

ATLANTIC & MOOR

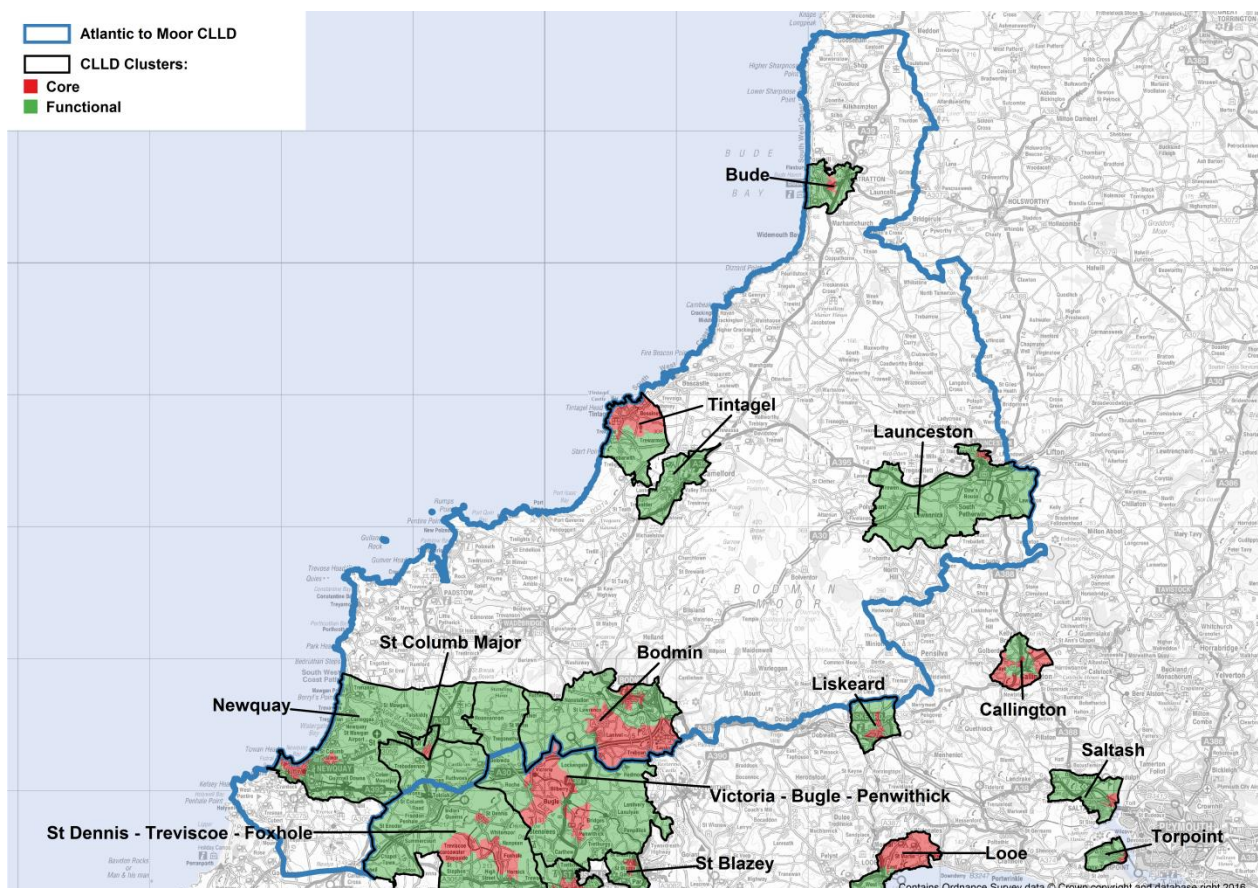
COMMUNITY LED LOCAL DEVELOPMENT STRATEGY

EXECUTIVE SUMMARY

Geographical Area

The Atlantic and Moor CLLD Area covers the area of Cornwall from Newquay North and East to the Cornwall border, and specifically the areas of Newquay, Bodmin, St Columb Major¹, Tintagel, Launceston and Bude.

There are 14 Core (30% most deprived nationally of the Index of Multiple Deprivation (IMD)) Lower Super Output Areas (LSOAs) in Atlantic & Moor, 19 Adjacent LSOAs and 8 nearby LSOAs. The two hub towns of Bodmin and Newquay are the most deprived clusters and 2 of the Core LSOAs in Bodmin are between 10-20% most deprived nationally.



¹ Part of two LSOAs which are part of the functional LSOAs for two CLLD clusters in the South & East Cornwall CLLD area are, in part, just within the Atlantic and Moor boundary (south/east of St Columb). For statistical analysis purposes and operational purposes, these LSOAs are considered to be part of South & East Cornwall CLLD area, as it is the industrial estate locations within both and which are within the South & East Cornwall boundary, that are the reasons for their functional inclusion.

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:

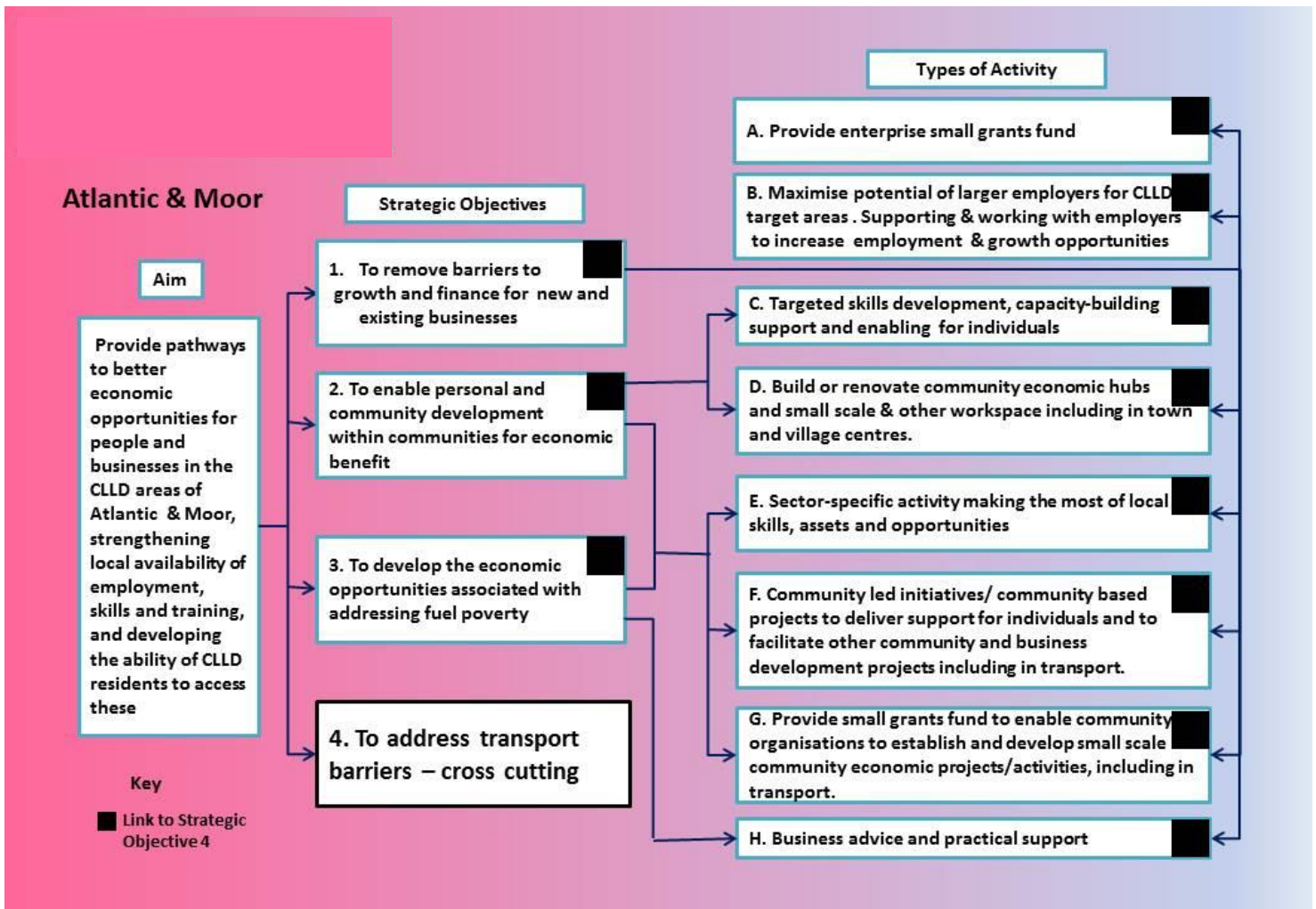
- Supporting businesses
- Making sure people can access employment and training

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:



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.

Environmental Sustainability

Atlantic and Moor has some stunning natural resources (including beautiful coastline and significant areas of moorland) which need to be maintained and sustained and with opportunities for renewable energy innovation and implementation. Wherever possible, each applicant will be asked to supply a copy of their Sustainability Policy.

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 Atlantic & Moor 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		
CR04	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	256	63	135	199	01 C001 C003 C004 C005 C016	31 17 13 0 0 9	C1 C5 C8 P11 P12	15 8 5 9 0
B Maximise potential of larger employers for CLLD target areas . Supporting and working with employers to increase employment and growth opportunities	224	0	180	180	01 C001 C003 C004 C005 C016	0 0 0 0 0 0	C1 C5 C8 P11 P12	11 0 11 0 0
C Targeted skills development, capacity-building support and enabling for individuals	846	569	45	614	01 C001 C003 C004 C005 C016	283 172 132 52 2 73	C1 C5 C8 P11 P12	0 0 0 4 0
D Build or renovate community economic hubs and small scale & other workspace, including in town and village centres.	393	0	317	317	01 C001 C003 C004 C005 C016	0 0 0 0 0 0	C1 C5 C8 P11 P12	0 0 0 0 73
E Sector-specific activity making the most of local skills, assets and opportunities	312	63	180	244	01 C001 C003 C004 C005 C016	31 17 13 30 1 0	C1 C5 C8 P11 P12	3 3 3 17 0

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
F Community led initiatives/ community based projects to deliver support for individuals and to facilitate other community and business development projects including in transport.	527	379	0	379	01	189	C1	1
					C001	103	C5	1
					C003	79	C8	0
					C004	37	P11	0
					C005	2	P12	0
					C016	73		
G Provide small grants fund to enable community organisations to establish and develop small scale community economic projects/activities, including in transport	232	126	45	172	01	63	C1	3
					C001	34	C5	2
					C003	26	C8	2
					C004	15	P11	4
					C005	1	P12	0
					C016	0		
H Business advice and practical support	479	63	316	379	01	31	C1	11
					C001	0	C5	6
					C003	0	C8	1
					C004	15	P11	51
					C005	1	P12	0
					C016	27		
Total Project Expenditure	3,267	1,264	1,219	2,483	01	628	C1	45
					C001	345	C5	21
					C003	264	C8	23
					C004	150	P11	85
					C005	6	P12	73
					C016	182		

State Aid

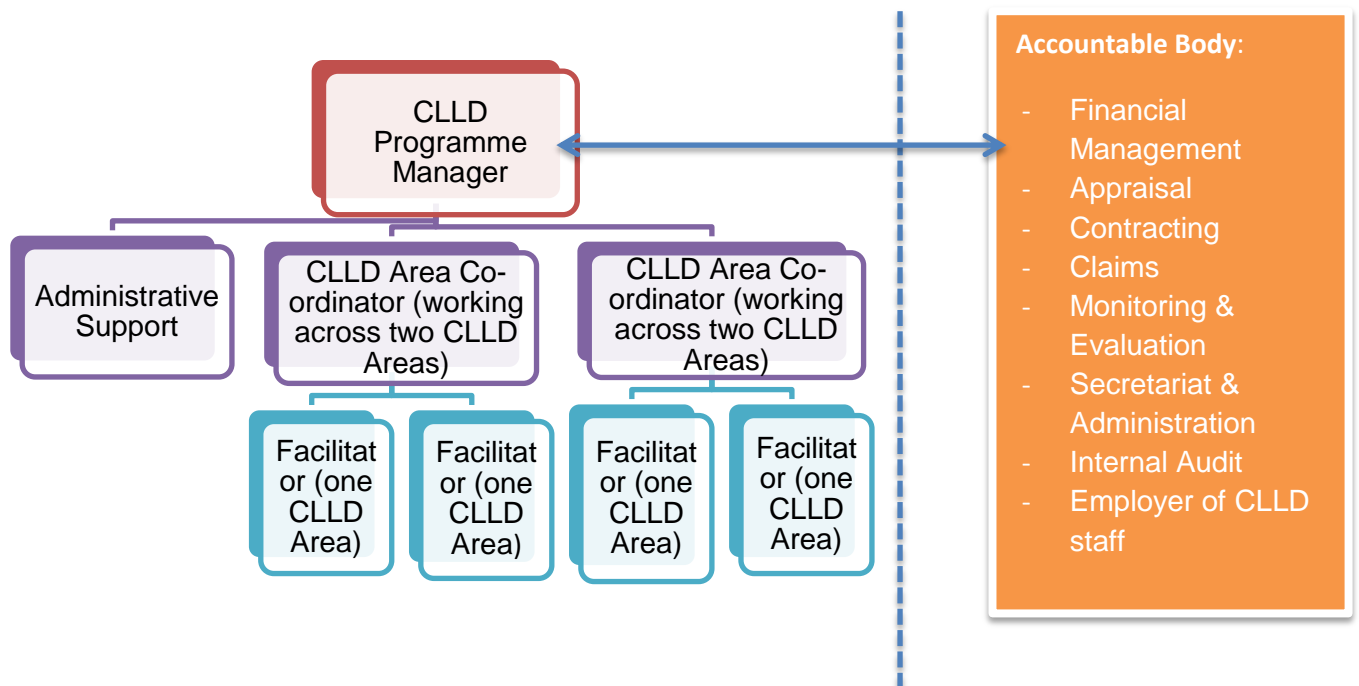
Delivery of activities must comply with state aid; accordingly projects will be assessed to ensure the applicant and the level of match meet the rules. In most cases it is expected that General Block Exemption Regulations (GBER) will be used.

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.