

Equal Round 2: Theme A Mainstreaming Strategy 2005

This Thematic Mainstreaming Strategy for Equal Theme A is designed as a framework to guide Mainstreaming Partnerships in the planning and delivery of networking, dissemination and mainstreaming activities under Equal Action 3. It must be read together with the Mainstreaming Partnership Agreement form (the application form for Equal Action 3 funding) and its accompanying Guidance for Applicants.

The strategy describes a range of potential activities discussed during the planning stages of Equal Action 3. However, it is not intended to exclude other activities: Mainstreaming Partnerships may undertake activities or address policy target audiences not described in this document providing a sound rationale is provided in the Mainstreaming Partnership Agreement and providing they are consistent with the overall aims of Equal Theme A.

Mainstreaming Partnerships may combine any of the policy areas ("what"), target audiences ("who"), methods ("how") and timings ("when") in this document for their activity in Equal Action 3 providing a sound rationale (linking all four questions) is provided and providing that the outcome of the activity is consistent with the overall aims of Equal Theme A.

All themes and sub-groups identified should also consider joint activity (potentially across themes and sub-themes) to establish a mechanism for promoting the outcomes of participating DPs, to include: early PR activity; co-ordinated approaches to contacts with target audiences (potentially incl. an ICT solution to collect and share information on mainstreaming activity); a network of evaluators to co-ordinate evaluation approaches, pool evaluation outcomes and establish dialogue between evaluators and mainstream policy makers.

This Thematic Mainstreaming Strategy will be reviewed at six-monthly intervals.

Unless otherwise indicated, mainstreaming target audiences ("who") shown in this document refer to organisations operating in England. There may be organisations with similar remits operating in Scotland and Wales.

The following guidance on methods ('how') and timings ('when') applies to all activities:

How:

Through

- additional research in response to demand from the policy target audience
- additional evaluation activities in response to demand from the policy target audience
- publications and reports of various kinds

- publicity and marketing materials
- holding meetings, events, workshops, seminars or conferences or contributing to those held by others
- study visits
- structured networking activities
- producing and maintaining databases, websites, exhibitions and other resources
- other methods consistent with the needs of the policy target audience

When:

Dissemination and Mainstreaming activities should be on-going. However, specific activities should be timed to coincide with opportunities to influence the development and implementation of policy, such as:

- government consultations
- events organised by policy target audience or at which policy target audience is likely to be present
- spending reviews and budgeting phases for government departments, regional agencies, etc.

This document should be read in conjunction with the following papers:

- Mainstreaming Partnership Agreement form and Guidance for Applicants (the application form and guidance manual for Action 3 funding)

You may also wish to draw on the following resources in order to complete your Mainstreaming Partnership Agreement:

- The Thematic Update Paper for your Equal theme (these regularly updated papers identify government departments and other relevant mainstreaming target audiences for each Equal theme)

All documents are available from the GB Equal Support Unit or from the GB Equal website at www.equal.ecotec.co.uk

Outline Framework for Theme A Thematic Mainstreaming Strategies

DP NAME Lead Partner Dossier Number	WHAT? Key policy /practice area or linkages, including equal opportunities and empowerment issues	WHO? The key audiences: Regional; national; Member State/Europe; practitioner.	WHEN? What are the key dates to achieve maximum impact on policy / practice?	HOW? What methodologies should be adopted to reach these audiences?	DPs involved (Indicate with * DP(s) to take lead)
APE DP Coventry City Council 04E022ES0	Innovative and flexible participative arts based programmes	<ul style="list-style-type: none"> - Government Depts: Centre for Economic & Social Inclusion, Social Exclusion Unit, ODPM, DWP - RDAs - Local Authorities - LSCs - Jobcentre Plus - LSPs 	<p>March 05 DP Conference</p> <p>Jan – Mar 05/6/7 Annual reviews & development of Strategic Plans</p> <p>National Probation Directorate, Home Office, Govt Office, LSC's, Local Authorities, RDA's, RSP's & LSP's, CESI, DWP</p> <p>Bi-annual reviews 05/6/7 Of current Strategic Plans with LLSC, LSP'S, LA's, JobCentre Plus, RDA's</p> <p>Bi-monthly With Job Strategy Group, IAG Partnerships, Local & Regional Strategic Groups</p>	Structured Networking DP events Evaluation events Research papers Web page development & Hyperlinks e-mail up-dates Intranet Local, regional, national & transnational visits Dissemination events Local, regional & national media	National Probation Service, Warwickshire Area* Belgrade Theatre Council for Voluntary Services (Warwick) Coventry City Council Fund House UK Warwickshire County Council

<p>Fresh Futures in Financial Services</p> <p>Tower Hamlets College</p> <p>04E024ES0</p>	<p>Piloting innovative models and support mechanisms to increase the access of the target group (residents in deprived areas of East London) to jobs in the Financial and Business Services sector.</p>	<ul style="list-style-type: none">- Employers within banking and financial sector- LSPs- SRB Partnerships- Skills Council for Financial Services- DTIODPM- LSC London East- LSDA- Ufi/Learndirect- Job Centre Plus- European Commission DG5			
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<p>Action for Carers and Employment (ACE National)</p> <p>Carers UK</p> <p>04E076ES0</p>	<p>Alternative care services that enable carers to work</p>	<ul style="list-style-type: none"> - Government Depts: DoH, DWP, DTi, DfES, ODPM, Treasury - Various National regulatory bodies responsible for training and standards in the care sector. - Trade Unions: GMB, Unison, Amicus, CPSU, TUC - Employers and Employer Organisations - Local Authorities - Carer organisations - Service providers - statutory, voluntary and private 			
<p>Ready for Action</p> <p>London Action Trust</p> <p>04E081ES0</p>	<p>Enabling young ex-offenders to enter the labour market through the creation of a simulated business environment.</p>	<ul style="list-style-type: none"> - Youth Justice Board - Youth Offending Teams - LEAs - Job Centre Plus - DWP - DfES - Home Office - Private sector employers - Faith groups - Voluntary organisations working with young offenders 			

<p>Women on the Move</p> <p>SOVA</p> <p>04E093ES0</p>	<p>Integrated support services to meet needs of women ex-offenders</p>	<ul style="list-style-type: none"> - National Offender Management Service (NOMS) - RDAs - Jobcentre plus - DfES -Neighbourhood Renewal Unit. 			<p>Equal DPs working with offenders.</p>
<p>TATE</p> <p>The Home Farm Trust</p> <p>04E102ES0</p>	<p>Demonstrate how Assistive Technology can support independent living/ increase employability for people with learning difficulties and their carers.</p>	<ul style="list-style-type: none"> - Dept. of Health - Scie - Local Strategic Partnerships - DfES - Jobcentre Plus (JC+) - Connexions - Housing Providers - EASPD (EU network of Learning Disability Providers) - Local authorities - Social Exclusion Unit (SEU) 	<p>Influence on Green Paper on Adult Social Care to be developed in 2005</p> <p>Representation on new Learning and Improvement Network (LIN) as part of Care Services Improvement Partnership (CSIP) to be set up from April 2005</p> <p>Support and influence long term strategies to support needs of disabled people (new strategy published Jan 2005 by Cabinet Office)</p> <p>Input into SEU report on</p>	<p>Use contacts with mainstreaming partners (Valuing People and SCIE) to build group of policy partners able to support messages arising from the work of TATE</p> <p>Policy briefings with key policy makers</p> <p>Employer seminars linked to the DDA</p> <p>Development of website and database on AT opportunities for PWLD (FAST)</p>	<p>ACE National DP on joint conferences and seminars</p> <p>OtherDP's (to be confirmed) on joint work with JC+</p>

			inclusion through innovation: tackling social exclusion through ICT	Joint seminars and conferences with ACE National DP on impact of AT on lives of carers and those with a disability	
Lacking Education Rainer 04E113ES0	Education and employment support for young people in and leaving public care.	<ul style="list-style-type: none"> - Local Authority Social Services Department - Local Education Authorities - DfES - Connexions - LSC - Registered Social Landlords 			
RESET Rainer 04E116ES0	The production of a national resettlement strategy for juveniles and development of practical resettlement support.	<ul style="list-style-type: none"> - National Offender Management Service (NOMS) - Government Agencies - Government Offices - RDAS - LSCS - Regional and local service provision 			Equal DPs working with offenders.

<p>EXODUS</p> <p>SEEDA</p> <p>04E119ES0</p>	<p>Mainstreaming successful models of employment for ex-offenders into the Custody Plus initiative</p>	<p>National Offender Management Service (NOMS)</p> <p>Offender Learning and Skills Unit (DfES)</p> <p>Government Offices</p>		<p>Drawn into partnership</p>	<p>Equal DPs working with offenders.</p>
<p>HM Prison Service</p> <p>ASSET</p> <p>04E134ES0</p>	<p>The DP will target 3 types of ex-offenders (18 – 24 year olds, women and 50+). The DPs will use a multi agency case management approach with a holistic intervention model to give ex-offenders equal opportunities with regards to entering the labour market.</p>	<ul style="list-style-type: none"> - NOMS Resettlement Unit - CBI - TUC - CIPD - Voluntary and statutory agencies 	<p>At the time of national conferences</p>	<p>Presentations and road-shows</p> <p>Brochures</p> <p>Flyers</p> <p>Website</p> <p>Reports</p>	<p>Equal DPs working with offenders.</p>
<p>Thresholds</p> <p>Peabody Trust</p> <p>04E142ES0</p>	<p>Demonstrate the role which housing providers can play in improving the employability and employment opportunities of their residents.</p> <p>To pilot models of informal engagement activities to increase the take up of</p>	<p>National Housing Federation</p> <p>Social Housing Providers</p> <p>DWP / Jobcentre Plus</p> <p>DCMS</p> <p>OPDM - Social Exclusion Unit / Neighbourhood Renewal Unit</p>		<p>Disseminated to partners to feed into regional and national strategies via presentations at conferences / events supplemented by brochures.</p>	<p>Dissemination of case studies & best practice</p>

	employability training by disadvantaged groups.	London Development Agency UFI - Learndirect			
ERA Ltd The Last Mile 04E147ES0	To develop sector specific development programmes to enable BME/minority groups to access work in the Cultural and Creative Industries (CCI). The DP will build and test e-learning/e-commerce/e-marketing platforms and processes that are changing the face of the market.	- Regional Agencies involved in CCI-driven regeneration. - BME/Minority groups and activists - Education and Training institution (FE, HE, LAs, SSCs, LSCs - SBS - Business Link -RDAs - Government Offices - DfES -DTI - ESFD			

<p>Off the Streets and into Work</p> <p>Tackling Multiple Disadvantage in London by Improving Employment</p> <p>04E191ES0</p>	<p>Overall objective: The DP will assist individuals facing multiple disadvantage in the labour market, who are homeless or in temporary accommodation, including BME groups, lone parents or families with dependant children, refugees, ex-offenders, drug and alcohol misusers, older people and people with disabilities.</p>	<p>Below are the key audiences for various elements. Other audiences will be included in the DP's Mainstreaming Plan.</p>			
	<p>Key strand 1: Identify policy/practice to best support target groups and individuals into sustainable employment or self employment, including into- and in-work support measures and benefits implications.</p>	<p>National: DWP, Treasury, ODPM, Employer organisations Regional: LDA, Regional Skills Partnership, GLA, practitioners</p>	<p>BOND planning framework, 2006 spending review, reviews of ODPM 5 year plan, RSP planning cycles</p>	<p>Involve key players in DP or programme Use of existing networks and meetings Targeted events or submissions Mailings, website and/or toolkits Use of evidence based created</p>	

	<p>Key strand 2: Development or identify best practice/policy around user involvement, participation, and employment within exclusion sector</p>	<p>European: Feantsa network and relevant agencies National/Regional: Regional Skills Partnership, homeless sector, practitioners</p>	<p>Feantsa bi-annual conferences, RSP planning cycles, annual homeless sector conferences</p>	<p>Involve key players in DP or programme Use of existing networks and meetings Targeted events or submissions Mailings, website and/or toolkits Use of evidence based created</p>	
	<p>Key strand 3: Develop or identify best practice/policy around volunteering (involvement of disadvantaged individuals in civil society)</p>	<p>European: Feantsa network and relevant practitioners National: Home Office Change Up, DWP, volunteer-involving agencies Regional: LDA, Regional Skills Partnership, GLA,</p>	<p>Feantsa bi-annual conferences, LDA/HO/RSP planning cycles, annual homeless sector conferences, BOND planning framework</p>	<p>Involve key players in DP or programme Use of existing networks and meetings Targeted events or submissions Mailings, website and/or toolkits Use of evidence based created</p>	

	<p>Key strand 4: Develop or identify best practice/policy around cross-thematic working – e.g. linking homeless and BME sectors and provision</p>	<p>European: Feantsa network and relevant practitioners National: New Single Equalities Commission, Home Office Change Up, DWP, practitioners Regional: LDA, Regional Skills Partnership</p>	<p>Feantsa bi-annual conferences, LDA/HO Change Up/RSP planning cycles, BME and homeless sector conferences, BOND planning framework</p>	<p>Involve key players in DP or programme Use of existing networks and meetings Targeted events or submissions Mailings, website and/or toolkits Use of evidence based created</p>	
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<p>Ensuring Positive Futures</p> <p>UK Coalition for People Living with HIV and AIDS</p> <p>04E192ES0</p>	<p>Combating discrimination faced by people living with HIV and AIDS (PLWHA) in the workplace and testing support mechanisms to integrate PLWHA into the labour market.</p>	<p>Government Offices</p> <ul style="list-style-type: none"> - All Parliamentary Group on AIDS - non-HIV agencies dealing with long-term medical conditions - Employers - Sector Skills Councils - Trade Unions - Disability Employment Advisors/Employment Service/ Job Centre Plus - FE/HE institutions - National Centre for Independent Living 	<p>Lobbying required Prior to Introduction of the new Disability Bill, no set date, needs monitoring.</p> <p>Check with Job Centre + training program and staff resource development deadlines</p>	<p>Drawn into partnership Develop Website Employer/Trade Union training Best practice models Sector Conferences Developing training /information materials for DEA's info packs and or intranet resources.</p> <p>Attending meetings of relevant All Party Parliamentary Groups and presenting submissions as and when possible</p>	<p>Interested in working with other DP's who have similar target audiences with similar messages</p>
<p>EVOLVE</p> <p>Kent County Council</p> <p>04E199ES0</p>	<p>Linking employment opportunities with specific groups/ areas. Namely BME's Mental Health Recoverers, Disaffected youth, those on probation.</p> <p>Vocational training / bridging the gap between education and employment</p>	<p>Jobcentre plus ODPM Government Depts LSC Employers Local Authorities Employer Organisations</p>	<p>Advised after Steering Group</p>	<p>Drawn into partnership. Including but not limited to; Conferences Compendium of case studies Networks Roadshows Workshops Reports</p>	<p>EQUAL DPs working across beneficiary groups/themes.</p>

VISAGE Action for Blind People 04E201ES0	<p>Innovative methods to facilitate progression from supported to open employment for people with disabilities, specifically those with a visual impairment</p>	<ul style="list-style-type: none"> - DWP - Job Centre plus - LDA - Local Authorities - National League for Blind and Disabled - Employers' Forum on Disability 	<p>Events to coincide with party & TUC conferences, Vision 2005 international conference, development of Workstep programme (timing unknown as yet)</p>	<p>Mainstream the objective of DWP Workstep Modernation Programme 2003-4. Website Drawn into partnership Existing networks</p>	<p>DP's working with disability and employment</p>
Common Ground – Breaking New Ground Kirklees Metropolitan Council 04E202ES0	<p>Piloting ways to help employers understand the economic and social arguments for equality and diversity.</p>	<ul style="list-style-type: none"> - NHS - Social Services Employers - Business Link - Job Centre Plus - Chamber of Commerce and Industry - LSC - Local Authorities - RDA - GOYH - DTI - Central Government Departments 		<p>Conferences Compendium of case studies Networks Roadshows Workshops Reports</p>	

<p>The Level Gateway</p> <p>Brighton & Hove City Council</p> <p>04E204ES0</p>	<p>Linking employment opportunities with disadvantaged groups across the City of Brighton and Hove.</p>	<p>Local, Regional, National and European policy makers</p>		<p>Drawn into partnership</p>	
<p>West Sussex County Council</p> <p>Sussex Promoting Equality and Diversity</p> <p>04E205ES0</p>	<p>To enable employers to adopt the business case for equality and diversity and offer work to the target groups.</p>	<ul style="list-style-type: none"> - Government Office - RDA - Unions - DWP - CBI - TUC - LGA - NCVO - Disability Rights Commission - Social Exclusion Unit 	<p>On-going throughout project (including Action 1):</p> <p>Local/regional employer events</p> <p>Local/regional events for people with disabilities</p> <p>Meetings/events facilitated by DP partners</p> <p>Launch</p> <p>At appropriate times in order to respond to relevant initiatives as and when they arise – e.g. government consultants, White Papers, and other policies</p> <p>Regional government initiatives</p> <p>Local authority</p>	<p>Launches/meetings/focus groups</p> <p>Seminars/Workshops</p> <p>Conferences</p> <p>Target group involvement</p> <p>Media publicity</p> <p>Marketing materials</p> <p>Websites/databases</p> <p>Cultivate champions – particularly in government and employer organisations</p> <p>Good practice examples</p> <p>Products: adaptable toolkit, self-assessment guides</p> <p>Use existing</p>	<p>*Sussex Promoting Equality and Diversity (WSSC)</p> <p>Transnational Partner DPs</p> <p>Brighton – The Level Gateway</p> <p>Kirklees Metropolitan Council</p> <p>Positive Futures</p> <p>Others from database?</p>

			<p>implementation plans National/regional conferences Ensure regular drip-feeding to key target groups – Employers People with disabilities and organisations working with them Final conference December 2007</p>	<p>resources, facilitated by DP contacts to present/exhibit DP e.g. employer events/meetings Union campaigns Local authority events/meetings Conferences of/for disabled people Regional/national events for networking European events for networking – use partner local authorities Brussels presence to promote DPs</p>	
<p>London Borough Camden</p> <p>RAISE</p> <p>04E215ES0</p>	<p>The DP aims to assist refugees into employment. Through a multi agency approach the DP will combat discrimination faced by refugees, address the barriers they face and assist them into the labour market.</p>	<ul style="list-style-type: none"> - Home Office -DWP - Construction employers - LSC - CITB -ESOL providers - LAs - Basic Skills Agency - Job Centre Plus - British Refugee Council - British Medical Association 		<ul style="list-style-type: none"> - Web portal - Local, regional and national campaigns - Lobbying 	

		<ul style="list-style-type: none">- European Network of the Unemployed (ENU)- European Anti-Poverty Network- London Development Agency- European Council on Refugees and Exile (ECRE)			
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