



Elevate Berkshire



Possible future projects for Elevate Berkshire

As you are aware, two new projects, funded by Elevate are starting in Slough in May and June (procurement for the Lone Parent project is currently underway) and there is still a further amount of money available to spend on one or more future event(s) of approx. £60k. We need to ensure that this pot of money is used specifically to increase our output figures. Any project chosen will need to be completed by June 2019 to ensure that we can successfully claim the outputs achieved before the project finally closes.

There is the possibility of spending around £10k in recruiting a Digital Marketing Apprentice, perhaps shared between Elevate Berkshire and one or more of the Local Authorities. This apprenticeship would be used to increase the social media presence of Elevate Berkshire and to ensure that the ElevateMe website is kept up to date and relevant. There are now many social media channels available and it would fit with our ethos to employ a young person for this role, to widen the channels being used and to relate peer to peer with our target audience group.

Assuming that all are still in agreement with this proposal that would leave a sum of approximately £50k to spend on one or more projects to increase our required targets for the Elevate Project.

Mental Health- Intensive Support Project

Many thanks to everyone for the comprehensive comments received as a result of my initial paper. The consensus was that of the suggested target groups, we should consider supporting young people with mental health issues and that we should deliberate about employing two outreach workers pan Berkshire to deliver the support. We would need to look at this very carefully, as there are many charities, organisations and Council resources already delivering this, alongside a new strategy being delivered by the local CCG's in this specific areas.

Potential delivery models:

- Procurement exercise to commission a provider working to a specification agreed by the partnership.
- Recruitment of 2 Elevate support workers to work intensively with a small caseload of individuals from each local authority area.

It is also worth noting that there have been initial conversations with different organisations who could be interested in working collaboratively on a project such as this.

Ethnic Minority Project

As a result of the news received back regarding the change request, we need to look very carefully at the options for project 3. We need to ensure that any project started will have sufficient time and resource allocated to it to ensure its viability and to ensure that we meet the required outputs for the project as a whole.

If we were to agree to the extension of the close of the project, we would now be required to meet considerably higher targets for our outputs:

- **O5 – Participants from Ethnic Minorities:**
 - Proposed target: 670
 - Current contracted target: 470
 - Current performance: 310

As can be seen, we have comfortably met the target for CO16 already, so that this would not be an issue. However, the target for O5 – Participants from Ethnic Minorities is far more difficult to achieve. Kennedy Scott are now contracted to run the BME project in Slough and they are tasked with achieving 130 sign ups within the year, leaving 230 for the remainder of the Unitary Authorities to sign up.

There are still significant pockets of minority ethnic groups across Berkshire that Elevate Berkshire could potentially engage with, especially if we try to 'look outside the box' rather than just encouraging them to attend one of the local Hubs. It is possible that we could employ two outreach workers to work with this target group and for them to provide intensive support for the individual clients and for them to be able to access our wider support mechanisms across the County. I would welcome any other suggestions as to how we could achieve the delivery of this project.

Our feeling, as the central team, is that if as a programme we show a real focus on supporting participants from a B&ME background this target can be achieved. Reading BC, as lead partner is also in agreement that accepting this increase is the best option for the programme.

It is also worth noting that our performance now against the revised Outputs and Results profile submitted with the change request, increases our overall performance for engagement to around 76% vs 54% (our current profile until Oct '18); should this profile be accepted, it makes our programme target much more achievable and relieves some pressure regarding underperformance.

Centrally, we have continually pushed partners to consider E&D and how they can target groups who are underrepresented in their numbers, as per contract requirements.

Digital marketing:

Appendix F- Options Paper

There is a definite consensus that we should employ a Digital marketing apprentice and it has been agreed that this will be delivered as a partnership with Bracknell Forest Council. The apprentice will be based at Elevate Reading for three days of the week and at Times Square, Bracknell for the balance. Reading Borough Council will provide support for all employment issues as well as ensuring that we utilise the Apprenticeship Levy to part fund this post.

The role will ensure that we significantly increase our online presence, both on the ElevateMe website and by ensuring that we utilise all media channels to improve penetration of the market to increase interest in our offer.

At the last Steering Group meeting, it was also suggested that we try to source some digital media training for the partners, so that we could all become more proactive in this area. There are numerous courses available across Berkshire, however, most of them are very expensive and also require a large time commitment as well. I have managed to find a company that provides free workshops in digital marketing at their office in Tadley – Digital House. They have two levels of workshops: digital insight or intermediate digital. I have discussed these workshops with them and they could potentially deliver something for the Elevate team (but at a cost, depending on numbers). Rebekah and I are going to attend their next workshop in June and will report back to you all on how useful they would be for the wider team.