# COAST TO COAST

COMMUNITY LED LOCAL DEVELOPMENT STRATEGY

EXECUTIVE SUMMARY

Geographical Area

The Coast to Coast CLLD area covers the areas of Camborne, Pool, Redruth-St Day and Illogan, together with Truro and Falmouth-Penryn.

There are 22 Core (worst 30% nationally of the Index of Multiple Deprivation (IMD)) LSOAs in the Coast to Coast area, 33 Adjacent LSOAs and 11 nearby LSOAs. Camborne has 3 LSOAs which are ranked in the worst 10% nationally; Falmouth-Penryn has 1 and Redruth-St Day also has 1.
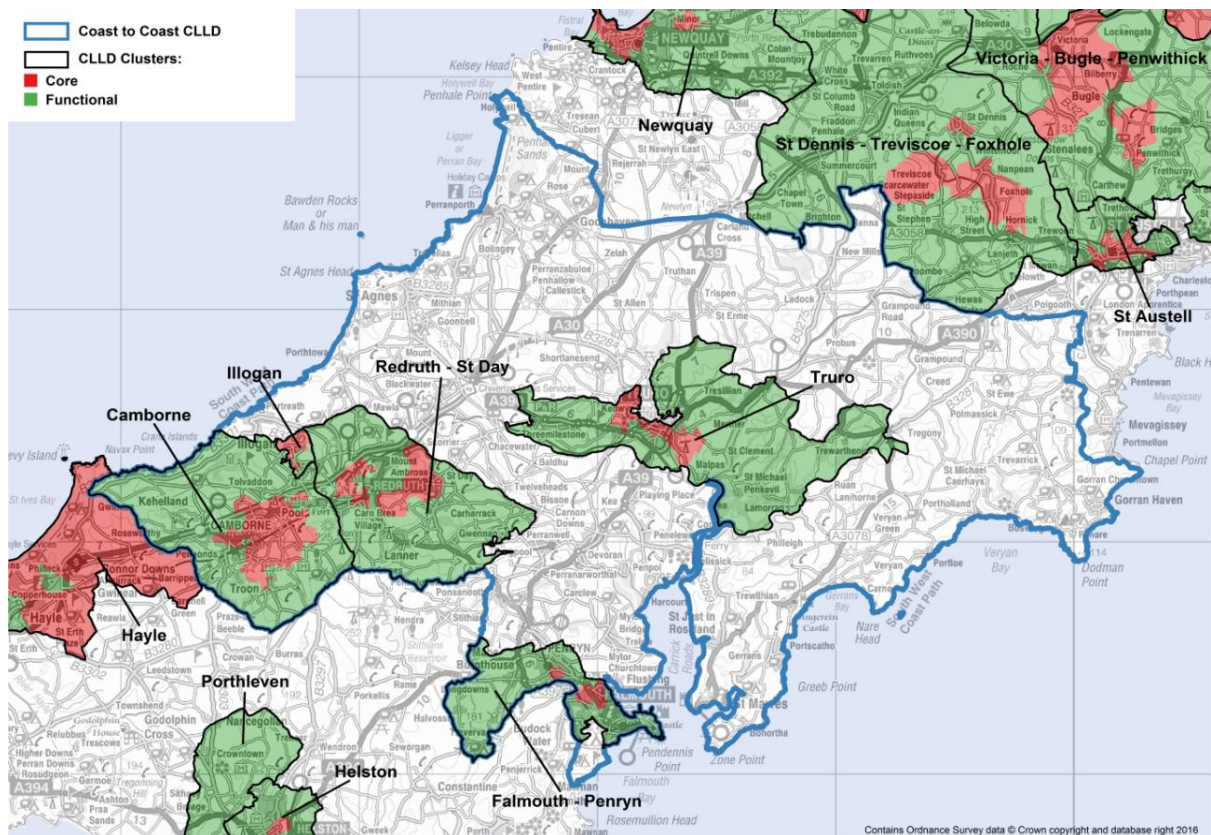
Development of Aims, Objectives and Activities

Community consultations, an on-line business survey and a SWOT analysis were carried out to inform the development of the strategy's Priorities, Aim, Objectives and Activities. Consideration was also given to what could be achievable and within the scope of the Structural Funds.

Common themes that emerged from the consultations and research showed two broad Priority areas:

- Supporting business and employment
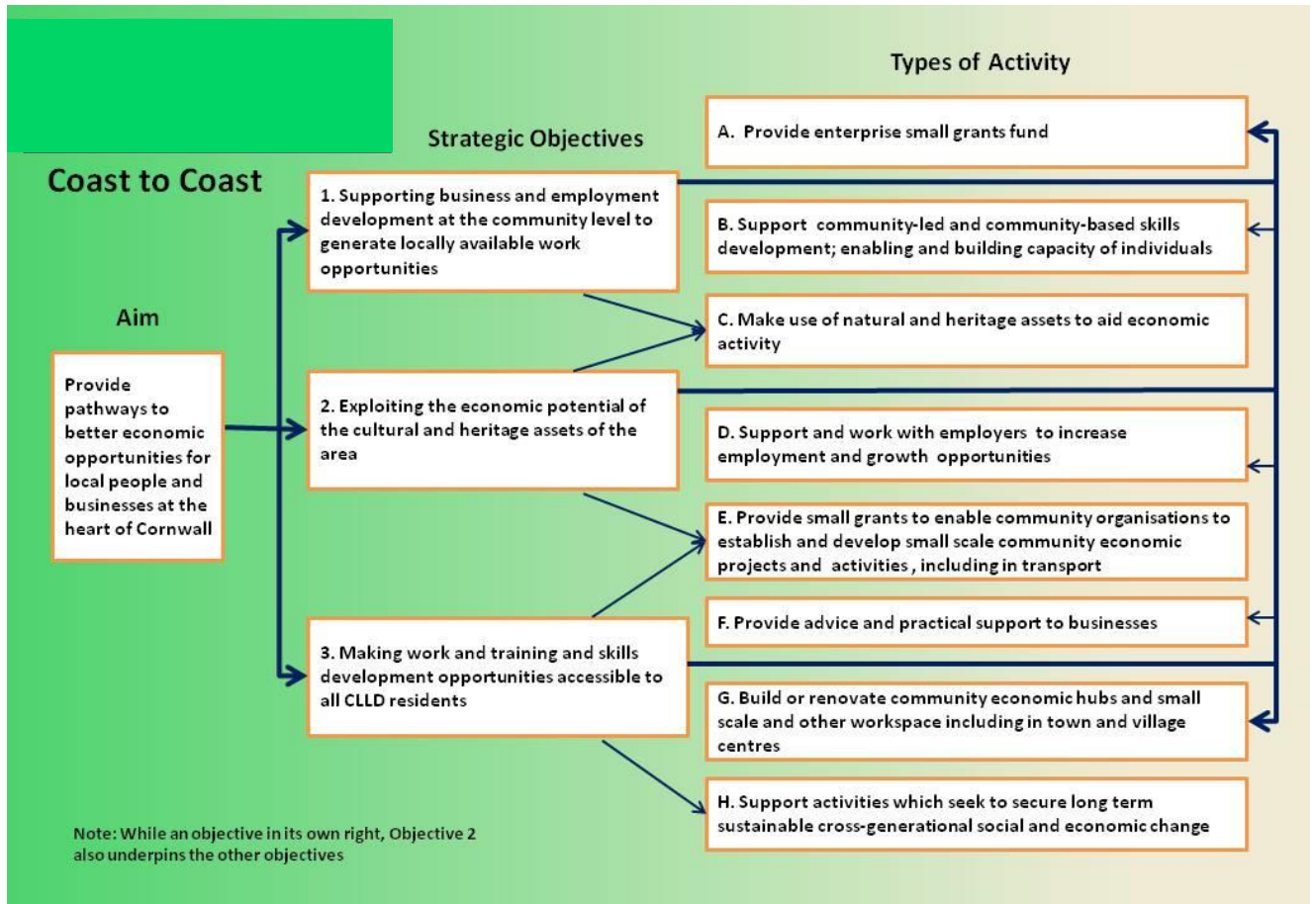- Making sure people can access employment and training

Underpinning the Aim and Objectives are two cross cutting principles that were identified:

Legacy – the need to build community capacity for the longer term; and

Creating pathways of opportunity and progression - so that people and businesses can be inspired

The resulting Aim, Objectives and Activities and their linkages are summarised below:

Coast to Coast

Aim

Provide pathways to better economic opportunities for local people and businesses at the heart of Cornwall

Strategic Objectives

1. Supporting business and employment development at the community level to generate locally available work opportunities

2. Exploiting the economic potential of the cultural and heritage assets of the area

3. Making work and training and skills development opportunities accessible to all CLLD residents

Note: While an objective in its own right, Objective 2 also underpins the other objectives

Types of Activity

A. Provide enterprise small grants fund

B. Support community-led and community-based skills development; enabling and building capacity of individuals

C. Make use of natural and heritage assets to aid economic activity

D. Support and work with employers to increase employment and growth opportunities

E. Provide small grants to enable community organisations to establish and develop small scale community economic projects and activities, including in transport

F. Provide advice and practical support to businesses

G. Build or renovate community economic hubs and small scale and other workspace including in town and village centres

H. Support activities which seek to secure long term sustainable cross-generational social and economic change

Cross Cutting Themes

Equal Opportunities

The focus of CLLD means equality of opportunity should be incorporated into activities and our approach will be at Programme and Project level and at Strategic level. All activities must consider equal opportunities and applicants will be required to take this into account in their applications and project delivery. Staff and LAG members will be trained in equal opportunities and LAG groups structured and governed accordingly.

Environmental Sustainability

Consultation recognised the Coast to Coast area's significant heritage and cultural assets and raised ideas for managing resources. Consequently we will

ask all applicants how their project will contribute to environmental sustainability and we will encourage them to monitor and report on any appropriate performance targets. We will also request a copy of their Sustainability Policy. In addition we have made making the best sustainable use of the cultural and heritage assets of the area a specific strategic Objective.

Innovation

A key principle of CLLD is that we want to look at fresh ways of working at community level and creating community capacity. Innovations could be:

- In relation to the types of activity eg. Skills development through community projects
- In the way they are delivered eg. Mentoring and coaching techniques
- In partnerships at community level eg. co-design/co-production
- In piloting and testing of new ideas
- Bringing in activities that have been successful elsewhere

We will give more weight to projects that have new and different ideas and approaches.

Monitoring and Evaluation

All projects will be expected to provide progress reports during the project and a final report on completion of their project.   All project monitoring and evaluation reports will be collated, checked and reported back to the Coast to Coast LAG through the Accountable Body. The LAG will then review this on a regular basis; firstly, to make sure the programme is on target with spend and outputs/results and secondly, to review how outputs, results and impacts are achieving the LDS aim and strategic objectives.

We also want to look at how success is being achieved and how it can be evidenced in order to provide more objective evaluation evidence of LDS progress towards the aim and strategic objectives and especially in relation to capacity building, resilience and legacy.

Summary of Expenditure and Outputs

The following table lists the key to the outputs and results indicators and the second table summarises the total expenditure and proposed outputs for each type of activity.

ESF Output and Result Code	ESF Output and Result Title	ERDF Output and Result Code	ERDF Output and Result Title
Outputs			
01	Number of participants	C1	Number of enterprises receiving support
C001	Participants that are unemployed including long-term unemployed	C5	Number of new enterprises receiving support
C003	Participants that are inactive	C8	Employment increase in supported enterprises
C004	Participants that are aged over 50	P11	Number of potential entrepreneurs assisted to be enterprise ready
C005	Participants that are from ethnic minorities	P12	Square metres public or commercial building built or renovated in target areas
C016	Participants that have disabilities		
Results			
CR02	Participants in education or training on leaving		
R1	Unemployed participants in employment, including self-employment on leaving		
R2	Inactive participants into employment or job search on leaving		

Types of Activity	Total Expenditure (£,000)	ESIF Funding			ESIF Outputs			
		ESF (a) (£,000)	ERDF (b) (£,000)	Total (a+b)	ESF		ERDF	
					Ref	Total	Ref	Total
A. Provide enterprise small grants fund	332	82	176	258	01	0	C1	14
					C001	0	C5	10
					C003	0	C8	6
					C004	0	P11	0
					C005	0	P12	0
					C016	0		
B. Support community-led and community-based skills development; enabling and building capacity of individuals	870	574	59	633	01	448	C1	0
					C001	246	C5	0
					C003	188	C8	0
					C004	58	P11	0
					C005	2	P12	0
					C016	118		
C. Make use of natural and heritage assets to aid economic activity	705	246	293	539	01	41	C1	4
					C001	22	C5	3
					C003	17	C8	3
					C004	39	P11	22
					C005	2	P12	0
					C016	0	0	0
D. Support and work with employers to increase employment and growth opportunities	518	164	234	398	01	82	C1	15
					C001	45	C5	7
					C003	34	C8	15
					C004	0	P11	0
					C005	0	P12	0
					C016	47		
E. Provide small grants to enable community organisations to establish and	300	164	59	223	01	82	C1	4
					C001	45	C5	3
					C003	34	C8	3
					C004	19	P11	6
					C005	1	P12	0

|					Code		Code	
develop small scale community economic projects/activities, including in transport					C016	0	0	0
F. Provide advice and practical support to businesses	435	0	351	351	01	41	C1	8
					C001	22	C5	6
					C003	17	C8	3
					C004	39	P11	83
					C005	2	P12	0
					C016	71		
G. Build or renovate community economic hubs and small scale and other workspace including in town and village centres	509	0	411	411	01	0	C1	
					C001		C5	
					C003		C8	
					C004		P11	
					C005		P12	94
					C016			
H. Support activities which seek to secure long term sustainable cross-generational social and economic change	570	410	0	410	01	122	C1	0
					C001	67	C5	0
					C003	51	C8	0
					C004	39	P11	0
					C005	2	P12	0
					C016	0		
Total Project Expenditure	4,239	1,640	1,581	3,221	01	815	C1	44
					C001	447	C5	28
					C003	342	C8	30
					C004	195	P11	110
					C005	8	P12	94
					C016	237		

State Aid

Delivery of activities must comply with state aid; accordingly projects will be assessed to ensure the applicant and the level of match meet the rules. In most cases it is expected that General Block Exemption Regulations (GBER) will be used.

Application, appraisal and decision making process

It is expected that the LAG will be dealing with projects from very small to some larger scale projects, particularly where capital investment is concerned. The process needs to be as simple as possible commensurate with the scale of funding requested.

- For grants below £2,500 the decision to approve or reject the application will be made by the CLLD Delivery Team.
- For grants between £2,501 and £10,000 the decision to approve or reject the application will be made by the Accountable Body Team with "sign off" by the relevant chair of the CLLD Executive Panel.
- For Grants above £10,000 the decision to approve or reject the application will be made by the relevant LAG area CLLD executive Panel.

Staffing
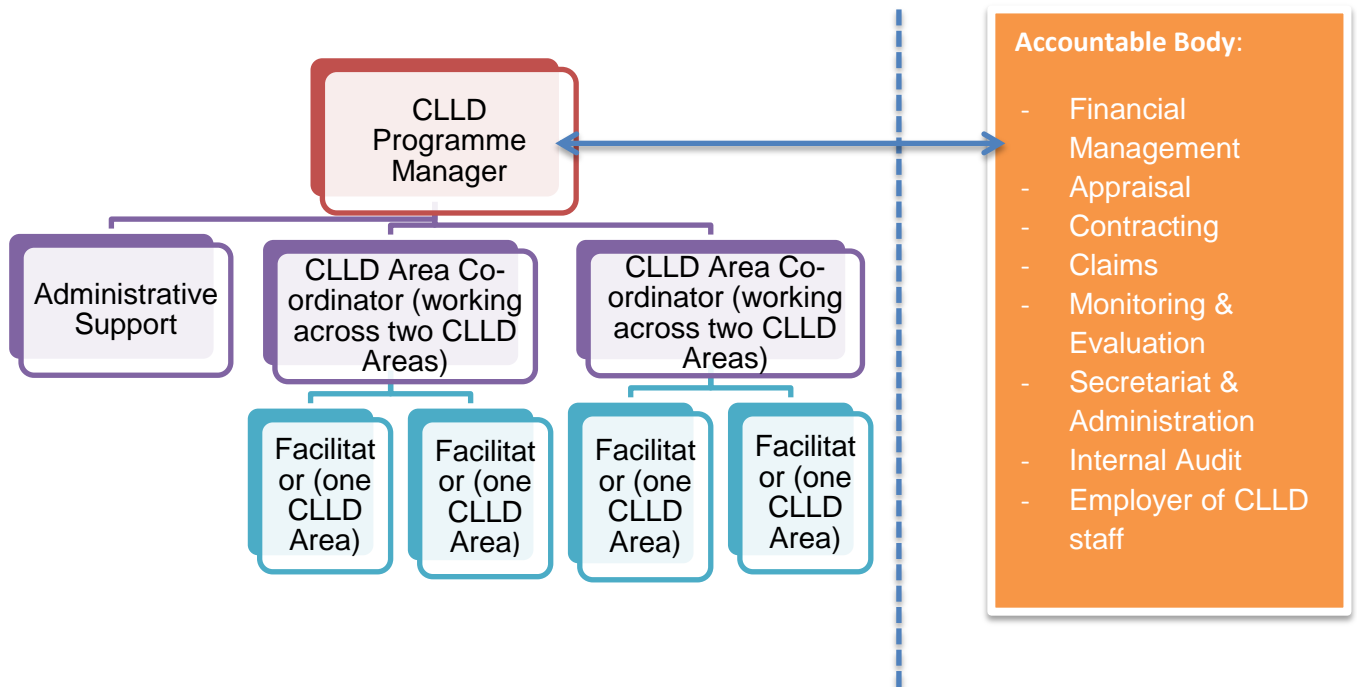
Training and Development

To ensure competent and effective delivery of the CLLD programme, skills development and training will be undertaken in the following areas:

- Focussed training for new members
- Overview of CLLD inc. outcomes, outputs, reporting, monitoring, claiming
- Project appraisal
- Managing risk, conflicts of interest and code of conduct
- State aid rules
- Equality and diversity
- Cross cutting themes
- Media and publicity training

Communications and Publicity

All communications will comply with guidance issued by the EU. The aim of our publicity is to increase engagement with community groups, organisations and businesses who could be involved in the potential delivery of projects.

Evaluating the LAG and Local Development Strategy

Evaluation will take place at three levels:

- Self evaluation for smaller projects
- External evaluation for larger projects
- Commissioned evaluation reporting every 6 months to the LAG

An annual written review of LAG activities and progress with commitment, spend, outputs and information from evaluations will be prepared, arising from the LAG annual review event.

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