

CARRICK COMMUNITY ALLIANCE INTEGRATED AREA PLAN

EXECUTIVE SUMMARY

1.1 Purpose and scope of the Integrated Area Plan

- 1.1.1 There will broadly be three routes for projects wishing to access Objective One funding to follow:
- Larger strategic projects applying direct to Government Office South West
 - Specialised 'umbrella' funds targeted at particular aspects of sector or business development
 - Integrated Area Plans
- 1.1.2 The purpose of the Integrated Area Plan is to enable an integrated approach to the application of Objective One measures on an area basis and specifically to ensure that all communities within the area are fully engaged, share the vision and reap the benefits of Objective One.
- 1.1.3 It will provide the framework for developing and supporting smaller scale projects, usually with a maximum total project cost of £1m with up to £500,000 sought from Objective One.

1.2 The area covered by Carrick Integrated Area Plan

OBJECTIVE 1 Integrated Area Plan - Carrick



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1.3 Why this area?

- 1.3.1 The target area covers the whole of Carrick District (with the exception of Gwennap Parish which is part of the neighbouring North Kerrier IAP) plus the parishes of Mabe, St Gwivias and Budock

and its hinterland and the towns of Falmouth and Penryn and their hinterland, recognising the socio-economic interdependence of the three towns and of the urban and rural areas.

- 1.3.2 There are many small distinctive communities in the area (over 40 individual settlements with less than 2,000 people in each). They are not self-sufficient and to be sustainable rely on access to jobs and services in the main towns and coastal resorts. For these communities to benefit from Objective One they need to be within the same Integrated Area Plan as the towns on which they rely.
- 1.3.3 A key issue is the relatively high level of unemployment, low wages and deprivation in the Falmouth & Penryn area, including the most deprived ward (Penwerris) in Cornwall. The town centres of both Falmouth and Penryn require a significant investment in regeneration. It is recognised by Objective One that such areas need to be regenerated and inequalities of opportunities and exclusion addressed in an integrated way if sustainable prosperity is to be achieved.
- 1.3.4 The Fal Estuary is regarded as a major asset within the area in economic and environmental terms, and one with considerable latent potential for maximising sustainable development opportunities. It provides a physical link between the three main urban settlements and numerous creeks and tributaries link many other communities. For this reason it was considered essential to include the Fal Estuary with Falmouth, Penryn and Truro within one Integrated Area Plan.
- 1.3.5 It was also considered important that given their relatively small size Falmouth (pop. 19,540) and Truro (pop. 16,870) be seen as complementary and not in competition and that the Integrated Area Plan should aim to help achieve an increased level of integration between the two employment centres.
- 1.3.6 The area is sufficiently large (people, physical area and existing commercial presence) and encompasses sufficient areas of potential further development for investment through the Integrated Area Plan to make a significant contribution to the main aim of Objective One i.e. the creation of sustainable prosperity.

1.4 Who is involved?

- 1.4.2 Integrated Area Plans are specifically intended to involve local communities in decisions on regenerating or developing their areas. Cornwall's unique settlement pattern means that there are very many small communities and local organisations, with no single one large enough to embrace an entire Integrated Area Plan. Carrick Community Alliance has therefore been formed in order to enable local involvement.
- 1.4.3 Stakeholders within this alliance of communities, who can contribute to and benefit from the Integrated Area Plan, range across the private, public, and voluntary sectors and its success is dependant on effective networking between them. The Alliance meets on a quarterly basis and is responsible for reviewing all projects submitted through the IAP. Responsibility is delegated to a Board of 12 members to formally approve all projects prior to submission to Government Office for the South West (see section 1.8 below).
- 1.4.4 Regeneration of communities will, under the Integrated Area Plan, include support for local businesses seeking to develop and/or to improve their competitiveness and for local people seeking to improve their skills, gain employment, improve their earnings, or start up a small business or community enterprise.
- 1.4.5 The Integrated Area Plan is also the means by which Objective One can reach those in urban or rural areas, who are currently excluded from opportunities for employment or from opportunities for improving their skills. Addressing exclusion and inequalities is considered essential to maximise the potential of both the local workforce and the home market for local products, thereby further contributing to sustainable prosperity.

1.5 Methodology

- 1.5.2 The vision, objectives and indicative activities set out in the Integrated Area Plan reflect both community aspirations and a detailed analysis of need. Carrick District Council between October 1999 and January 2001 undertook extensive consultation to establish aspirations and locally

1.5.3 The Integrated Area Plan will seek to establish links with other projects and initiatives taking place in the area to maximise opportunities for development and opportunities for sharing of resources and experience.

1.5.4 The vision for Carrick IAP is to achieve:

- Sustainable prosperity and employment comparable to the successful areas of the South West
- A safe, healthy, well-maintained, attractive and distinctive environment
- Sustainable communities
- Individual well-being and opportunities for all for personal development

1.6 Objectives

1.6.2 Five Objectives have been identified in order to focus the implementation of Carrick IAP. All projects developed through the IAP must meet at least one of these objectives:

- Objective A** To create new opportunities for employment, improve sustainability of new and existing small businesses and safeguard and improve existing incomes, linking communities to employment opportunities in a way that is sustainable.
- Objective B** To improve the sustainability of rural and coastal communities and support the renewal of town centres and deprived urban areas, enhancing their role as local centres of economic and social activity.
- Objective C** To enable local people to enhance their knowledge, skills and creativity to sustain their own employability and to use them to contribute to sustainable prosperity.
- Objective D** To improve access to employment, training, goods and services for those currently disadvantaged by age, gender, education, personal circumstances, poverty, isolation, race, disability or poor health.
- Objective E** To safeguard and enhance the contribution of the area's distinctive culture and environment to the local economy.

1.7 Carrick IAP Team

1.7.2 Carrick District Council has secured funding from Objective One, the South West Regional Development Agency, Cornwall County Council and its own funds to employ a team of six people to manage the implementation of Carrick IAP.

1.7.3 The team comprises a Programme Manager, an Office Assistant and four Development Officers, each covering one of the following defined geographical areas:

- Falmouth & Budock Area
- Penryn & the Roseland Area
- Truro Area
- North Coast Area

1.7.4 The team is employed by REP Ltd on behalf of Carrick District Council.

1.8 Process

1.8.1 All projects developed by the Carrick IAP Team will follow the following process:

Stage A. Project Proposal/Idea

Enquiry received by Carrick IAP Team by phone call, email, meeting, etc, and advice given if required.

Stage B. Project Gateway/Eligibility Check

- Eligibility – with reference to Government Office South West (GOSW), Relevant Task Force and Priority Management Group (PMG).
- Identify appropriate Objective One Priority & Measure
- Identify fit with IAP Objectives
- Check compliance with the Cross Cutting Themes (ICT, Equal Opportunities & Environment)

Project Proposal Form completed by project sponsor and submitted to IAP team.

Stage C. Consultation/Local Networking

Project Proposal Form circulated to all members of the Carrick Community Alliance (approx 75 people including the Board members), as soon as possible, for their comments. Comments must be returned within 2 weeks. It is assumed that the project is supported if no comments are received from Alliance members.

Comments are collated and the outcome reported to the project sponsor and to the Board. The Board only discusses a project at this stage if it receives a large number of negative comments or if the project is considered to be particularly contentious.

Stage D. Project Development

If the project receives the general support of the Carrick Community Alliance, the IAP Development Officer works with the project sponsor to develop the business plan, prepare the application forms and secure the match funding.

Stage E. Formal Endorsement

When the business plan is finalised and match funding has been secured (or has been applied for and is likely to be approved), a 'Peer Appraisal' of the project is carried out by an IAP Development Officer who has not been closely involved in the development of the project. A summary of the appraisal will be presented to the Board for discussion. The Board will be responsible for assessing the project in terms of the overall impact of the IAP and will ensure that there is a balance of projects in terms of type, proposed outputs and geographical spread. The Alliance will fulfil an important role in ensuring that all projects meet the local needs identified in the IAP.

The Board will agree to Approve, Reject or Defer the project as appropriate.

Stage F. Funding Application

Following approval by the Board, the Development Officer assists the project sponsor to finalise their European application form and business plan.

Stage G. Funding Appraisal/Approval

The project is formally submitted to Government Office for the South West to proceed through their appraisal process (summarised as follows):

- GOSW Secretariat Gateway Check (eligibility, cross cutting themes, etc)
- Project assessment by Priority Management Group (PMG)
- GOSW Secretariat technical appraisal
- Project submitted to Working Group for formal approval or rejection
- Following approval by the Working Group an offer letter is issued enabling the project to commence.