

North East Economic Inactivity Trailblazer

Year Two (2026/27) Open Call Application Guidance

17 June 2026

Contents

1.	Introduction	3
2.	Purpose of the call for projects.....	3
3.	Funding and delivery period.....	3
4.	Key requirements of the projects	4
5.	Who can apply.....	4
6.	Timescales for applications	4
7.	Application process	5
8.	Clarification questions	5
9.	Scoring and weightings.....	5
10.	Assessment process	7
11.	Partnerships and consortium applications.....	8
12.	Outputs, outcomes, monitoring, evaluation and learning.....	8
13.	Participant eligibility	9
14.	Contracting and due diligence.....	10
15.	Expenditure, eligible costs and payments	10
16.	Equality, diversity and inclusion	12
17.	Social Value	13
18.	Procurement	13
19.	Subsidy control	13
20.	Document retention	13
	Appendix 1 – Outputs and Outcomes	15

Open call application guidance

1. Introduction

This guidance note supports organisations applying to deliver projects as part of the North East Economic Inactivity Trailblazer programme in year two. It explains the purpose of the funding, the requirements of applicants, how to complete the application form and how applications will be assessed. Applicants should read this guidance alongside the specification for the relevant strand of activity.

2. Purpose of the call for projects

The North East Mayoral Strategic Authority (North East MSA) is inviting applications to deliver regional projects as part of year two of the Economic Inactivity Trailblazer.

The programme is funded by the Department for Work and Pensions (DWP) and aims to:

- Reduce economic inactivity.
- Test new approaches to supporting people into work.
- Improve integration between employment, health and skills systems.
- Generate learning to inform future commissioning.

Year two focuses on specific priority cohorts and targeted system change activity, building on the learning from year one. Projects are expected not only to deliver outputs and outcomes, but also to generate learning and contribute to longer term system change.

Applications are invited for the following strands of activity:

- **Specialist employment support for social housing tenants** - Supporting economically inactive social housing tenants to progress towards, enter and sustain employment through a housing led, community based approach.
- **Specialist employment support for people with convictions and prison leavers** - Supporting people with prior convictions, in the community, to access sustainable employment.
- **Specialist employment support for unpaid carers** - Supporting unpaid carers to progress towards employment that is realistic, flexible and sustainable.

The North East MSA expects to fund **one project** per strand. Further details are provided in each of the relevant specifications.

3. Funding and delivery period

The total **indicative** budgets available through this call for projects are as follows:

Support for social housing tenants	£630,000
Support for unpaid carers	£300,000
Support for prison leavers and ex-offenders	£300,000

The North East MSA expects to fund one project per strand.

Key dates for delivery are:

- Contract award and mobilisation during August 2026.
- Delivery period from August 2026 to 31 March 2027.

All activity, outputs and expenditure must be completed by this date. There are no planned opportunities for extensions of contracts.

4. Key requirements of the projects

All projects must:

- Mobilise in August 2026 and deliver within the timeframe, with all expenditure and outputs achieved by 31 March 2027.
- Contribute to learning, evidence generation and system change.
- Operate across the North East Mayoral Strategic Authority area.
- Participants must live within a local authority area in the North East region and meet the definition of economically inactive.
- Applicants must be able to demonstrate strong employer relationships. Employers may be based outside of the North East MSA area, providing their location is within a reasonable travel to work distance for participants.

5. Who can apply

Applications are open to suitably qualified organisations, including VCSE, public and private sector providers. Partnership and consortium applications are encouraged.

Applicants must demonstrate:

- A track record and experience supporting the relevant target group.
- Capacity to deliver at scale across the whole North East MSA area.
- Existing relationships with relevant employer and referrals partners in the North East MSA area.
- The ability to mobilise and deliver within the required timelines.

6. Timescales for applications

Applications must be submitted by the deadlines specified below:

- Open call for projects published on Wednesday 17 June 2026.
- Deadline for submission of proposals at noon on Friday 3 July 2026.

Late applications will not be assessed.

Interviews may be held, if required, with the assessment panel. Please hold the following dates in diaries:

- Monday 13 July for the social housing strand.
- Tuesday 14 July for the unpaid carers strand.
- Thursday 16 July for the ex-offender's strand.

Unfortunately, alternative dates will not be available.

7. Application process

Applicants must submit:

- A completed application form.
- A budget and outputs template.
- Audited accounts.

Applications must be submitted to: El.Trailblazer@northeast-ca.gov.uk by **noon on Friday 3 July 2026**.

To be eligible, applications must be fully completed, within the word limits for each question, submitted as a Microsoft Word document, and signed and dated where required. Additional information or appendices will not be assessed.

The North East Mayoral Strategic Authority reserves the right to reject any application that does not comply with these instructions.

8. Clarification questions

Clarification questions can be submitted to El.Trailblazer@northeast-ca.gov.uk The final date for submitting clarification questions is **noon on Friday 26 June**.

Please note that any answers to questions that are not commercially sensitive, will be published on the North East MSA website as part of a question and answers document. This document will be updated frequently. Please note questions and answers will not be answered directly to individuals.

9. Scoring and weightings

Applications will be assessed against the scored questions, summarised below. Responses to all other questions are for information only and will not be scored.

Costs and outputs will be assessed as part of a separate value for money assessment, based on the finance and output template.

Question number	Question	Word limit	Weighting
1.2	Project description	1200	30%
3.1	Project rationale, experience and track record	1000	20%
3.5	Social value	250	5%
3.7	Complementarity, alignment and integration	1000	20%
4.3	Management and mobilisation	1000	15%
4.4	Exit strategy	250	10%

The table below provides guidance on the scored questions:

Question 1.2 – Project description (30%)	Applicants should provide a clear overview of their project, including the delivery model, interventions and activities to be delivered, how participants will be engaged, and how employers will be involved. Strong responses will be clearly aligned to the specification, describe a realistic delivery model, demonstrate a clear participant journey, and evidence strong employer engagement.
Question 3.1 – Rationale, understanding and experience (20%)	Applicants should demonstrate an understanding of the target cohort, geography and barriers, how delivery will be tailored to needs of the cohort, and relevant experience and track record in supporting the target group. Strong responses will demonstrate local insight and show a strong track record in delivering similar support in the past.
Question 3.5 – Social value (5%)	Applicants should describe how social value will be delivered, how it will be measured and reported, the wider impact on the regional employment support ecosystem. Strong responses will include clear, measurable commitments, demonstrate tangible impact and align with regional priorities.
Question 3.7 – Complementarity, alignment and integration (20%)	Applicants should outline how partners will be engaged, how referrals will be generated, how services will be integrated. Strong responses will clearly define partner roles, show effective collaboration, and demonstrate integration with existing provision and avoid duplication.
Question 4.3 – Management, monitoring and mobilisation (15%)	Applicants should demonstrate how the project will be mobilised, the governance and management arrangements, the capacity and capability of the applicant to deliver within the timeframe and the approach to learning what works. Strong responses will include a mobilisation plan, demonstrate readiness to deliver, show robust management structures and describe how learning will be captured and shared.
Exit strategy (10%)	Applicants should demonstrate how the project will be concluded in a way that sustains impact beyond the funded period, including how participants will be supported at the end of the project, how learning will be embedded, and how effective elements of the model could be mainstreamed. Strong responses will set out a clear and realistic exit plan.

10. Assessment process

Applications will be assessed in stages, including:

- An initial eligibility check (pass/fail).
- Due diligence (financial and compliance checks).
- Evaluation against the assessment criteria.
- Clarification questions and / or an interview with the assessment panel, if required.
- Final decision.

The assessment panel will submit a recommendation for a final decision to the North East Mayoral Strategic Authority. The panel's recommendations will be subject to final approval by the Authority. There are no grounds for appealing final decisions. It is anticipated that applicants will be notified of decisions in July 2026.

The responses to each of the questions will be evaluated and given a score from zero to five in accordance with the scoring criteria, set out below.

Score	Interpretation
0 Unacceptable	The response does not meet the requirement, does not comply or there is insufficient information provided to demonstrate that the applicant has the ability, understanding, experience, skills, resource and quality measures required to deliver the project. Little or no evidence is provided to support the response.
1 Serious reservations	The response satisfies the requirement with major reservations. There are considerable reservations of the applicant's relevant ability, understanding, experience, skills, resource and quality measures required to deliver.
2 Minor reservations	The response satisfies the requirement with minor reservations. There are some minor reservations of the applicant's relevant ability, understanding, experience, skills, resource and quality measures required to deliver the project, with little or no evidence to support the response.
3 Acceptable	The response satisfies the requirement. There is a demonstration by the applicant of the ability, understanding, experience, skills, resource and quality measures required to deliver, with evidence to support the response.
4 Good	The response satisfies the requirement with minor additional benefits. The applicant demonstrates the relevant ability, understanding, experience, skills, resource and quality measure required to deliver the project.
5 Excellent	The response identifies factors that will offer potential added value, with evidence to support the response.

The North East Mayoral Strategic Authority reserves the right to reject any application that is not fully completed. If any section is not completed or averages a zero score the assessment panel will stop assessing and dismiss the application as not meeting the minimum threshold.

Scores will be weighted in accordance with the weightings allocated to each question. Any responses that are longer than the word limits will not be assessed beyond the stated word limit.

11. Partnerships and consortium applications

Partnership approaches are encouraged where they can add value, improve reach or provide specialist expertise. In partnership applications:

- A lead organisation, who is financially accountable, must be identified.
- Roles and responsibilities of partners must be clearly defined.
- Financial arrangements and data sharing processes must be agreed between partners.

A **lead applicant** is the primary organisation responsible for overseeing and managing a project. They are the main point of contact, ensuring the successful delivery of the project. Key responsibilities typically include:

- **Project coordination:** Leading the planning, delivery, and reporting of the project.
- **Financial accountability:** Managing funding, budgets, and ensuring proper expenditure.
- **Stakeholder engagement:** Communicating with delivery partners and funders.
- **Compliance and governance:** Ensuring the project meets all required guidelines and regulations.

Delivery partners are defined as organisations that support the lead applicant to deliver the project and incur expenditure on behalf of the project. All delivery partner costs should be included in the project budget, and it is expected that delivery partner expenditure will be claimed at cost, in line with agreed processes.

It is the responsibility of the lead applicant to verify costs and outputs of delivery partners. Lead applicants are expected to enter into partnership agreements with delivery partners that pass down the terms and conditions of the North East Mayoral Strategic Authority Grant Funding Agreement.

12. Outputs, outcomes, monitoring, evaluation and learning

Outputs and outcomes are a core requirement of the Trailblazer programme. Detailed output and outcome definitions are provided in each of the specifications and in **Appendix 1** of this document. Applicants should ensure appropriate systems and processes are in place to:

- Set realistic targets.
- Demonstrate how outputs will be measured and evidenced.
- Have systems in place to track performance, including measuring distance travelled.
- Monitor progress against contracted output and outcome targets.
- Collate claim documentation and the relevant supporting evidence.
- Compile data for statistical analysis and contribute to the programme level evaluation.

Applicants must demonstrate that they understand the resources required to manage and evidence outputs and outcomes and have appropriate systems in place from project commencement.

Applicants should read the output and outcome definitions, including the applicable units of measurement carefully, and complete the tables to set out the outputs and outcomes that will be delivered. Approval of contracted outcomes and outputs will be agreed between the North East MSA and successful applicants.

Beyond the standard outputs and outcomes, your project may also offer additional benefits. A key aim of the Trailblazer is to ‘test and learn’ and trial new approaches. Therefore, the Authority requires providers to generate learning and evidence, gather data and support the programme level evaluation and learning from the Trailblazer.

Successful projects will be required to:

- Submit quarterly progress and financial reports.
- Collect and report data on participant outputs and outcomes, including submitting monthly participant monitoring information including the participant registration form, exit forms, outputs and outcomes forms, and data capture schemas.
- Gather data and learning from the project and share this with the Authority to build the regional evidence base.
- Participate in evaluation activities commissioned by the Authority, including the programme level evaluation.
- Contribute to learning events with the authority and other providers.

Full details of monitoring requirements will be set out in the funding agreement.

13. Participant eligibility

To be eligible for Trailblazer support all participants must be **economically inactive** AND able to prove the **right to work** in the UK. To ensure the participant meets these criteria, the participant must provide appropriate evidence.

Economically inactive

Economically inactive individuals are those not in work and not actively seeking work (unlike unemployed individuals who are actively seeking work).

Not all economically inactive individuals claim benefits. For those that do, this would include those claiming either “legacy” benefits or those within specific conditionality regimes in Universal Credit (UC). The former includes Employment Support Allowance (ESA), Incapacity Benefit (IB) and Income Support (IS). The latter includes claimants within the Preparation Requirement or Work Focused Interview Requirement conditionality regimes (or equivalent).

There is no minimum time period of economic inactivity.

Right to work - asylum seekers, refugees and individuals with pending immigration status

Individuals who are asylum seekers, refugees, or have another form of immigration status may be eligible to access Trailblazer support where they meet the programme eligibility criteria.

Access to Trailblazer support does not automatically confer a right to work in the UK. Providers must ensure that participants have the appropriate legal right to work before supporting progression into employment or recording employment outcomes.

Refugees granted leave to remain in the UK generally have unrestricted access to employment. Asylum seekers may only have permission to work in limited circumstances and should provide evidence of any right to work granted by the Home Office.

Providers are responsible for verifying an individual's right to work status and should refer to current Home Office guidance where there is any uncertainty.

Further information is available at:

- <https://www.gov.uk/legal-right-work-uk>
- <https://www.gov.uk/government/publications/right-to-work-checks-employers-guide>

Individuals without the right to work may still be supported through appropriate pre-employment, engagement, confidence building, skills development, navigation, and other non-employment activities where they meet the programme's eligibility requirements.

14. Contracting and due diligence

Following assessment and selection, the Authority will issue a grant funding agreement outlining the full terms and conditions of the grant. Before any funding is released, successful applicants will be required to:

- Provide evidence of insurance, safeguarding policies and governance arrangements.
- Complete financial due diligence checks.
- Confirm compliance with data protection regulations (UK GDPR).

15. Expenditure, eligible costs and payments

The North East MSA requires a granular budget to be submitted as part of the application to demonstrate the applicant's methodologies for calculating project costs.

The official expenditure date will be confirmed following the internal approval process, ensuring all necessary checks are completed, this is anticipated to be from July 2026.

Verification of expenditure

Project applicants must be able to provide an audit trail to evidence that expenditure has been incurred and defrayed (paid out of the bank account). As part of the quarterly claims process, The North East Mayoral Strategic Authority will undertake a minimum sample check of 10% of expenditure, selecting a number of transactions from each claim. Recipients will be required to provide supporting evidence to verify expenditure. Evidence will include but is not limited to:

- Invoices
- Payslips
- Screenshots of finance systems
- BACS statements
- Bank Statements

Eligible costs include direct delivery costs, staffing and reasonable project management costs.

Direct costs include:

- Direct staff costs which are essential for the delivery of the project.
- Premises costs and associated running costs which are exclusively used for the project.
- Equipment used exclusively for project purposes.
- Materials and consumables purchased solely for project activity.
- Other costs such as marketing, publicity, and evaluation where these can be clearly identified and directly attributable to the project.
- Procured goods/services/works (used exclusively by the project) essential for the delivery of project activity.
- Cost of staff travel and subsistence related to the delivery of the project.

Indirect costs include any costs which do not fall within the direct staff costs category. Indirect costs, often referred to as 'overheads', are those costs which are linked to activity that supports the delivery of a project but cannot be easily attributed to the project in terms of the actual specific cost and cannot be evidenced by invoices or other transactions. Such costs include:

- Support from non-public facing staff, not engaged in activity directly related to the implementation and management of the project (i.e. HR, payroll support).
- Other costs which are not solely associated with the delivery of the project, such as the shared premises costs including rent, utilities, cleaning, IT maintenance or insurance.
- Costs of services, equipment or assets not exclusively used by the project.

Indirect costs are calculated by applying the set flat rate 15% to direct eligible staff costs. Using the flat rate, applicants only need list direct staff costs and other direct costs. There would be no need to identify, cost out or list indirect costs. They would be included in a cost schedule as: Indirect costs (£) = Direct Staff Costs x set indirect rate 15%.

In such cases the actual indirect costs are not auditable at all, only the direct staff costs (used to calculate the indirect costs) and the other direct costs would be checked and verified.

Ineligible costs include capital expenditure, debt repayment, and activities already funded by other sources. The following individual revenue costs are not eligible for support:

- Notional costs.
- Payments for activity of a political or religious nature.
- Payments for works or activities which the applicant, delivery partner or beneficiary has a statutory duty to undertake, or that are fully funded by other sources.
- Provisions, e.g., money set aside to pay for future events.
- Contingencies and contingent liabilities.
- Dividends.
- Interest or service charges arising on debt incurred.
- Costs resulting from the deferral of payments to creditors.
- Costs involved in winding up of a company.
- Payments for litigation, unfair dismissal or other compensation.
- Costs incurred by individuals in setting up and contributing to private pension schemes.
- Compensation for loss of office.
- Payments for gifts and donations.
- Entertainment.
- Statutory fines and penalties.
- Criminal fines and damages.
- Legal expenses in respect of litigation.

This list is not exclusive and any queries about the eligibility of costs not included in the list above should be addressed to The North East Mayoral Strategic Authority.

Payments

The North East Mayoral Strategic Authority claims process operates quarterly in arrears with projects able to claim for actual expenditure on project activities on a quarterly basis after the money has been spent. Applicant organisations are required to cashflow project activity.

If the project cannot be delivered on this payment basis, please contact the Mayoral Strategic Authority via the El.Trailblazer@northeast-ca.gov.uk mailbox to discuss alternative options. Contact must be made during the development stage of your application. Any alternatives are at the discretion of the North East Mayoral Strategic Authority and are subject to due diligence and may be withdrawn at any time.

The North East Mayoral Strategic Authority shall withhold up to 10% of the project value until all necessary checks have been undertaken and the project can be satisfactorily closed.

16. Equality, diversity and inclusion

Applicants must demonstrate how they will promote equality, diversity and inclusion in their project delivery. This includes:

- Removing barriers to access.
- Ensuring services are inclusive and culturally competent.
- Monitoring participant demographics.
- Meeting relevant legal and safeguarding responsibilities.

17. Social Value

Providers must consider Social Value in their proposals. The Social Value delivered through your project will be evaluated as part of your response within your application. The Public Services (Social Value) Act places a requirement to consider how economic, environmental, and social wellbeing might be improved by what we're buying. Delivery against Social Value commitments will be monitored throughout delivery, alongside outputs and outcomes.

18. Procurement

Where the grant is to be used to procure third party contractors, all costs must be incurred in compliance with the following minimum standards:

- The lead applicant must ensure that the procurement of all contractors is transparent and demonstrates value for money.
- Where the lead applicant is a contracting authority, they must ensure that all procurement activity complies with Public Procurement Law.
- Where the lead applicant is not a contracting authority, they must comply with the minimum procurement procedures as set out below.
- All other applicable laws to the activity undertaken, including without limitation Modern Slavery Act 2015, IR35 (Intermediaries Legislation), Equality Act 2010, Subsidy Control Act 2022, etc.
- Other compliance areas such as Fraud Risk Assessment and Due Diligence.

The procurement and appointment of all contractors to be funded by the proposed grant will be subject to audit and verification and any irregularity will result in a financial penalty of up to 100% of the grant paid.

Grant recipients should also consider and implement wherever possible sustainability and green measures in procurement plans, aligned with the government's net zero strategy, and innovative procurement, including the factoring in of social value into procurement.

19. Subsidy control

As a public authority, The North East Mayoral Strategic Authority is required to comply with the Subsidy Control Act (2022) when awarding funding or other support. Please note that, where a provisional decision is made to award support to your organisation, and The North East Mayoral Strategic Authority considers that support may involve a subsidy, you will then be required to provide further information regarding the subsidy position of the project.

Provisional decisions remain entirely conditional on the subsidy control position being satisfactorily resolved prior to any final decision by The North East Mayoral Strategic Authority to award any funding or support.

20. Document retention

Project applicants need to ensure robust systems are in place to record and retain project and participant records. This includes, but is not limited to, financial and procurement information, output and outcomes data, publicity and communication material and evidence of compliance with subsidy control. Project applicants must retain all project related documentation for a period of seven financial years following the financial completion of the project. This would translate as a document retention period ending no earlier than March 2035.

Project applicants are advised not to destroy any project records without seeking permission of the Mayoral Strategic Authority first.

Appendix 1 – Outputs and Outcomes

This appendix gives the output and outcome definitions, units of measurement and examples of evidence that can be used for each of the output and outcome measures.

Output	Unit of Measurement	Definition	Evidence examples
Number of people reached	Number of people	<p>Individuals that have received substantive information or discussion from provider regarding Trailblazer support.</p> <p>Attendance registers from community meetings and information-sharing events, outreach logs, short activity reports, and dated photographs showing the location, activity type, and number of people reached with project information.</p>	<ul style="list-style-type: none"> Attendance registers (signed or electronic) Outreach logs showing dates, locations, number of attendees Screenshots/photos of group sessions with dates and headcounts <p>Evidence should demonstrate direct engagement or substantive discussion relating to Trailblazer. General publicity activity alone is not sufficient</p>
Number of residents engaged	Number of people	<p>Residents are engaged and enrolled onto Trailblazer funded project that aims to support with breaking down barriers and moving resident closer to or into the labour market.</p> <p>Resident should only be counted as engaged where they have actively enrolled with a Participation Registration Form.</p>	<ul style="list-style-type: none"> Participation Registration Form
Number of participants engaging with keyworkers and additional services	Number of people	<p>Number of residents referred between keyworkers into additional services designed to address barriers to progression and/or into employment.</p> <p>Keyworkers are frontline staff supporting residents as part of the Trailblazer.</p> <p>Additional services include but are not limited to local training in life, maths and digital skills, employment support, health support groups,</p>	<ul style="list-style-type: none"> Referral forms/emails confirming referral to service Keyworker case notes documenting referral Confirmation from provider that referral was received CRM records showing type/date of referral

		<p>counselling, mental health and advice services, financial support, specialised support, enrichment activities, and housing support.</p> <p>Residents should only be counted once per additional service referral</p>	
Number of people supported access to formal basic skills courses	Number of people	<p>Number of people receiving support to attend courses aimed at improving their formal basic skills.</p> <p>Basic skills courses may include accredited or non-accredited provisions in English, Maths, Digital and ESOL (English to Speakers of Other Languages).</p>	<ul style="list-style-type: none"> • Course enrolment confirmation • Learning provider attendance records • Case notes confirming support and attendance • Screenshots from learning provider portal
Number of people supported to engage in life skills	Number of people	<p>Number of people supported to engage in life skills activity aimed at improving confidence, resilience, motivation and employability-related behaviours to support progression towards education, training or employment.</p> <p>Examples could include communication skills, confidence building, wellbeing activities, motivation, social interaction, routine building, interview confidence, teamwork, presentation skills.</p>	<ul style="list-style-type: none"> • Life skills activity attendance sheets • Session booking confirmations • Keyworker notes showing participation • Certificates of completion • Participant feedback or short reflective assessment
Number of people taking part in work experience programmes	Number of people	<p>Number of people taking part in work experience programmes.</p> <p>Work experience programmes offer work experience placements with local employers for people aged 18-64 years.</p> <p>A structured organized placement arranged through the provider/project, with a defined duration and purpose. Specifically intended to improve employability.</p>	<ul style="list-style-type: none"> • Work placement agreement • Employer confirmation email or letter • Attendance logs from employer • Case notes documenting start/end of placement

<p>Number of people taking part in Work Based Experience</p>	<p>Number of People</p>	<p>Number of people participating in structured work-based experience activity designed to improve employability, workplace awareness, confidence and readiness for employment.</p> <p>Work-based experience may include activities such as job shadowing, work tasters, employer visits, simulated work environments, supported volunteering linked to employability progression, project-based workplace activity, or other structured employer-related experiences.</p> <p>Work-based experience does not need to constitute a formal work placement but should involve planned and structured exposure to workplace environments, expectations or practices.</p>	<ul style="list-style-type: none"> • Employer confirmation email or letter • Attendance records or sign-in sheets • Activity timetables or schedules • Job shadowing or work taster records • Volunteer placement confirmations • Case notes documenting participation and activity undertaken • Participant reflective logs or feedback forms
<p>Number of employers engaged</p>	<p>Number of employers</p>	<p>Number of employers receiving non-financial support through Trailblazer activity to support inclusive recruitment, workforce engagement, work placements, work based experience or employment opportunities for participants.</p> <p>Support may include advice, guidance, mentoring, recruitment support, training or participation in Trailblazer employability activity</p> <p>Support may be ongoing.</p>	<ul style="list-style-type: none"> • Meeting notes or records of engagement with employers • Attendance lists from employer engagement sessions, networking events or workshops • Email correspondence confirming employer participation or support activity • Employer agreements relating to placements, work-based experience, recruitment activity or programme participation • Records of vacancies, placements or opportunities shared with participants • Employer feedback forms • CRM records documenting employer engagement activity • Copies of promotional or collaborative activity involving employers

Outcome	Unit of Measurement	Definition	Evidence examples
Number of individuals engaged in mainstream skills, education, and training	Number of people	<p>Number of individuals who, following Trailblazer support, engage in structured mainstream education, accredited learning or vocational training provision intended to support progression towards employment, further learning or skills development</p> <p>Mainstream education or training refers to formal or recognised provision delivered by accredited learning providers, colleges, training organisations, apprenticeship providers or other recognised institutions.</p> <p>This may include accredited vocational training, adult learning provision, apprenticeships, sector-based training, formal qualifications or structured employment-related learning programmes</p>	<ul style="list-style-type: none"> • Letter/email confirming enrolment on a mainstream course • Training provider attendance records • Screenshot of learner’s online course record
Number of people engaged in job-searching following support	Number of people	<p>People who have received support and who are newly engaged in job searching activities following that support.</p> <p>There is no length of time on inactivity required.</p> <p>People count if they are 18+.</p>	<ul style="list-style-type: none"> • Job search action plan agreed with participant • Case notes showing participant began job searching • Screenshot of job applications submitted • Attendance at job clubs/workshops

Number of people familiarised with employers' expectations, including, standards of behaviour in the workplace	Number of people	The number of people who have been supported by Trailblazer funded activity to be familiarised with or acquire improved awareness and understanding of behaviours and attitudes appropriate to employment and skills settings, including but not limited to, standards of workplace behaviour and conduct, working with others, health and safety, diversity and inclusion, etc. This can include pre-employment or skills activity as well as activity undertaken on joining such as formal inductions and training.	<ul style="list-style-type: none"> • Attendance sheets for pre-employment workshops • Training materials with participant signatures • Induction checklists from employer or placement • Feedback forms noting learning on workplace behaviour
Number of people in education/training following support	Number of people	People who have received Trailblazer support and who are newly participating in informal or non-mainstream education, training or learning activity intended to support personal development, confidence, employability or progression towards further learning or employment. This may include community learning, non-accredited training, wellbeing or employability-related learning, life skills provision, confidence-building activity, volunteering preparation, peer learning or introductory/pre-employment activity. Unlike mainstream education or vocational training provision, this outcome is intended to capture softer or informal progression activity that supports individuals furthest from the labour market to move towards education, training or employment.	<ul style="list-style-type: none"> • Attendance records or sign in sheets • Community Learning or Enrolment confirmation • Certificate of participation or completion • Evidence of initial induction or attendance • Keyworker case notes evidencing participation in learning or training activity • Participant learning or progression plans
Number of people in employment, including self-employment, following support	Number of people	<p>The number of people, who have received support, and who have been in employment, including self-employment, for at least a 2 week of a four-week period following that support. This includes those moving into the “Working with requirements” or the “Working enough i.e. no working requirements” regimes on Universal Credit system.</p> <p>Unemployed individuals, as defined by the International Labour Organisation (ILO) are those:</p> <ul style="list-style-type: none"> • Without a job, have been actively seeking work in the past four weeks, and are available to start in the next two weeks. 	<ul style="list-style-type: none"> • Job offer letters • Screenshot of HMRC employment record (with participant consent) • Self-employment registration (e.g. HMRC UTR) • Payslips covering the required 2 weeks in 4-week period • Employer confirmation email

		<ul style="list-style-type: none"> • Out of work, have found a job and are waiting to start it in the next two weeks. • Economically inactive people are those not in work and not actively seeking work. 	
Number of people reporting increased employability through development of interpersonal skills funded by Trailblazer	Number of people	The number of people who have been supported by Trailblazer funded activity who have reported increased employability through the acquisition or improvement of interpersonal skills relevant to employment and skills settings, including but not limited to confidence, communication skills, working with others, time management, motivation to work or do training.	<ul style="list-style-type: none"> • Participant self-assessment questionnaires • Keyworker notes capturing improvements • Completion certificates for interpersonal skills training • Pre/post surveys
Number of people sustaining engagement with keyworker support and additional services	Number of people	<p>Number of people with complex or multiple barriers who demonstrate sustained engagement with Trailblazer support and additional services as part of their progression towards education, training or employment.</p> <p>Sustained engagement recognises that for some residents furthest from the labour market, continued participation in support services, relationship-building with keyworkers, and ongoing engagement with progression activity may represent a significant step towards future employability and labour market participation.</p> <p>Keyworkers are frontline staff supporting residents as part of the Trailblazer intervention.</p> <p>Sustaining engagement should evidence ongoing participation and interaction over a meaningful period appropriate to the individual's journey.</p>	<ul style="list-style-type: none"> • CRM logs showing continuous contact over 6 months • Referral follow-up notes from additional services • Case management review meetings • Support plans • Progression activity Logs

<p>Number of employers with improved participation in inclusive recruitment and employment practices</p>	<p>Number of employers</p>	<p>Employers demonstrate increased participation in inclusive recruitment practices, resulting in tangible employment opportunities for programme participants.</p>	<ul style="list-style-type: none"> • Employer agreements, recruitment process changes, records of interviews/jobs offered and employer feedback confirming adoption of inclusive practices • Employer statements describing changes to recruitment • Copies of updated job adverts showing inclusive language • Records of interviews offered to participants • Attendance list for employer inclusion training
<p>Number of people connected to wider community and support services</p>		<p>Number of people supported through Trailblazer activity who have been successfully signposted or connected to additional support services to help address barriers impacting progression towards education, training or employment.</p> <p>Additional support services may include health and wellbeing support, financial advice, housing support, counselling, community activity, specialist support, skills provision, digital inclusion support, family support or other relevant local services.</p> <p>This outcome recognises the role of VCSE organisations in providing holistic, person-centred support and facilitating access to wider community provision as part of an individual’s progression journey.</p>	<p>Referral forms or signposting records</p> <ul style="list-style-type: none"> · Confirmation emails or records from receiving organisations · CRM records documenting referrals or connections made · Keyworker case notes evidencing signposting activity and participant take-up · Support plans identifying additional services accessed · Participant feedback confirming engagement with referred services