



## THE EUROPEAN SOCIAL FUND IN EAST OF ENGLAND: KEY FACTS

### 2007 to 2013 Programme

#### **Funding**

£174 million ESF

£174 million national match funding

£348 million in total

#### **Targets**

Total number of people who will be helped to improve their skills and job prospects = 138,000

Number of people not in work who will be helped in to jobs by the end of their ESF course = 15,000

Number of the most disadvantaged people who will make positive progress towards jobs = 11,000

Number of disadvantaged young people who will be re-engaged in learning or a job = 6,000

Number of people who will gain (full) qualifications (including basic skills qualifications) = 26,000

#### **Regional priorities**

##### *Priority 1 – Extending employment opportunities*

In order to meet Government's target of an 80 per cent employment rate in the East of England, at least 85,000 more people need to move from welfare to work. To address this, the Regional Economic Strategy is focused on increasing employment rates in disadvantaged communities that face particular barriers to employment. These include people:

- aged over 50;
- without partners, especially lone parents;
- with low qualifications and skills;
- with disabilities and health conditions;
- who belong to certain minority ethnic groups; and
- who live in an area of high unemployment.

##### *Priority 2 – Developing a skilled and adaptable workforce*

By developing a skilled and adaptable workforce, ESF Priority 2 will help to improve productivity, innovation, enterprise and competitiveness. The East of

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England needs people and businesses to understand the value of learning and skills and develop education and training to better meet the needs of the regional economy.

The East of England Skills and Competitiveness Partnership (EESCP) including the Skills for Business Network, have identified and agreed seven Level 2 and Level 3 priority sectors in the region. These are:

- construction/built environment;
- retail;
- logistics;
- health & social care;
- hospitality;
- manufacturing & engineering; and
- land based industries.

Although land based industries are included in the EESCP sectors, the Rural Development Programme for England (RDPE) will support training for the land based sector and therefore ESF will only fund activity where RDPE does not intervene. The role of migrant workers and the skills problems they face are also important issues to address.

### **Co-financing Organisations**

Bedfordshire County Council

Department for Work and Pensions

East of England Development Agency

Learning and Skills Council

Luton Borough Council.

### **2000 to 2006 Programme**

#### **Achievements**

Number of people helped into jobs since 2000 = 19,400

Number of people gaining qualifications since 2000 = 48,700

#### **Case study: Dido Project**

The Dido Project was funded by the European Social Fund through the Learning and Skills Council. It was coordinated by Lynn Taylor from Suffolk County Council. The project was named after Princess Elissa who lived in the 7th century BC. She became a great leader and was renamed 'Dido - the woman with the strength and force of a man' by her supporters.

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The Dido Project was aimed at women aged 25 plus living in Ipswich and the Suffolk Coastal area. The participants were either unemployed women living in rural areas or lone parents.

The project researched the barriers to women entering male dominated areas of employment. It also gave 100 women a range of support including: information, advice and guidance; taster sessions; work experience; opportunities for personal development; support in the transition into employment or further education; networking opportunities; and on-going support. In addition, women took part in focus groups, and employer and provider networks were established.

Training undertaken included plastering, painting and decorating, roofing, carpentry, construction, property and surveying, digger driving and computer networking.

By the end of the project 20 women had gone on to work or train in male dominated areas. Examples of jobs entered include: trainee stone mason, technician at a nuclear power station, roofing technician at a local construction college, and draughtsperson for a structural engineering company.

Many of the women have now moved onto further training or work, while others who had not entered training or work during the lifetime of the project, have now done so, including LGV driving.

One of the successful participants is Ciril, a lone parent with three sons. In 2005 she joined the Dido Project and immediately expressed an interest in roofing. She was given information, advice and guidance. She then signed up for a course in Roof Tiling and Slating at Otley College, and was offered work there as a roofing technician.

Ciril still works at Otley College and has since completed the Intermediate Construction Award with credit and the Advanced Construction Award in Roof Tiling and Slating with credit. She has also acquired a fork lift truck drivers licence and a lead dressing and welding attendance certificate.

At the 2006 Adult Learners' Week Awards, Ciril was the winner of the national ESF Learning Works Award.

Ciril says: "I have shown my children that you can have the career you want if you go out and work at it - anything is possible. I am also proof that women can work in a male dominated sector such as construction."

"I struggled to get the right careers advice before turning to the Dido Project. Before I enrolled I also found it difficult to sort out all the financial issues surrounding going back into learning and arranging childcare for when I was at college. I learnt that asking questions was the best way to get results and if you don't get an answer from the first person you speak to, ask someone else!"

