

## Section B – GUIDANCE FOR APPLICANTS

Employability and Social Inclusion/Poverty Pipeline Challenge Fund will support projects which will assist in mitigating the impacts of inequalities, social inclusion and to actively target those clients who are furthest from the labour market and face a particularly challenging combination of barriers (2 or more) to finding and making progress in work, particularly those in rural areas. Poverty and Social Inclusion Project (1 Barrier)

The Challenge Fund has been established by Perth & Kinross Council on behalf of the Community Planning Partnership and can provide ESF funding from 2019 to 31st December 2022. The funding from the Challenge Fund is up to and cannot exceed 50% of the total eligible costs of the project. Please contact the ESF Programme Management Team for further details prior to commencing application stating which Intervention you are applying for Employability Pipeline or Positive Futures! to Address Poverty by emailing [EuropeanSocialFundPMO@pkc.gov.uk](mailto:EuropeanSocialFundPMO@pkc.gov.uk). Applicants must bring match funding of the remaining total eligible project cost, and evidence the extent of their match funding and match funding source.

### Who can apply

Applications are invited from organisations such as SMEs, non SMEs, community groups, registered charities, third sector, community benefit societies, community interest companies, local authorities, public sector organisations and academic institutions. Applicants will be expected to provide evidence in their application of engagement already undertaken with key stakeholders, including the relevant regulating authorities and local communities, and confirmation of support for the proposals, including an understanding by these parties of the potential environmental, social and economic impact of the project. Projects already in receipt of public funding for their project may still be eligible for this Challenge Fund as long as the work identified for support falls outside the remit of existing support and is state aid compliant.

### Nature of potential activity

Proposals should demonstrate that they will meet the following criteria:

- i. Support delivery of SOA outcomes
- ii. Have a strong focus on prevention activity

In addition, the programme will support activities that:

- i. Are innovative: could be a demonstration project or a test of a new approach
- ii. Are addressing unmet need
- iii. Will deliver an end of project legacy report and/ or plans for continued funding which is not reliant on Perth & Kinross Council
- iv. Demonstrate genuine collaborative or partnership working

The programme will aim to have a balance of projects to support achievement of outcomes across target groups.

Any potential applicant should take account of the needs of the service user (i.e. the target group) and understand what the Challenge Fund is aiming to achieve. Please take the following into consideration:

- i) Supporting the SOA. You should outline how you will support the outcomes set out in Perth & Kinross Community Planning Partnership's Single Outcome Agreement for 2013-2023.

<http://localapps.pkc.gov.uk/internet/flashmag/Community%20plan%202013/index.html>

- ii) Prevention. Your application must explain how you will build capacity or resilience for people in Perth & Kinross, in order to demonstrate a lasting impact.



iii) Resolution and avoidance of types of problems. Your application must articulate how the funds will be used to directly assist members of the public in the target groups. Reasonable contributions to management and overheads are permitted but the majority of the funds must benefit target groups.

iv) Restricted funds. You will be required to demonstrate exactly how the funds will be used in the furtherance of the application aims and objectives and match funding of (60%) of total project cost must be evidenced by auditable accounts

### **Target Groups Employability Pipeline**

#### **Adult**

- People aged over 25 claiming ESA in the Work Related Activity group for more than 1 year
- Long term unemployed (claimant count) and short-term unemployed people who face multiple barriers and are most at risk of becoming long-term unemployed particularly those aged 50-64.

Other priorities: Skills gaps in key growth industries for Perth and Kinross. Pockets of deprivation in Perth and Blairgowrie

#### **Youth**

- School leavers most at risk of failing to achieve a positive destination are a) those who are statutory summer or winter leavers and b) those from schools out with Perth and PRE-NEET

Other priorities: Skills gaps in key growth industries for Perth and Kinross. Pockets of deprivation in Perth and Blairgowrie

#### **Health**

- Intervention for those with severe barriers including mental health issues

#### **Target Group Social Inclusion/Poverty**

- Target: Workless, lone parent or low income households throughout Perth and in particular 5 wards

Ward areas - Strathmore and Highland, Blairgowrie and Rattray, Perth City and Perth City North

#### **Outputs and Milestones**

The whole ethos of these interventions is to equip the local unemployed community of Perth & Kinross with the necessary skills to obtain sustainable employment and subsequently reduce the number in receipt of Out of Work Benefits and to support those with benefit advice, Money Management skills i.e. income maximisation and debt advice

Therefore the fundamental output for these projects must be Training & Job Outcomes.

Within the proposal document, potential providers must outline:-

- Detailed outline of Organisational activities and support on offer;
- The proposed start and completion date;
- Proven and established employer links;
- Potential Job opportunities available of more than 16hrs per week;
- Demonstrate a network of participant referral agencies or plan of how to source participants;
- Robust management information systems;

Applicants should outline the Communication and Marketing strategy envisaged to ensure the success of the Operation. Applicants should refer to the Publicity section of the Programme Guidance for further details of all publicity requirements



<http://www.gov.scot/Resource/0049/00499194.pdf>

- Proposed aftercare support for employers and participants;
- Expected actual job outcomes where applicable (no less than 60% of total participants);
- Outline of evaluation process and final report.

### **Fees and Costs**

Payments will be based upon the achievement of registrations, Milestones of achieved activities and outputs and results.

### **State aid**

Support to assist with the development of activities will be delivered as either de minimis State aid funding or funding under General Block Exemption Regulation (GBER) Article 31 Article 33, Article 34 and Article 35

### **De minimis state aid**

The European Commission's de minimis Regulation permits aid of up to €200,000 to an individual recipient (from all public sources) being awarded under that Regulation in any rolling three-year fiscal period. The sterling equivalent is calculated using the Commission's exchange rate applicable on the written date of offer of the de minimis funding. ***If you have received any de minimis aid from another source, you must declare this as part of your application in Section 9 of the application form.*** As the applicant, it is your responsibility to ensure that any award that may be provided does not breach the €200,000 ceiling.

The European Commission considers that public funding to any one firm of up to €200,000 over a 3 year fiscal period has a negligible impact on trade and competition, and does not require notification. This aid can be given for most purposes, including operating aid, and is not project-related. This is generally known as Industrial *de minimis* aid because of the economic sectors it supports.

This ceiling takes into account all public assistance given as *de minimis* funding over the previous 3 years and which can take various forms (grants, loans, subsidised contracts, etc). Aid given under an approved scheme does *not* have to be cumulated with *de minimis* aid, provided any such *de minimis* aid is not awarded towards the same eligible costs as those supported via that approved scheme.

***It is important to record on your application any de minimis funding you have received over the previous 3 years. This can normally be easily identified on any previous grant offer letters you have been given from public bodies.*** State Aid compliance guidance 2

[2 https://www.gov.uk/guidance/state-aid#compliance-with-the-state-aid-rules](https://www.gov.uk/guidance/state-aid#compliance-with-the-state-aid-rules)

