

FOREWORD

Welcome...

The opportunity to use the publicity and excitement of the London 2012 Olympic and Paralympic Games is being immediately developed to engage people currently a long way from the labour market to complete a training programme that will help them become a potential Games Time Volunteers, using the catalyst of the 2012 Games as a driver.

Based on the successful approach developed for the Manchester Commonwealth Games, this unique programme will enable individuals to develop new skills, confidence and self esteem.

Volunteers provide an extraordinary workforce that underpins the success of international sporting events. The London 2012 Olympic and Paralympic Games offer a unique opportunity to inspire people. We hope to encourage workless and socially excluded individuals to gain new skills, increase their confidence and aspire to become volunteers at the 2012 Games, as well as to enable them to participate more fully in work and the life of their communities.

As a lasting legacy of the 2012 Games, we want to raise the profile of volunteering among those furthest away from the labour market, promoting volunteers as a way of improving skills, knowledge and experience and a route into employment.

Personal Best is a programme funded by the European Social Fund, the London Development Agency and the Learning and Skills Council. Aimed at engaging up to 20,000 individuals within London, once potential participants are recruited onto the programme, Personal Best Advisers will provide them with intensive one-to-one support as they progress through a tailor made, level 1 training course and then go on to further education, volunteering or employment.

This Fact File is a comprehensive information toolkit that describes the overall concept of the Personal Best programme and provides set guidelines on how the programme should work at a local level. Although this guide will provide anyone interested with a useful insight into how the Personal Best programme works, it has primarily been designed as a resource for Personal Best Advisers.

The Fact File will be accompanied by other literature related to the programme including:

- Personal Best training resource pack
- branded marketing material
- ESF reporting framework

I hope that you enjoy being a part of the Personal Best community and part of wider team delivering a great Olympic legacy programme.

Wishing you every success with the programme.

Mumtaz Bashir, Head of Programme - Personal Best

Section One

Context

Introduction

The Personal Best Programme is a unique opportunity, which uses the excitement of the prospect of volunteering in the London 2012 Olympic Games and Paralympic Games, to encourage workless and socially excluded individuals to gain new skills, engage in their communities, raise their aspirations and move nearer the job market.

The Personal Best Programme, formerly known as the Pre-Volunteer Programme, has been developed to do all these things based on the approach first developed for the XVII Commonwealth Games held in Manchester in 2002

The programme consists of an accredited training course backed by support into more training, volunteering opportunities or a job. It will aim to engage up to 20,000 individuals from the most disadvantaged communities within London.

The Vision and Guiding Principles of the Personal Best Programme

Vision

Personal Best will use the excitement of the London 2012 Olympic and Paralympic Games to engage workless and socially excluded people in volunteering. This will improve their skills and confidence, and thus give them the experience to raise their aspirations and enable them to participate more fully in work and the life of their communities

Guiding Principles

The programme is based on the principles of equal access and equal opportunity which are:

- participation regardless of ethnic origin, faith, background. Every eligible individual will be given the opportunity to participate if they wish to do so
- inclusiveness in its widest possible context
- flexibility to create an environment that opens up the opportunity for participation through social engagement, learning and training
- mutual respect and acknowledgement of every participant as an individual

Building on Experience - Manchester Commonwealth Games, 2002

The Personal Best programme is based on the successful Pre-Volunteering Programme (PVP) which ran during the Commonwealth Games in Manchester in 2002.

The PVP in Manchester was based on the philosophy of social inclusion and was an innovative project ensuring equal access and equal opportunity for all. The programme gave those who completed the qualification an enhanced opportunity to become a Games time volunteer, and overall thousands of volunteers were required to undertake a wide range of tasks to support this extraordinary sporting event. The programme just as importantly assisted participants to gain new skills and experience and in the long term seek employment opportunities

The Manchester programme achieved the following:

- 6250 people engaged in the programme against a target of 3000
- 2250 people have now achieved a specially devised, nationally accredited qualification against a target of 1000
- over 20% of this total came from ethnic minority communities against a target of 10%
- 10% of the Games time volunteers were represented through this project

The London Personal Best Pilot programme, 2007

Following on from the success of Manchester and the lessons learnt between January 2007 and autumn 2007, 11 pilot projects were established in 11 boroughs across London, these were:

- Brent
- Bromley
- Greenwich / South London Partnership
- Hackney
- Haringey
- Lambeth
- Newham
- Southwark
- Tower Hamlets
- Waltham Forest
- Westminster

The key difference with the Personal Best programme is that it is unprecedented in terms of its size and scale, as well as commencing five years before the 2012 Games.

A final evaluation of the pilot projects took place in May 2008. This evaluation made a number of recommendations to standardise and “quality assure” the programme prior to the pan-London rollout. These recommendations will be implemented during phase 3 roll out of the programme which will start in the autumn of in 2008.

Programme Governance and Structure

The London Development Agency, in partnership Learning and Skills Council, leads on the overall management of the Personal Best programme. The programme is directed by an Executive board consisting of: the Greater London Authority (GLA), Jobcentre Plus (JCP), and the London Organising Committee for the Olympic and Paralympic Games (LOCOG). The programme is co-financed by the European Social Fund.

The London Development Agency (LDA)

As the Mayor's agency responsible for driving London's sustainable economic growth, it's our job to ensure that London remains a global success story - in the next year, the next decade and in the next century. We work to deliver the Mayor's vision for London to be a sustainable world city with strong, long-term economic growth, social inclusion and active environmental improvement.

We are a member of the GLA Group and are also one of the nine Regional Development Agencies (RDAs) in England.

Our purpose and priorities

In order to support the Mayor's vision for London, we produce the Economic Development Strategy for London. This focuses on four interconnecting priorities that, together, will help ensure London remains a global success story.

Places and infrastructure - we invest in places and infrastructure to support future growth and create healthy, sustainable, high-quality communities. We are investing in the London 2012 Olympic and Paralympic Games as part of our efforts to regenerate the Lower Lea Valley and the wider Thames Gateway.

Supporting people - we invest in programmes that tackle barriers to employment and help to improve and strengthen the skills of the workforce.

Encouraging business - we invest in initiatives that help maintain London as a key place to do business, and encourage enterprise start-up, business growth and competitiveness.

Promoting London - we invest in marketing and promotion that helps maintain and develop London as a top international destination and the principal UK gateway for tourism, education and investment.

The Learning and Skills Council (LSC)

The Learning and Skills Council exists to make England better skilled and more competitive.

We have a single goal: to improve the skills of England's young people and adults to ensure we have a workforce of world-class standard.

The LSC is responsible for planning and funding high quality education and training for young people and adults in England. We have a national office in Coventry and nine regional offices overseeing the work of local partnership teams throughout the country. Our annual budget for 2008-09 is £11.5 billion.

The LSC's major priorities are to:

- create demand for skills by raising participation and achievement amongst young people, adults and employers
- transform Further Education by simplifying business processes, removing unnecessary bureaucracy and investing in world-class buildings
- provide better skills, better jobs and better lives by increasing skill levels and employability to deliver greater social and economic success

Our vision is that by 2010, young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce.

The Personal Best Executive board is involved in the programmes strategic direction. The partners on the board also play a valuable role in supporting the programme at an operational level. As the programme develops you may come into contact with representatives from these organisations. They will be on hand to provide you additional support and guidance should you need it.

Greater London Authority (GLA)

The GLA is a unique form of strategic citywide government for London. It is made up of a directly elected Mayor - the Mayor of London - and a separately elected Assembly - the London Assembly. There is around 600 staff to help the Mayor and Assembly in their duties.

Based at the GLA, the Mayor leads the preparation of statutory strategies on transport, spatial development, economic development and the environment. He sets budgets for the GLA, Transport for London, the London Development Agency, the Metropolitan Police and London's fire services.

The GLA's main areas of responsibility are:

- transport
- policing
- fire and emergency planning
- economic development
- planning
- culture
- environment
- health

The GLA has a key role in supporting the Personal Best programme through the Executive Board and will often mobilise resources to support and promote the programme at regional events.

Jobcentre Plus (JCP)

Jobcentre Plus is a government agency supporting people of working age from welfare into work, and helping employers to fill their vacancies. We are part of the Department for Work and Pensions (DWP) and play a major role in supporting the Department's aim to 'promote opportunity and independence for all through modern, customer-focused services'.

Our key objectives are to:

- increase the effective supply of labour, by promoting work as the best form of welfare and helping unemployed and economically inactive people move into employment
- work towards parity of outcomes for ethnic minority customers
- pay customers the correct benefit at the right time and protect the benefit system from fraud, error and abuse
- provide high-quality and demand-led services to employers, which help fill job vacancies quickly and effectively with well-prepared and motivated employees
- help people facing the greatest barriers to employment to compete effectively in the labour market and move into and remain in work
- improve continuously the quality, accessibility and delivery of services to all customers
- ensure that people receiving working age benefits fulfil their responsibilities while providing appropriate help and support for those without work
- increase Jobcentre Plus's overall productivity, efficiency and effectiveness

Jobcentre Plus work with the Personal Best programme to ensure that those who are eligible are referred onto the programme and that we work in partnership to offer participants the support they need to re-enter the labour market.

London Organising Committee for the Olympic and Paralympic Games (LOCOG)

About The London 2012 Organising Committee

The London Organising Committee of the Olympic and Paralympic Games is responsible for staging the 2012 Games.

By the time of the Opening Ceremony around 100,000 people will be working on the 2012 Games - including 3,000 staff, up to 70,000 volunteers and a large number of contractors

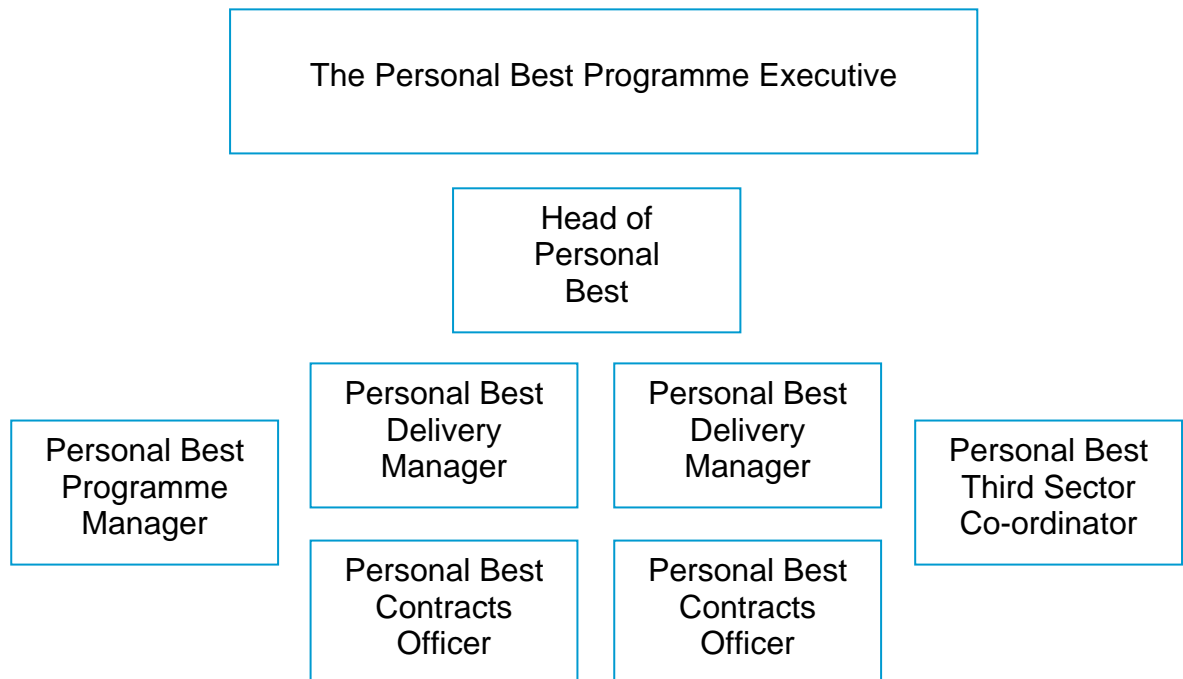
As well as staging the 2012 Games, LOCOG will also be responsible for staging a series of test events in the year before 2012; recruiting and training volunteers and overseeing the four year Cultural Olympiad leading up to the 2012 Games

As we near the 2012 Games, LOCOG will play a vital role in ensuring that our Personal Best graduates are able to take part in the volunteer selection interviews for the Games Time Volunteering Programme

The Personal Best Central Team

Based at Olympic Delivery Authority (ODA) offices in Canary Warf and at the London Development Agency Offices in Southwark, the Personal Best Central Management Team are responsible for overseeing the strategic and operational direction of the Personal Best programme. On a day to day basis you are most likely to come into contact with your Personal Best Local Delivery Manager and your Personal Best Contract Officer. Other members of the team are always available for you to contact and will be present at a majority of monthly meetings, forums and away days (see section four for more details about these events and the appendix for the full team contact list).

The Personal Best Central Management Team



This central team is supported by:

- LDA Marketing and Communications Team
- LDA IT Support Team
- Education Quality Assurance Specialist

Personal Best Programme Objectives

The Personal Best programme has the following objectives:

Engagement

To engage and motivate hard to reach target groups through the potential to become a Games Time Volunteer (GTV).

Recruitment

To recruit suitable participants to the programme, ensuring that those who are not eligible are offered effective signposting to other initiatives and given the opportunity to participate when they are ready.

Learning

To provide a creative learning environment that supports participants in gaining a tailor made qualification. Graduating from the programme will guarantee the participant an interview to become a GTV (providing they apply).

To develop the skills and knowledge of participants on the programme to maximise their chances of becoming a volunteer, including a GTV.

Information Advice Guidance

To offer guidance and support to increase social participation and positive outcomes for participants.

Social Inclusion

To use the Games as an opportunity to address the under-representation of some minority communities in the workplace and volunteering.

Progression

To ensure a range of positive progression routes for participants including further training, volunteering and employment

Volunteering and Diversity

To remain in contact with participants to promote further learning, other volunteering opportunities and to maintain interest in opportunities linked to GTV.

Partnerships

To develop local partnerships for delivery to ensure appropriate stakeholders are engaged.

Quality Assurance

To develop effective models for delivery of a quality assured product that provides associated resources and ensures effective monitoring and support arrangements are in place for providers. This includes building a unique Personal Best community of practitioners to develop and share best practice in the field.

Games Times Volunteering

To support participants in their application and training to become a GTV to enable the highest possible take up of Personal Best graduates to GTV roles. This objective will also assist LOCOG to recruit a diverse volunteer workforce.

Section One

Need to know more?

www.greaterlondonvolunteering.org.uk

www.jobcentreplus.gov.uk

www.london-2012.co.uk/LOCOG

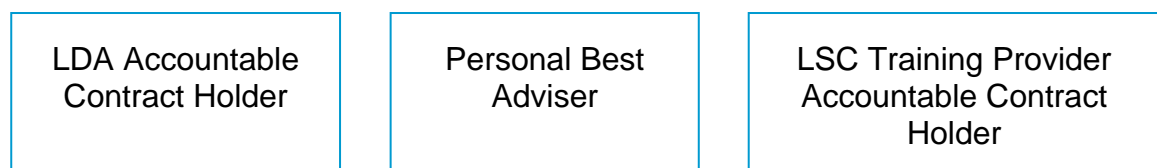
www.london.gov.uk/

Section Two

Roles and Responsibilities

Programme Roles and Responsibilities

At a local level, the Personal Best programme requires a partnership approach to delivery. We would normally expect that a local delivery partnership would consist of the following: (please note that there are likely to be other agencies involved at a local level)



The Role of the Personal Best Adviser (see full Job description in appendix)

The Personal Best Adviser role is specific to the programme, and is a specialist role based on thorough knowledge of the local area and a detailed and comprehensive knowledge of the way in which the programme works and is delivered. The Personal Best Adviser should be a full time role and if undertaking the Information Advice and Guidance Role then the Personal Best Adviser should be qualified or working towards IAG level 3/4.

The Personal Best Adviser has a responsibility for engaging appropriate individuals into the programme through an effective marketing and recruitment strategy. We would expect that this should be done in partnership with already existing local networks.

Once initial referrals are generated, the Personal Best Adviser is responsible for delivering awareness sessions and ensuring that those people targeted and eligible are assessed and enrolled on the programme. In order to make sure that participants are assessed properly the Personal Best Adviser should be working in partnership with the training provider. Once the participants are on the programme, the Personal Best adviser will have regular contact with them in order to process their transport, substance and, where relevant, childcare costs. When the programme is completed, the Participant will return to the Personal Best Adviser for Information Advice and Guidance so a suitable progression route can be identified and the Games Time Volunteering role can be introduced.

Please refer to the ESF Guidelines for further information, definitions and explanations of the following terms:

- assessed and enrolled
- eligible
- starts

- information advice and guidance
- progressions

The Main Tasks of a Personal Best Adviser

- Promote PBP to appropriate local agencies and partners who are involved in outreach activities in the local area with the aim of generating initial referrals to the programme.
- Responsibility for engaging appropriate individuals with the programme through effective liaison with local agencies and partners described above.
- Responsibility for delivering awareness raising sessions once initial referrals are generated, and to ensure that targeted and eligible people sign up to start the programme.
- Ensure that people who are not ready for the programme are signposted to other organisations or services that will be able to assist them.
- Carrying out one-on-one's with every potential Personal Best programme participant, which includes, in partnership with the Tutor, a basic skills assessment (this is to ensure that they are able to undertake the programme and their additional support needs are covered.)
- Develop an individual progression plan with each participant.
- Liaise with Tutors and ensure they have all relevant information regarding the Personal Best programme participants.
- Arrange the provision of practical support for each participant, such as travel and childcare expenses.
- Once the training programme starts, maintain regular contact with the participants to provide motivational support, pay travel and childcare, and encourage good attendance.
- Work with the training delivery agency and other partners to ensure that there are appropriate volunteering opportunities for participants to undertake as part of their course.
- Work with the training delivery agency and other partners to ensure that participants are able to visit local event/sporting venues and gain a practical awareness of their learning.
- On completing the training course and achieving the qualification, work with the participant to refine their individual progression plan. This will include identifying additional volunteering opportunities or job search activities to facilitate the plan in question. In cases where the Personal Best Adviser identifies opportunities outside the programme, they are responsible for ensuring effective handover to the relevant agency.
- Introduce the participant to the Personal Best Alumni website and the Games Time Volunteering opportunity.

- Ensure there is a process in place to obtain feedback on the progression routes secured by the Graduate within six weeks and at six months of leaving the programme.

Additional Tasks

- Compulsory attendance at Personal Best Adviser Communications meetings.
- Compulsory attendance at local steering group/partnership meetings.
- Maintain accurate and up-to-date ESF records and monitoring data on each participant and their progress as they move through the programme.

The four most important professional relationships a Personal Best Adviser will have on this programme will be with:

- A. Your participants
- B. Your participants Tutor
- C. Your local delivery partnership
- D. Your LDA Delivery Manager and Contract Officer

The Personal Best Tutor

The Personal Best Tutor is managed by the Learning and Skills Council local partnership manager in your area. Their role is to deliver the Personal Best accredited 120 hour course (details of which can be found in section three). The Personal Best Tutor is to deliver the programme in a creative and informative way to the participants whilst following the guidance laid out in the Tutor Training Manual (you can request a copy of this from the central team).

In order for your participants to be fully supported throughout the Personal Best programme, it is essential that you maintain regular contact with your local Tutor. There may be vital information that you need to share in a professional capacity to ensure the ongoing health and welfare of your participants.

A minimum standard for core training delivery has been specified and approved, and lesson plans and branded learning resources have been developed for the Personal Best programme. These are not meant to inhibit the creative learning techniques of Tutors, but to give the programme a standard of delivery to ensure that it can be quality assured.

Training delivery should reflect the needs of the participants on the programme and include a variety of teaching methods and learning aids. In addition, the training should take place in a venue participants feel confident in accessing.

Job Purpose:

To plan, prepare and teach courses for adults on the Personal Best programme of work, to provide appropriate learner feedback and support, to provide educational advice and information where necessary, and to create an appropriate and welcoming atmosphere for learners.

Main Duties and Responsibilities:

As a Tutor you are required to carry out the following duties in the context of the delivery organisation's policies and practices, particularly Equality and Diversity, Health and Safety and Data Protection, including informing learners of their obligations.

1. Plan, deliver and report on your course, using methods and materials appropriate to the learner group and course content. A scheme of work/syllabus and lesson plans should be used for this and made available to the course organiser, class visitor or inspector when required.
2. Prepare/adapt appropriate teaching materials.
3. Identify/assess the needs of learners and if necessary adapt course content and delivery style to meet these needs. Where a course is inappropriate for a learner direct them to another course or provider. Deal appropriately with individual learner support needs, using the appropriate forms and recording the required evidence as per the guidelines provided.
4. Comply with the delivery organisation's policy on Equality and Diversity so that all learners are treated with respect and dignity in an environment in which a diversity of backgrounds and experience is valued. Deal with any harassment or discrimination issues that arise.
5. Discuss learning outcomes or moderation requirements with learners as the course proceeds.
6. Enable your learners to participate on the Personal Best programme by affording time for distribution of any relevant notices or information, and ensuring they know about the Personal Best programme and how they can become a Games Time Volunteer.
7. Liaise with branch/centre head/caretaker to be aware of venue, resources and administration, including procedures in case of fire and other health and safety issues.

8. Evaluate the effectiveness of learning. Assess learners' work where appropriate. Keep records of learners' progress and ensure learners are given feedback on their progress.
9. Offer advice on further learning and progression opportunities to learners as required.
10. Ensure that all required paperwork, including enrolment forms, learning outcomes forms, awarding body and other registration forms and course registers, including the Tutor's report and claim forms are completed and returned to the relevant office, within two weeks of the end of the course.
11. Attend relevant induction and training meetings as required by the LDA. It is essential that you attend at least one briefing event per year.
12. Where appropriate, attend moderation meetings.
13. Maintain contact with your course organiser, and inform her/him immediately of any changes, cancellations, or other significant problems. In an emergency please contact the Regional Office
14. Any other duty which, from time to time, may reasonably be required to meet the needs of the provider and the funders and is within the remit of this post.

Section Three

The Personal Best Participant Journey

An Introduction to the European Social Fund (ESF)

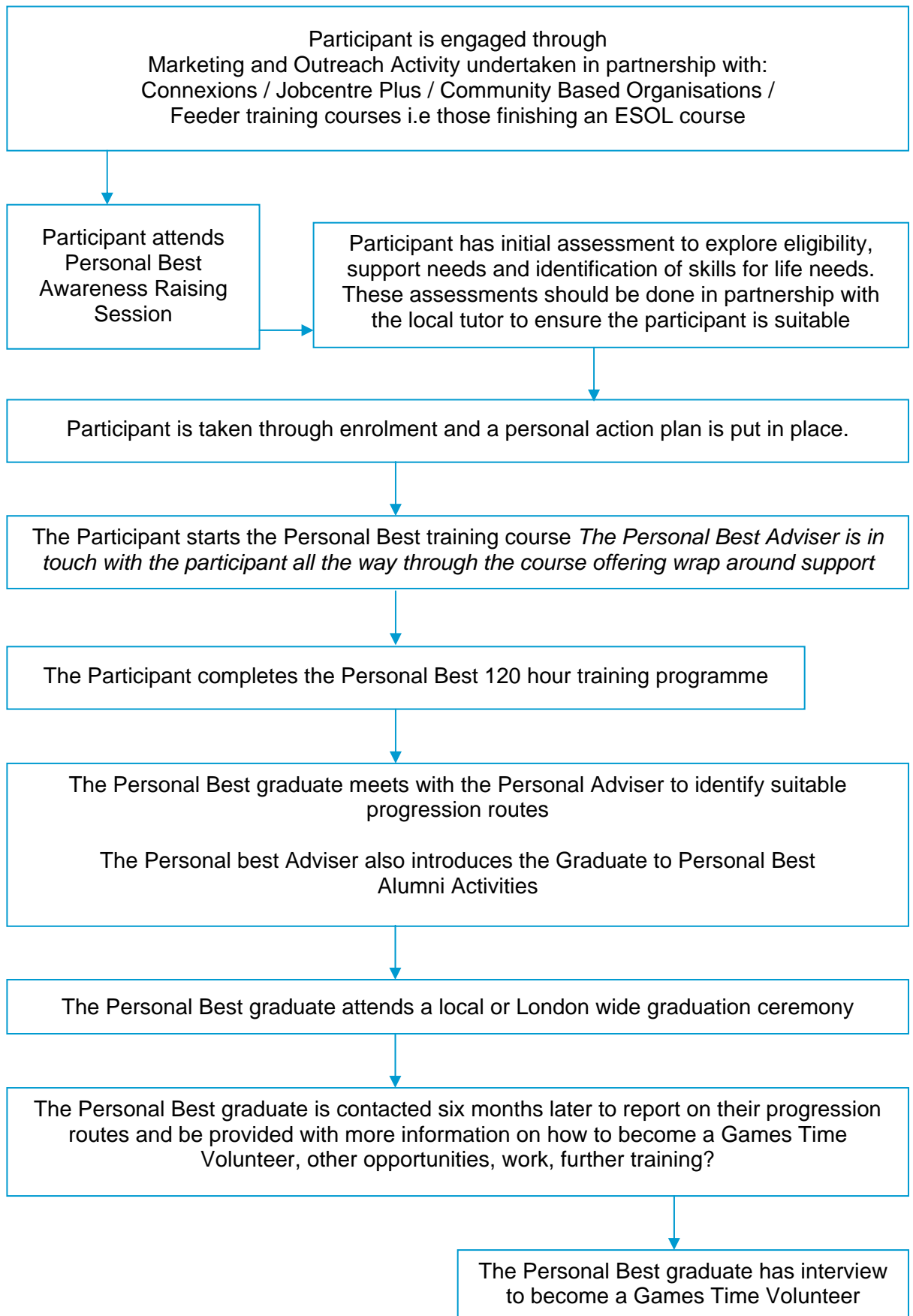
ESF

The Personal Best programme is co-financed by the LDA and the European Social Fund (ESF).

In order to deliver this programme within the ESF funding framework and make payments to your contract holder we are required to use an output related funding model. As a result the successful journey that the participant takes through the programme will generate important payments to your contract holder. This will be explained in full detail in your ESF induction session. You will also be able to find all the information related to numbers and types of participants you will be expected to work with and information on payments and activity in your Local Partnership contract.

Participant Journey Chart

The Personal Best participant journey chart follows over the page and details all envisaged programme activities a participant will take part in. The chart represents the whole programme and journey for a participant. Not all activity will be funded through the programme as it should meet local needs and fit with local strategies. This flow chart is a simplified version of the Out Put Related Funded Flow Chart (OPRFFC). You will need to use OPRFFC so that you can ensure that you are completing each part of the process correctly for payment and monitoring and evaluation purposes. The specification for each part of the simplified chart follows later in this section.



Target Participants and Eligibility

Target Participants

The Personal Best programme is aimed at people who are far away from the labour market and workless communities. A list of target groups follows below. Delivery partners must adhere to these guidelines.

- Must be resident in one of the 33 London Boroughs
- Unemployed (does not have to be registered unemployed) / economically inactive
- Those over 24 and less than 50
- Those who are 16 – 24 and not in education, employment or training, provided they are 18 by June 2011
- People with learning difficulties and disabilities
- People in receipt of incapacity benefits
- Lone parents
- BAME groups
- People aged over 50
- Ex-offenders
- Homeless people
- Refugees
- People who do not have a full level 2 qualification or above*

Where a person is within one of the target groups listed above BUT has a qualification at level 2 or above, in exceptional circumstances they may be eligible for the programme. This will only be agreed if there is a clear and proven need for them to undertake a lower level qualification. There must also be clear evidence that there are no other courses which would be available to them to better meet their needs eg mental health.

Each case will need to be assessed on a case by case basis by the Personal Best Central Team for approval; all requests should be forwarded to the Personal Best Delivery Manager.

Eligibility

To be eligible for the programme an individual must be:

- legally resident in the UK
- able to take up paid employment in a European Union member state
- not currently enrolled on another training course
- have entry level 2 or above in literacy skills

You must ensure that the participants on the Personal Best programme meet the target group specified overleaf.

It is extremely important to remember that there are certain groups where additional restrictions apply. There is further information in the ESF 2007-2013 Eligibility Rules document which will be on your ESF memory stick

The Role of Jobcentre Plus

The Personal Best programme targets Jobcentre Plus's hardest to reach customers. All Jobcentre Plus district offices in London have received an advice note about the programme and it should also be available as a local training opportunity on their Labour Market System (LMS). Whilst Jobcentre Plus is not the only source of referrals to the scheme, it can assist some Jobcentre Plus customers with the greatest barriers back into work, or at least onto other training provision that moves them closer to employment.

Jobcentre Plus is one of the key strategic partners for the Personal Best programme. At a local level they support Personal Best Advisers by undertaking the following responsibilities:

- Designating a local Jobcentre Plus contact to liaise with the local Personal Best Adviser
- Jobcentre Plus will strive to make the local Personal Best Adviser aware of any private providers working in the area they may not be aware of
- If appropriate, and where possible, Jobcentre Plus will arrange space in a local office for the Personal Best Adviser to conduct 'taster' meetings (subject to a local agreement on a ring-fenced number of local places on the programme for Jobcentre Plus customers)
- Jobcentre Plus to refer customers onto the programme where appropriate and to assist them with routes into work (if they are an eligible Jobcentre Plus customer) once they have completed the programme

In return, Personal Best Advisers provide JCP Advisers with the following:

- Contact numbers for Personal Best Advisers in their area
- Dates for the awareness raising sessions and courses so that customers can be given up to date information
- Clear guidance on eligibility so suitable referrals can be made
- A presentation to Jobcentre Plus staff regarding the programme in their local area
- An offer to go and visit a local group whilst they are on a course
- Feedback on the number and quality of referrals made by Jobcentre Plus

As there are many local differences in London it will be more appropriate for local agreements to be made between JCP and Personal Best Advisers. Where an area is an Employment Zone, or is rolling out Pathways to Work, a lighter touch from JCP may be all that is required, including making the Personal Best Adviser aware of the private providers in the area.

In other areas a closer relationship may be appropriate, including giving office space to a Personal Best Adviser, where possible, for awareness-raising sessions (in return for a ring-fenced number of places of JCP clients if this is appropriate).

Effect on Benefits - Existing Guidelines (correct at time of going to press)

Jobseekers Allowance

When a jobseeker undertakes the Personal Best programme, the circumstances of their case are looked at on an individual basis.

Advisers must consider the following when looking at how the programme may affect Jobseeker's Allowance.

Basic conditions of entitlement to Jobseeker's Allowance:

- a jobseeker must be available for, capable of and actively seeking paid employment of at least 40 hours per week, unless they have a reason to restrict the number of hours, for example they may have caring responsibilities
- they must take at least three steps to look for work in each benefit week, unless it is reasonable for them to do less because of a restriction (such as the caring responsibility)
- a jobseeker must also generally be prepared to start work immediately

The Personal Best programme is ESF funded and, for Jobseeker's Allowance recipients, should involve less than 16 hours per week guided learning. Advisers should ask programme participants how many guided hours learning they take part in per week.

Advisers will inform jobseekers that when they become eligible for New Deal, this will take precedence over the Personal Best programme. Failure to take part in New Deal can affect entitlement to Jobseeker's Allowance. As before, work will also come first.

Advisers will inform Jobseekers that any expenses they receive while taking part in the Personal Best programme must be declared to Jobcentre Plus. A Decision Maker will need to decide how this will be treated.

Income Support

If somebody was already in receipt of Income Support, then going on the course should have no effect on their benefit, providing that they continue to adhere to the basic conditions of their benefit. This is because the Personal Best programme:

- is unpaid
- is run under the auspices of the Learning and Skills Council for England

Employment Support Allowance (ESA)

Employment Support Allowance replaced Incapacity Benefit for new claims from 27 October.

Enrolling on Personal Best should have no effect on a customer's benefit. However, they should notify Jobcentre Plus of their intention to begin voluntary work. This is because the Personal Best programme:

- is unpaid, and does not qualify for a training allowance
- is run under the auspices of the Learning and Skills Council for England

Incapacity Benefit

Like ESA, if somebody is already in receipt of Incapacity Benefit, then going on the course should have no effect on their benefit. However, they should notify Jobcentre Plus of their intention to begin voluntary work.

Housing Benefit

Provided the trainee remains on Income Support or Jobseeker's Allowance or Incapacity Benefit then they can continue to claim Housing Benefit or Council Tax Benefit.

Outreach and Engagement

There is a need for a large scale outreach strategy in each delivery area to ensure that people are aware of the Personal Best programme and its associated opportunities. It is not practical or cost effective that this be limited to just the Personal Best programme. The 'one stop shop' type of approach has proved effective, whereby existing advisers and community champions who receive training about Personal Best eligibility criteria are used to reach out to sections of the community. They will commonly utilise existing opportunities for engagement, for example tenants' associations, or develop new ones as appropriate.

Typically there are a number of methods to ensure that the outreach activity is appropriate to a wide range of target groups. We would expect local delivery partnerships to utilise existing outreach activity to generate initial referrals to the programme.

The Personal Best Adviser has a responsibility for engaging appropriate individuals with the programme through effective liaison with the outreach service referred to above. Once initial referrals are generated the Personal Best Adviser is responsible for delivering awareness raising sessions and to ensure targeted and eligible people sign up for the programme.

Personal Best Branded Marketing Materials and Resources

When marketing the programme you **must** use the marketing material, i.e. posters and leaflets supplied. These have been specifically created for the Personal Best programme and as such have received full approval of all partners, in addition the programme has also received the London 2012 Olympic and Paralympic Games branding and all marketing materials have been approved by the LDA in line with our licensing agreement with LOCOG.

Under no circumstances can you recreate local versions of the leaflet or poster. If your target participants require material in a different format please contact the central programme team.

The blank space at the end of each leaflet or poster can be used for local contact details and dates of upcoming awareness raising sessions etc.

Items available:

- Personal Best DVDs
- Personal Best pop up banners
- Personal Best high visibility jackets for volunteering
- Personal Best polo shirts for volunteering
- Personal Best A5 leaflets
- Personal Best newsletters
- Personal Best posters

If you require more copies of any of the marketing material please contact the programme central team.

More information about the restrictions in place for branded Personal Best is available in your contract documents and programme specifications

Press Releases and Articles

If you are issuing a press release or writing an article for a local publication a draft must be submitted to the central management team in advance for approval. No article or press release can be issued without prior approval from the LDA.

Please submit all articles and press releases with at least one weeks notice. If, on occasion, this is not possible please submit as soon as possible and inform us of the deadline.

Awareness Raising Sessions

The aim of the awareness raising session is to encourage individuals to be part of the '2012 Games Experience' and take up a place on the Personal Best programme as a way of to improve their skills and long term employment opportunities. The awareness raising session will also explain how they can get a guaranteed interview for the Games Time Volunteering programme, provided they successfully complete the Personal Best programme.

As well as the marketing material you will be provided with motivational presentation and DVDs regarding the Personal Best programme and/or the London 2012 Olympic and Paralympic Games to use during the awareness raising sessions.

By the end of the session individuals should:

- know initially if they are eligible
- begin to understand the excitement of an event the size and scale of the 2012 Games coming to London
- know how they can enhance their chance of being a Games Time Volunteer by joining the course
- be introduced to the benefits of volunteering for themselves and their communities
- know what the Personal Best programme is and what skills it will give them
- know what the impact on their benefits will be (see FAQs) and what support they will get towards childcare and travel
- know what the next steps are if they want to join the course or if they are not quite ready to join the course

For further information on the different sports held during the London 2012 Olympic and Paralympic Games and the resources/staffing required to stage them go to www.london2012.org. Awareness raising sessions should be run in fully accessible locations that meet the needs of those attending. For further guidance please see the Event Management Guide in Appendix D.

You must record details of all those who attend the awareness raising session, whether or not they go onto the training course as you will be required to report this information.

Wrap around support

The Personal Best Adviser should have a list of people who want to join the next course from the awareness raising sessions. The next stage for these individuals is to have a one-on-one meeting with the Personal Best Adviser to ensure they are actually eligible (please refer to eligibility section again and your ESF eligibility documents) and to complete the programme enrolment form. The enrolment form asks the individual to declare personal details such as ethnicity and disability. Guidance on explaining the importance of this information is included in the ESF memory stick.

For all eligible individuals start dates for the next course should be provided for them along with information regarding the venue, travel reimbursement which will be provided to them and childcare provision options that may also be provided to them where appropriate.

Individual Action and Plans and Basic Skills Assessments

An Individual Action Plan and Basic Skills Assessment must also be completed before an individual starts the course. **This must be co-ordinated by the Personal Best Adviser and Tutor to avoid the learner duplicating information and information on this activity will be required to generate an ESF LDA payment.** The Tutor may also wish to carry out a more in-depth assessment. If for whatever reason the Tutor is not present at this initial meeting to assess needs, the Personal Best Adviser must also make sure that there is a clear process for cascading the results to the Tutor in advance of the individual starting the course. Any Basic Skills Assessment must be in a format that is accessible to the individual.

Additional information on Basic Skills Assessments

A Basic Skills Assessment may seem daunting to individuals joining the programme. It is a good idea to reassure them that the assessment is required so that the appropriate support can be provided for them to make sure they get the best from the course. If an individual is not at entry level 2 standard they will not be eligible for the Personal Best programme and the Adviser should signpost them to a local relevant course, i.e. ESOL, literacy, that can help them. Their details must be recorded and the individual invited back onto the Personal Best programme once their immediate training needs have been met.

It is vital that learners' basic skills needs are identified in a timely and accurate manner, whatever their chosen provision or place of learning, and that a consistent approach to screening and assessment is adopted. However it's important to also remember that screening and initial assessment are only the first stages in identifying learners' basic skills needs. This should be followed up, where appropriate, by those qualified with diagnostic assessment to identify such needs in more detail.

Many providers already have well-developed systems in place to identify and support learners' basic skills needs

Screening

Screening is used to find out whether or not a learner might have literacy, language or numeracy needs. If a need is identified, initial assessment can then provide a means of establishing the level(s) of such a need. Whichever screening tool is used, it should result in a reliable indication of a learner's general ability in basic skills.

Initial Assessment

Where screening highlights a need to follow up with initial assessment, providers should use an appropriate system which is aligned to the National Standards for Adult Literacy and Numeracy (2000). Whichever initial assessment tool is adopted, it should provide a reliable assessment of a learner's level in relation to the national standards, to enable placement into provision at a suitable level.

Results of screening and assessments

The results of screening and assessments should be used to develop the learning plan of the individual. The Provider Performance Review will look for evidence that results of screening and assessment are reflected in individual learning plans and that identified needs are being actioned. Meeting the needs of the learner is central.

The Training Course

The training will be delivered against the newly developed Personal Best qualification at level 1. This is currently accredited by the Open College Network London Region. This qualification consists of 7x10 hour units, 1x20 hour units and 1x30 hour unit. It is a full 120 hour qualification and there are no places to enable partial completion. The flexibility of the programme provides task orientated learning and the training should be delivered within the heart of the community. The units are as follows:

Unit No.	Unit title	Unit Length
Unit 1	Becoming a volunteer	10 hours
Unit 2	Volunteering and the Olympics	10 hours
Unit 3	Understanding equality and diversity	10 hours
Unit 4	Understanding effective customer relations	10 hours
Unit 5	Emergencies and basic fire awareness	10 hours
Unit 6	Public safety	10 hours
Unit 7	Introduction to conflict resolution in a public setting	10 hours
Unit 8	Developing team and interpersonal skills	20 hours
Unit 9	Preparing for and reflecting on a volunteer placement	30 hours

It should be noted that while the units have a clear relevance to event volunteering skills, LOCOG will be delivering the required training to all Games Time Volunteers. However, the qualification has been designed in order to help participants understand what will be expected of them and to enable them to develop skills that will enable them to progress to other volunteering and employment opportunities. It is also expected that, in undertaking the above training, participants will develop the softer skills of communication, punctuality, team working, etc. Separate guidance and resources exist for each of the training units.

Volunteering and the Volunteer Experience

It is recognised that volunteering plays a key role in the Personal Best programme and it is expected that volunteer organisations will play a key role in local partnerships. Although the long term aim of the programme is to assist participants back into work, it is recognised that for some people this can be a long journey. Volunteering can provide individuals with the first step on the route back into the labour market, allowing them to build confidence and improve their employability. A number of participants from the pilot phase commented that they enjoyed being able to give something back to their communities through volunteering and have continued to do so after the programme.

As part of their training, individuals on the Personal Best training programme will undertake volunteer activities in their local community at events or elsewhere where appropriate but not in profit based companies. Opportunities for volunteer placements can be aligned to a variety of sporting and cultural events leading up to the 2012 Games. Completion of a volunteer placement will enhance the opportunity of individuals on the Personal Best programme becoming a Games Time Volunteer.

To help participants understand what activities they will be able to do while on Personal Best, the Department for Work and Pensions (DWP) and Jobcentre Plus network provides the following explanation on volunteering:

What is volunteering?

This is when you choose to give your time and energy to benefit other people without being paid for it

As a volunteer, you could:

- volunteer with a charity or other voluntary organisation
- volunteer with a public-sector organisation, or
- help your community

It is not volunteering if you:

- do something for a family member
- are given money apart from your expenses, or
- are under contract to do it (this does not include a 'volunteer agreement')

(Volunteering while receiving benefit, DWP, September 2008, page 5)

Looking for volunteering opportunities

For local volunteering opportunities, visit your local Volunteer Centre, which works with local organisations to help them find volunteers. All Volunteer Centres also upload opportunities on to an online database called **Do-It**.

Greater London Volunteering (GLV) has an events volunteering calendar that can be accessed through the Personal Best website or on their website. The Third Sector Coordinator will also promote volunteering opportunities directly to Personal Best Advisors and Training Providers.

What should a participant expect as a volunteer?

Organisations vary a lot, but there are some basic things that someone should expect as a volunteer:

- An induction
- To have a named supervisor and how to contact them for any problems or queries
- Adequate training to be able to carry out their role.
- Ongoing support and supervision

(“Finding Out about Volunteering” Information Sheet, Volunteering England, June 2008)

Volunteer Expenses

In general any reasonable expense incurred as part of the volunteering activity should be reimbursed.

This can but not necessarily include:

- Travel to and from the place of volunteering
- Travel while volunteering
- Meals taken while volunteering
- Care of dependants, including children, during volunteering
- Postage, phone calls, stationery etc
- Cost of protective clothing/special equipment etc

(“Voluntary Expenses” Information Sheet, Volunteering England, October 2008)

CRB Checks

Potential volunteers should be informed at an early stage if they will have to be CRB checked. Ideally it should be explained in the recruitment materials or role description. When their volunteer application is processed, the organisation should explain the reasons for the CRB check and reassure the volunteer that such checks are a standard procedure when working regularly with vulnerable people. It should be made clear that having a conviction does not mean that a person is automatically unsuitable. Also give reassurance that all information will be treated with the strictest confidence and provide information on how the process will work.

(“An Introduction to Criminal Records Bureau Checks” Information Sheet, Volunteering England, April 2008)

Working with other organisations on volunteering opportunities

Before finalising a partnership with another organisation, both need to decide:

- Who has ultimate responsibility? Is this written down?
- How can the organisation with responsibility ensure its policies are carried through?
- What can that organisation do if health and safety standards are not met?
- Do volunteers understand their health and safety responsibilities?
- If a volunteer is dissatisfied with health and safety levels, is it clear to whom they should report it?

It is good practice that the delivery partner and the volunteer involving organisation have followed these pointers to ensure they have the appropriate insurance in place to cover volunteers:

- Their policies explicitly mention volunteers because they may not be automatically included in your insurance cover
- They have checked with their insurer whether there are upper and lower age limits for volunteers for younger or older volunteers
- They have notified their insurance company of the types of activities that the volunteers will be doing, because if the tasks are high-risk then the insurance policies will need to be adapted to accommodate these risks
- They have produced a written risk assessment for each of the roles that volunteers will be performing

("Health and Safety for Volunteers" Information Sheets, Volunteering England, April 2008)

About Greater London Volunteering (GLV)

GLV is the regional umbrella organisation for volunteering in London. Members include Volunteer Centres and Volunteer Development Agencies covering every borough of Greater London, offering strategic and capacity-building support and brokerage services to over 50,000 volunteers and around 8,000 organisations (2006).

GLV is dedicated to the provision and promotion of volunteering opportunities in the Capital. Working at the regional level with partners such as TimeBank, Do-it and London Voluntary Services Council (LVSC), we seek to inform and influence local and regional government, decision-makers and funders on the value of quality, coordinated volunteering activity.

The main focus of GLV is to generate more volunteering activity in Greater London. Our key strength lies in our members' vast knowledge and experience in the voluntary sector. With members in virtually every borough in the region, we are committed to providing as wide a network of opportunity as possible.

Information, Advice and Guidance

IAG stands for Information, Advice and Guidance – in itself a shorthand term for a range of vital services that help people to make important decisions about their future, decisions that will ultimately support greater economic and social mobility.

The number of adults who are involved in learning is set to increase dramatically over the next few years and people need access to reliable information, advice and guidance to help them reach all-important decisions about how to:

- develop the best possible range of skills
- find the right training for the right job
- make the most of workplace opportunities
- assess future career options
- get other vital information about issues that affect working life – such as childcare

IAG – part of the wider skills package

The Government's Skills White Paper 2005 set out a long-term objective for IAG – to make it a universally available, high-quality and well-used service offering information, advice and guidance to adults about:

- jobs
- qualifications
- training
- related services – such as childcare

How people receive IAG services will depend on their age, qualifications and circumstances. For example, people might get IAG in their workplace or from tutors in educational institutions, and IAG is also offered through a wide range of other sources and media including over the phone, through face-to-face discussions or via the web.

IAG information above sourced from the LSC website

Progression

After the initial IAG session as the training course ends, every participant will have a one-on-one meeting with their Adviser to explore the participants' progression and develop an individual progression plan. The expected progression routes include:

- employment – this may involve referral to local employment brokers and partnerships
- further training – this may involve referral to local colleges or other training providers
- volunteering – this may involve referral back to their original volunteering placement undertaken on the course or to local volunteer centres or other volunteering agencies

It is important that we are able to track the progress of each individual once they have left the programme to be able to measure the impact on worklessness and the participants' progression to interview to become a Games Time Volunteer. Whilst the programme management team will be implementing the Alumni programme and commissioning evaluations, it is vital that this tracking is also done locally and the ESF OVR will also require this information for final payments to be made.

Alumni

It is essential that all participants on the programme are tracked regularly even after they have completed the course. The Personal Best programme recognises that for some people the journey back to work is longer than for others and it may be some time before they are able to take up employment. Whilst the Alumni will help us to monitor the final destination of all participants it is also important that the Adviser maintains contact and also monitors a participant's progress. This can take the form of a phone call every six months.

A number of mechanisms are also currently being developed to support and maintain contact with participants after they have left the programme. This is imperative, not only to track the impact of the programme, but also to be able provide participants with updates when the call for Games Time Volunteers is issued.

The Alumni support will primarily be delivered through a dedicated website. Participants will be given their own username and password to be able to access the site. They will be able to keep their contact details up to date, save their CVs and find out about current regional and local opportunities for volunteering, employment and education.

The programme management team will also produce a six-monthly newsletter that will be sent to all participants. As with the website it will provide details about upcoming opportunities, success stories from participants and updates about the 2012 Games.

Graduation

A graduation ceremony will be held every year for all graduates from that year. Ceremonies will be held at prestigious venues with sporting celebrities and stakeholders with the aim of enhancing participants' self-esteem and creating a great sense of recognition of achievement.

On 29th October 2007 the first graduation ceremony was held for all participants who had completed the pilot programme. It was held at Wembley Stadium and guest speakers included Tessa Jowell, Ken Livingstone, Lord Coe, Jade Johnson, Jonathon Edwards, Mary Conneely and Ade Adepitan. The event was a fantastic success and showcased the achievements of the first participants and practitioners of the Personal Best programme. Further graduation ceremonies will always take place for Personal Best graduates at a local or regional level.

Games Time Volunteer (GTV) Guaranteed Interview

The guaranteed interview to be a Games Time Volunteer will be offered by the London Organising Committee for the Olympic and Paralympic Games. It will be offered to all graduates who apply and further support will be given to graduates who are applying nearer the time.

Scenarios of how volunteers might progress through the programme

Nina from Greenwich has been a full time mother for the last 10 years and thought it was time for her to do something for herself. Nina used to stay at home for the majority of the day, only venturing outside to do grocery shopping and run errands.

The course presented a great opportunity for Nina to further her education, but also the chance to get out and meet new people. She says, “The Personal Best programme is a good course and it teaches you many things”.

Nina was introduced to the Personal Best programme when she visited Greenwich Local Labour and Business to acquire information on administration training. As a full-time mother for 10 years, Nina needed a way to ease herself gently back toward her career path and felt the Personal Best programme was ideal for this, as well as increasing her knowledge and skills, and boosting her self confidence.

During the programme, the tutors gave lots of useful examples to help Nina understand what she was learning. For example, one tutor took the students around the building, pointing out the fire exits and other parts of the building that are important to fire safety. Despite looking incredibly daunting, Nina enjoyed the customer service module the most as it was great for building her self confidence.

After programme completion, Nina intends to look for full time employment in administration. She plans to ask her local volunteer centre about opportunities to undertake voluntary office/administration work. Originally from Congo, Nina is also interested in doing some translation work further down the track.

Harry from Hackney grew up in a one parent family – his mother left home when he was four years old so his father became the sole carer. Harry fell out of the education system at the age of 14. He was dyslexic but because of his unruly behaviour it was not picked up at school.

Harry hung around street corners with a group of friends but found himself constantly in trouble with the police. Some of his mates joined a basketball sports club run by Youth for Hackney. Harry thought this was a cool sport so also joined the Aim High Basketball Project. This combines the basketball programme with other learning. Young people are required to attend a 30-minute workshop on a variety of topics such as drugs awareness and personal development before taking part in basketball sessions.

A Personal Best Adviser visited the project to raise awareness and Harry was encouraged to take part in the Personal Best programme – the prospect of being part of the 2012 Games was a big pull. He starts volunteering by leafleting for more players outside school and even gives a talk to encourage others to join the project.

Harry graduates from the programme and is now on a vocational course in youth work at the local college B6. He is looking forward to his guaranteed interview to be a volunteer at the London 2012 Olympic and Paralympic Games.

Walter from Waltham Forest was unemployed with no qualifications. The local Jobcentre Plus referred him to the Personal Best Adviser who had been in the week before to run an awareness session for Jobcentre staff.

The Personal Best Adviser engaged with Walter in conversation and found that he liked being outdoors and was interested in nature. The Adviser helped him to access courses on offer at the Suntrap, an Education Centre in the borough.

The Centre has seven acres of field and garden, which are managed as mini habitats. There are mature trees and ancient hedgerows, a wild flower meadow, small sensory and butterfly gardens, containers with a variety of specialised plants, bird and bat boxes and a weather station. Walter has followed the Personal Best programme and is now much more confident. He has also been offered a part-time job managing the trails through the centre.

Neelam from Newham had an arranged marriage at the age of 16 and had two children by the age of 20. However, she left her husband and has been alienated by her family and community. She feels extremely isolated and depressed.

She lives in a Sure Start area and the Personal Best Adviser goes along with one of the Sure Start workers onto a housing estate where they are holding a session for parents with a mobile toy library. The Personal Best Adviser chats informally to the mums over coffee and finds that Neelam would love her children to be sporty so wants to show them her enthusiasm. The Adviser tells her about the Personal Best programme and she enrolls. The Sure Start programme runs a crèche so she is able to attend.

Neelam grows in confidence through the programme and volunteers to run other mobile toy libraries. As she meets more people she becomes less depressed and realises she has a 'new' family of supportive people around her.

Barry from Brent, who is 55, had to retire early because of stress and has struggled to know what to do with himself. He doesn't have much money and finds he sits at home watching sport or goes down the betting shop and if he wins anything spends it at the pub. He sees a poster in the pub about the Personal Best programme and is excited about the idea of being a volunteer at the 2012 Games.

He graduates easily from the course and feels much better now he has a purpose. He decides to become a volunteer for Mind to help people deal with stress and starts a part-time Open University course in Sports Psychology.

Section 3 Need to Know more ?

ESF

ESF was set up to improve employment opportunities in the European Union and so help raise standards of living. It aims to help people fulfil their potential by giving them better skills and better job prospects.

As one of the EU's Structural Funds, ESF seeks to reduce differences in prosperity across the EU and enhance economic and social cohesion. So although ESF funding is spread across the EU, most money goes to those countries and regions where economic development is less advanced. The other main Structural Fund is the European Regional Development Fund which invests in projects to improve innovation, the environment and infrastructure.

Since 2000, the ESF has been a key part of the EU's Lisbon strategy for growth and jobs. It supports the EU's goal of increasing employment by giving unemployed and disadvantaged people the training and support they need to enter jobs. By focusing on those most in need of help, it contributes to policies to reduce inequality and build a fairer society. ESF also equips the workforce with the skills needed by business in a competitive global economy.

Over the seven years from 2000 to 2006, the ESF helped over four million people in England. In 2007, the EU launched a new round of ESF programmes for the next seven years to 2013.

The new programme will invest £4 billion in 2007 to 2013, of which £2 billion will come from the ESF and £2 billion will be national funding.

This website provides information on the ESF programme for England and Gibraltar from 2007 to 2013. It also contains residual information on the previous programme from 2000 to 2006.

Section four

Personal Best Practitioners' Support

Personal Best Advisers Communications Meetings

Every month the programme management team will host a meeting for all Personal Best Advisers. This meeting is **compulsory** as the purpose of these meetings is for all Advisers to have the opportunity to meet one another and share best practice across the programme. The meetings are for the benefit of the Advisers who have the opportunity to raise agenda items for discussion. The meetings will also be an opportunity for the programme management team to update all Advisers on various aspects of the programme. Whilst there is an agenda for these meetings and notes are taken, they are intended to be an informal and open discussion forum. Meetings are held at the LDA's offices in Southwark and a list of meeting dates for the coming year is included in Appendix F.

Tutor Support Network

Every quarter the programme management team will host a tutor support network for all Personal Best Tutors. The purpose of these meetings is for all Tutors to have the opportunity to meet one another and share best practice across the programme. The meetings are for the benefit of the Tutors who have the opportunity to raise agenda items for discussion. The meetings will also be an opportunity for the programme management team to update all Tutors on various aspects of the programme. Whilst there is an agenda for these meetings, they are intended to be an informal and open discussion forum. Meetings are held at the LDA's offices in Southwark and a list of meeting dates for the coming year is included in the Appendix.

LSC Partnership Managers Monthly Update Meetings

The delivery of the Personal Best programme requires close links between the training delivery partner and the programme delivery partner. To help maintain these links across the programme, the programme management team will host quarterly update meetings for LSC Partnership Managers who are responsible for managing local LSC contracts. These meetings will be lead by the LSC London Regional Office.

Practitioners' Away Days

Once a quarter, Practitioners Away Days will be held for all those involved in delivering the Personal Best programme locally. They will be broader than the individual update meetings but will allow an opportunity for all parties to meet and share best practice.

Section five

Frequently Asked Questions

Where will programmes be run?

The Personal Best programme will be delivered by local training providers and training sessions are likely to take place at a variety of local venues to make it as easy as possible for clients to access. Venues can include local community centres, leisure centres and even sporting venues as an added attraction to participants.

What is the pattern of attendance?

The Personal Best programme has been designed to be flexible in terms of how and when it can be delivered. There is guidance for Tutors on each of the modules but this allows for Tutor creativity. It is anticipated that programmes will be run according to local requirements. For example, it could be run every day for two hours a day, or over three days for four hours a day. It is for local partnerships to decide although you will need to be mindful of the effect the hours could have on a participant's benefits.

Will participants be able to get help with travel and childcare costs?

Yes. It is vital that both travel and childcare is provided for each participant as it will help break down the barriers for people who want to come on the programme. Local programmes should reimburse the participants directly.

Will attendance on the programme affect a participant's benefits?

The only benefit that could potentially be affected by attendance on the Personal Best programme is Job Seekers Allowance benefit (JSA). In order to keep claiming this benefit a claimant cannot take part in any programme for 16 or more hours per week. Courses run during the pilot were less than 16 hours per week to encourage JSA claimants to attend. JSA claimants who attend the programme must remain available for work and actively seeking work. This means that they have to show that they are looking for work and applying for jobs where appropriate. Volunteering will not affect JSA claimants as long as they are able to start work with one weeks notice or attend an interview for work at 48 hours notice. They can also take part in residential volunteering for a period of up to 14 days.

Do participants have to notify their benefits adviser if they are volunteering?

Yes. It is compulsory for volunteers to notify benefits advisers that they are volunteering. Whilst it is up to the participant to inform their benefits adviser they may occasionally encounter problems proving they are volunteering and not working. In this situation it would be appropriate for the Personal Best Adviser to speak to the participant's benefits adviser. An expenses record form will enable you to record exactly what money the participant receives and to show that it is reimbursement not payment.

Section six

Resources

R2

Community Contacts Insight Cards

Work with existing neighbourhood and community groups, parish councils, local authority community advisors, and youth and community workers who are firmly rooted in the community and can spread the word for you via their own networks.

Hold awareness raising sessions in appropriate local venues such as community centres, churches, popular public buildings, leisure centres or youth centres. Remember that you will need to work flexibly holding some awareness raising sessions at weekends or in the evenings.

Make sure that you attend some local community forums and community meetings so you are fully aware of the local issues that my present barriers to engagement.

Lone parents are a target group. Make contact with local toddler groups to see if you can present the course, or contact local schools to see if you can leave information about the course, or set up a small display where parents collecting children can see it.

Place Personal Best display notice boards on neighbourhood or housing association notice boards, Community centres, libraries, youth clubs, sports clubs etc.

Ensure that you have developed a simplified mapping tool of community services. From here you should develop a marketing and recruitment plan with details on numbers and regularity of visits. Be prepared to visit community groups several times as key contacts, staff and volunteers can sometimes change.

Make full use of community newsletters, local newspapers and community radio stations.

Make sure you have an up-to-date list of voluntary organisations working with BAME groups. When working with these groups don't forget to take into account timings of Religious festivals and cultural sensitivities that may exist.

Ensure that your awareness training sessions think about participatory approaches as much as possible, so that people attending are able to have a voice, ask questions freely and raise any concerns that they may have.

Ensure that you work in partnership with other agencies to provide holistic support to potential Personal Best participants. The more support that we can offer them, as well as sign posted support, the more likely they are to succeed.

R3

Concern Cards for Awareness Raising Sessions about the Personal Best programme

Place cards on a table enabling potential participants to pick up ones that they feel affect them

(These are a good example of utilising participatory methods)

Travel Costs

Personal Best Participants are entitled to help with their travel costs when:

- travelling to the course venue
- travelling to visit other venues as part of the course
- travelling to appointments with the Personal Best Adviser or to appointments that the Personal Best Adviser has set up
- travelling to volunteering opportunities or volunteer placements that have been set up as part of the course

Qualification

Personal Best participants need to complete all 120 hours to graduate.

If there are some modules that are more challenging for a participant than others, a participant may be able to complete them at a level 1 standard and still graduate the course.

When?

The basic programme is 120 hours and will take place over eight to 12 weeks.

Dependent on where you do the course and your circumstances, in some cases the course can be made shorter or a longer to suit you.

What Happens Next?

If you are eligible you will need to make an appointment to meet with the Personal Best Adviser.

At the next meeting they will take you through the enrolment forms, find out a little bit more about what you want to personally gain from the course, and make sure that you have all the support you need to start the course.

Child Care

Individuals on Personal Best are entitled to child care when:

- attending the Personal Best programme
- attending appointments with the Personal Best Adviser or to appointments that the Personal Best Adviser has set up
- attending volunteering opportunities or volunteer placements that have been set up as part of the course
- volunteering during the period of the 2012 Games themselves

The type of child care provision offered may vary from one area to another so you will need to talk this through in detail with your Personal Best Adviser to find out what is best for you and your child

Benefits

If you are eligible for the Personal Best programme your benefits should not be affected.

BUT if you are claiming Job Seekers Allowance you should not take part in Personal Best programmes that involve more than 16 hours per week of guided learning.

If prior to the course or during the course you become eligible for New Deal, this will take precedence over the Personal Best programme. If you do not take part in New Deal when it is offered this can affect entitlement to Job Seekers Allowance.

Any expenses you receive that are not travel related while taking part in the Personal Best programme must be declared to Jobcentre Plus, as this could also have an affect on your benefits.

Where?

All Personal Best programmes are delivered through local colleges

but quite a lot of courses take place at a site near you which may be your local community centre, church hall, sports centre, or library.

Course Content

The course covers the following exciting topics and is delivered in a fun and interactive way. For some of the sessions you may even visit sports and large public entertainment venues or put out a fire at your local fire station. Part of the course also involves putting all your skills into practice on a volunteer placement that is designed for you

- Volunteering and the Olympics
- Becoming a volunteer
- Understanding equality and diversity
- Understanding effective customer relations
- Emergencies and basic fire awareness
- Public safety
- Introduction to conflict resolution in a public setting
- team and interpersonal skills
- Developing, preparing for and reflecting on a volunteer placement

Appendix

Useful Websites

www.jobcentreplus.gov.uk

An internet job bank and information about the network of Jobcentre Plus offices.

www.learndirect-futures.co.uk

Futures is a programme for people who may be looking for employment for the first time.

<http://www.londoncareers.net/>

Information about jobs in London.

www.businesslink.gov.uk

Useful fact sheets, for example on expectant mothers returning to work, self-employment.

www.skillsmart.com

Provides information about careers in retail.

www.e-skills.com

Information about careers in information technology, telecommunications and contact centres.

www.summitskills.org.uk

Information about careers in electronics etc.

www.skillsforlogistics.org

Information about careers in road transport, storage and warehousing.

www.learndirect-advice.co.uk

Helpline 0800 100 900 provides a telephone helpline and website service for adults looking for information and advice on courses and careers.

www.worktrain.gov.uk

Provides information about job vacancies and learning opportunities across the UK together with information about childcare and occupational profiles. Includes advice on skills and careers, applying for jobs, employment issues and support services.

www.bbc.co.uk/learning/subjects/adult_learning.shtml

Provides information on returning to learning, a course search, and advice on skills for work and learning.

Education

www.lsc.gov.uk

The Learning and Skills Council is responsible for funding and planning education and training for over-16 year olds in England. Its mission is to raise participation and attainment through high quality education and training, which puts learners first. This site provides information on education and training programmes.

www.city-and-guilds.co.uk

This site contains information about vocational qualifications in the UK.

www.slc.co.uk

Contains information on loans for full and part-time students.

Volunteering

www.volunteering.org.uk

Topics covered include working with volunteers, benefits, expenses etc.

www.do-it.org

Provides information about volunteering opportunities.

www.csv.org.uk

Provides information about volunteering opportunities.

Childcare Information

www.worktrain.gov.uk

Provides information about job vacancies and childcare.

www.childcarelink.gov.uk

Provides information about childcare through local Children's Information Service.

www.daycaretrust.org.uk

The National Childcare charity, advises parents on childcare issues.

www.surestart.gov.uk

A government programme, which aims to achieve better outcomes for children.

www.workingfamilies.org.uk

Has information on employment rights, childcare and flexible working.

Financial Issues

www.taxcredits.inlandrevenue.gov.uk

Information about tax credits to find out if people are entitled to them.

www.adviceguide.org.uk

Covers a wide range of topics and points to reliable sources of advice. Also provides information in Welsh, Bengali, Punjabi, Gujarati, Urdu and Chinese. Topics include benefits, housing and employment, debt, legal issues, self-employment, immigration and homelessness.

Information Aimed at Target Groups

www.disabilityalliance.org.uk

Provides information about training opportunities.

www.dyslexia-inst.org.uk

An educational charity for the assessment and teaching of people with dyslexia.

www.drc.org.uk

Useful information about disability rights.

www.gingerbread.org.uk

A support organisation for lone parent families.

www.newdeal.gov.uk/newdeal

Government site for lone parents who want to work.

www.vohm.com

One parent families online helpdesk.

www.groundswell.org.uk

A project that promotes initiatives for homeless people.

www.carersuk.org

Advice for people who are carers.

www.direct.gov.uk/Over50s/fs/en

Information in areas such as work, learning etc for over 50s.

<http://www.cre.gov.uk/>

Commission for Racial Equality.

<http://www.london2012.com>

Useful Contacts

Personal Best Programme Central Management Team

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Borough Matrix: Southwark	Summary borough Information
LDA Delivery Manager and Contract Officer	
Personal Best Adviser	
Contact Holder LDA	
LSC Training Providers	
JCP	
Senior Employment and Childcare Advisers	
Community Links Officer	
Volunteer Centre	
Key Voluntary and Community Based Organisations Third Sector	
<p>Local Media and Press Contacts</p> <p>(Please remember that all articles for the press and media must be authorised by the Personal Best Central Management team before going out to publication)</p>	