

MAYOR OF LONDON

Skills for Londoners Community Outreach Programme

Community Organisations Ideas Camp

June 2023

SKILLS ROADMAP FOR LONDON

Helping Londoners to access good jobs and to lead happier, healthier lives

- Mayor published Skills Roadmap for London in January 2022.
- The roadmap builds on the London Recovery and links to the **Local Skills Plan with the aims of:**
 - Making skills provision **more locally relevant** - a more joined-up skills and employment offer for the needs of Londoners and local businesses and employers.
 - **Making an impact** and leading to positive economic and social outcomes
 - Making adult education and skills provision even **more accessible** to those who need it most



ADULT EDUCATION BUDGET (AEB)

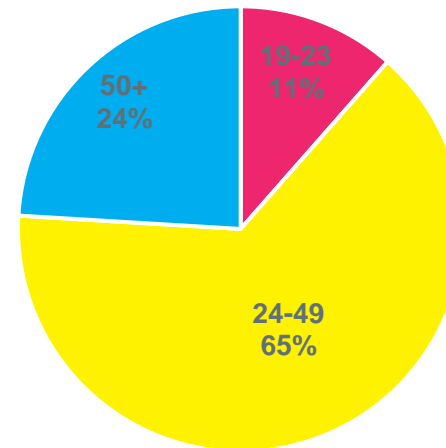
- The AEB has been **delegated to the Mayor of London since August 2019**. This will cover most 19+ skills training in the capital. It does not fund apprenticeships and traineeships.
- London's AEB can only be used to fund adult learners (aged 19+) who are **resident in the capital**.
- It is focussed on **supporting people in low-paid work and unemployed Londoners to find good jobs**.
- It is mostly focussed at delivering **basic skills and learning at Level 2** (equivalent to GCSE) and below.
- It also funds the **majority of ESOL provision** in London.

70%

of learners are women

60%

of learners are from Black, Asian, or ethnic minority backgrounds



24% of learners are aged 50+

Individualised Learner Record (ILR) 2020/2021 R14, as provided to GLA by ESFA

SKILLS FOR LONDONERS


Mayoral skills and employment programmes

- The Mayor is creating a more integrated skills and employment system for London.
- This includes embedding the £330m AEB and skills funding into wider work across the city, ensuring it also works well with other programmes.
- Other programmes that complement the AEB include:


Mayor's Skills Academies	No Wrong Door	UKSPF	Skills Bootcamps	London Multiply
<p>Coordinate sector specific training including AEB courses</p> <p>Fund job outcomes through the AEB</p>	<p>Join up local skills and employment services</p> <p>Refer Londoners to AEB training that's right for them</p>	<p>Supporting young Londoners who are NEET.</p> <p>Supporting economically inactive/ long term unemployed adults to progress into employment or education</p>	<p>Will deliver short sharp, non-AEB courses with work experience.</p> <p>Focussed on higher level skills in key sectors</p>	<p>New numeracy courses that doesn't duplicate AEB</p> <p>Focus on supporting Londoners engage with learning and respond to cost-of-living increases</p>

SKILLS FOR LONDONERS COMMUNITY OUTREACH PROGRAMME

Many Londoners have a limited awareness of the skills offer provided across the city and we know those who could benefit most from those learning opportunities are often the least likely to formally engage. Community organisations are expertly placed and trusted to provide intermediary support through non-traditional routes and engage communities of Londoners and best meet their needs.



The Skills Roadmap committed to delivering a **long-term engagement and community outreach programme for adult education** in London. The purpose of the programme is to start engagement work and undertake outreach activity in key target communities, including low-income Londoners and those who are digitally excluded, to target those most in need of adult education and increase their participation in learning.



The programme aims to help to address current pressures such as the cost of living crisis where upskilling can be an important way to tackle in work poverty, and also wider outcomes such as economic, health and wellbeing, and social, which can be impacted by participation in learning.

PROGRAMME OVERVIEW

The Mayor launched a second round of our Community Outreach Programme for small community organisations, to increase participation in adult learning for those most in need of adult education, as part of his mission to build a fairer and more prosperous city for everyone.

Grants of up to **£27,000** are available to around 40 community organisations who can work with local communities and help signpost Londoners to adult education opportunities.

Applications must be made between **5 June and 7 July** to be considered and projects will run up until April 2024, with the possibility for successful projects to continue into the next funding round for 24/25.

The metrics for the programme are:

- The number of Londoners engaged.
- The number of referrals made into adult education opportunities including into numeracy provision.
- Proportion of learners who have attended a course.

NUMERACY FOCUS

The second round of our Community Outreach Programme includes a focus on raising awareness of the role of numeracy skills to life and work and available numeracy skills provision in London.

- **Why....**
 - London has a numeracy skills gap; it is estimated 58% of Londoners have low numeracy skills.
 - This can have a huge impact on people's lives - adults with skills at this level may not be able to understand their pay slips, work out discounts and deals, or convert bills from monthly to quarterly or annual amounts.
 - We also know there are significant negative attitudes to maths that can stop Londoners accessing numeracy skills provision, with many feeling it could be too late to improve, nervous to try or unsure where to go for support. These include maths anxiety and a lack of confidence, sometimes resulting from negative experiences, and an accepted cultural attitude to maths.
- **To reduce negative perceptions and support Londoners to access provision, activities could include:**
 - Raising awareness of available numeracy skills provision
 - Running activities to building numeracy confidence, such as tips on understanding deals at the supermarket, this could be within other workshops or standalone

LONDON MULTIPLY PROGRAMME



OBJECTIVES

- ❖ Increase participation in AEB and other adult education provision, for those who need it most.
- ❖ Increase awareness and understanding of what the Mayor is doing to support and deliver adult education and skills by Londoners, employers, and key referrers into the skills system.
- ❖ Reduce attitudinal barriers towards numeracy learning and raise awareness of the role of numeracy to everyday life and work.
- ❖ Increase awareness and participation in numeracy learning opportunities including the London Multiply programme and AEB numeracy provision.
- ❖ Increase awareness of the skills opportunities and careers in the Academy priority sectors (green, health and care, hospitality, digital and creative) by Londoners, employers, and key referrers into the system.
- ❖ Share best practice in promoting adult education to those who need it most with AEB providers and other partners.

This funding should not be used to deliver training or employment support activity directly.

TARGET GROUPS

Research and engagement undertaken during the development of the Skills Roadmap showed that there are groups of Londoners who are most in need of support through adult education.

Examples of those demographics that may benefit the most from the programme include (but are not limited to):

- individuals who are digitally excluded and/or have negative experiences of mainstream education,
- older and younger Londoners,
- Black, Asian or ethnic minority Londoners,
- women,
- individuals with English language needs,
- those seeking asylum,
- those most likely not to be engaged in adult education,
- individuals impacted by the cost of living including those who are out of work or Londoners earning below the London living wage,
- And Deaf, disabled and neurodivergent Londoners, and those with long-term health conditions.

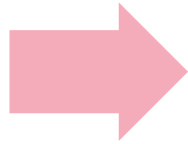
To note for organisations focusing on numeracy skills, the London Multiply programme has a specific focus on supporting parents, care leavers and those with experience of the criminal justice system.

DELIVERY ACTIVITIES

Example activities from round one include:

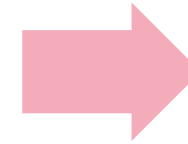
Target cohorts

- Individuals from Black, Asian, and ethnic minority communities
- Disabled people
- Adults with mental health or substance misuse issues
- Individuals on benefits or on low-income,
- Refugees and asylum seekers,
- Recent arrivals from **Hong Kong, Ukraine and Afghanistan**,
- Those who are underrepresented in the labour market



Delivery activities

- **Regular group presentations** on local courses and programmes
- **1-1 appointments** to determine learning needs and barriers
- **Workshops** and advice on finding courses
- Making **direct referrals** to adult learning provision
- Creating a **User Guide** on How to Register for Courses



Reporting

- **Collecting evidence** of work through video conferencing apps, online and printed questionnaires and surveys, attendance registers and feedback
- **Follow-up** with individuals after one month to monitor progression
- **Creating case studies** from beneficiaries, referral partners, project advisers and volunteers

PROGRAMME ELIGIBILITY

To be eligible for the programme, you must:

- be a user-led London-based community, voluntary, faith, cultural, or grassroots organisation
- be a registered charity, social enterprise or Community Interest Company that can demonstrate a track record of transparent financial accounting processes
- have an annual income under £500,000
- hold a UK bank account
- be an individual or un-constituted community group nominating a partner organisation to receive the funds on their behalf.

HOW TO APPLY

- Complete an application form to apply for the programme using GLA OPS, please follow the link on our website: **Community Outreach Programme OPS Application**
- **Deadline for submissions is 5pm on 7th July 2023.**
- It is expected that successful projects will be announced on **18th August 2023.**
- **Guidance on how to use OPS is available on our website.**
- For any other queries please contact the team directly at sflcommunityoutreachprogramme@london.gov.uk Our Q&A section will be regularly updated throughout the application process with responses.

APPLICATION FORM

What will you be assessed against in the application form?

- 1. The rationale behind why you are proposing to work with your target cohort (s) and how the project can address barriers evident for that cohort(s). 10 marks**
 - 2. How your project will work to promote referrals for your target cohort(s) into adult education opportunities. 10 marks**
 - 3. The systems you have in place to monitor referrals and report referrals back to the GLA. 10 marks**
 - 4. How your project will build relationships with local communities and adult education providers. 10 marks**
 - 5. How the impact of your project will be shared with your local community. 10 marks**
 - 6. The number of participants you are aiming to target for engagement and referrals across the lifespan of your project. 10 marks**
-

BID WRITING TIPS

- 1. Ensure the project idea is targeted to the objective of the programme.**
- 2. Show a history of work or the identification of local need.**
- 3. Acknowledge existing or new processes.**
- 4. Be specific.**
- 5. Demonstrate the impact of your programme.**

ONBOARDING SUPPORT FOR SUCCESSFUL GRANTS

We will have a have a few weeks for an onboarding period.

During this period, we will be providing a training package to inform successful grantees of our adult learning offers to support organisations to make high quality referrals and establish strong relationships with local providers. This will include information on **AEB, Multiply, Bootcamps and MAP**.

The onboarding support will include:

- A series of webinars or in person events providing details on the adult learning sector.
- A follow up information guide that organisations can use to start referrals, linking to the GLA's provider map. Organisations will also be able to share this directly with learners.
- Establishing digital networks so that organisations can share ideas around learner activities or best practice for referral mechanisms amongst themselves.

PROGRAMME TIMINGS

- **5 June-7 July:** Applications open
- **5pm 7 July:** Final deadline for applications
- **July- mid August:** Internal scoring of applications
- **Mid-late August:** Organisations will be notified and the successful projects will be publicly announced.
- **Late August- Early September:** Onboarding period with organisations
- **September:** First grant payment (TBC)