

**MAYOR OF LONDON**

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# Skills for Londoners Community Outreach Programme

**Webinar – 28 May 2024**

Hannah Willis & Lauren Evans



# BACKGROUND

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The Mayor is responsible for the majority of adult skills in London through different programmes, however, many Londoners have a limited awareness of the adult skills opportunities available. Evidence shows that community groups and local organisations are highly valued and trusted by the Londoners and neighbourhoods they work with, and, as such, can be more effective at reaching people and connecting them to opportunities.

The Community Outreach Programme has funded community organisations over the past two years to raise awareness of London's adult skills opportunities, increase participation in adult learning skills provision, and help to build sustainable links between providers, community groups and the Londoners they work with:

- In 22/23 we worked with 12 different community groups across a range of target groups.
- In 23/24 we expanded the programme and funding available to work with 28 organisations across all London boroughs.

**The Mayor is now launching the third round to continue this work with community groups and the Londoners you work with.**



# PROGRAMME OVERVIEW

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Grants of up to **£35,000**

For to up to 45 community organisations

Projects can work across any London boroughs

To engage with Londoners who have barriers to engaging with adult skills provision

Programme will run from September 2024 – August 2025

Initially, this is a one-year programme to run to August 2025 with a possibility for additional funding into a further year for projects that are successfully delivering. This is subject to available GLA funding at the time.

Application window is open between 17 May 2024 to 5pm 21 June 2024.



# OBJECTIVES

The Skills for Londoners Community Outreach Programme aims to engage groups of Londoners who are currently not enrolled in adult skills by:



Addressing barriers to education and reducing attitudinal barriers towards learning, including maths and numeracy.



Delivering tailored outreach activities.



Promoting, and increasing understanding of adult skills opportunities in London including skills programmes funded by the Mayor.



Increasing participation in adult skills provision (particularly programmes funded by the Mayor) for those who need it most.



Sharing best practice on how to engage with communities in relation to adult skills opportunities.



Building relationships with adult skills providers to create referral pathways into adult learning.

**The programme has a specific focus on raising awareness of numeracy skills and provision, such as the London Multiply programme.**



# TARGET GROUPS

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The programme aims to engage individuals who are most in need of support. Examples of target groups which previous funded community outreach programme projects have worked with are below, but bidders are welcome to outline additional target groups to the ones below through their application form.

- Individuals who are digitally excluded and or who have had negative experiences of mainstream education
- Black or minoritised ethnic Londoners
- Women
- Individuals with English language needs
- Individuals seeking asylum
- Individuals who are out of work or Londoners earning below the London living wage
- Deaf, disabled and neurodivergent Londoners, and those with long-term health conditions
- Parents and those with caring responsibilities
- Care leavers
- Ex-offenders
- Those with experience of the criminal justice system

**Bidders should demonstrate existing connections with their target groups or an ability to develop new connections with the groups they will work with through their application.**



# ORGANISATION ELIGIBILITY

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**To be eligible to apply for funding on this programme, organisations 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.

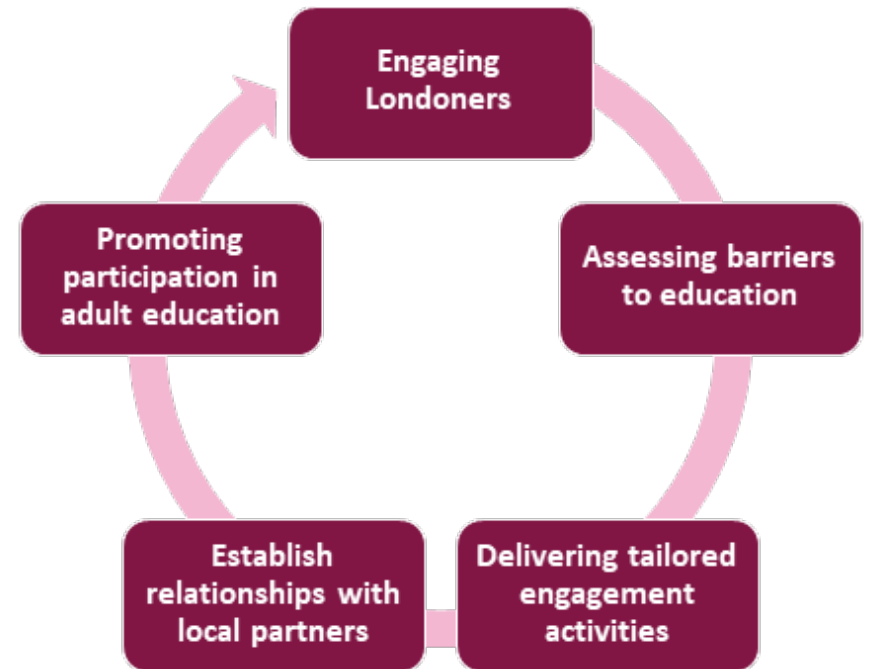
**Additional information on the documentation required by organisations and the due diligence checks that will be conducted are available in the prospectus.**

# PROGRAMME ACTIVITY

**Bidding organisations will be able to apply for funding to deliver a range of engagement activities that will help to achieve the overall programme objectives.**

## Programme activity should include:

- Targeted support to promote and raise awareness of adult skills opportunities and generate referrals into learning.
- Establishing referral pathways into adult skills by building and strengthening relationships between community groups and key organisations such as adult learning providers, No Wrong Door Integration Hubs, or other support agencies who can help address barriers to learning.
- Reducing negative perceptions of maths by promoting and raising awareness of the role of numeracy skills to everyday life and work and numeracy learning opportunities.
- Supporting participants when they start an adult skills opportunity where needed, to help overcome any initial challenges and reduce the risk of drop-out.
- Working closely with participants to provide support that builds confidence, and helps access local services (such as childcare, health and social care and other specialist services), so that they may be able to participate in adult skills.
- Working closely with other skills community engagement programmes such as the London Multiply Roadshow.
- Signposting to adult community learning provision.





# PAYMENT MODEL

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Subject to the delivery of key claim requirements as outlined in the Delivery Handbook (draft), successful projects will be paid in milestone payments as set out below:

Milestone	Claim window opens	% of overall grant award
1st Milestone (Initial)	01 September 2024	30%
2 <sup>nd</sup> Milestone (Interim)	01 January 2025	30%
3 <sup>rd</sup> Milestone (Interim)	01 April 2025	20%
4th Milestone (Final)	01 August 2025	20%





# PARTNERSHIP WORKING

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**Engagement with key partners ensures that the aims and objectives of the Programme are achieved**

**Key local partners include:**

- Other organisations delivering the SfL Community Outreach Programme
- Your local No Wrong Door Integration Hubs
- Adult skills and London Multiply leads
- Other Mayor of London funded Skills Provision
- London Multiply Roadshow events (free, fun and family-friendly numeracy events across the city)
- Other specific organisations relevant to project delivery

**Other key-programme partners**

- Evaluators
- GLA officers

**Adult Skills provision, funded by the Mayor is:**

- The Adult Skills Fund (ASF), previously the Adult Education Budget.
- The London Multiply Programme.
- Skills Bootcamps
- The Mayor’s Skills Academies Programme
- The UK Shared Prosperity Fund (UKSPF)
- Free courses for jobs (FCFJ)

*Further information can be found in the Prospectus on the [Skills for Londoners Community Outreach programme | London City Hall page](#).*



# DELIVERY HANDBOOK

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This is a guidance document designed to help organisations who are awarded grant funding understand the different elements of the Programme once in delivery.

This document outlines reporting needs, including:

- System requirements
- Participant Data Collection Template (PDC) completion
- Quarterly claim and payment information
- Enrolment and case study paperwork needed once delivery starts.

You must review the **Delivery Handbook** before applying

Please note that the publish version of the Delivery Handbook is in draft and will be finalised for issue at Onboarding.

# FURTHER INFORMATION

The Programme [Prospectus](#) – this is linked directly on the page

[Supporting documents](#) – further information on the Delivery Handbook can be found in this section

[Application questions](#) – further information on the scored questions included in the application in OPS

[How we score applications](#) – further information on how we assess and score the applications we receive

[Join a session and learn more](#) – more information on upcoming online and in-person market warming sessions.

[How to apply](#) – more information on the application deadline and link to start the application with OPS

[What happens next](#) – further information on announcements

[Questions and Answers](#) – This section contains important information on the deadline for asking questions.

This is where the GLA will publish answers to any questions received on a weekly basis.

opportunities.

## About the programme

The Mayor has committed to raising adult education awareness, ensuring Londoners have necessary skills to improve their lives. Community organisations are important to support this, helping raise adult learning awareness within London's diverse communities.

Through the programme, the Mayor is offering grants to community organisations. These support outreach activity, targeting Londoners most needing adult education, and referring them to adult learning opportunities.

The programme helps the Mayor achieve his commitment to upskilling Londoners, while giving businesses the skills they need to thrive. These aims help make London a fairer, safer and greener city.

## Application information

Applications are now open for 2024-25.

If you want to apply to the programme, you should read this section before you begin. You can also refer to it whilst applying, until submitting your final version.

+ [Supporting documents](#)

+ [Application questions](#)

+ [How we score applications](#)

+ [Join a session and learn more](#)

+ [How to apply](#)

+ [What happens next](#)

Find out more about the programme, what we will fund and eligibility criteria on the [link](#) for Londoners Community Outreach Programme prospectus.

## Questions and answers

We will update this section with questions, so recommend potential bidders keep an eye on this section during their application process.

The question submission deadline is **5pm on 14 June 2024**. To maintain an open and fair process, we cannot answer any questions received after this.

Submit a question by emailing: [efoommunityoutreachprogramme@london.gov.uk](mailto:efoommunityoutreachprogramme@london.gov.uk)

Each week we will review submitted questions, publishing relevant answers in this page section the following Wednesday.

Potential bidders can also find out more by reading [previously answered questions](#).

+ [Questions and Answers 2024-25](#)

## Case studies

Learn more about Community Outreach programme positive impacts by reading these case studies:

- Case study one: [We Restart \(1\)](#)
- Case study two: [We Restart \(2\)](#)
- Case study three: [EFA](#)
- Case study four: [Transit Community Support](#)
- Case study five: [Belma ORow](#)
- Case study six: [Home Start](#)



# HOW TO APPLY

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- You can apply for the programme on our OPS system.
- Please read our guidance for accessing the OPS system before starting your application.
- Deadline for submissions is **5pm on 21 June 2024**
- Applications received after the deadline will not be considered or scored.
- For any other queries please contact the team directly at [sflcommunityoutreachprogramme@london.gov.uk](mailto:sflcommunityoutreachprogramme@london.gov.uk)
- The Q&A section will be regularly updated throughout the application process with responses.



# PROGRAMME TIMINGS

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**17 May 2024 to 21 June 2024:** Applications window



**5pm on 21 June 2024:** Final deadline for applications



**24 June - August 2024 :** Scoring and assessment of applications



**Mid-late August 2024:** Organisations will be notified



**September 2024:** Onboarding



**September 2024:** Delivery Starts & 1<sup>st</sup> Milestone claim window (TBC)



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# Questions