0%	0%	0%	0%	53%
		Target										51%
		Baseline	47%	0%	0%	0%	0%	0%	0%	0%	0%	
5.12 Participants who gained basic skills												
	(a) Number of Priority 5 participants who gained basic skills.											
		Achievement	4	229	1,363	2,143	0	0	0	0	0	3,739
		Target										8,200
		Baseline	0	0	0	0	0	0	0	0	0	

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(b) Proportion of Priority 5 participants without basic skills who gained basic skills.												
	Achievement	9%	55%	78%	100%	0%	0%	0%	0%	0%	0%	89%
	Target											45%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.13 Participants who gained full level 2 qualifications												
(a) Number of Priority 5 participants who gained full level 2 qualifications.												
	Achievement	71	458	2,609	3,255	0	0	0	0	0	0	6,393
	Target											7,300
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants without level 2 who gained full level 2.												
	Achievement	93%	35%	40%	43%	0%	0%	0%	0%	0%	0%	41%
	Target											40%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.14 Participants who gained full level 3 qualifications												
(a) Number of Priority 5 participants who gained full level 3 qualifications.												
	Achievement	13	106	920	1,402	0	0	0	0	0	0	2,441
	Target											1,600
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants (with level 2 but without level 3) who gained full level 3.												
	Achievement	48%	19%	22%	26%	0%	0%	0%	0%	0%	0%	24%

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	Target											30%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.15 Participants who gained full level 4 qualifications												
(a) Number of Priority 5 participants who gained full level 4 qualifications.												
	Achievement	0	0	84	186	0	0	0	0	0	0	270
	Target											760
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants (with level 3 but without level 4) who gained full level 4.												
	Achievement	0%	0%	3%	5%	0%	0%	0%	0%	0%	0%	4%
	Target											20%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.16 Participants who gained full level 5 or above qualifications												
(a) Number of Priority 5 participants who gained full level 5 qualifications.												
	Achievement	0	0	5	0	0	0	0	0	0	0	5
	Target											120
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of Priority 5 participants undertaking post-graduate research training who gained level 5 or above.												
	Achievement	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	71%
	Target											15%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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5.17 Graduates placed within SMEs who gain employment												
(a) Number of graduates placed within SMEs who gain employment.												
	Achievement	0	7	18	6	0	0	0	0	0	0	31
	Target											830
	Baseline	0	0	0	0	0	0	0	0	0	0	
(b) Proportion of graduates placed within SMEs who gain employment.												
	Achievement	0%	30%	14%	4%	0%	0%	0%	0%	0%	0%	11%
	Target											75%
	Baseline	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
5.18 % Participants in a managerial position *												
	Achievement	-	-	29%	39%	0%	0%	0%	0%	0%	0%	0%
5.19 % Female participants in part-time work												
	Achievement	-	-	40%	40%	0%	0%	0%	0%	0%	0%	0%
5.20 % Participants (without level 2 qualifications) who gained units or modules of level 2 qualifications												
	Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5.21 % Participants (without level 3 qualifications) who gained units or modules of level 3 qualifications												
	Achievement	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5.22% Participants (without level 4 qualifications) who gained units or modules of level 4 or above qualifications												
	Achievement	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

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5.23% Participants (without level 5 qualifications) who gained units or modules of level 5 or above qualifications												
		Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5.24 % Female participants who gained basic skills												
		Achievement	0%	100%	100%	100%	0%	0%	0%	0%	0%	100%
5.25 % Female participants who gained level 2 qualifications												
		Achievement	100%	30%	38%	47%	0%	0%	0%	0%	0%	42%
5.26 % Female participants who gained level 3 qualifications												
		Achievement	56%	18%	23%	27%	0%	0%	0%	0%	0%	25%
5.27 % Female participants who gained level 4 and above qualifications												
		Achievement	0%	0%	6%	7%	0%	0%	0%	0%	0%	7%
5.28 % Female participants who gained units or modules of qualifications												
		Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5.29 % Participants with disabilities or health conditions who gained basic skills												
		Achievement	0%	12%	9%	10%	0%	0%	0%	0%	0%	10%
5.30 % Participants with disabilities or health condition who gained qualifications												
		Achievement	89%	14%	18%	19%	0%	0%	0%	0%	0%	18%
5.31 % Participants with disabilities or health conditions who gained units or modules of qualifications												
		Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5.32 % Participants aged 50 or over who gained basic skills												
		Achievement	0%	6%	6%	7%	0%	0%	0%	0%	0%	7%

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5.33 % Participants aged 50 or over who gained qualifications												
	Achievement	100%	13%	15%	23%	0%	0%	0%	0%	0%	0%	19%
5.34 % Participants aged 50 or over who gained units or modules of qualifications												
	Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5.35 % Ethnic minority participants who gained basic skills												
	Achievement	0%	14%	5%	6%	0%	0%	0%	0%	0%	0%	6%
5.36 % Ethnic minority participants who gained qualifications												
	Achievement	100%	16%	16%	20%	0%	0%	0%	0%	0%	0%	19%
5.37 % Ethnic minority participants who gained units or modules of qualifications												
	Achievement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5.38 % Part-time female workers who gained basic skills												
	Achievement	-	-	13%	39%	0%	0%	0%	0%	0%	0%	0%
5.39 % Part-time female workers who gained qualifications												
	Achievement	-	-	55%	55%	0%	0%	0%	0%	0%	0%	0%
5.40 % Part-time female workers who gained units or modules of qualifications												
	Achievement	-	-	0%	25%	0%	0%	0%	0%	0%	0%	0%

The tables show figures for 2007, 2008, 2009 and 2010 as at 31 December 2010. The figures are a snapshot in time and will differ from those shown in previous AIRs. Additional data have been added to the database during 2010 which relate to achievements gained in 2007, 2008 and 2009. For example, the number of participants in 2008 and 2009 has increased as a result of additional management information being made available through 2010.

Figure 13: Priority 5 Targets

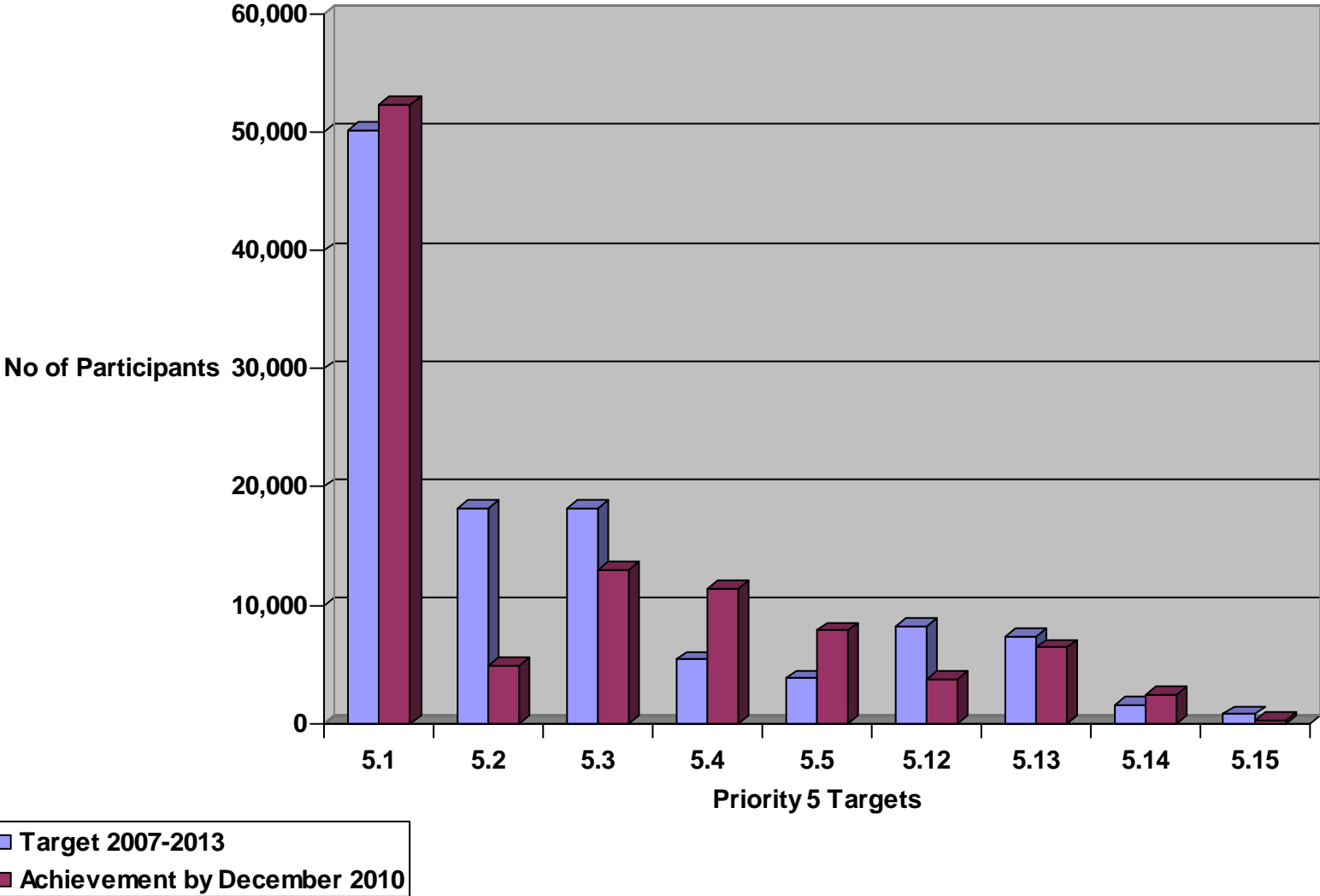
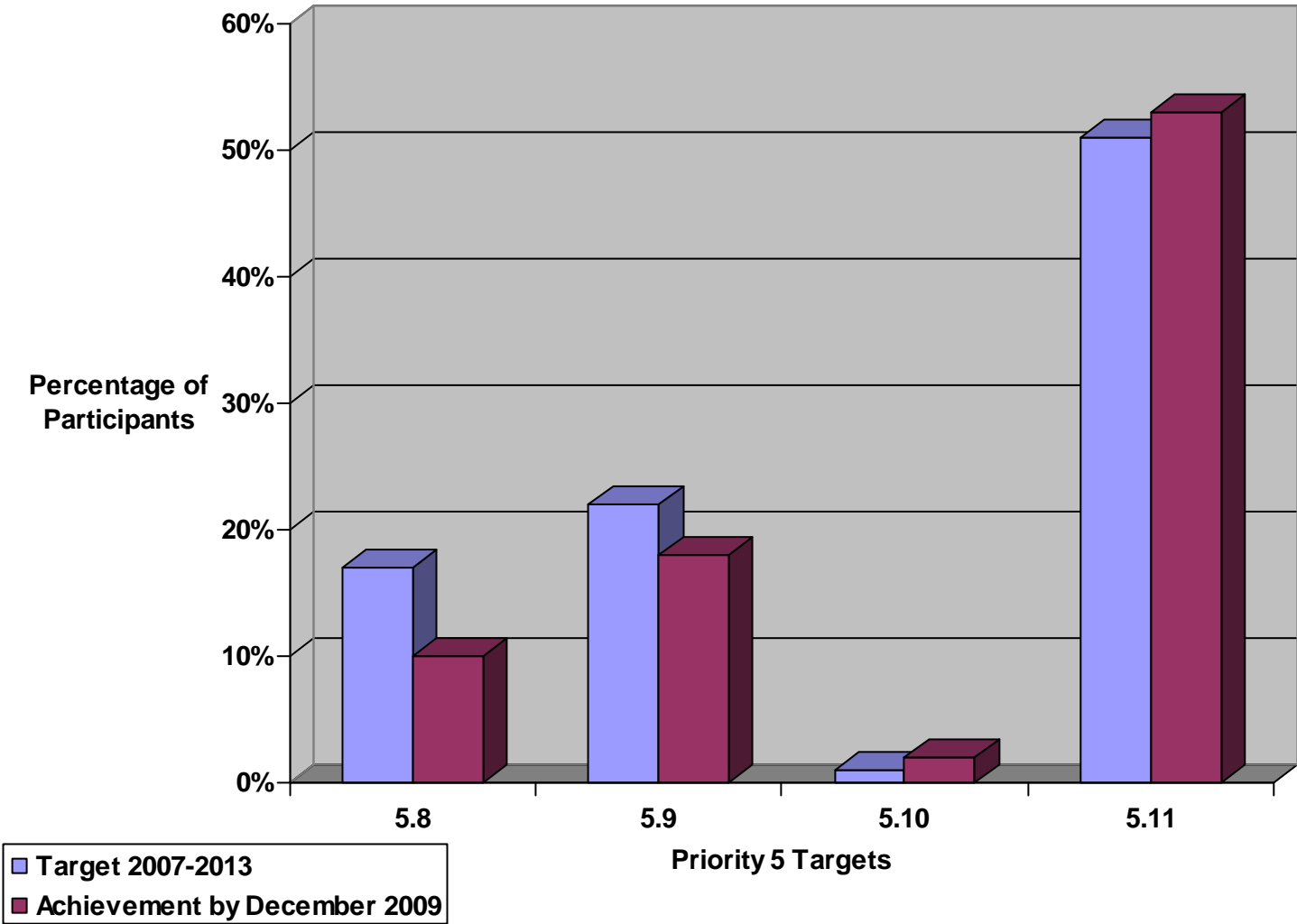


Figure 14: Priority 5 Equality Targets



Assistance by target group

464. The table below provides information by target group in accordance with Annex XXIII of Commission Regulation 1828/2006.

Priority 5 Improving the skills of the local workforce

	Total starts in 2010	Female starts in 2010	Total completers in 2010	Female completers in 2010
Total number of participants	21,251	11,303	23,776	12,356
Employed (including self employed)	18,421	10,468	21,254	11,652
Self employed²⁶	2,395	1,361	2,976	1,631
Unemployed (including long term unemployed)	2,605	761	2,273	632
of which Long Term Unemployed	426	151	346	114
Inactive (including those in education & training)	225	74	249	72
of which in education or training	53	28	40	16
Young people (15-24 years)	3,809	1,833	5,862	2,458
Older people (55-64 years)	2,130	1,055	2,069	1,037
Minorities	517	316	542	324
Migrants²⁷	21,251	11,303	23,776	12,356
Disabled	2,226	1,101	2,359	1,117
Other disadvantaged people	1,431	496	1,689	608
Primary or lower secondary education (ISCED 1 and 2)	2,248	825	2,609	992
Upper secondary education (ISCED 3)	11,411	5,982	14,115	7,202
Post-secondary non-tertiary education (ISCED 4)²⁸	-	-	-	-
Tertiary education (ISCED 5 and 6)	5,468	3,523	5,227	3,361

²⁶ Estimated from ESF Wave 1 and 2 Cohort Survey data.

²⁷ Estimated from ESF Wave 1 Cohort Survey data.

²⁸ Not applicable to England ESF programme participants.

Qualitative analysis

465. In 2010 there were 21,000 participants in Priority 5, taking the total to 52,000. Participation has therefore exceeded the 50,200 target for 2007-13.

466. The proportions of all participants with different qualification levels, as at the end of 2010, are as follows: those without basic skills (9%) and level 2 qualifications (25%) continue to be below target (36%), while the proportion of participants without level 3 qualifications (22%) is above the 11% target. In terms of target groups:

- The proportion of participants recorded with a disability or health condition increased slightly from 9% in 2009 to 10% in 2010, with the overall proportion remaining 10%, as compared with the 17% target.
- The proportion of those aged 50 and over has increased slightly from 2009, bringing the total to 18% compared with a target of 22%. The proportion of participants from an ethnic minority remained at the 2009 level, with the total proportion still at 2% compared with a target of 1%.
- The proportion of female participants remained close to the 2009 level, with the total proportion now at 53% compared with the target of 51%.

467. In terms of outcomes:

- In 2010 the number of participants who gained basic skills increased from 1,000 to 2,000, bringing the total to nearly 4,000. This is about a half of the overall target. The overall proportion of Priority 2 participants without basic skills who gained basic skills remains high, with the total now reaching 89% against a target of 45%.
- The number of participants who gained level 2 increased to over 3,000 in 2010 bringing the total close to the 2007-2013 target of 7,300. The proportion also increased from 40% to 43%, with the total now standing at 41%, slightly higher than the 40% target.
- The number of participants who gained level 3 increased to over 1,000 in 2010, bringing the total to over 2,000, far above the target of 1,600 for 2007-2013. The proportion also increased from 22% to 26% over this period, but the total of 24% remains below the 30% target.

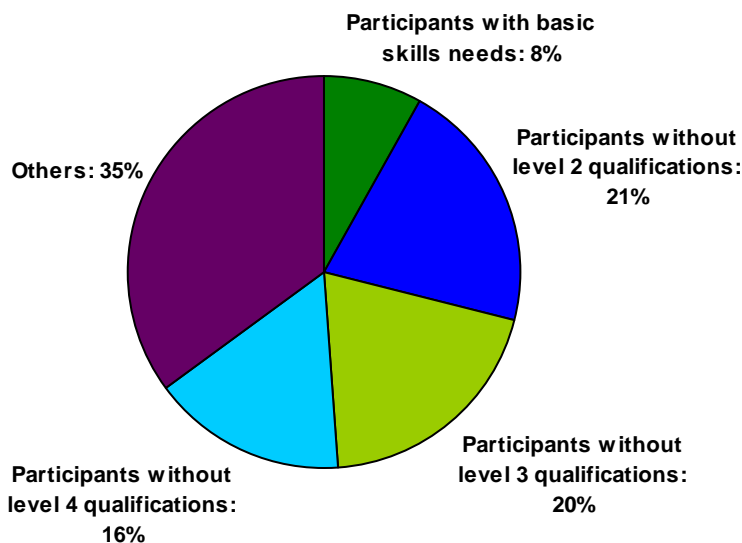
Case Study

Key Sectors is a project in which business sector organisations help businesses in Cornwall prepare workforce development plans and provide customised training programmes to meet the needs of those businesses. The sectors engaged are:

creative, care, construction, marine, engineering/manufacturing, food & drink, ICT, environment, biotech, retail, hospitality and transport. The project has supported over 2,000 businesses and more than 5,500 people have benefited from non accredited (2,600) and accredited (3,300) training up to level 4. In addition the project has supported the development of a range of new and tailored qualifications, the development of Virtual Learning Environments (Moodle) and activities between schools and businesses to promote career options for young people. A fund to support high growth businesses has been used to support bespoke, specialised training such as the Agile Software Methodology. The project has been led by the Learning Partnership for Cornwall and the Isles of Scilly Ltd and demonstrated that business sector organisations such as the Cornwall Marine Network Ltd, Digital Peninsular Network Ltd, Cornwall Arts Centre Trust Ltd and others are a successful route to developing the workforce, particularly for the microbusinesses that are common in Cornwall.

468. The chart below shows the breakdown of participants:

Figure 15: Priority 5 Participants



Higher Education and Higher Level Skills

469. HE provision is a unique aspect to Convergence ESF. Although the value of the programmes is relatively small in national terms, they have a significant role in raising the actual and aspirational higher level skills in Cornwall. As part of the Combined Universities in Cornwall investment they provide overt linkages to ERDF investments. A separate HE Framework was commissioned which looked at the existing needs identified within Cornwall to enhance HE activity and deliver in a sustainable manner. Five themes have been contracted to meet these needs:

- Research
- Graduate Placement
- Enterprise and Entrepreneurship
- HE for business
- Widening Participation

470. Projects are delivered through the Combined Universities in Cornwall with partners from the University of Exeter, University of Plymouth, University College Falmouth, Peninsular College of Medicine and Dentistry, Cornwall College, Truro and Penwith College. Government Office worked closely with each of the institutions as well as the CUC collectively to ensure delivery standards are set at a high, but achievable level. A number of innovative methods of delivery and engagement have been incorporated into project activity leading to enhanced outcomes. It is anticipated that the majority of delivery targets for the Programme will be achieved through the existing projects allowing for a more enhanced and innovative programme of engagement during 2011-13.

471. There has been considerable change to the wider economy since the Framework was produced. The 'Framework Refresh' took these changes into account for the second half of the programme to fully address and respond quickly to changes in the economic situation. The four thematic areas for the second half of the programme are: the ESF Research Programme, ESF Graduate Placement Programme, ESF Enterprise Programme and ESF Raising Aspirations programme. Brief updates on the five projects are provided below:

Combined Universities in Cornwall (CUC) Research Project - University of Exeter

472. This project also involves University College Falmouth, Truro and Penwith College, Cornwall College and Peninsula College Medical School. It aims to expand opportunities for individuals to access and undertake Level 5 training, and also aims to develop a research programme to support development of a knowledge economy and facilitate transfer of knowledge, skills and expertise between CUC and businesses. By the end of 2010 435 participants had been enrolled on the project.

Graduate Placement Project - Cornwall College

473. This project involves assessing the requirements of participating Cornish businesses and matching suitable postgraduates to carry out an agreed programme of work within the businesses over an agreed period of time. So far 216 graduates and 128 post graduates have been placed with businesses and 58 have gained employment with SMEs. The project has proved to be an innovative method of

engaging businesses and identifying the real potential to them of employing post graduates. It has resulted in increased business activity, giving positive results for the Cornish economy. Post graduates have felt encouraged to remain in Cornwall. The project also provides support and assistance to graduates and postgraduates wishing to start up their own businesses through signposting to appropriate and relevant activity.

Developing Entrepreneurship and Enterprise Project - Cornwall College

474. This project aims to help increase the level, effectiveness and profile of entrepreneurship and enterprise skills and culture in Cornwall. This is being done by training teachers, lecturers and trainers to enable them to deliver entrepreneurship and enterprise learning to existing and future workforce. Both Cornwall College and Truro and Penwith College have succeeded in embedding entrepreneurship and enterprise directly into the curriculum for all undergraduates, improving links with industry, the community and the future workforce of Cornwall. So far 239 participants have been engaged as full Level 4 starts.

Higher Education for Business Project - Truro and Penwith College

475. This project aims to develop employer demand-led provision to meet the skill requirements of business at Level 4 and above. Considerable activity has been carried out to engage with Cornish businesses and understand their needs resulting in a programme of training which has been developed to address the knowledge gaps existing within the business community. The portfolio contains a range of training including bespoke courses, adaptations of existing provision and newly developed SUCCESS modules, degree level short courses. During 2010 Truro and Penwith College have worked with the care sector to develop a new Certificate of Professional Development in Palliative Care and Cornwall College has developed its 'Leading to Success' course which aims to improve the leadership skills of senior managers in Cornish businesses. To date, the project and its activity have been well received with participants able to access full qualifications as well as appropriate modules. Thus far, 116 participants have been engaged with 105 of these through Truro and Penwith and 11 through Cornwall College.

Widening Participation in Higher Education - Cornwall College

476. The aim of this project is to deliver a range of awareness and aspiration raising activities to increase access to higher education particularly amongst those already in employment and those about to enter the employment market. In 2010 the project worked with 119 participants in a variety of ways to encourage participation in higher education. Examples of this activity include the 'Building Sustainable Future event' in October 2010 at Cornwall College which was aimed at encouraging apprentices and businesses in the construction and engineering sectors to recognise the value of higher education and learn more about appropriate training options to

support personal and business development. Also in October 2010 Truro and Penwith College held a free Autumn Taster programme which incorporated 14 four hour sessions selected from successful higher education modules. The objective of the tasters was to introduce people to higher education. Of the 45 people who attended, 27% went on to enrol onto a course in January 2011.

Financial

477. Expenditure in Priority 5 has increased significantly during 2010 following the start of ESF activity in mid-2008. Priority 5 expenditure has made a considerable contribution to the overall achievement of the Convergence N+2 target. The spend against profile figure for the 2007-2010 allocation was 51.4% as at the end of December 2010 lower than that for Priority 4.

ESF Regulation Article 10 Information

Gender Mainstreaming

478. The promotion of equal opportunities for men and women has been integrated into the delivery of Priority 5 activities in line with the programme's equal opportunities mainstreaming strategy. In 2010, 53% of Priority 5 participants were female.

479. Priority 5 supports activities which improve the position of low skilled women, particularly those in part-time or low-skilled jobs and help to reduce gender segregation in sectors and occupations where men or women are under-represented. Priority 5 also provides support where caring responsibilities are a barrier to progression.

480. The Skills Funding Agency has used £539,000 of Priority 5 funds to support the Empowering Smart Women project which is delivered by Truro and Penwith College. The project offers women the opportunity to enhance their management careers and entrepreneurial skills. The project offers a tailor-made programme of high level qualifications, personal skills development, peer networking and a professional mentoring programme which is designed to empower motivated women to reach their potential. The project is due to finish in July 2011. So far, 43 female participants have achieved a level 3 qualification and 31 have achieved a level 5 qualification.

Migrants

481. Migrants are not a key target group in Priority 2, however there are some projects that help migrants adapt to the English labour market and acquire skills that employers need.

Ethnic minorities

482. In 2010, 2% of Priority 5 participants were from non-white ethnic minority groups, in line with their representation in the Cornish population. All Priority 5 projects take account of the needs of people from ethnic minorities in their delivery arrangements.

Other disadvantaged groups and disabled people

483. Other disadvantaged groups, especially disabled people and older workers, are also targeted by Priority 5. The Skills Funding Agency embeds provision for disadvantaged groups, including disabled people, within all its projects, and its Partnership Advisers place a significant emphasis on meeting their needs. Disability is a key issue in the ESF gender equality and equal opportunities mainstreaming strategy and all projects are required to ensure that they are accessible to disabled people.

484. The Skills Funding Agency has used ESF Priority 5 funding to commission Cornwall Council's EMBARK project. The project aims to raise the aspirations and participation levels of people from various minority groups within the Cornwall and Isles of Scilly workforce, especially those facing multiple barriers to accessing education and employment opportunities. The project also aims to increase local employer awareness of the various needs of people from the minority groups targeted. In terms of delivery, the project:

- provides individual learners with financial assistance to help them overcome the barriers they face in accessing learning;
- provides equality and diversity training to employers to update their knowledge and understanding of legal and other issues in this area and to help them develop their own equality / diversity policies and practices; and
- supports a range of college staff to help them understand the issues faced by other work colleagues from diverse communities.

Innovative activities

Demographic Change

485. The Cornwall Works 50+ Cares looks at innovative ways of addressing the skills gaps in the care sector. The projects are using the Design Council initiative Designs of The Time to help explore innovative ways to co-design solutions for this group in the workforce. Key achievements include:

- Care Ambassadors activity set up - this project facilitates care providers to provide activity based taster days to small groups of people in their care setting. The objective is to recruit more people aged 50+ into the care sector;
- launch of Long Term Conditions Portal -a website to help people with long term health conditions to find the information and support they need to live independent full lives;
- Innovation Small Grants – these have supported a number of projects aimed at successfully piloting new ideas, approaches, tools, methods and service provision to extend employment and raise skills. The project has implemented the Dott process which unlocks innovation and creativity in communities by engaging through a ‘bottom-up’, participatory approach. A number of project ideas were identified through this process and are now being trialled.

Skills for Climate Change

486. The Clear about Carbon project in Cornwall aims to increase understanding within the workforce of carbon’s role in climate change so that organisations and individuals can contribute to creating a lower carbon economy in Cornwall and the Isles of Scilly. The project will develop activities to increase the skills of the local workforce within both the public and private sector; this will include increasing access to learning and skills training and increasing the take up of higher skills training by those in employment. The project has targeted its mainstreaming activity to influence procurement work by delivering low carbon literacy training in the NHS, Cornwall Council, TUC, Defra and the Cabinet Office.

487. The project has delivered a number of low carbon procurement sessions in Cornwall with the public and private sectors. Having attended one of these initial sessions, Defra invited the project to further develop the module. It has since been

re-titled 'Carbon Literacy for Procurers' and will form part of the Defra 'National Sustainable Procurement Programme'.

488. This module was piloted with NHS trusts in Wigan and Wolverhampton which was funded by Defra. The module is currently with The Institute for Environmental Management Assessment for accreditation. This will be rolled out across the whole of the public sector including local authorities, central government, higher and further education institutes. The project has also been funded by Defra to deliver a 'Train the Trainer' event in London this spring. This will result in 15 nationally qualified trainers for the 'Carbon Literacy for Procurers' module. The project is also delivering workshops this year to Cabinet Office procurement officers and central government procurement officers across government departments. Currently the project is looking into an e-learning tool to deliver four online 15 minute training sessions

Transnational or inter-regional activities

489. All the dedicated innovative projects include an element of transnational co-operation with at least one other Member State. Further information on transnational activity is at paragraphs 211 and 212.

Cross-financing mechanism

490. The cross-financing mechanism with ERDF was not used in the Priority 5 in 2010.

Joint social partner activities

491. With very high numbers of micro and small companies in Cornwall and the Isles of Scilly, it is important to ensure that these organisations are engaged and have equal access to ESF to help develop their employees. Ring-fenced funding for the third sector (including social partners and social enterprises) in the form of capacity building support, which include training, networking measures, strengthening the dialogue and activities jointly undertaken by the third sector, has enabled it to contribute to delivering the priorities and outcomes of the broader programme. In order to ensure that this is achieved joint actions with the Third Sector, including with Trade Unions and employer organisations, need to be encouraged. Within the Voluntary, Community and Social Partner development specification, targeted support for the development and ongoing success of social enterprises in the area was made available.

492. The Capacity Building Works project, under Priority 5, run by the Learning Partnership for Cornwall and the Isles of Scilly Ltd specifically focuses on this activity with a wide range of voluntary, community and social partners. Those involved are Trades Union Congress (TUC), Cornwall Centre for Volunteers, Cornwall Rural Development Council, Penwith Community Development Trust to name but a few.

493. A total of £2.4 million is available for this project, of which: £1.14million will provide support targeted at Third Sector partners' capacity to contribute to the overall operational programme, £170,000 for Skills for Life (Literacy and Numeracy) and £570,000 for the Volunteering programme. Activity under this project is targeting the following groups and priority areas:

- workforce with Basic skills needs
- workforce without relevant Level 2
- workforce without relevant Level 3
- workforce with disabilities including learning disabilities and health conditions
- workforce aged 50 and over
- ethnic minorities
- female workforce development in non-traditional roles
- volunteers

494. The project targets support at third sector organisations to develop the workforce including increasing the number of employees with Skills for Life qualifications, along with supporting employers with volunteering programmes in order to recruit 250+ volunteers into the sector. The partnership of Third Sector and Social Partner organisations will support the capacity of the sector to contribute to the Convergence programme by:

- carrying out organisational health checks and implementing recommendations to improve infrastructure and develop the workforce;
- increasing the number of employees in the third sector with Skills for Life qualifications; and
- engaging with employers of all sectors to support volunteering and recruit over 250 employees into volunteering

495. Under the Convergence Employer, Workforce Led programme, priority 5, a total of £536,491 has been ring fenced for the TUC UnionLearn associated partner support.

496. The CRUNCH project, under Priority 5, run by the Trade Union Congress for £708,000.. UnionLearn, Cornwall will lead a joint trade union project which will work with key partners to improve the skills and knowledge of union reps, learning reps and members so that they can better support the needs of fellow workers affected by the risk of redundancy. Activities will build on the good practice developed in other redundancy work through the South West TUC's Learning Works for All Fund and the activities will be co-ordinated from the newly created Trade Union Learning Centre in St Austell.

497. To date the Skills Funding Agency has exceeded its target of £600,000, 2% of Priority 5 available ESF funds, targeted at social partner support as a requirement of the ESF Convergence framework.

3.5.2. Significant problems encountered and measures taken to overcome them

498. There were no significant problems encountered in implementing the priority.

3.6 Priority 6: Technical Assistance (Convergence)

3.6.1 Achievement of targets and analysis of the progress

Information on the physical and financial progress of the priority

499. Priority 6 does not have any indicators.

Qualitative Analysis

500. The qualitative analysis of Priority 6 is provided in section 6 on technical assistance.

Financial

501. So far €1.26 million (56%) of the €2.18 million available for Technical Assistance in 2007-2010 has been committed, and expenditure stood at €411,744 by the end of 2010. As the technical assistance projects started from 2008, expenditure is expected to increase significantly in future years.

3.6.2 Significant problems encountered and measures taken to overcome them

502. There were no significant problems encountered in implementing the priority.

4 ESF Programmes: Coherence and Concentration

European Employment Strategy

503. The actions supported by the England and Gibraltar ESF programme are consistent with and contribute to the European Employment Strategy. The programme will contribute to the new Europe 2020 target that 75% of the 20-64 year-olds should be employed. The table below indicates how the programme supports the Employment Guidelines which were adopted by the EU in 2010 as part of the Europe 2020 Integrated Guidelines.

Employment Guidelines 2010	England ESF Programme
7. Increasing labour market participation of women and men, reducing structural unemployment and promoting job quality	<p>Priorities 1 and 4 are contributing to policies to:</p> <ul style="list-style-type: none"> help those furthest from the labour market back to work; improve the employability of young people and reduce youth unemployment; increase the participation of women in the labour market; improve the employment rate of older people; tackle barriers to work faced by disabled people and other vulnerable groups; and promote self-employment. <p>[Codes 66, 67 and 69]</p>
8. Developing a skilled workforce responding to labour market needs and promoting lifelong learning	<p>Priorities 2 and 5 add value to activities to:</p> <ul style="list-style-type: none"> promote apprenticeships and entrepreneurship; improve basic skills and qualifications; promote lifelong learning, especially

	among low skilled and older workers. [Code 62]
9.Improving the quality and performance of education and training systems at all levels and increasing participation in tertiary or equivalent education	<p>Priorities 2 and 5 add value to activities to:</p> <p>ease and diversify access for all to training;</p> <p>respond to new occupational needs, key competencies and future skill requirements.</p> <p>[Codes 64 and 74]</p> <p>Priorities 1 and 4 support activities to reduce the number of young people not in education, employment or training.</p> <p>[Code 71]</p>
10. Promoting social inclusion and combating poverty	<p>Priorities 1 and 4 support active labour market measures to help disadvantaged people tackle their barriers to work and enter sustainable employment, including early identification of needs, job search assistance, guidance and training as part of personalised action plans and flexible pathways.</p> <p>[Codes 66 and 71]</p>

Employment Recommendations to the UK

504. The programme’s actions also contribute to the implementation of the EU Employment Recommendations to the UK. The 2009 recommendation was that the UK “continues to implement plans to substantially improve skill levels and establish an integrated approach to employment and skills in order to raise productivity and increase opportunities for the disadvantaged.”

505. Priorities 2 and 5 add value to the Skills for Sustainable Growth strategy. They focus particularly on training low skilled workers and those least likely to receive training, as well as on expanding Apprenticeships. They also support intermediate skills where there are skills shortages. Priorities 1 and 4 are improving the basic and vocational skills of workless people as part of activities to address their barriers to work and help them enter sustainable employment.

506. The programme is supporting approaches to establish an integrated approach to employment and skills. Priorities 1 and 4 support an integrated mix of employment and skills provision for workless people.

507. Priorities 1 and 4 are also designed to increase opportunities for the disadvantaged. They add value to the Government's strategy to help people who are unemployed or economically inactive to develop their skills and enter sustainable employment. They focus on people who are most disadvantaged in the labour market. This focus will be increased in 2011-2013, especially through DWP CFO provision aimed at families with multiple problems.

508. New country specific recommendations under the Europe 2020 strategy are expected to be made for the first time in June 2011.

Europe 2020 "Bottlenecks"

509. EU Economics and Finance Ministers (ECOFIN) agreed on 8 June 2010 a series of potential "bottlenecks" or obstacles to growth for each Member State. The European Council then agreed on 17 June that Member States would identify their main bottlenecks to growth and would indicate, in their National Reform Programmes, how they intended to tackle them. The UK NRP identified five bottlenecks:

- reducing significantly the general government deficit;
- ensuring a well-functioning and stable financial sector;
- rebalancing the economy towards net exports;
- facilitating an increase in private investment; and
- improving the contribution of the education system to human capital formation including through a broader skills base.

510. Priorities 2 and 5 are contributing to reducing the fifth bottleneck to growth 'improving the contribution of the education system to human capital formation including through a broader skills base' by adding value to the Government's policies to build an internationally competitive skills base, as described in previous paragraphs.

European Economic Recovery Plan

511. The programme is contributing to the “people” aspects of the European Economic Recovery Plan, which was endorsed by the European Council in December 2008. The programme’s employment and skills activities are helping to:

- reinforce activation schemes, in particular for the low-skilled, involving personalised advice and guidance, intensive (re-) training and upskilling of workers and apprenticeships;
- concentrate support on the most vulnerable; and
- improve the matching of skills development and upgrading with existing and anticipated job vacancies.

512. The programme’s support for these activities was reinforced by the allocation of an additional £158 million in autumn 2008 as described in the section on the contribution to economic recovery in chapter 2.

Social inclusion objectives

513. The ESF programme contributes to the relevant employment related objectives of the Community in the field of social inclusion. At the Nice European Council in December 2000, the Member States agreed that there should be a decisive impact on the eradication of poverty across Europe, by 2010. This section indicates how the programme contributes to the EU’s common objectives on social protection and social inclusion by supporting actions to extend employment opportunities to people at a disadvantage in the labour market. In this way the programme will also contribute to the new Europe 2020 target on poverty and social inclusion.

Common objectives on social protection and social inclusion	England ESF Programme
(a) To promote social cohesion, equality between men and women and equal opportunities for all through adequate, accessible, financially sustainable, adaptable and efficient social protection systems and social	The ESF programme contributes to social inclusion by promoting employment opportunities for all. Equal opportunities is a cross-cutting theme within the programme.

inclusion policies.	
(b) To promote effective and mutual interaction between the Lisbon objectives of greater economic growth, more and better jobs and greater social cohesion, and with the EU's Sustainable Development Strategy.	The ESF programme supports the relevant employment guidelines within the Europe 2020 Integrated Guidelines. Sustainable development is a cross-cutting theme.
(c) To promote good governance, transparency and the involvement of stakeholders in the design, implementation and monitoring of policy.	The ESF programme was prepared and is being implemented, monitored and evaluated in partnership with the Commission and with appropriate authorities and bodies in accordance with national rules and practice. The partnership arrangements are set out in section 2.1.
A decisive impact on the eradication of poverty and social exclusion by ensuring: (d) access for all to the resources, rights and services needed for participation in society, preventing and addressing exclusion, and fighting all forms of discrimination leading to exclusion.	Equal opportunities is a cross-cutting theme within the programme and activities comply with EU and UK legislation on non-discrimination and equal opportunities.
(e) the active social inclusion of all, both by promoting participation in the labour market and by fighting poverty and exclusion.	Priorities 1 and 4 improve the employability and skills of people who are unemployed or inactive, including people at a disadvantage in the labour market. Priorities 2 and 5 target people who lack basic skills and who have no or low qualifications. [Codes 62, 66 and 71]
(f) that social inclusion policies are well-coordinated and involve all levels of government and relevant actors, including people experiencing poverty, that they are efficient and effective and mainstreamed into all relevant public policies, including economic, budgetary, education and training policies and structural fund (notably	The programme contributes to the relevant employment aspects of the UK Social Inclusion National Action Plan. The Managing Authority works closely with DWP policy officials responsible for the plan.

ESF) programmes.	
Adequate and sustainable pensions	This objective is not directly relevant to the ESF programme. However, Priorities 1 and 4 support activities to extending working lives and improve the employment rate of older workers, and Priorities 2 and 5 supports training activities to update the skills of older workers. [Code 67]
Accessible, high-quality and sustainable healthcare and long-term care	This objective is not relevant to the ESF programme. However, Priorities 1 and 4 support activities to help economically inactive people with disabilities or health conditions to enter work. Priorities 2 and 5 may provide training to improve the qualifications and skills of low skilled workers within the care sector. [Codes 62 and 71]

Social Inclusion National Action Plan

514. The ESF programme supports an inclusive society by funding additional activities to help excluded groups access the labour market. The UK National Action Plan for Social Inclusion 2008-2010, which was published in September 2008, sets out the UK's strategy to tackle social exclusion over the coming three years under four objectives: increasing labour market participation; tackling child poverty; improving access to quality services; and tackling inequality. The plan includes an annex setting out the role of the ESF.

515. The ESF programme supports relevant labour market elements of the plan. In particular Priorities 1 and 4 support the objective to increase labour market participation. They help disadvantaged and excluded people tackle their barriers to entering jobs and making progress at work, and thereby promote social inclusion. About 629 million euro has already been committed to promoting pathways to integration and re-entry into employment for disadvantaged people.

516. They also play a role in tackling eliminating child poverty by increasing access to the labour market for parents. The programme as a whole helps to tackle

inequality by mainstreaming equal opportunities and supporting specific activities to tackle barriers to work on the basis of gender, disability, age and ethnicity.

517. Priorities 1 and 4 in Chapter 3 contain examples of projects that are promoting social inclusion by tackling barriers to work faced by disadvantaged groups.

Education and training objectives

518. The England ESF programme is also contributing to the relevant employment related objectives of the Community in the field of education and training as set out below.

519. Through its Priority 1 and 4 activities to reduce the number of young people NEET, the programme will also contribute to the Europe 2020 education target on reducing early school leaving. In addition, in the Convergence area, Priority 5 Higher Education activity will contribute to increasing the proportion of people completing third level education.

5 ERDF/CF Programmes: Major Projects (If Applicable)

Not applicable.

6 TECHNICAL ASSISTANCE

520. Technical assistance (TA) is available in Priority 3 (Regional Competitiveness and Employment) and Priority 6 (Convergence) to finance the preparatory, management, monitoring, evaluation, information and control activities of the Operational Programme, together with activities to reinforce the administrative capacity for implementing the funds, at national and regional levels. This includes supporting the communication strategy, the cross-cutting themes of gender equality and equal opportunities and sustainable development, monitoring and evaluation systems, and the delivery of transnational and inter-regional activity. TA is also available to third sector networks to support participation by voluntary and community organisations.

521. The Programme Monitoring Committee agreed the programme's TA strategy for 2007-2013 including national and regional allocations (MC/05/07) in 2007. 4% of the Regional Competitiveness and Employment funding was allocated to TA in Priority 3, and 2% of the Convergence funding in Priority 6, within the limits in Article 46 of Council Regulation 1083/2006. When regional ESF frameworks were revised in 2009 the Managing Authority gave regions the option of viring some funding from Priority 3 to Priority 1 and/or Priority 2. Most regions took up this option because take up of TA had been lower than envisaged, and they wanted to support more employment and training provision. The PMC has agreed the virement in principle and a formal proposal to amend the OP financial table will be made to the Commission in 2011.

522. The TA strategy contains the following priorities for national TA spending:

- programme evaluation
- publicity and information
- programme implementation
- Adult Learners' Week

- third sector support
- Higher Education support
- Further Education support
- national CFO support
- other eligible activities which meet the eligibility criteria set out in the Operational Programme.

523. The first three areas are managed by the Managing Authority central team in line with the strategies and implementation plans considered by the Monitoring Committee. The Managing Authority identifies match funding for these items. For items (iv) to (viii) the Managing Authority requests proposals from relevant providers and seek Monitoring Committee endorsement for individual projects. These providers need to supply the required match funding. All National TA Projects are described at paragraphs 527 to 548.

Overview and assessment

524. All of the national TA projects are getting extensions in the second half of the programme so activity will continue, alongside some potential new projects which are currently in the early stages of preparing applications. As envisaged, most of the TA has been taken up by the main CFOs that account for 95% of programme expenditure and who have sufficient match funds. TA is used in support of mainstream delivery in several key areas notably IT systems, admin support, and evaluation. The Managing Authority has continued to work closely with co-financing organisations to ensure the take up of TA is optimised.

525. The Managing Authority, through consultation with the PMC and regional committees, will propose transferring funding from Priority 3 to Priorities 1 and 2. Lack of match funding has been a key reason for low take up of TA for some organisations, although some third sector organisations have sought ways to address this such as developing proposals with other organisations. The programme is currently forecast to spend most of the remaining funds; the Convergence area is spending to its limits

526. Tables of national and regional TA projects are provided at Annex B.

TA at national level

527. The national TA projects are:

- ESF ESFD IT Systems Development
- ESFD Article 13
- ESFD Cross Cutting Themes
- HE
- The Age and Employment Network
- Third Sector Employment Network
- Tribal ESF Works
- ITM Co-ordination
- ESF Evaluation
- NIACE – Adult Learners Week
- NOMS TA preparation for CFO Operations and next phases
- Willow – CRISIS
- Skills Funding Agency National Office
- ESFD Publicity

ESFD IT Systems Development

528. In line with the requirements of the regulations governing the ESF programme for 2007 - 2013 a new business process has been developed which requires the development and implementation of a new IT system to support the delivery of the new programme at all levels.

529. The project will support specifications and business requirements, - system and infrastructure design, software development, hardware and software implementation, testing, post implementation support, user training, quality management and review. The main outcomes will be:

- to ensure that a robust system with the capability to administer and manage ESF projects from application, payment and closure and to support a wide range of users across the stakeholder network;

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- to develop a new management information system to process large volumes of financial, management and participant data and provide meaningful data about the programme. This will enable the ESF delivery organisations such as CFOs to process claims electronically thus Improving the visibility of ESF activities and projects to the EU and EU citizens.

530. The INES system went live in April 2010 and has since been rolled out to applicants – all claims are now submitted via the system.

ESFD Article 13

531. The TA has been used to provide extra support to the Managing Authority by providing an extra A13 Contract Delivery Manager and an Article 13 Co-ordinator. These posts support the following elements:

- monitoring visits to CFOs and their subcontracted providers to perform verification activities in line with the Article 13 Strategy and Delivery Plans. This will involve the documentation of monitoring visits and the follow up of any actions arising from the visits.
- administrative functions associated with article 13 verification activities.
- providing Article 13 management information to the Managing Authority, Certifying Authority, Audit Authority, national and regional ESF monitoring committees and European Commission.

ESFD Cross Cutting Themes

532. This project finished in August 2010. It focused on training and awareness raising for the gender equality and equal opportunities, and sustainable development cross cutting themes. Activities included: pre-course consultation; the production of a Training Needs Analysis report to help inform the design and delivery of training workshops; development of training materials and draft guidance; delivery of training workshops targeting a range of Managing Authority, Co-financing Organisation and non Co-financing Organisation staff.

The Age and Employment Network

533. The Age and Employment Network (TAEN) has provided support to ESF providers and stakeholders by sharing good practice and ideas on how best to re-engage older people back into employment and help older workers enhance their skills and qualifications. It has also provided a series of seminars, workshops and a stand-alone good practice guide aimed at ESF providers and stakeholders.

534. In 2010 the 50+ Works website has been developed as a best practice tool for DWP Prime Contractors and their sub-contract organisations. The aim of the product remains to raise awareness of the older jobseeker client group, providing useful information, signposting and links plus print-outs and support modules aimed specifically at those people working on the front-line of provider organisations who will be dealing with 50+ customers and supporting their return to work.

Third Sector European Network (TSEN)

535. TSEN represents the third sector. Activities include:-

- attendance at national PMCs and sub-committees;
- exchange of info with third sector partners;
- supports monthly board meetings to exchange information and good practice between the national secretariat and regional third sector support networks;
- updating national database of third sector organisations accessing ESF(created with TA in first half of the programme);
- publicising widely ESF funded provision available across England using TSEN and partner websites, newsletters and events;
- compiling an ESF directory of provision;
- working in partnership with new partners, in addition to existing TSEN members;
- undertaking relevant research

Tribal ESF Works

536. The aim is for ESF-Works to become a 'live' place for sharing and demonstrating best practice, discussion and participant voice. In this way it will add value to and complement the official ESF website and communications strategy. It is a useful resource for policy makers, programme designers, managers and the ESF projects and participants themselves. ESF-Works complements the main ESF

website, CFO websites and other resources. It offers a unique, wider ranging and more in-depth record of regional level ESF activities, outcomes and the achievements of projects and participants as a searchable resource and legacy of the programme. Further information on ESF Works publicity activity in 2010 is in section 7.

Innovation, Transnationality and Mainstreaming Unit

537. Birmingham City Council hosts an Innovation, Transnationality and Mainstreaming (ITM) Unit to support the Managing Authority with the successful Management and Co-ordination of ITM in the new ESF programme 2007-13. The Unit provides support to the MA on the following activities:

- developing guidance for innovation, transnational and mainstreaming activity
- calls for proposals
- appraisal and selection
- thematic networks
- monitoring and supporting
- Article 13 On the Spot Financial Verification and

538. The ITMU also disseminates information from the EU to relevant projects and networks, and participates in relevant EU meetings.

ESF Evaluation

539. All evaluation activity is agreed with the Evaluation Sub committee. Evaluation reports produced so far are:

- Cohort Study, Waves 1 and 2 - £984,211
- Regional ESF Frameworks - £74,015
- Gender Equality and Equal Opportunities - £138,817
- ESF Support for In Work Training - £189,464
- Evaluation of ESF Information and Publicity £30,041

540. Current evaluations include:

- Cohort Survey Wave 3 - £150,000

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- Priority 1 and 4 Employment and Young People NEET provision - £150,000
- ESF Sustainable Development and Green Jobs - £50,000

(All projects are jointly funded from ESF TA and DWP Research budget).

541. Evaluations for the rest of the programming period will be agreed as necessary by the sub committee

NIACE Adult Learners' Week

542. Each May, the National Institute of Adult Continuing Education (NIACE) delivers Adult Learners' Week, the UK's largest celebration of learning, and one of the country's largest "not for profit" campaigns.

The objectives and target audiences of the project dovetail impeccably with those of the ESF programme and – through publicity and promotional activities - will contribute significantly to the two main priorities in England: (1) extending employment opportunities, and (2) developing a skilled and adaptable workforce.

543. Consisting of a number of events both nationally and regionally Adult Learners' Week aims to encourage learning and provides opportunities to promote how the Government has used ESF money in England to help people gain new skills. Throughout the week organisations that offer any form of adult learning activity can either hold a special promotional activity or label their existing learning activities as Adult Learners' Week activities. In addition there are conferences promoting learning during the week as well as regional and national award ceremonies.

544. NIACE receives core funding from BIS, the Skills Funding Agency, Local Government Association and National Assembly for Wales. ESF technical assistance contributes towards the week as a whole and also sponsors three national award winners – the ESF Learning Works award, ESF Inspiring Project award and ESF Individual Learner award. All national award winners feature in national and/or regional press articles and an Award Winners' Profile Book which is produced by NIACE.

National Offender Management

545. The NOMS TA programme is split into several strands, to develop and support delivery of the main CFO programme and specifically supports the transition from round one to round two structures. These strands include procurement, CATS, Belief in Change, social enterprise, publicity, regional engagement and sustainable

development. Achievements have been made against all these elements including transition meetings across the country, accreditation of Belief in Change Programme and social enterprise contract awards for the unpaid work and sustainable development sub-strands.

**Welfare Influencing and Lobbying Learning Opportunities and Work (WILLOW)
– Crisis**

546. The WILLOW project will deliver a programme of activity to influence the government's welfare reform agenda. The project will give a voice to those small or specialist organisations working hard to support people managing poverty, disadvantage and homelessness by de-mystifying the welfare reform agenda, and supporting organisations to understand their role in future Work programme delivery. The project will also enhance regional organisations ability to understand the current and future welfare benefits system, and how that impacts on the transition from benefit dependency to sustainable employment for those furthest from the labour market.

Skills Funding Agency TA

547. The project funds the ESF Policy team in the Coventry office of the Skills Funding Agency. The team develops, maintains and monitors the policy, systems and processes to enable the implementation of the 2007-13 ESF programme for the Skills Funding Agency. It also convenes executive groups, focussing on management, implementation and risk within the ESF programme.

548. This project also supports further releases of computerised systems, including: Centralised Contract Management (CCM, previously known as the Contract Management Application); TS2000 (ESF timesheet system) and the Match and Claim system. The team has overseen the development and deployment of major releases for all these systems.

TA at regional and local level

549. In the Competitiveness and Employment Objective, all English regions have developed regional TA strategies. These include areas such as regional evaluation and labour market intelligence, the cross-cutting themes, publicity and third sector engagement. In the North West and Yorkshire and the Humber, the regional TA strategies identify the specific needs of the phasing-in areas. Regional TA strategies

are managed by the Managing Authority regional teams and the Intermediate Bodies in London and Gibraltar.

East of England

550. The East of England regional TA strategy focuses on four key strands:

- voluntary and community sector partnership working;
- employer engagement;
- facilitation; and
- communication and publicity

551. A total of thirteen TA funded projects have been approved to the end of 2010. Of these five were approved in 2010 and are described below.

552. Engage and Enable – Third Sector Capacity Building for the delivery of learning and skills, which continues the work of an earlier application providing support for the Voluntary and Community Sector in supporting work to develop the capacity of the third sector to respond effectively to public sector commissioning for the provision of learning and skills in the East of England. This project has supported the development of county focussed consortia consisting of 568 members and has issued 17 training bursaries to employees of member organisations.

553. GO-East/EEDA Joint publicity contract will be finishing ahead of schedule due to GO-Network and RDA closure. Its aim was to raise awareness of EU structural funds programmes in the East of England, create a positive perception of the benefits of European funding to the region, keep partners, stakeholders UK government and the European Commission informed of the progress of funding delivery, ensure that information reaches the target audiences at the right time and via the most appropriate means and position the programmes as proactive and effective in ensuring that the benefits of European funding within the region are maximised. The project funded the Creating Futures cross-programme celebration event which took place on Wednesday 20 October 2010 at the Maltings, Ely, Cambridgeshire. The event included six award categories:

- Low Carbon Innovation
- Environmental Excellence
- Skills for Life

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- Community Impact
- Personal Transformation
- Sharing Best Practice

554. The LACE Language & Culture for Employment project is responding to the increasing number of enquires from employers, business support organisations and the public sector with support for language & culture, in particular where these needs can be met by the ESF programme. The project seeks to address the confusion that employers and employees have expressed when confronted with a variety of language and culture funds and programmes.

555. The Cambridgeshire Employer Forum project has set up an employer's forum to prepare for the upturn in the economy. The forum will both influence the skills agenda and contribute to skills gaps and shortages analysis, making employers aware of ESF programmes available and encouraging take up of workforce development opportunities in the sub-region.

556. The Shaping Norfolk's Future ESF project is collating evidence regarding the supply and demand of industry skills, from existing local, regional and national research and is establishing a series of sector based business focus groups for the purposes of identifying and solving skills gaps in Norfolk's workforce.

557. The largest live project in value is the Right Step project which has created an integrated employers network across the East of England to enable more offenders and ex-offenders to get jobs. It is building capacity amongst private and public sector to enable effective working between employers and prison/ probation areas beyond the life of the project and aims to contact 1,000 employers, actively engaging with at least 25% of these.

East Midlands

558. The EMFEC (<http://www.emfec.co.uk>) Technical Assistance project supports the delivery of ESF funds in the region through its Further Education Sector network. This is by providing information, advice and guidance and by encouraging partnership working both between colleges and with private training providers and the VCS sector. EMFEC has delivered activity in 2010 in line with the project bid.

559. The project has delivered network events with external speakers, college partnership meetings, conducted consultation exercises and issued regular ESF updates to members. Following an ECOTEC taster session on 'Implementing Cross Cutting Themes in ESF' delivered at a network event in May, the project organised a full day training on the theme to participants from colleges, private training providers, Jobcentre Plus and Government Office. Additionally, in December 2010, the project contributed to a workshop run by the Local Authority Consortium for ESF re-tendered activity. The project delivered a session on good practice in tender writing.

560. Work towards the end of 2010 focussed on organising an ESF mid-programme conference, to be held at the EMFEC conference centre on 18 February 2011.

561. The Young People's Learning Agency TA project researched the impact of increased unemployment on ESF skills provision. The project investigated the shifts in unemployment trends and cohort as a result of the current recession in order to recommend how these will need to influence the delivery of ESF and LSC provision. East Midlands Skills Intelligence Partnership acted as an advisory body for the project, which conducted research through provider interviews, Jobcentre Plus staff interviews, data analysis and a literature review. A report was produced to bring all these strands together and to make recommendations for future skills provision. Recommendations included:

- Key groups benefiting from policy measures continue to be those ESF has traditionally targeted.
- A need to improve links between providers and employers, with support for smaller providers so more opportunities for work experience and work placements.
- There is still demand for basic skills and a broad range of soft skills – employability skills still vital to provide foundation for obtaining further skills and moving closer to employment
- softer measures need to be recognised as positive outcomes – job outcomes often unrealistic in the short-term given the kinds of difficulties learners experience.
- ESF is one of few streams dealing with those furthest away from employment: needs to continue to focus on tailored provision.

562. The project successfully completed the report and finished in 2010.

Gibraltar

563. In Gibraltar, the Intermediate Body manages its own TA projects. There are two, one run by the Employment Service and the other by the EUPS. These projects are designed to assist with the effective delivery and implementation of the ESF programme in Gibraltar.

London

564. The main priorities for TA in London developed by the Regional ESF Committee are:

- wide-reaching and effective communication of London 2011-13 ESF programme priorities, resulting in stakeholders and providers being fully informed of priorities for the 2011-13 phase of the programme;
- robust delivery partnerships with the right mix of skills and expertise to deliver the priorities and outcomes identified for the 2011-13 phase of the programme;
- to support the London ESF Intermediate Body (EPMU) in its management and administration of the ESF programme.

565. The London TA strategy was assessed and revised in 2010.

566. The Voluntary & Community Sector Development Scheme under Technical Assistance commenced on 1st July 2009 and has been managed as a partnership with LVSTC in the lead, supported by London Voluntary Services Council and London Training & Employment Network (formerly Islington Training Network).

567. Following the regional committee's agreement to the LVSTC request to vary the ESF intervention rate for the project, the decision has allowed the project to consolidate support for the ESF 2011-2013 programme from 1 September 2010 to the closure date of 30 June 2011.

568. The project has continued its delivery of publicity objectives, in the last quarter it disseminated three regular Bytesize and two Bytesize Flashes as well as two Community Grants Bulletins. Also a collection of 12 Case Studies from the

Community Grants element of the TA Project were published in December 2010. The EY2010 London Euroscene 3 Special Issue was also released in the same month with a lead article on the ESF England Mid-Programme Conference.

569. The London Skills and Employment Observatory is a website that provides central access to information, research and data on all skills and employment issues for London from a single point. The project is in its second year of delivery and since its inception has published a range of research and up to date labour market data. The Observatory's latest research includes a report of young people's employment and skills in London since the recession.

570. Another report with a specific focus on the Work Programme in London has also recently been published. It is intended to inform those involved in the delivery of the programme across the capital and provide critical information for stakeholders as the initiative gets underway.

571. The health cross-cutting theme Technical Assistance project has to date achieved all of its agreed milestones. A performance management framework and guidance document was produced to support ESF providers to incorporate the health theme within the delivery of their projects. The documents are available to view on EPMU's WebPages: <http://www.lda.gov.uk/our-work/european-funds/ESF/themes/health-as-a-cross-cutting-theme.aspx>. The project has been extended until 31 December 2011 to deliver additional activity to support new ESF providers delivering under the 2011-13 ESF programme.

572. The Support for London Boroughs project aims to ensure that all London boroughs are fully engaged in the ESF programme through various activities including targeted publicity, specialist advice during workshops and one to one meeting.

573. The past year of delivery has involved a flexible and more intense form of delivery than was originally anticipated. Changes in policy, delivery mechanisms and local authorities have meant that the programme has been delayed and that resources for delivery of support are less readily available in local authorities. The project has therefore focused on supporting boroughs to access ESF indirectly, by supporting local authority officers in economic development and 14-19 teams to have relevant and timely information on opportunities, and access to organisations that are seeking to deliver in these areas, both private and third sector.

574. Through sub-regional facilitation of partnership meetings, and information and networking events, GLE has provided borough officers with the information and links

needed to prioritise need and access partnerships for delivery, whether operationally or strategically. GLE has also been undertaking preparation work with DWP and LVSTC to ensure that boroughs will be well placed to respond to adult provision opportunities later in the year.

575. The London Councils TA project providing support to voluntary and community organisations ceased in November 2010. The Phase 1 report for the Evaluation of London's ESF Technical Assistance Third Sector Support Projects has been completed. As the evaluation covers both the London Councils and LVSTC TA contracts, the final/Phase 2 report will be produced in summer 2011, once the LVSTC TA contract has completed delivery. The phase 1 report was used to shape the revised TA strategy.

North East

576. The North East TA Strategy aimed to tailor the provision of TA to areas where the CFOs were unable to support their providers or where non CFO organisations could demonstrate clear added value and complement support from CFOs. TA was also available to aid the publicity and communication strategy, support for cross-cutting themes of gender equality and equal opportunities and sustainable development.

577. The region has undertaken six TA projects to date, which have enabled the FE Sector and the Voluntary and Community Sector (VCS) to further engage in the management and delivery of the programme, through regional committee representation and dissemination of programme information.

578. A further TA project was delivered by the North East Regional Information Partnership (NERIP) to review and inform the development of regional labour market policies to strengthen economic inclusion for disadvantaged groups.

579. North East Regional Information Partnership (NERIP) project ran from December 2009 through to July 2010. The project enabled the region to better understand the way in which labour market disadvantage affects different minority groups. It also allowed the region to understand the barriers for specific groups of people and assess the effectiveness of interventions in overcoming disadvantage. A final report was produced in September 2010 to inform the development of regional labour market policies and to quicken the pace in reducing labour market disadvantage for different groups in the North East. The report can be found on the following link: <http://www.nerip.com/library/view.aspx?id=1077>

580. Riverside Consulting CIC undertook a three month TA project running from April to June 2010. The project worked with VCS organisations to ensure they remained informed of programme developments by providing continued advice and guidance regarding CFO tendering opportunities, keeping the sector up to date on programme developments. The project also built on the capabilities framework developed by ESFVON (a former TA project) and provided continued links through the national Third Sector European Network (TSEN).

581. Voluntary Organisations' Network North East (VONNE) is currently running a nine month TA project following the conclusion of the Riverside Consulting CIC project, to ensure the continued engagement of the VCS in the ESF programme. The project was developed in conjunction with Riverside Consulting CIC and New Skills Consulting, bringing together vast experience across the VCS and around European Structural Funds. The project runs from July 2010 until March 2011. The project works alongside the regional CFOs to ensure that VCS organisations continue to be able to participate in ESF activity through the second half of the 2007-2013 ESF programme.

582. The project aims to share information to deliver results, broaden the participation of VCS organisations in ESF programme delivery, and improve understanding of ESF funding structures and requirements. It also aims to broker partnerships between VCS organisations engaged in the skills, employment and worklessness agendas and promote opportunities for VCS organisations interested in becoming an ESF provider or sub-contractor.

583. VONNE has hosted provider events to raise awareness of funding opportunities and to enable VCS organisations the opportunity to meet prime contractors to discuss potential sub-contracting opportunities. The CFOs also attended the first event to outline CFO tendering opportunities. The project has also allowed VONNE to represent the VCS on the ESF regional committee.

North West

584. Projects are currently in place with the Skills Funding Agency and two Voluntary and Community Sector (VCS) organisations, one Merseyside based and one for the rest of the North West. The VCS projects comprise activity designed to develop the capacity of organisations operating in the VCS field to enable them to access ESF funding.

South East

585. The region had three TA projects running in 2010. Support for communication and marketing ESF activity aimed to maximise the visibility of ESF across the South East; raise public awareness of the role of ESF in supporting domestic employment and skills policies and programmes; create consistency of messages and branding and increase access to information and advice and support; provide external support as required to activities, in order to ensure a “professional” level of communications. This was achieved through three categories of activity:

- Websites including the regional site seesf.gov.uk which was be updated monthly and gave details of each CFO tendering round, events and awards and linked to a synopsis of all ESF provision in the South East;
- Events – five a year to include ESF and support for Adult Learners week nominations;
- Publications and merchandise including a contract with a freelance journalist to produce joint newsworthy articles for use locally, regionally and nationally. A series of high quality case studies was produced.

586. The South East ESF website has provided valuable information for potential providers wanting to know about ESF funding opportunities. A series of high quality case studies has been produced which have demonstrated the value of ESF in assisting participants access the labour market or become upskilled in it against the backdrop of the recession and the emerging recovery. A good level of high quality nominations for Adult Learner’s Week in both 2009 and 2010 was achieved.

587. South East England Technical Assistance Evaluation – This project evaluated the progress of the South East 2007-2010 programme towards delivering the targets set out in the ESF framework, its impact and the alignment between the ESF Framework and domestic employment and skills programmes. It evaluated the progress of the programme reflecting on the state of the economy and the ability of domestic skills and employment funding streams to fill the gap left by ESF in assisting the most disadvantaged in society.

588. The evaluation activity identified examples of good practice, prepared qualitative case studies, highlighted opportunities to mainstream successful approaches funded by ESF in assisting individuals to secure employment and improve their skills, and captured the impact of the programme on regional and local labour markets. The evaluation work was carried out by an analysis of quantitative participant management information, cohort surveys on a sample basis of

programme participants together with information on the sustainability of results such as job outcomes.

589. The methods provided information to explore the contribution of the programme to EU, national and regional priorities, progression of ESF participants including soft outcomes, sustainability and quality of results, how SMEs benefit from ESF funded support and higher level skills provision.

590. A final evaluation report was produced and signed off by the task and finish group. The report contains analysis of the participant management information, results from two cohort surveys and a series of case studies which demonstrate the added value ESF funding has brought to the region. The report will be a valuable record of the progress of the 2007-13 South East ESF programme and reference for future Structural fund and mainstream funding supporting employment and skills provision.

591. The Involve South East TA project provides:

- advice and guidance to the voluntary sector – including distance and face to face contact
- information – via e- news bulletins
- events – to promote new funding opportunities, policy developments and to help broker new delivery partnerships
- advocacy and sector representation – on behalf of the sector with the ESF programme structure (e.g. South East 14-19 Regional planning group, sitting on the IAG sub group and attending TSEN meetings. The ESF Regional committee seat was held by RAISE the umbrella body for the VCS in the SE).

592. Following a slow start good progress was made on delivery of the project in 2010 – the highlight was a conference held in Woking on 12 October held in conjunction with the European year of Combating Poverty and Exclusion. This provided an update on the South East ESF Community grants, presentations by GOSE and the Skills Funding Agency on ESF in the period 2011-2013 as well as workshops on positive choices for young people and raising mental awareness.

South West (excluding Cornwall)

593. In the South West, TA activity is supported under five themes:

- Policy Development and Co-ordination
- Research, evaluation and promoting evidence based delivery
- Voluntary Sector Engagement
- Cross Cutting Themes
- Publicity and Communications

594. The South West Forum (Voluntary Value Project) works to provide the link between voluntary and community organisations (VCOs) working at the frontline on skills, employment and worklessness, and the regional policy-makers. Through the project, advice and information flow both ways, helping to update and guide VCOs on developments and decisions made by statutory bodies, but also ensuring that those bodies are kept aware of the latest developments on the ground within the voluntary and community sector. South West Forum is working with a VCO in each of the 11 sub regions to act as a focal point, who in turn work with local VCOs in their area to send out information on ESF opportunities and Developments. The sub regional intelligence reports indicate that monthly bulletins are sent out to 1500 voluntary and community organisations.

595. The number of those VCOs engaged on skills, employment and worklessness that have a good awareness of ESF has increased to 2.7 (on a sliding scale of 1-5). VCOs' ability to access opportunities for ESF funding has also markedly increased to 2.7 on the sliding scale (1-5). The Community Learning, Employment and Skills Partnership was officially launched at the annual Voluntary Value conference in December 2010.

596. The Skills and Learning Module (SLIM), University of Exeter is responsible for the Research, evaluation and promoting evidence based delivery theme of the strategy and deliver on the following tasks:

- Providing the labour market data, intelligence and analysis to support the development of regional enterprise, employment and skills policy;
- Working to promote a better understanding of the regional labour market and consequent priorities;
- Developing proposals for priorities and actions for the Regional Employment & Skills Partnership (RSP)/ESF;
- Proposing, tracking and reporting on RSP performance indicators;
- Undertaking research and working with partners on the effective delivery of skills, enterprise and employment priorities;

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- Supporting the RSP in driving awareness of what works, where and why;
- Publication of the fortnightly South West Skills Newsletter.

597. 595. Since the change of government, areas of work have had to adapt, in line with geographical and institutional changes. However the focus of the project is still on helping organisations involved in ESF strategy and delivery to gain an understanding of work and skills issues required for effective delivery. The SLIM website provides access to a wide range of data and intelligence. A new publication brings together the SLIM-lines and the South West Employment and Skills Partnership newsletter incorporating information on the region's ESF programmes.

598. The South West Employment and Skills board (SWESB) - Strategic Support Project - provides core support for the SWESB activities, including development of analysis, partnership working and strategies to underpin ESF and regional skills priorities. These activities are directly identified as priorities within the South West ESF TA strategy. The main outputs are strategy development, ESB and Alliance meetings, support for standing groups, conferences and commitment of ESB partners in the delivery of regional strategies and priorities including those for ESF.

599. In July the Regional Employment and Skills Board unanimously endorsed a paper which outlined how the Board would help to ensure a smooth transition to the new economic development, employment and skills system over the following 18 to 24 months. It is proposed that its role and function, during the transitional phase, should be to support partners to fulfil their remit. In respect of the Board's support of ESF delivery, planned future activity would help to:

- promote best practice and a wider understanding of the achievements of ESF funded projects and initiatives from across the region;
- work with organisations such as South West Forum to enable direct support for the Voluntary Values project and the voluntary sector from across the South West;
- Publication of the fortnightly South West Skills Newsletter.
- continue to chair and support ESF related groups where required.

West Midlands

600. To ensure the most appropriate impact was achieved from Technical Assistance, partners developed a regional strategy at the start of the programme period to ensure supported activity met with key priority areas for the ESF programme in the West Midlands. Technical Assistance in the West Midlands Region

supported activity across five work streams or sub projects, managed as one contract which was held by the Skills Funding Agency. The themes were :

- a. Research
- b. 3rd Sector Support
- c. Partnership Working
- d. Publicity and PR
- e. Higher Education Institute Partnership Working

601. The Research theme of the project was carried out by the West Midlands Regional Observatory who was part of Advantage West Midlands. The Technical Assistance funded Research and Development Staff costs at the WMRO. The research themes of the projects resulted in the production of a series of documents which were used to inform and support the forward strategy of the programme. These were:

- The Regional Skills Assessment
- The Rural Skills Assessment
- Evaluation of the Brokerage Service
- Regional Skills Framework Performance Indicators
- A Study of Older Workers in the Workplace.

602. All studies were completed by March 2010. Following that a final Impact Assessment called the 'Interim Evaluation of the ESF Programme' was completed through an external subcontract to EKOSGEN which was circulated to the Programme Monitoring Committee for discussion and recommendations. All documents are available for review and are held in with the project evidence file by the Skills Funding Agency.

603. The Third Sector support theme was fully contracted through the West Midlands European Network. The budget allocation for this theme was £220,000 (including match). The core of the contract offered a diagnostic and developmental service to strengthen Third Sector expertise and facilitate delivery of ESF funded programmes. The activity was supported by £170,000 of LSC staff match costs by those staff working with the Third Sector.

604. Activity focussed on events, organisational development plans and assessments. The last piece of work was dissemination information regarding funding expertise and consortium building by sub-regional providers, encouraging timely tendering for any Skills Funding Agency/ DWP bidding rounds. The contract ended in March 2011.

605. Partnership Working -A lead local authority from each sub-region took responsibility for this area of the project with funds being used to underpin staff costs for a post facilitating sub-regional partnership working. Due to delays in the procurement timeline, the Agency agreed to extend contracts to end of July 2011 in order that the local authorities could marry up their proposed activities with the revised procurement time frame. Regional Action West Midlands (Advantage West Midlands) were funded for a post for capacity building and promotion of the ESF programme. All planned activity to facilitate and raise the profile of the programme took place, but the staff costs were over estimated at the outset hence the reduction in expenditure by £26,000.

606. Publicity and Communication -The budget allocation for the communication and publicity theme was £325,000 and activity was extended to the end of March 2010 to coincide with the end of the first half of the programme. This supported a dedicated PR team (Smarts RP Agency) who offered support and advice to projects to maximise the publicity for the West Midlands programme. This included the development of a regional PR Toolkit which formed part of the engagement package of support given by Smarts to the Co-financing Organisations and Providers to ensure publicity requirements were met. This included working with the Skills Funding Agency/West Midlands Councils and other Partnerships engaged in ESF. They also latterly attended specific DWP Jobcentre Plus Provider Engagement Meetings, and additionally engaged with NOMS on gaining CFO status. This resulted in a substantial amount of media coverage for the programme as a whole and across the various sub regions. The highlight of the publicity campaign was the Stars for Skills event that was held in November 2010 with Ken Lambert representing ESFD and presenting prizes to deserving learners.

Convergence TA in Cornwall and the Isles of Scilly

607. The Convergence Objective has its own TA budget. The Convergence TA strategy takes account of the needs of Cornwall and the Isles of Scilly and the priorities in the Convergence ESF framework.

608. The Convergence TA Strategy sets out five areas of activity:

- Monitoring and Evaluation
- Labour market information and analysis
- Cross cutting themes
- Voluntary sector and partner engagement
- Publicity and Communication

609. Three TA projects have been operating during the reporting period covering voluntary sector and partner engagement, publicity and communication and HE. The three projects are:

- Convergence Partnership Office - their remit is to provide publicity and communication activity for the work and activity carried out by partners engaged in ESF and ERDF activity. It provides a hub for communicating: information to encourage the provision of a broad spectrum of access to European programmes; highlighting their complementary and synergistic nature; and telling the story of the impact of this investment in the local community, for both people and businesses. Activity during 2010 includes the developing role of Twitter, expanding the use of Flickr for photographs, the continuing development of the Convergence website www.convergencecornwall.com which has included the re-design of the homepage to highlight Convergence, in particular through case studies of individual people and businesses including the revamp of the media hub and its multi media content. A full record of this is available from the Convergence Partnership Office.
- Cornwall voluntary sector forum -supported through technical assistance to support the strategy set out in the Convergence framework to promote the inclusion of the third sector in ESF activity. CVSF is the strategic representative body for all community and voluntary organisations working in Cornwall and the Isles of Scilly. There are a number of sub-partners involved in delivering the project in bringing together and providing support to voluntary sector organisations whose role is to reach people who are most disadvantaged or excluded from the labour market. CVSF have worked hard to ensure partners in the voluntary sector are aware of funding opportunities through the ESF.
- Combined Universities for Cornwall Partnership support team - Convergence operates an HE programme which involves a number of colleges in collaboration. To ensure that this collaboration is effective in moving HE provision in Cornwall forward the CUC was set up as a partnership from members of the group of HE delivery partners. This group's activity is supported through technical assistance to ensure that members are aware of and can support activities carried out through different approaches pertinent to individual institutions. The Partnership support team supports the strategic management of all CUC ESF projects by being a member of all the projects' Management Groups and collectively reporting any emerging issues to the CUC Executive Group. This role also requires the Director/Coordinator to facilitate the role of Executive to ensure integration of ESF and ERDF projects by reporting project opportunities/issues across both funding strands in a single report to CUC Executive each six weekly meeting. The project has maintained a publicity profile on work being achieved in all ESF projects in newsletters, by inclusion of case studies in the two CUC annual reports (2009/2010) and by presenting in an exhibition display at the ESF mid term review at Villa Park in Birmingham.

7 Information and Publicity

Managing Authority led publicity measures

610. The European Commission approved the communication plan for the 2007-2013 England and Gibraltar ESF programme on 25 July 2008. The plan sets out the key information and publicity measures that are being taken to promote and raise the visibility of the programme, its activities and achievements. To support the implementation of the plan at a local level, each Co-financing Organisation (CFO) produced its own 2007-2013 ESF communication plan. These set out the strategy and measures through which the CFO and its providers will meet information and publicity requirements, including raising awareness of EU/ ESF support amongst ESF and match funded participants and the general public. These plans were approved by the Managing Authority in 2008. In addition some broader communication plans were agreed by ESF partners, for example in London.

611. In 2009, an external evaluation of ESF Information and Publicity during the first half of the programme was commissioned by the DWP ESF Evaluation Team. The evaluation measured the extent to which the national communication plan's objectives have been achieved, including the visibility and awareness of the Operational Programme and the role that the Community has played. The report (DWP Research Report No 646 – 'An evaluation of European Social Fund Information and Publicity') was published in March 2010.

612. The findings and recommendations have been used to inform the review and development of publicity and information measures for the second half of the programme. These measures will be referred to in updated national and CFO communication plans being produced in 2011.

613. In accordance with Implementing Regulation (EC) No 1083/2006, Section 1, Article 4.2 – Annex C to this report provides an assessment of the impact of information and publicity measures so far, and features the results of the evaluation and the Managing Authority's response.

The ESF Publicity network

614. The ESF publicity network was formed in March 2008, comprising around 90 publicity contacts from central and regional MA teams, Intermediate Bodies, CFOs

and non-CFO beneficiaries in Convergence and phasing-in areas. Membership also includes representatives from: the Communities and Local Government division responsible for the European Regional Development Fund in England; and the European Commission Representation to the UK.

615. The aims of the network are to: raise the profile of ESF investment in jobs and skills; share best practice and promote consistency across regions; and ensure regulatory requirements on publicity are understood and implemented.

616. Network members met once (in Bristol in March 2010) with discussions focused on how best to respond to the findings and recommendations from the 2009 publicity evaluation. Ongoing communications across the network include detailed e-bulletins (three in 2010) and emails on specific issues.

2010 Information and publicity priorities

617. There were three main information and publicity priorities to promote ESF in 2010:

- publicising priorities and funding opportunities for the second half of the programme;
- implementing agreed findings, effective practices and proposals from the 2009 publicity evaluation; and
- celebrating and promoting the success stories from the first half of the programme.

Major information activity

618. The main publicity priority this year was the delivery of the England and Gibraltar ESF mid-programme conference in Birmingham on 17 November. Attended by over 220 delegates, the conference celebrated achievements in the first half of the programme; and discussed effective practice and how it could inform ESF project delivery and improve outcomes in 2011-2013. Highlights included:

- A welcome from Chris Grayling, Employment Minister (by video)
- A film of ESF participant voice – telling of the experiences, achievements, plans and aspirations of six people who have been on ESF funded employment and skills provision.
- Keynote speeches from DG Employment Director Peter Stub Jorgensen and DWP Head of Provision Management Derek French

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- The presentation of the national Mainstreaming Leader awards for equal opportunities and sustainable development in ESF.
- A Q&A panel session about lessons so far and future priorities and plans – involving Wendy Violentano (Head of ESF Division), Peter Stub Jorgensen, Georges Kintzele (European Commission), Derek French (DWP), Mike Bell (Skills Funding Agency) and Mark Nickson (NOMS, Ministry of Justice)
- A presentation highlighting main evaluation findings so far and lessons for 2011-2013 from Simon Marlow – Head of the DWP ESF Evaluation team.
- Ten thematic workshops to share effective practice and lessons.
- An exhibition comprising of stands from ESF stakeholders including providers.

619. More details and resources from the conference including many of the highlights above can be found on the ESF-Works website.

Ongoing communications and publicity measures

620. The Managing Authority continues to use a range of communication measures to publicise ESF activities and achievements to external audiences and to support the information and publicity activities of ESF stakeholders and delivery partners. These are summarised below:

ESF Website

621. During the year significant efforts have been made to update and improve the 2007-2013 England programme ESF website. (The website itself has since converged into the corporate Department for Work and Pensions website.) Substantial work was done after the UK General Election to thin down old content on the site and archive old content via the UK Government Web Archive (National Archives). Regular updates to the news, about us, case study, provider lists and home pages were made throughout the year to keep the site fresh and make it more user friendly.

'ESF at Work' e-zine

622. The ESF at work e-zine is published every two months and is targeted at a wide audience – including:

- Providers delivering ESF and match funded projects and other organisations interested in doing so

- Co-financing Organisations and other ESF delivery partners
- Policy makers and practitioners involved in employment, skills, education and social inclusion areas
- The European Commission and other EU bodies
- Members of the public and people with an interest in European Union funded initiatives and programmes.

623. The e-zine reports on the latest local and national news about ESF, showcases the activities and achievements of successful projects and contains information on and links to a range of ESF and related initiatives. Other regular features include updates on evaluations, lessons and effective practice from the programme, articles on people delivering the programme and a forward look to events/awards initiatives, new publications and funding opportunities. Six issues of the e-zine were distributed in 2010.

Publications and promotional materials

624. In June 2010, controls were placed on all new government advertising and marketing spend. To help ensure EU regulatory requirements on publicising ESF continue to be met, through making exemption requests the Managing Authority sought and secured approval for a limited number of new externally procured national publicity activities on a case-by case basis. These included an update of the 24 page 'Improving people's lives' booklet that reports on the progress of the 2007-2013 programme, including how it is responding to the economic downturn. It also features participant case studies from across the country and information about the ESF Mainstreaming Leader Awards and the Adult Learners' Week Award winners. The booklet was produced for the ESF mid-programme conference and was distributed extensively to local and national ESF stakeholders to promote ESF to a wide range of audiences:

625. The 'Improving people's lives - ESF and you' film produced in 2009 continued to be used by some providers to help raise awareness of ESF and EU support, particularly amongst ESF participants.

Case studies

626. In co-operation with CFOs and projects over 50 engaging ESF participant case studies from across the country have been produced during the year. These and some project case studies are available on the national ESF website and have also been featured in the 'ESF at work' e-zine, the 2010 booklet and other national and local communications. The use of good quality 'human interest' stories that show

how people's lives have been improved through ESF investment has led to some good local level media coverage.

627. In addition, other nationally produced publicity and promotional materials have been distributed to ESF Co-financing Organisations and other stakeholders. These included: ESF project plaques, ESF posters and good practice guides on helping disadvantaged groups back into the labour market - including older workers, women, disabled people and ethnic minorities. Supplies of small promotional items were also available.

ESF-Works

628. The ESF Technical Assistance funded www.esf-works.com website continues to promote policy and practice lessons from the 2007-2013 ESF programme in England. During 2010 a series of updates and additional content was added to the site, including: over 100 ESF project case studies (many focusing on specific themes); a new page dedicated to ESF evaluation was built; the site search function was enabled; policy interviews with Peter Stub Jorgensen and Pam Chesters (the London Mayor's advisor on Health and Youth Opportunities) were filmed and published on the site; all regional content was updated; and a series of five participant filming days were held which resulted in a montage film being shown and the ESF mid-programme conference. Tribal, who run the project actively promoted the website through a range of publicity measures, including attendance at events, email circulations and through setting up a twitter account. The aim of the Twitter profile is to engage further with employment and skills professionals and organisations; to share our achievements and essentially to improve the profile of the European Social Fund in England. By May 2011 @ESFWorks has 237 followers, is following 545 and has tweeted 282 times (over 1 tweet every day). The Managing Authority also feed into this and post tweets relating to content on the national ESF website.

Supporting Older Workers

629. The national ESF Technical Assistance funded TAEN (The Age and Employment Network) project continues to use ESF to help promote an effective labour market that serves the needs of people in mid and later life, employers and the economy. TAEN also publishes 50+ Works - a good practice guide for providers supporting 50+ jobseekers.

Adult Learners' Week

630. ESF activities and achievements continue to be promoted extensively through the national ESF Technical Assistance 'Adult Learners' Week' project run by NIACE (see Technical Assistance section).

ESF Mainstreaming Leader Awards

631. The first annual ESF Mainstreaming Leader Awards for Equal Opportunities and Sustainable Development were launched in summer 2010 give high-profile recognition to those ESF providers who are leading the way in mainstreaming the themes of sustainable development and equal opportunities. The publicising of the local and national awards help move the mainstreaming agenda forward by providing real examples of good practice which can be shared with partners across the programme. The categories of the awards, 'ESF Mainstreaming Leader' and 'ESF Mainstreaming Leader (specialist project)', reflect the 'dual' approach to mainstreaming which the ESF programme promotes by requiring providers to have policies and implementation plans to promote equal opportunities and sustainable development; and using ESF funds to support a range of niche and specialist projects which either target specific disadvantaged groups or have an environmental focus to promoting jobs and skills.

632. All of the ESF Mainstreaming Leader local champions for 2010 were short-listed for the national awards. The national champions were presented with their certificates at the national ESF mid-programme conference, held at Aston Villa Football Club on 17th November.

633. The 2010 national award winners were:

- Equal Opportunities (Policy and Plan) Winner - South Birmingham College
- Sustainable Development (Policy and Plan) Winner – North Warwickshire and Hinkley College
- Equal Opportunities (Specialist Project) Winner – YMWA – 'Young Mums Will Achieve'/Cornwall Council
- Sustainable development (Specialist Project) Winner – Gateway to SusCon/North West Kent College.

634. The awards initiative and winners were promoted extensively at a national level on the ESF website, www.esf-works.com, the 'ESF at work' e-zine and through other communications to ESF delivery partners. Many of these partners and the

winning projects themselves publicised the winners' achievements including the presentation of the awards certificates to them. There are plans to run this awards initiative again in 2011.

Events

635. The ESF Managing Authority exhibited at a number of national welfare, employment and skills focused conferences during the year. These included ESF stands at Integrated Employment and Skills (3 March, London); EY2010 combating poverty and social exclusion (16 March, Bristol); Welfare to Work (1 and 2 July, Liverpool); Employment and Skills Summit (21 October, London); and Welfare to Work (4 November, London).

Publicity indicators

636. The communication plan for the 2007-2013 England and Gibraltar ESF programme contains the following indicators. Where data is available these are quantified for 2010.

Objective	Indicator	Frequency	2010 Output
To provide a range of high quality products to publicise the programme by the end of 2007, and to develop the range during the life of the programme.	1. Number and type of products and publications produced.	Annual Implementation Report	See section on publications and promotional materials
	2. Number of 'ESF at work' e-zine subscribers and website viewers.	Annual Implementation Report	1,055 subscribers and 6,411 website views
	3. Number of plaques distributed by the Managing Authority.	Annual Implementation Report	3,743 plaques distributed
To ensure project providers make their participants aware of ESF throughout their projects	4. Proportion of participants aware of ESF support.	Follow-up surveys of participants, 2010 and 2013	2010 Cohort Survey Wave 2 – 47% awareness
To ensure the Managing Authority, partners, beneficiaries and project providers	5. Number of www.dwp.gov.uk/esf website hits.	Annual Implementation Report	2 million new website hits in 2010

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publicise activities to the general public.	6. Awareness of ESF among the general public.	As and when surveys (e.g. Eurobarometer) undertaken	27% - 2009 [Eurobarometer 34% - 2010 Eurobarometer
To use a consistent set of messages on ESF investment in employment and skills in all publicity and information measures.	7. Relevant key messages and key facts used in publications.	Assessment by evaluator by 2010	Not applicable in 2009
To optimise opportunities to communicate the activities and achievements of the programme in the media at national, regional and local levels.	8. Number of press notices issued (by Managing Authority).	Annual Implementation Report	5
	9. Number of articles referring to ESF in national and regional media	Annual Implementation Report	Jan-March – 195 April-June – 178 July-Sep – 154 Oct-Dec – 145 Total - 672
To comply with EU regulatory requirements on publicity at all stages and all levels of the programme.	10. Verification activity finds compliance with EU regulatory requirements.	Annual Implementation Report	Baseline reviews, Article 13 monitoring and Article 16 audits have found no significant problems with compliance to date (except in the case of one small CFO and some non-CFO projects where remedial action has been taken, as set out in section 2.7).
To integrate the cross-cutting themes (gender equality and equal opportunities, and sustainable development) into publicity and information measures.	11. Number of publications produced about, or containing information on, the cross-cutting themes.	Annual Implementation Report	Mainstreaming Leader awards launched this year (see description and link above). See also TAEN 'support for older workers' text above. Also integration of themes within e-zine articles and pages on ESF website.

Media analysis

637. There were 672 press articles in England referring to ESF during 2010. About 98% were in local papers and were generally positive about ESF. Press articles tended to focus on a range of human interest, funding and wider project activities. This reinforces the importance of presenting stories to the media that show the benefits of ESF funding to individuals and communities. It remains difficult to attract national media interest, although ESF was featured prominently in the Adult Learners' Week supplements in The Times and The Sun in May 2010.

Co-financing Organisation (CFO) and other ESF partner publicity measures

638. ESF delivery partners continue to publicise ESF activities and achievements at national, regional and local level. For example, in March 2010, following the dissolution of the Learning and Skills Council (LSC), the Skills Funding Agency CFO took steps to ensure all ESF publicity measures and materials took on the new Agency's branding from that point. The Agency has continued to promote the use of publicity toolkits by providers, which include helpful hints on how to publicise ESF contracts including dealing with the media.

639. The Agency also launched a single national ESF page on its website in June 2010 and collects local "good news" stories which form the basis of case studies which are promoted on the national ESF website and the ESF at Work e-zine. In addition a number of Skills Funding Agency ESF providers and subcontractors were successful at the 2010 ESF equal opportunities and sustainable development mainstreaming 'Leader' awards.

640. The Young Mums Will Achieve (YMWA) project (part of the Priority 4 Freestyle Equality and Diversity project) was selected as both the South West and national winner in the category 'providing specialist support'. This project, which targets teenage parents and their children, received their award in October and was also showcased at the ESF Mid Programme Conference in November. One of the Agency's providers in London, ELATT, was awarded the regional ESF Sustainable Development Mainstreaming Leader Award in November 2010.

641. During 2010 the National Offender Management Service (NOMS) CFO has used a variety of supportive methods to ensure that providers and sub-contractors are fulfilling their publicity requirements under their NOMS CFO contracts.

642. The National Employment Offender Network (NEON) has been funded by NOMS to provide opportunities for providers with an interest in offender employment and related issues to meet quarterly. Membership is a mix of prime providers and their subcontractors, and is open to other organisations that work with offenders in relation to employment and skills. Regular bulletins are published from the meetings. More information can be found from the ESF-works website

643. Publicity guidance is reviewed throughout the year and the guidance is issued to all Prime providers at regular intervals. Prime providers are aware of their contractual obligations with regard to ESF publicity requirements and a clause has been added to their contracts to ensure they regularly check these guidelines on the ESF website.

644. Prime providers are also aware of the need to cascade this information to all their sub-providers to ensure they too are working to the ESF guidelines. NOMS CFO Operational Performance Managers regularly check the Prime providers to ensure compliance. An audit was carried out earlier in the year to check that all Prime providers and sub-contractors were displaying the ESF logo correctly. Regular updates regarding communication issues are provided at the bi-monthly Prime provider Forums. Prime providers are contractually obliged to submit good news stories on a regular basis and these are submitted to the Managing Authority.

645. A publicity audit was carried out to check on the use of the ESF logo on prime and sub-contracted suppliers for the programme. This showed very high compliance. The small number of organisations not fully complying were re-issued with the publicity guidance and reminded of their contractual obligations. A second audit is planned for later in 2011 when the Round 2 Primes and sub-contractors have begun delivery.

646. Over the past year NOMS has printed and distributed approximately 20,000 leaflets across the prison and probation estate to highlight the projects which are being funded by ESF to all offenders within the system. The "Improving People's Lives" posters and booklets were distributed to all projects, prisons and probation trust locations. 750 ESF project plaques have been distributed to prime providers (and on to their sub-contractors) to be placed in suitable locations throughout their estate. NOMS has also brokered an arrangement to have future ESF plaques produced at HMP Coldingley which is a great boost for the prison industries initiative.

647. NOMS supported the ESF 2010 publicity campaign by participating in the ESF mid-programme Conference in Birmingham on 17 November. A workshop on working with offenders and ex-offenders was held. Following this event a number of

offender contributions were featured on the conference video which can be seen on the ESF-Works website.

648. NOMS CFO has created a website which highlights its ESF involvement. NOMS also has a presence on the Ministry of Justice (MOJ) website.

649. A series of intranet articles have been published on all the internal websites that have demonstrated the effectiveness of the programme to those working across MOJ, NOMS, Prisons and Probation. These led to an influx in enquiries from across MOJ for further information on how NOMS CFO was contributing to the established Probation service.

650. NOMS works closely with Tribal to ensure that any good news stories are highlighted in the ESF-Works website projects section.

651. NOMS has also contributed regularly to the ESF at work e-zine during the year and contributed material for the national ESF 'Improving people's lives' booklet produced by the Managing Authority.

652. A summary of some of the main local and regional level publicity measures implemented by CFOs and other ESF partners is provided below:

Cornwall and the Isles of Scilly

653. The Convergence Partnership Office (CPO) is jointly funded through ESF and ERDF TA and has the remit of communicating the work of the ESF Convergence programme to the wider public. More details are at www.convergencecornwall.com. A major publicity initiative was the annual Cornwall Works WISE Awards held in July.

654. The Combined Universities of Cornwall (CUC) Partnership support team (ESF TA Funded) has maintained a publicity profile on work being achieved in all HE ESF projects in newsletters, by inclusion of case studies in the CUC Annual report case studies are collated from HE projects and used on HE websites and publications. A promotional DVD has also been produced.

655. DWP has worked closely with the CPO to deliver effective communications about ESF Convergence. Events and presentations include graduation ceremonies for Fifteen Cornwall and the Cornwall School for Social Entrepreneurs, presentations at the National Welfare to Work Convention, National Worklessness Forum, National

Programme Monitoring Committee, national ESF mid-programme conference, national publicity network meeting as well as the Convergence Annual Conference, Voluntary Sector Forum conference, Cornwall Strategic Partnership, Cornwall Learning Partnership and the DWP Framework Providers Convergence event.

656. DWP ESF provision has featured in monthly CPO newsletters and in case studies/video snapshot on the CPO website and www.cornwallworks.org.uk. Project case studies have also been placed on ESF-Works. Media releases and e-zine content/case studies are submitted via the CPO which also monitors ESF articles in the local media.

657. The Skills Funding Agency has also worked closely with the CPO, other ESF CFOs and delivery partners on communications activity including the WISE Awards and press releases.

East of England

658. DWP in East of England has published regular ESF updates in Jobcentre Plus regional publications 'Advisers Matter' which is distributed internally to Jobcentre Plus staff and 'Partnerships Matter' which is sent to external partners. DWP promoted ESF at the regional 'Adult Learner's Week' event in May 2010 in Duxford where a Jobcentre Plus customer was presented with the region's ESF individual award. Over the course of 2010 DWP: submitted 21 case studies to ESF Division; issued approx 800 'Improving people's lives' booklets and 180 posters to providers and around 500 booklets to Jobcentres.

659. The East of England Development Agency (EEDA) CFO held an award ceremony on 20 October to recognise the achievements of ESF providers and participants. The Beyond 2010 ESF project co-financed by EEDA has produced a DVD which highlights the project as a whole and includes ten case studies.

East Midlands

660. In the East Midlands, for the first half of 2010, the Skills Funding Agency held a Technical Assistance project with the COI (Central Office of Information), through which COI promoted ESF across the region for all CFOs.

661. DWP regularly supplied good news stories to COI, which were published in the COI's regional ESF newsletter. In addition DWP publicised news stories on the

Jobcentre Plus intranet pages. Highlights included a visit to ESF providers by Gwendolyne Orchard, from the European Commission in March 2010 that was featured in the 'ESF at work' e-zine; Another highlight was a provider that held a publicity event at the Nottingham Council House to publicise getting 1,500 clients into work through their DWP ESF project.

662. The East Midlands Local Authority Consortium (EMLAC) has been pro-active in helping providers to publicise their projects. A PR Toolkit was distributed to all providers so that they had something to refer to when putting together case studies and press releases. The importance of publicising their project and ESF involvement was emphasised at the first monitoring meeting.

663. EMLAC has had an active engagement with all other operating CFOs in the East Midlands, through both the regional COI publication, and also a regional ESF celebration event (February 2011). The CFO has supported national publicity measures and provided all projects with ESF DVDs & booklets.

664. The contracts within the Co-financing Consortium have provided over 20 case studies & radio publicity, press releases & resulting press coverage.

665. Derby City Partnerships project 'Raising Aspirations' delivered by JET was selected by the East Midlands panel as the regional champion for this year's ESF Equal Opportunities Specialist Project Leader Award. They were presented with the award in February 2011.

Gibraltar

666. The ESF Communications Plan for Gibraltar was revised and ratified by the Gibraltar Monitoring Committee in June 2010. The Gibraltar ESF Framework can be found on the Government of Gibraltar website (www.gibraltar.gov.gi) and on the EU Programmes Secretariat dedicated website (www.eufunding.gi). The latter website also contains a list of all approved projects funded by ESF, together with their funding package and sponsoring department.

667. ESF plaques can be found on all project locations. During 2010, leaflets, flyers and posters were produced by the sponsoring departments to raise awareness of ESF support in their projects. The ESF logo is used according to regulations in all ESF activities, communications and publicity materials.

668. Applications inviting participants to enrol in ESF co-funded projects appeared on various occasions in the local press throughout 2010.

669. The visit to Gibraltar by Mr Peter Stub Jorgensen, Director, DG Employment, Social Affairs and Equal Opportunities, in June 2010, received extensive local media coverage. The visit was also the subject of both the main article of the August 2010, Europe in Gibraltar EU Funding newsletter, as well as appearing in the July/August edition of the 'ESF at work' ezine.

670. The centre pages of the June 2010, Europe in Gibraltar newsletter were dedicated to a photographic montage of ESF participants in various spheres of the economy, with a plea for more participant placement providers to come forward.

671. A series of generic promotional items – pens, pencils, fridge magnets, lapel pins and magnetic bookmarks – were produced to raise awareness of the availability of EU co-funded Programmes in Gibraltar. A DVD showcasing the benefits of ESF in Gibraltar was produced. This was shown at the ESF mid-programme conference in Birmingham in November 2010. Gibraltar participated at this event with a stand.

672. The EU flag continues to fly on all Government buildings throughout the year. During 2010, a publicity working group was set up. It met on five occasions and agreed a number of publicity actions.

London

673. In November 2010, London's ESF funded projects celebrated their success at City Hall; the awards ceremony presented by Mayor of London Boris Johnson recognised the contribution that ESF funded projects in the Capital make to tackling worklessness and inclusion. The London European Programmes Management Unit, London Development Agency CFO, Skills Funding Agency and London Councils CFO were actively involved in the planning and delivery of the event.

674. In November 2010, the Ealing One-Stop-Shop Jobs Network was selected as the winner of London's ESF Equal Opportunities Specialist Leader Award 2010. Funded by the ESF and the London borough of Ealing, through the London Councils ESF Co-Financing Programme, the organisation brings together a unique partnership of seven voluntary sector agencies to provide a 'one stop shop' service for people seeking a pathway into employment in Ealing. The lead partner, Action Acton, produced a press article which was published in the Ealing Gazette in November.

675. The London Councils website is the primary publicity source for the London Councils ESF programme. The website includes on-line case studies. During November three case studies from Notting Hill Housing were published on ESF-Works. London Councils are currently working with ESF-Works to develop in depth longitudinal case studies from providers which will showcase good practice and also be featured on their website.

676. To date, London Councils has issued nine press releases and tracks their success including the number of times the ESF programme is mentioned in the local, regional and national press. In 2010, articles mentioning the London Councils ESF programme and individual funded projects were published in various media sources, including the Ealing Gazette, Harrow Observer and Romford Recorder.

677. Providers submit examples of good news stories to DWP CFO contract managers as part of their monthly reporting process. These good news stories are retained in library format for future use at Ministerial Visits etc. One of the good news stories on the 'Improving Peoples' Lives DVD/booklet was provided by an ESF Project in East London.

North East

678. DWP CFO responded to the findings of the ESF publicity evaluation undertaken by Insite research, which was published in 2010. To help raise the visibility and awareness of ESF amongst sub-contractors action was taken to ensure all key stakeholders including providers were issued with a supply of the booklet and DVD of 'Improving Peoples Lives'. The DVD is now being used during inductions and widely shared/viewed with customers and partners to raise the improve ESF awareness.

679. Good news and best practice information is shared on a regular basis and we have successfully contributed to various sources in the North East and nationally to promote and raise the awareness and profile of ESF delivery.

680. In 2010 there was a marked improvement in the number of ESF provider submissions nominating their participants for the Adult Learners' Week awards. Efforts paid off with an ESF DWP participant in Northumberland being named the regional winner. The story line also received maximum publicity by appearing in the DWP People magazine, E-Zine magazine and being placed onto the ESF-Works website.

681. DWP ESF providers submitted nominations for the regional ESF 'Equality/Diversity Awards'. The Equality award winner was Frank McCabe, from Working Links who was presented with his award by Colin Byrne, Regional Desk Officer at the European Commission on a visit to the region in November. The award reflected the special effort being taken by Working Links workers in their outreach facilities engaging with and successfully helping people with barriers to employment.

682. NOMS held a celebration event for the ESF programme in the North East. This led to the work of one of the partners, PPDG, being highlighted in the local media.

North West

683. DWP CFO had over 130 good news stories, and seven of these were published on the national ESF website. Twelve press releases were cleared for use by providers. Topics covered include community initiatives, 'Outside the Box', a ladies football course and a new office opening. All Prime providers have attended six monthly publicity meetings to review actions. The volume and quality of good news has improved as a result.

684. To increase the volume of Adult Learners' Week nominations from ESF providers, a bespoke workshop was arranged to equip providers with the skills to identify and make quality submissions. The event was very well received and resulted in 18 Individual and 3 project nominations from North West. North West Region received the highest number of Individual nominations. A provider network event was also held in June 2010 to raise awareness of publicity requirements.

685. The Skills Funding Agency supported the 2010 ESF information and publicity campaign by issuing a brochure to all providers. Providers were also encouraged to submit applications to NIACE in respect of the 2011 Adult Learners' week ESF awards.

South East

686. DWP has a file of good news stories which are used on regular basis to promote ESF programmes to Jobcentre Plus staff. These are then used in a quarterly Newsletter with a wider circulation.

687. Publicity is embedded in the SEEDA (South East England Development Agency) ESF Programme at the tendering stage, where the Invitation to Tender

details the publicity requirements. The marketing freeze imposed by the coalition government put a hold on any internal and external marketing and publicity activities. The ESF team at SEEDA was discussing marketing activities with a provider when the freeze was imposed and we had to review our brief down to producing an end of programme brochure. The brochure, a collection of case studies focusing on the providers' delivery activities and specific participants' achievement, was produced at the end of 2010. Some of the case studies were released for publication on ESF-Works. SEEDA also worked more closely with the match-funding projects advising them about publicity requirements.

688. The Skills Funding Agency continues to work with Tribal (a leading provider of professional services to the public sector) to produce case studies on individuals and providers, which are then used on Skills Funding Agency and ESF-Works websites to promote ESF activities and good news stories.

South West (excluding Cornwall)

689. In March 2010 the South West Competitiveness Area CFOs worked with colleagues from the Convergence Programme to organise the first South West ESF Awards. This event was well received and was a celebration of the successes delivered by ESF projects. It focused on how participation in an ESF project had transformed people's lives. A lone parent and a small business were amongst the winners. Awards were presented by the Employment Minister of the day and leaders of SW Regional bodies.

690. From July 2008 to December 2010 the Skills Funding Agency CFO South West office contracted a consultant to work with ESF providers to generate press releases and case studies. This resulted in 64 Press releases/case studies being generated and distributed to local press, national press (when appropriate), radio and the national ESF Managing Authority.

West Midlands

691. DWP CFO held publicity presentations at quarterly provider engagement meetings and a meeting of the provider publicity representatives resulted in increased activity. The regional ESF team organised a competition to celebrate the 3000th participant to gain employment in conjunction with providers. The successful person was presented with an award and gift voucher at a ceremony in November 2010. This resulted in coverage in two local newspapers and supported the 2010 publicity and marketing campaign.

692. In 2010 there have been fifteen press releases which resulted in seventeen articles in the local media. The Press releases were mainly participant stories which show how people are benefiting from the ESF programme in the West Midlands. A number of case studies have been featured on the national ESF website. Stoke College has also featured on ESF–Works with five case studies and six filmed interviews.

693. A District ESF Manager appeared in the July/August 2010 issue of the ESF at work e-zine providing a description of her work on ESF. Some providers have also issued ESF newsletters featuring good news stories about ESF participants and events since September 2010. Four newsletters have been issued to date. The manager of regional Jobcentre Plus ESF team leads on publicity issues and has attended networking meetings with other CFOs.

694. A PR agency ‘Smarts’ was appointed in March 2009 to deliver the regions’ Co-financing Organisations ESF PR and media activity. A Steering Group ensured that the activities and objectives of the Communication Plan were delivered and this approach has been used as an exemplar for other regions. Smarts recently completed a six-month review of activity that concluded that the campaign had been successful, with good delivery against profiled outputs.

Yorkshire and the Humber

695. DWP CFO organised and delivered an event in June 2010 for all ESF providers and stakeholders, a key aim of which was to encourage wider publicity measures by providers to promote ESF and hence further improve engagement. Over 70 potential case studies have been sent to the national ESF Managing Authority for consideration as good news stories. A number of these have been further developed into articles and subsequently published on the national ESF website and ESF at Work e-zine.

696. The Skills Funding Agency has contracted with the Charities Information Bureau to host a page on their European funding website to identify all ESF funding opportunities. This helps ensure that these opportunities are available to all providers and sub-contractors. It has also provided an opportunity to publicise ‘good news’ stories in the region.

Annex A

Regional and CFO Performance Tables

The tables in this Annex show achievement against target at CFO level by region for Priorities 1, 2, 4 and 5. The data shown is up to the end of November 2010 and are based on reports produced for the March 2011 Programme Monitoring Committee. For analysis of regional and CFO progress please refer to paragraphs 16, 17 and 39 to 151.

Territorial and regional comparison report on 2007-2013 targets - Priority 1 cumulative achievement

	Outputs											Results			
	1.1	1.2		1.3		1.4		1.5	1.7	1.8	1.9	1.10		1.13	
	Participant Total	Unemployed		Economically inactive		14 - 19 NEET		Disabled	Aged 50+	Ethnic min.	Female	In work on leaving		14 - 19 NEET into EET	
No.	No.	%	No.	%	No.	%	%	%	%	%	No.	%	No.	%	

England and Gibraltar															
Target	887000	371000	42 %	303000	34 %	177000	20 %	22 %	18 %	25 %	51 %	195000	22 %	80000	45 %
Achievement	1476820	767126	52 %	332502	23 %	347816	24 %	25 %	16 %	20 %	33 %	168123	15 %	214599	73 %

South East															
Target	70200	29400	42 %	24000	34 %	14000	20 %	22 %	18 %	11 %	51 %	15400	22 %	6300	45 %

Annual Implementation Report 2010

Achievement	95263	45957	48 %	20346	21 %	26613	28 %	38 %	20 %	12 %	37 %	13259	18 %	17571	77 %
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CFO - South East DWP															
Target	24,956	15,716	63 %	9,240	37 %	0	0 %	22 %	18 %	11 %	51 %	6,186	25 %	0	0 %
Achievement	47,450	24,536	52 %	18,088	38 %	4,825	10 %	42 %	20 %	8 %	33 %	7,654	21 %	793	19 %

CFO - South East Skills Funding Agency															
Target	31,739	14,859	47 %	7,524	24 %	8,000	25 %	22 %	18 %	11 %	51 %	3,630	11 %	3,600	45 %
Achievement	44,855	19,318	43 %	1,695	4 %	21,637	48 %	36 %	19 %	15 %	41 %	5,161	14 %	16,764	90 %

CFO - South East England Development Agency (SEEDA)															
Target	2,930	710	24 %	585	20 %	26	1 %	22 %	18 %	11 %	51 %	1,071	37 %	12	46 %
Achievement	2,527	1,806	71 %	498	20 %	139	6 %	14 %	20 %	12 %	36 %	370	34 %	13	54 %

East of England															
Target	68200	28500	42 %	23300	34 %	13600	20 %	22 %	18 %	16 %	51 %	15000	22 %	6100	45 %
Achievement	94684	46916	50 %	14998	16 %	30989	33 %	26 %	17 %	13 %	33 %	12514	15 %	22542	81 %

CFO - East of England DWP															
Target	20,000	11,000	55 %	9,000	45 %	0	0 %	22 %	18 %	16 %	51 %	4,400	22 %	0	0 %
Achievement	32,347	20,225	63 %	8,753	27 %	3,369	10 %	30 %	19 %	11 %	29 %	5,997	22 %	619	20 %

Annual Implementation Report 2010

CFO - East of England Development Agency (EEDA)															
Target	2,473	1,259	51 %	1,214	49 %	0	0 %	22 %	18 %	16 %	64 %	545	22 %	0	0 %
Achievement	5,112	3,186	62 %	1,364	27 %	548	11 %	14 %	23 %	13 %	60 %	133	4 %	44	9 %

CFO - Central Bedfordshire Council															
Target	2,000	715	36 %	585	29 %	700	35 %	18 %	18 %	16 %	51 %	286	14 %	315	45 %
Achievement	1,183	406	34 %	361	31 %	356	30 %	34 %	11 %	17 %	43 %	420	48 %	241	81 %

CFO - East of England Skills Funding Agency															
Target	24,009	6,097	25 %	4,936	21 %	12,976	54 %	22 %	18 %	16 %	51 %	5,282	22 %	5,839	45 %
Achievement	54,060	22,586	42 %	3,663	7 %	26,267	49 %	25 %	15 %	11 %	32 %	5,782	12 %	21,582	91 %

CFO - Luton Borough Council															
Target	1,301	503	39 %	322	25 %	476	37 %	18 %	18 %	16 %	51 %	182	14 %	214	45 %
Achievement	1,867	477	26 %	793	42 %	443	24 %	9 %	12 %	65 %	53 %	173	14 %	54	17 %

West Midlands															
Target	114100	47800	42 %	39000	34 %	22700	20 %	22 %	18 %	31 %	51 %	25100	22 %	10200	45 %
Achievement	155958	89621	57 %	26124	17 %	36238	23 %	25 %	19 %	30 %	34 %	15277	12 %	26048	82 %

CFO - West Midlands DWP															
Target	39,371	22,242	56 %	16,929	43 %	0	0 %	22 %	18 %	31 %	51 %	8,662	22 %	0	0 %
Achievement	52,722	25,191	48 %	23,652	45 %	3,879	7 %	37 %	21 %	30 %	30 %	7,075	18 %	505	15 %

Annual Implementation Report 2010

CFO - West Midlands Skills Funding Agency															
Target	47,597	18,494	39 %	14,971	31 %	14,973	31 %	22 %	18 %	31 %	51 %	9,687	20 %	6,737	45 %
Achievement	102,360	63,918	62 %	2,441	2 %	32,253	32 %	19 %	18 %	29 %	36 %	8,164	9 %	25,540	90 %

South West															
Target	44200	18500	42 %	15100	34 %	8800	20 %	22 %	18 %	7 %	51 %	9700	22 %	4000	45 %
Achievement	92965	43007	46 %	28380	31 %	20261	22 %	38 %	19 %	8 %	36 %	12910	18 %	11983	64 %

CFO - South West DWP															
Target	14,160	9,346	66 %	4,814	34 %	0	0 %	22 %	18 %	7 %	51 %	3,120	22 %	0	0 %
Achievement	60,639	26,970	44 %	27,675	46 %	5,993	10 %	44 %	20 %	7 %	34 %	8,798	21 %	845	17 %

CFO - South West Skills Funding Agency															
Target	11,186	3,341	30 %	2,735	24 %	5,028	45 %	22 %	18 %	7 %	51 %	2,442	22 %	2,262	45 %
Achievement	32,274	16,015	50 %	691	2 %	14,266	44 %	27 %	16 %	10 %	39 %	4,107	14 %	11,138	81 %

North East															
Target	73200	30600	42 %	25000	34 %	14600	20 %	22 %	18 %	8 %	51 %	16100	22 %	6600	45 %
Achievement	120132	60115	50 %	11573	10 %	40970	34 %	18 %	12 %	4 %	32 %	16137	16 %	26314	74 %

Annual Implementation Report 2010

CFO - North East Skills Funding Agency															
Target	32,211	10,400	32 %	5,968	19 %	8,536	27 %	22 %	18 %	8 %	51 %	7,087	22 %	3,841	45 %
Achievement	66,849	22,385	33 %	5,002	7 %	31,988	48 %	18 %	10 %	4 %	38 %	6,427	12 %	25,104	93 %

CFO - North East DWP															
Target	22,186	14,186	64 %	8,000	36 %	0	0 %	22 %	18 %	8 %	51 %	4,881	22 %	0	0 %
Achievement	53,283	37,730	71 %	6,571	12 %	8,982	17 %	18 %	14 %	3 %	24 %	9,710	19 %	1,210	14 %

Yorkshire and the Humber															
Target	65900	27600	42 %	22500	34 %	13100	20 %	22 %	18 %	21 %	51 %	14500	22 %	5900	45 %
Achievement	91372	61991	68 %	8318	9 %	21037	23 %	20 %	14 %	18 %	32 %	11947	14 %	11900	62 %

CFO - Yorkshire & Humber Skills Funding Agency															
Target	37,441	12,729	34 %	10,483	28 %	9,799	26 %	22 %	18 %	21 %	51 %	6,739	18 %	3,245	33 %
Achievement	38,900	26,023	67 %	437	1 %	12,439	32 %	19 %	16 %	18 %	37 %	2,759	7 %	10,459	93 %

CFO - Yorkshire & Humber DWP															
Target	21,920	12,056	55 %	9,864	45 %	0	0 %	22 %	18 %	21 %	51 %	4,822	22 %	0	0 %
Achievement	52,348	35,882	69 %	7,867	15 %	8,598	16 %	21 %	12 %	18 %	29 %	9,165	19 %	1,441	18 %

North West															
Target	100800	42200	42 %	34400	34 %	20100	20 %	22 %	18 %	17 %	51 %	22200	22 %	9000	45 %
Achievement	150614	71658	48 %	38876	26 %	39880	26 %	30 %	16 %	12 %	34 %	20098	16 %	25521	72 %

Annual Implementation Report 2010

CFO - North West Skills Funding Agency															
Target	38,931	10,618	27 %	8,518	22 %	11,500	30 %	22 %	18 %	17 %	51 %	8,565	22 %	5,200	45 %
Achievement	69,759	32,092	46 %	6,422	9 %	31,059	45 %	22 %	13 %	11 %	36 %	9,997	16 %	24,714	90 %

CFO - North West DWP															
Target	38,763	21,320	55 %	17,443	45 %	0	0 %	22 %	18 %	17 %	51 %	8,528	22 %	0	0 %
Achievement	80,790	39,517	49 %	32,452	40 %	8,821	11 %	36 %	18 %	13 %	32 %	10,081	16 %	807	10 %

Merseyside															
Target	57900	26300	46 %	21500	37 %	7600	13 %	22 %	18 %	5 %	51 %	12700	22 %	3400	45 %
Achievement	132344	83675	63 %	16153	12 %	29231	22 %	15 %	11 %	8 %	34 %	18973	23 %	15439	72 %

CFO - North West Skills Funding Agency															
Target	38,931	10,618	27 %	8,518	22 %	11,500	30 %	22 %	18 %	17 %	51 %	8,565	22 %	5,200	45 %
Achievement	45,570	23,666	52 %	4,701	10 %	17,197	38 %	24 %	11 %	9 %	39 %	9,184	23 %	14,193	92 %

CFO - North West DWP															
Target	20,830	11,457	55 %	9,374	45 %	0	0 %	22 %	18 %	5 %	51 %	4,582	22 %	0	0 %
Achievement	30,662	20,808	68 %	4,856	16 %	4,998	16 %	18 %	11 %	4 %	30 %	4,346	15 %	664	14 %

CFO - National Offender Management Services															
Target	1,685	944	56 %	674	40 %	68	4 %	46 %	5 %	20 %	21 %	185	11 %	17	25 %

Annual Implementation Report 2010

Achievement	9,921	6,544	66 %	2,675	27 %	702	7 %	2 %	6 %	9 %	2 %	324	5 %	17	3 %
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London															
Target	158600	66400	42 %	54200	34 %	31600	20 %	22 %	18 %	56 %	51 %	34900	22 %	14200	45 %
Achievement	226786	95620	42 %	81522	36 %	41605	18 %	34 %	18 %	54 %	42 %	23014	15 %	28720	80 %

CFO - London DWP															
Target	45,618	30,835	68 %	12,326	27 %	0	0 %	22 %	18 %	56 %	51 %	12,213	27 %	0	0 %
Achievement	116,239	47,188	41 %	62,309	54 %	6,742	6 %	48 %	21 %	50 %	40 %	13,219	18 %	1,084	19 %

CFO - London Development Agency															
Target	22,985	7,856	34 %	8,788	38 %	6,200	27 %	19 %	20 %	63 %	51 %	2,977	13 %	3,162	51 %
Achievement	16,730	10,496	63 %	5,156	31 %	1,071	6 %	27 %	15 %	65 %	31 %	1,941	38 %	270	75 %

CFO - London Councils															
Target	11,973	3,114	26 %	8,654	72 %	205	2 %	22 %	18 %	60 %	51 %	2,769	23 %	110	54 %
Achievement	10,208	2,726	27 %	7,085	69 %	317	3 %	25 %	15 %	63 %	61 %	1,502	29 %	107	84 %

CFO - London Skills Funding Agency															
Target	93,346	40,995	44 %	5,498	6 %	18,100	19 %	16 %	8 %	55 %	51 %	6,949	7 %	8,145	45 %
Achievement	81,667	33,437	41 %	6,924	8 %	33,366	41 %	17 %	14 %	56 %	45 %	5,929	9 %	27,212	92 %

Annual Implementation Report 2010

East Midlands															
Target	76000	31800	42 %	26000	34 %	15100	20 %	22 %	18 %	21 %	51 %	16700	22 %	6800	45 %
Achievement	95799	45051	47 %	27525	29 %	22950	24 %	35 %	20 %	15 %	37 %	13486	18 %	14790	74 %

CFO - East Midlands DWP															
Target	20,100	8,442	42 %	6,834	34 %	0	0 %	22 %	18 %	21 %	51 %	4,422	22 %	0	0 %
Achievement	56,186	27,297	49 %	24,682	44 %	4,207	7 %	38 %	21 %	12 %	36 %	8,687	20 %	610	17 %

CFO - Local Authorities in the East Midlands															
Target	1,761	937	53 %	789	45 %	0	0 %	24 %	18 %	21 %	51 %	510	29 %	0	0 %
Achievement	980	571	58 %	305	31 %	50	5 %	46 %	13 %	40 %	47 %	116	32 %	11	46 %

CFO - East Midlands Skills Funding Agency															
Target	40,485	17,182	42 %	7,852	19 %	4,514	11 %	22 %	18 %	21 %	51 %	7,330	18 %	2,031	45 %
Achievement	36,769	16,128	44 %	2,114	6 %	18,525	50 %	31 %	14 %	17 %	37 %	4,660	15 %	14,169	86 %

South Yorkshire															
Target	55300	23200	42 %	18900	34 %	11000	20 %	22 %	18 %	21 %	51 %	12200	22 %	5000	45 %
Achievement	86933	52829	61 %	11148	13 %	22297	26 %	21 %	13 %	20 %	28 %	5622	7 %	13190	75 %

CFO - Yorkshire & Humber Skills Funding Agency															
Target	51,587	20,634	40 %	17,023	33 %	9,460	18 %	22 %	18 %	12 %	51 %	10,833	21 %	4,300	45 %
Achievement	51,449	31,251	61 %	2,505	5 %	17,687	34 %	23 %	14 %	22 %	31 %	1,343	3 %	12,576	93 %

Annual Implementation Report 2010

CFO - Yorkshire & Humber DWP															
Target	19,111	10,511	55 %	8,600	45 %	0	0 %	22 %	18 %	21 %	51 %	4,204	22 %	0	0 %
Achievement	24,644	16,147	66 %	5,463	22 %	3,033	12 %	23 %	12 %	18 %	28 %	3,720	17 %	407	14 %

CFO - National Offender Management Services															
Target	1,483	830	56 %	593	40 %	59	4 %	46 %	5 %	20 %	21 %	163	11 %	15	25 %
Achievement	8,506	4,523	53 %	2,485	29 %	1,498	18 %	2 %	4 %	16 %	1 %	538	9 %	185	16 %

National															
Target	21795	12205	56 %	8718	40 %	872	4 %	46 %	5 %	20 %	21 %	0	0 %	217	25 %
Achievement	133906	70633	53 %	47530	35 %	15743	12 %	1 %	8 %	20 %	8 %	4882	7 %	580	7 %

CFO - National Offender Management Services															
Target	21,795	12,205	56 %	8,718	40 %	872	4 %	46 %	5 %	20 %	21 %	0	0 %	217	25 %
Achievement	133,906	70,633	53 %	47,530	35 %	15,743	12 %	1 %	8 %	20 %	8 %	4,882	7 %	580	7 %

Annual Implementation Report 2010

Territorial and regional comparison report on 2007-2013 targets - Priority 2 cumulative achievement

	Outputs											Results						
	2.1		2.2		2.3		2.4		2.5	2.6	2.7	2.8	2.9		2.10		2.11	
	Participant Total		With basic skills needs		Without level 2		Without level 3		Disabled	Aged 50+	Ethnic min.	Female	Gained basic skills		Gained level 2		Gained level 3	
	No.		No.	%	No.	%	No.	%	%	%	%	%	No.	%	No.	%	No.	%

England and Gibraltar																	
Target	825000	337000	41 %	338000	41 %	101000	12 %	15 %	20 %	13 %	50 %	152000	45 %	135000	40 %	30000	30 %
Achievement	848769	226325	27 %	182444	21 %	186356	22 %	7 %	18 %	17 %	45 %	52518	26 %	168282	47 %	51514	34 %

South East																	
Target	65300	26600	41 %	26700	41 %	8000	12 %	15 %	20 %	9 %	50 %	12000	45 %	10700	40 %	2400	30 %
Achievement	69052	18790	27 %	15031	22 %	11891	17 %	8 %	18 %	17 %	49 %	5400	31 %	16450	52 %	2672	26 %

CFO - South East Skills Funding Agency																	
Target	36404	16606	46 %	16663	46 %	2743	8 %	15 %	20 %	9 %	50 %	6857	41 %	6114	37 %	823	30 %
Achievement	64,798	18,496	29 %	14,906	23 %	11,083	17 %	9 %	18 %	18 %	51 %	5,400	31 %	16,450	53 %	2,650	28 %

CFO - South East England Development Agency (SEEDA)																	
Target	6722	0	0 %	300	4 %	2199	33 %	15 %	20 %	9 %	50 %	0	0 %	0	0 %	548	25 %
Achievement	4,139	281	7 %	100	2 %	797	19 %	1 %	18 %	4 %	16 %	0	0 %	0	0 %	22	3 %

Annual Implementation Report 2010

East of England																	
Target	69800	28500	41 %	28600	41 %	8500	12 %	15 %	20 %	8 %	50 %	12800	45 %	11400	40 %	2600	30 %
Achievement	67358	18527	28 %	13444	20 %	14215	21 %	6 %	21 %	18 %	47 %	3687	22 %	16786	59 %	4336	34 %

CFO - East of England Development Agency (EEDA)																	
Target	4762	920	19 %	1552	33 %	2290	48 %	15 %	20 %	8 %	50 %	414	45 %	679	44 %	719	31 %
Achievement	7,183	1,108	15 %	739	10 %	981	14 %	1 %	22 %	8 %	44 %	420	53 %	121	10 %	213	26 %

CFO - East of England Skills Funding Agency																	
Target	54213	25258	47 %	16086	30 %	10569	19 %	15 %	20 %	8 %	50 %	11366	45 %	6434	40 %	3171	30 %
Achievement	59,758	17,398	29 %	12,638	21 %	13,110	22 %	7 %	20 %	19 %	48 %	3,267	20%	16,531	61 %	4,094	35 %

CFO - Luton Borough Council																	
Target	145	0	0 %	15	10 %	130	90 %	18 %	27 %	30 %	40 %	0	0 %	7	47 %	70	54 %
Achievement	36	2	6 %	1	3 %	15	42 %	0 %	17 %	9 %	36 %	0	0 %	1	100 %	21	100 %

CFO - Central Bedfordshire Council																	
Target	186	20	11 %	30	16 %	50	27 %	18 %	18 %	16 %	51 %	14	70 %	25	83 %	25	50 %
Achievement	228	19	8 %	3	1 %	41	18 %	6 %	9 %	11 %	80 %	0	0 %	19	100 %	8	53 %

West Midlands																	
Target	106200	43300	41 %	43500	41 %	13000	12 %	15 %	20 %	14 %	50 %	19500	45 %	17400	40 %	3900	30 %
Achievement	99028	33552	34 %	25016	25 %	22630	23 %	8 %	20 %	21 %	45 %	12312	41 %	12143	24 %	4754	29 %

Annual Implementation Report 2010

CFO - West Midlands Skills Funding Agency																	
Target	63208	25915	41 %	25915	41 %	7585	12 %	15 %	20 %	14 %	50 %	11662	45 %	10366	40 %	2276	30 %
Achievement	99,028	33,552	34 %	25,016	25 %	22,630	23 %	8 %	20 %	21 %	45 %	12,312	41 %	12,143	24 %	4,754	29 %

South West																	
Target	41100	16800	41 %	16800	41 %	5000	12 %	15 %	20 %	4 %	50 %	7600	45 %	6700	40 %	1500	30 %
Achievement	38494	6166	16 %	9971	26 %	10363	27 %	12 %	24 %	7 %	54 %	2654	49 %	6333	45 %	2101	25 %

CFO - South West Skills Funding Agency																	
Target	23418	9600	41 %	9600	41 %	2860	12 %	15 %	20 %	4 %	50 %	4320	45 %	3840	40 %	858	30 %
Achievement	38,403	6,162	16 %	9,969	26 %	10,357	27 %	12 %	23 %	7 %	54 %	2,654	49 %	6,333	45 %	2,101	25 %

North East																	
Target	68000	27800	41 %	27800	41 %	8300	12 %	15 %	20 %	4 %	50 %	12500	45 %	11100	40 %	2500	30 %
Achievement	72008	19670	27 %	13703	19 %	16620	23 %	4 %	21 %	4 %	37 %	2924	16 %	19685	63 %	3579	24 %

CFO - North East Skills Funding Agency																	
Target	41789	15866	38 %	15866	38 %	4933	12 %	15 %	20 %	4 %	50 %	6930	44 %	6154	39 %	1386	28 %
Achievement	71,812	19,653	27 %	13,697	19 %	16,597	23 %	4 %	21 %	4 %	37 %	2,924	16 %	19,685	63 %	3,579	24 %

Annual Implementation Report 2010

Yorkshire and the Humber																	
Target	61300	25000	41 %	25100	41 %	7500	12 %	15 %	20 %	14 %	50 %	11300	45 %	10000	40 %	2300	30 %
Achievement	60918	13157	22 %	14092	23 %	14171	23 %	6 %	18 %	11 %	34 %	147	1 %	12176	51 %	3781	33 %

CFO - Yorkshire & Humber Skills Funding Agency																	
Target	39296	16111	41 %	16111	41 %	4715	12 %	15 %	20 %	8 %	50 %	7249	45 %	6444	40 %	1461	31 %
Achievement	60,918	13,157	22 %	14,092	23 %	14,171	23 %	6 %	18 %	11 %	34 %	147	1 %	12,176	51 %	3,781	33 %

North West																	
Target	99700	40700	41 %	40800	41 %	12200	12 %	15 %	20 %	8 %	50 %	18300	45 %	16300	40 %	3700	30 %
Achievement	86745	20716	24 %	21173	24 %	23422	27 %	8 %	15 %	8 %	47 %	3390	19 %	12971	36 %	6357	32 %

CFO - North West Skills Funding Agency																	
Target	64250	26343	41 %	26343	41 %	7726	12 %	15 %	20 %	8 %	50 %	10500	40 %	9350	35 %	2050	27 %
Achievement	86,658	20,714	24 %	21,161	24 %	23,410	27 %	8 %	15 %	8 %	47 %	3,390	19 %	12,900	35 %	6,357	32 %

Merseyside																	
Target	58500	23900	41 %	24000	41 %	7100	12 %	15 %	20 %	4 %	50 %	10800	45 %	9600	40 %	2100	30 %
Achievement	102794	18578	18 %	13435	13 %	15142	15 %	7 %	20 %	5 %	43 %	2674	16 %	10308	38 %	4110	37 %

CFO - North West Skills Funding Agency																	
Target	56852	23286	41 %	23286	41 %	6836	12 %	15 %	20 %	4 %	50 %	9300	40 %	8250	35 %	1800	26 %
Achievement	102,780	18,578	18 %	13,434	13 %	15,142	15 %	7 %	20 %	5 %	43 %	2,674	16 %	10,308	38 %	4,110	37 %

Annual Implementation Report 2010

London																	
Target	126700	51700	41 %	51800	41 %	15500	12 %	15 %	20 %	37 %	50 %	23300	45 %	20700	40 %	4700	30 %
Achievement	122114	43659	36 %	26084	21 %	22725	19 %	6 %	16 %	49 %	53 %	13310	34 %	30209	48 %	11331	56 %

CFO - London Development Agency																	
Target	4736	4736	100 %	0	0 %	0	0 %	15 %	20 %	40 %	50 %	2010	42 %	0	0 %	0	0 %
Achievement	1,858	609	33 %	277	15 %	145	8 %	14 %	13 %	53 %	44 %	742	100 %	15	3 %	0	0 %

CFO - London Skills Funding Agency																	
Target	84544	35826	42 %	35826	42 %	12892	15 %	14 %	19 %	35 %	47 %	12078	34 %	12630	35 %	2775	22 %
Achievement	120,256	43,050	36 %	25,807	21 %	22,580	19 %	6 %	16 %	49 %	53 %	12,568	32 %	30,194	48 %	11,331	56 %

East Midlands																	
Target	70700	28900	41 %	28900	41 %	8600	12 %	15 %	20 %	9 %	50 %	13000	45 %	11600	40 %	2600	30 %
Achievement	65812	13948	21 %	16242	25 %	19652	30 %	7 %	16 %	12 %	47 %	3676	31 %	12746	54 %	4751	34 %

CFO - Local Authorities in the East Midlands																	
Target	1744	715	41 %	715	41 %	209	12 %	15 %	20 %	9 %	50 %	114	16 %	114	16 %	8	4 %
Achievement	2,488	473	19 %	828	33 %	555	22 %	8 %	25 %	20 %	60 %	321	95 %	266	32 %	21	5 %

CFO - East Midlands Skills Funding Agency																	
Target	43333	15355	35 %	15355	35 %	4494	10 %	15 %	20 %	9 %	50 %	6142	40 %	6142	40 %	1348	30 %

Annual Implementation Report 2010

Achievement	63,264	13,470	21 %	15,412	24 %	19,089	30 %	7 %	16 %	12 %	47 %	3,355	29 %	12,480	55 %	4,730	35 %
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South Yorkshire

Target	51500	21000	41 %	21100	41 %	6300	12 %	15 %	20 %	8 %	50 %	9500	45 %	8400	40 %	1900	31 %
Achievement	63485	19297	30 %	14132	22 %	15084	24 %	5 %	19 %	5 %	41 %	2329	14 %	18402	64 %	3741	28 %

CFO - Yorkshire & Humber Skills Funding Agency

Target	49866	20445	41 %	20445	41 %	5983	12 %	15 %	20 %	6 %	50 %	9200	45 %	8178	40 %	1854	31 %
Achievement	63,485	19,297	30 %	14,132	22 %	15,084	24 %	5 %	19 %	5 %	41 %	2,329	14 %	18,402	64 %	3,741	28 %

Territorial and regional comparison report on 2007-2013 targets - Priority 4 cumulative achievement

	Outputs											Results			
	4.1	4.2		4.3		4.4		4.5	4.7	4.8	4.9	4.10		4.13	
	Participant Total	Unemployed		Economically inactive		14 - 19 NEET		Disabled	Aged 50+	Ethnic min.	Female	In work on leaving		14 - 19 NEET into EET	
	No.	No.	%	No.	%	No.	%	%	%	%	%	No.	%	No.	%

Cornwall															
Target	24,500	10,200	42 %	8,400	34 %	4,900	20 %	27 %	30 %	1 %	51 %	5,900	24 %	2,200	45 %
Achievement	31,586	11,864	38 %	10,795	34 %	8,033	25 %	40 %	19 %	2 %	42 %	4,168	17 %	6,357	91 %

CFO - South West Skills Funding Agency															
Target	6,171	1,636	27 %	1,339	22 %	2,800	45 %	27 %	30 %	1 %	51 %	714	12 %	1,233	44 %
Achievement	18,411	7,475	41 %	2,950	16 %	7,273	40 %	33 %	13 %	3 %	45 %	866	5 %	6,155	96 %

CFO - South West DWP															
Target	8,400	4,400	52 %	4,000	48 %	0	0 %	27 %	30 %	1 %	51 %	2,100	25 %	0	0 %
Achievement	12,900	4,338	34 %	7,802	60 %	760	6 %	52 %	23 %	1 %	37 %	3,127	40 %	202	38 %

CFO - National Offender Management Services															
Target	37	21	57 %	15	41 %	1	3 %	46 %	5 %	20 %	21 %	4	11 %	1	100 %
Achievement	34	30	88 %	4	12 %	0	0 %	6 %	9 %	6 %	3 %	0	0 %	0	0 %

Territorial and regional comparison report on 2007-2013 targets - Priority 5 cumulative achievement

	Outputs														
	5.1	5.2		5.3		5.4		5.5		5.6	5.7	5.8	5.9	5.10	5.11
	Participant Total	With basic skill needs		Without level 2		Without level 3		Without level 4		Post grad	Grads into SMEs	Disabled	Aged 50+	Ethnic min.	Female
	No.	No.	%	No.	%	No.	%	No.	%			%	%	%	%

Cornwall															
Target	50,200	18,200	36 %	18,200	36 %	5,400	11 %	3,800	8 %	800	1,100	17 %	22 %	1 %	51 %
Achievement	52,661	4,853	9 %	13,127	25 %	11,564	22 %	7,845	15 %	100	788	10 %	18 %	2 %	53 %

CFO - South West Skills Funding Agency															
Target	26,057	10,400	40 %	10,400	40 %	3,086	12 %	2,171	8 %	0	0	19 %	24 %	1 %	55 %
Achievement	50,775	4,849	10 %	13,100	26 %	11,498	23 %	7,591	15 %	0	0	10 %	19 %	2 %	52 %

Annual Implementation Report 2010

Results											
5.12		5.13		5.14		5.15		5.16		5.17	
Gained basic skills		Gained level 2		Gained level 3		Gained level 4		Gained level 5		Placed with SME into employment	
No.	%	No.	%	No.	%	No.	%	No.	%	No.	%

Cornwall											
8,200	45 %	7,300	40 %	1,600	30 %	760	20 %	120	15 %	830	75 %
3,740	89 %	6,398	41 %	2,444	24 %	271	4 %	5	71 %	788	11 %

CFO - South West Skills Funding Agency											
4,680	45 %	4,680	45 %	925	30 %	434	20 %	0	0 %	0	0 %
3,448	82 %	6,398	41 %	2,444	24 %	181	3 %	0	0 %	0	0 %

Annex B

Table of Technical Assistance Projects (£)

National

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
ESFD National Publicity	10/08/2007	31/12/2013	270,791	695,269	966,060	700,847	668,092
ESFD IT Systems Dev	01/01/2008	31/12/2012	3,732,150	3,217,850	6,950,000	4,998,686	4,998,686
ESFD Article 13	01/09/2008	28/02/2014	165,000	165,000	330,000	81,685	81,673
ESFD Cross Cutting Themes	01/09/2008	31/09/2010	10,750	203,908	214,658	214,658	214,658
ESFD Equal Ecotec	01/01/2009	30/06/2009	32,387	32,387	64,774	64,744	64,744
HE	01/01/2008	31/12/2009	191,423	191,425	382,848	382,848	382,848
TAEN	01/04/2008	30/09/2011	362,702	362,704	725,406	424,977	450,848
TSEN	01/04/2008	31/03/2012	512,855	306,416	819,271	566,777	566,659
Tribal ESF Works!	01/11/2008	31/12/2013	3,925,199	3,925,199	7,850,398	5,253,656	5,260,493
IMT Co-ordination Innovation	01/07/2008	30/06/2011	590,093	194,907	785,000	594,622	606,384
ESF Evaluation	01/10/2008	31/12/2013	2,000,000	2,000,000	4,000,000	1,356,686	1,466,423
NIACE TA	01/07/2008	31/12/2011	2,005,514	2,005,514	4,011,028	2,798,142	2,721,742
NOMS TA	19/01/2009	31/12/2014	6,806,735	7,706,735	14,513,470	5,260,428	5,260,428
OSW - Willow	01/09/2009	31/12/2013	253,700	253,700	507,400	81,494	81,494

Annual Implementation Report 2010

Skills Funding Agency National Office	01/07/2008	31/12/2015	11,887,636	11,887,636	23,775,272	9,470,632	9,355,577
Total			32,746,935	33,148,650	65,895,585	32,250,882	32,180,749

Cornwall

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
Cornwall County Council	01/04/2008	31/03/2012	470,297	156,765	627,062	275,218	353,672
Cornwall Voluntary Sector Forum	01/10/2008	30/09/2011	340,614	88,467	429,081	254,326	264,281
University College Falmouth for Combined Univ in cornwall	01/03/2009	31/12/2013	150,000	50,000	200,000	66,042	74,215
Cornwall Council	01/01/2011	31/03/2015	974,250	324,750	1,299,000	0	0
Cornwall County Council	01/10/2010	31/12/2014	328,248	127,652	455,900	0	0
Total			2,263,409	747,634	3,011,043	595,586	692,168

Annual Implementation Report 2010

East of England

Organisation/Project	Start date of project	End date of project	ESF allocated / proposed	Match Allocated / proposed	Project total	Spend to date	Profile to date
East of England Skills Funding Agency	01/01/2008	31/10/2009	£150,000	£150,000	£300,000	0	0
Government Office, East of England	01/03/2009	31/08/2009	£4,948	£5,000	£9,948	9,948	9,948
East of England Development Agency	11/05/2009	31/05/2009	£11,978	£11,978	£23,956	23,956	23,1956
Central Bedfordshire Council	01/04/2009	31/05/2010	£9,545	£9,545	£19,090	9,545	9,545
Greater Cambridgeshire Partnership	01/06/2009	31/12/2011	£92,730	£92,730	£185,460	101,842	101,842
Business in the Community	01/11/2009	29/02/2012	£576,163	£576,163	£1,152,326	776,022	777,537
East of England Development Agency	01/10/2009	31/03/2011	£25,000	£25,000	£50,000	35,000	35,000
EEDA on behalf of East of England Skills & Competitiveness Partnership	01/09/2009	28/02/2011	£88,632	£108,242	£196,874	178,251	178,251
East of England LSC & COVER	01/11/2009	31/10/2011	£307,433	£307,825	£615,258	422,574	452,162
RLN East	01/11/2009	30/11/2012	£140,900	£140,900	£281,800	88,329	87,140
GO East - Publicity TA	01/05/2010	28/05/2011	£11,444	£14,156	£25,600	0	0

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Shaping Norfolk's Future	01/03/2010	31/03/2012	£102,000	£102,000	£204,000	0	0
Total			£1,520,773	£1,543,539	£3,064,312	1,645,467	1,641,477

East Midlands

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
EMFEC	01/04/2008	28/02/2011	23,484	23,489	46,973	39,957	39,957
CFET	01/04/2008	28/02/2011	89,388	89,391	178,779	178,779	178,779
SFA East Midlands TA	01/09/2009	31/03/2011	65,485	65,485	130,970	82,462	82,462
Total			178,357	178,365	356,722	301,198	301,198

Gibraltar

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
Deliverex EU Programmes Secretariat	01/07/2008	31/12/2013	63,616	63,616	127,232	59,144	58,738
Emp Assist 08 - Employment Service	22/09/2008	30/11/2009	10,400	10,400	20,800	10,183	10,183
Total			74,016	74,016	148,032	69,327	68,921

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London

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
LVSTC	27/05/2008	30/04/2009	£209,108	£265,118	£474,226	474,226	474,226
Greater London Enterprise	01/07/2008	28/02/2009	£30,020	£30,017	£60,037	60,037	60,037
London Councils	01/07/2008	30/11/2010	£450,697	£450,697	£901,394	724,205	814,820
London Development Agency	24/07/2009	31/05/2012	£300,000	£300,000	£600,000	352,128	353,215
Greater London Enterprise TA	01/09/2009	30/09/2011	£72,347	£72,347	£144,694	66,029	68,385
The London Health Commission	01/06/2009	31/12/2010	£55,000	£55,000	£110,000	59,212	59,212
LVSTC TA	01/06/2009	30/06/2011	£256,011	£200,000	£456,011	303,900	300,003
London Development Agency	01/08/2009	31/03/2015	£0	£0	£0	0	0
Total			£1,373,183	£1,373,179	£2,746,362	2,039,737	2,129,898

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Merseyside

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
Merseyside Network for Europe	01/01/2008	31/08/2008	21,937	21,937	43,874	33,933	33,933
Learning and Skills Council	01/07/2008	31/03/2010	71,646	205,088	276,734	276,734	276,734
Merseyside Network for Europe	01/08/2008	31/05/2010	156,712	8,248	164,960	155,462	155,462
Merseyside Network for Europe Ltd (VCS Sector Co-od) TA	01/04/2010	31/07/2011	86,138	19,479	105,617	44361	44361
Total			336,433	254,752	591,185	510,490	510,490

North East

Organisation/Project	Start date of project	End date of project	Agreement Number	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
ESFVON	29/06/2008	31/05/2009	08058NNE3	20,940	22,642	43,582	43,582	43,582
Northern Colleges European Consortium (NCEC)	08/12/2008	30/06/2009	08088NNE3.	15,963	15,963	31,926	31,926	31,926
Northern Colleges European Consortium (NCEC)	01/08/2009	31/01/2010	09148NNE3	12,078	12,076	24,154	24,154	24,154
NERIP	01/02/2010	21/09/2010	10183NNE3	9,212	9,214	18,426	18,426	18,426

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Voluntary Organisations Network	01/07/2010	31/03/2011	10192NNE3	63,112	63,112	126,224	36,385	36,385
Riverside Consulting CíC	01/04/2010	30/06/2010	10193NNE3	9,764	9,765	19,529	19,259	19,259
Voluntary Organisations Network	01/04/2011	31/03/2012	11201NNE3	43,960	43,961	87,921	0	0
Total				175,029	176,733	351,762	173,732	173,732

North West

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
North West Network	01/04/2008	30/11/2008	145,659	7,668	153,327	153,327	153,327
North West Network	01/11/2008	31/05/2010	167,507	8,816	176,323	176,323	176,323
Learning and Skills Council	01/07/2008	31/03/2010	150,000	441,000	591,000	571,059	571,059
Liverpool Charity and Voluntary Services	01/01/2010	31/03/2011	98,957	150,000	248,957	138,229	138,229
North West Network	01/04/2010	31/03/2011	170,296	7,095	177,391	124,527	124,527
Total			732,419	614,579	1,346,998	1,163,465	1,163,465

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South East

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
South East Regional Communications Project	01/01/2008	30/06/2011	£88,500	£88,500	£177,000	94,106	94,106
The Learning Curve - Engage South East	01/01/2009	31/03/2011	£182,799	£182,801	£365,600	235,274	235,274
SEEDA TA	01/01/2008	31/12/2012	£216,250	£216,250	£432,500	0	0
Total			£487,549	£487,551	£975,100	329,380	329,380

South West

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
SWRP	01/11/2007	31/03/2012	724,464	734,467	1,458,931	966,739	961,771
South West Forum	01/07/2008	30/06/2011	217,500	217,500	435,000	297,733	295,704
University of Exeter	01/04/2008	30/04/2009	159,119	159,120	318,239	287,206	287,206
University of Exeter	01/05/2009	31/03/2012	541,310	541,313	1,082,623	531,251	530,828
Total			1,642,393	1,652,400	3,294,793	2,082,929	2,075,509

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South Yorkshire

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
Sheffield City Council	01/04/2008	28/02/2010	279,668	279,668	559,336	559,336	559,336
Sheffield City Council	01/01/2010	31/12/2011	445,377	445,377	890,754	284,488	284,488
Total			725,045	725,045	1,450,090	843,824	843,824

West Midlands

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
West Midlands LSC	25/04/2008	31/12/2010	1,515,783	1,515,783	3,031,566	2,314,131	2,322,965
Total			1,515,783	1,515,783	3,031,566	2,314,131	2,322,965

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Yorkshire and the Humber

Organisation/Project	Start date of project	End date of project	ESF Allocated/Proposed	Match Allocated/Proposed	Project Total	Spend to date	Profile to date
North Yorks County Council	01/04/2008	30/04/2010	54,238	54,242	108,480	108,480	108,480
Yorkshire Forward	01/10/2009	31/12/2011	49,423	49,424	98,847	80,931	80,110
Yorkshire Forward (Rest of Yorkshire Region TA)	01/10/2009	31/12/2011	91,786	91,786	183,572	150,303	148,780
Total			195,447	195,452	390,899	339,714	337,370

NB Spend and Profile to date - as at November 2010 claim period.

Annex C

Results of Information and Publicity Measures 2008-2010

Visibility and Transparency of the Operational Programme

Introduction

1. Article 4, point 2d of Implementing Regulation (EC) No 1083/2006 requests that 'The annual implementation report for the year 2010 and the final implementation report shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community.' Article 4, point 3 states that 'The means used for implementing, monitoring and evaluating the Communication Plan shall be proportional to the information and publicity measures identified in the Communication Plan'.

2. This report assessing results so far relates to the main activities of the 2007-2013 England and Gibraltar ESF Convergence, Competitiveness and Employment programme communication plan that was approved by the European Commission on 25 July 2008. There have been no major amendments to the communication plan since its approval, though it will be updated in summer 2011 to take account of:

- machinery of Government changes affecting the Managing Authority and main ESF partners that impact on 2011-2013 national and local delivery structures, resources and activity;
- current advertising and marketing restrictions; and
- effective publicity practice from 2008-2010 and findings/recommendations from the 2009 evaluation of publicity activity (published in March 2010).

3. For the England ESF Operational Programme most of the information required is contained in Table 1 at the end of this Annex, which as far as possible, seeks to follow the outline template and optional guidance provided by the Commission in spring 2011. The guidance recommends wherever possible the use of both quantitative and qualitative description, indicators and assessment, budget and results indicators. Table 1 contains a report on progress against the 11 indicators in paragraph 40 of the national communication plan.

4. A general overview of progress in implementing publicity measures in 2008-2010 is provided immediately below – which sets out some background context to the evidence in Table 1. Table 2 provides a brief overview of implementation so far of the main publicity measures in Annex A of the communication plan. Unlike Table 1, this does not include any qualitative or quantitative analysis against any specific indicators.

5. Information on publicity activities in 2010 can be found in Section 7 of this report. Annual reports for 2008 and 2009 also contain information on publicity delivery and can be found on the national ESF website.

Overview of implementation of publicity measures in 2008-2010 and 2011-2013 plans

6. This section includes information on:

- some factors that have shaped and impacted on the publicity approach taken across the England ESF programme in 2008-2010.
- the findings and recommendations of the independent evaluation of Information and publicity activity in the England ESF programme that was published in March 2010 – and how the Managing Authority and ESF partners are responding to these.

Publicity approach and impact of external factors

7. The communication plan for the England ESF programme has been shaped by the need to build on publicity good practice at national, regional and local levels from 2000-2006 ESF programmes in England. A particular focus has been on embedding publicity measures into delivery systems, communicating clearly in language that is understandable to a wide audience, and working closely with Co-financing Organisations (CFO) and other partners – nationally, regionally and locally on a range of publicity measures. The publicity related roles and responsibilities of main ESF partners are clearly set out in contracts, guidance and in the case of CFOs – individual Communication Plans agreed back in 2008 that link with the national plan. These plans will be reviewed and updated later in 2011, once the national plan has been revised.

8. The Managing Authority has given high priority to publicity in the 2007-2013 ESF programme. There is a dedicated publicity team within the ESF Policy team, which as well as initiating national led measures such as the ESF website, ESF at work e-zine and specific publications and films, has sought to guide, enable and help equip ESF partners to support national measures and take forward publicity measures within their own plans. Publicity also features prominently within a number of national ESF Technical Assistance projects managed by the team or external contractors reporting to the team. Overall, the quality and quantity of publicity measures has been enhanced significantly over the period.

9. Leadership and many collaborative activities are taken forward through a Publicity Strategy Group (PSG) that assists with the strategic management and

delivery of the communication plan. The group meets twice a year and there are ongoing communications on specific issues. Members of the group (about 18 in total including representatives from the Managing Authority and Certifying Authority) are drawn from across England from both CFOs and intermediate bodies. In summary, PSG is a forum for discussing forward strategies (including establishing annual publicity priorities and information activities), the co-ordination of activities and issues around the implementation of publicity and information initiatives. It also draws on existing effective practice, a good example in 2010 being through the establishment of a small working group of practitioners to develop a national ESF publicity toolkit for providers and sub-contractors. The working group's membership included people who had developed or used local level toolkits and people with media expertise.

10. Much of this collaboration has been further enhanced through establishing an extensive publicity network of around 100 members from across main ESF partners. Regular email communications/bulletins and four national publicity network meetings (each attended by 50-60 staff) have assisted the planning, collaborative implementation and review of publicity measures and the identification and sharing of effective publicity practices. The PSG group contributes to the planning, implementation and review of network activities on an ongoing basis. The independent evaluation of publicity (see below) concluded that 'The publicity network was seen as particularly valuable tool, both for transferring good practice and reinforcing key messages around ESF.'

11. Effective practice in delivering ESF activities and wider lessons from ESF projects have also been collected and disseminated through the ESF Technical Assistance funded ESF-Works project, which is also using social media to reach wider audiences. The publicity evaluation concluded that 'ESF-Works interaction with policy-makers and stakeholders in the field of labour markets and learning outside the ESF programme will increase the programme's visibility'.

12. In June 2010, controls were placed on all new government (Department, Agency and Non-Departmental Public Bodies) advertising and marketing spend. To help ensure EU regulatory requirements on publicising ESF continue to be met, the Managing Authority has sought and secured approval for a limited number of new externally procured national publicity activities through exemption requests on a case-by case basis. Overall however it has reduced the amount of new ESF marketing and advertising that the Managing Authority and CFOs in-particular can undertake. DWP and CFOs continue to liaise with marketing Departments on the controls - which remain in force for the immediate future. As the controls do not affect ESF providers more emphasis is being placed on them to publicise their activities and successes in line with contractual requirements and guidance.

2010 evaluation of ESF Information and publicity activity in England

13. In the latter half of 2009, Insite Research and Consulting were appointed by DWP to carry out an independent evaluation of progress towards achieving the England ESF communication plan's objectives, including the visibility and awareness

of the Operational Programme. The evaluation report was published on 25 March 2010 and concluded that 'Halfway through the 2007-2013 European Social Fund (ESF) programme progress has generally been good in terms of meeting the publicity and information objectives. Strong strategic frameworks, shaped by the communication plan, have been put in place. Because of the requirement to develop their own communication plans, awareness of the requirements around publicity is high amongst Co-Financing Organisations. Provider awareness is also high in terms of the use of the logo and the need for case studies and good news stories. A range of materials have been produced and activities undertaken which have been effective at reaching their target audience and raising awareness of ESF investment.'

14. More details of the [evaluation objectives, design and findings can be found on the ESF website](#). Full information can be found in DWP research Report RR 646: [An evaluation of European Social Fund information and publicity](#). [Read synopsis](#)

15. In brief, the evaluation confirmed that there is good practice to build on, including:

- the existence of strong strategic frameworks, shaped by communication plans, regional and local level collaboration and the publicity network;
- a good range of publicity materials produced and activities undertaken that have reached target audiences and raised awareness of ESF investment;
- some sharing of good practice, for example through the network;
- initial work to create an ESF brand and adopt some common approaches;
- measures to engage/support providers including regional PR toolkits and workshops;
- some good innovative approaches adopted regionally and locally.

16. Some of the main areas identified for attention in the second half of the programme are set out below, along with the Managing Authority's response (in bold):

- strengthening links with providers and sub-contractors to consolidate the ESF brand - including EU investment. **[Measures being taken include more clearly cascading requirements through Managing Authority/CFO and CFO/provider contracts - supported by more information on how to access resources and good practice – particularly through a new engaging ESF 'Publicity Works' toolkit being launched in July 2011 on the national ESF website that will be promoted to all providers/their sub-contractors. Plus the role of the Managing Authority and CFOs is being refocused to encourage more of a 'facilitator' than just an 'auditor' approach at monitoring visits - to support constructive provider actions and build ongoing dialogue]**

- further activities to raise awareness of ESF amongst public and participants (and measure progress); **[The ‘Publicity Works’ toolkit will support improved provider communications with participants and wider audiences. The Managing Authority and CFOs are to work more closely with their organisations Marketing/Publicity Departments to integrate ESF messages into wider communication tools – such as websites, newsletters and press releases.]**
- increasing evaluation of publicity measures across all levels of the programme, particularly in terms of qualitative assessment. As part of this - refine indicators of progress to facilitate ongoing ‘qualitative’ evaluation of progress made and disseminate evaluation results across network (e.g. of events). **[This is being considered further in 2011 to identify what, if any, additional measures can be undertaken within limited resources.]**
- consider setting up i) an ESF twitter profile and ii) make available guidance on using new media - facebook/twitter etc. [i) In late 2010 ESF-Works set up a twitter profile, which is also used by the Managing Authority. This is proving to be a useful communication tool to share ESF news and ESF policy and practice lessons and stories. Currently (June 2011) Tribal who run ESF-Works have 246 followers and are following 545. Follow [@ESFWorks](#) on Twitter. **[In summer 2011 Tribal will also pilot an ESF Facebook profile] ii) In addition the ‘Publicity Works’ toolkit contains detailed guidance on using a variety of social media and an ESF case study from the Convergence area].**
- improving cross-cutting theme awareness (and use in publicity) at all levels. **[In summer 2010 the Managing Authority introduced the ESF Mainstreaming Leader Awards to give high-profile recognition to those ESF providers who are leading the way in mainstreaming the themes of sustainable development and equal opportunities. Through a range of publicity measures (including awards presentations) the regional and national award winners are providing real examples of good practice that can be shared with partners across the programme and wider audiences. More information about the 2010 awards can be found on the ESF website. The awards initiative will be run again in 2011 to further publicise the importance and achievements of ESF cross-cutting theme activity.]**

2011-2013 Publicity measures: Implementation, monitoring and evaluation

17. Looking ahead to the remainder of the programme, a main priority is to build on existing collaborative links between the Managing Authority and CFOs/funders and extend them further to providers. Working within available resources the aim is to maximise opportunities to share and publicise strong ESF news stories and case studies across all levels of the programme – from sub-contractor and provider

through to CFO/funder, Managing Authority and ESF-Works (particularly through Twitter).

18. This will be supported through:

- actively promoting the use of the new ESF 'Publicity Works' toolkit by all providers and sub-contractors. Initially this helps ensure compliance with core publicity requirements in their CFO contracts. More significantly, the intention is that through using the toolkit they will be better motivated and equipped to generate, share and publicise their activities and achievements - across their wider organisation (and its external communication channels), their CFO and Managing Authority.
- further promoting the use of social media and other new communication channels to engage with a wider audience – particularly younger people.
- enhancing the role of Managing Authority Article 13 and CFO monitoring officers so that as well as checking provider and sub-contractor compliance, they actively promote publicity resources, tools and effective practice (for example on 'Publicity Works') and who they can work with to promote good stories.

19. In addition, the Managing Authority and CFOs will also seek to extend the range of communication channels through which ESF stories are featured in broader communications from their organisation – including press releases (where appropriate). Efforts will be made to quantify the additional outcomes that are achieved from these measures in the remainder of the programme.

20. Continued use will be made of ESF events and awards initiatives to generate local and national level publicity – particularly through strong human interest stories.

Table 1

Assessment of Information & Publicity measures in 2008-2010

In accordance with Article 4 point 2d of Implementing Regulation (EC) Nos. 1083/2006 and optional guidance provided by the Commission, this table reports on progress in the implementation of ESF publicity measures from 2008-2010.

It focuses specifically on 'Indicators' 1-11 that are set out in paragraph 40 of the England and Gibraltar ESF communication plan (approved on 25 July 2008) as a means to measure the plan's achievements. This includes (wherever possible) some quantitative and qualitative description and analysis, budget information and results. Budget information relates to actual spend in that year.

Indicator 1				
Number and type or products and publications produced				
	2007	2008	2009	2010
Number	27,200	2000	15,000	6,000
Budget (£)	£88,650	£4,530	£63,802	£4,008
Narrative				
2007 - ESF in England booklet x 25,000, Operational Programme x 1000, Programme launch DVD x 1200				
2008 - ESF in England booklet reprint of 500, Programme launch DVD reprint x 1500				
2009 - Improving People's Lives 2009 booklet (5000 + 2500 reprint), ESF in England DVD (5,000 + 2,500 reprint)				
2010 - Improving People's Lives 2010 booklet x 6000				

Indicator 2				
Number of 'ESF at work' e-zine subscribers and website viewers				
	2007	2008	2009	2010
Subscribers	1,600	1,159	1,251	1,032
Page views	N/K	22,504	7,525	6,411
Budget (£)	£4,284	£21,788.90	£21,892.76	£15,367.50
Narrative				
<p>2007 - Issue 1 2008 - Issues 2 - 7 2009 - Issues 8 - 13 2010 - Issues 14 – 19</p> <p>Reduction in subscribers from 2007 levels largely due to change in the email system used to calculate the subscriber list - previously contacts who the email bounced back used to remain on the subscriber list.</p> <p>The new email system automatically removes people from the list if the email doesn't get to them.</p> <p>From 2011 the Managing Authority will count e-zine downloads rather than page views. E-zine downloads provide a much clearer picture as to how many times individual editions are viewed.</p>				

Indicator 3				
Number of ESF project plaques distributed by the managing authority				
	2007	2008	2009	2010
Plaques	0	7,000	6,033	3,743
Budget (£)	£13,784	£174,156	£69,910	£0
Narrative				
<p>Note that there is a time lag reflected in the above figures in terms of the procurement and distribution of ESF plaques. For example in 2010 no plaques were purchased, however plaques had been purchased in 2009 that were distributed in 2010.</p> <p>Further plaques (at a lower cost) are being procured for 2011-2013 provision to meet additional needs. Providers are encouraged to re-use or recycle existing plaques from 2008-2010 projects. To help improve the visibility of the programme to participants (see</p>				

also indicator 4 below) the Managing Authority also plans to produce A3 posters (replicating the plaque design) for extensive use by providers.

Indicator 4				
Proportion of participants aware of ESF support				
	2007	2008	2009	2010
Number	n/a	n/a	n/a	47%
Budget (£)				
Narrative				
<p>Cohort Study Wave 1: Published July 2010. Of 10,947 ESF and Match participants interviewed awareness of ESF was 46%</p> <p>Cohort Study Wave 2: Published November 2010. Of 7,400 ESF and Match interviewed awareness of ESF was 47%</p> <p>Although there was a small increase in awareness in the Cohort Study Wave 2, improving further participant awareness of ESF support across 2011-2013 provision is a priority. Steps to help improve awareness include:</p> <ul style="list-style-type: none"> - clear guidance, advice and resources within the new 'Publicity Works' toolkit focused on getting providers to clearly inform participants of ESF support. - the planned distribution of free A3 posters (containing the plaque design) to providers (and their sub-contractors) for extensive use across delivery locations. - training and guidance for Managing Authority and CFO staff so that they can provide guidance and support to providers on available resources and effective practice - as well as check compliance - including at Article 13 related visits. 				

Indicator 5				
Number of www.esf.gov.uk (now www.dwp.gov.uk/esf from March 2011) website hits				
	2007	2008	2009	2010
Number	316,000	1,800,000	2,190,289	2,002,396
Budget (£)	£10,273	£33,700	£35,960	£35,960

Narrative
<p>A Service Level Agreement has been set up with the DWP Digital Media team who manage the website.</p> <p>From 2011 the Managing Authority will log web visits rather than web hits. Hits are an indicator of volumes of traffic to the web server, but provide no indication of the number of visits to the website or the number of pages viewed. Every time a file is downloaded, a single hit is registered. For example, a web page with two images counts as three hits – one for the page itself and two for the images, which are separate files. Also, the way in which images are stored on dwp.gov are different to esf.gov and as such we cannot accurately compare hits on the new site with hits on the old site.</p> <p>Homepage views (a more informative figure) for 2009 were 125,907 and rose to 133,525 in 2010. This indicates an increase in traffic to the site despite the number of hits decreasing.</p>

Indicator 6				
Awareness of ESF among the general public				
	2007	2008	2009	2010
Awareness	n/a	n/a	27%	34%
Narrative				
<p>The 2009 Eurobarometer survey results showed 27% awareness of ESF in the UK (based on a sample of 1317 people).</p> <p>A special Eurobarometer survey undertaken in June 2010 found that 34% of the sample of people surveyed in the UK had heard about the European Social Fund. This compares to an average across the EU member states of 40% awareness.</p>				

Indicator 7				
Relevant key messages and key facts used in publications				
	2007	2008	2009	2010
Budget (£)	N/A	N/A	N/A	N/A
Narrative				

Comms plan states: ‘Assessment by evaluator by 2010’.
 Section 3.1.1 (pages 27-32) of the Evaluation of ESF information and publicity (undertaken by Insite Research and Consulting and published in March 2010) looked at printed materials.

On page 27 the evaluator states that:

- the ‘key messages and branding are clearly evident’ in printed material at the central Managing Authority level’; and that ‘Printed materials produced by (the) Regional Managing Authority and CFOs also show consistent messages about ESF and adopt the branding elements’. The evaluation acknowledges that for the Managing Authority and CFOs ‘Booklets and newsletters are the key forms of printed material at this level’ and that ‘the majority of newsletters are also available on the web’.

On pages 27 and 28 the evaluator looked at provider publicity materials. Evidence is that these usually focus strongly on information about the organisation and project. The evaluator states ‘Unlike materials from CFOs and Managing Authorities, those from providers often lacked the key messages about ESF investment.’ The main focus of them being on ‘getting customers through the door’. Some materials used strap lines ‘to make a fleeting reference to ESF investment’. In some cases only the ESF logo was included - which appeared to be ‘for compliance reasons only’. **In response**, in 2011-2013 through the new ‘Publicity Works’ provider toolkit and CFO and Managing Authority officers taking a more pro-active facilitator role in discussions with providers/sub-contractors – clear messages will be given about the need to include key ESF information in publicity materials.

Indicator 8				
Number of press notices issued				
	2007	2008	2009	2010
Number	10	20	15	5
Budget (£)				
Narrative				
<p>A steady number of ESF focused press releases have been issued by the ESF Managing Authority at national and local levels so far. Most of these have focused on one of the following:</p> <ul style="list-style-type: none"> - the launch of the programme or additional funds for specific issues such as ‘Response to redundancy’. - specific events (often including award ceremonies)/milestones such as the national mid-programme conference in Birmingham in November 2010. - the publication by DWP of ESF programme related research/evaluations. 				

In addition, CFOs and other ESF partners issue ESF focused press releases. Good examples are the Convergence Partnership Office which issues dozens of ESF (and also ERDF) press releases per year- (see [Convergence Cornwall website](#)) - and NIACE (National Institute of Adult Continuing Education) which issues over ten [ESF Adult Learners' Week award winner press releases](#) targeted particularly at local media around the country in May of each year.

Indicator 9				
Number of articles referring to ESF in national and regional media				
	2007	2008	2009	2010
Number	n/a	320	979	672
Budget (£)	n/a	£180	£1,078	£847
Narrative				
<p>The Managing Authority uses a media monitoring service provided by Durrants to record ESF coverage in local and national press. Over 95% of references appear in local papers and are generally positive about ESF. The articles tend to focus on a range of human interest, funding and wider project activities. This reinforces the importance of presenting stories to the media that show the benefits of ESF funding to individuals and communities and is in line with the ESF communication plan.</p> <p>Only a small percentage of ESF references are included in national level press articles. A good example of where they do appear is that between 2008-2010 ESF was featured prominently in (May) Adult Learners' Week supplements in national journals – including The Sun, Guardian, Times and Mirror – thereby reaching a good cross-section of the population.</p> <p>Overall, there have been a steady number of ESF related press articles between 2008-2010. There have been a number of peaks, which in July 2009 for example coincided with the annual information activity including some visits by (then) Regional Ministers to ESF projects. In September of that year a London wide press release from the Learning and Skills Council (now Skills Funding Agency) on support for people at risk of redundancy was published in over 40 London focused publications.</p> <p>In Cornwall and also some other areas including the East Midlands and West Midlands, ESF projects and participants have appeared in radio station and television broadcasts – some at peak viewing times.</p> <p>The evaluation of ESF information and publicity highlighted that when issuing press releases, some providers (often the larger organisations) focus on them and references to their delivery partners – resulting in ESF either not being mentioned or only minimal information being provided. This reduces the likelihood that ESF would be mentioned in any press coverage. Another (commonly acknowledged) risk is that journal editors will decide to cut out any references to the European Social Fund that appear in the press releases in the articles they write – regarding it as relatively minor information.</p> <p>In response, in 2011-2013 through the extensive promotion of the ESF 'Publicity Works' toolkit</p>				

to providers and sub-contractors and pro-active guidance from Managing Authority and CFO staff visiting projects – providers and their sub-contractors will be asked to ensure more detailed ESF references are placed prominently in their press releases – increasing the likelihood they will appear in journal national regional and local media articles. Providers will also be encouraged to consider opportunities to use radio and tv media and wider social media as a means to reach a wider audience.

Indicator 10				
Verification activity finds compliance with EU regulatory requirements				
	2007	2008	2009	2010
	N/A	N/A	N/A	* see below
Narrative				
Baseline reviews, Article 13 monitoring and Article 16 audits have found no significant problems with compliance to date (*except in the case of one small CFO and some non-CFO projects where remedial action has been taken. This has been set out in section 2.7 of this annual report).				

Indicator 11				
Number of publications produced about, or containing information on, the cross-cutting themes				
	2007	2008	2009	2010
Number	1500	1500	n/a	n/a
Budget	£5,635	£9,390	n/a	n/a
Narrative				
2007 - Helping disabled people back to work - good practice guide x 500 and leaflet x 1000				
2008 - Equality and Diversity Good Practice Guides for Age, Ethnic Minority Communities and Gender - 500 of each printed				
2009 and (updated in) 2010 – the European Social Fund ‘Improving people’s lives’ booklets contain separate sections (4 pages in total) setting out our approach on equal opportunities and sustainable development – including progress so far, evaluation findings and case studies. Over 13,500 copies of the booklet have been printed and				

distributed to and through CFOs and other ESF partners over the two years)
The good practice guides and 2010 booklet are also available on the [ESF website](#).
In addition, as mentioned earlier in this Annex in summer 2010 the inaugural ESF Mainstreaming Leader Awards were launched. Through a range of publicity measures (including awards presentations, e-zine and website articles – plus a half page on the winners in the 2010 ESF booklet) the regional and national award winners are providing real examples of good practice that are being shared with partners across the programme and wider audiences. More information about the 2010 awards can be found on the [ESF website](#). The awards initiative will be run again in 2011 to further publicise the importance and achievements of ESF cross-cutting theme activity. This initiative helps address the point raised in the 2010 independent evaluation of ESF information and publicity that measures should be taken to further raise awareness of cross-cutting themes.

Table 2

Overview of implementation of main publicity measures

This table provides a brief overview of the ongoing development and implementation in 2008-2010 of the main publicity measures in Annex A of the communication plan. Results are being achieved in line with those anticipated in the Annex. Unlike Table 1, this does not include any detailed qualitative or quantitative analysis as no specific 'indicators' were identified to measure achievements.

Measure	Progress
Publicising the ESF Operational Programme	<p>There was an official launch event for over 200 stakeholders at the QEII Conference Centre in London on 29 October 2007. This was a major information activity in line with Article 7.2(a) of Commission Regulation 1828/2006. More details are in the 2007 Annual report available on the national ESF website. The launch of the programme was also publicised through national and regional press releases. Over 1,000 copies of the Operational programme were distributed to key stakeholders, delivery partners etc., many of whom also used the accompanying booklet and DVD to publicise the new programme. Other stakeholders, policy makers, providers and relevant media were made aware of the Operational Programme through press releases, websites and other publications. The operational programme can be accessed via the national ESF website.</p>
ESF logo and branding	<p>The ESF logo and branding for the England programme are used extensively across the programme, particularly on information and publicity measures. This has resulted in increased visibility for ESF among participants, stakeholders and the public. In support of this, free ESF plaques containing the logo and a supporting statement about EU/ESF support are being provided to beneficiaries and providers. There is recent evidence that some providers and sub-contractors need to display the logo more extensively across their project's information and publicity measures and project documentation, This will be addressed through a range of measures led by the Managing Authority and CFOs in the second half of the programme. The logo and logo guidance is downloadable from the national ESF website.</p>
Contractual arrangements and guidance	<p>The Managing Authority has set out clear provisions to be undertaken by CFOs and other beneficiaries in beneficiary agreements and guidance. These have been updated in early 2011 for the second phase of the programme – taking into account effective practice and publicity evaluation findings from 2008-2010. Additional guidance and information is provided on the ESF website and through the activities of the ESF publicity network managed by the Managing Authority. These comply with the requirements of the publicity articles in Commission Regulation 1828/2006 and the measures set out in the communication plan.</p>

Measure	Progress
	<ul style="list-style-type: none"> At regional and local level, CFOs and other beneficiaries undertake the provisions set out in ESF agreements and agreed guidance and have set in place similar provisions in their contractual arrangements with providers. Providers and sub-contractors adherence to the contractual requirements is monitored regularly and remedial action requested and reviewed where necessary. The evaluation of ESF publicity published in 2010 recommended that 'proactive support from CFOs rather than a purely auditing approach is likely to reap benefits'. In 2011-2013 as well as identifying any non-compliance the Managing Authority, CFOs and other beneficiaries will engage providers in a more constructive ongoing dialogue on publicity matters – drawing attention to effective practice and resources such as the 'Publicity Works' toolkit on the national ESF website wherever possible.
National ESF website	<p>The national (www.dwp.gov.uk/esf) ESF website (www.esf.gov.uk until March 2011) provides comprehensive information about the England ESF programme under the headings (tabs) of: About ESF, News, Funding opportunities, ESF in action, Resources and Contact ESF. As such, it is our primary communication tool about the activities and achievements of the programme.</p> <p>The website complements other ESF websites managed by Co-financing Organisations and others and is relevant to all of the communication plan's target groups including ESF providers and members of the public - providing information directly or linking with other sites that will provide the required information.</p> <p>This includes information on and links to ESF programmes across the UK and to the Commission's website. The list of beneficiaries, names of operations and the amount of funding allocated to operations is also accessible on the site – as are annual reports, promotional booklets, e-zines and findings from evaluations, information on the cross cutting themes of gender equality and equal opportunities, and sustainable development.</p> <p>There was evidence from the publicity evaluation published in 2010 that some providers were unaware of the site. In 2011-2013 more emphasis will therefore be placed on ensuring that the website is publicised more rigorously to ESF providers and their sub-contractors.</p> <p>The national website links closely with the national ESF Technical Assistance funded www.esf-works.com website that since early 2009 has promoted policy and practice lessons from the 2007-2013 ESF programme in England. The two sites work well together, for example - some resources such as films and interviews (most recently with Commissioner Laszlo Andor – May 2011) are located on ESF-Works, as the national ESF website does not have the capacity to host such content.</p>
CFO and other beneficiary	At a national level the main CFOs – the Skills Funding Agency, Department for Work and Pensions and National Offender Management Service have developed and maintain ESF pages on their websites.

Measure	Progress
websites	<p>At a regional/local level the single area CFOs and some local offices of the main CFOs include ESF pages on their websites. These complement the national ESF website (and where appropriate the Skills Funding Agency national office and DWP Delivery Directorate ESF web pages) by meeting the needs of primarily a regional and local audience, including potential applicants, existing ESF providers and regional delivery partners and decision makers.</p> <p>Core content has included CFO Plans, access to regional level information such as the relevant ESF framework, detailed information on funding opportunities including tender specifications (except where these appear on national DWP, Skills Funding Agency and Ministry of Justice/NOMS websites), details of approved ESF projects and achievements, and links to other ESF websites including the national site.</p>
List of beneficiaries	<p>In line with Article 7.2(d) of Commission Regulation (EC) No 1828/2006 the national ESF website publicises the list of 2007-2013 beneficiaries, the names of the operations and the amount of public funding allocated to the operations. These are broken down by CFO and by region. The lists will shortly cover both 2007-2010 and 2011-2013 allocations.</p> <p>There are also lists of Technical Assistance, Innovative, Cornwall Higher Education and Merseyside Complementary projects.</p> <p>In line with EU regulations, the lists show total public funding (i.e. ESF and the national match contribution).</p> <p>The information in the lists is subject to change as new tendering rounds are held, new contracts are agreed and existing contracts are varied. Updated lists are therefore posted at regular (quarterly) intervals.</p>
ESF at work e-zine	<p>The national bi-monthly 'ESF at work' e-zine is promoted extensively among and distributed regularly to over 1000 ESF partners and other interested organisations and individuals. The e-zine typically includes around nine pages that inform the target audience of the latest programme news, achievements, evaluation reports and developments. It also promotes programme events, other useful sources of information, a forward look and provides contact points for funding opportunities and issues of interest. ESF partners are also able to submit national and local stories or case studies/news items and details of achievements, such as case studies of successful projects for use in the national 'ESF at work' e-zine.</p> <p>Each issue of the e-zine is accessible on the national ESF website through prominent location on the news section. The e-zine's format, structure and frequency is reviewed regularly in response to feedback and other evaluative measures and it is now in its third design – having recently been moved from an external contractor to the DWP Communications Directorate. The evaluation of publicity published in</p>

Measure	Progress
	<p>March 2010 identified that awareness of the e-zine amongst providers and sub-contractors was patchy. The Managing Authority and CFOs will therefore promote it extensively to providers in 2011-2013 to encourage them to read it and submit articles.</p> <p>In 2008-2010 some regional level e-zines and newsletters have been used very effectively to reach local audiences for example in the West Midlands and East Midlands. Some of the stories featured have also been publicised on the national ESF website and in the 'ESF a work' e-zine.</p>
Annual reports	<p>In line with Commission Regulation (EC) No 1828/2006 - each year's annual implementation report for the ESF programme includes a summary of all the main information and publicity measures that have been implemented.</p> <p>Each annual report is publicly accessible on the ESF website.</p> <p>A summary report, showcasing the progress and achievements of the programme has been produced in hard copy in 2009 and 2010 and distributed to partners and other organisations. The 2010 report was initially made available at the 2010 mid-programme conference in Birmingham in November. These reports are also available on the ESF website.</p>
Programme publications	<p>General and specific publications including good practice guides are informing target audiences including delivery partners and members of the public about the ESF programme and its achievements. These publications are available on the ESF website.</p> <p>At national level most publications produced by the Managing Authority are for use by itself and ESF delivery partners to reach wider audiences including providers and stakeholders across employment, skills, social inclusion and business support sectors. Some of these publications have been made available at events at which members of the public have been present.</p> <p>To help minimise the impact on the environment, where appropriate materials are being placed on the national ESF website as downloadable documents rather than printed and distributed.</p> <p>At regional/local level some CFOs, other beneficiaries and ESF partners have developed their own ESF publications to promote their ESF activities and achievements. These have been circulated extensively amongst the main partners in those areas and at events to help reach wider audiences.</p>
ESF project	All beneficiaries and ESF/match funded providers are required to display

Measure	Progress
plaques	<p>ESF plaques that show the EU flag (that appears within our ESF programme logo) and the support of the European Union.</p> <p>The Managing Authority has distributed around 17,000 ESF project plaques to providers (and their sub-contractors) and around 50 plaques to ESF Co-financing Organisations. The plaques are constructed from sustainable materials and are to be positioned in a prominent location, where they are clearly visible to staff, participants and others using the building.</p> <p>CFOs display the CFO plaque at their main office and distribute project plaques to their providers. Providers are required to display project plaques at the main location(s) at which each project is delivered to participants. Guidance has been produced on 'main locations': for each project the provider and each of its sub-contractors need to display one plaque each at the main location at which they expect to deliver activity over the course of the project – to ensure most people are reached.</p> <p>There have been very few examples where Article 13 monitoring or audit activity have found no plaques on display – and these have been sent out immediately afterwards. Measures have also been taken to re-iterate the importance of match funded providers displaying plaques.</p> <p>In 2011-2013 a new supplier is producing plaques at a lower cost. To support sustainability, where possible providers are asked to reuse plaques from 2008-2010 provision, including transferring these between locations where necessary.</p>
Annual major information activities/	<p>In line with Article 7.2(a) of Commission Regulation (EC) No 1828/2006 there has been a major information activity each year to promote the achievements of the Operational Programme. Each activity has been managed and co-ordinated nationally and determined by the Managing Authority in consultation with DWP Press Office - and collaboration with national, regional and local ESF partners. The primary aim has been to engage national, regional and local media, including specialist press. Detailed information on each activity and its outcomes can be found in this and earlier annual reports. In brief they are as follows:</p> <ul style="list-style-type: none"> • 2007: National event and related measures to launch the England ESF programme in London on 29 October. A DWP Minister and Vladimir Spidla -then European Commissioner for Employment, Social Affairs and Equal Opportunities gave keynote speeches. • 2008: The launch of new ESF projects. This centred on Europe day (9 May) and focused mainly on a range of national and regional measures to raise awareness among the general public of the role of

Measure	Progress
	<p>the EU and ESF funding.</p> <ul style="list-style-type: none"> • 2009: the delivery of an ESF publicity campaign in July and August to raise awareness of the role and success of ESF funding. The campaign focused particularly on how ESF is supporting measures to respond to the economic downturn and helping people who are unemployed, at risk of redundancy or recently made redundant. There was a strong emphasis on publicising positive and engaging stories of people who have overcome difficulties and gained new skills and employment through ESF. • 2010: the delivery of the England and Gibraltar ESF mid-programme conference in Birmingham on 17 November. Attended by over 220 delegates, the conference celebrated achievements in the first half of the programme; and discussed effective practice and how it could inform ESF project delivery and improve outcomes in 2011-2013. Highlights included: a welcome from Chris Grayling, Employment Minister (by video); Keynote speeches from DG Employment Director Peter Stub Jorgensen and DWP Head of Provision Management Derek French; a film of ESF participant voice; and the presentation of national equal opportunities and sustainable development mainstreaming awards. <p>Other good publicity opportunities that tie in with annual major information activities include ESF links with Adult Learners' Week and the celebration of Europe day. Details of major information activities have also been included in annual information and publicity plans.</p> <p>Regional and local CFOs/beneficiaries and other ESF partners have supported each annual major information activity - through measures to help publicise the activity and/or contributing to a specific event or visit by a Minister, Commissioner or other VIP. For example in 2009 a number of regions organised and publicised visits by regional Ministers to ESF projects.</p>
<p>Media campaigns and press releases</p>	<p>The majority of national, regional and local measures to engage with the media have been about specific events or activities – and each year have included publicising the ESF Adult Learners' Week award winners (in late May). National campaign activity has generally been covered within the Major information activities described above and in the annual reports.</p> <p>Press releases have been the primary means of engaging the media and reaching the general public. The Managing Authority has worked closely with DWP Press Office to identify opportunities to publicise the ESF programme and its achievements. Building on the experiences of 2000-2006 ESF programmes, some examples of how press releases</p>

Measure	Progress
	<p>have been used include:</p> <ul style="list-style-type: none"> • the launch event in 2007 • visits by DWP Ministers and Regional Ministers to ESF projects • ESF conferences/awards events • to publicise major information activities • the publication of ESF evaluation findings. <p>Some features, editorial and adverts have also been targeted in newspapers, journals and directories. Other collaboration with DWP Press office has included dealing with media enquiries – including significant interest from the Financial Times and Bureau of Investigative Journalism in 2010. Close liaison has also taken place on all ESF related activity that involves the participation of DWP Ministers. National and regional press coverage of ESF matters has been monitored and evaluated. See performance indicator 9 in Table 1 above.</p> <p>At a regional and local level, some CFOs and beneficiaries have developed strong media links (through TA funded projects) and arranged the regular issue of press releases on their activities – particularly the Convergence ESF programme in Cornwall. They and other CFOs have worked well with the Managing Authority on collaborative media related activities. CFOs and other beneficiaries have actively encouraged ESF providers to participate in campaigns such as the annual Adult Learners’ Week campaign in May. Providers can nominate winners for national and regional ESF awards, get involved in activities during the week and where they win awards, help publicise this.</p> <p>Some ESF partners have also managed to secure regional tv coverage and local radio coverage for their projects and inspirational participant stories.</p>
<p>Stands and promotional materials</p>	<p>The Managing Authority has produced a number of large and small ESF exhibition stands, posters and a few small promotional materials (such as pens and magnetic bookmarks) that have been used at the launch and mid-programme conferences and at externally organised welfare, skills (e.g. Adult Learners’ Week) and social inclusion events to raise awareness of the ESF programme.</p> <p>The large and pop-up exhibition stands have also been used at a range of regional CFO led events across the country (typically for 100-200</p>

Measure	Progress
	<p>people) to mark programme milestones and achievements.</p> <p>Where possible promotional materials have been produced from recycled paper and other materials. Some nationally produced promotional materials have been made available to CFOs and other beneficiaries for use locally. Some CFOs and ESF partners have also developed their own ESF stands and promotional materials for use at events. ESF TA funded projects including Adult Learners' Week, ESF-Works and the TAEN (The Age and Employment Network) projects all use ESF stands at events to reach their core target groups and wider audiences.</p> <p>Whilst no new promotional materials have been produced since the marketing and advertising freeze came into force in early June 2010 a supply of some ESF promotional materials produced by a Government Office before the announcement of the freeze are now held by the Managing Authority and being used at national and local level events – particularly to reach those unaware of ESF.</p>
Enquiries	<p>The national ESF website provides an email address for enquiries and provides contact information (including website addresses) for CFO and other ESF partners including the European Commission. The Managing Authority aims to respond promptly to all requests and no later than five working days from receipt. Other nationally produced publications including the ESF at work e-zine and 2010 annual summary booklet contain website addresses of ESF partners to enable the general public, potential applicants and others to obtain information about ESF that is relevant to their needs.</p> <p>At a regional and local level CFOs provide contact points for enquiries on their websites and promotional materials. Clear information is provided in relation to the publishing of all procurement exercise tendering rounds in line with EU regulations.</p>
Europe Day	<p>In line with Article 7.2(c) of Commission Regulation (EC) No 1828/2006 the Managing Authority has flown the flag of the European Union at the front of its premises for one week each year, commencing on 9 May – Europe day. Europe Day is publicised on the ESF website and in the 'ESF at work' e-zine and news articles have also been placed on DWP and two other Government Department intranets – to raise awareness of Europe Day, the ESF programme and its activities and achievements.</p> <p>At a regional and local level some CFOs, other beneficiaries and ESF partners have publicised Europe Day in their organisations, across their networks and to the general public. Some examples of local level activity include the Cornwall Works WISE Awards held on 9 May 2011 (and on</p>

Measure	Progress
	Europe Day in earlier years) and publicising the ESF logo in London by projecting it on to the Centre Point building at night on 9 May 2008.
Government Publications	References to the added value of ESF to national employment and skills policies and programmes have been incorporated within strategic national level documents including the National Reform Programme, National Action Plan for Social Inclusion and DWP annual reports.
Networking	<p>The national ESF publicity network supports the sharing of good practice and measures to ensure consistency. The network membership comprises around 100 people from across the main national and local delivery partners including Co-financing Organisations. There is also representation from the England ERDF programme, Devolved Administration ESF teams and the European Commission's Representation in the UK. The network has met four times including its launch in March 2008, with approximately 60 participants attending on each occasion. Meetings include a mix of strategic and effective practice related presentations and working groups to address particular issues – such as annual publicity priorities and measures and good practice. External contributions have been well received – particularly from ESF projects and from Insite Research – who reported on the findings and recommendations from their evaluation of information and publicity activity at the March 2010 meeting.</p> <p>Most ongoing communications are through a regular publicity e-bulletin to all members – that typically contain 12-15 publicity related topics – some of a strategic nature, others about specific measures being taken forward. The main aims are to ensure members know what is happening on ESF publicity, what they need to do – and what they need to tell their providers.</p> <p>At a more strategic level a smaller Publicity Strategy Group (PSG) advises on the planning and delivery of information and publicity measures and their ongoing evaluation and review. More details on the PSG and publicity network are at paragraphs 9 and 10 above.</p> <p>In terms of wider collaborative networking, in line with Article 10 of Commission Regulation 1828/2006 the Managing Authority supports the networking and exchange of good practice on information and publicity measures across the EU; and is working with the Commission on specific measures such as the provision of good quality project data and case studies and the dissemination of Commission publicity materials. In May 2010 the England ESF programme Information Officer gave a presentation to the ESF Information Officers' network (membership from all Member States) about the organisation of the independent evaluation</p>

Measure	Progress
	<p>of ESF publicity and its findings and recommendations.</p> <p>The Managing Authority maintains regular contact with ESF information and publicity contacts in Scotland, Wales and Northern Ireland, This includes reporting back to them on networking and other activities that are taking place at an EU level, so that they are aware of and can contribute to these measures.</p> <p>At a regional and local level many CFOs, other beneficiaries and other ESF/ Structural Fund partners have developed local networks and agreed collaborative actions regionally and locally –for example awards initiatives, launch and celebration events and booklets. Some of these have involved the use of ESF technical assistance. More details can be found in the publicity section of this and earlier annual reports.</p>

Annex D

Breakdown of Indicators by Gender

Programme Indicators		
Outputs		
Ref	Programme indicators	Gender
		Female
1	Participants - TOTAL	38 %
2	Unemployed	27 %
3	Economically Inactive	40 %
4	Basic skill needs	37 %
5	Disabled	39 %
6	Aged 50 plus	38 %
7	Ethnic minorities	40 %
8	Female	100 %
Results		
Ref	Programme indicators	Gender
		Female
9	In work on leaving (P1 & P4)	35 %
10	In work after six months	39%
11	Gained basic skills	49 %
12	Gained full qual at level 2+	46 %

Priority 1		
Outputs		
Ref	Programme indicators	Gender
		Female
1.1	Participants - TOTAL	33 %
1.2a	Unemployed	26%

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1.2b	Unemployed	26 %
1.3a	Economically Inactive	40 %
1.3b	Economically Inactive	40 %
1.4a	14-19 NEET	37 %
1.4b	14-19 NEET	37 %
1.5	Disabled	37 %
1.6	Lone parents	87%
1.7	Aged 50 plus	33 %
1.8	Ethnic minorities	37 %
Results		
Ref	Programme indicators	Gender
		Female
1.10a	In work on leaving	35 %
1.10b	In work on leaving	35 %
1.11a	In work on leaving	37%
1.11b	In work after six months	43%
1.12	Economically inactive	44%
1.13a	14-19 NEET into EET	39 %
1.13b	14-19 NEET into EET	39 %
1.14	Caring responsibilities	64%
Indicators without targets		
Ref	Programme indicators	Gender
		Female
1.15	Unemployed in work	29 %
1.16	In work after six months	37%
1.17	Inactive in work	47 %
1.18	Economically inactive in work after six months	62%
1.19	Disabled in work	37 %
1.23	Aged 50+ in work	35 %
1.25	Ethnic minorities in work	39 %
1.27	Females in work	100 %
1.29	Gained basic skills	40 %
1.30	Gained qualifications	38 %

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Priority 2		
Outputs		
Ref	Programme indicators	Gender
		Female
2.1	Participant - TOTAL	45 %
2.2a	Basic skill needs	39 %
2.2b	Basic skill needs	39 %
2.3a	Without Level 2	47 %
2.3b	Without Level 2	47 %
2.4a	Without Level 3	51 %
2.4b	Without Level 3	51 %
2.5	Disabled	50 %
2.6	Aged 50 plus	42 %
2.7	Ethnic minorities	47 %
2.8	Female	100 %
Results		
Ref	Programme indicators	Gender
		Female
2.9a	Gained basic skills	52 %
2.9b	Gained basic skills	52 %
2.10a	Gained Level 2	42 %
2.10b	Gained Level 2	42 %
2.11a	Gained Level 3	61 %
2.11b	Gained Level 3	61 %
2.12	In managerial position	
2.13	Females in part time work	100%
2.14	Proportion gained level 2	61%
2.15	Proportion gained units/modules of level 3	32%
Indicators without targets		
Ref	Programme indicators	Gender
		Female

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2.16	Gained L4+	62 %
2.17	Gained units/modules of L4	55%
2.18	Females gaining basic skills	100 %
2.19	Females gaining L2	100 %
2.20	Females gaining L3	100 %
2.21	Females gaining L4+	100 %
2.22	Females gaining units or modules	100%
2.23	Disabled gaining basic skills	62 %
2.24	Disabled gaining quals	50 %
2.25	Disabled gaining units or modules	55%
2.26	Aged 50+ gaining basic skills	57 %
2.27	Aged 50+ gaining quals	41 %
2.28	Aged 50 + gaining units or modules	28%
2.29	EMs gaining basic skills	42 %
2.30	EMs gaining quals	52 %

Priority 4		
Outputs		
Ref	Programme indicators	Gender
		Female
4.1	Participants - TOTAL	42 %
4.2a	Unemployed	39 %
4.2b	Unemployed	39 %
4.3a	Economically Inactive	46 %
4.3b	Economically Inactive	46 %
4.4a	14-19 NEET	39 %
4.4b	14-19 NEET	39 %
4.5	Disabled	41 %
4.6	Lone parents	9%
4.7	Aged 50 plus	43 %
4.8	Ethnic minorities	46 %
4.9	Female	100 %
Results		

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Ref	Programme indicators	Gender
		Female
4.10a	In work on leaving	38 %
4.10b	In work on leaving	38 %
4.11a	In work after six months	Sample too small
4.11b	Proportion in work after six months	36%
4.12	Inactive engaged in jobsearch	37%
4.13a	14-19 NEET into EET	39 %
4.13b	14-19 NEET into EET	39 %
4.14	Caring responsibilities	65%
Indicators without targets		
Ref	Programme indicators	Gender
		Female
4.15	Unemployed in work	29 %
4.16	In work after six months	24%
4.17	Inactive in work	49 %
4.18	Inactive in work after six months	54%
4.19	Disabled in work	38 %
4.20	Disabled in work after six months	46%
4.21	Lone parents in work	Sample too small
4.22	Lone parents in work after six months	Sample too small
4.23	Aged 50+ in work	38 %
4.24	Aged 50+ in work after six months	Sample too small
4.25	Ethnic minorities in work	27 %
4.26	Ethnic minorities in work after six months	Sample too small
4.27	Females in work	100 %
4.28	Females in work after six months	36%
4.29	Gained basic skills	50 %
4.30	Gained qualifications	42 %

Priority 5		
Outputs		
Ref	Programme indicators	Gender

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		Female
5.1	Participant - TOTAL	53 %
5.2a	Basic skill needs	37 %
5.2b	Basic skill needs	37 %
5.3a	Without Level 2	43 %
5.3b	Without Level 2	43 %
5.4a	Without Level 3	55 %
5.4b	Without Level 3	55 %
5.5a	Without Level 4	63 %
5.5b	Without Level 4	63 %
5.6	Post Grad research	57 %
5.7	Grads placed within SMEs	57 %
5.8	Disabled	50 %
5.9	Aged 50 plus	52 %
5.10	Ethnic minorities	59 %
5.11	Female	100 %
Results		
Ref	Programme indicators	Gender
		% Female
5.12a	Gained basic skills	60 %
5.12b	Gained basic skills	60 %
5.13a	Gained Level 2	43 %
5.13b	Gained Level 2	43 %
5.14a	Gained Level 3	58 %
5.14b	Gained Level 3	58 %
5.15a	Gained Level 4	67 %
5.15b	Gained Level 4	67 %
5.16a	Gained Level 5	80 %
5.16b	Gained Level 5	80 %
5.17a	Placed with SME into employ	55%
5.17b	Placed with SME into employ	55%
5.18	Proportion in managerial position	
5.19	Females in part time work	100%
5.20	Gained units/modules of level 2	100%

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5.21	Gained units/modules of level 3	80%
5.22	Gained units/modules of level 4	83%
5.23	Gained units/modules of level 5	0%
Indicators without targets		
Ref	Programme indicators	Gender
		% Female
5.24	Females gaining basic skills	100 %
5.25	Females gaining L2	100 %
5.26	Females gaining L3	100 %
5.27	Females gaining L4+	100 %
5.28	Gained units/modules of quals	66%
5.29	Disabled gaining basic skills	50 %
5.30	Disabled gaining quals	43 %
5.31	Disabled gained units/modules of quals	0%
5.32	Aged 50+ gaining basic skills	61 %
5.33	Aged 50+ gaining quals	51 %
5.34	Aged 50 + gained units/modules of quals	50%
5.35	EMs gaining basic skills	72 %
5.36	EMs gaining quals	52 %
5.37	EMs gained units/modules of quals	0%