



European Union

European Structural
and Investment Funds

HULL CLLD (Project Examples)

Priority Action 1: Targeted training in key work related skills	
Rationale (why it is needed)	The CLLD area suffers from a low level of qualifications and recognised skills, while there are employers seeking to recruit. Training in specific skills with a work focus, linked as closely as possible to identified employment opportunities or to progression towards such opportunities, will help encourage take up. Local provision of such training is important to overcome reluctance to travel to train. A variety of routes, types and methods of training are needed, including informal settings, development of social skills and use of volunteering routes towards employability.
Examples of activities	<ul style="list-style-type: none"> • Local Information, Advice and Guidance services to identify people's existing skills and key gaps • Education and training in specific job roles with identified local opportunities, leading to expected job opportunities or progression onto further learning pathways • Informal training to develop soft skills, confidence and life skills • Education and training in digital skills, supported by 'Digital Buddy' schemes • Local volunteering programmes with a training element

Priority Action 2: Making it easier to find and access work	
Rationale (why it is needed)	Many people in the CLLD area lack awareness and understanding of employment opportunities and how to access them, including through online routes. Some also lack social capital and networks to help access opportunities, such as connections with people and organisations that can inform them about opportunities. Some employers are unsure of the pool of potential employees available locally. Often, recruitment is on-line or via CV, focusing primarily on qualifications and/or work history without reference to other qualities and skills. Many people from the CLLD communities lack work experience or appropriate qualifications, so are almost always at a disadvantage with this type of recruitment. New approaches to supporting recruitment from the local community are needed to overcome these barriers.

Examples of activities	<ul style="list-style-type: none"> • Dedicated work finder/employer liaison and work experience brokerage service • Support for CV writing, applying for jobs online etc • Local jobs fairs or recruitment events • Support to address specific barriers to accessing work, e.g. Transport links/Access to childcare/Equipment/Recognition of prior knowledge or qualifications
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Priority Action 3: Growing integrated community hubs

Rationale (why it is needed)	<p>Consultation showed that there is a strong local identity within the communities of Hull, with people much more likely to get involved in provision that is provided within the community, in venues that they are comfortable with, and that offer a variety of services and activities. The high proportion of economically inactive people in the CLLD area indicates that there is a need for intensive local engagement and support to enable and encourage people to engage in activity. Community hubs are vital to this engagement, and to the successful delivery of all the other priority actions.</p>
Examples of activities	<ul style="list-style-type: none"> • Community engagement and capacity building activity • Provision of learning spaces with affordable internet access, printing facilities, support and IT device loans • Creation and expansion of space for community businesses

Priority Action 4: Supporting local and community businesses

Rationale (why it is needed)	<p>Hull has a low business base for its population, and this is particularly so in the CLLD area. In order to create more opportunities for local people, there is a need to support local businesses to survive and grow to employ more people, support the creation of new local businesses, and support the creation of community businesses/social enterprises that can provide employment while addressing local needs. Consultation suggested that local businesses were relatively unlikely to access mainstream business support measures, so targeted, tailored local measures were seen as vital.</p>
Examples of activities	<ul style="list-style-type: none"> • Supporting online presence and internet sales for local businesses • Supporting self-employment • Helping community businesses to start and grow, to provide local services such as personal social care, gardening/landscaping and building maintenance • Providing incubation for local cultural and creative businesses • Supporting business networks and forums

Priority Action 5: Joined up support to increase household incomes

Rationale (why it is needed)	<p>A key feature of the CLLD area is the low level of household income. Increasing income into and local spend in the local area is essential to its development. Given low wages locally, employment in itself may not be sufficient to lift households out of poverty. Consultation highlighted the multiple issues faced by some families, who may have responsibilities for caring for children, elderly or disabled family members, and for individuals with multiple barriers such as mental health issues, drugs/alcohol misuse, or a disability. Difficulties in managing money and benefits can act as a significant barrier to moving into work in such circumstances. There is also concern that changes to the benefits system to Universal Credit will increase the need for household budgeting skills, and to provide support to ensure that 'work pays' as a route out of poverty. Experience with programmes has shown the need for joined-up support at the household level to help address such multiple barriers.</p>
Examples of activities	<ul style="list-style-type: none">• Help to manage money, including impact of 'welfare reform' and ensure 'work pays' targeted at families in poverty and individuals with multiple needs• Support to access online services to manage money, access affordable credit and save money• Integrated help for families with health or caring needs barriers to move towards employment