

## East Midlands Objective 2 Programme

### PEAK DISTRICT RURAL DEVELOPMENT PARTNERSHIP ESF Measures Package

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## **1. Introduction**

This bid sets out the Peak District's case for an allocation of funds for the ESF Measures (M1.5 and 3a3) within the E. Midlands Objective 2 programme.

It sits within the context of the Peak District's IFE bids for Objective 2 Round 2, made in early 2002. Those bids detail the background to the Peak District and the issues it is facing, so these points are not replicated here.

It also sits within the context of the Region's latest position re ESF Objective 2. The Region has determined the targets for outputs, results and impacts it needs to achieve within the available budget. The Peak District commits to meeting targets commensurate with its budget allocation.

## **2. Peak District's Strategic Objectives:**

2.1 The key economic objectives of the local partnership are:

- ❖ To diversify and strengthen the local economy which relies too heavily on declining industries, including agriculture and quarrying.
- ❖ To build on the strength and opportunities of the area including tourism, micro businesses and creative industries.
- ❖ To aid the recovery from the impacts of Foot and Mouth, in particular, by strengthening the marketing of the Peak District and the quality of the local tourism product.
- ❖ To strengthen the capacity of village communities to identify their opportunities for the future and to take action on them

All these are complemented by a focus on addressing the particular issues of deprivation and isolation apparent in the deeply rural economy.

2.2 Some of the main obstacles in the Peak District to addressing these issues, relevant to these ESF Measures, are:

- ❖ there is evidence of:
  - low skill levels
  - poor training opportunities
  - poor understanding of the value of training
- ❖ survey work shows that 52% of employers in the area do not provide any training and 39% of the workforce do not believe they need to develop their present skills or acquire new ones (Source: Midlands Uplands Skills Audit, BMG Consultants 2000).
- ❖ Furthermore employers in Derbyshire have identified a shortfall in transferable and generic skills such as Time Management, Budgeting, Supervisory Skills and Organisational Skills (DLSC Position Statements, 2001).
- ❖ this problem to some large extent arises from the predominance of very small companies in the Peak District, which often have neither the time nor resources to invest in training. That this may be a misguided belief on their part does not alter the situation, but does suggest that innovative approaches to training provision could be required.

The profile of business sizes in the Peak District is approximately:

<u>F/T employees</u>	<u>%</u>
1	26
2-5	69
6-10	2
10+	3

(Source: Business Link)

Whilst it is recognised these figures do not include part-time employees, and there are many of these in the area, part-time employees are the least likely to either receive, or appreciate the value of, training.

2.3 Thus it will be apparent that efforts to diversify and strengthen the local economy, via in particular tourism, will be severely undermined if:

- SMEs' owners and managers do not possess the necessary capability to be able to expand current businesses.
- the workforce lacks the skills to meet the challenges of business diversification and expansion.
- there is not the entrepreneurial spirit and support to encourage the creation of new businesses.
- there are not the required skills in the local workforce to meet the requirements of those new businesses.

### **3. Measure 1.5: Learning & Skills for a Competitive Economy:**

3.1 Activities within this Measure will complement the focus on SMEs in the wider Objective 2 IFE, viz.:

- ❖ direct SME support, via projects such as:
  - STAG West: new business support programme which is an integrated package of advice, training and flexible support designed to help new businesses start and grow.
  - Peak Business Support: a business mentoring programme targeted at SMEs.
  - NE Staffordshire technology: creation of ICT resource centres.

3.2 As this Measure is focussed on SMEs, rather than individuals, projects in this Measure will target companies and their employees. It is therefore not focused on training the unemployed.

Indicative projects that will be focused on SMEs include:

#### *Supporting On-line Learning in Derbyshire:*

An internet based approach to learning which allows SME's and their employees to learn flexibly in the workplace thus reducing the amount of time away from their jobs. This addresses one of the barriers employers face in relation to the time factor and associated costs of releasing

employees to attend training in urban locations within the Peak District and beyond. Learners can access a range of accredited learning supported by internet based learning, CD Roms and paper based learning. They also receive remote tutorials using videoconferencing, email and telephone.

*Promoting Enterprise and Knowledge (PEAK)*

This project will focus on employers and employees who are living or working in isolated rural areas and hence face multiple barriers to accessing relevant training opportunities due to poor access, time, and financial constraints. Training will be targeted at individuals who are not adequately skilled to meet the future demands of their firm, or the wider labour market. In particular it will target employers/employees who have not participated in learning for the past year, who have no up-to-date qualifications and who are working in industries that have been identified as key sectors in need of training, such as tourism, construction and small rural industries.

**4. Measure 3a3: Employment pathways and developing skills to regenerate local economies:**

4.1 Activities within this Measure will be dependent on an effective mechanism to find people within villages who are need of learning support and need persuasion for them to take it up. Often they also need support in the form of affordable childcare and better transport provision.

The Peak District Community Planning project within the main Objective 2 programme funds a network of village agents who, in addition to working with villages to identify and address the village's needs, are an effective taskforce in the field building contacts and relationships with local people,.

The transport issues would also be assisted by the Peak District's LEADER+ Access project, which seeks to find alternative transport provision solutions and includes a grant scheme to help fund them.

4.2 Indicative projects include:

*Rural.net:*

Is about ensuring employers and employees can access a Training Club close to work or home that allows them to learn at a time and in a way that suits their needs. The concept of taking the learning to the learners by establishing Training Clubs in town centres and industrial estates of the Peak District, helps to break down perceived barriers to accessing learning both for the employer and the employee.

**5. Finance:**

£000

<b>Measure 1.5</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>Total</b>
<b>ESF sought</b>	454	194	199	203	<b>1050</b>
<b>Public sector match funding</b>	555	237	243	248	<b>1283</b>
<b>Private sector match funding</b>	52	22	23	23	<b>120</b>
<b>Total</b>	<b>1061</b>	<b>453</b>	<b>465</b>	<b>474</b>	<b>2453</b>

<b>Measure 3a.3</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>Total</b>
<b>ESF sought</b>	14.8	4.6	10.4	10.6	<b>40.4</b>
<b>Public sector match funding</b>	18.1	5.6	12.7	13.0	<b>49.4</b>
<b>Total</b>	<b>32.9</b>	<b>10.2</b>	<b>23.1</b>	<b>23.6</b>	<b>89.8</b>

## 6. Outputs, results and impacts:

<b>Measure 1.5 Learning and skills for a competitive economy</b>	
<b>Outputs</b>	
Number of beneficiaries getting help into self-employment	118
Number of companies helped	191
Number of employees helped	370
<b>Results</b>	
% gaining a qualification	64
Survival rate of self-employment at 18 months	50
<b>Impacts</b>	
Net new businesses running after 18 months	26
Net number of jobs safeguarded by ESF support	18
Net number of jobs created through support for self-employment	76
<b>ICT revolution</b>	
Number of beneficiaries trained in ICT	134
<b>Number of companies provided with ICT related training</b>	45
<b>Equal opportunities</b>	
% of women receiving ESF support	33

<b>Measure 3a.3 Employment pathways and developing skills to regenerate local communities</b>	
<b>Outputs</b>	
Number of people benefiting from ESF	224
Number of people benefiting from ESF supported training	70
% of women receiving ESF support	42
<b>Results</b>	
% ESF beneficiaries achieving a positive outcome	63
% ESF beneficiaries progressing to F/T or P/T employment or voluntary work	34
<b>Impacts</b>	
Net numbers in work 6 months after ESF support	1
<b>Equal Opportunities</b>	
% of projects which offer access to targeted groups	100
<b>Environment</b>	
Number of environmental initiatives supported	1
<b>ICT Revolution</b>	
Number of ICT initiatives supported	1

Bob Littler  
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