



# SUMMARY

## Bristol Objective 2 Neighbourhood Action Plan (2001-2008)



“Investing in local neighbourhoods to create a sustainable future”



EUROPEAN UNION  
European Social Fund

## WHAT DOES OBJECTIVE 2 MEAN FOR BRISTOL?

### What is Objective 2?

The Objective 2 Programme for the South West of England provides financial assistance from the European Union towards the costs of projects aimed at **promoting the economic regeneration** of targeted deprived areas in the South West. The SW programme main objectives are:

1. **To increase incomes**
2. **To increase the opportunities available to people, businesses and communities**
3. **To widen access to employment opportunities**
4. **To create and support sustainable communities**
5. **To protect and enhance the environmental assets within the programme area.**

There is approximately £120m available under the Objective 2 programme for the South West, which has to be committed by 31st December 2006. The Government Office for the South West (GOSW) is responsible for the day-to-day running of the programme and ensuring that the funding is allocated and spent in line with the priorities of the programme.

Funding is allocated between the 3 priorities and 14 measures, which are set out in detail in the Single Programming Document (SPD). The SPD contains the rationale, background and strategic framework within which projects will come forward for support.

The 3 Priorities are:

- **Priority 1: Neighbourhood Renewal**  
*- 15% of programme allocation*  
Funding is targeted at equipping community groups, voluntary organisations and local people in the most deprived neighbourhoods with the skills to enhance their participation in community life, to develop comprehensive regeneration strategies to expand the business base in the area and to reduce labour market exclusion. Funding under Priority 1 will be limited to 30% of the programme population resident in the most deprived wards identified by using IMD 2000. All five wards in Bristol are eligible for funding under Priority 1.
- **Priority 2: Small and Medium Sized Enterprise (SME) Development, Technology and Innovation**  
*- 50% of programme allocation*  
Funding is targeted at increasing the competitiveness and sustainability of new and existing SMEs by providing support for starting up and developing small businesses, improving their technology base and providing management and skills training. Support is also available for the provision of affordable business premises, facilities and infrastructure.

▪ **Priority 3: A better future for Traditional Economies**

- 34% of programme allocation

Funding is targeted at improving the traditional economies of the region by supporting investment in rural economy, tourism and fisheries to secure existing jobs are safeguarded and new employment opportunities are created.

Each project should seek to address the following cross cutting themes:

- **Equal Opportunities**
- **Information Society**
- **Environment**

## **The Structural Funds**

Under the Objective 2 programme there are two types of structural funds, which can be applied for:

1. **European Regional Development Fund (ERDF)**, which aims to improve economic prosperity and social inclusion by investing in projects to promote development and encourage the diversification of industry into other sectors in areas lagging behind.
2. **European Social Fund (ESF)**, which provides funding towards training, human resources and equal opportunities, schemes to promote employability of people.

## WHAT IS AN ACTION PLAN?

The Action Plan is a simple tool for local delivery of part of the 'Neighbourhood Renewal' element of the regional programme, at a local level in Bristol. Local groups and organisations apply for funding to the Bristol Action Plan Secretariat, rather than to Government Office South West in Plymouth. The Secretariat provides targeted support and guidance to local groups and, in so doing, aim to lead as many projects as possible to success.

The Bristol Action Plan addresses the socio-economic and environmental problems of 69,422 people living and working in the disadvantaged communities of **Easton, Ashley, Lawrence Hill, Windmill Hill and Filwood**.

Local regeneration of the area will only be achieved through the co-ordinated efforts of residents, community groups, voluntary organisations and local businesses working together to tackle the full range of needs of the area. The Bristol Action Plan Secretariat actively promotes the local ownership and management of the programme in Bristol.

The Action Plan covers the period 2001 - 2008. It is an evolving document, which will develop over the SW programming period to 2006. The Action Plan is periodically reviewed and updated in response to changes in local and regional circumstances, and in response to local demand following capacity building and further empowerment of local communities.

## WHY AN ACTION PLAN?

The Bristol Objective 2 Action Plan approach will enable:

- **Local ownership and control**  
The Action Plan will enable a high degree of local ownership and control including input into overall strategic direction, which projects to fund and monitoring and evaluation processes.
- **Strategic integrated and coherent framework for joined up delivery**  
The Action Plan will enable funding to be used to maximum strategic and local benefit, where appropriate using it in conjunction with other regeneration and mainstream spending.
- **Simple, effective, and innovative delivery**  
The Action Plan will allow for the introduction of accessible and simplified application, monitoring and payments systems. This is particularly important to smaller organisations without the capacity to directly manage European funding which might otherwise be excluded for the programme.

# THE THREE STRATEGIC OBJECTIVES

The Action Plan incorporates three Strategic Objectives, which tie in with the regional priorities:

## **1. Develop the potential of the local community**

*(SW Programme Measure 1.1. Neighbourhood Ownership, Leadership and Democracy)*

This objective seeks to engage local communities in the target area through capacity building working directly with community groups to identify and address local issues thus improving social cohesion. The objective aims to encourage greater community participation and enhance community confidence.

### *Indicative Actions:*

The Action Plan will support initiatives which:

▪ ***Increase the effectiveness and inclusiveness of partnerships working across the Objective 2 area.***

The type of activity that could be supported includes:

- ✓ Development of new community based networks and partnerships to take forward community based activity and action.
- ✓ Encourage information sharing and advice provision.

▪ ***Enable communities to be more involved in and benefit from community based activities and action.***

The type of activity that could be supported includes:

- ✓ Capacity building for community representatives to develop, run and own community based projects / initiatives.
- ✓ Promotion / marketing of the project
- ✓ Awareness raising activities
- ✓ Sharing good practice – visiting other parts of the country to look at a similar project

▪ ***Work with communities to develop effective local strategies to address the issues in their area in conjunction with the Neighbourhood Renewal Strategy.***

▪ ***Enhance the responsiveness to local issues through appropriate community action based analysis.***

The type of activity that could be supported includes:

- ✓ Local research.
- ✓ Review of initiatives, which have taken place in the target area.
- ✓ Consultation exercises with the local community.
- ✓ Feasibility studies of the economic, social and environmental viability of the project proposal.

▪ ***Enhance individuals' capacity through mentoring and flexible community based learning opportunities.***

The type of activity that could be supported includes:

- ✓ Advice and support for developing community leadership
- ✓ Support for active citizenship.

▪ ***Support for community workers to facilitate capacity building***

The type of activity that could be supported includes:

- ✓ Employment of full-time, part-time and voluntary support workers.
- ✓ Employment of community based animateurs

## 2. Address social, economic and environmental decline and disadvantage

(SW Programme Measure 1.2. Taking Forward Neighbourhood Regeneration)

This objective seeks to develop integrated projects that contribute towards developing sustainable neighbourhoods focusing on community enterprise and social economy to create jobs for local people.

*Indicative Actions:*

The Action Plan will support initiatives which:

Capital:

- ***Provide, refurbish and extend new and existing community buildings, assets and facilities.***

The type of activity that could be supported includes:

- ✓ Development of derelict sites
- ✓ Improvements to the accessibility of community buildings
- ✓ Provision of new IT facilities within community buildings to enable the delivery of learning opportunities, advice and guidance.

- ***Provide space and resources for communities and social economy organisations to expand their capacity and develop new initiatives.***

The type of activity that could be supported includes:

- ✓ Provision of new workshop space
- ✓ Provision of new business space
- ✓ Provision of incubator units
- ✓ Provision of community transport facilities

- ***Develop initiatives to enable communities to take ownership of their local environment by tackling environmental degradation.***

The type of activity that could be supported includes:

- ✓ Redevelopment of key community sites in the target area where there are links to part of an economic regeneration strategy.
- ✓ Improvements to the local business environment

- ***Improve facilities for the delivery of learning opportunities, employment, enterprise and community based activities with associated childcare facilities.***

The type of activity that could be supported includes:

- ✓ Provision of new and upgraded childcare facilities linked to accessing employment opportunities.
- ✓ Provision of facilities for the delivery of training and enterprise services (with associated childcare facilities where required).

Revenue:

- ***Support for links between integrated project planning.***

The type of activity that could be supported includes:

- ✓ Feasibility and research studies
- ✓ Support for local community staff helping to undertake regeneration activities

- ***Support the development of community enterprise and social economy organisations and initiatives to provide new employment opportunities for local people.***

The type of activity that could be supported includes:

- ✓ Arts and cultural projects to enhance the positive image of the area.
- ✓ Business start-up assistance and ongoing support.
- ✓ Intermediate Labour Market Initiatives.
- ✓ Advice on business planning and development
- ✓ Grants and loans
- ✓ Volunteering support activities

- ***Develop community finance initiatives to help tackle the problems of financial exclusion.***

The type of activity that could be supported includes:

- ✓ Credit unions
- ✓ Local Exchange and Trading Schemes (LETS)

- ***Support community safety and crime prevention initiatives, where linked to an economic regeneration strategy.***

The type of activity that could be supported includes:

- ✓ Safe routes to school
- ✓ Improve management of pedestrian routes
- ✓ Improve the safety and design of public open space and other public places.
- ✓ Neighbourhood wardens

### **3. Remove barriers to employment and training for disadvantaged groups**

*(SW Programme Measure 1.3. Pathways To Employment)*

This objective seeks to create learning and employment opportunities within the Bristol Objective 2 area targeting the most disadvantaged groups. Particular attention is to be given to changing people's perceptions, aspirations and attitudes to learning in order that they gain the confidence and necessary skills to progress into employment. This objective aims to ensure improvements in the quality of provision within the target area.

*Indicative Actions:*

The Action Plan will support initiatives which:

- ***Develop opportunities focussing on basic and key skills training.***

The type of activity that could be supported includes:

- ✓ Literacy training
- ✓ Numeracy training
- ✓ Language skills
- ✓ Motivation/ confidence building

- ***Develop opportunities for technical and specialist skills training in key sectors.***

The type of activity that could be supported includes:

- ✓ Environmental training
- ✓ IT training

- ***Support for childcare provision to enable beneficiaries to access to training and employment opportunities.***

The type of activity that could be supported includes:

- ✓ After school clubs
- ✓ Nursery costs

▪ ***Provide careers advice, information and guidance.***

The type of activity that could be supported includes:

- ✓ Individual pre-training and pre-employment support
- ✓ One stop advice, guidance and careers counselling
- ✓ Social and personal skills development
- ✓ Job search initiatives
- ✓ Advice and route planning

▪ ***Develop links between local businesses, learning institutions and community based activities.***

The type of activity, which could be supported, includes:

- ✓ business involvement in local education initiatives
- ✓ work preparation / taster experience schemes in schools and colleges
- ✓ entrepreneurship training provision
- ✓ apprenticeships schemes
- ✓ wage / employment subsidy

▪ ***Ensure equality of opportunities for recruiting staff, skills match and job brokerage.***

The type of activity, which could be supported, includes:

- ✓ assistance in local recruitment
- ✓ development of personal passports and company profiles

▪ ***Provide vocational learning opportunities.***

The type of activity, which could be supported, includes:

- ✓ youth enterprise schemes with business mentoring
- ✓ work related experience in schools and colleges
- ✓ youth business forum
- ✓ intermediate labour markets and learning through work
- ✓ after school clubs and woodwork clubs

▪ ***Develop materials for training and new methods of delivery.***

The type of activity, which could be supported, includes:

- ✓ On-line delivery.
- ✓ Learning clubs
- ✓ Drop-in centres

# FUNDING UNDER THE ACTION PLAN

**Bristol Objective 2 Neighbourhood Action Plan (2001-2008)**  
“Investing in local neighbourhoods to build a sustainable future”

## FUNDING PROFILE



3 Strategic Objectives



Strategic Objective 1: Develop the Potential of the local community

European Regional Development Fund (ERDF)

Total ERDF funding available:  
**£829,492**



Strategic Objective 2: Address social, economic and environmental decline and disadvantage

European Regional Development Fund (ERDF)

Total ERDF Funding available:  
**£7,056,121**



Strategic Objective 3: Remove barriers to employment and training for disadvantaged groups

European Social Fund (ESF)

Total ESF funding available:  
**£2,724,900**

## OUTPUTS, RESULTS AND IMPACTS

Strategic Objective	Quantifiable Targets	Targets
<b>Strategic Objective 1: Developing the local community</b>	Outputs	<ul style="list-style-type: none"> <li>• 50 community groups supported</li> <li>• 625 people trained</li> <li>• 4 animateurs / facilitators provided</li> <li>• 6 community strategies supported</li> <li>• Capacity building projects</li> <li>• 4 Projects raising environmental awareness</li> </ul>
	Results	<ul style="list-style-type: none"> <li>• 2 new community organisations set up</li> <li>• 4 new networks partnerships established</li> </ul>
	Impacts	
<b>Strategic Objective 2: Address social, economical and environmental decline and disadvantage</b>	Outputs	<ul style="list-style-type: none"> <li>• 5 community strategies / Integrated Action Plans produced.</li> <li>• 29 community enterprises assisted</li> <li>• 6 information society-related community businesses assisted.</li> <li>• 5500m<sup>2</sup> workspace provided.</li> <li>• 9 community centres enhanced / established.</li> <li>• 302 individuals given employment / self employment help.</li> <li>• 25 environmental improvement projects.</li> <li>• 9 projects using ICT to improve access to employment training opportunities.</li> <li>• 6 information society related community businesses assisted</li> <li>• 2 community centres to provide enhanced ICT facilities.</li> <li>• 5 Redundant building refurbished</li> <li>• 2 footpath/cycleway improvements.</li> <li>• 9 projects using ICT to improve access to employment training and opportunities.</li> <li>• 6 Community led environmental improvement schemes</li> <li>• 2 Historic buildings/sites improved and/or adapted for new use</li> </ul>

	Results	<ul style="list-style-type: none"> <li>• 85% occupancy rates of floorspace provided.</li> <li>• £4,950,000 gross new sales.</li> <li>• £14,850,000 gross sales safeguarded.</li> <li>• 82 Gross FTE jobs created.</li> <li>• 41 Gross FTE jobs safeguarded.</li> <li>• Projects demonstrating cost reductions</li> <li>• 2 Businesses marketing environmental elements of their products or specialising in environmental related activities or processes.</li> <li>• 6 Projects demonstrating increased transport modal choice.</li> </ul>
	Impacts	<ul style="list-style-type: none"> <li>• 26 net additional new jobs.</li> <li>• 13 net additional jobs safeguarded.</li> <li>• £2,008,000 net additional new value added.</li> <li>• £683,100 net additional value added safeguarded.</li> <li>• Projects contributing to improved air quality</li> <li>• Projects using recycled materials</li> <li>• 5 Projects contributing to the energy efficiency of economic activity.</li> </ul>

Strategic Objective	Quantifiable Targets	Targets
<b>Strategic Objective 3: Remove barriers to employment and training for disadvantaged groups</b>	Outputs	<ul style="list-style-type: none"> <li>• 3215 people given advice and guidance</li> <li>• 2581 people trained</li> <li>• 1724 people working towards a qualification</li> <li>• 1489 woman receiving support</li> <li>• 41 trainers trained</li> <li>• 5 capacity building projects</li> <li>• 1347 women receiving training</li> <li>• 177 disabled people receiving training</li> <li>• 554 BME people trained</li> <li>• 173 people trained in ICT</li> <li>• 67 people receiving and ICT related VQ</li> <li>• 28 people trained in environmental management</li> </ul>
	Results	<ul style="list-style-type: none"> <li>• 497 beneficiaries in work on leaving</li> <li>• 300 beneficiaries going on to other training</li> <li>• 41 beneficiaries moving into self-employment</li> <li>• 1596 positive outcomes on leaving</li> <li>• 855 people gaining a qualification</li> </ul>
	Impacts	<ul style="list-style-type: none"> <li>• 329 residents in employment 6 months after ESF support net of deadweight</li> <li>• 107 unemployed in work after ESF support</li> </ul>



## **THE PARTNERSHIP / MANAGEMENT ARRANGEMENTS**

The Bristol Objective 2 Neighbourhood Action Plan has been drawn up in consultation with local residents and representatives of local voluntary and community groups, and other stakeholders through a range of open meetings.

Objective 2 programme rules set out the requirements for managing an action plan. It is owned and managed by the Bristol Partnership, which includes these 'key interests':

- Local authority
- Learning and Skills Council
- Job Centre Plus
- Business Link West
- Higher/Further Education
- Environmental agencies
- Private Sector
- Voluntary Community sector

The Regeneration Delivery Group (RDG) was established on 9<sup>th</sup> December 2004 as a sub group of the Bristol Partnership Programme Group, and replaces the old Regeneration Programmes Management Group (RPMG). The role of the group is to ensure the strategic co-ordination and delivery of major regeneration programmes in Bristol. The RDG's operational responsibilities include the consideration and approval of Objective 2 grants for individual projects based on the reports of the Technical Appraisal Panel, which assesses the quality and viability of each project and reports its findings to the RDG. It is a 'hands on' group that is actively involved at all stages of a project's lifecycle: development, approval, implementation and evaluation.

The membership of the RDG is representative of the key organisations from the city's public, private and voluntary sector. The group comprises members from agencies represented within the Bristol Partnership, as well as other individuals with considerable experience and skills in the implementation of regeneration programmes. Bristol City Council is the accountable body for the Bristol Objective 2 Neighbourhood Action Plan, with overall responsibility for the proper operational/financial management of the plan.