

## **CHAPTER 15 INTEGRATED EX-ANTE EVALUATION AND PARTNER CONSULTATION**

### **INTRODUCTION**

In line with the Commission Guidance, this Chapter presents a summary of the ex ante evaluation process. It outlines the key points arising from the ex ante evaluators comments as part of the SPD development process, and summarises the key responses from the Partnership and the resulting influence on the SPD.

In addition, two impact assessments have been carried out, and the details of these are summarized below. The first of these is an environmental impact assessment, drawing upon the Environmental Profile in Chapter 4 and used to assess the positive and negative effects of the Programme on the environment. The second is a gender impact assessment, closely related to the cross-cutting theme of Equal Opportunities, which assesses the likely positive and negative impacts of the Programme upon gender inequality.

### **EX ANTE EVALUATION**

The Government Office for the South West commissioned Arup economic consultants to undertake an independent ex ante evaluation in line with commission Guidance and advice from the DETR.

The ex ante work was carried out in stages, as per the guidance, and greatly influenced the development of the SPD prior to submission by the UK Government and subsequently during negotiations with the European Commission. The work of the ex ante can be viewed alongside the results of the previous programme chapter and its contribution to the process is summarised below

#### **Ex Ante Evaluators – Lessons From Previous Programmes**

The Ex Ante Evaluators reviewed a considerable number of programmes relevant to developing the new Objective 1 Programme. These were:

- ◆ The South West 5b Programme;
- ◆ The Plymouth Objective 2 Programme;
- ◆ The Devon and Cornwall CSF - Interim and Ex Post Evaluation;
- ◆ The UK SME Initiative;
- ◆ UK LEADER II Programme;
- ◆ UK Pesca Community Initiative; and
- ◆ UK KONVER Community Initiative.

#### **Summary of Principal Lessons from Past Evaluations: Relevance and Application to the SPD**

Evaluation of EC programmes is conceived as a continuous process, where ex ante, interim and ex post evaluations are integrated. A significant learning process has characterised the history of EC programme interventions in the area concerned. The new Objective 1 Programme offers the opportunity to capitalise on this past experience to build and develop an integrated approach to several economic, environmental and social problems.

This final section of the review identified relevant lessons and recommendations from past evaluations under three headings:

- ◆ relevance of strategy, priorities and measures;
- ◆ factors affecting implementation and effectiveness;
- ◆ policy evaluation and monitoring.

In relation to the relevance of strategy, priorities and measures the main points are detailed below in italics, followed by how these have influenced the development of the SPD.

*“priorities – plans for actions and not vague expressions”* - being addressed in the detailed discussions taking place around management arrangements.

*“financial allocation – explicit justification in relation to programme rationale”* – now included in the SPD.

*“Tourism – realistic outputs; limit deadweight and displacement; greater consideration of national and international market potential at project level; consider preparation of up-to-date Tourism Strategy with Technical Assistance monies.”* - being addressed in the Programme Complement considerations.

*“Environment – undertake more analysis”* - a thorough Environmental Profile and appraisal has been provided as an integral part of this SPD.

*“Sustainable development - greater commitment”* – integral to the new Programme.

*Rural development – improve links between actions and MAFF policy objectives* – MAFF have been members of the SPD development team since its inception, and have provided input to the overlap between agricultural and rural community elements of the new SPD.

*Infrastructure : avoid major bias towards these projects and assess carefully economic benefits and additionality* – significant revenue funding has been made available in the Programme, with considerably more resource made available for both business development and training when compared to the current 5b Programme.

*Community development - undertake research on the identification of pockets of deprivation* – the Plan Team undertook a review of social and economic data at enumeration district level to identify key targets areas for Community economic development measure.

*Community development : provide adequate support to projects in this sector, which might be more difficult to develop* – being considered as part of the implementation arrangements, to be covered in the Programme Complement.

*Community development : selection of areas to be undertaken not only on the basis of statistical indicators but also in consultation with local partners* – the baseline analysis and community regeneration approach presented in Priority 4 was the subject of extensive consultation.

*SMEs/rural development – consider characteristics of SMEs in the rural sector* – key feature of Priorities 1 and 4.

*SMEs – research factors affecting their circumstances* - considered as part of the Plan Development process, drawing on PROSPER research. Covered in Chapter 2 of the SPD.

*SMEs – support trans-national links* – operational and implementation issue.

*Major town – consider the strategic role of Plymouth in Cornwall* – identified in Chapter 2, a feature of the South West of England RDA analysis for the regional Strategy, identified in the regional Planning Guidance and fully taken into account in the development of Priority 2.

*Land and premises – devise a strategic approach to attract private investment* – the underlying rationale for Priority 2 is a strategic approach, and a move away from the project by project approach of previous Programmes.

## Factors affecting implementation and effectiveness

Management - greater involvement of working/priority groups in assessing and approving projects and preparing position papers – under consideration.

Partnerships/working groups - consider appropriate size and membership - under consideration.

Finance – keep financial targets under continuing review – a key feature of the new Annual Reports.

Project demand/private sector investment; market the programme at early stages and throughout – a Communications and Information Strategy will be considered at the first meeting of the PMC. Private sector has been involved as a full member of the Plan Team since its inception. High level of awareness already established amongst companies and residents (see Chapter 15).

Project demand/project quality - provide guidance on project application and eligibility at commencement, organise seminars throughout. Expand guidance at later stages if necessary - likely to be a key feature of the communications and Information Strategy. The aim is to build on the track record of the Government Office (see Chapter 14).

Project demand/project quality - consider constructive ways to involve specific business communities (e.g. fishing, rural) to avoid frustration and hostility – Programme Complement issue, and the intention is to build on the experience of locally based delivery where appropriate. The South West has locally based groups to deliver LEADER and Pesca and this experience will be reviewed and incorporated into new and enhanced arrangements, approved by the PMC.

Project quality - provide assistance with applications (also to avoid monitoring/spending problems at later stages), especially for smaller organisations – will be taken into account in Communications and Information Strategy and Technical Assistance Strategy. The need to provide support to new organisations and partners has already been identified as a priority by the Government Office.

Project quality : promote project innovation and disseminate good practice – will be taken into account in the Communications and Information Strategy and the Technical Assistance Strategy.

Project quality : greater publicity of objectives, work done and successes – will be taken into account in the Communications and Information Strategy and the Technical Assistance Strategy.

Rural development : involve MAFF and FRCA in project development - MAFF and FRCA will be closely involved in a number of the “driver partnerships” and have been fully involved in the Plan Team. The need to build and enhance the delivery arrangements introduced for the 5b Programme has already been identified as a priority.

## Policy evaluation and monitoring

*“Outputs – define appropriate and measurable outputs at priority and measure level”* – the indicators and targets have been developed using Commission Guidance – Working Paper 3 and Counting The Jobs.

*“Outputs – provide guidance on definition and measurement”* – will be developed as part of new guidance for project sponsors.

*“Outputs – at the appraisal level, check definition, validity, realism and ways to measure theme”* – already happens, and will continue to happen.

*“Targets – realistic identification, avoid aspirational targets”* - the indicators and targets have been developed using Commission Guidance – Working Paper 3 and Counting The Jobs.

*“Targets – distinguish between net and gross “* - the indicators and targets have been developed using Commission Guidance – Working Paper 3 and Counting The Jobs.

*“Monitoring – set in place systematic and efficient system at an early stage”* – will be in place for the commencement of the Programme.

*“Monitoring – consider appropriate level of financial and staff resources to run the system effectively”* – already under consideration.

## Final Assessment of the Programme

The Ex Ante Evaluators undertook a final review of the revised SPD, including an assessment of the quantification. This report is presented in Annex 2, unedited.

## Conclusion

The Ex Ante Evaluation, along with the Plan Team's review of Programme experience, made a considerable impact on the final shape and content of the SPD. All of the Priorities were influenced by the comments of the Ex Ante Evaluator, as were the earlier baseline Chapters. The vast majority of the points raised were endorsed by the Plan Team, and the independent, critical assessment was a new and added dimension to Programme development.

## ENVIRONMENTAL IMPACT APPRAISAL

### INTRODUCTION

An environmental impact assessment has been carried out, in line with the Guidance, and drawing upon the Environmental Profile analysis in Chapter 4. This has been undertaken at both the Programme and Priority level.

<b>TABLE 15.1: ENVIRONMENTAL IMPACT SUMMARY</b>					
	<b>Priority 1 SME/ Micro- Business Support</b>	<b>Priority 2 Strategic Investments</b>	<b>Priority 3 Developing People</b>	<b>Priority 4 Community Economic Development and Rural Structural Adjustment</b>	<b>Priority 5 Regional Distinctiveness</b>
<b>Global Sustainability</b>					
Atmospheric Stability	ü	ü	ü	ü	ü
Non-renewable res.	ü	ü	ü	ü	ü
Renewables	ü	ü	ü	ü	ü
Trees	-	ü	-	ü	ü
<b>Natural Resources</b>					
Air quality	ü	ü	ü	ü	ü
Water	ü	ü	ü	ü	ü
Land/ soil	ü	ü	-	ü	ü
Wildlife	-	ü	-	ü	ü
<b>Local Environmental Quality</b>					
Landscape	-	ü	-	ü	ü
Townscape	-	ü	-	ü	ü
Cultural Heritage	-	ü	-	ü	ü
Noise/ Smell	-	-	-	-	-
Safety	-	-	-	ü	-
Open Space	-	-	-	ü	ü
Accessibility	-	ü	-	-	-

## PRIORITY 1: SME/ MICRO BUSINESS SUPPORT

The Priority is focused on support for businesses that employ less than 25 people. These businesses have the potential to make a positive impact on the environment through adopting new environmental practices and technologies, through the use of eco-friendly technology and investment in eco-businesses.

The Priority rationale makes explicit the role of the environment in SME and micro business support with reference to the Guidance produced by the European Commission. This states that: *“the Structural Funds and the EAGGF Guarantee Section should support the diversification of a competitive rural economic structure based on encouraging new activities through integrated programmes. Their priorities will include: a stronger agriculture sector; improving the competitiveness of rural areas and maintenance of the environment and Europe’s rural heritage”*

This Priority fits well with current UK policy. It shares the central concerns and themes of the DTI White Paper, **‘Our Competitive Future: Building the Knowledge Driven Economy’**, especially the view that: *‘Businesses in all sectors need to exploit new sources of competitive advantage and respond rapidly and flexibly to change. All businesses in the UK, large and small, manufacturing and services, low and high-tech, urban and rural need to marshal their knowledge and skills to satisfy customers, exploit opportunities and meet society’s aspirations for a better environment’*

**Table 15.2** summarises the environmental impact assessment for Priority 1.

<b>TABLE 15.2: SME/ MICRO BUSINESS SUPPORT</b>		
<b>ENVIRONMENTAL IMPACT CRITERIA</b>	<b>Impact</b>	<b>Commentary</b>
<b>Global Sustainability</b>		
Atmospheric Stability	ü	SMEs will be encouraged to develop energy efficiency and environmental best practice techniques, including the use of clean, environmental management systems, and through the use of eco-friendly technology and investment in eco-businesses.
Non-renewable resources	ü	Networks and partnerships, and improvements to the ICT and physical infrastructure at the local and regional level will reduce the adverse effects of transportation of goods and materials. Energy efficiency and the use of eco-friendly technologies to be progressed in SMEs
Renewables	ü	Energy efficiency and the use of eco-friendly technologies to be progressed in SMEs
Trees	-	
<b>Natural Resources</b>		
Air quality	ü	Energy efficiency and the use of eco-friendly technologies to be progressed in SMEs
Water	ü	Energy efficiency and the use of eco-friendly technologies to be progressed in SMEs
Land/ soil	ü	SME expansion and new starts will be accommodated in line with associated eco-friendly policies
Wildlife	-	
<b>Local Environmental Quality</b>		
Landscape	-	
Townscape	-	
Cultural Heritage	-	
Noise/ Smell	-	
Safety	-	
Open Space	-	
Accessibility	-	

## PRIORITY 2: STRATEGIC INVESTMENTS

Two of the policies driving the Priority will directly contribute to a positive impact on the environment: transport infrastructure - improving networks and systems, and energy – networks, efficiency and renewable resources.

The Priority specifically envisages high quality, high specification new investment sites that seek to take advantage of the latest technology in site preparation and site development, with an opportunity to minimise adverse environmental impacts and promote positive environmental benefits through the use of eco-friendly technology.

Further to this, Business Opportunity Areas (BOAs), are sought in or near existing centres, reducing the need for private transportation and increasing the opportunities for a sustainable and integrated public transport system.

**Table 15.3** overleaf, summarises the environmental impact assessment for Priority 2.

<b>TABLE 15.3: STRATEGIC INVESTMENTS</b>		
<b>Environmental Impact Criteria</b>	<b>Impact</b>	<b>Commentary</b>
<b>Global Sustainability</b>		
Atmospheric Stability	ü	The emphasis of the Programme is on new investment that seeks to minimise the need for transport and which encourages the use of eco-friendly technologies in the design, preparation and end use of sites. Business Opportunity Areas (BOAs) are the preferred approach of the Programme, based on existing centres and thus reducing the need for transport and facilitating integrated public transport networks
Non-renewable res.	ü	The Programme supports the efficient use of energy through favouring existing centres for development, either for new investment sites or for employment growth areas.
Renewables	ü	The Programme is committed to encouraging the use of eco-friendly technology in the design, preparation and end use of business and industrial sites
Trees	ü	There will be a presumption in favour of brownfield development, particularly in existing centres, that reduces the adverse impact on trees. Environmental landscaping to be encouraged to mitigate any loss of visual amenity.
<b>Natural Resources</b>		
Air quality	ü	Eco-friendly technology businesses encouraged for all new investor and new site users who will be encouraged to pursue eco-friendly policies. Existing centres favoured for BOAs to minimise travel to work journeys and facilitate the integration of public transport.
Water	ü	Eco-friendly technology businesses encouraged for all new investor and new site users who will be encouraged to pursue eco-friendly policies. Existing centres favoured for BOAs to minimise travel to work journeys and facilitate the integration of public transport
Land/ soil	ü	Presumption in favour of brownfield development, with Programme support for brownfield site preparation and development. Greenfield development to be undertaken sparingly and with regard to adjoining sites and amenity.
Wildlife	ü	All greenfield development to undertaken sparingly and with regard to natural habitats and vegetation. Environmental impact assessments to be carried out in accordance with EU/UK directives.
<b>Local Environmental Quality</b>		
Landscape	ü	New development to be undertaken with regard to the natural landscape, including principles in design with respect to visual amenity. Brownfield site development, land reclamation and site decontamination offer prospects for positive environmental impacts
Townscape	ü	Landscaping and high quality site development to mitigate adverse effects of development that may impact on townscape.
Cultural Heritage	ü	All greenfield development to be undertaken sparingly and with regard to the cultural heritage of the region
Noise/ Smell	-	
Safety	-	
Open Space	-	
Accessibility	ü	Public transport to new and improved sites will be promoted to reduce the demand for private car use and thus contribute to a sustainable transport system. BOAs and employment growth areas will favour development in existing centres.

### PRIORITY 3: DEVELOPING PEOPLE

The Priority is developed in line with the ESF Regulations, which recognises the importance of broader principles which are applicable to all labour market and HRD actions. Four horizontal themes are identified, of which sustainable development is one.

The Developing People Priority can achieve positive environmental impacts for the Programme primarily through the environmental training for SME employees and the unemployed, and through environmental awareness for SME employees.

**Table 15.4**, summarises the environmental impact assessment for Priority 3.

<b>TABLE 15.4: DEVELOPING PEOPLE</b>		
<b>Environmental Impact Criteria</b>	<b>Impact</b>	<b>Commentary</b>
<b>Global Sustainability</b>		
Atmospheric Stability	ū	Environmental training and environmental awareness raising for SME employees will assist in the development of SMEs eco-friendly technological capability and itself can lead to increased investment in eco-businesses through the increased availability of environmental skills.
Non-renewable resources	ū	Actions to promote environmental training and awareness raising to be pursued in measures to increase SME competitiveness and support for entrepreneurship.  Higher level environmental skills and environmental management training to be encouraged
Renewables	ū	
Trees	-	
<b>Natural Resources</b>		
Air quality	ū	As above
Water	ū	As above
Land/ soil	-	
Wildlife	-	
<b>Local Environmental Quality</b>		
Landscape	-	
Townscape	-	
Cultural Heritage	-	
Noise/ Smell	-	
Safety	-	
Open Space	-	
Accessibility	-	

## PRIORITY 4: COMMUNITY ECONOMIC DEVELOPMENT AND RURAL STRUCTURAL ADJUSTMENT

The Priority is to support rural and island communities and to support community economic development. The Priority is intended to support both revenue and capital projects.

**Table 15.5**, summarises the environmental impact assessment for Priority 4.

<b>TABLE 15.5: COMMUNITY ECONOMIC DEVELOPMENT AND RURAL STRUCTURAL ADJUSTMENT</b>		
<b>Environmental Impact Criteria</b>	<b>Impact</b>	<b>Commentary</b>
<b>Global Sustainability</b>		
Atmospheric Stability	ü	For physical development, the development of environmentally specialist research centres will be encouraged that bring forward community based environmental projects and raise awareness of environmental issues. These centres will be encouraged to operate environmental training courses.
Non-renewable resources	ü	Capital projects will be encouraged on brownfield sites; re-use of premises to be encouraged where practicable; greenfield sites to be developed sparingly
Renewables	ü	Innovative projects that take advantage of eco-friendly technology will be encouraged under both the LEADER and URBAN templates, by which the Priority is heavily influenced.
Trees	ü	Locally based environmental projects have the capacity to improve community woodland and landscape, including tree planting
<b>Natural Resources</b>		
Air quality	ü	As Atmosphere Stability above
Water	ü	As above
Land/ soil	ü	As above
Wildlife	ü	Locally based environmental projects have the capacity to improve community resources – including local benefits
<b>Local Environmental Quality</b>		
Landscape	ü	As above
Townscape	ü	As above
Cultural Heritage	ü	Locally based environmental projects have the capacity to improve the local rural and urban, including cultural and heritage sites/ premises
Noise/ Smell	-	
Safety	ü	Locally based environmental projects have the capacity to improve community safety
Open Space	ü	Locally based environmental projects have the capacity to improve community open spaces
Accessibility		

## PRIORITY 5: REGIONAL DISTINCTIVENESS

The Priority makes achieving positive environmental impacts explicit in its strategic aim:

**“To develop the economic benefits arising from the regions’ distinctiveness through the development, enhancement and promotion of the natural and historic environment, and the arts/culture and creative, heritage and environmental industries linked to those assets.”**

The Priority seeks to achieve positive environmental impacts through improvements to the environmental infrastructure – land reclamation, improvements to historic sites and so on, but also to support the start-up and growth of environmental businesses.

**Table 15.6**, summarises the environmental impact assessment for Priority 5.

<b>TABLE 15.6: REGIONAL DISTINCTIVENESS</b>		
<b>Environmental Impact Criteria</b>	<b>Impact</b>	<b>Commentary</b>
<b>Global Sustainability</b>		
Atmospheric Stability	ü	The Programme seeks to promote the energy efficiency in environmental SMEs, through advancing eco-friendly technology and investment in eco-businesses. This will be encouraged through technology transfer and intensive support to environmental businesses
Non-renewable resources	ü	The re-use brownfield land through land reclamation is an explicit aim of the Priority. No greenfield development is intended.
Renewables	ü	The Programme seeks to promote the energy efficiency in environmental SMEs, through advancing eco-friendly technology and investment in eco-businesses. This will be encouraged through technology transfer and intensive support to environmental businesses
Trees	ü	Support for the improvement of woodland, its retention and effective management are intended
<b>Natural Resources</b>		
Air quality	ü	The Programme seeks to promote the energy efficiency in environmental SMEs, through advancing eco-friendly technology and investment in eco-businesses. This will be encouraged through technology transfer and intensive support to environmental businesses
Water	ü	The improvement of the coastal water resource is an explicit aim of the Priority, although primarily to ensure economic benefits are maximised. There should be no associated fall in water quality Water resource management is made explicit through the prevention of flooding and erosion. Water quality should be maintained/ improved
Land/ soil	ü	The re-use of brownfield land through land reclamation will improve the visual amenity and quality of land/ soil, including decontamination
Wildlife	ü	The re-use of brownfield land through land reclamation/ decontamination may enable sites to be returned to natural wildlife habitats. No greenfield development is envisaged.
<b>Local Environmental Quality</b>		
Landscape	ü	Improvements to the physical fabric of the natural and built environment will be supported
Townscape	ü	Improvements to the physical fabric of the natural and built environment will be supported
Cultural Heritage	ü	Improvements to the physical fabric of the natural and built environment will be supported
Noise/ Smell	-	
Safety	-	
Open Space	ü	Improvements to the physical fabric of the natural and built environment will be supported
Accessibility	-	

## GENDER IMPACT APPRAISAL

### INTRODUCTION

Following the completion of the baseline analysis, including a detailed gender profile, a strategy, Priority and measure structure was developed. This includes the development of a Cross Cutting Priority on Equal Opportunities. In order to test the extent to which the programme would have an impact in relation to equal opportunities, a gender impact assessment was completed. This work systematically reviewed each measure to identify where there was likely to be an equal opportunity gain, and what steps were needed to secure the gain or mitigate against any possible negative effects.

In terms of the actual benefits which will contribute to reducing the gap between men and women, these have been outlined in the Cross Cutting Priority. These include the number of women who will be assisted to start up in business, the number of women trained, and the number of women receiving higher level training. These targets are developed in the Programme Complement.

	<b>Priority 1 SME/ Micro- Business Support</b>	<b>Priority 2 Strategic Investments</b>	<b>Priority 3 Developing People</b>	<b>Priority 4 Community Economic Development and Rural Structural Adjustment</b>	<b>Priority 5 Regional Distinctiveness</b>
Increased activity rates	üüü	ü	üüü	üüü	ü
Reduced unemployment rates	üüü	üü	üüü	üü	üü
Reduction in economic and social exclusion	ü	ü	üüü	üüü	ü
Reduction in gender segregation in employment	üü	üü	üüü	üü	ü
Reduction in gender pay gap	üü	üüü	üü	üü	üü
Increased access to higher level skills	üü	üü	üüü	ü	üüü
Increased representation in higher paid occupations	üü	üü	üüü	ü	üüü
Increased numbers owning and managing businesses	üüü	ü	üüü	üü	ü

### PRIORITY 1: SME/ MICRO BUSINESS SUPPORT

The Priority is focused on support for businesses that employ less than 25 people. These businesses have the potential to make a positive impact on the equal opportunities through adopting equal opportunities strategies and family friendly policies.

Although many of the new jobs created in the UK in the past 10 years have been secured by women, this partly reflects the part time and low paid nature of many jobs. This Priority has an emphasis on creating new jobs in higher paid and higher skilled jobs, and these will be important in reducing the gender pay and occupational gap. The value of part time jobs should not be under-estimated, however, as part time working is the choice for many people, as it fits in with family and other responsibilities.

<b>TABLE 15.13: SME/ MICRO BUSINESS SUPPORT</b>		
<b>Measure and Activity</b>	<b>Impact</b>	<b>Commentary</b>
<b>Measure 1.1 : Creating The Economic Conditions For Competitive SMEs</b>		
Research and centres of excellence, business premises	ü	Positive, provided that centres are encouraged to have flexible opening hours, and provide crèche/childcare facilities. Centres and premises encouraged to develop on accessible public transport routes.
<b>Measure 1.2 Financial Engineering for SMEs</b>		
Loans, re-payable aid and venture capital	ü x	Some evidence that women have more difficulty than men in raising finance for businesses. Target will be set to ensure that a significant proportion of the investments are in business owned and managed by women
<b>Measure 1.3 Developing Competitive Business</b>		
Revenue support for business development including support for developing new markets and strengthening management competence	ü x	The majority of managers and senior personnel likely to be engaged by this measure are men, although women make up significant numbers of the workforce who will benefit from the results. There is a need to both set a target for the number of women involved, and to encourage the flexible delivery approach to take account of many managers social responsibilities. Support will also be made available to undertake gender audits or reviews of business practice as a precursor to introducing family friendly policies.
<b>Measure 1.4 Processing and Marketing Quality Agricultural Products</b>		
Support for marketing and processing	-	Significant number of women are involved in agriculture, although often in an unpaid capacity as part of a family enterprise. This measure will provide support for marketing and processing activities, and these opportunities may be relevant to women. On the whole, the measure is likely to have a limited impact on equal opportunities.
<b>MEASURE 1.5 SUPPORTING THE ENTREPRENEUR</b>		
Support for new start business	ü x	Women continue to be under-represented in terms of business ownership and management. The measure will have a gender target, and is expected to make a considerable impact on increasing the number of women entrepreneurs. Support will be available for childcare costs and to support flexible delivery of services and support, including mentoring.
<b>Measure 1.6 Developing Sectors With Growth Potential</b>		
Business support target at a limited number of growth sectors	ü x	A number of the target sectors are technology /manufacturing related with significant number of males occupying the full time employment posts. Positive steps require to be taken to ensure that women have access to the new employment opportunities, with a close link required with Measure 1.7 to ensure that suitably qualified women are available to compete for new and higher paid jobs. There are already significant numbers of women employed in other targeted sectors, and any increase in employment will play a part in reducing the gender pay gap between men and women. Support will also be made available to undertake gender audits or reviews of business practice as a precursor to introducing family friendly policies.
<b>Measure 1.7 New Employment Opportunities</b>		
	ü x	Activity will concentrate on higher skilled training in growth occupations, many of which have significant numbers of women in between paid positions. Targets will be set to ensure that a significant proportion of beneficiaries are women. Childcare and care costs support will be made available. Providers will be encouraged to clear training in a flexible manner.

## PRIORITY 2: STRATEGIC INVESTMENTS

The Priority specifically envisages high quality, high specification new investment sites that seek to take advantage of the latest technology in site preparation and site development. This is likely to lead to employment opportunities in new growth sectors, where average earnings and skills levels are likely to be higher than average. Emphasis will be placed on ensuring that developments are close to established public transport routes, or where public transport can be provided, to ensure ease of access.

Further to this, Business Opportunity Areas (BOAs), are sought in or near existing centres, ensuring that new employment opportunities will be easily accessible. As with sites and premises the emphasis is on higher paid and higher skilled jobs.

<b>TABLE 15.14: STRATEGIC INVESTMENTS</b>		
<b>Measure and Activity</b>	<b>Impact</b>	<b>Commentary</b>
<b>Measure 2.1 Strategic Sites and Premises</b>		
Support for the development of major sites and high quality premises	ü x	This measure will fund large scale site development, and is expected to lead to considerable new investment. The location of the investment is important in allowing both men and women to access these new jobs equally. The emphasis will be on establishing new development on or near to public transport routes. The creation of what is expected to be significant numbers of higher paid and higher skilled jobs will play a part in addressing the gender pay gap.
<b>Measure 2.2 Employment Growth Centres</b>		
Support for the economic regeneration of a number of the key towns in the region	ü	The generation of new jobs in the major towns, the more accessible employment centres in Cornwall, will be a major benefit to women returners in particular, notably those with family commitments who may be unable or unwilling to travel distances to secure employment. The employment growth centres will also help create a mixture of employment in terms of skills and occupations, offering a variety of opportunities for women returners in particular. This measure will be significant in increasing the economic activity rates of women.
<b>MEASURE 2.3 EMBEDDING THE BENEFITS OF NEW INVESTMENT</b>		
SME support and supplier chain development to help local companies take advantage of the opportunities generated by new investment	ü	The majority of managers and senior personnel likely to be engaged by this measure are men, although women make up significant numbers of the workforce who will benefit from the results. There is a need to both set a target for the number of women involved, and to encourage the flexible delivery approach to take account of many managers social responsibilities. Support will also be made available to undertake gender audits or reviews of business practice as a precursor to introducing family friendly policies.
<b>Measure 2.4 Strategic regional Infrastructure</b>		
Regional rail links, strategic road network air services	-	The regional infrastructure envisaged will be a major asset for the region. There are no particular gender barriers which this measure will address, neither will the activities open up gender specific opportunities. As such both men and women will benefit from the investment, which can be considered as gender neutral.

### PRIORITY 3: DEVELOPING PEOPLE

The Priority is developed in line with the ESF Regulations, which recognises the importance of broader principles which are applicable to all labour market and HRD actions. Four horizontal themes are identified, of which equal opportunities is one.

The Developing People Priority can achieve a major impact with regards to Equal Opportunities, and to reducing the gender gap in terms of both economic activity and earnings. As such this is key priority with regard to gender.

<b>TABLE 15.15: DEVELOPING PEOPLE</b>		
<b>Measure and Activity</b>	<b>Impact</b>	<b>Commentary</b>
<b>Measure 3.1 Active Labour Market Policies</b>		
Support targeted at those recently unemployed and returners	ü	This measure will provide significant support for women returners, many of whom will be able to secure employment after up-dating their skills. Emphasis will be placed on reducing barriers to training through appropriate childcare support, and the delivery of training at a time and venue that suits the needs of the individual. This measure will be important in raising the activity rate amongst women. The preventative dimension will reduce the level of women suffering from economic and social exclusion.
<b>Measure 3.2 Learning For Competitive Business and Enterprise</b>		
Support targeted at the workforce	ü x	This measure will provide support to the workforce. There is evidence that in some sectors men may be more likely to receive training than women, and there is a danger support could reinforce gender segregation. This will be addressed through clear targets for women beneficiaries, and emphasis will be placed on reducing barriers to training through appropriate childcare support, and the delivery of training at a time and venue that suits

Support targeted at those wishing to start up in business	ü x	the needs of the individual. This measure will be important in reducing occupational segregation, and addressing the gender pay gap through increasing the skill levels of women Women continue to be under-represented in terms of business ownership and management. The measure will have a gender target, and is expected to make a considerable impact on increasing the number of women entrepreneurs. Support will be available for childcare costs and to support flexible delivery of services and support, including mentoring.
<b>Measure 3.3 Lifelong Learning</b>		
Support targeted at a variety of groups including those who may have little recent learning experience	ü x	A high proportion of the target group in this measure are women who have been away from the learning arena for some time. This includes lower skilled workers with few qualifications and those who may have left the market some time ago. This measure will have a gender target and will play a part in reaching women who may be suffering from low levels of self confidence. This measure will be important in raising the activity rate amongst women and reducing the level of women suffering from economic and social exclusion. This measure will also support those women in employment who have been unable to secure higher paid employment due to inappropriate or out of date skills. Activity supported is likely to lead to beneficiaries re-engaging with learning.
<b>MEASURE 3.4 PROMOTING SOCIAL INCLUSION</b>		
Support target at disadvantaged groups in the labour market	ü x	This measure will provide significant support for many groups where women pre-dominate, including lone parents. Intense levels of support will be available, although some beneficiaries will be able to secure employment after confidence building or updating their skills. Emphasis will be placed on reducing barriers to training through appropriate childcare support, and the delivery of training at a time and venue that suits the needs of the individual. Guidance and mentoring support will also be available. This measure will be important in raising the activity rate amongst women and reducing the level of women suffering from economic and social exclusion.
<b>Measure 3.5 Increasing The Participation Of Women</b>		
Support target at women	ü	This measure will provide direct support to women in sector and occupations where they are under represented. It will also work with employers with regard to family friendly policies. This measure will help reduce the gender pay gap, reduce occupational segregation, and increase activity rates by specifically providing intense support to groups of women who may lack confidence.
<b>Measure 3.6 Infrastructure For learning</b>		
ERDF support targeted at new training facilities.	ü	This measure will provide training facilities including physical buildings, but also ICT facilities. The new vocational centres will be important in re-engaging women, as appropriate childcare facilities will be an integral feature of new developments. With regard to ICT, the delivery of services at a time and location that suits the needs of the individual is particularly relevant of women.

#### PRIORITY 4: COMMUNITY ECONOMIC DEVELOPMENT AND RURAL STRUCTURAL ADJUSTMENT

The Priority supports the most disadvantaged communities in Cornwall and Scilly though support for community economic development, and also provides significant support for agricultural adjustment and community regeneration. The Priority is intended to support both revenue and capital projects.

<b>COMMUNITY ECONOMIC DEVELOPMENT AND RURAL STRUCTURAL ADJUSTMENT</b>		
<b>Measure and activity</b>	<b>Impact</b>	<b>Commentary</b>
<b>Measure Community Economic Development</b>		
Targeted support at the most disadvantaged communities in Cornwall and Scilly		This measure will provide significant support to the most disadvantaged groups in Cornwall. It is spatially targeted and many of the communities suffer form multiple deprivation. Many of those supported will be women, including lone

		<p>parents. Intense levels of support will be available. Emphasis will be placed on reducing barriers to employment and training through a variety of activities including capacity building, appropriate childcare support, and the provision of information and guidance. The focuses of the measure will be support local residents to secure employment, and a significant number will be women. This measure will be important in raising the activity rate amongst women and reducing the level of women suffering from economic and social exclusion.</p> <p>This measure will also provide support to social economy activities, many of which will provide a route back to employment and activity for women who are removed from the mainstream economy.</p>
<b>Measure Area Based Pathways To Employment</b>		
Training support for the most disadvantaged communities in Cornwall and Scilly	ü	This measure will provide significant support to the most disadvantaged groups in Cornwall. It is spatially targeted and many of the communities suffer from multiple deprivation. Many of those supported will be women, including lone parents. Intense levels of support will be available. Emphasis will be placed on reducing barriers to training through a variety of activities including capacity building, appropriate childcare support, and mentoring and individual support and guidance. This measure will be important in raising the activity rate amongst women and reducing the level of women suffering from economic and social exclusion.
<b>Measure 4.3-4.6 Investment In Agricultural Holding/Energy crops/Training/Adaptation of Rural Areas</b>		
Support for the adjustment of the agricultural sector and rural micro enterprises	ü -	Although some of the support will be available to rural micro enterprises, the majority of resources will be targeted at farming enterprises. Although there is scope to increase the number of women owning and managing farms, the level of employment has been falling over the long term for some time. Support for micro enterprise and diversification of the rural economy is likely to increase the number of women owning and operating businesses.
<b>Measure 4.7 Structural Adjustment In Fisheries</b>		
Support for the fishing industry	-	Although some of the support will be available to local micro enterprises, the majority of resources will be targeted at fishing enterprises. Although there is scope to increase the number of women owning fishing enterprises, the level of employment is constrained by external factors.
<b>Measure 4.8 Community Regeneration</b>		
Support for the regeneration of towns and rural areas not covered by Measures 2.2 (major centres) and \$.1 CED	ü	This measure is likely to play a part in creating new employment opportunities outside of the major towns, and in many of the remoter parts of the region. These areas are characterised by both low average earnings and low activity rates amongst women. Employment supported by this measure will address these issues.

**PRIORITY 5: REGIONAL DISTINCTIVENESS**

The Priority makes achieving positive environmental impacts explicit in its strategic aim: *“To develop the economic benefits arising from the regions’ distinctiveness through the development, enhancement and promotion of the natural and historic environment, and the arts/culture and creative, heritage and environmental industries linked to those assets.”*

This measure will generate significant employment in traditional sectors such as culture and heritage and arts and crafts, and also in new sectors, through investment in the region’s intellectual capital.

<b>REGIONAL DISTINCTIVENESS</b>		
<b>Gender Impact Criteria</b>	<b>Impact</b>	<b>Commentary</b>
<b>Measure 5.1 Securing Economic Benefits From The Arts Culture and Heritage Industries</b>		
Support for the development of cultural industries	ü	The targeted sectors employ significant numbers of women, many of whom are highly skilled. The sectors are however characterised by seasonal and temporary employment, and in some cases, by low wages. This measure will contribute to increasing the number of full time employed women, as a key objective is to increase incomes.

<b>Measure 5.2 Enhancing and Developing The Public Product</b>		
Environmental and historical improvements of historic buildings and infrastructure.	ü	Gender neutral, although new enhancements will be encouraged to incorporate facilities such as childcare areas.
<b>Measure 5.3 The Knowledge Driven Region</b>		
Support of the CUC and other projects which capitalise on the distinctiveness and intellectual capital of the region.		This measure will support the development of new facilities that will allow local people to capitalise on the intellectual capital within the region. It will be important for many women who are unable to travel outside of the region to access higher education opportunities. It will play a part in increasing the number of women with higher level skills and qualifications, and also help to increase the number of women in higher paid and higher skilled jobs. The higher education sector employs significant numbers of women.
<b>Measure 5.4 research and Knowledge</b>		
Support for post graduate, post doctoral and commercial research and development training	ü x	This measure will provide support for very high level training and research. A gender target, along with appropriate support, such as childcare costs, will ensure that significant numbers of women are able to undertake training and research at the very highest level. This will help to address the occupational imbalance for managers, scientists and high level technical occupations.

## Conclusion

The analysis identifies the types of activities that will be funded, and how these will contribute to addressing many gender related issues identified in Chapter 3. This text should be read in conjunction with the Cross Cutting priority on equal opportunities present a strategic objective and a series of operational objectives with regard to gender. This will be supplemented by the Programme Complement, which will present measure-by-measure targets to ensure that the Programme will have a considerable impact with regard to equal opportunities.

## CONSULTATION: SUMMARY OF ACTIONS TAKEN AND PROCESSES UNDERGONE

### 1. OBJECTIVE ONE TASK FORCE AND TOPIC GROUPS – SPRING 1998

Following a two day conference on Objective 1 at Camelford, in March 1998, Cornwall County Council set up a Task Force with the District Councils, the Isles of Scilly, PROSPER, and the private and voluntary sectors, to look at the needs of the county and the Islands. The Task Force appointed several Topic Groups to work on Human Resources and Training; Community Regeneration; the Environment; Transport and Telecommunications Infrastructures; Business Support; Farming, Related Industries and Rural Development; Tourism Promotion; and the Culture, Arts, Media and Film Industries. Participation in these Groups was invited from all organisations and agencies with an informed interest in any of the given topics.

In early 1999, the Task Force gave way to the newly formed Single Programming Document Management Group and the work and conclusions reached by the Topic Groups were ultimately summarised and used by a newly created SPD Drafting Team, made up from the Topic Groups Leaders.

### 2. CORNWALL NOW! CAMPAIGN- SUMMER 1998 TO EARLY 1999

Prior to the designation of Cornwall and Scilly as an Objective One region at the Berlin Conference, a public consultation campaign was commenced, in July 1998 (see attached report from Cornwall County Council, Chief Executive, 20 April 1999). This campaign generated 16,100 replies from a region-wide mail drop and the analysis identified 8 priority areas for action, and these were: support for business; education, training and lifelong learning; transport and communications; tourism, culture and arts, farming, food, fishing; the environment; and regenerating towns and communities.

### **3. BUDE CONFERENCE - 27/28 OCTOBER 1998**

The attached report outlines the Conference conclusions and, apart from being a valuable consultation exercise in its own right, came up with key outcomes as detailed in the report. These included:

- ◆ confirmation that the Cornwall Now! consultation priorities were on the right track;
- ◆ a balance required between big infrastructure projects and micro projects at a local community level;
- ◆ the involvement of young people;
- ◆ recognition of the need to look to 2020 for the re-construction of Cornwall's economy and that Objective One is a once-off catalytic opportunity.

### **4. SINGLE PROGRAMMING DOCUMENT MANAGEMENT GROUP AND DRAFTING TEAM - JANUARY 1999**

A two-tier structure was put in place for driving the process of preparing the SPD, comprising the Management Group, and the Drafting Team. The Management Group sought to manage effectively the writing of the SPD, with membership comprising the following organisations: Cornwall County Council, the District Councils, the Council of the Isles of Scilly, PROSPER, the Farming & Rural Conservation Agency, the Government Office for the South West, South West of England Regional Development Agency, the Federation of Small Businesses, the Institute of Directors, Cornwall Enterprise Company, EKOS Consultants and the Cornwall Partnership Office for Objective One.

The Drafting Team sought to provide the Management Group with the necessary technical information and content to create the Emerging Framework and, thus, the SPD. The membership comprised Topic Groups Leaders, informed by each of the Topic Groups.

### **5. CONSULTATION WITH YOUNG PEOPLE**

In November 1998, the Kneehigh Theatre organised a series of debates, aimed particularly at the young people of Cornwall, to ascertain their views on what Objective 1 should achieve for the region. Similarly, a Forum was organised, in June 1999, by the Youth Group Generation Now, to seek the views of young people on the future and needs of Cornwall.

### **6. SECTOR CONSULTATION - MAY AND JUNE 1999**

The attached reports identify the attendees and outcomes for the following meetings: Public Sector – Friday 21 May 1999; Private Sector – Monday 24 May 1999; Community & Voluntary Sector – Tuesday 25 May 1999; Agricultural Sector – Wednesday 26 May 1999; People with Disabilities Sector – Friday 11 June 1999. These were used to consult sector specialists on the emerging thinking that could be potentially incorporated into the Single Programming Document.

### **7. FALMOUTH CONFERENCE - 22 JUNE 1999**

The emerging thinking for the SPD that had been progressively defined during May and June was presented at this Conference. In summary, the content and architecture for the Emerging Framework was endorsed by the attendees (and this included EC support for the concept of Regional Distinctiveness), and interest was extended beyond the "What" to the "How and Who"

### **8. BESPOKE CONSULTATION MEETINGS - AUTUMN 1998 TO DATE**

In addition to the above, there have been on average 5 meetings a week by members of the Management Group with specific interest groups throughout Cornwall and Scilly (see attached details). These have served two purposes: firstly, to gather detailed observations and comments that have contributed to refining the emerging thinking and, secondly, endorsement of the overall architecture. As with the Falmouth Conference the emphasis has progressively moved towards implementation of the Programme rather than content.

These meetings have highlighted the fragmented nature of the organisational structure for the private sector. However, this has been progressively recognised and the outcome of the May/June Sector Meetings, the Falmouth Conference and these individual meetings is recognition by the private sector that sectors need to organise themselves and speak with one voice. This augurs well for the implementation of the Programme.

### **CONFERENCE ON OBJECTIVE 1 FOR CORNWALL AND THE ISLES OF SCILLY - BUDE, CORNWALL, 27-28 OCTOBER 1998**

The conference was organised by Cornwall County Council in order to take forward the preparations for Cornwall and Scilly's Objective 1 Programme. The aim was to bring together representatives from key organisations across the whole county, and the Isles of Scilly, in order to ensure wide consultation on, and participation in, the work on the Objective 1 strategy now beginning to be put in hand.

The conference took stock of all the progress to date, where matters now stood and the expected timetable for action over about the next nine months. The actual decision on Objective 1 was expected next summer.

200 representatives attended the conference, chaired for its first day by Mr Owen May, County Councillor for Bude, and for its second by Mr Bob Flower, Chairman of North Cornwall District Council. Apart from all those from Cornwall, the conference was pleased to welcome colleagues from Plymouth and Devon, the South West Regional Chamber, and the business sector. The conference was also particularly pleased to welcome a senior official from the Regional Policy Directorate of the European Commission, who was able to give much valuable advice during the working sessions, about the Commission's stance and the way that the Structural Funds rules would work for Objective 1 regions.

The conference was judged by all present to have been extremely successful. A positive mood ran through the whole conference. There was very good debate in the plenary sessions and lively discussions in a range of smaller working groups. There was a clear view among everyone present that this conference was a visible demonstration of Cornwall and Scilly working together, in a unified way. Widespread support was expressed for the Objective 1 campaign with a recognition of the crucial need to have a united campaign, with Cornwall and Scilly speaking with one voice.

#### ***At a more detailed level, key outcomes of the conference included:***

- ◆ the kinds of project and programmes that would be permissible or appropriate under the Structural Funds rules and the overall level of resources that might be available
- ◆ the crucial importance of a rigorous evaluation of Cornwall and Scilly's strengths and weaknesses so that there was a clear understanding of the problems that the Objective 1 Programme needed to address
- ◆ the importance of rigorous criteria for the selection of projects, including quantified targets and output measurements
- ◆ confirmation that the priority areas for action outlined in the County Council's consultation document were on the right track, although a good deal of refinement would be necessary as work progressed
- ◆ an appreciation of how critical the issue of matched funding would be to the success of the whole venture; this needed further, very detailed consideration
- ◆ above all, recognition by the whole conference that Objective 1 was part - an important part, but only part - of a wider, long-term campaign to raise Cornwall's profile and to reconstruct its economy. This had to look to at least 2020, and the Objective 1 Programme had to be planned with the long-term in mind. Objective 1 was a one-off opportunity towards this aim, which would not appear again.

***The conference confirmed the next steps in developing the Objective 1 strategy and Programme:***

- ◆ wide circulation of the conference record and these conclusions in order to generate the best possible debate in Cornwall and Scilly about the way ahead
- ◆ the County Council's forthcoming public consultation exercise involving all households in Cornwall and Scilly
- ◆ a further 'Cornwall Now!' document to be published in January, pulling together the results of the public consultation and all the work to date on developing the strategic framework, and taking account as far as possible of the Commission's guidelines on the Objective 1 priorities
- ◆ work also beginning very soon on the preparation of the outline of the SPD. This was an important exercise which would need outside consultancy support.

## **CORNWALL NOW! CAMPAIGN - OUTCOME OF PUBLIC CONSULTATION ON THE PRIORITY AREAS FOR ACTION UNDER OBJECTIVE 1**

As part of the Cornwall Now! campaign, 222,000 consultation leaflets were distributed throughout Cornwall and the Isles of Scilly, with the aim of reaching every household in the county. The leaflet sought to inform people as to what Objective 1 was and the broad approach to tackling Cornwall's problems that was envisaged under an Objective 1 programme. It asked for comments including an assessment as to whether eight identified priority areas were appropriate.

Approximately 16,100 replies have been received to date and more than 100 letters. An 80% sample has been analysed according to whether people agreed or disagreed with the priority areas listed. About 62% of the samples had additional, open-ended comments on them. 43% of this group (3,300 forms) were analysed fully. In both cases, sufficient proportion of the total number of forms received has been studied to ensure confidence that the analysis provides a representative picture.

The replies were analysed to test the degree of support for each of the 8 priority areas. 1,572 people supported funding of all 8. After they have been taken into account, the number of responses on each priority area ranged from 7,494 on Transport and Communications (60% of replies analysed) to 2,615 on Culture and Arts. This probably indicates well the varying extent of interest in each topic. Four of the priority areas - Transport, Regenerating Towns and Communities, Support for Farming and Fishing and support for Business - were supported by a majority of all respondents.

It is perhaps more significant that the great majority of responses on each topic were supportive of its being treated as a priority area under Objective 1. The degree of support varied from 100% of responses on the Environment to 90% on Tourism. These are very high approval ratings and, when the comments were read, it became apparent that even many of those who had said they disagreed with inclusion of a particular topic were primarily concerned about particular aspects of it, often quite small. It does not follow that they are therefore necessarily opposed to the priority area itself as a whole.

This consultation exercise has been important. It has given an opportunity to increase awareness of what Objective 1 is about and it will assist incorporation of the opinions and comments of the public in the process of preparing for Objective 1. The broad support for the proposed Priority Areas is encouraging and the detailed comments will be taken into account as work on the Single Programming Document proceeds. It is useful to know the opinions of many members of the public even on those matters which it is unlikely that Objective 1 is going to be able to address.

	AGREE	DISAGREE	% AGREE WHO RESPONDED TO RELEVANT SECTION	% OF ALL RESPONDENTS
Support for business	4923	18	99.6	52.0
Education and training	4,341	10	99.8	47.3
University for Cornwall	407	10	97.6	-
Transport and communications	5910	12	99.8	59.9
Tourism	1797	196	90.1	27.0
Culture & Arts	970	73	93.0	20.3
Farming, Food, fisheries	5120	20	99.6	53.5
The environment	4061	0	100	45.1
Regenerating towns/communities	5484	7	99.8	56.4

## **PUBLIC SECTOR CONSULTATION – FRIDAY 21 MAY 1999**

The attendees split into the following groups: Caradon, Carrick, Kerrier, LEADER, People, Restormel, Town & Parish Councils. Summary feedback was as follows:

- ◆ To engage the private sector there must be a mechanism which is less bureaucratic and more innovative. Must get private sector on our side.
- ◆ Possibility of clustering to facilitate co-operation and collaboration between SMEs and establish priorities. Successful in skills development and training. Would need to have common interests rather than geographic areas.
- ◆ To engage the community, who must be able to identify with it. There is not a lot of understanding about Objective One. There is a need to manage expectation.
- ◆ Must look at real communities and synthetic boundaries (administrative) to be avoided.
- ◆ General agreement must be reached on geographical areas – some may have cross boundaries (with Districts), which gives a strategic advantage.
- ◆ Commitment to reach disadvantaged – this will make a difference. Choice between socially penalised – backing winners.
- ◆ LEADER philosophy with local delivery and accountability. Important to have technical assistance from the beginning to the end. Structure needs to be independent of Local Authority - aligned with but not dependent upon.
- ◆ Bank rolling of community and voluntary groups to enable them to obtain sufficient finance.
- ◆ Levels of funding for post-16 education and training. Usually a mixture of PROSPER and FEFC funding sometimes supported by ESF. The UK Government may rationalise funding streams in the future.
- ◆ Match funding – one source of bodies would make life simpler.

## **PRIVATE SECTOR CONSULTATION – MONDAY 24 MAY 1999**

### **Summary of Feedback**

- ◆ Key companies need to be identified (possibly 10 % of the total) and clusters of like activities that create a critical mass promoted.
- ◆ Availability of venture capital, working capital and risk capital essential to enable growth.
- ◆ A core knowledge base of R & D essential to spawn new companies University essential.
- ◆ Need for a Cornwall PLC 10 year marketing strategy in addition to the Obj One strategy
- ◆ Strategy needs to address 5 star issues ie quality.
- ◆ Aftercare ie Business Link + + to assist through legal and bureaucratic jungle
- ◆ Attitude and low expectations are greatest barrier to recruitment
- ◆ Need to change culture not only in schools but in population needs a co-ordinated PR and Media campaign as well as improved school business link.
- ◆ Higher skills required but can be provided by employers provided attitude is right..

## **COMMUNITY & VOLUNTARY SECTOR CONSULTATION – 25 MAY 1999**

### **Summary of Feedback**

- ◆ There is a need for much more dissemination of information. Many people do not understand Objective One and feel they have no influence on the decision making. Everyone should be kept informed to diffuse apathy.

- ◆ Grass roots should be consulted at all times – parish councils, village bodies, town development committees, town councils and chambers of commerce, should include children, young people, homeless etc.
- ◆ Community sector feels it lacks control because it does not have traditional structure.
- ◆ Voluntary sector makes a considerable contribution in effort and work for the development of the local community. This should be recognised.
- ◆ Employment development - the voluntary sector is a reasonably sized employer. Large experience of contract delivery. Vital in terms of identifying those pockets of 2<sup>nd</sup> generation unemployed.
- ◆ How to harness skills – some areas need training – business and specialist help, such as how to manage committees.
- ◆ Infrastructure of people to help voluntary sector. Skills bank where one can draw on experience, techniques etc.
- ◆ Finance needed – pool of money that voluntary sector can go to when required. It is extremely difficult to keep plans going with lack of finance.
- ◆ Need to avoid voluntary sector undercutting other existing activities.
- ◆ Clear channel needed as to the way projects are controlled and co-ordinated.
- ◆ Local charities and voluntary group must unite to make voices heard with a co-ordinator appointed.
- ◆ Build on existing successful groups, partnerships and programmes. There are partnerships that are working and are benefiting the county.

## **AGRICULTURAL SECTOR CONSULTATION – WEDNESDAY 26 MAY 1999**

### **Summary of Feedback**

- ◆ There is no overall voice for the sector; organisations such as NFU/CLA/TFA/SFA represent only 1/3 of farmers for agriculture and horticulture in Cornwall
- ◆ United voice of all groups but only one to carry the view forward – that person being elected by the groups
- ◆ Network should be set up to communicate with all areas of agriculture including the ‘diverse other interests’, therefore representing all farms.
- ◆ Suggestion that the 5b MAFF Advisory Committee be broadened to commercial rural land use to enable collective commercial interests to be represented.
- ◆ Single Cornish label should be an objective. However, this label should describe the whole product not just the Cornish element and represent high quality, right price and local production.
- ◆ Marketing on a national and international basis needs to reflect limited production capacity. Marketing structures and a forum for all sectors required.
- ◆ Umbrella schemes. Lessons to be learned from 5b. Speed and communication needs to be improved with better facilitation and a simplified system.
- ◆ There is a problem with struggling businesses having to put their money up front. A danger that the expected requirement of 50% private sector matching may lead to increased deprivation and few projects.
- ◆ Have to find ways of measuring start point and finish point of programme and the improvements attained. Current indicators not suitable need something that only indicates Objective One strategy.
- ◆ Need to measure environment and labour statistics. Do have baselines and information is available.

- ◆ Have to benchmark against predicted trends because of changes - will these be the right measure in 4/5 years time.
- ◆ Planning is a big problem. Landscape designation impact is considerable.
- ◆ State Aid Restrictions are a limiting factor – need to explore implications of Objective One derogation.
- ◆ Match funding – major problem, without risk there is little benefit. Soft loans would reduce the risk for potential investors.

## **DISABLED SECTOR CONSULTATION – FRIDAY, 11 JUNE 1999**

### **Summary of Feedback**

- ◆ Involvement and Inclusion: One of the most important issues was that this particular sector should be involved and included by being part of the consultation process and by having a disabled person on the Management Committee.
- ◆ Access - Not only into buildings but also access to information.
- ◆ Transport: There are regional policies that are not conducive to opening up the transport system – privatisation has not helped, as bus services that are not regarded as feasible in certain areas of Cornwall are often so infrequent that a car is still required. For disabled people to get to places they need personal mobility but also good public transport systems. Pooling resources.
- ◆ Disability awareness: More training of employers and the public to break the barrier of fear, and this should cover all businesses. Small employer must be made aware that there is a great deal of help available - a firm can get up to £75 a week for training and help with special equipment.
- ◆ Benefits: More flexibility in benefit system to help people get back to work without losing benefits (this to be pursued as a complementary programme).
- ◆ Facilitation: Recognition and financial support to develop community sector. Some form of advice and support system to give everyone access in its broader sense.

## **SECOND COUNTY-WIDE CONSULTATION CONFERENCE, FALMOUTH, 22 JUNE 1999**

### **Summary of Feedback**

#### ***Communication***

- ◆ Need for an ongoing communication strategy – now and through the process \*
- ◆ Is this communication best handled at arms length “we” are too close to the process and the inaccessible language
- ◆ The SPD needs translating, not just for the general public, but for the public and private sectors who will want to use it and / or understand it \*
- ◆ Need for early delivery of key project(s) to fire the imagination / enthusiasm, perhaps also taking examples from 5b And thereby show how the funds are making a difference
- ◆ Support for the use of facilitation of the planning system into the process at an early stage to help manage out the problems that might arise

#### ***Targeting Business***

- ◆ Need for “interest group networks” to be established – to discuss issues of common interest and set up / inform groups to access Objective 1 funding
- ◆ Important to get demonstration projects up and running

- ◆ Need to make sure that the rules for private sector access to the funds is well understood
- ◆ The availability of match-funding opportunities must be used pro-actively
- ◆ Need for sectoral facilitation – with clarity about the opportunities

#### ***Targeting the Socially Disadvantaged***

- ◆ Use key funds to enable easy access (match funding already found / little bureaucracy)
- ◆ Must work with the voluntary sector – often have better access to disadvantaged groups
- ◆ Disadvantage found in rural as well as the more urban areas
- ◆ Must tie in with HAZ and EAZ approaches
- ◆ Must involve and enable voluntary groups

#### ***Town and Parish Councils***

- ◆ Must be involved – without their involvement projects will lack credibility
- ◆ Via community appraisal exercises and local strategy development
- ◆ Need for greater partnerships between PCs the Districts and voluntary groups
- ◆ How have they been involved in the 5b process? -- build on the examples of good practice that already exist
- ◆ Use and as appropriate establish town fora
- ◆ Build on the existing capacity of the voluntary sector
- ◆ Look at the experience in Devon of the “Capacity through Quality” project

#### ***Rural Diversification***

- ◆ Potentially the biggest challenge and test to be faced by the Obj 1 process
- ◆ Need for positive planning for economic development in rural areas, at both the officer and councillor level e.g. conversions to workspace
- ◆ The agricultural sector needs to develop better and more effective partnerships
- ◆ Opportunities for farm tourism based on conversions as farm units become larger
- ◆ Opportunities in commercial farming e.g. organic production
- ◆ Need to develop the delivery of environmental projects by farmers
- ◆ Look for and promote the lessons of existing good practice
- ◆ Pro-actively identify alternative crops

### **INDIVIDUAL CONSULTATION MEETINGS PRIOR TO SUBMISSION: 221**

### **INDIVIDUAL CONSULTATION MEETINGS POST SUBMISSION: 62**

### **TOPIC GROUPS AND CONSTITUTION**

#### **Business Support Group**

PROSPER; Cornwall Enterprise Company; FSB; Rural Development Commission; CBI; CCC; District Councils; IPE; Cornwall Chamber of Commerce & Industry; IOD; GOSW; Partnership Office; GOSW

## **Community Regeneration Group**

PROSPER; Cornwall Rural Community Council; Voluntary Sector Forum; Community Projects Trust; Healthy Camborne; Workers Education Authority; Regional Development Agency; SAVAGE; District Councils; Rural Development Commission; Cornwall and Isles of Scilly Health; TUC; Citizens Advice Bureau; GOSW; Rural Development Programme; Cornwall Regeneration; Social Services; Devon & Cornwall Housing Association; Countryside Services; Partnership Office

## **Environment Group**

English Nature; Environment Agency; National Trust; Cornwall Wildlife Trust; GOSW; Cornwall Archaeological Unit; Countryside Services; Cornwall College; South West Water; County Environmental Services; RSPB; Countryside Commission; FoE, Cornwall Environment Trust, Partnership Office

## **Farming, Food, Fishing and Rural Development**

PROSPER, Cornwall Sea Fisheries; PESCA; Rural Development Programme; National Farmers Union; Lynher Dairies; CCC; FRCA; Cornish Fish Producers; District Councils; Partnership Office; GOSW

## **Human Resources & Vocational Skills**

PROSPER; IPE; CCC; FE College Consortium; Cornwall & Devon Careers; Partnership Office; GOSW

## **ICT**

PROSPER; CCC; Cornwall College; District Councils; British Telecom; Partnership Office; GOSW

## **Tourism**

Cornwall College; CCC; The National Trust; Falmouth Beach Resort Hotel; District Councils; Wheal Martyn China Clay Heritage Centre; Maen Valley Caravan & Camping Park, West Country Tourist Board; Fistral Court Holiday Homes; Lizard Peninsula Tourism Association; Tourist Officer Isles of Scilly; Partnership Office: GOSW

## **Transport**

Fowey Harbour Commissioner; CETF Transport Sub-Group; The National Trust; GOSW; South West Enterprise; CCC; Isles of Scilly Steamship Co; British International Helicopters; English Welsh & Scottish Railway; District Councils; A&P Falmouth; Truronian; Isles of Scilly Travel Centre; Partnership Office

Members of the Partnership with specific responsibilities for equal opportunities attended topic group meetings and informed the group as well as reporting back issues to be addressed throughout the whole process. These issues were then communicated to all interested groups and incorporated in Chapter 3 Equal Opportunities. The issues, views and content were developed in conjunction with the UK Equal Opportunities Commission who have commented favourably on the approach.

## **FEEDBACK ANALYSIS**

As can be seen from the feedback of the preceding sector meetings the views were wide ranging but can be summarised along the following lines. A common consensus emerged to support the “what?” ie the content of the Emerging Framework and the subsequent draft SPD and there was an increasing interest in the “who?” and “how?” ie the processes for managing and implementing the Programme.

**See table overleaf.**

Clusters & Sector organisation	√	√	√	√		√
Community Involvement	√		√			√
Community recognition	√		√			
Social Inclusion	√				√	√
LEADER mainstreaming	√					
Technical Assistance	√		√		√	√
Umbrella Projects & Capital	√	√	√	√		√
Rationalisation of funding	√					
Match funding	√			√		√
Can do attitude		√				
University & Skills Development		√	√			
Cornwall Strategy & Branding		√		√		
Business Support		√				
Communication		√	√	√		√
Employment Development			√			
Displacement			√			
Planning				√		
State Aid				√		
Access & Transport					√	
Disability awareness					√	√
State Benefits					√	