

Equal Round 2: Theme D Mainstreaming Strategy 2005

This Thematic Mainstreaming Strategy for Equal Theme D 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 D.

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 D.

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 Thematic Mainstreaming Strategies: includes suggested policy / practice areas discussed by TNG

WHAT? Key policy / practice area or linkages, including equal opportunities and empowerment issues	WHO? The key audiences: Local, Regional, National, 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?	Why? Why should government departments and other organisations listen?	DPs involved (indicate with * whether a specific DP is willing to take the lead
1. Trading opportunities- public & private procurement					
Development of Social Enterprise replication models, how to guides and pre-coaching guides. Development of new models for partnership working. Development of enterprise assessment tool for enterprise and procurement. Development of procurement toolkit	Local/Regional: Local Authorities, One North East*, other RDAs, BLs, Enterprise Agencies, Social Enterprise Support agencies, North East Procurement Organisation, Society of procurement officers, Social Enterprise, Local LSCs, Voluntary and Community sector organisations	Varied From new financial year with new RDA contracts. Review of National Procurement Strategy for Local Government during 2005 Production of official guidance on use of social considerations in contracts by OGC	Networking, national and regional conferences, websites Engage with Local Authorities Case studies of interesting practice. Site visits. Use of multimedia products, particularly film. Support to practitioners to adopt the methodology	To be completed	NESEP SEEM SEASY Suffolk County Council
Empowering disadvantaged groups to contribute to designing public service contracts.	National: DTI, Phoenix Fund, SBS, SEC, Home Office NHS, OPDM, IdeA	Post 2005 election- review Central Government policy	Seminars, conferences, publications, meetings, presentations.		
Business to business, wholesale and consumer.	European: Transnational Partners, Social Enterprise Europe				

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Setting up new organisational structure to create social firms in co-operation with public authorities					
2. Workforce development and training					
Development of a mentoring cove model. Use of internal brokers to foster an outcome-orientated, project management style of procurement within the public sector Entrepreneur development. Customised approaches to individual leadership, competences and confidence development.	Local/Regional: Jobcentre plus, RDAs, DFES, Local Authorities, colleges, Universities, Social enterprises, Development Trust Association, SMEs, volunteer agencies, recruitment agencies, schools, Regional Centre's of (Procurement) Excellence, IDeA National: DFES, ODPM, DTI, DWP, SBS	Varied	Establish partnerships with supportive and relevant private and sectoral agencies Network of broker practitioners (supported by IDeA?) Policy briefings backed up case studies demonstrating efficiency/effectiveness approach to designing and letting contracts		SEASY SEEM Bristol City Council

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Diagnostic toolkit, training packages and business counselling based approaches to building social enterprise contracting capacity-developing the workforce of social enterprise “supporters” and social enterprises	Practitioner: Training providers, and business support agencies and publicly funded business support contract managers.		Seminars, conferences, publications, meetings, presentations, film		
3. Access to finance					
Loan Readiness Access to mainstream grant finance.	Local/Regional: CFDis, RDAs, Banks, Social Enterprises, DTA, Grant funders and practitioners National: DTI, Futurebuilders (Home Office), Bank of England, DWP, ODPM	Initially April and June 2005 under Futurebuilders programme	Seminars/case studies, conferences, publications, meetings Media and professional guidance that supports loan readiness: credibility and confidence to undertake deal Supply side development-help with accessing market		SEASY Bristol City Council.

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4. Quality and Impact measurement					
<p>Measurement -Piloting Social License Models Development of a training package to take people and organisations through social accounts/audits. Develop tools for articulating social value (especially related to the labour market) for use by the Public Sector in preparing business cases, specifying contracts, and monitoring contract delivery.</p>	<p>Local/ regional: Social accounting network, social enterprises, Business Links, RDAs, Local Authorities, Community Action Network, Regional Forum, Housing Associations, Business in the community, public sector bodies, OGC, Regional Centre’s of (Procurement) Excellence, various business/community networks National: DTI, Phoenix Fund, ODPM, DEFRA, 4Ps,</p>		<p>Through RDA/SBS networks Champions to review develop and advocate. Toolkits, seminars, training days, site visits and conferences Network of practitioners. Distribution of “toolkit through meetings”</p>		<p>SEASY SEEM</p>
5.Other					
<p>Growth of SE Sector through innovation</p>	<p>Local/Regional: LAs, RDAs, BLs, Enterprise Agencies, Social Enterprise Support</p>	<p>Varied – Plunkett Conference, SEC conference;</p>	<p>Networking, conferences, website; NESEP and INSPIRE members; print media; printed materials;</p>		<p>INSPIRE* Bristol City Council</p>

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<p>Social Economy Support Practice.</p> <p>Improved range and delivery of business and organisational support.</p> <p>Approaches to delivery in complex geographical communities-rural, market, town etc.</p> <p>Focus on holistic and organic intervention strategies.</p> <p>Development of community enterprises-wide-ranging support for this including using the arts and “champions”</p>	<p>agencies; Business Innovation agencies; Research institutions;</p> <p>National: NHS, OPDM, Defra, SBS, DTI, Phoenix Fund</p>		<p>INSPIRE Europe; our Mainstreaming Advisory Group; dissemination through SEC etc</p>		<p>Sandwell Borough Council</p>