



Cross-cutting Themes

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CHAPTER 10: CROSS-CUTTING THEMES

INTRODUCTION

This Chapter outlines the means by which the three cross cutting Themes will be delivered and they are designed as Virtual Priorities, as follows:

- Equal Opportunities;
- Information Society;
- Environment.

These themes are additional to the 5 Priorities with associated measures presented in Chapter 9.

This section details the cross cutting Priorities and presents objectives for each. The intention is that these should be treated in a horizontal manner, relevant to all five of the “vertical” Priorities outlined in Chapter 9. Each of the strategies for the cross cutting Priorities will involve a combination of prioritisation with the “vertical” Priorities using a range of techniques, including prioritisation within the selection and appraisal system, and monitoring and evaluation using appropriate and relevant environmental targets and indicators for each priority and measure. This Chapter details the methods to be used to ensure that cross cutting objectives will be realised, with the actual detail presented in the Programme Complement.

Although Cross Cutting Priorities do not have financial allocations associated with their implementation, the realisation of the objectives are of equal weight to the vertical priorities. Progress towards the realisation of these objectives will be presented as a separate element in each Annual report.

EQUAL OPPORTUNITIES THEME

BACKGROUND AND RATIONALE

As with other EU regions, there are a number of groups who, for a variety of reasons, are particularly disadvantaged in the Cornish labour market. Women in particular face a number of obstacles which affect their participation in the labour market. In Cornwall women, are under-represented in higher paid and higher skilled sectors – in 1999, 18% of men were in management or other corporate occupations, compared to only 8% of women. Conversely, there were proportionately 4 times as many women as men occupying basic administration and clerical positions and sectors with a high proportion of low paid positions e.g. catering are dominated by women.

Women returners and lone parents face particular barriers in maximising their employment potential. Whilst childcare provision has increased and more employers are adopting flexible work practices, such options are highly variable depending on location and employer. The 1999 Prosper employers survey indicates that only a small minority of companies allow staff to work flexible hours, provide or contribute towards the cost of childcare, or jobs share.

The combined effect of such disadvantage is that female average earnings are significantly below those of males. Females in Cornwall employed full time earn a quarter less than males every week, although the gap is narrower in Cornwall than nationally. Gender differences in average earnings have also become less stark over time, although the pace of change has been slow and convergence, or a position approaching convergence, is some way off.

Recent research, on behalf of the Women’s Unit of the Cabinet Office, reinforces the gender gap in earnings. Over a lifetime of employment, females in the UK are likely to earn between £143,000 and £241,000 less than males in equivalent occupations. Women who return to employment after having children also lose out substantially to childless women, largely to only being able to work reduced hours when they return.

POLICY CONTEXT

The Table below presents the key policy contexts that will influence this Priority. The PMC will incorporate aspects of the objectives the relevant guidance or strategies into the appraisal system.

POLICY CONTEXT		
EU	UK	REGIONAL
European Employment Strategy Mainstreaming of Equal Opportunities	National Action Plan for Employment National Childcare Strategy	Regional Economic Strategy for South West England
Note: See Chapter 6 for detailed coverage		

PRIORITY OBJECTIVE

Achieving equality requires that a range of issues are addressed, some of which are outside the remit of the Programme, and which will be pursued by organisations such as the Equal Opportunities Commission and the social and economic partners. The central thrust of this Priority is mainstreaming equality of opportunity to ensure that the opportunities generated by the programme, including the opportunity to participate in the management of the Programme, are genuinely open to all, and that positive steps are taken to remove gender related barriers or bias.

It is important that projects supported by the Programme ensure that a contribution is made to achieving this equality. The Equal Opportunities Priority objective, therefore, is:

“To increase the take up of opportunities by women through the promotion and provision of support, and prioritisation of activities, that explicitly address barriers to participation in opportunities provided by Structural Fund support”

This Priority objective is consistent with EU Guidance on the need to mainstream equal opportunities in all aspects of Structural Fund Programmes, rather than to isolate it as a specialist issue of relevance to a minority of partners or project sponsors. Nevertheless, the key group for the Equal Opportunities Priority are those who are excluded from the mainstream economy. Although it will be important to assist many groups in accessing better quality opportunities, highest priority will be given to those who are outside of the system, or do not even have their first foot on the ladder.

OPERATIONAL STRATEGY

There are a number of activities that project sponsors will have to be aware of to help meet the Equal Opportunities objective. These include: disabled access to buildings; the opening hours of facilities supported by the Programme; the timing of delivery of training and other services supported by the Programme; the integration of pro-active policies to promote to target groups; and the provision of mentors and after care services

Within this Priority Objective, there are a number of specific operational objectives which the Programme will also seek to address. These link directly to the Priority rationale and the Equal Opportunities analysis presented in Chapter 3. Four operational objectives have been agreed:

1. To increase access to, and the securing of, training, employment opportunities and sustainable benefits amongst women who suffer from exclusion.
2. To increase the number of women accessing training and employment in higher paid and higher skilled occupations and sectors where they are under-represented.
3. To increase the number of employers adopting equal opportunity strategies and family-friendly policies.
4. To increase the number of women participating in the management and implementation structures of the Programme.

KEY BASELINE DATA

Progress towards the Programme targets for the Equal Opportunities theme will be measured against the following baseline data. Additional baseline data against which the achievement of the four operational objectives can be assessed will be presented in the Programme Complement.

EQUAL OPPORTUNITIES BASELINES			
	Value	Year	Source
Number of women in full time employment		1997	Annual Employment Survey
Number of women in part time employment		1997	Annual Employment Survey
No. of females employed in new sectors		1997	Annual Employment Survey
No. of businesses controlled/owned by women			
No. of higher level training places taken by women		1999	Objective 3/5b ESF final claims
No. of training places taken up by women		1999	Objective 3/5b ESF final claims
Economic activity rate for women			Labour Force Survey
ILO unemployment rate for women			Labour Force Survey

INDICATORS AND TARGETS

Appropriate indicators and targets at the measure level will be presented in the Programme Complement, along with any additional arrangements to ensure effective monitoring of the objectives. Detail will also be provided on any “qualification” criteria or minimum standards required before projects can proceed to full appraisal and the use of selection and appraisal criteria to achieve objectives. The PMC will take a view on appropriate approaches at its first meeting.

The Table below identified the indicators and targets which will be used to monitor progress:

EQUAL OPPORTUNITIES PRIORITY– KEY OUTPUTS, RESULTS AND IMPACTS BY 2010	
Indicator	Target
Outputs	
No. of women receiving training	55,000
No. of women receiving higher level training	8,000
No. of women helped to start-up in business	1,200
No. of companies adopting new flexible work practices	500
No. of companies adopting new equal opportunities action plans	500
No. of beneficiaries supported with childcare costs	30,000
Results	
No of Gross Direct FTE Jobs Safeguarded held by women	tba
No. of Gross Direct FTE Jobs Created taken by women	tba
No. of businesses controlled/run by women	1,200
No. of women occupying higher order occupations	tba
No. of women securing qualifications as a result of training support	tba
No. of women securing employment as a result of training support	tba
Impact	
Net Additional Jobs Safeguarded	tba
Net Additional Jobs Created	tba

IMPLEMENTATION

The objective of the Cross Cutting Priority’s objective will be realised through four “operational” objectives. The means by which these will be implemented are detailed below.

Operational Objective 1

The first Operational Objective is to increase access to, and the securing of, training and employment opportunities by economically and socially excluded women.

A review of previous activity indicated that particular groups (such as lone parents) had difficulties accessing opportunities, and even when they were successful, were more likely not to achieve positive and sustainable outcomes. Priority 3 People Development incorporates specific measures to directly enhance the labour market position of women (Measure 3.5) and other disadvantaged groups (Measure 3.4). This objective seeks to recognise that particular groups of women are affected by multiple disadvantage, and are the most likely not to participate in the benefits generated by the Objective 1 programme unless pro-active steps are taken.

The following **mechanisms** will be available to ensure prioritisation:

A pre-approval gender assessment to ensure that barriers to take up of support by women have been taken into account;

A higher weighting in the scoring system for projects targeting economically and socially excluded women;

A higher grant rate for projects targeting economically and socially excluded women;

A higher grant rate for items of expenditure within projects related to meeting the operational objective;

Higher levels of “softer” support within projects targeting economically and socially excluded women.

The following **activities** will be prioritised:

training, guidance and training subsidy support to women beneficiaries under Measures 1.7, 3.1, 3.2, 3.3, 4.5, 5.3;

assistance to enable women to access jobs created under Measures 1.1, 1.3, 1.6, 2.2, 2.3, 5.1, 5.2.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for Equal Opportunities (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 2

The second Operational Objective is to increase the number of women accessing training and employment in higher paid and higher skilled occupations and sectors where they are under-represented.

Analysis of previous Programme data has indicated that while women are often well represented with regard to lower levels of training, higher level training and training for higher paid occupations are dominated by men. To some degree, previous activity has reinforced or failed to address this gender imbalance. A similar situation applies to new business support and entrepreneurial training, again where men dominate.

A significant number of employment and training opportunities will be created by the Programme across all five priorities.

The following **mechanisms** will be available to ensure prioritisation:

A pre-approval gender assessment to ensure that barriers to take up of support by women have been taken into account;

A higher weighting in the scoring system for projects targeting economically and socially excluded women;

A higher grant rate for projects targeting economically and socially excluded women;

A higher grant rate for items of expenditure within projects related to meeting the operational objective;

Higher levels of “softer” support within projects targeting economically and socially excluded women.

The following **activities** will be prioritised:

Support to women to set up in business under Measures 1.2, 1.5 and 1.7

Higher level training and related support for women under Measures 1.7, 3.2

Support to businesses whose workforce is drawn from women under Measures 1.3, 1.6, 5.2

The following **support** will be made available:

Advice and guidance from a lead officer responsible for Equal Opportunities (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 3

The third Operational Objective is to increase the number of employers adopting equal opportunity strategies and family-friendly policies.

In terms of scale of activity, the Objective 1 Programme will assist considerable numbers of training beneficiaries. The second major group that the Programme will support in considerable numbers is SMEs. There is an opportunity, therefore, to influence how managers and owners organise and undertake their business, with a view to increasing opportunities both for groups seeking employment, and those already in employment.

The following **mechanisms** will be available to ensure prioritisation:

A pre-approval gender assessment to ensure that barriers to take up of support by women have been taken into account;

A higher weighting in the scoring system for projects targeting economically and socially excluded women;

A higher grant rate for projects targeting economically and socially excluded women;

A higher grant rate for items of expenditure within projects related to meeting the operational objective; and

Higher levels of “softer” support within projects targeting economically and socially excluded women.

The following **activities** will be prioritised:

support to businesses to develop systems for adopting family friendly policies under Measures 1.3, 1.6 and 3.2.

support to businesses which enable them to increase their employment of women under Measures 1.3, 1.6, 1.7 and 3.2.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for Equal Opportunities (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 4

The fourth Operational Objective is to increase the number of women participating in the management and implementation structures of the Programme.

Although women make up half the workforce, and are well represented in certain sectors such as health and education, the numbers involved at senior management level is low. This is also the case in both public and private sector decision-making structures, where the majority of participants are often male. The opportunity exists for the Objective 1 Programme to both set an example and take advantage of the untapped potential of these groups who have a major role to play in delivering a successful Programme.

The following **activities** will be undertaken:

ensuring gender balance on the PMC;

ensuring gender balance on sub-committees of the Programme;

the arrangement of meetings at family friendly times, locations and venues.

INFORMATION SOCIETY CROSS CUTTING THEME

BACKGROUND AND RATIONALE

Relative to other regions, Cornwall has lagged behind in securing a share of the benefits generated by the Information Society. Proportionately fewer people, for example, are employed in Cornwall in sectors directly linked to the Information Society such as computing, whilst the County has fewer software, telecommunications and IT businesses.

Penetration rates of ICT amongst the wider population are also lower in Cornwall and Scilly – fewer than a third of individuals surveyed in December 1998 had a personal computer, whilst only 1 in 10 used the Internet. Whilst participation in the Information Society is expanding rapidly, Cornwall remains behind the pace set in other regions. Businesses in Cornwall and Scilly have also been slower than average to exploit the advantages afforded by the Information Society.

Nevertheless, the Information Society developments offer a real opportunity for peripheral and rural economies to overcome some of the disadvantages of location and scale of local labour force/markets. It is important, therefore, that Cornwall and Scilly develop a strategy to realise this potential.

The approach adopted in this SPD takes account of the EU guidance which states that “optimally, ERDF support for the information society should not be implemented through separate measures alongside others. Rather, consideration should be given to incorporating into every measure appropriate information society-related sub-measures. These sub-measures should, in turn, be viewed collectively and structured so as to reflect a region-wide integrated information society strategy.” (Technical Paper 2 Information Society and Regional Development 2nd August 1999).

POLICY CONTEXT

The Table below presents the key policy context that will influence this Priority. Where appropriate, the PMC may incorporate aspects of the objectives the relevant guidance or strategies into the appraisal system.

POLICY CONTEXT		
EU	UK	Regional
Strategies For Jobs In The Information Society eEurope	Our Competitive Future: Building The Knowledge Driven Economy	Regional Strategy of the South West of England RDA
Note: See Chapter 6 for detailed coverage		

PRIORITY OBJECTIVE

Utilising ICT to overcome the physical isolation and bring about long term improvements in business competitiveness and social cohesion is central to the Information Society Priority. Whilst there are a number of factors outwith the influence of the Objective 1 Programme such as the pace and nature of technological change, the policies of national and multi-national companies, and the price and availability of new services, the Programme can make a significant contribution to spreading the benefits of the Information Society across Cornwall and Scilly. A wide range of activities will be co-financed by the Objective 1 Programme, including training and business support.

It is recognised that not every use of ICT has, or needs to have, a direct economic benefit and that many people who go on to use ICT in future employment, or to improve or start businesses, may first come into contact with ICT in a non-business context.

The **Priority objective**, therefore, is:

“To increase the use of electronic information and telematics by all groups in society”

IMPLEMENTING THE STRATEGY

Although there is no direct financial allocation to the Information Society Priority, the strategy will be implemented through a series of operational objectives which are closely linked to the five vertical priorities, their constituent measures and Programme management and implementation arrangements.

The operational objectives are:

1. To support the provision of public and other information services using ICT, as a means of increasing public awareness and familiarity with its potential.
2. To increase the number of people receiving ICT related skills training, information, guidance and training delivered through ICT applications.
3. To increase business application of ICT as a means to increase competitiveness.
4. To increase the use of electronic and telematic services for the delivery and management of Programme activities.

Each of the five vertical priorities will involve a range of actions, primarily related to how project sponsors plan, implement and monitor their activities, including:

Ensuring that new facilities have suitable ICT infrastructure;

The provision of ICT delivered information on all advisory and marketing projects;

The opportunity for beneficiaries to take up ICT related training at a time and location that suits their needs; and

The participation of project sponsors in networks of information exchange and best practice.

To ensure that the above actions are co-ordinated and integrated within the total SPD it is proposed that a demand-led strategy be developed that identifies future growth for the usage of ICT by sector. This study, a Regional Information Society Initiative, will establish inhibitors to increased use for reasons of access as well as identifying flagship projects that can identify facilities that are models of good practice. This is especially important since the FE College Cignet Network gives students access to broad band width, access to which is needed if the skills they develop are to be utilised within the Community and the place of work.

KEY BASELINE DATA

Progress towards the Programme targets for the Information Society priority will be measured against the following baseline data. Additional baseline data against which the achievement of the four operational objectives can be assessed will be presented in the Programme Complement.

INFORMATION SOCIETY BASELINES			
	Value	Year	Source
Employment in the Information Society	Tbc	1997	Annual Employment Survey
% of total employment accounted for by the Information Society	Tbc	1997	Annual Employment Survey
No. of businesses using e-commerce for trading	Tbc	1999	Prosper Business Survey
% of businesses using e-commerce for trading	Tbc	1999	Prosper Business Survey
% of individuals who use the Internet at home	8	1998	Prosper Employment/Skills
% of individuals who use the Internet at work	11	1998	Prosper Employment/Skills

INDICATORS AND TARGETS

Appropriate indicators and targets at the measure level will be presented in the Programme Complement, along with any additional arrangements to ensure effective monitoring of the objectives. Detail will also be provided on any "qualification" criteria or minimum standards required before projects can proceed to full appraisal and the use of selection and appraisal criteria to achieve objectives. The PMC will take a view on appropriate approaches at its first meeting.

The Table below identifies the indicators and targets which will be used to monitor progress.

INFORMATION SOCIETY PRIORITY– KEY OUTPUTS, RESULTS AND IMPACTS BY 2010	
Indicator	Target
Outputs	
Number of new Information Society businesses started up	200
Number of companies assisted to develop new ICT systems	300
Number of companies assisted to undertake ICT reviews	600
Number of people provided with ICT-related training	35,000
Number of companies assisted with ICT-related training	1,000
Number of advisory workshops held	14
Results	
Gross Direct FTE Jobs Safeguarded	tba
Gross Direct FTE Jobs Created	tba
Gross Sales Safeguarded	tba
Gross Additional Sales	tba
Number of ESF beneficiaries gaining an ICT qualification (or module)	25,000
Number of individuals who use the Internet	1,000
Number of companies trading on-line	
Impact	
Net Additional Jobs Safeguarded	tba
Net Additional Jobs Created	tba
Net Additional GDP Safeguarded	tba
Net additional GDP created	tba

Operational Objective 1

The first Operational Objective is to support the provision of public and other information services using ICT, where such provision clearly contributes to the Measure level objective, as a means of increasing public awareness and familiarity with its potential.

Although a growing number of people are familiar with the use of information technology and the services it can provide, there remains a significant part of the population who have little knowledge of and no contact with telematics. Another part of the population has some knowledge, but may not be aware of the full potential of the information society developments.

The first step in increasing knowledge is to increase people's familiarity with the technology and services. The second step is to make people aware of the benefits of the service - i.e. it is the service that is provided, combined with the technology, that demonstrates the importance of the information society, rather than the technology per se.

The provision of public service information covering a range of services represents the ideal opportunity to both modernise the delivery of services and information, and demonstrate to the wider community the benefits of the technology.

The following **mechanisms** will be available to ensure prioritisation:

A higher weighting in the scoring system for projects which promote or increase awareness of ICT to the wider population;

A higher grant rate for projects that target, promote or increase awareness of ICT to the wider population;

A higher grant rate for items of expenditure within projects related to meeting the operational objective.

The following **activities** will be prioritised:

Training in ICT-related topics under Measures 1.7, 3.2;

Information Society awareness raising initiatives amongst disadvantaged groups under Measures 3.2, 3.3, 3.4, 3.5, 4.5;

Support for new methods of disseminating information in disadvantaged communities under Measures 4.4, 4.5.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for ICT (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 2

The second Operational Objective is to increase the number of people receiving ICT related skills training, and information, guidance and training delivered through ICT applications.

The new Programme will provide assistance, guidance and training to a substantial number of beneficiaries over its life. This presents a number of opportunities. As with the provision of public sector information, there is an opportunity to demonstrate the benefits of the information society and, in particular, to identify the potential for lifelong learning - i.e. for training to be delivered in a form, and at a time and a place, that suits the individual.

The second opportunity is to allow those who have been out of the labour market for some time to gain familiarity with the ICT at the basic level. And finally, there is a need to ensure that a suitable supply of higher skilled people is available to allow companies to recruit appropriately qualified staff linked to new opportunities and sectoral growth.

The following **mechanisms** will be available to ensure prioritisation:

A higher weighting in the scoring system for projects that provide ICT related training or deliver training through ICT;

A higher grant rate for projects that provide ICT related training or deliver training through ICT;

A higher grant rate for items of expenditure within projects related to the provision of ICT related training or deliver training through ICT.

The following **activities** will be prioritised:

Projects which utilise ICT applications rather than traditional delivery methods in measures 1.7, 3.2, 3.3, 5.3;

Assistance to beneficiaries from disadvantaged groups in measures 1.7, 3.2, 3.3, 5.3;

To increase business application of ICT as a means to increase competitiveness.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for ICT (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 3

The third Operational Objective is to increase business application of ICT as a means to increase competitiveness.

The Information Society has implications for every enterprise in Cornwall and Scilly. It represents both a threat and an opportunity. The ability of companies to access new markets through ICT, to promote, sell and purchase goods electronically will open up both new markets and the Cornish market. The companies that anticipate such new opportunities will be the most likely to flourish in the longer run.

The Information Society also presents opportunities for the SME base to establish networks of co-operation on business and technical issues, and to increase their commitment to life long learning through the use of ICT to deliver training at a time and a place suitable to both the employer and the employee. In addition, a number of new sectors have considerable potential to expand as a result of growth in ICT and new applications. These include multi-media and software development companies.

The following **mechanisms** will be available to ensure prioritisation:

A higher weighting in the scoring system for projects that provide support for business application of ICT;

A higher grant rate for projects that provide support for business application of ICT;

A higher grant rate for items of expenditure within projects related business application of ICT;

The following **activities** will be prioritised:

Support for new and existing SMEs specialising in ICT under measures 1.2, 1.3, 1.5, 1.6.;

Training and HRD in ICT and related skills under measures 1.7, 3.2.;

Provision of new and upgraded research, demonstration and ICT training facilities under measures 1.1, 3.6.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for ICT (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 4

The fourth Operational Objective is to increase the use of electronic and telematic services for the delivery and management of Programme activities.

As with equal opportunities, there is a need for the Programme itself to act as an exemplar. There is considerable scope to increase the use of ICT and telematics in the delivery of the Programme. This includes the exchange of information electronically, rather than by paper. For example, electronic formats could be developed and exchanged for application forms, monitoring returns, the distribution of committee papers, interactive communications via websites, and a more active dissemination of best practice information using ICT.

The following **activities** will be undertaken:

utilisation of the world-wide web to publicise the progress and achievements of the Programme;

awarding greater priority to Information Society-related applications in the project appraisal system;

the establishment of an Information Society working group;

The following **support** will be made available:

Advice and guidance from a lead officer responsible for ICT (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

ENVIRONMENT THEME

BACKGROUND AND RATIONALE

Cornwall's environment is an important regional asset, and the extent and quality of the environment have been thoroughly documented in Chapter 4. This includes:

the natural environment which combines farmed and un-farmed landscapes including field boundaries, hedges, an outstanding coastline, heathland and upland areas of exceptional beauty and a built environment heritage based on ancient pre-Celtic influence, a medieval dimension based on Celtic/Christian overlap, an industrial heritage based on mining, and a fishing/ maritime heritage based on a number of major ports and small harbours;

the Cornish landscape today has been determined over many centuries and is the combination of physical factors, notably geology, geomorphology, climate, soil types and vegetation, as well as the impact of human activity. The interaction of people and their environment over the years builds up the landscape. The development of agriculture has had a particular effect on the landscape and plays an important role in the Cornish economy. The family-owned mixed farm with an average size of 40 hectares is the major contributor to the countryside. This visual landscape is inextricably associated with a variety of natural and semi-natural habitats and their wildlife. Cornwall has one of the highest concentrations of sites designated for their environmental value in England as well as many areas recognised for their value at the regional level;

the built environment results from a historic cultural heritage different from the rest of the UK. Mild climate, Celtic affinities, coastal connections, mineral wealth, and isolation are all intermingled in aspects of the Programme Area's distinctive identity and historic heritage. This rich historic environment is a unique asset, which provides the County with a valuable resource for tourism, recreational and leisure related initiatives and a focus for urban and rural regeneration. The most prominent example is the derelict mining areas of the County, which will form the basis of the bid for World Heritage Site status.

Sustainable development is about ensuring a better quality of life for everyone, both now and for future generations – including greater prosperity with less environmental damage, improving the efficiency in natural resources, and promoting thriving towns and villages.

The SWOT outlined in Chapter 7 highlighted both the importance of the environment as a strength, and a number of opportunities arising from new developments. The rationale behind this priority is to ensure that wherever possible Programme activities strengthen the environmental assets while securing economic benefits, and that Programme resources are used to take up the environmental opportunities that capitalise on regional strengths.

POLICY CONTEXT

The Table below presents the key policy context that will influence this Priority. Where appropriate, the PMC may incorporate aspects of the objectives the relevant guidance or strategies into the appraisal system.

POLICY CONTEXT		
EU	UK	Regional
Building A Sustainable Europe: Communication on Environment and Employment	A Better Quality of Life: A Strategy for Sustainable Development in the UK	Regional Strategy of the South West of England RDA An Environmental Prospectus for the South West of England – Linking the Economy and environment
Note: See Chapter 6 for detailed coverage		

PRIORITY OBJECTIVE

The Environmental Profile outlined the character and quality of the Region's environment, the issues facing the environment, and the key environmental opportunities for the Programme together with indicators for tracking the environment of the Region in which the Programme will operate. It highlighted the need for the positive management of change through the development of appropriate skills (which themselves offer opportunities for business development), prudent use of natural resources, and protection and enhancement of the environment.

The quality of the environment is also a major factor in regional economic development and business competitiveness. The integration of environmental protection and improvement and the prudent use of natural resources into productive investment will help ensure a rational use of economic resources, enhancement of economic performance and competitiveness while maintaining and creating employment. Moreover, environment related products, processes and services provide an additional opportunity for the Region as they are themselves a potential new source of prosperity and employment.

The integration of environmental protection and improvement and the prudent use of natural resources into productive investment will help to ensure a rational use of economic resources, enhancement of economic performance and competitiveness while maintaining and creating employment. Moreover, environment related products, processes and services provide an additional opportunity for the region as they are themselves a potential new source of prosperity and employment.

The reduction in the pressures on the environment and resources is part of the competitiveness challenge – businesses need to create more value with less environmental impact – seizing opportunities to innovate and to enhance competitiveness.

The environmental strategy for the Programme has three dimensions. These are to ensure that the Programme does not support activities that are detrimental to the environment (preventative), to support activities that actually improve the environment where this is linked to additional economic benefits such as bringing derelict land back into productive use (curative), and finally to take up new opportunities arising from a greater demand for environmental products, processes and services.

The **Programme objective** for the environment is:

To ensure that the environment makes a positive contribution to the objectives of the Programme through the promotion and provision of support and the prioritisation of activities that explicitly address environmental issues and opportunities.

OPERATIONAL STRATEGY

Although there is no direct financial allocation to this environmental Priority, the strategy will be implemented through a series of operational objectives, which are clearly linked to the vertical priorities and measure and to the Programme management and implementation arrangements. This approach presents clear linkages between the environmental strategy and the actual deployment of Structural Fund resources.

The operational objectives are:

1. To enable the protection and improvement of the environment.
2. To promote the prudent use of natural resources.
3. To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services.
4. To increase the awareness of residents, businesses and visitors of the value and importance of the environment.
5. To actively promote environmental policies in all aspects of Programme management and implementation.

KEY BASELINE DATA

The Table below identifies the key baseline data for this Priority.

PRIORITY : ENVIRONMENT – KEY BASELINE DATA			
	Value	Year	Source
No of SMEs in environmental industries			
No employed in environmental industries			
No of scheduled monuments	1,200		
No of Listed Buildings	12,000		
No of Conservation Areas	137		
No of national nature reserves	3		
No of SSSIs	160		
No of AONB	13		
Baseline data by Measure are detailed in the Programme Complement			

INDICATORS AND TARGETS

The Table below identified the indicators and targets, which will be used to monitor progress

PRIORITY : ENVIRONMENT – KEY OUTPUTS, RESULTS AND IMPACTS BY 2010	
Indicator	Target
Outputs	
No of companies assisted specialising in environmental related activities	200
No of companies assisted to undertake environmental reviews	500
No of people provided with environmental related training	3,000
No of companies assisted with environment related training	200
Redundant buildings refurbished	tba
Brownfield land serviced	20 hectares
No of advisory workshops organised	14
Results	
Gross Direct FTE Jobs Safeguarded	tba
Gross Direct FTE Jobs Created	tba
Gross Sales Safeguarded	tba
Gross Additional Sales	tba
Reduction in energy/waste costs	tba
No of ESF beneficiaries gaining an environmental qualification (or module)	1,000
No of companies gaining IS9000	100
Impact	
Net Additional Jobs Safeguarded	tba
Net Additional Jobs Created	tba
Net Additional GDP Safeguarded	tba
Net additional GDP created	tba
Outputs, results and impacts are detailed by Measure in the Programme Complement	

The table below presents a number of key indicators relevant to the environmental situation in the region. These indicators represent the current baseline and changes over the programme period will be monitored and reported periodically.

KEY ENVIRONMENTAL TRACKING INDICATORS
WATER
Numbers and types of designations (cSACs/SMAs)
Percentage of Bathing Waters and compliance with mandatory & guideline standards
WASTE
Percentage of municipal waste land-filled
Percentage recycled and/or recovered
TRANSPORT
Numbers using public transport
HERITAGE
Quality – number and area of designations (SMs/Cas/LBs/AGHVs)
Condition Monitoring – Number of buildings and sites on the 'At Risk' Registers.

Operational Objective 1

The first Operational Objective is to enable the protection and improvement of the environment.

The environmental strands of sustainable development necessitate the consideration of global issues such as climate change, the use of non-renewable natural resources, biodiversity conservation as well as more local issues.

We must play our part in these aims through, for example: limiting global environmental threats such as global climate change; protecting human health and safety from hazards such as poor air quality and derelict and contaminated land; enhancing local amenity and improve the quality of the built environment; and protecting and improving the environmental and heritage assets that people need or value such as wildlife, landscapes and historic sites and buildings.

The following **mechanisms** will be available to ensure prioritisation:

A pre-approval environmental assessment to ensure that environmental considerations have been taken into account;

A higher weighting in the scoring system for projects offering additional environmental benefits with regard to land and buildings;

A higher grant rate for projects targeting brownfield land and redundant buildings;

A higher grant rate for items of expenditure related to realising the operational objective.

The following **activities** will be prioritised:

The development of brownfield land in Measures 2.1, 2.2, 4.3. and 4.4.;

The re-use of redundant buildings in Measures 1.1, 2.2, 4.3. and 4.4.;

The sustainable management of the natural and historic environment in Measures 4.1 and 5.2.;

The following **support** will be made available:

Advice and guidance from a lead officer responsible for the Environment (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 2

The second Operational Objective is to promote the prudent use of natural resources.

The promotion of sustainable regional development depends on an efficient use of natural resources including energy. This an important part of the competitiveness challenge of creating more value with less environmental impact. This will include reducing the materials intensity of goods and services and improving the efficiency of resource use through such activities as better management of waste, increasing recycling, reducing pollution, ensuring the continued productivity of renewable resources, and bringing back into beneficial use of previously used land and buildings.

The following **mechanisms** will be available to ensure prioritisation:

A pre-approval environmental assessment to ensure that environmental considerations have been taken into account;

A higher weighting in the scoring system for projects promoting the prudent use of natural resources;

A higher grant rate for projects involved in the prudent use of natural resources;

A higher grant rate for items of expenditure related to realising the operational objective.

The following **activities** will be prioritised:

Support for SMEs specialising in renewable services and technology in Measures 1.2, 1.3, 1.5, 1.6 and 1.7.

Support for environmentally sustainable buildings in Measures 1.1, 2.1, 2.2, 3.6, 5.3

Support for companies undertaking energy, waste and resource audits under Measures 1.3 and 1.6.

Training in sustainable resource management in Measures 1.7 and 3.2.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for the Environment (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 3

The third Operational Objective is to take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services.

Environment-related products, processes, businesses and services provide an important opportunity as a source of prosperity and employment. The market is predicted to increase in size considerably both at a UK and a global level. The implementation of this latter objective will be managed in such a way as to maximise the positive environmental impact on Cornwall and Scilly.

The following **mechanisms** will be available to ensure prioritisation:

A pre-approval environmental assessment to ensure that environmental considerations have been taken into account;

A higher weighting in the scoring system for projects promoting and supporting the opportunities arising from the demands for environmental goods, processes and services;

A higher grant rate for projects involved in promoting and supporting the opportunities arising from the demands for environmental goods, processes and services;

A higher grant rate for items of expenditure related to realising the operational objective.

The following **activities** will be prioritised:

Support for SMEs specialising in environment related products and processes under Measures 1.2, 1.3, 1.5, 1.6 and 1.7;

Research facilities geared toward assisting companies in environment related products and processes under measures 1.1 and 5.3;

Training linked to environment related processes and products under measures 1.7, 3.3 and 5.4.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for the Environment (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 4

The fourth Operational Objective is to increase the awareness of residents, businesses and visitors of the value and importance of the environment, where this also contributes to the realisation of the Measure objective.

It is important that access to the environment is not just seen as a physical issue. Access should be enhanced through the provision of information and interpretation in the broadest sense to the widest possible audience, in particular the business community. An improved knowledge and database will enable better-informed decision making with respect to the environment, promote positive environmental conservation and improve the visitor experience.

The following **mechanisms** will be available to ensure prioritisation:

A pre-approval environmental assessment to ensure that environmental considerations have been taken into account;

A higher weighting in the scoring system for projects increasing awareness;

A higher grant rate for projects involved in increasing awareness;

A higher grant rate for items of expenditure related to realising the operational objective.

The following **activities** will be prioritised:

Environmental training under measures 3.1, 3.2, 3.3 and 3.4;

Environmental awareness training activity under measures 4.2 and 4.3;

Green tourism initiatives and others which promote a greater understanding of the environment under Measures 4.1 and 5.1.

The following **support** will be made available:

Advice and guidance from a lead officer responsible for Equal Opportunities (either within the Secretariat or in a nominated organisation);

Advice and guidance in relation to project development and good practice.

Operational Objective 5

The fifth Operational Objective is to actively promote environmental policies in all aspects of Programme management and implementation.

As with the Equal Opportunities cross-cutting theme, there is a need for the Programme itself to act as an exemplar. There is considerable scope for the positive demonstration of the integration of environmental issues into the delivery of the Programme, including the dissemination of best practice.

The following **activities** will be undertaken:

The production and up-dating of environmental guidance for project sponsors;

The organisation on a regular basis of workshops for project sponsors;

The inclusion of environmental representatives on the PMC;

A nominated lead officer within the Programme Secretariat for environmental matters;

The prioritization of environmental activities within the appraisal system;

The development and implementation of an environmental appraisal which identifies projects which would be harmful to the environment;

The detailed reporting on the Environmental priority in the Annual Report.
