

# Talent Match

Programme Guide

England



## Fulfilling Lives

Supporting young people into work

## Talent Match Programme Guide

### Further copies available from:

Email [general.enquiries@biglotteryfund.org.uk](mailto:general.enquiries@biglotteryfund.org.uk)

Phone 0845 4 10 20 30

Textphone 0845 6 02 16 59 (this is for those with a hearing impairment)

Our website [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

Photography Simona De Michelis, Peter Devlin, Alan Fletcher

### Accessibility

Please contact us to discuss any specific communication needs you may have.

### Our equality principles

Promoting accessibility; valuing cultural diversity; promoting participation; promoting equality of opportunity; promoting inclusive communities; reducing disadvantage and exclusion. Please visit our website for more information.

### We care about the environment

The Big Lottery Fund is working towards sustainable development and the use of sustainable resources.

### Our mission

We are committed to bringing real improvements to communities and the lives of people most in need.

### Our values

We have identified three values that underpin our work: making best use of Lottery money, using knowledge and evidence and being supportive and helpful.

You can find out more about us, our values and the funding programmes we run by visiting our website [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

The Big Lottery Fund is committed to valuing diversity and promoting equality of opportunity, both as a grantmaker and employer. The Big Lottery Fund will aim to adopt an inclusive approach to ensure grant applicants and recipients, stakeholders, job applicants and employees are treated fairly.

© Big Lottery Fund, July 2012

 Awarding funds from  
**The National Lottery**®

# What's it about?

“Youth unemployment, and especially long-term youth unemployment, is one of the biggest issues facing the country. We know this isn't just a problem of the economic recession; it goes deeper because even in the good times, too many young people didn't find their way into a decent job.

I'm absolutely delighted that the Big Lottery Fund is making this significant investment, not just in tackling the problems of young people but investing in their potential as well.

Talent Match, designed by young people for young people, has real potential to make a big difference to our country.”

**Rt Hon David Miliband MP**

**Chair, ACEVO Commission on Youth Unemployment**

Youth unemployment is now one of the greatest challenges facing the country.

Nearly 1.5 million young people have been identified as not in employment, education or training (NEET). In the current economic climate there is a danger that more young people will become long-term unemployed and move further away from being work-ready.

With this in mind, the Big Lottery Fund is launching an ambitious investment of up to £100 million to deliver creative ways to help young people find work or start their own enterprising business.

We are focusing attention on young people who have been unemployed for 12 months or more. We aim to create a significant shift in how the entrenched issues they face are tackled. We are building on the lessons learnt from previous approaches, and will share the lessons we learn from our investment widely, to inform future thinking and add value to what is currently being delivered.

In developing this investment we have worked closely with stakeholders and a team of 20 young people who have consulted thousands of their peers. Research and consultation with young people tells us that unemployment is the biggest issue faced by young people in England today.

Through the following principles, we expect this funding will enable thousands of young people to lead successful and fulfilling lives.

- ▶ **Structured opportunities:** Bringing together the public, private and voluntary and community sectors to create effective partnerships and coordination at the local level.
- ▶ **Supporting local solutions:** matching the supply of talented young people to local demand for employment and enterprise.
- ▶ **Asset based:** a belief in people powered change and the ability of young people to improve their own circumstances and life chances with the right support. Young people should be engaged and involved in all aspects of the activities we fund.
- ▶ **Strong and positive communications:** promoting positive images of young people, and changing hearts and minds.

**“Young people are going to be the next generation, so if youth unemployment continues to increase, it will create a vicious circle for the next generation and it will continue to spiral.”**

**Daniel, 18**

## What's our aim?

To enable young people who are furthest away from being work-ready to secure employment or take up enterprising opportunities.



Unemployment is damaging at any age, but for young people, long-term unemployment can seriously harm future life prospects. It can mean lower earnings, further unemployment and more ill health later in life. It means greater inequality between rich and poor because the effects hit the most disadvantaged hardest.

**“Youth unemployment stifles social mobility. Young people are facing barriers to their independence and aspirations. The route to university is well signposted but it’s not the same for jobs, and people feel isolated and disempowered.”**

**Kelsey, 24**

# What do we want Talent Match to achieve?

We want our funding to deliver inventive ways for young people and employers to come together and help long-term unemployed young people find work or set up their own enterprises.

We expect to see a range of interventions which are designed to complement existing local provision and fill identified gaps in current services. We want each partnership to work together to develop locally-owned solutions.

## **Our outcomes**

- ▶ Improved confidence, optimism and support for young people who have been unemployed for over 12 months to lead successful, fulfilling and useful lives.
- ▶ Young people secure employment, take up training or further education or create their own employment and enterprise.
- ▶ Improved and co-ordinated local pathways to get young people into positive economic activity.
- ▶ Improved access to better quality local employment and training.
- ▶ More meaningful connections and partnerships between employers, agencies and VCS organisations.
- ▶ More employers (including charitable enterprises) provide meaningful, supported employment opportunities for young people.
- ▶ Enhanced evidence of the nature, circumstances and patterns of youth unemployment, including a shared data source to track and measure the impact of interventions.



We want to measure the social and economic impact and show how our investment achieves savings for society. To do this we will commission an economic impact assessment and evaluation, tracking the journey of young people into employment, and assessing what worked and why.

With our support, all of the local partnerships we fund will participate in these evaluation activities, gathering data and sharing learning. We also expect partnerships to make plans for sustainability after our funding ends, to further demonstrate the impact they are making.

# Who is Talent Match targeting?

Our funding is focussed on supporting young people aged 18 – 24 who have been out of work, education or training for 12 months or more.

We want our investment to make a deep and lasting impact. We also want to test new approaches and provide learning to influence policy and practice.

The advice of stakeholders, young people and the following factors has helped us to identify where our funding should be targeted.

► **Natural patterns of economic activity** – Our stakeholders told us that the geographic areas covered by Local Enterprise Partnerships (LEP) were a good place to start.

- **The number of long-term unemployed young people** – we've used Jobseekers Allowance claimant figures to help us focus on a number of LEP areas and target 'hotspots' of youth unemployment within them.
- **Opportunities for enterprise or employment growth** – we want to focus on areas where opportunities exist for young people to benefit from this funding.
- **Geographic characteristics** – to help us gather learning about the different approaches that work in different settings such as rural and urban areas.

Visit our website to see which areas Talent Match is targeting.

[www.biglotteryfund.org.uk/talentmatch](http://www.biglotteryfund.org.uk/talentmatch)





## Who can apply?

We will only accept one application within each LEP area we are targeting.

A Voluntary or Community Sector (VCS) organisation with experience of working with young people who are not in work, education or training will lead a cross-sector partnership to deliver on our ambition. We expect these partnerships to be made up of employers, education and training providers, local authorities, the LEP and other VCS organisations. As a minimum, partnerships will need to demonstrate they are cross-sector and representative of the range of organisations working with young people in our target group.

Each partnership will need to demonstrate their knowledge of local economic conditions, connections to other local and national schemes and funds, and how our investment can add most value.

We also expect young people to play an active role in each partnership as we believe that, with targeted support, young people can improve their own circumstances.

**“The consensus from young people is that youth unemployment should and needs to be tackled before things become worse.”**

**George, 19**

## How much is available?

We will make grants ranging from £1 million to £10 million in each of the targeted areas, creating a portfolio of activities lasting up to five years. Initially each partnership will need to submit a prospectus which sets out a clear local vision. Once this is approved a development grant will be provided and the partnership will work on a detailed project plan.

The amount we award to each local partnership will be subject to evidence of local need, intended impact, and clarity as to how our investment would complement existing schemes and funding.

We expect those that apply for this funding to work with local partners to analyse data and local intelligence, and provide evidence that supports a refined target area. We do not expect the interventions we fund to work with every identified ‘hotspot’ area – for example, a more in-depth intervention working in a smaller area may be the best approach to achieving greater outcomes. But those that apply will need to justify the intensity and reach of the final project. We may decide not to invest in an area at all if the proposals are unable to meet our outcomes.

We won't fund projects that are working with young people outside of our target areas, or projects that do not focus on 18 – 24 year olds who have been out of work, education or training for 12 months or more.



# What support is there for developing a partnership?



To get partnerships started, we are offering up to £10,000 **partnership development funding** to a voluntary, community or social enterprise organisation in each LEP area. This organisation will act as the public point of contact for local groups wanting to get involved and the grant will support work to:

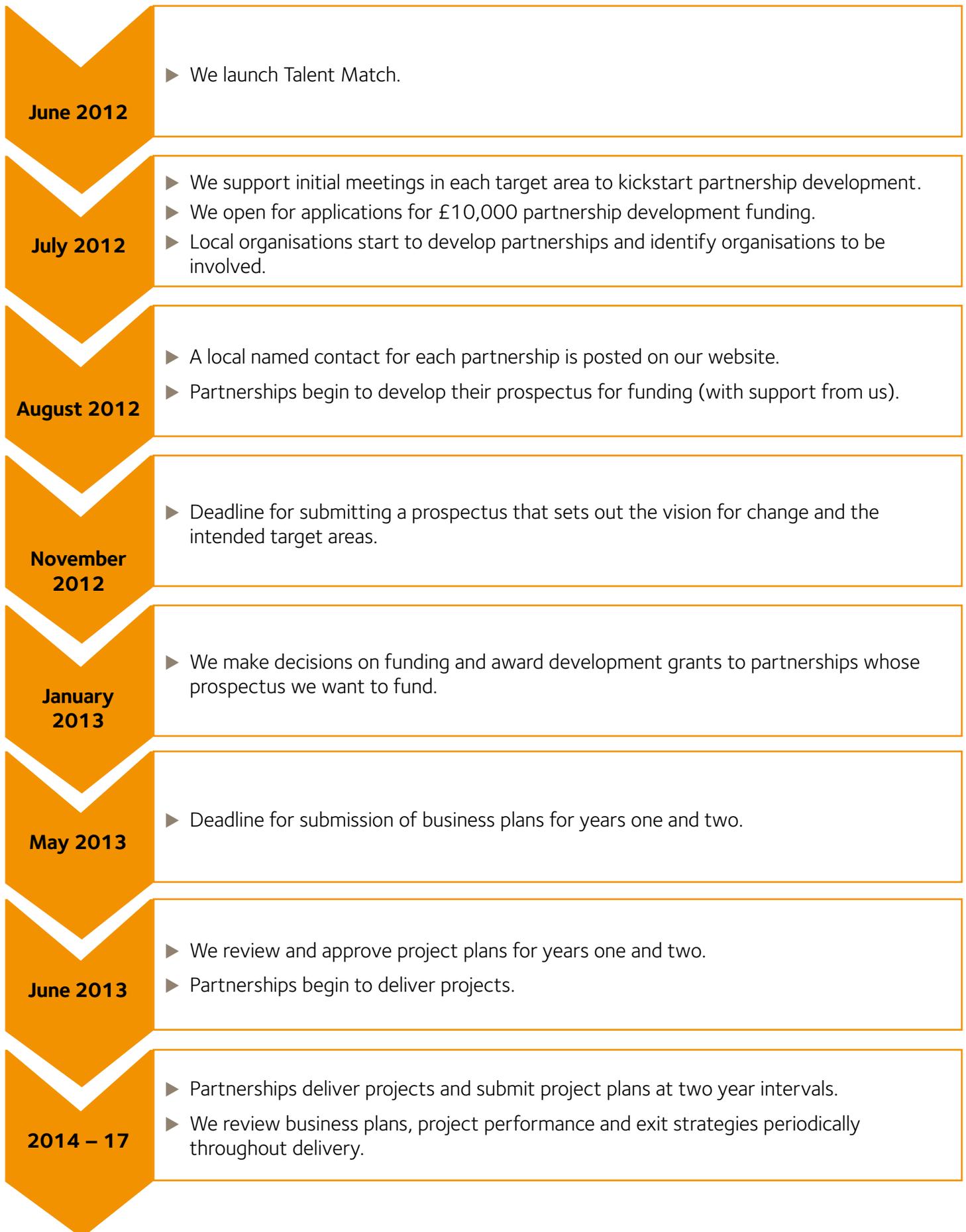
- bring together the key organisations in the LEP area
- provide administrative support to arrange meetings, minute decisions and disseminate information
- coordinate activity, such as identifying the largest concentrations of young people who are furthest away from being work-ready within each LEP area.

The organisation that is awarded the £10,000 partnership development funding does not need to be the same organisation that submits the prospectus.

**“Unemployment affects self-confidence, self-esteem and self-worth. Having a job gives you a purpose in life and makes you feel more engaged in society.”**

**Craig, 20**

# What are the timescales?



# Where can I find out more?

If your organisation is in one of the targeted areas and you want to get involved in setting up and joining a local partnership, visit our website for more information and contact details.

[www.biglotteryfund.org.uk/talentmatch](http://www.biglotteryfund.org.uk/talentmatch)

If this funding isn't right for your organisation there are other funding opportunities from BIG that may be suitable, for example, our Awards for All and Reaching Communities funding.

Find out more about our other funding at:  
[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

Or visit [www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk) which covers all Lottery funders.

## Contact Us

If you have any general enquiries about Big Lottery Fund or our funding, please get in touch.

Phone: 0845 4 10 20 30

Email: [general.enquiries@biglotteryfund.org.uk](mailto:general.enquiries@biglotteryfund.org.uk)

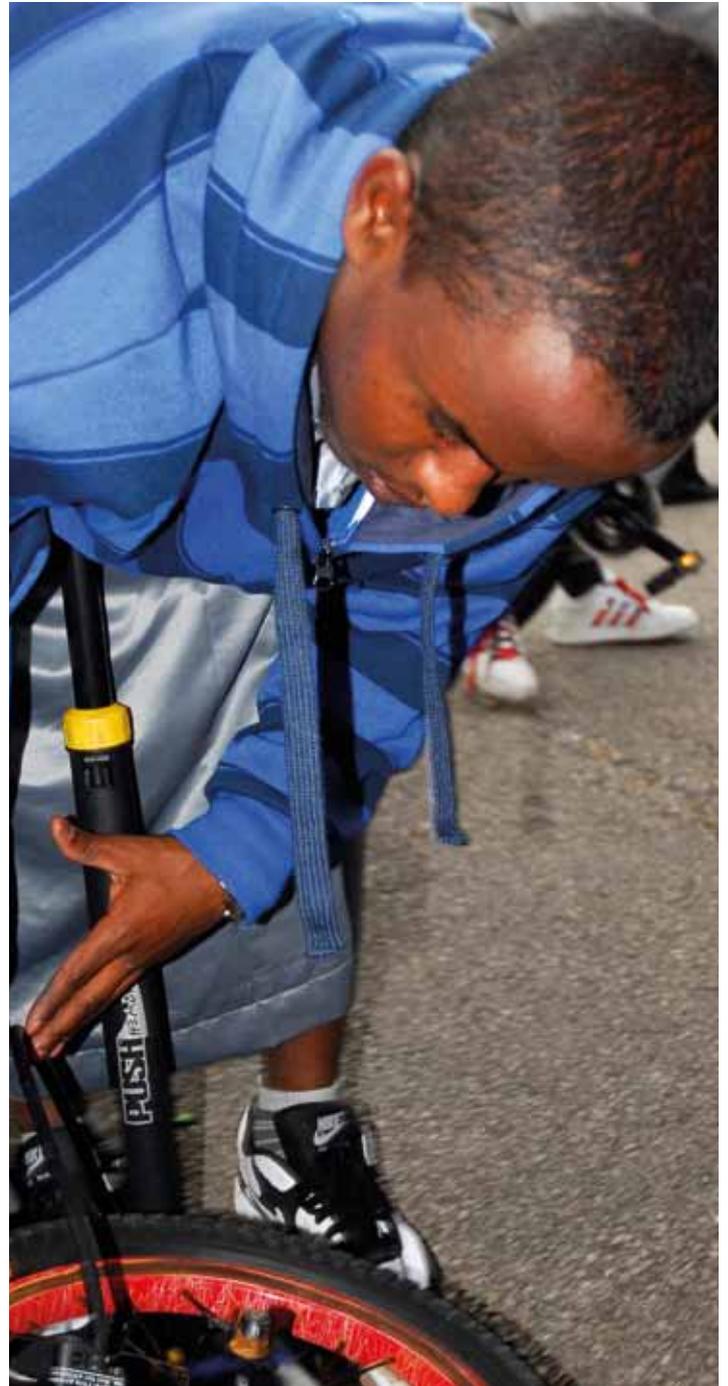
## Help with communication

Please contact us if you have any specific communication needs. Just let us know how we can help you.

If you have a hearing impairment you can contact us using a textphone on 0845 6 02 16 59.

**“Long-term investment in youth unemployment is crucial to enable us to contribute to the economy. It’s vital young people’s voices are heard and our aspirations recognised.”**

**Jashmin, 23**



Big Lottery Fund gives out money raised by the National Lottery for good causes. Our mission is to bring real improvements to communities and the lives of people most in need. Since 2004 we've given over £455 million to young people's projects.

