



Employability

Building Better Opportunities (BBO) –

Lots More to Offer Project 2017 - 2019

Background

Building Better Opportunities is a Big Lottery and ESF funded 3 year project, helping people who are furthest away from the labour market get back into work. Project participants will be predominantly 45-64, and represent a range of minority groups, backgrounds and ages.

There are 4 partners within the BBO, Lots More To Offer Partnership. Social Enterprise Kent and its partners will deliver the 4 work streams detailed below;

Workstream 1: Employability Support

Providing the following services to unemployed/ economically inactive clients who are aged 45+;

- 1:1 coaching and support
- Employability training
- Accredited training
- Vocational training
- Workshops
- Job clubs
- Volunteer engagement
- Peer support

Workstream 2: Age-Friendly Recruitment Agency: Online Recruitment Website and Application (App)

Lots More to Offer will create an age-friendly recruitment website and 'App' run by the over 45s for the over 45s. It will be easy to use, and will help match appropriate, meaningful volunteering, training and recruitment opportunities with those people looking for them.

Workstream 3: Encourage Self-Employment

For some, the idea of working else isn't for them. They may have a burning desire to start their own small business and be their own boss. We will use our enterprise support expertise to help create 10 new businesses across Kent, Medway and East Sussex. This is an opportunity for older people to develop practical skills that they can work on, in and around their other responsibilities.

Workstream 4: Employment Engagement

Outdated stereotypes, unconscious bias and age discrimination all contribute to preventing older people from staying in or returning to work. And all these mean is that age is one of the major hurdles that hinders successful job search. Other hurdles include low skills, lack of confidence, out of date

qualification, long-term health conditions, disabilities and the difficulty of combining work with caring. Many over 50s are affected by some or all of these factors, with older women facing particular barriers. We will tackle this through a specific employer engagement programme.

Lots More To Offer – Partnership

Organisation Name	Role within project	Geographical area of coverage
Sussex Community Development Association (SCDA)	<ul style="list-style-type: none"> - Delivery of the employment support, employer engagement and self-employment workstreams. - Will support SEK with the online recruitment agency by helping to roll out the offer in East Sussex. 	East Sussex
Action for Communities within Rural Kent (ACRK)	<ul style="list-style-type: none"> - Delivery of the Employment Support workstream in rural parts of Kent and Medway. - Support to SEK for the other 3 workstreams. 	Rural areas of Kent
Swale CVS	<ul style="list-style-type: none"> - Delivery of the Employment Support workstream in Swale and Medway. - Support to SEK for the other 3 workstreams. 	Swale and Medway
SEK	<ul style="list-style-type: none"> - Overall contract management - Marketing and communications - Delivery in East Kent for all 4 workstreams - Creation of online/ app based solutions 	Rest of Kent

Registered address: SEK, 2b, The Links, Herne Bay, Kent, CT6 7GQ.

Company registered in England and Wales number 1937728. VAT registration number 111 2816 61.

Engagement Targets	Total over 3 years of project
People are engaged in activities to improve their work readiness (50/50 split between men and women in take up)	150
Participants aged 50+ engaged in activities to improve their work readiness	113
Economically inactive participants engaged in activities to improve their work readiness	75
Unemployed participants engaged in activities to improve their work readiness	75
Participants with disabilities engaged in activities to improve their work readiness	24
Ethnic minorities engaged in activities to improve their work readiness	11

Outcome Targets	Total over 3 years of project
Participants enrolled on the project move into education or training on leaving	45
Participants move into employment, including self-employment, on leaving	29
Participants who were economically inactive when joining the project move into job search on leaving	53

For more information on the Lots More To Offer project, please contact Natalie Ross, Employability Project Manager, on n.ross@sekgroup.org.uk, or 07809-207-083.