



Community Led Local Development in Cornwall

2017 – 2022

Call for Projects to Support Potential Entrepreneurs

Coast to Coast Local Action Group:

Strategic Objective 1: Supporting business and employment development at the community level to generate locally available employment opportunities

Activity: Support community-led and community based skills development; enabling and building capacity of individuals (ERDF & ESF)

West Cornwall Local Action Group:

Strategic Objective 2: Assisting community and micro/small businesses, including self-employed, to start up, consolidate and strengthen, grow and develop, in order to stimulate and support local employment and businesses

Activity: Micro/small business advice, skills development and practical support (ERDF & ESF)

Accountable Body	Cornwall Development Company
Funds	European Regional Development Fund and European Social Fund
Local Action Group Areas	Coast to Coast, West Cornwall
Call Reference	C2CLAG and WCLAG: C01
Date Call Opens	Monday 13th August 2018
Deadline for submissions of Expressions of Interest	Monday 10th September 2018



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1. Introduction and background

Community Led Local Development (CLLD) is a new way of funding the delivery of local development using European Regional Development Fund (ERDF) and European Social Fund (ESF) grant. The two funds form part of the European Structural and Investment Fund Programme (ESIF) Programme for the period 2014 -2020.

Cornwall has been awarded £11.56m ESF and ERDF to support the delivery of the CLLD Local Development Strategies for West Cornwall, Coast to Coast, Atlantic & Moor and South & East Cornwall Local Action Group areas up until September 2022.

This call is issued by Coast to Coast and West Cornwall Local Action Groups.

Cornwall Development Company (CDC) is the Accountable Body for CLLD in Cornwall. CDC will appraise and evaluate applications on behalf of Coast to Coast and West Cornwall Local Action Groups (LAGs), partnership groups of voluntary and community, private and public sector organisations and representatives. The LAGs will make the final decision on whether projects are invited to full application and ultimately whether they are approved or rejected.

This document outlines how to apply for CLLD funding.

2. Call Timetable

In response to this call for projects applicants are required to submit a Stage 1 Expression of Interest and, if approved, asked to proceed to a Stage 2 Full Application Form.

Under this call, EOIs should be submitted according to the following timescales:

Call timetable	Date
Deadline for submitting Expressions of Interest	10 th September 2018
LAG decisions on Expressions of Interest	C2CLAG 27 th September 2018 WCLAG 8 th October 2018
Deadline for submission of Full Applications	14 th – 30 th November 2018; date to be confirmed
LAG decisions on Full Applications	January 2019

3. Scope of the Call

This call invites Expressions of Interest for projects to support potential entrepreneurs. All projects must support the delivery of specific strategic





objectives set out in the Coast to Coast and West Cornwall Local Action Group’s Local Development Strategies set out below in section 5. The Local Development Strategies are available on the CLLD website www.communityledcornwall.co.uk

Projects can choose to deliver activity across more than one Local Action Group area and across more than one action. However, the appropriate outputs should be selected and projects will be required to report on, and evidence, the achievement of outputs separately under each strategic objective and action.

Where organisations are seeking to deliver both ERDF and ESF activities, separate Expressions of Interest will be required.

Indicative Fund Allocation	<p>Indicatively, each Local Action Group expects to allocate the following amounts under the specific Actions:</p> <p>Coast to Coast - Activity: Support community-led and community based skills development; enabling and building capacity of individuals; £474,000 (ERDF & ESF)</p> <p>West Cornwall - Activity: Micro/small business advice, skills development and practical support; £449,250 (ERDF & ESF)</p>
Minimum Application Level	<p>ERDF and ESF investment in the CLLD target areas is intended to make a significant impact on local employment, skills and enterprise.</p> <p>The minimum application level for funding is £25,000.</p> <p>All potential applicant organisations are encouraged to work together with other local partners to generate new ideas, approaches and develop joint proposals.</p>
Duration of Project Activity	<p>Typically projects should plan to deliver activity for a minimum of 1 year and can plan to deliver up to June 2022. However, the LAGs reserve the right to vary the minimum and maximum durations, upwards or downwards.</p>
Specific Call Requirements	<p>This Call is for projects to deliver activity for individuals residing in the Core areas within the electoral wards listed below in section 4 within each Local Action Group area.</p> <p>The criterion for assessing project proposals is set out in the Evaluation and Scoring Guidance.</p> <p>Innovation, partnership working, community engagement, value for money, sustainability and alignment with local strategic priorities will all form key parts of the assessment of applications.</p>



Call Deadline

Expressions of Interest received after the published deadline of 10th September 2018 will not be considered.

4. Target Geography

The Local Development Strategies for Coast to Coast and West Cornwall Local Action Group areas have been approved by Government based on the bottom 30% on the Index of Multiple Deprivation (IMD) and a range of other criteria. The strategies focus on the most deprived areas of Cornwall.

Coast to Coast

The Coast to Coast CLLD area includes LSOAs in the electoral wards of Camborne Roskear, Camborne Treslothan, Camborne Trelowarren, Carharrack-Gwennap & St Day, Falmouth Penwerris, Falmouth Trescobeas, Illogan, Penryn West, Redruth North, Redruth South, Truro Boscawen, Truro Tregolls and Truro Trehaverne.

CLLD activity should aim to target the LSOAs that fall within the 30% most deprived nationally. These target areas are called 'Core' areas and all eligible project activity and expenditure must benefit eligible individuals within these areas. There are 22 Core LSOAs in the Coast to Coast CLLD area and 44 'Functional' areas. Functional areas are adjacent areas not in the 30% most deprived but have been included in the CLLD geography because of their links to key opportunities and to form a more coherent area.

Camborne has 3 LSOAs which are ranked in the worst 10% nationally. In addition Falmouth-Penryn and Redruth-St Day each have 1 LSOA ranked in the bottom 10% nationally.

Please visit www.magic.gov.uk to check specific postcodes and whether they are included in any of the Core LSOAs.

West Cornwall

Gulval and Heamoor, Gwithian-Gwithian & St Erth, Hayle North, Hayle South, Helston North, Newlyn & Mousehole, Penzance Central, Penzance East, Penzance Promenade, Porthleven & Helston South, St Buryan, St Ives North (West), St Ives South (East) and St Just in Penwith.

CLLD activity should aim to target the LSOAs that fall within the 30% most deprived nationally. These target areas are called 'Core' areas and all eligible project activity and expenditure must benefit eligible individuals within these areas. There are 22 Core LSOAs in the Coast to Coast CLLD area and 23 'Functional' areas. Functional areas are adjacent areas not in the 30% most





deprived but have been included in the CLLD geography because of their links to key opportunities and to form a more coherent area.

The two hub towns of Penzance and Helston are the most deprived clusters and 2 of the Core LSOAs in Penzance are in the worst 10% nationally.

Please visit www.magic.gov.uk to check specific postcodes and whether they are included in any of the Core LSOAs.

5. Strategic objectives and actions

The Local Development Strategies are structured around strategic objectives and actions as set out below. Project applicants should ensure that their proposals contribute to a least one strategic objective and one action for each Local Action Group area for which an application is being made.

C2CLAG Strategic Objective 1: Supporting business and employment development at the community level to generate locally available employment opportunities	
Local Development Need	The CLLD clusters in Coast to Coast are all in the main urban centres and relatively adjacent to some major employment areas (industrial estates and business parks) which are included as functional areas within the CLLD clusters. There is an opportunity here to work with employers in the wider area and build the links between employers and the CLLD communities, develop the employment opportunities and build the skills base within communities relevant to employer needs. Equally there is a need to also look at what employment opportunities can be developed within the CLLD communities directly and including the potential for community businesses as well as self-employment and small business starts. This strategic objective therefore seeks to prioritise business and employment development for people in the CLLD areas that is both based/grown within the CLLD community and through wider links with nearby employers.
Activity B	Support community-led and community based skills development; enabling and building capacity of individuals
Description	Business mentors and coaches, access to finance, funding for equipment, marketing, community business support, business networking , transport to work and training
Deliverables	Outputs <u>ERDF outputs required:</u>



	<p>206 potential entrepreneurs assisted 51 enterprises supported 51 new enterprises supported</p> <p><u>Maximum ESF outputs where a need is evidenced:</u></p> <p>206 participants 50 participants who are unemployed including long term unemployed 36 participants who are inactive 20 participants who are over 50 years of age 1 participants who are ethnic minorities 25 participants with disabilities</p> <p>Results</p> <p><u>Expected ESF results:</u></p> <p>17 participants in education/training upon leaving 10 unemployed participants into employment (including self-employment) on leaving 16 inactive participants into employment or job search upon leaving</p>
<p>Links to other activity in the LDS</p>	<p>The enterprise activities proposed share a number of links with other activities in the Local Development Strategy, in particular, activity F 'Provide advice and practical support to businesses'.</p>
<p>Links to other provision</p>	<p>The delivery of enterprise activities through CLLD will be complemented by a range of business support provision and partner initiatives. As part of the enterprise research, the existing provision has been mapped to ensure that services are not duplicated, and that the proposed activities add value to the start-up offer. Examples of some of the services that will work closely with the enterprise activities include Outset (tailored start up support), Unlocking Potential (aspiring entrepreneurs), Spark (business start-up programme) and the School for Social Entrepreneurs.</p>
<p>WCLAG Strategic Objective 2: Assisting community and micro/small businesses, including self-employed, to start up, consolidate and strengthen, grow and develop, in order to stimulate and support local employment and businesses</p>	
<p>Local Development Need</p>	<p>West Cornwall is a micro/small business economy. There are very few larger employers. So we need to work with micro/small businesses as the main way in which employment will be sustained and grown. We know from the consultations that businesses are struggling for various reasons. We also have some very successful businesses as possible role models. It is therefore a priority for us to</p>



	stimulate and support them.
Activity G	Micro/small business advice, skills development and practical support
Description	Business mentors and coaches, access to finance, funding for equipment, practical skills development, marketing e-commerce, digital and internet-based businesses and community business support and networking; skills brokerage/matching; 'wage subsidy' type schemes
Deliverables	<p>Outputs</p> <p><u>ERDF outputs required:</u></p> <p>136 potential entrepreneurs assisted 34 enterprises supported 34 new enterprises supported</p> <p><u>Maximum ESF outputs where a need is evidenced:</u></p> <p>81 participants 47 participants who are unemployed including long term unemployed 34 participants who are inactive 19 participants who are over 50 years of age 1 participants who are ethnic minorities 23 participants with disabilities</p> <p>Results</p> <p><u>Expected ESF results:</u></p> <p>16 participants in education/training upon leaving 9 unemployed participants into employment (including self-employment) on leaving 15 inactive participants into employment or job search upon leaving</p>
Links to other activity in the LDS	The enterprise activities proposed share a number of links with other activities in the Local Development Strategy, in particular, activity E 'Community led and community based skills development, capacity building support and enabling for individuals' and activity H 'Support for activities which inspire young people to explore different work and training options'.
Links to other provision	The delivery of enterprise activities through CLLD will be complemented by a range of business support provision and partner initiatives. As part of the enterprise research, the existing provision has been mapped to ensure that services are not duplicated, and that the proposed activities add value to the start-up offer. Examples of some of the services that will work closely with the enterprise activities include Outset (tailored start up support), Unlocking



	Potential (aspiring entrepreneurs), Spark (business start-up programme) and the School for Social Entrepreneurs.
Types of proposed activities across Coast to Coast and West Cornwall Local Action Group areas:	<ul style="list-style-type: none"> • Enterprise coaching activity; • Nurturing new businesses through start-up support; • Business skills generator; • More targeted local interventions to engage with those that would not normally access this type of support; • Development of an 'information hub' for local employability / skills provision and available training and job opportunities; • Projects that use innovative ways of engaging residents not normally targeted for support; • Activities that raise aspirations and tackle under-employment in the target area; • Activities that promote mentoring, volunteering, progression support and transition support; • Re-engaging disadvantaged communities and connecting them with economic opportunities; • Expanding horizons through enterprise awareness, education and communications; • Promoting role models and enterprise champions; • Showcasing of local businesses; • Capacity building to enable existing community workers (and youth workers) to be 'enterprise ambassadors'; • Linking businesses to communities through mentoring, leadership exchange; • Supporting those in employment who may wish to become self-employed; • A supported enterprise model or new social enterprise providing 'back office' support; • Guidance and advice in accessing financial support; • Ideas generation; • Support to assist the development and establishment of alternative service delivery models and mutuals.

6. Monitoring and evaluation of outputs over the life time of the project

Applicants will need to demonstrate how the eligible activity funded by ERDF and ESF will achieve the Local Development Strategy outputs and results.

For projects proposing to deliver activity against more than one action within a strategic objective, the appropriate outputs should be selected. Projects will be



required to report on, and evidence, the achievement of outputs separately under each strategic objective and action.

The total outputs and results for Coast to Coast and West Cornwall Local Development Strategies are as follows:

ESF Outputs:

O1	Number of participants	1681
CO01	Participants that are unemployed including long-term unemployed	976
CO03	Participants that are inactive	705
O4	Participants that are aged over 50	401
O5	Participants that are from ethnic minorities	16
CO16	Participants that have disabilities	488

ESF Results:

CR02	Participants in education or training on leaving	337
R1	Unemployed participants in employment, including self-employment on leaving	193
R2	Inactive participants into employment or job search on leaving	318

ERDF Outputs:

C1	Number of enterprises receiving support	131
C5	Number of new enterprises receiving support	85
P11	Number of potential entrepreneurs assisted to be enterprise ready	342

The outputs and results for each Local Action Group area are detailed in section 5 under 'Deliverables'. Applicants can meet or exceed these figures.

Further guidance on outputs and results is available on the programme website or by contacting the CLLD team at CLLD@cornwalldevelopmentcompany.co.uk. It is important that each applicant carefully reads and understands the definitions and monitoring requirements for evidencing outputs and results.

Projects that can demonstrate an ability to target the most disadvantaged individuals and groups and the most deprived communities identified in the Local Development Strategies, will be prioritised. The Local Action Groups are also



keen to consider projects that include innovative ways of delivering outcomes, particularly where they involve partnership working and collaboration, which could be assistance in forming co-operatives for example.

Projects should also consider how they will contribute to the strategies' aims as well as local outputs and impacts relevant to the project. These might include, but are not limited, to the following:

- Positive progression towards employment (including self-employment), training, volunteering or other outcome;
- Improved skills, capacity and local leadership to meet local needs;
- Individuals have the confidence, capacity, self-belief and inspiration to take steps towards and move into self-employment, employment, training or other appropriate progression

Successful applicants will be required to participate in project and programme level evaluations as required by the Local Action Groups. As well as collecting core ERDF and ESF output and results information, project applicants and delivery partners will be required to monitor individual beneficiary progress using an agreed methodology. This will be complemented by CLLD beneficiary and leaver forms to capture important information and data that will be used to evaluate the wider impacts of the programme.

Further guidance and support on monitoring and evaluation will be provided to projects at the full application and contracting stages.

7. Evaluation and scoring criteria

Applicants must fully complete the Expression of Interest which will be appraised by the Accountable Body against the criteria in the Evaluation and Scoring Guidance.

Invitations to progress to the Full Application stage do not in any way indicate or constitute an offer of ERDF grant.

Once the Expression of Interest appraisal is complete, the Accountable Body will seek Local Action Group approval to prioritise the applications they wish to proceed with. Only those applications that the Accountable Body and Local Action Group agree should proceed will be invited to submit a Full Application.

At the Full Application stage further detail on the project proposal will be sought, including consideration of additional appraisal criteria. Subsequently, only those Full Applications that the Accountable Body and LAG agree should proceed, will be approved.



8. Eligibility rules

ERDF and ESF eligibility rules apply to all project expenditure, including match funding. A list of eligible and ineligible costs is available from the website, by emailing CLLD@cornwaldevelopmentcompany.co.uk or from the national ESF and ERDF eligibility rules.

ESF eligibility rules:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/591547/european_social_fund_national_eligibility_rules.pdf

ERDF eligibility guidance:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/696449/ESIF-GN-1-003_ERDF_Eligibility_Guidance_v8.pdf

If successful at the Full Application stage, applicants will enter into a Funding Agreement with the Accountable Body and must abide by the standard terms and conditions. Once a Funding Agreement has been issued it should be signed and returned within 30 days, unless agreed otherwise with the Accountable Body.

9. Eligible applicants

The ERDF and ESF eligibility rules set out which types of organisations are eligible to apply for European funding. These include:

- Voluntary / community organisations;
- Not for Profit organisations;
- Registered charities;
- Higher and Further Education Institutions;
- Statutory and non-statutory public funded organisations/bodies;
- Private sector organisations.

Due Diligence checks may also be undertaken at the Expression of Interest stage.

Applicants must be legally constituted both at the point of submitting an Expression of Interest and signing a Funding Agreement. If the application is approved the applicant organisation will enter into a legally binding Funding Agreement and therefore will carry the liability for ensuring that the terms and conditions of the Funding Agreement are met.

If there is more than one organisation applying for the funds, a lead organisation must be selected to become the applicant (and grant recipient) with the other organisation(s) acting as delivery partner(s). In this situation the applicant would be responsible and liable for the delivery partner(s) and ensuring the



project is operating compliantly. The applicant is responsible for establishing appropriate agreements with its delivery partner(s).

During the application process the Accountable Body, on behalf of the LAG, will consider the applicant's track record, both positive and negative. If the applicant has been involved in the delivery of previous grant programmes and any irregularities have been identified, the Accountable Body will expect to see what steps have been taken to ensure that the risk of further irregularities in the future is mitigated. It is acknowledged that some organisations will be new to European funding and will not have a track record.

10. Intervention rate and match funding

ERDF investment must not be used to replace existing funding sources or duplicate activity.

European funding must enable activity to take place that would not otherwise happen or to increase the scope, scale or intensity of activity.

For all outputs except C1 Enterprise Supported and C5 New Enterprise Supported it is expected there will be no state aid.

- The maximum ERDF intervention rate is 72% of the total eligible project costs.
- The maximum ESF intervention rate is 80% of the total eligible project costs.

However the funding awarded will be the minimum in order for the project to proceed.

The remaining funds must come from other eligible non-European sources, which may include:

- Other public funding;
- Community foundations and trusts;
- Lottery distributors;
- Voluntary and community sector sources;
- Private sector contributions.

During the application and appraisal process applicants will need to satisfy the Accountable Body and LAG that they have, or are able to put in place, eligible match funding for the balance of costs.

ERDF and ESF are typically paid quarterly in arrears and expenditure must be defrayed prior to the submission of any grant claims to the Accountable Body. Applicants will be asked to demonstrate how they are able to cash flow the project. By exception projects can be considered for monthly claims in arrears, however, this must be requested and evidence of need for this arrangement provided.



11. Project timescales

Applicants should plan to deliver activity for a minimum of 1 year (e.g. for pilot projects) up to June 2022. However, the Local Action Group reserves the right to vary the minimum and maximum durations, upwards or downwards.

Expressions of Interest approved through this call for projects will normally be expected to:

- Submit a detailed and complete Full Application by the deadline given if formally selected at Expression of Interest stage. Projects which fail to meet this deadline may be deselected;
- Commence delivery (defraying ERDF/ESF eligible costs) as soon as is practically possible and within three months of formal approval as a maximum. Projects which fail to meet this deadline may be deselected, and
- Complete their project activities by June 2022.

12. Cross cutting themes – Equal opportunities and sustainable development

The Local Development Strategies are each supported by 3 key cross-cutting themes as follows:

- Demonstrating **sustainability**, with projects having at least a neutral, and preferably a positive environmental impact. They must also demonstrate that they can deliver a sustainable business model which will reduce the need for continued public support beyond the lifetime of the programme, as well as a lasting legacy post-completion.
- Actively promote and implement **equal opportunities**, demonstrating a positive equalities impact. All projects supported must take account of their impact on people with protected characteristics.
- Embed **innovation** in project design and delivery, for example at business level new services and working practices, and at community level social innovations that seek new solutions to social issues. In this way innovation will help achieve a community legacy.

All applications selected as a result of this call will be required to demonstrate at the Full Application stage how the Cross Cutting Themes will be addressed in the project design, development and implementation. The LAG's CLLD policies for equal opportunities and sustainable development are available on the programme website.

Further information and good practice material is available here:



https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/592338/ESF_cross_cutting_themes_guidance_sustainable_development-and-equality.pdf

13. Partnership working, additionality and value for money

Additionality is a core principle of European funding. Applicants must be able to demonstrate that the activity paid for by European funding adds value to new or existing activity, and contributes to local and domestic priorities.

European funding cannot support activities that duplicate existing provision or services within the CLLD area. Applications will need to identify and evidence how the beneficiaries will access and use the service, and demonstrate that the project will not displace other activity available locally.

The Local Action Groups are keen to consider projects that include innovative ways of delivering outcomes, particularly where they involve partnership working and collaboration, which could include assistance in forming co-operatives for example.

14. State aid and revenue generation

State Aid is the use of state funding or resources to support businesses (or commercial undertakings). The decisive factor in determining whether an organisation is an undertaking is not the nature of the entity itself, but the nature of the activities it carries out. If it carries out an economic activity, selling goods or services on a market, it is an undertaking.

In order to ensure that all activities supported through CLLD are lawful, State Aid will be initially assessed by the Accountable Body at the Expression of Interest stage. If clarification on State Aid is required, this will be requested from the project applicant at the Full Application stage. All applicants must satisfy themselves that State Aid regulations are complied with and consider taking legal advice.

15. Procurement regulations

Project costs must be procured in line with National (including Public Procurement Regulation 2015) and European Union regulations.

Procurement will be subject to audit and verification and any irregularity will result in a financial penalty of up to 100% of the grant paid. Robust and transparent procurement is required to ensure that grant recipients:

- Consider value for money;
- Maximise efficient use of public money;



European Union

European Structural
and Investment Funds

- Maintain competitiveness and fairness across the European Union.

It is strongly recommended that applicants review their own procurement procedures to ensure they are in line with National ESIF Procurement requirements.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/592852/ESIF-GN-1-001_ESIF_National_Procurement_Requirements_v5.pdf

16. Key documents and guidance materials

The following key documents and guidance are available from the CLLD website www.communityledcornwall.co.uk and by emailing the team:

1. Expression of Interest Form
2. Expression of Interest Form Guidance
3. Maps of the CLLD eligible areas
4. Lists of eligible areas by LSOA reference numbers x 3
5. Evaluation and Scoring Guidance
6. Summary guidance on eligible and ineligible costs
7. Outputs and Results Definitions
8. Outputs, Results and Monitoring guidance
9. Coast to Coast and West Cornwall Local Development Strategies
10. Cornwall Development Company (CDC) Equal Opportunities Policy
11. Cornwall Development Company (CDC) Sustainable Development Policy
12. Cross Cutting Themes general information for applicants

17. Document checklist

Incomplete applications will be rejected. Please ensure the following information is submitted:

Expression of Interest Stage:

- Fully completed Expression of Interest Form with continuation sheets in Word in relation to Question 4.

18. Further information and support

For further information and project development support, including sign-posting to match funding advice and opportunities, please email

CLLD@cornwalldevelopmentcompany.co.uk

If clarification is required on any aspect of this document please email CLLD@cornwalldevelopmentcompany.co.uk All clarifications will be posted on the 'Active Calls' page on the website www.communityledcornwall.co.uk





European Union

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19. Document submission

Completed Expressions of Interest must be submitted via **email** to:

CLLD@cornwalldevelopmentcompany.co.uk

Expressions of Interest not received by the call closure deadline of **12 Noon** on **10th September 2018** will not be assessed. Expressions of Interest which are not fully completed by this date will be excluded.

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