

## **Spotlight on Regeneration**

**Addendum to the IFE submission for Objective 2  
funding for the Nottingham area**

**Information addressing the ESF measures**

## 1. Introduction

In December 2001, the Greater Nottingham Partnership submitted its application to run an Objective 2 Indicative Financial Envelope to GOEM for their consideration. The plan covered all ERDF measures in the programme, with the exception of Measure 2.1, dealt with separately, and Measure 3b, for which Nottingham is not eligible.

This plan has now been agreed and an opportunity has arisen to incorporate the two outstanding ESF Measures within the plan. This document sets out what the GNP would wish to achieve using ESF and, if agreed, will be incorporated within the IFE document itself.

## 2. Strategic Objectives

The Greater Nottingham Partnership (GNP) intends to harness the opportunities offered by the Objective 2 programme to help it deliver its strategy for the conurbation under the New Commitment to Regeneration, *Spotlight on Regeneration*. *Spotlight* has considerable overlap with the aims and objectives of the Objective 2 programme, as well as *emda's* Regional Economic Strategy.

*Spotlight* identifies a number of key challenges for the Nottingham area relating to our economy, several of which are consistent with those of the Objective 2 programme. These are:

- Creating more jobs
- Developing a strong enterprise culture
- Narrowing the technology transfer gap
- Managing industrial transformation
- Improving job skills and meeting the needs of the business community
- Reaching isolated and deprived communities

To meet these challenges, *Spotlight* has developed a series of strategic objectives. In our original IFE submission, we identified those most relevant to the Objective 2 agenda, and which we would seek to support using ERDF funds, as:

- *Creating a competitive local economy with a vibrant, positive climate and infrastructure for investment and growth*
- *Developing Nottingham as a major centre for innovation, enterprise and knowledge-based businesses within the East Midlands*
- *Creating a culture of lifelong learning, raising the skills and knowledge base of our workforce above regional and national averages*
- *Improving arts, cultural and sports facilities and establishing Nottingham as a premier tourist destination*

- *Promoting democratic innovation and social inclusion [...], promoting the concept of partnership working and enabling local partnerships to influence the policies of key decision makers*

This new opportunity to access ESF will allow us more fully to address the objective of ***Creating a culture of lifelong learning, raising the skills and knowledge base of our workforce above regional and national averages***, by adding revenue support for training and other human resource development activities to the range of capital developments, business support and community economic development initiatives already identified in the plan.

Following on from the approach taken in our original submission, we have identified the key themes from *Spotlight* that are most relevant to the two ESF measures contained in the Objective 2 programme.

## 2.1 Priority 1: Enterprise and Innovation

### Measure 1.5: Learning and skills for a competitive economy

#### Key Nottingham themes

- ***ensuring high quality education and training in entrepreneurship and innovation for business and social economy start-ups***

Under Measure 1.3 we have noted the need for Nottingham to improve its rate of business start ups. The availability of ESF will enable us to develop comprehensive, coherent and practical packages of training support for start-ups, which might include a number of generic areas (eg marketing, managing finances and people, business planning etc) as well as specialist modules (eg social enterprise, female entrepreneurs etc). This may be offered through a variety of delivery mechanisms depending on the needs of the client group, including distance learning, group-based work and the use of ICT and the internet.

- ***Investing in learning at work and promoting links between business, educational and training providers***

Nottinghamshire LSC note in their strategic plan that despite employers reporting that recruitment of staff proves difficult, roughly one third remain unprepared to pay for job related training, and similar numbers have no training priorities over the next five years. This indifference is also seen amongst some of the workforce, with one quarter of those economically active in the county believing that nothing would encourage them to develop their skills. Working with business support agencies we need to target those employed in smaller businesses that typically do not access training. We need to ensure that support is available for businesses in a format that meets their needs. Training will be focused on business solutions on a “right time, right place, right product” basis, with the emphasis on flexible learning and high

quality advice that supports growth. We will focus particularly but not exclusively on our target sectors of manufacturing, engineering, cultural and creative industries, food and drink, independent retail and the social economy. We would look to offer training at all levels, but especially in intermediate and higher level skills.

- **Improving ICT skills across all sectors**

Promoting on-line trading and e-commerce for SMEs has already been recognised as a key theme for the GNP under Measure 1.1 of the programme. National targets have been set for online trading for businesses, which have been translated to the regional level by *emda* as “By 2005, 95% of all businesses in the East Midlands will have broadband access, use e-mail, have a marketing website and use ICT effectively to store, transmit and receive data as defined by their business processes and strategy. Most of their interactions with both customers and suppliers will be conducted online.” This has been acknowledged as a very ambitious target and one which is looking increasingly difficult to achieve.

Recent research undertaken by UK OnLine for Business and Business Links in the East Midlands to establish a baseline position against which to measure the achievement of this target indicated that in the Nottinghamshire Business Link area:

- 37% of all SMEs have no ICT equipment at all and of the 63% who do:
- 24% allow ordering on line
- 9% allow payment on line
- 15% meet the Government definition of trading on line
- 70% thought there were no staff training needs within their business

Steps are being taken with projects funded under Measure 1.1 to assist businesses to understand and take-up on line trading and e-commerce. The availability of ESF will help to provide appropriate training support for staff.

### **Indicative activities for Measure 1.5**

In order that the Objective 2 programme as a whole delivers its outputs, it is essential that projects supported in this measure target companies and their employees, or people actively considering self-employment. Consequently this measure is NOT principally concerned with training the unemployed – except for self-employment.

Support will be available for:

- ✓ training for people starting up a business or social economy company.
- ✓ company-based skills analyses;
- ✓ intermediary skills development, particularly but not exclusively in ICT;
- ✓ provision of higher level skills development;
- ✓ support for management and business training for supervisors, professionals and managers;
- ✓ the provision of tailored recruitment and training packages;
- ✓ projects relating to skills needs in new emerging sectors (including environmental technologies and management)

## 2.2 Priority 3: Sustainable Communities

### Measure 3a.3: Employment pathways and developing skills to regenerate local communities

#### Key Nottingham themes

- ***making learning easily accessible – opening up choice eg ‘learning in the community’***

Under Measure 2.2 of the programme, the GNP are piloting the development of “Access Centres” for learning. Access Centres have been defined as:

“The local gateway for learning, providing a co-ordinated approach to all aspects of learning, offering all local people an introduction into the concept of learning and supporting them with clear progression pathways, to enhance life, learning and employment skills.”

Funding from this measure can be used to support aspects of revenue provision in Access Centres chosen for ERDF support that fall within CED boundaries (see attached map for Nottingham CED areas).

As part of its SRB6 programme, the GNLP is also working on a project to establish a ‘voluntary Connexions’ network for adults in Nottingham providing employability brokers and IAG development workers working in Nottingham’s most deprived neighbourhoods in order to join up locally-based Information and Advice; create new learners; deliver new locally-based Adult Guidance services; broker links between the most excluded residents and employers to increase the ‘employability’ of the community.

To support this we are working to establish a fund that will open access to, and motivate non-learners into, education and training.

This fund – which has a working title of the **Empowerment Fund** – would be available to all partner organisations working with these target beneficiaries, provided they were registered with IAG Pathfinder and were partners in the ‘voluntary Connexions’ project outlined above.

It would be used to provide added value where their own discretionary budgets could not support the expenditure required to meet the individually negotiated needs of the non-learner.

We aim to use Objective 2 ESF from this measure in the creation of this fund.

#### **Indicative Activities for Measure 3a.3**

Bids are expected to address either Access Centre provision or the Empowerment fund. The following activities can be supported by the measure:

- ✓ carrying out of skills audits;

- ✓ planning and running local training and employment programmes including programmes which support the development of community financial instruments such as LETS and credit unions;
- ✓ actions which support involvement in community representative structures;
- ✓ provision of personal development and advice;
- ✓ vocational and pre-vocational training Programmes;
- ✓ training activities tailor-made to needs of businesses and to the individual; management training for individuals intending to start-up businesses; employment subsidies;

### 3. Financing

Measure 1.5	2003	2004	2005	2006	Total
Public sector match funding	1,302,288	555,631	569,811	580,502	3,008,232
Private sector match funding	122,012	52,057	53,386	54,387	281,842
ESF sought	1,065,734	454,704	466,308	475,057	2,461,803
<b>Total</b>	<b>2,490,034</b>	<b>1,062,393</b>	<b>1,089,505</b>	<b>1,109,946</b>	<b>5,751,877</b>

Measure 3a.3	2003	2004	2005	2006	Total
Public sector match funding	170,378	53,338	119,505	121,628	464,849
ESF sought	139,400	43,640	97,777	99,514	380,331
<b>Total</b>	<b>309,778</b>	<b>96,978</b>	<b>217,282</b>	<b>221,142</b>	<b>845,180</b>

### 4. Outputs

Measure 1.5 Learning and skills for a competitive economy	
Outputs	Nottingham
Number of beneficiaries getting self-employment help	276
Number of companies helped	449
Number of employees helped	868
<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	61
net number of jobs safeguarded by ESF support	42
net number of jobs created through support for self-employment	178
<b>ICT revolution</b>	
Number of beneficiaries trained in IT	314
Number of companies provided with ICT related training	105
<b>Equal opportunities</b>	
% of women receiving ESF support	33%
<b>Environmental</b>	
Percentage of measure 1.5 beneficiaries receiving training in environmental technologies	*

\*there is no programme target but applicants should specify a percentage where relevant to their project so that this output can be monitored

<b>Measure 3a.3</b>	
<b>Employment pathways and developing skills to regenerate local communities</b>	
<b>Outputs</b>	<b>Nottingham</b>
Number of people in CED target areas benefiting from ESF assistance	2,109
Number of people in CED target areas benefiting from ESF training	659
% of women receiving ESF support	42%
<b>Results</b>	
% positive ESF outcomes on leaving	63%
% ESF beneficiaries in work on leaving	34%
<b>Impacts</b>	
Net numbers in work 6 months after ESF support	12
<b>ICT Revolution</b>	
Number of ICT initiatives supported	1
<b>Equal Opportunities</b>	
% of projects which offer access to targeted groups	100%
<b>Environment</b>	
Number of environmental initiatives including recycling and waste management initiatives supported	1

## 5. Horizontal Themes

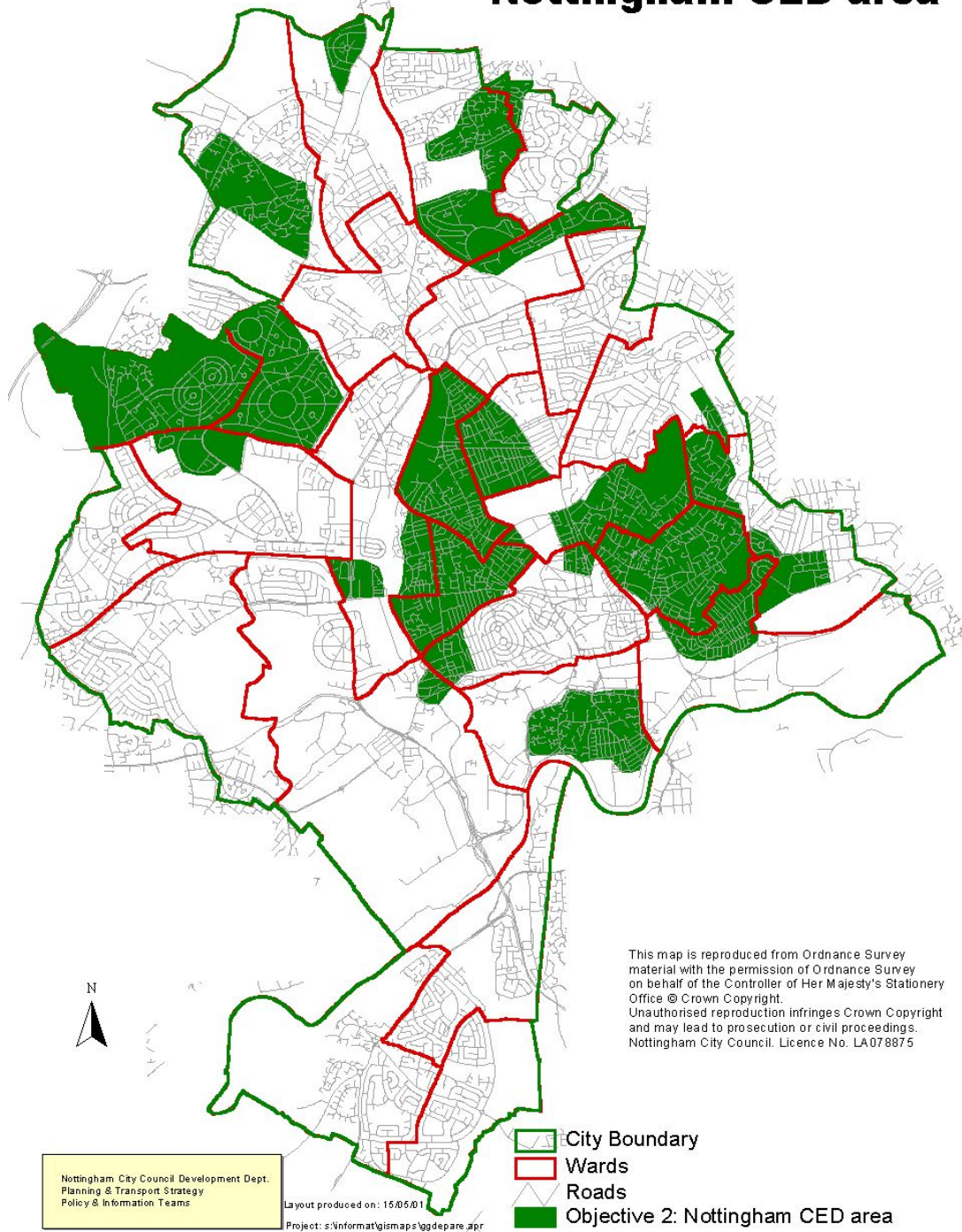
As this ESF funding forms part of the Objective 2 programme, in managing our allocation the GNP will consider projects in respect of their contribution to the horizontal themes of **Equal Opportunities**, the **Environment** and **ICT** and applicants are asked to address these issues as part of their application.

In broad terms:

- the Equal Opportunities theme seeks to increase the take up of opportunities generated by the Programme by women, and ethnic minorities and people with disabilities;
- the Environmental theme seeks to ensure that the Programme makes a positive contribution to the objectives of the environment through the promotion and provision of support and the prioritisation of activities that explicitly address environmental issues and opportunities; and
- the ICT theme seeks to use global information and communications technology to create the capability for everyone in the region – individuals and businesses – to use information and knowledge to maximum benefit

The GNP's overall approach to these three themes can be found in our original Indicative Financial Envelope submission for ERDF, available on the GOEM website. The relevant text can be found on pages 16-26 of that document.

## Objective 2: Nottingham CED area



**Measure 3a.3 is available to beneficiaries living or working in the following areas:**

Whole wards	Part wards		
Aspley	Abbey	Bulwell East	Mapperley
Lenton	Basford	Bulwell West	Park
Manvers	Beechdale	Byron	Robin Hood
Radford	Bestwood Park	Forest	St Anns
Strelley	Bridge	Greenwood	Trent