



Bristol Objective 2 Neighbourhood Action Plan

(2004-2008)

March 2005



“local neighbourhood
sustainable future”



CONTENTS

| | |
|---|-----------|
| Mission Statement | 5 |
| Executive Summary | 6 |
| 1. Introduction: | 8 |
| 1.1 What is the Action Plan seeking to achieve? | |
| 1.2 Why Action Plan? | |
| 1.3 The context | |
| 1.4 The impact of the Action Plan | |
| 1.5 The Partnership | |
| 1.6 Declaration of intent and commitment | |
| 1.7 Learning from good practice | |
| 2. Target Area | 15 |
| 2.1 Introduction | |
| 2.2 Levels of Deprivation | |
| Map of Target Area | |
| 2.3 Socio-economic analysis of the target area | |
| 2.3.1 The local community | |
| 2.3.2 The local environment | |
| 2.3.3 Education and Skills | |
| 3. SWOT Analysis | 25 |
| 3.1 Introduction | |
| 3.2 Strengths | |
| 3.3 Weaknesses | |
| 3.4 Opportunities | |
| 3.5 Threats | |
| 4. Strategic Objectives | 30 |
| 4.1 Strategic Objectives | |
| 4.1.1 Develop the potential of the community | |
| 4.1.2 Address social, economic and environmental decline and disadvantage | |
| 4.1.3 Remove barriers to employment and training for disadvantaged groups | |
| 4.2 Links to the South West Objective 2 Single Programming Document | |
| 4.3 Links to the Objective 3 programme | |
| 4.4 Links to Regional / Local Strategies | |
| 4.5 Declaration of intent and commitment | |
| 5. The Overarching Themes | 48 |
| 5.1 Introduction | |
| 5.2 Equal Opportunities Strategy | |
| 5.3 ICT Strategy | |
| 5.4 Environmental Strategy | |

| | |
|--|-----------|
| 6. Financing | 52 |
| 6.1 Bristol Action Plan Revised Spend Profile 2000-2004 Funding Allocation | |
| 6.2 Bristol Action Plan 2004-2008 Additional Funding Allocation | |
| 6.3 Bristol Action Plan Total Funding Allocation | |
| 6.4 Match Funding | |
| 6.5 Private Sector Leverage | |
| 7. Outputs | 58 |
| 7.1 Outputs delivered | |
| 7.2 Value for money | |
| 7.3 Monitoring of outputs | |
| 7.4 Indicative Projects | |
| 8. Partnership Systems and Management Arrangements | 64 |
| 8.1 The Partnership | |
| 8.2 Community Involvement | |
| 8.3 Management Arrangements | |
| 8.4 Financial Management and Monitoring | |
| 9. Decision Making | 74 |
| 9.1 Project Appraisal | |
| 9.2 Risk Assessment | |
| 9.3 Addressing EC State Aid under the Action Plan | |
| 9.4 Monitoring and Evaluation | |
| 10. Publicity and Marketing Strategy | 78 |
| 10.1 Introduction | |
| 10.2 Aims | |
| 10.3 Target Group | |
| 10.4 Measures | |
| 10.5 Publicity Requirements | |
| 10.6 Responsibilities | |
| 11. Forward Strategy | 82 |
| 11.1 Introduction | |
| 11.2 During the lifetime of the Action Plan | |
| 11.3 Completion of the Action Plan | |
| 11.4 Beyond the lifetime of the Action Plan | |

APPENDICES

| | |
|--------------------|--|
| Appendix 1 | Community Involvement in Action Plan development |
| Appendix 2 | Complementary Regeneration Programmes |
| Appendix 3 | Indices of Deprivation 2000 – Summary of Bristol Objective 2 wards |
| Appendix 4 | Key characteristics of the Bristol Objective 2 area |
| Appendix 5 | Socio Economic Analysis – Statistics Tables |
| Appendix 6 | Indicative Projects |
| Appendix 7 | List of groups attending workshops |
| Appendix 8 | Consultations in the Inner City |
| Appendix 9 | Commitment to Equalities in Regeneration |
| Appendix 10 | Skills Strategy – Areas of Action |
| Appendix 11 | Map of the Bristol Action Plan Target Area |

SUPPORTING DOCUMENTS

- South West of England Objective 2 Single Programming Document
- South West of England Objective 2 Programme Complement
- Bristol Objective 2 Neighbourhood Action Plan Working Manual

MISSION STATEMENT

“Investing in local neighbourhoods to build a sustainable future”

The Bristol Objective 2 Neighbourhood Action Plan (2004-2008) has been brought together by key partners involved in regenerating Bristol's most deprived neighbourhoods. It is intended to build upon and extend the previously agreed Bristol Neighbourhood Action Plan (2000-2004), and has been developed in consultation with residents, community organisations and businesses in the Objective 2 area.

The Action Plan approach offers an innovative and effective way to deliver key measures in the South West Objective 2 Programme at a local level. Funds allocated under the first Bristol Neighbourhood Action Plan (2000-2004) have been successfully invested to achieve our stated objectives and targets. Further European Structural Funds support is now required in order to build upon achievements to date and meet the demonstrable demand in Bristol for regeneration activity, targeted at some of the most excluded communities in the Country. The devolved 'Action Plan' method of delivery has proved to be extremely successful in Bristol. Targeted support has allowed many relatively small community led organisations to successfully deliver and manage projects, part-funded through European investment.

The strengths of the Action Plan approach are as follows:

- It offers local communities the opportunity to become fully involved in identifying their problems and managing the solutions to these problems
- It contributes towards tackling the long-standing and deep-seated problems of our communities, by taking a strategic approach to interrelated issues.
- It helps to bring about real and lasting change in the target area by developing local management and strengthening partnership working.

The long-term commitment of all partners, and the support and participation of residents and businesses within the area, is essential to the success of the Action Plan. The new Action Plan (2004-2008) will build upon the strong foundations laid down over the preceding four years.

Like the previous Action Plan (2000-2004), this new Action Plan will:

- Engage and empower local communities to bring about real and lasting change to the target neighbourhoods by tackling together the underlying problems we face
- Support the development of entrepreneurial and caring communities, fully engaged in the mainstream economic, community and cultural life of the city
- Ensure that environmental sustainability goes hand in hand with quality improvements to the social and economic well being of the area.
- Promoting an inclusive city, focussing action to target those who face discrimination and significant barriers to achieving equality of opportunity.

EXECUTIVE SUMMARY

The **Bristol Objective 2 Neighbourhood Action Plan (2004-2008)** seeks to build upon the success of the Bristol Objective 2 Neighbourhood Action Plan (2000-2004) and will overlay and extend the initial programme. The new Action Plan will build upon on existing partnerships and consultative processes. Regeneration Delivery Group (RDG), a sub-group of the Bristol Partnership, will oversee the management and implementation of the Action Plan in Bristol. The group is representative of the key interests and communities within the area and is committed to involving local people in regeneration activity. Bristol City Council will continue to act as the Accountable Body for the Bristol Action Plan.

The **Bristol Objective 2 Neighbourhood Action Plan (2004-2008)**, guided by local communities and key players in the target area, seeks to address four of the strategic priorities of the South West of England Objective 2 Programme, enhancing local and regional economic competitiveness, meeting demonstrable need in Bristol.

The three regional strategic priority Measures which will be addressed include the three regional programme, Measures:

- 1.1 Neighbourhood Ownership, Leadership and Democracy (ERDF)
- 1.2 Taking Forward Neighbourhood Regeneration (ERDF)
- 1.3 Pathways to Employment (ESF)

The three Strategic Objectives of the Bristol Objective 2 Neighbourhood Action Plan (2004-2008), which relate directly to the three Measures identified above, are detailed in **Section 4**

The Action Plan will address social and economic exclusion in five of Bristol's most disadvantaged communities: Easton, Ashley, Lawrence Hill, Windmill Hill and Filwood. **Section 2: Target Area** identifies the level of deprivation within the five target areas. All the areas fall within the worst 12 wards in Bristol and the most deprived 15% of wards within England. The section includes a detailed socio-economic analysis identifying the issues that will be addressed under the Action Plan. **Section 3: SWOT analysis** sets out the strengths, weaknesses, opportunities and strengths of the target area.

The Action Plan plays a key role in identifying the local issues and promoting innovative solutions through a series of Indicative Actions. Each project should seek to address the three overarching themes of the Action Plan: Equal Opportunities, Information and Communication Technology and Environmental Sustainability. A strategy for each of these themes is set out in **Section 5: Overarching themes**.

The four-year rolling Action Plan (2004-2008) will develop over the lifetime of the Objective 2 Programme to 2008, and will be reviewed annually. This Action Plan

proposes to invest an additional £3,939,918 Structural Funds on top of existing commitments in Bristol, to deliver an Action Plan Programme, investing a total of £10,610,513 million Structural Funds (both European Regional Development Fund and European Social Fund), matched with £20 million investment from public and private sectors to deliver a total Objective 2 Action Plan investment package of in excess of £30 million.

Section 6: Financing sets out in detail the committed expenditure, an indication of the types of projects likely to be supported and sources of match funding.

Section 7: Outputs sets out the delivery package of outputs for the additional committed expenditure 2004-2006 being delivered up to 2008.

Section 8: Partnership Systems and Management Arrangements sets out the arrangements in detail.

Section 9: Decision Making sets out the details for project appraisal, risk assessment, monitoring and evaluation. The systems developed for appraising projects ensure that there is clarity and clear lines of accountability. Effective monitoring and evaluation is crucial in order to understand the effectiveness of the Objective 2 Programme in the target area.

Section 10: Publicity and Information Communications Plan sets out the information and publicity measures to be taken under the Action Plan to ensure that successful applicants publicise the fact that their projects are part-funded through European investment.

Section 11: Forward Strategy recognises that the proposed indicative actions contained within this Action Plan and subsequent projects will not solve all the problems in the target area. The Forward Strategy, which starts from day one, ensures that the Action Plan has a lasting impact on the target area's problems of high unemployment and deprivation and social exclusion.

1. INTRODUCTION:

1.1 What is the Action Plan seeking to achieve?

The purpose of this Action Plan is to set out how the South West Objective 2 programme will contribute towards effective Neighbourhood Renewal and SME Development in the designated Objective 2 area of Bristol. Bristol is a 'two-speed' city – a city with wealth and advantage, as well as a city with deprivation and a lack of opportunity. The Action Plan is targeted at disadvantaged communities in Easton, Ashley, Lawrence Hill, Windmill Hill and Filwood, and seeks to enable local people to take up new opportunities being created in the City.

The Mid term evaluation of the South West Objective 2 Programme advocates: "...an early review of the Bristol Action Plan with a view to extending its life to the end of the programming period." This Action Plan will build upon the progress made under the Bristol Action Plan (2000-2004) in reducing economic and social exclusion in some of Bristol's most deprived communities. The Bristol Objective 2 Neighbourhood Action Plan (2000-2004) has been extremely successful in the delivery of £6.7 million European Union funding to small, community-led Organisations in some of the South West Region's most socially and economically deprived neighbourhoods.

The Bristol Action Plan Secretariat recognise the need for dedicated professional support in the process of developing thorough and robust project proposals. By working closely with local organisations, they have improved the general quality of applications from local groups, thus making better use of partnership time and that of project partners, leading more projects to success. This capacity building has resulted in greater local 'hands on' involvement with the regeneration process in Bristol.

The Action Plan (2004-2008) will continue to enhance the skills and resources of community and voluntary groups, enabling local people in these areas to plan and implement strategies to address the needs of the area. This extended Action Plan will also address the need for a better business environment in Bristol by ensuring that there is sufficient provision of affordable premises, facilities and infrastructure to meet the needs of new and expanding companies.

The Action Plan (2004-2008) will address the socio-economic and environmental problems of 67,232 people in the core area (see Section 2) by investing a total of £10,610,513 million Structural Funds (both European Regional Development Fund and European Social Fund), matched with £20 million investment from public and private sectors to deliver a total Objective 2 Action Plan investment package of in excess of £30 million.

1.2 Why an Action Plan?

The Action Plan approach to the delivery of European funds in Bristol is intended to secure high quality, integrated, regeneration and economic development

programmes, which meet local needs. The Bristol Objective 2 Neighbourhood Action Plan (2000-2004) has been successful in engaging with the local community and providing targeted support and guidance to a variety of community-led organisations. The Action Plan approach to the delivery of multiple Strategic Objectives in Bristol allows, and actively promotes, synergy and complementarity between the different measures. The Mid Term Evaluation of the Programme identifies the Bristol Action Plan as resulting in 'distinct and tangible benefits for the area'. This holistic approach to the delivery of funding is conducive to genuinely integrated and sustainable economic regeneration in the target area.

The experience within Bristol of delivering European Structural Funds through an 'Action Plan' approach has been extremely positive, with the successful delivery of both the Bristol URBAN Programme (URBAN Community Initiative) and the Bristol Objective 2 Neighbourhood Action Plan 2000-2004 together with the achievement of the all important targets and outcomes.

The Action Plan approach to the delivery of the extended local Action Plan (2004-2008) will enable:

- **Local ownership and control**
The Action Plan will enable a high degree of local ownership and control of the Programme. This will include input into strategic decision-making, project appraisal and the monitoring and evaluation processes.
- **Strategic, integrated and coherent framework for joined up delivery**
The Action Plan enables funding to be used for maximum strategic and local benefit and, where appropriate, used in conjunction with other regeneration and mainstream spending.
- **Simple, effective, and innovative delivery**
The Action Plan enables the implementation of an accessible and simplified application process and monitoring and payments systems. This is particularly important to smaller organisations, without the capacity to directly manage European funding. Such organisations and their client groups might otherwise be excluded from the Programme.

This Action Plan (2004-2008), drawn up by the Bristol Partnership (Bristol's Local Strategic Partnership), will continue to provide a strategic approach to the delivery of the Objective 2 Programme. The Action Plan will build upon successful partnership working at regional and local level and continue to maximise coordination between ERDF and ESF activity, domestic regeneration and economic development programmes.

The Action Plan is an evolving document that will develop throughout the Programme. The Action Plan will be periodically reviewed and updated in response to changes in local and regional circumstances, and in response to changing local demands.

1.3 The Context

This Action Plan (2004-2008) fully accords with the South West of England Objective 2 Single Programming Document (SPD), and will contribute to the delivery the three measures under Priority 1: Neighbourhood Renewal:

Measure 1.1 Neighbourhood ownership, leadership and democracy (ERDF) – to equip individuals, voluntary and community groups with the skills to enhance their participation in community life as well as connect disadvantaged individuals to employment or other opportunities in the labour market.

Measure 1.2 Taking forward neighbourhood regeneration (ERDF) – to reverse decline in the Programme Area's most disadvantaged neighbourhoods, through comprehensive regeneration strategies which contribute towards an expansion in the business base.

Measure 1.3 Pathways to employment (ESF) – to reduce labour market exclusion by assisting disadvantaged groups in the targeted areas to participate in the workforce.

1.4 Impact of the Action Plan

The levels of deprivation within the Bristol Objective 2 area are significantly higher than other wards of the region. Lawrence Hill and Filwood are the most deprived wards within the whole of the South West Objective 2 Programme area.

The total population in the Bristol Objective 2 area is 67,232, of which 19.3% are black and minority ethnic people with particularly large numbers in Easton and Ashley. The target area has high levels of income, employment and health/disability deprivation. Within the target area, 5.9% of the population are unemployed claimants of which 12% have been unemployed for over one year. Approximately 33% of households are claiming council tax benefit. Educational attainments are exceptionally low in the target area. Only 25% of students attain five or more GCSE passes (A*-C grades) and 18% of the population have very low / low literacy levels.

The Action Plan will continue to bring together the local community in developing and implementing plans to address fundamental needs in the target area. The Action Plan will deliver a significant proportion of the South West of England outputs required under Priority 1: *Neighbourhood Renewal* and contribute to the outputs under Priority 2: *SME Development, Technology and Innovation*, set out in the South West Objective 2 Single Programming Document and associated Programme Complement.

Local community projects supported under the Action Plan (2000-2004) have reduced dependency, raised self-esteem and encouraged self-help. The Action Plan

(2004-2008) will continue to develop community capacity and strengthen the ability of the local residents to continue the ongoing process of economic and social regeneration and development.

Although the first Bristol Action Plan (2000-2004) has made a significant contribution to the regeneration of the target area, considerable levels of deprivation persist. This Action Plan will ensure a strategic, co-ordinated approach to project delivery. The voluntary, community, public and private sector will be encouraged to work together to deliver joined-up projects which address the needs in the most deprived neighbourhoods in the South West Objective 2 Programme area. It is important that there is synergy with other regeneration initiatives to ensure that funding is targeted to optimise the benefit to local communities.

Without further Structural Funds the ability to address these needs in the target area is significantly reduced. Furthermore it is likely that some problems would be exacerbated in the absence of Structural Funding. Future generations may continue to find it difficult gain access to the local labour market and become increasingly disengaged from local community activity. Opportunities to reverse economic and social decline in the target area would be limited, with the result that high levels of deprivation would not be alleviated and local people would fail to become engaged in the process of neighbourhood regeneration and renewal.

1.5 The Partnership

This Action Plan builds upon existing partnerships and consultative processes. If outcomes are to be sustainable, communities must be actively involved in the delivery of programmes to address the social, economic and environmental rehabilitation in their neighbourhoods. The Action Plan has been developed and extended, in consultation with local residents and representatives of local voluntary and community groups, and other key stakeholders through a range of open meetings, training sessions, workshops and structured feedback mechanisms (refer to Appendix 1).

Bristol City Council has facilitated the development of this Action Plan in partnership with the Bristol Partnership, the Regeneration Delivery Group, and a wide range of other agencies, organisations and groups. The potential for greater local ownership and control and for better co-ordination between the myriad of initiatives which now exist to tackle social and economic exclusion in the most deprived neighbourhoods is the strongest argument in favour of the Action Plan approach. The management, implementation and further development of this Action Plan will be achieved through continued consultation activities.

The partnership and management arrangements for the Action Plan (2004-2008) were developed during the lifetime of the Action Plan (2000-2004). The Bristol Partnership has agreed to continue to be the overarching partnership for the delivery of the Action Plan. The Regeneration Programmes Management Group, a sub-group of the Bristol Partnership, succeeded by the Regeneration Delivery Group has played an active role in the development of the revised Action Plan. As the Action

Plan develops over the lifetime of the Objective 2 Programme, the Partnership will seek to further promote local ownership and control of the management, further development and implementation of the Action Plan. Section 8.1 sets out the details for progressing the future development of the partnership arrangements.

1.6 Declaration of intent and commitment

All key partners represented on the Regeneration Delivery Group endorse this Action Plan and, in particular commit themselves to positively engaging and strengthening the involvement of the local community in its planning, management and delivery as well as seeking strategic synergy. The Partners will assist and promote the success of individual projects and ensure that the Strategic Objectives are addressed and the targets set out in the Action Plan are achieved. In accordance with national policies, the partners will ensure that financial probity is observed and that the public funds are put to best use by applying the principle of value for money.

The RDG consists of key private, public and voluntary sector organisation representatives and is divided into Voting Members and Advisors (Non-Voting Members). The full structure is described in section 8.1.

1.7 Learning from good practice

Good practice is vital to the successful implementation of the Objective 2 Action Plan in Bristol. The Action Plan Secretariat is committed to running a variety of workshops in local neighbourhoods to disseminate information and guidance regarding good practice in a variety of areas, including environmental sustainability, equalities and financial record keeping.

The Action Plan 2004-2008 will also seek to benefit the whole South West Objective 2 Programme area by sharing experience and knowledge with colleagues from other geographical areas. The Mid Term Evaluation of the Objective 2 Programme for the South West 2000-2006, prepared by ECOTEC Research and Consulting Ltd states:

“The Bristol Action Plan appears to be performing well, providing a model for the management of community based regeneration programmes.”

“The Action Plan has embedded itself in social and economic regeneration in the city extremely well and this position is further strengthened by their alignment with the LSP.”

The report concludes that many people view the Action Plan as a strong example of good practice. The Secretariat are committed to hosting tours and conferences in order to share information about the benefits of the Action Plan approach to the delivery of European Structural Funds.

In order to share good practice more broadly, within a national and international context, the Bristol Action Plan is seeking to become a partner in the Interreg IIC Programme.

The Interreg IIC programme is part of Interreg III, a European Community Initiative designed to strengthen economic and social cohesion in the European Union. The Programme supports and promotes interregional cooperation between public authorities and regions across the entire EU territory and neighbouring regions. Participants are encouraged to work with, and learn from, partners in other regions with the aim of implementing new ideas for enhancing regional development. The Interreg IIC Programme is financed by ERDF and co-financed by the national project partners.

The Bristol Objective 2 Action Plan is currently the Lead Partner of the Sub-Regional Regeneration Network (SRN), an interregional network of regeneration programmes from across Europe aimed at sharing, developing and disseminating best practice in relation to structural fund delivery on a sub-regional level.

TARGET AREA:

2.1. Introduction

Bristol is a 'two speed' city – a city with wealth and advantage, as well as a city with disadvantage and a lack of opportunity. Parts of the city have shown levels of growth in employment, Gross Domestic Product (GDP) and economic activity, which mirror the economic growth in the Thames Valley.

The Bristol Objective 2 area however, comprises five of the most deprived inner-city wards extending southwards from the City Centre. The target area includes the wards of: Ashley, Easton, Filwood, Lawrence Hill and Windmill Hill (1999 boundaries), has a population of 67,232 and covers a total area of 1,260 hectares (refer to Map 1). The Objective 2 covers approximately 16% of the population of Bristol (April 2003, AHA GP Registration). For a map of the target area, please refer to appendix 11.

Within the Bristol Objective 2 target area, the loss of many unskilled, semi-skilled and specialist manufacturing jobs during the 1980s, and more recent losses within the service sector, has thrown whole sections of the urban community into decline. Many of those people affected have been unable to secure employment within the growing sectors and, as a result, unemployment has become institutionalised and long-term, and second-generation unemployment have become increasingly prevalent.

A range of factors has inhibited adjustment to structural economic changes. These factors, which have precluded many residents from taking up opportunities being created in other parts of the city, include severe educational underachievement and key skills deficits. The weakness of the City's public transport system makes it difficult for residents in the target area to access the employment areas around the motorway system. These problems in the target area are reflected in high levels of dependence on benefit and attendant social problems, such as high levels of crime.

2.2 Levels of Deprivation

The Index of Multi Deprivation (IMD) (2000) highlights the deprivation within the target area. The IMD measures the levels of deprivation in a local area using a variety of indicators including employment, access, health, housing, income and education. All wards within the Bristol Objective 2 area fall within the worst 12 wards in Bristol and the most deprived 15% of wards within England (refer to Appendix 3):

- Lawrence Hill, Filwood and Ashley are amongst the 10% most deprived wards in England.
- Under the education domain, all the Bristol Objective 2 wards except Ashley ranked in the worst 10% in England.

- Lawrence Hill is the most deprived ward in Bristol in terms of income, employment, health and disability and child poverty index.
- Filwood is the most deprived ward in Bristol in terms of education, skills and training and housing deprivation.

A useful summary of the statistics illustrating the level of deprivation within the Objective 2 area is attached as Appendix 3.

2.3 Socio economic analysis of the objective 2 area

The socio economic analysis illustrates in detail the local issues that need to be addressed under the Action Plan. All the tables referred to in the section below are set out in Appendix 5.

2.3.1 The local community

(a) Population and Demographic Characteristics

The population of the Bristol Objective 2 target area is 67,232. The target area has a large percentage of children / young people compared to the rest of Bristol. According to the 2001 Census, approximately 20.3% of the population within the target area are aged under 15, compared to 17.9% for Bristol as a whole. Within the target area approximately 28% of children come from lone parent households compared to 16.5% in Bristol as a whole.

(b) Ethnicity

Approximately 19% of the target area population are from black and minority ethnic population including African, Caribbean, Indian, Pakistani, Bangladeshi, Chinese and refugees from Somalia, Montserrat and Bosnia. The black and minority ethnic population is particularly concentrated in Ashley, Lawrence Hill and Easton (Table 1).

(c) Community Structures

Bristol has a vibrant and diverse community and voluntary sector. Recent research has estimated that there are approximately 1,000 community organisations in the city as a whole. The voluntary sector has developed in response to pressures from neighbourhoods and communities of interests, meeting needs that cover all aspects of local life. The area contains a broad range of voluntary and community organisations ranging from long established major service organisations with significant funding to very small community groups. The type and amount of organisations varies across the five wards of the Objective 2 area.

Ashley and Easton wards have a well-established voluntary sector, which has worked to meet inner-city problems over the last 20 years. Lawrence Hill varies within itself, with a strong sector in Barton Hill, but generally less community activity in the Old Market and Redcliffe areas. Windmill Hill has some key organisations but can be seen as the least developed community in the area. Filwood ward has a

Development Trust and an active voluntary sector that has particularly grown in response to regeneration pressures over the last decade.

As a part of Bristol's Neighbourhood Renewal Strategy, there are now a number of Neighbourhood Renewal Partnerships within Bristol's designated Objective 2 area actively engaging local residents, each of which has prepared local Neighbourhood Action Plans, with which this Objective 2 Action Plan is aligned.

Within the Objective 2 area there are a large number of city wide, umbrella voluntary sector organisations, which are predominantly based in the inner city wards in order to maximise access for users throughout the City. They provide both Citywide and district services, particularly around training, employment, advice and environmental initiatives e.g. SARI (Support Against Racist Incidents), the BDA (Black Development Agency), VOSCUR (Voluntary Organisations Standing Conference on Urban Regeneration) Fairbridge Trust, CEED (The Centre for Employment and Enterprise Development), BACEN (Bristol Area Community Enterprise Network) and WECIL (West of England Centre for Integrated Living).

C-Net is a new network in Bristol that links community and voluntary groups to the Bristol Partnership.

Also in development are embryonic Neighbourhood Partnerships which will bring together elected ward Councillors and local activists. It is expected that there will be an increase in activity and influence of Neighbourhood Partnerships during the timeframe of this Action Plan.

(d) The Community's Voice

Neighbourhood Partnerships are currently being piloted in Bristol. The purpose of the Neighbourhood Partnerships is to enable local interests to engage with public agencies, establish local priorities for action and influence mainstream services. It is proposed that there will be fifteen such partnerships in Bristol covering the whole city. Four of these proposed Neighbourhood Partnerships will significantly impact upon Bristol's Objective 2 area, and will be used as an additional vehicle for two-way communication with local residents.

C-Net (Community Network) has been established as a support group to enable voluntary and community organisations in Bristol to engage with and contribute to the Bristol Partnership and the development of Bristol's Community Strategy.

There have been a number of surveys undertaken in the specific parts of the target area to find out about resident activities in the community. These include the Barton Hill Community At Heart New Deal for Communities Baseline Survey, the St Paul's Resident Survey: "What People Say", "Speaking for Themselves": The Redcliffe Community Survey 1999 and social audits.

The Barton Hill Baseline Survey undertaken for the New Deal for Communities took an extensive door-to-door sample of 500 out of 3000 households. It found that:

78% of residents attended some sort of community facility

33% of residents felt involved in their community
11% of residents actually took part in community activities.

The St Paul's Resident Survey was undertaken by Involving Residents In Solutions (IRIS), which involved peer research. Extensive interviews were carried out with representative sample of 3% of the local population. This found that:

51.3% got involved in community issues
42% used local sports centre
45% used other community facilities.

The Redcliffe Community Survey interviewed 9.5% of the population of Redcliffe. It measured neighbourhood awareness of local organisations – for instance churches, schools, Redcliffe Community Association (36%), Rainbows, Brownies and Guides (33%), Redcliffe Action Group (30%), Redcliffe Care (22%) and Avon Youth Association (20%)

Partnerships, networks and forums have also been established throughout the city to address citywide issues (such as the Race Forum, Disability Forum, Women's Forum and Youth Forum) and more specific local issues. These groups and partnerships do not however address the needs of all sectors of the community. Many residents are socially excluded as they lack the skills and confidence to become more actively involved in addressing their local concerns.

2.3.2. *The Local Environment*

(a) Community Venues

There are a number of locally managed community venues within the Objective 2 area including the Malcolm X Centre (Ashley), St Werburghs Community Centre (Ashley), the Barton Hill Settlement (Lawrence Hill), Easton Community Centre (Easton) and The Mede Centre (Filwood). The majority of these are well used by the local residents and community groups. There is however, insufficient capacity within the existing buildings, for the number of voluntary organisations / community groups who wish to provide and develop further services.

The Objective 2 Action Plan (2000-2004) is currently funding the development of a project to re-build the St Werburghs Community Centre. Funding under the Action Plan (2004-2008) would enable other Community Centres in the target area to be redeveloped and enhanced in a similar way to the St Werburghs Centre, providing a valuable resource for the local community.

(b) Workspace Provision

The recent 'Managed Workspace Survey' for the West of England (Bristol, BNES, North Somerset and South Gloucestershire) conducted by Annabel Jackson Associates (October 2002) identifies unmet demand for managed workspace in Bristol's Objective 2 area – a significant constraint to SME development. The study, which was commissioned by the West of England Strategic Partnership and South

West Regional Development Agency, identified a shortfall in the types of property necessary for start-up and small businesses, both by general theme and size.

The study has specifically identified lack of **general managed workspace** in Bristol's Objective 2 area. Poor quality of existing stock and issues such as security exacerbate these problems, which impinge disproportionately on ethnic minority firms who are concentrated in the area. There is a particular need within the area for cost-effective, supported and flexible workspace.

The most significant areas of unmet demand for managed workspace in Bristol can be categorised by business type. The identified gaps are for:

- **High tech** space (science park or stand alone incubator units). There is clear evidence that that lack of space is resulting in the loss from the sub-region of valuable economic activity.
- **Creative industries** to meet the need of growth media and arts sectors, contributing towards an informal 'cluster', and build upon Bristol's strengths in this field
- **"Sustainability businesses" (Environmental technology)**, including waste disposal and recycling sectors represent growth sectors in Bristol for which there is an unmet demand for space

The Annabel Jackson Associates study concludes that the provision of managed workspace (supported with European and SWRDA funding) would provide a visible focus for other economic development work in the area.

In a survey of people seeking premises in the West of England area, also conducted by Annabel Jackson Associates, tenants were asked about their preferences regarding premises. Cheap rent is of great importance to this group, second only to parking. Twenty-four hour access, easy-in easy-out terms and security are also major priorities.

There is also significant demand for un-managed workspace in Bristol's Objective 2 area (both industrial and office), particularly at the smaller end of the scale (under 1000sq ft and under 500sq ft). Unmanaged workspace is perceived to be cheaper by potential tenants. Agents, King Sturge, conclude that the supply of space is totally inadequate for a market of Bristol's size.

Industrial and commercial property information on trends is available from data within the sub-regional inward investment register (compiled from 90 property agents in the former Avon area) and the inquiry database of companies or individuals who have expressed an interest in either locating or re-locating in the Greater Bristol area.

Bristol continues to be a focus for UK companies seeking a base to serve the South West region and South Wales. Just over 20% of companies finding new locations in the Bristol area through the City Council, relocate within the Objective 2 area.

(c) The Social Economy

Community owned businesses, co-ops, development trusts, Local Exchange and Trading Systems and credit unions are viewed as having a vital role to play in local economic development within the Objective 2 area. The sector is already making a valuable contribution in a number of ways, including employment and accessible routes into employment, capacity building, increasing local democracy and supplying goods and services to local communities.

The social economy is vibrant within Bristol. Bristol Social Economy 1999, estimated that there were approximately 1,000 social economy organisations in the city as a whole. There were approximately 182 social economy organisations in the target area, which brought in an income of £59,172,143 to Bristol. Charities made up the largest proportion of the organisations. There were also two credit unions within the Objective 2 area that provide financial support to both individuals and groups.

The major barriers and constraints for the social economy sector are the basic resources of finance, staff and premises. 27% of social economy organisations in Bristol cite the lack of appropriate premises as a major constraint to their organisation (Social Economy Bristol Development Project, October 2001).

(d) Transport Infrastructure and Services

Communities in the Objective 2 area have low car ownership and experience high air pollution (16.02ppb in the target area compared to the city average of 14.13ppb) and higher road casualty figures associated with high levels of through traffic. Within the target area there are only 366 cars owned per 1000 adult compared to the city average is 478. Residents typically have to rely on commercial bus services that do not always serve local needs particularly well. The pressure that congestion and traffic growth are placing on the public transport network has exacerbated social exclusion in the target area.

The railway line connecting Temple Meads, Lawrence Hill and Stapleton Road provides good access to London and the South West, but services to the smaller stations are infrequent and unreliable. The wards further from the city centre suffer from poor access to public transport, which excludes some residents from the workforce. The low level of car ownership within the Objective 2 area means that residents are reliant on public transport. The Bristol Transport Plan 2001/2002 identifies Filwood as the area with the worst access to public transport.

The railway and the motorway divide Lawrence Hill, Ashley and Easton. Junction 1 of the M32, connecting the M4, provides good accessible road transport links from which businesses can benefit. However this has encouraged rat running on local residential roads. Although these transport links can promote economic activity, traffic problems are an inevitable consequence. Thoroughfares, such as Church Road, Easton Way and Stapleton Road, suffer a high volume of traffic, which separates local neighbourhoods and leads to social exclusion. These wards lie in close proximity to local facilities, but danger from traffic, and concerns about child safety, inhibits social interaction and healthy forms of travel.

The inner city wards suffer high levels of car and noise pollution as a result of high levels of through traffic. This problem is exacerbated by the intrusive M32, which divides Easton and Ashley. Through the Air Quality Strategy certain places are to be designated as Air Quality Management Areas. This will enable area-wide traffic management measures to be implemented to deal with the pollution hot spots including areas around the M32. Ashley has the worst road casualty record in the city. Traffic management schemes have been implemented in St Werburghs and St Agnes to reduce traffic speed whilst the selected one-way streets, which have been introduced to inhibit rat running, have proved effective.

(e) Housing and Social Stress

Nearly a third of households are in receipt of Council Tax benefits, in contrast to a citywide average of 22% (refer to Table 2). The number of tenants claiming housing benefit is above average throughout the objective 2 area (approximately 70%) (Housing Services, 1999). There were an average of 48 homeless applications between March and September 1999 in the Objective 2 area compared to only 21 in Bristol as a whole (Housing Services, November 1999).

Within the Objective 2 area, the number of homes unfit for habitation (all tenures are well above the city average). Easton has the highest amount of homes unfit for habitation at 16.16% (refer to Table 3). In addition there are a larger number of empty homes being brought back into use compared with the rest of Bristol (refer to Table 4).

Tenure of homes varies between the wards in the Objective 2 area (refer to Table 5). Both Easton and Ashley have an above average percentage of owner occupied homes, whereas Lawrence Hill has the lowest owner occupation levels and the highest amount of City Council owned stock.

(f) Health and Disability

Residents in the Objective 2 area are disadvantaged in terms of health. Standardised mortality rates show that health problems are significantly worse in this area than the average for both Bristol and Avon (refer to Table 6).

(g) Crime and Disorder

Crime rates within the Objective 2 area tend to be above the city average particularly in terms of domestic burglaries, theft and violence against person. In 2003-2003 there were 140 cases of theft and handling per 1000 head of population in the Objective 2 area compared to a citywide average of 99. Incidences of crime per head of population have risen considerably between 1999 and 2002 from 236 to 312. 43% of Bristol's drugs offences occur within the Objective 2 target area.

2.3.3 Education and Skills

(a) Employment Structure and Performance

The Objective 2 area accommodated over 52,000 jobs in 2001 (refer to Table 8). Two major points about its structure and performance are noteworthy:

- The overall structure of employment is not very different from that of the City as a whole.
- In contrast to the Bristol and national pictures, employment has been declining rapidly with major job losses over the 1990s in manufacturing and transport and communications – traditional providers of relatively well-paid manual job opportunities.

(b) Self Employment

Whilst no recent data is available, levels of self-employment were relatively low in 1991. Within the Objective 2 area only 10% of residents were self employed compared to 10.3% in Bristol and 14.9% in the South West region (refer to table 9).

(c) Economic Activity

A significantly lower percentage of females are economically active (60.2%) compared to males (72.6%). The differences between female and male activity rates are broadly in line with the wider national picture. A range of factors will have contributed to the relatively low female activity rates, including the availability of childcare facilities.

(d) Unemployment

There are 52,800 jobs accommodated within the Objective 2 area, however the rate of unemployment is 5.9% compared to an unemployment rate of 2.9% in Bristol as a whole. There are significantly higher levels of unemployment amongst the minority ethnic population in the Objective 2 area.

Unemployment, in particular long-term unemployment, is a key contributor to the problems within the Objective 2 area (refer to Table 11). Around a third of all Bristol's claimants are residents of the Objective 2 area. Long-term unemployment rates in the Objective 2 area are at least twice the average Bristol rate, highlighting the division between the prosperous and the economically excluded within the City. Approximately 12.4% of the unemployed people in the target area have been out of work for over a year.

Overall unemployment is particularly concentrated in the wards of Ashley (8.9%) and Lawrence Hill (10.9%), the wards adjacent to the city centre where a large proportion of the City's employment opportunities are based. In these areas second or third generation unemployment is prevalent. Recorded female unemployment rates are much lower than male rates, reflecting the wider UK picture. To some extent, of course, the rules on benefit eligibility tend artificially to suppress female unemployment problems within the claimant count data so that the significance of such differences is a potential matter for debate.

(e) Educational Attainment At School Level

Alongside the poor economic activity rates, educational attainment levels and the skill base within the Objective 2 area are limited, which constrains the capacity of residents to take up employment and training opportunities being created in the city.

At primary, secondary and post-16 level, pupils in the area achieve significantly less than their peers in the rest of Bristol. Major increases in attainment levels are necessary if pupils in the Objective 2 area are to reach national government targets. On average within the target area, only 52% of pupils reach L4 KS2 in maths and 50% of pupils reach L4 KS2 in English, compared to 66% and 65% respectively for pupils in the rest of Bristol.

Compulsory Secondary Level

The attainment at GCSE level for comprehensive schools with the Bristol Objective 2 area is well below the levels achieved in England and Bristol. Only 25% of pupils in the target area obtain 5 A* - C GCSEs compared to 33% average for Bristol.

There are a substantial – and increasing – number of pupils in the Objective 2 area who are leaving secondary education with no GCSE level qualifications.

(f) Literacy and Numeracy Levels of the General Population

Basic skills such as literacy and numeracy are essential when seeking employment. Many residents within the Objective 2 area experience difficulties when seeking employment because they do not have an adequate level of basic skills. 21% of residents have low levels of literacy and 7.2% of residents possess very low numeracy skills. These figures exceed the average for both Bristol and the UK (refer to Table 15).

There are significant differences in basic skills levels between the wards within the Objective 2 area. Low literacy and numeracy levels are particularly concentrated in Filwood where over a quarter of residents possess low literacy levels and over a fifth possess low numeracy levels.

(g) Training and the Skill Levels of the General Population

There are no further education colleges or higher education institutions within the Objective 2 area. The 2001 Census suggests that 30% of the population within the Objective 2 area have no educational or technical qualifications, compared to 26% of residents in Bristol as a whole.

Employers in the Objective 2 area have said that difficulty in recruiting staff locally is due to skill shortages. A total of 77% of employers in Windmill Hill and Filwood, 63% in Easton and Ashley and 56% in Lawrence Hill stated they were unable to find suitable skilled staff. The most frequently mentioned skills shortage in the Objective 2 area included:

- Basic literacy and numeracy (29% in Easton and Ashley and 28% Windmill Hill / Filwood)
- Technical and specialist skills (22% in Easton and Ashley and 24% in Windmill Hill / Filwood)
- Work ethic / motivation (11% in Lawrence Hill, Easton and Ashley).

(g) Vacancies

In October 2000 the greatest number of notified vacancies were in the following employment sectors in Bristol and South Gloucestershire:

- 21% of notified vacancies in clerical and secretarial occupations
- 20% of notified vacancies in sales occupations
- 15% of notified vacancies in personal / protective service occupations.

3. SWOT ANALYSIS OF THE OBJECTIVE 2 AREA:

3.1 Introduction

Section 2: Target Area clearly sets out the levels of high deprivation is clearly identified (including poor educational attainment, high levels of unemployment, inadequate transport provision and high levels of pollution). There are however a number of strengths within the local communities, including the vibrant social economy and the cultural diversity of the area.

The SWOT analysis below summarises the main issues to be addressed in the target area as well as the opportunities, which can be tapped into to ensure the Objective 2 area becomes as prosperous area with a quality of life that matches the best regions in Europe by the end of the programming period.

3.2 Strengths

The Local Community

- There is a well-developed network of community groups and voluntary organisations with strong tradition of partnership working and of participation in socio-economic programmes particularly in Easton and Ashley and more recently in Filwood in response to recent regeneration pressures.
- There are a large number of city wide, umbrella voluntary sector organisations.
- The local communities are active with high level of engagement of local residents and businesses in Objective 2 process.
- There is a multicultural community concentrated in Easton, Ashley and Lawrence Hill.

The Local Environment

- The wider area has good strategic road and rail links to London, the Midlands, South Wales and the South West.
- There are good railway links to the local area – Temple Meads, Lawrence Hill and Stapleton Road.
- There is a diverse range of community buildings and facilities that are locally managed and well used by local residents.
- The social economy is vibrant consists of enterprises which empower local people to improve wealth and well-being, including community businesses, cooperatives, credit unions, development trusts, LETS schemes, charities and housing associations.
- Relatively low cost space
- Wide range of size of vacant business space (office and commercial).

Skills and Employment

- There is a substantial and reasonably diverse base of job opportunities within the area itself.
- Economic activity rates are relatively high.
- There are job opportunities in a range of sectors including financial services, distribution, hotel and restaurants and retail
- The target area is situated in an economically buoyant, diverse and dynamic sub-region.
- The area is within close proximity to the natural economic focus of Bristol City Centre.

3.3. Weaknesses

The Local Community

- There is limited community activity in Old Market, Redcliffe and Windmill Hill.
- Community groups and voluntary organisations are stretched to capacity with limited resources in terms of staff and accommodation.
- There are high levels of social exclusion amongst specific groups (young men, women, older people, people with mental health difficulties, people facing racial discrimination, ex-offenders and youth).
- Extensive deprivation and high levels of dependence on benefits with associated social exclusion.
- Many residents experience problems of alienation, loss of confidence, low motivation and aspirations.
- Many residents experience problems due to language barriers.

The Local Environment

- The target area lacks an individual identity, and suffers from a negative external image.
- Existing community buildings have insufficient capacity to cater for the needs of the local community groups / voluntary organisations.
- Housing in the area is poor and there are problems of social stress.
- There are limited / poor social facilities – childcare, green space, shopping facilities etc.
- Poor health, linked to problems of social exclusion and social stress.
- Many residents live in fear of crime.
- There are high levels of assault and racial harassment.
- There are high levels of property and vehicle related crime.
- Prevalence of drugs and prostitution.
- The area has poor and degraded urban environments.
- There are high levels of car and noise pollution.
- The public transport network is limited and there are high levels of reliance on public transport.
- The communities are divided by the M32.

- There are high numbers of road casualties.
- Shortage of both managed and unmanaged workspace for SME's

Skills and Employment

- The target area has experienced rapid loss of jobs in traditional sectors including manufacturing and transport and communications.
- There are relatively high levels of unemployment and long-term unemployment.
- Low levels of part time employment.
- Low levels of self-employment.
- There is a higher proportion of youth unemployment.
- High levels of second-generation unemployment.
- Female activity rates are much lower than male rates
- There is a predominance of low skill / low wage employment
- Relatively limited base of self employment
- Levels of educational attainment at all levels are poor within local state school system
- Limited access to and participation in, higher and further education
- There are low levels of literacy
- Limited base of high level skills and indications that available skills may not match current demands in wider labour market
- Employers experience problems filling vacancies.

3.4 Opportunities

The Local Community

- Build upon the network of local agencies that have been brought together under the Action Plan (2000-2004), including partnerships and forums to address the issues in the local community.
- Complement new and existing strategies such as the Neighbourhood Renewal Plan.
- Develop the involvement of the diverse multicultural community within the target area.
- Target those communities that are under represented in existing community activity.
- Develop and further community involvement in neighbourhood management
- Enable local people to identify local solutions to local problems.

The Local Environment

- Increase the capacity of existing community centres and facilities.
- Build upon the existing social economy structure to secure its vibrant and sustainable future.
- Develop innovative solutions to enhance the local environment.
- Involve the local community in addressing issues relating to crime and racial harassment.

- Refurbish derelict buildings and redevelopment of brown field sites
- Potential to develop innovative solutions to transport problems
- Provision of training and development of life-skills linked to local environmental improvements

Skills and Employment

- Develop on the existing training initiatives currently being carried out in the target area including Bridging the Gap and Pathways to Employment.
- Address the problems of low literacy and poor educational attainment in the target area.
- Build on the range of employment opportunities for local residents both locally and within the city centre and wider Bristol and sub-regional labour markets – particular opportunities for people with IT / white collar / management skills.
- Match skills developed through training opportunities to available jobs
- Develop new links between education and the business sector.
- Develop access to new ICT opportunities.
- Tap into new employment opportunities in Broadmead Expansion, Redcliffe, Harbourside and Temple Quay, Hengrove Park as well as in the major corporate headquarters.
- Build upon local entrepreneurial culture
- Promote self-employment and more local employment opportunities through practical measures aimed at SMEs and Social Enterprises.

3.5 Threats

The Local Community

- Risk of increasing discrimination (based upon race, gender, disability or postcode for example).
- Growth of dependency culture.
- Increasing problems of social exclusion.
- Loss of social cohesion.
- Severance of communities.
- Risk of crime, anti-social behaviour and drug dependency escalating
- Deteriorating local services (if public/private/social economy sector shrinks or re-locates)

The Local Environment

- Environmental deterioration
- Loss of accessibility as a result of traffic growth and poor public transport
- Cycle of economic, social and environmental decline
- Degradation of community facilities, including community buildings and open space
- Degradation and decline of commercial premises

Skills and Employment

- Continued erosion of the traditional local economic base with implications for local job prospects and unemployment.
- Out migration by better educated / more skilled / enterprising / younger people with consequent loss of economic potential
- Continued poor educational attainment and low skills level

4. STRATEGIC OBJECTIVES:

4.1 Strategic Objectives

The Strategic Objectives focus on addressing inequalities in the level of economic growth in Bristol, by concentrating on the problems of social and economic cohesion.

The Action Plan's Strategic Objectives are to:

- 1. Develop the potential of the local community**
- 2. Address social, economic and environmental decline and disadvantage**
- 3. Remove barriers to employment and training for disadvantaged groups**

Each Strategic Objective is addressed in further detail below by setting out a series of indicative actions that would be supported under each strategic objective. Table one sets out the base line position in the area at the beginning of the Programme and the target position at the end of the Programme under each Strategic Objective.

4.1.1 **Strategic Objective 1: Develop the potential of the local community (Measure 1.1)**

This Objective seeks to engage local communities in the target area (through capacity building) by working directly with community groups to identify and address local issues. The Objective aims to address social exclusion by encouraging greater community participation and enhancing 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

4.1.2. **Strategic Objective 2: Address social, economic and environmental decline and disadvantage (Measure 1.2)**

This Objective seeks to develop integrated projects, which contribute towards developing sustainable neighbourhoods focusing on community enterprise and the 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
 - ✓ Refurbishing and upgrading existing vacant or underused premises
- ***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 and improve safe movement
- ✓ Improve the safety and design of public open space and other public places.
- ✓ Neighbourhood wardens

4.1.3 **Strategic Objective 3: Remove barriers to employment and training for disadvantaged groups (Measure 1.3)**

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 that 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 that could be supported includes:

- ✓ Assistance in local recruitment
- ✓ Development of personal passports and company profiles

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

The type of activity that 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 that could be supported includes:

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

4.2 Links to the South West Objective 2 Single Programming Document

The Strategic Objectives are fully in accord with the strategic objectives and measures under Priority 1: Neighbourhood Renewal and Priority 4: Disadvantaged Communities, Skills and Enterprise, set out in the South West of England Objective 2 Single Programming Document.

The Action Plan will seek:

- *'To increase incomes'* by supporting the creation of new and better-paid jobs through training opportunities and developing community enterprises;
- *'To increase opportunities available to people, businesses and communities'* by influencing both how we work and live through capacity building initiatives, improving the quality of community facilities, creating a better environment for business, enhancing the local environment and creating new learning opportunities;
- *'To widen access to employment opportunities'* by ensuring that individuals have the skills, capacity and support to access these opportunities through provision of childcare support, transport and skills match;

- ‘To help create and support sustainable communities’ by addressing economic decline, the fragmented social infrastructure and environmental degradation; and
- ‘To protect and enhance the environmental assets’ of the target area by addressing dereliction and decline of the local neighbourhoods.

The three Strategic Objectives under the Action Plan relate directly to the measures in Priorities 1 & 4:

- Strategic Objective 1 relates directly to *Measure 1.1 Neighbourhood Ownership, Leadership and Democracy* which seeks to increase community participation, enhance community confidence and improve social cohesion;
- Strategic Objective 2 relates directly to *Measure 1.2 Taking forward Neighbourhood Regeneration* which seeks to develop sustainable neighbourhoods, support community enterprise and integrate services of action within a local framework; and
- Strategic Objective 3 relates directly to *Measure 1.3 Pathways to Employment*, which seeks to target those residents most distant from the labour market and address barriers to training and employment opportunities.

4.3 Links to the Objective 3 Programme

There is considerable complementarity between the indicative actions of the Objective 2 Action Plan and Objective 3 priorities and measures. It is envisaged that Objective 3’s ESF training and capacity building measures will further enhance activities funded under Objective 2 ERDF and ESF. The following examples illustrate some these links;

- *Developing basic and key skills training* (Objective 2 measure 1.3) links with access to basic skills provision (Objective 3 measure 3.1 and 2.1). Both programmes highlight the importance of providing flexible learning opportunities and the need for improved childcare facilities.
- *Linking local businesses, learning institutions and community based activities* (Objective 2 measure 1.3) complements lifelong learning responsive to the changing needs of local employers (Objective 3 measure 3.2).

One of the Action Plan’s overarching themes is to ensure black and minority ethnic people gain access to better quality opportunities to enhance their employment prospects. This links in with priority 2 of Objective 3 (equal opportunities and social inclusion) and priority 5 (the participation of women in the labour market). Similarly, the overarching theme of promoting the use of information and communication technology under Objective 2, is present throughout the Objective 3 as a horizontal concern.

The Action Plan will complement and build upon the projects that have already received funding under the Objective 3 Programme including Bridging the Gap,

Employment Access Programme, Women into Technology and Bristol Foyer – Into Employment.

Bristol's Objective 2 Action Plan Secretariat works closely with established Co-Financing Bodies, particularly Job Centre Plus and the Learning & Skills Council (West of England) to ensure complementarity of provision and to ensure that there is no duplication.

4.4 Links to Regional / Local Strategies

The Strategic Objectives are set within a context of national policy and of current regeneration programmes and funding regimes in the area such as the National Strategy for Neighbourhood Renewal, SRB, New Deal and mainstream service investment. The majority of these programmes are scheduled to run throughout the lifetime of the Objective 2 programme and beyond, thus ensuring a coherent approach to tackling needs and the long-term sustainability of projects within the Action Plan. This Action Plan seeks to complement and build upon a wide range of existing regeneration programmes and initiatives in Bristol and the region (refer to Appendix 2).

Neighbourhood Renewal

The Office of the Deputy Prime Minister (ODPM) supports neighbourhood renewal through its Neighbourhood Renewal Unit (NRU), and more importantly in Bristol, through the allocation of Neighbourhood Renewal Funds. Bristol is amongst the 88 Local Authority Areas with the most deprived wards in England. Bristol has a local Neighbourhood Renewal Strategy, supported by the Bristol Partnership, which seeks to address the vision that “within 10 years, no one in Bristol should be seriously disadvantaged by where they live”, and to meet agreed ‘floor targets’.

The Bristol Partnership's Neighbourhood Renewal Strategy has identified 10 priority ‘Neighbourhood Renewal Areas’ in Bristol, five of which are within the designated Objective 2 area. Each of these ‘Neighbourhood Renewal Areas’ is producing a Local Neighbourhood Action Plan to identify and address local needs and to contribute towards meeting agreed ‘floor targets’. Objective 2 ‘Action Plan’ funding has contributed towards the development of these Local Neighbourhood Action Plans, and to a number of projects which address floor targets as well as to the implementation of Bristol's Neighbourhood Renewal ‘Learning Plan’. Bristol's Neighbourhood Renewal Strategy and Local Neighbourhood Action Plans seek to address a wider range of strategic objectives than the Objective 2 programme (e.g. Housing quality), but in core economic areas (e.g. Jobs) the objectives are complementary and will seek to be synergistic. In practical terms, this will mean the Regeneration Delivery Group are looking for all Objective 2 Neighbourhood Action Plan funded projects to fit with agreed Local Neighbourhood Action Plans.

Bristol's Neighbourhood Renewal Strategy is being reviewed in Autumn 2003, and will seek to increase the incidence of 'match funding'. Bristol's Objective 2 Neighbourhood Action Plan will actively work to enable 'match funding' opportunities to be identified.

South West of England Regional Development Agency

The Strategic Objectives relate directly to the Regional Strategy 2000 – 2010 developed by the South West of England Regional Development Agency (SWRDA). Addressing social and economic imbalance is identified as one of its three objectives, which is a key underlying theme of the Bristol Objective 2 Neighbourhood Action Plan. Under this regional objective, priority will be given to:

- Reducing barriers to employment and training including access, childcare and discrimination
- Developing sustainable regeneration programmes
- Promoting community enterprise
- Supporting areas in greatest need

This Action Plan seeks to fit with and complement SWRDA's Corporate Plan 2003-6.

The Action Plan will specifically seek to complement SWRDA's 'Building Communities' initiative to support "sustainable neighbourhood centres" in deprived urban areas. Filwood Broadway in Bristol's designated Objective 2 area has been selected as one of four regional "pathfinders" for the initiative.

The Action Plan will complement and enhance SWRDA's small workspace strategy for the West of England.

Creating Excellence

Creating: Excellence, The South West Regeneration Centre is a new initiative, being developed to help bring people together to learn how regeneration and renewal can be done better.

The South West Regeneration Centre aims to bring lasting social, economic and environmental benefits for all by providing a route for sharing skills and knowledge

Many organisations from around the region are already closely involved with the work of the South West Regeneration Centre. The Bristol Objective 2 Action Plan will seek to contribute ideas, views, commitment and enthusiasm to the Creating Excellence Project in the South West Region.

By bringing people together to share skills and experience, the South West Regeneration Centre will focus on four key areas:

Funding

The Centre will promote efficient use of funding resources and encourage all those with an interest in funding to work more closely together.

Partnership

The Centre will promote and develop services that make partnership working in the region more effective and efficient.

Regeneration and Renewal

The Centre will encourage regeneration and renewal that responds to the economic, physical and social needs of people and communities in the region.

Architecture, Planning and the Built Environment

The Centre will stimulate best design in a built environment that meets the needs of individuals and communities now and for the future.

Business Improvement Districts

Interim guidance on setting up Business Improvement Districts (BIDs) was published in January 2003: if approved as law local authorities can bring in extra support for businesses in deprived areas. The Objective 2 Neighbourhood Action Plan will seek to identify investment opportunities to support local SME's and communities in conjunction with BIDs if appropriate.

Crime and Disorder Strategy

The Objective 2 Action Plan has strong strategic links with crime and disorder reduction strategies and programmes within the City and sub region. It has been developed in the context of the Bristol Community Safety and Drugs Partnership (BCSDP) Crime and Disorder Reduction Strategy for 2002 – 2005 and the Bristol Partnership Community Strategy.

With the regions two most deprived wards within the Action Plan area, the reduction of crime and fear of crime is a key consideration in any co-ordinated approach to area-based regeneration. This fact is recognised within the recent Strategic Assessment produced by the Bristol Community Safety and Drugs Partnership (BCSDP) that identified the five wards within the target area as featuring within the crime hotspots for all crime and representing in excess of 20% of Bristol's total crime in 2002/2003.

Any Action Plan initiatives developed to address the reduction of crime and disorder will also do so within the context of the Local Neighbourhood Action Plans (LNAP's) developed for the Neighbourhood Renewal Areas within Bristol. Local steering groups have developed these plans that identify key issues affecting the quality of life for residents, visitors and businesses alike. Reducing crime and the fear of crime, particularly in terms of anti-social behaviour, has already been identified within the priorities of the LNAP's within the Objective 2 target area.

New Deal for Communities – Community at Heart

New Deal for Communities (NDC) is a key programme in the Government's strategy to tackle multiple deprivation in the most deprived neighbourhoods in the country,

giving some of our poorest communities the resources to tackle their problems in an intensive and co-ordinated way.

The problems of each NDC neighbourhood are unique, but all the NDC partnerships are tackling five key themes of: poor job prospects; high levels of crime; educational under-achievement; poor health; and problems with housing and the physical environment.

Key characteristics of NDC are:

- **Long-term** commitment to deliver real change. Communities at the heart of this, in **partnership** with key agencies.
- **Community involvement** and ownership.

Joined-up thinking and solutions. Action based on evidence about '**what works**' and what doesn't.

In Bristol, Community at Heart was set up in July 2000 as the resident led company to deliver the £50 million New Deal for Communities regeneration programme over a ten-year period.

The Programme will enable the communities of Barton Hill, Redfield, Lawrence Hill and the Dings to build a safe environment that fulfils local needs, inspires the local community and provides opportunities for all. The area falls within the Bristol Objective area. The Objective 2 Action Plan (2004-2008) will seek to both complement and enhance the Community at Heart Programme in Bristol.

Skills Strategy White Paper (July 2003)

The recent Skills Strategy white paper (July 2003) sets out the government's intentions to '...ensure that employers have the right skills to support the success of their businesses, and individuals have the skills they need to be both employable and personally fulfilled'¹. These aims are aligned with many of the strategic objectives presented in this Action Plan.

Firstly, the current Action Plan objective to Remove barriers to employment and training for disadvantaged groups (Measure 1.3) specifically addresses four of the five key areas of action advocated by the Skills Strategy (see appendix 10). For example, Action Plan initiatives to provide new vocational learning opportunities and new methods of delivery together with support through better childcare provision and career guidance directly reflect the Skills Strategy aim of motivating and supporting more learners to re-engage in learning.

¹ '21st Century Skills, Realising Our Potential, Individuals, Employers, Nation'.

White Paper presented to Parliament July 2003. Crown Copyright © 2003. <http://www.dfes.gov.uk/skillsstrategy/>

Secondly, Action Plan support for initiatives that focus on developing key skill areas for key sectors also relate to the Skill Strategy's call to make training providers more responsive to both learners' and employers' needs for skills.

The Bristol Local Transport Plan

The introduction of five-year Local Transport Plans (LTPs) was announced in the 1998 white paper 'A New Deal for Transport: Better for Everyone'. The concept of LTPs is for local authorities to set out 5-year comprehensive integrated transport strategies, covering all forms of surface transport, linked to local development and regeneration proposals.

The Bristol Local Transport Plan outlines an extensive package of transport measures for Bristol. The long-term strategy is concerned with lessening the dependence on the car by developing and promoting alternatives, particularly through high quality public transport improvements, and complementary restraint measures. This will be achieved in partnership with other stakeholders to ensure that the economic vitality and sustainability of the city is enhanced.

There is a high degree of complementarity between the Bristol Action Plan and the Local Transport Plan, particularly around the issues of air pollution and road safety. The presence of the M32, and other major traffic routes in the Objective 2 target area, give parts of the area the city's worst air pollution and road casualty records. The Bristol Action Plan will make a positive contribution to achieving the objectives set out in the Local Transport Plan.

Urban Bus Challenge

Bristol city council Urban Bus Challenge comprises three separate stand-alone projects, drawn up in association with the Knowle West Community Link, the Ashley - Easton Link and Bristol Dial-a-Ride. The three schemes each demonstrate innovative and/or unconventional solutions to the problems of public transport provision in the Bristol Objective 2 area. They will be aimed at client groups of disabled and older people and others experiencing social exclusion, targeting areas that are not currently covered by other networks.

The projects will enable people who are currently disadvantaged, economically and socially, by their location, to access opportunities and services in other parts of the city. By increasing the number of people using buses in the city, the number of cars on the road will be reduced. This will, in turn, contribute towards reducing the level of pollution in the City.

The Action Plan fully supports the Urban Bus Challenge Initiative and will seek to work co-operatively with the projects to ensure that their aims and objectives are met.

Regional Sustainable Development Framework

The Regional Sustainable Development Framework, "A Sustainable Future for the South West" was produced in December 2000 by Sustainability South West, on behalf of the Government office for the South West. The South West Regional Assembly is now responsible for taking forward the framework and monitoring progress against its objectives.

The framework contains 15 crosscutting themes, each with objectives and a suggested indicator. The themes are: -

1. Health and Well-being
2. Economic Development
3. Climate Change
4. Development and Planning
5. Regional Inequality and Access
6. Sustainable Communities
7. Biodiversity and Landscapes
8. Learning and Skills
9. Transport
10. Natural Resources and waste
11. Business and Work
12. Culture and Heritage
13. Food and Farming
14. Tourism
15. Coast and Maritime Environment

The framework also contains a checklist based on 15 principles of sustainability, such as local needs, safety and democracy. This checklist can be used to appraise projects, policies and decisions. The Action Plan will seek to work within the guidelines set out in the Regional Sustainability Framework. The Action Plan will be subject to sustainability assessment by the Government Office of the South West's Environmental Sustainability Theme Manager, using both the guidance mentioned above, and the Bristol Partnership's sustainability checklist.

South West Forum

South West Forum is a strategic organisation of more than 200 local and sub-regional 'umbrella' and intermediary organisations. The key roles of the Forum are to influence policies and decision-making at regional level and promote the development of the voluntary and community sector in the South West.

The devolved approach of the Bristol Action Plan to the delivery of structural funds in the region complements the Forum's key aim is to be an active and dynamic influence in the region, thus ensuring that the voluntary and community sectors are genuinely engaged in developing and influencing policy.

West Of England Small Workspace Strategy

This Action Plan, and in particularly the activities to be carried out under Measure 2.2, closely link and coincide with the West of England Small Workspace Strategy and its proposals for Bristol as a part of this important sub-regional strategy. This Strategy, the development of which has been supported by the relevant local authorities, SWRDA, and Business West is largely built upon the same baseline and survey data as used to develop the Action Plan Measure 2.2 proposals, and therefore identifies the same priorities within Bristol's Objective 2 area. *

* NB/ The West of England Small Workspace Strategy was only available in a draft form when this Action Plan was drafted, but work has continued to ensure complementarity.

The West of England Managed Workspace Survey (Annabel Jackson Associates, October 2002) specifically identifies demand for managed workspace within Bristol's Objective 2 area and identifies that this is a constraint to SME development in the area. This report proposes utilising SWRDA resources to 'match' European investment to meet this demand.

Community Strategy

The Bristol Partnership, which is responsible for the strategic delivery of this Action Plan have agreed a Community Strategy for Bristol. This Community Strategy identifies that Objective 2 will complement Bristol's Neighbourhood Renewal regeneration programme. The Action Plan will also contribute towards meeting Community Strategy strategic objectives and aims.

West @ Work

West @ Work is a consortium of key organisations and agencies in Bristol and South Gloucestershire committed to tackling disadvantage, particularly in terms of improving the delivery of access to work support to unemployed people, especially those most excluded from the labour market. The Bristol Objective 2 Neighbourhood Action Plan is committed to working with West @ Work to achieve these shared objectives.

Bristol Means Business & Business West

Business West and the Bristol Means Business partnership have collaborated in the development of this Action Plan, and particularly support the delivery of Measure 2.2 to 'Create a better environment for business' through this Action Plan.

Bristol Means Business is a partnership of eleven local agencies, which provides a wide range of enterprise support and development services throughout Bristol's Objective 2 area. This consortium currently jointly deliver a £3.8m programme which receives £1.9m ERDF support from the Objective 2 Programme for the South West of England under Priority 2 to support and advise new and existing SME's, social

enterprises, and co-operative businesses. The partnership is working to develop more strategic approaches to creating a thriving small and community business sector as a part of the overall regeneration of Bristol's Objective 2 area. The lead partner in the Bristol Means Business Consortium is Business West (formerly Business Link West). Additional information on the Bristol Means Business partners can be found at: <http://www.businessmatch.org.uk/379.asp>

The Bristol Means Business Partners believe that effective business regeneration requires proactive business support but also the tackling of other issues that inhibit business formation and stability. This includes the availability of suitable workspace on appropriate terms. In Bristol the number of micro-businesses grew by only 0.4% between 1999 and 2001, compared to 2.4% in the Objective 2 area as a whole (NOMIS, Annual Business Inquiry, Business Analysis). This suggests that the lack of appropriate businesses premises in Bristol is a significant constraint to the development of micro-businesses in the City.

The consortium has formed an 'Incubator sub-committee' to take forward identified issues of workspace for small businesses. The Bristol Means Business Partners agreed to work with Bristol City Council and the Bristol Partnership on a single Measure 2.2 bid under the Bristol Objective 2 Neighbourhood Action Plan. They believe that the delivery of Measure 2.2 activities under this Action Plan must seek to achieve a balance of different types of workspace such as incubator, managed, micro, high-tech enabled, and studio space.

One of the broader aims of the Bristol Means Business partners is to better integrate their client services and marketing so that any client can access high quality business support easily from anywhere within Bristol's Objective 2 area. It believes that this approach can be particularly beneficial when it is linked to the management of workspace. Not all workspace requires complementary business support, and certainly not on-site support. However, business support has been demonstrated to significantly improve survival chances of new and on-going businesses. The Bristol Means Business partners, led by Business West, and this Action Plan will seek for occupiers of new workspace created through Measure 2.2 in Bristol to access Bristol Means Business enterprise support and advice.

This Action Plan originally contain proposals to invest under regional Measure 2.2, but this element has been withdrawn following strong advice from the GOSW's Objective 2 Secretariat.

The Bristol Means Business Partners have stated "the partners believe that their integrated approach to working with businesses, coupled with an increased provision of affordable workspace, can best deliver the regeneration sought for the Objective 2 areas of Bristol".

Bristol City Council's Social Economy Bristol Development Project (SEBDP)

Social enterprises, community owned businesses, co-operatives, local self-help groups and development trusts have an important role in local economic

development in Bristol. Bristol City Council have invested £400,000 in the SEBDP to build upon existing strengths and support a programme focusing on developing and implementing a series of initiatives to support the growth of Bristol's social economy sector. The project focuses on the importance of encouraging local economic activity, ensuring that investment can be drawn into priority areas and that the community retains wealth generated from these activities. The Action Plan is well placed to complement, and work alongside, this strategy to enable local communities to effectively shape their own futures within the wider economy

Local Agenda 21 Strategy for Bristol

The Local Agenda 21 Strategy for Bristol provides a framework and set of principles, through which the city can build a sustainable future. The Bristol Objective 2 Action Plan is committed to working in line with the Agenda 21 strategy.

St Paul's Neighbourhood Plan

This Action Plan intends to build upon the St Paul's Assessment study, the St Paul's External Environment Study, and the consultation results of the St Paul's External Environment & Housing Investment Studies. These studies will contribute towards the proposed 'St Paul's Neighbourhood Plan', the delivery of which the Action Plan will seek to complement and assist, as appropriate.

4.5 Long term sustainability

The Strategic Objectives set out in the Bristol Objective 2 Neighbourhood Action Plan aim to ensure that the economic sustainability within the target area is enhanced throughout the Objective 2 programme period and beyond. Each project approved under the Action Plan will assist in contributing positively and visibly to the economic, social and environmental revitalization of the target area.

The capacity building and consultation processes will enable local service providers to better identify needs and target their services to the real needs of local people, to work in partnership to achieve a holistic approach, and enhance economic activity. In addition initiatives will help provide a pool of local labour with the skills and confidence to take advantage of new employment opportunities arising in the target area and beyond. Greater community empowerment will help build sustainable change to positively affect the lives of all that live and work in the Bristol Objective 2 area.

Bristol has signed the European Charter of Sustainable Cities and Towns, which established the 6 principles of sustainability, namely:

- Equity and social inclusion
- Local governance/empowerment and democracy

- A local/global relationship,
- Local economy
- Environmental protection
- Cultural heritage/quality of the built environment

In 2000 Bristol undertook a community consultation in order to establish its strategy for sustainable development 'Indicators of Quality of Life in Bristol 2000 Sustainability Update'. Twelve sustainability topics were chosen, (namely waste management, energy, transport, environmental protection, biodiversity, housing and shelter, sustainable business, health and well being, community safety, social economy, culture and tourism and land use and development). For each of these, a Headline Indicator was established. These are monitored annually on a ward-by-ward basis and trends towards /away from sustainability can be shown.

The Objective 2 Programme complements the Sustainability Strategy for the City. All 6 principles of sustainability underpin Priority 1 Neighbourhood Renewal. This Action Plan will contribute to improvements in a number of the core and headline indicators by ensuring that all projects are assessed with reference to the Programme and sustainability criteria. Thus, in addition to Programme outputs, the plan will contribute to improvements in:

- Neighbourhood satisfaction - at present highest levels of dissatisfaction are in Filwood and Lawrence Hill
- Jobs in the social economy - relatively low numbers in Windmill Hill and Filwood
- SMEs adopting good or best practice in environmental impact management
- Re-use of empty buildings and brown field sites - particularly in Ashley and Lawrence Hill
- Provision of sustainable local amenities
- Creation of attractive, safe streets
- % Households using recycling facilities - at present lowest figures in city are for Filwood and Lawrence Hill wards.

In addition, the city is one of 15 Municipalities in a European Working Group that has chosen a Common Set of Indicators for Local Sustainability that will be measured in order to monitor progress towards sustainability. These 5 core indicators are as follows:

- Degree of satisfaction with neighbourhood
- CO² emissions
- Passenger transport
- % of population with access to green spaces and services
- Air quality

The Bristol Partnership has established a 'Sustainable Development Action Group' (SDAG) who assist the Bristol Partnership in achieving its agreed Protocol For Action on Sustainable Development. It operates proactively, in an advisory capacity to the LSP Programme Group, seeking to raise awareness of the need for sustainable

development, the benefits this will bring and the means available to the Programme group for delivering these benefits.

The Partnership understand that sustainable development cannot be delivered by balancing or trading off social, economic and environmental costs and benefits against each other. Sustainable development means delivering economic, social and environmental benefits at the same time in an integrated manner across all policy and practice. The Bristol Partnership will ensure that sustainable development is central to and underpins all its work.

The Community Strategy has been required by law to contribute to sustainable development, and the Bristol Partnership agrees that “contributing” implies both taking positive action and not supporting action that detracts from sustainable development.

The Bristol Partnership will:

1. Carry out a full sustainability appraisal of the draft Community Strategy in accordance with best practice.
2. Work towards a “net zero co²” community planning process by developing and adopting a climate change strategy.
3. Measure and monitor the “ecological footprint”² of Bristol and seek to ensure that the actions of the Bristol Partnership lead to a reduction in footprint rather than an increase.
4. Use the quality of life indicators to provide an overview of the progress being made to improve the quality of life in Bristol and complement these, where necessary, with more detailed indicators relating to the monitoring of our “ecological footprint”.
5. Build the identification and management of significant environmental effects into the performance management system, communication strategy, learning plan and other relevant management processes of the Bristol Partnership
6. Build sustainable development criteria into the eligibility criteria for its funding regimes

² Ecological footprint – analysis that enables us to estimate the resource consumption and waste assimilation requirements of a defined human population or economy in terms of a corresponding productive land area. It measures the total area of ecosystem types needed continuously to support all the social and economic activity of the people in a given area. The total ecosystem area that is essential to the continued existence of a city is its Ecological Footprint on the Earth (Our Ecological Footprint, M. Wackernagel & W. Rees, 1996).

7. Ensure that the membership and expertise of the Local Agenda 21 groups is available to the Bristol Partnership.
8. Promote best practice and new approaches to projects and initiatives to ensure best practice and the development of new skills and information in sustainable development.
9. Promote and develop mechanisms for awareness raising and education across the Bristol Partnership and Community Strategy agenda.
10. Ensure the Bristol Partnership and community strategy process builds business, community and other agencies confidence by tackling barriers to involvement and encouraging wider participation in decision-making, initiatives and actions.
11. Monitor, advise and make recommendations to ensure that the actions and commitments contained within this protocol are delivered.
12. Monitor, advise and make recommendations to ensure that the actions and commitments contained within this protocol are delivered.

The Bristol Partnership will also ask, encourage and support all its partners to:

1. Carry out a sustainability appraisal of their key policy documents and activities.
2. Build sustainable development criteria into the eligibility criteria of all their funding regimes.
3. Build the identification and management of significant environmental effects into their performance management systems and other relevant management processes.
4. Measure and monitor the “ecological footprint” of their own activities

5. THE OVERARCHING THEMES

5.1 Introduction

The Single Programming Document sets out three cross cutting priorities which are important to the achievement of the aims of the Objective 2 Programme; namely equal opportunities, information society and environment.

The Action Plan addresses these cross cutting priorities under three overarching themes:

- A** **Ensure that minority groups gain access to better quality opportunities to enhance their employment prospects in the future** *(in line with the objectives of the crossing cutting theme - equal opportunities).*
- B** **Promote the use of information and communication technology within the Bristol Objective 2 area** *(in line with the objectives of the crossing cutting theme – Information Communication Technology).*
- C** **Ensure that economic growth and environmental gain are integrated on all levels** *(in line with the objectives of the crossing cutting theme – environmental sustainability).*

A strategy has been developed for each of these overarching themes.

5.2 Equal Opportunities Strategy

This strategy relates to the over arching theme A of the Bristol Action Plan '**ensure that equalities communities gain access to better quality opportunities to enhance their employment prospects in the future**'.

The Partnership recognise that certain groups in the community experience greater barriers to employment and the labour market, particularly women, black and minority ethnic people and disabled people. In developing the Action Plan, the equalities forums for Race, Women and Disabled People have been consulted, and their views and expertise taken into consideration.

The Action Plan (2000-2004) has been striving towards achieving equality of opportunity in all aspects of the Programme. In terms of the numbers of people from Black and Minority Ethnic communities receiving training, the first Bristol Action plan has exceeded the targets for the whole of the South West region by over 270%. In terms of the targets for disabled people receiving training, the Action Plan has surpassed the South West targets by over 100%. This new Action Plan will build upon the rigorous approach to equal opportunities adopted under the first Action Plan, and extend the achievements and improvements already being made.

The Partnership will seek to increase the number of women, disabled people and minority ethnic people securing training and employment opportunities as well as participating in the management and implementation of the Action Plan. The Partnership will ensure that each project funded through the Action Plan will address the issues of equal opportunities in line with the objectives set out in the Single Programming Document.

This Action Plan will also enable excluded groups to directly benefit from physical and environmental improvements to commercial property and business districts as entrepreneurs, customers and local residents.

Each project application will be scored against criteria for equal opportunities including ensuring equitable access to Programme benefits, regardless of gender, ethnicity or disability (refer to the ERDF Scoring Criteria in the Bristol Objective 2 Neighbourhood Action Plan Working Manual). The Partnership will ensure that appropriate monitoring systems are in place and that the reporting of progress includes equal opportunities in its standard framework.

The Bristol City Council Equalities in Regeneration Steering Group was established in November 2000 in order to ensure that the voices of equalities communities (black and minority ethnic people, young people, older people, women, disabled people, Lesbian Women and Gay Men) are taken into account when taking forward the regeneration of Bristol. The Steering Group was chaired by the City Council's Executive Member for Sustainable Development and Social Justice and included representatives from key equalities agencies, VOSCUR (Voluntary Organisations Standing Conference on Urban Regeneration), the City Council's equalities forum and current regeneration programmes. The Steering Group developed a "Commitment to Equalities in Regeneration" (see appendix 9) to which key regeneration organisations, including the Bristol Partnership, have signed up. Equalities Requirements are a baseline standard for all current and future regeneration projects and programmes. The Steering group have produced and disseminated a 'toolkit' to assist in the development of good practice in equalities by all regeneration projects.

The Bristol Partnership will work together with the Equalities Action Group to ensure that the Commitment to Equalities in Regeneration is adhered to in the development and implementation of all Objective 2 funded projects.

5.3 Information and Communications Technology Strategy

The Partnership recognises the opportunity of the Action Plan to develop ICT based community enterprises and ensure that the local community within the target area have access to ICT facilities and learning opportunities. Over arching theme B of the Bristol Action Plan aims to '**promote the use of information and communication technology within the Bristol Objective 2 area**'. The new technology offers opportunities to re-engage people distant from the labour market through the provision of learning opportunities at a time and place suitable to the needs of the

individual. Each application will be scored against criteria for information society including encouraging the use of ICT and securing the delivery of ICT training (refer to the ERDF Scoring Criteria in the Bristol Objective 2 Neighbourhood Action Plan Working Manual).

The development of the Action Plan has included the establishment of a web site to help disseminate information about the Objective 2 Programme in Bristol to local communities.

5.4 Environmental Strategy

The Partnership recognises that, as a key strand of sustainable development, and one of the three overarching themes, environmental integration is a principal objective of the Action Plan. The partnership wishes to **ensure that economic growth and environmental gain are integrated on all levels**. This means that all projects will be expected to not only ensure that they have no negative impact on the environment, but also to seek to deliver environmental gain. While environmental projects that are consistent with the Action Plan's aims and objectives and deliver economic outputs will be encouraged, the emphasis is on ensuring that "mainstream" regeneration projects make a contribution to environmental sustainability

The Bristol Partnership considers this Action Plan to be a catalyst for the improvement of both the local environment, and for contributing towards measures aimed at reducing the environmental impact of regional economic activity. It is considered that there are inextricable links between a quality environment and economic and social regeneration. It is also considered that integrating environmental elements at project level has positive economic impacts. For instance, resource and energy efficiency lead to cost savings and more competitive enterprises, and the physical improvement of the local environment can lead to increased local pride and economic activity.

Each application will be assessed against criteria for environmental sustainability (refer to the ERDF scoring criteria in the Bristol Objective 2 Neighbourhood Action Plan Working Manual) and all applicants will be encouraged to seek advice at an early stage regarding the integration of environmental gain into their project.

Any proposal that is considered to have a negative impact on the environment will have to demonstrate that any impact has been mitigated. The result should be no net reduction in environmental quality. **Projects from which negative environmental impact will result, and which haven't sought to reduce or mitigate this will be unlikely to be supported.**

In accordance with the Bristol Partnership's aim of working towards a "net zero CO² process", all projects will be expected to demonstrate how they have addressed the following:

- Reducing energy use;
- Utilising renewable sources of energy (for instance through purchasing “green” electricity);
- Reducing resource consumption
- Reducing travel by private car
- Minimising waste
- Raising awareness amongst beneficiaries and staff

The Partnership will ensure, through the Sustainable Development Action Group and through appropriate representation on the Regeneration Development Group, that commitment to environmental integration is reflected at all levels, ensuring that the delivery of the Action Plan leads to environmental as well as economic improvements.

6. FINANCING:

This Action Plan seeks to update the Bristol Objective 2 Neighbourhood Action Plan funding profile, for the funding allocation agreed in 2001. It also seeks to disburse further South West of England Objective 2 funds in Bristol, in accordance with the regional (including Objective 2 Single Programming Document and Programme Complement) and local priorities.

This Action Plan will integrate Bristol Action Plan funding allocations from the South West of England Objective 2 programme to deliver a single holistic Objective 2 regeneration strategy in Bristol, addressing the regional priorities:

- 1.1 – Neighbourhood Ownership. Leadership and Democracy (ERDF)
Developing the potential of the local community
- 1.2 – Taking Forward Neighbourhood Regeneration
Addressing social, economic and environmental decline and disadvantage
- 4.1 - Pathways to Employment
Removing barriers to employment and training for disadvantaged groups

6.1 Revised Spend Profile Bristol Objective 2 Neighbourhood Action Plan 2000-2004 Funding Allocation

In 2001, Bristol's Action Plan received the following funding allocations:

| | |
|-------------|-------------------------|
| Measure 1.1 | £709,574 ERDF |
| Measure 1.2 | £4,556,121 ERDF |
| Measure 1.3 | £1,404,900 ESF |
| Total | £6,670,595 ERDF and ESF |

A projected profile of how much of this allocation would be spent in each year was agreed. The original funding profile has been updated in line with changing circumstances. The updated profile for this funding, approved in 2001, with exactly the same financial allocations for each Measure, is as follows:

European funding – spend by Measure, by year.

| Spend | Measure 1.1 ERDF | Measure 1.2 ERDF | Measure 1.3 ESF | Total |
|-----------|------------------|------------------|-----------------|--------------------|
| 2002 | £14,544 | £173,351 | £ 262,294 | £450,189 |
| 2003 | £191,702 | £1,574,776 | £ 497,926 | £ 2,264,404 |
| 2004 | £ 251,787 | £ 833,326 | £ 490,294 | £1,575,407 |
| 2005 | £ 225,099 | £ 811,106 | £121,713 | £1,157,918 |
| 2006 | £ 26,442 | £1,163,562 | £ 32,673 | £1,222,677 |
| Sub-Total | £ 709,574 | £ 4,556,121 | £ 1,404,900 | |
| Total | | | | £ 6,670,595 |

6.2 Bristol Objective 2 Neighbourhood Action Plan 2004-2008 Additional Funding Allocation

European funding – spend by Measure, by year.

| Spend | Measure 1.1 ERDF | Measure 1.2 ERDF | Measure 1.3 ESF | Total |
|------------------|------------------|-------------------|-------------------|-------------------|
| 2004 | £12,000 | | | £12,000 |
| 2005 | £38,000 | £200,000 | £420,000 | £658,000 |
| 2006 | £33,918 | £900,000 | £500,000 | £1,433,918 |
| 2007 | £36,000 | £800,000 | £400,000 | £1,236,000 |
| 2008 | | £600,000 | | £600,000 |
| Sub-Total | £119,918 | £2,500,000 | £1,320,000 | |
| Total | | | | £3,939,918 |

6.3 Bristol Objective 2 Neighbourhood Action Plan Total Funding Allocation

The tables that follow show the main financial tables for the integrated Bristol Objective 2 Neighbourhood Action Plan. These set the parameters for the delivery of the Action Plan in Bristol.

European funding - commitment by Measure by year:

| Commitment | Measure 1.1 ERDF | Measure 1.2 ERDF | Measure 1.3 ESF | Total |
|-------------------|------------------|-------------------|-------------------|--------------------|
| 2001 | 0 | 0 | 0 | 0 |
| 2002 | £61,178 | £1,343,124 | £1,176,999 | £ 2,581,301 |
| 2003 | £574,396 | £909,000 | £188,104 | £1,671,500 |
| 2004 | £74,000 | £2,303,997 | £800,000 | £3,177,997 |
| 2005 | £119,918 | £1,000,000 | £500,000 | £1,619,918 |
| 2006 | 0 | £1,500,000 | £59,797 | £1,559,797 |
| 2007 | 0 | 0 | 0 | 0 |
| 2008 | 0 | 0 | 0 | 0 |
| Sub Totals | £829,492 | £7,056,121 | £2,724,900 | |
| Total | | | | £10,610,513 |

European Funding – spend by Measure, by year

| Spend | Measure 1.1 ERDF | Measure 1.2 ERDF | Measure 1.3 ESF | Total |
|------------------|------------------|-------------------|-------------------|--------------------|
| 2002 | £14,544 | £173,351 | £262,294 | £450,189 |
| 2003 | £191,702 | £1,574,776 | £497,926 | £2,264,404 |
| 2004 | £263,787 | £833,326 | £490,294 | £1,587,407 |
| 2005 | £263,099 | £1,011,106 | £541,713 | £1,815,918 |
| 2006 | £60,360 | £2,063,562 | £532,673 | £2,656,595 |
| 2007 | £36,000 | £800,000 | £400,000 | £1,236,000 |
| 2008 | £ - | £600,000 | £0 | £600,000 |
| Sub-Total | £829,492 | £7,056,121 | £2,724,900 | |
| Total | | | | £10,610,513 |

Total Eligible Costs - commitment by Measure by year

| Commitment | Measure 1.1 | Measure 1.2 | Measure1.3 | Total |
|-------------------|-------------------|--------------------|-------------------|--------------------|
| 2001 | 0 | 0 | £ - | £ - |
| 2002 | £172,333 | £2,039,555 | £2,615,553 | £ 4,827,441 |
| 2003 | £1,664,660 | £3,341,911 | £418,009 | £ 5,424,580 |
| 2004 | £148,000 | £11,380,390 | £1,777,778 | £ 13,306,168 |
| 2005 | £239,836 | £2,000,000 | £1,111,111 | £ 3,350,947 |
| 2006 | 0 | £3,000,000 | £132,882 | £ 3,132,882 |
| 2007 | 0 | 0 | £ - | £ - |
| 2008 | 0 | 0 | £ - | £ - |
| Sub Totals | £2,224,829 | £21,761,856 | £6,055,333 | |
| Total | | | | £30,042,018 |

Total Eligible Costs - Spend by Measure by year

| Spend | Measure 1.1 | Measure 1.2 | Measure 1.3 | Total |
|-------------------|-------------------|--------------------|-------------------|--------------------|
| 2001 | 0 | 0 | 0 | 0 |
| 2002 | £29,089 | £551,762 | £582,876 | £ 1,163,727 |
| 2003 | £160,000 | £3,000,000 | £1,106,502 | £ 4,266,502 |
| 2004 | £990,626 | £5,500,000 | £1,089,542 | £ 7,580,168 |
| 2005 | £520,000 | £3,298,895 | £1,203,807 | £ 5,022,702 |
| 2006 | £350,114 | £3,411,199 | £1,183,718 | £ 4,945,031 |
| 2007 | £100,000 | £4,000,000 | £888,888 | £ 4,988,888 |
| 2008 | £75,000 | £2,000,000 | | £ 2,075,000 |
| Sub Totals | £2,224,829 | £21,761,856 | £6,055,333 | |
| Total | | | | £30,042,018 |

6.4 Match Funding

The Bristol Partnership and the Regeneration Delivery Group are seeking to provide match funding at source as far as is practicable. This approach will enable the Objective 2 Neighbourhood Action Plan to potentially 100% fund the most advantageous projects that meet agreed Strategic Objectives and serve the most disadvantaged communities.

A significant drawback of requiring individual project proposals to 'bring with them' match funding of at least 50% of the required project cost is that it restricts the pool of projects which could be considered for Objective 2 funding, at the potential expense of quality. In practice potential project promoters are restricted to those established agencies that already have significant match funding. Potential applicants are also often required to make speculative complementary funding bids to other sources, which is not time or resource efficient (or possible), particularly for resource strapped voluntary and community sector organizations serving excluded communities.

The provision of 'match funding at source' (i.e. 100% funding for some projects) enables contracting with service providers to efficiently deliver the services which best meet strategic priorities (through a range of commissioning mechanisms) – rather than being restricted to working with projects which already have the requisite match funding. The provision of match funding at source also potentially allows Objective 2 resources to support innovative and creative approaches to solving the economic problems of Bristol's Objective 2 area.

Negotiations have been entered into with potential key match funders. The key sources of match funding will come from the key agencies in the region including:

- Bristol City Council – mainstream funding
- Bristol City Council - Neighbourhood Renewal Fund
- Learning Skills Council
- Job Centre Plus
- South West Regional Development Agency

Job Centre Plus have indicated the potential provision of £2.5m match funding at source which could be made available to Bristol's Objective 2 Neighbourhood Action Plan.

The South West Regional Development Agency may be able to make significant funds available as match funding at source for this Action Plan in conjunction with the West of England Small Workspace Strategy. This is in addition to potential SWRDA match funding through specific initiatives such as Building Communities.

There are numerous other sources of match funding which local groups / organisations can tap into. As part of the development of the Action Plan, a match-funding database has been developed to assist groups in finding additional sources

of funding. Appendix 2: Complementary Regeneration Programmes identifies the key regeneration initiatives taking place in Bristol, some of which provide potential sources of match funding.

6.5 Private Sector Leverage

Under the Bristol Objective 2 Neighbourhood Action Plan (2004-2008) there is unlikely to be significant contributions from the private sector. In line with the Single Programming Document, the partnership appreciates that projects coming forward are focussing on neighbourhood regeneration and therefore would target the majority of the match funding from the public sector. It is envisaged that there will be minimal public sector leverage through in kind contributions in Priority Measures 1.1, 1.2, & 1.3.

7. OUTPUTS:

7.1 Outputs Delivered

Table 3 sets out the funding package and outputs for the Bristol Objective 2 Neighbourhood Action Plan 2004 – 2008. Table 3: Funding Package and Outputs Table illustrates the delivery of outputs relating to the funding committed up to 2006.

7.2 Value for money

The Bristol Objective 2 area includes the most deprived neighbourhoods in the South West Objective 2 programming area. Filwood and Lawrence Hill are identified as the first and second most deprived wards under the Index and Multiple Deprivation 2000. Of the top five most deprived wards in the South West Objective 2 area, a total of 55% of the population is resident in Bristol.

The delivery of the Action Plan outputs will assist in addressing the fundamental problems within the Bristol Objective 2 area, particularly the high levels of unemployment and poor educational and skills base by those distant from the workforce. The projects coming forward will address the Strategic Objectives by building the capacity of the local community, facilitating community involvement, and bringing together the plethora of community and voluntary organisations to assist the ongoing process of economic and social regeneration of the target area.

7.3 Monitoring of Outputs

The management / operating arrangements set out in the Action Plan and in further detail in the supporting document (Bristol Objective 2 Neighbourhood Action Plan Working Manual) have procedures in place to ensure the efficient and effective monitoring of outputs. Approval letters will clearly set out the information required to be collected to ensure that each output can be monitored. Regular visits from the monitoring staff will ensure that each project has the correct systems in place to monitor outputs. Quarterly reports will ensure the delivery of outputs is on target.

7.4 Indicative Projects

A list showing some of the projects supported to date under the Bristol Neighbourhood Action Plan 2000-2004 are shown at Appendix 6.

Table 3: DELIVERY OF OUTPUTS FOR COMMITTED EXPENDITURE

NB/ performance indicators below which are ~~scored through~~ are indicators contained in the June 2002 Programme Complement, but removed from the 2004 Single Programming Document following the regional programme mid-term review.

| | S.W. Objective 2 | Bristol | Additional Bristol | Total Bristol |
|---|--|-------------------------------|-------------------------------|---------------------|
| MEASURE 1.1 | Programme level targets (June 2002 Programme Complement) | Action Plan 2000-2004 Targets | Action Plan 2004-2008 Targets | Action Plan Targets |
| Outputs | | | | |
| Community groups supported | 40 | 15 | 35 | 50 |
| People trained | 1500 | 625 | | 625 |
| Animateurs / facilitators provided | 10 | 4 | | 4 |
| Community strategies supported | 10 | 5 | 1 | 6 |
| Capacity building projects | 15 | - | | |
| Projects raising environmental awareness | 10 | - | 4 | 4 |
| | | | | |
| Results | | | | - |
| Community organisations set up | 25 | 2 | | 2 |
| New networks / partnership established | 9 | 4 | | 4 |
| | | | | |

| MEASURE 1.2 | S.W. Objective 2 Programme level targets (June 2002 Programme Complement) | Bristol Action Plan 2000-2004 Targets | Additional Bristol Action Plan 2004-2008 Targets | Total Bristol Action Plan Targets |
|--|---|--|---|--|
| Outputs | | | | |
| Community strategies / integrated action plans produced | 10 | 5 | 0 | 5 |
| Community enterprises assisted | 40 | 22 | 7 | 29 |
| Area of workspace provided (m2) | 10000 | 5500 | | 5500 |
| Centres enhanced / established | 10 | 4 | 5 | 9 |
| Individuals given employment / self-employment help | 1000 | 302 | | 302 |
| Environmental improvement projects | 40 | 15 | 10 | 25 |
| | | | | |
| Cross cutting outputs | | | | |
| Project using ICT to improve access to employment / training opportunities | 30 | 9 | | 9 |
| Information society related community businesses assisted | 10 | 6 | | 6 |
| Centres enhanced with ICT facilities | 4 | 2 | | 2 |
| Redundant buildings refurbished | 5 | 2 | 3 | 5 |
| Footpaths and cycleway improvements | 2 | 1 | 1 | 2 |
| Community led environmental improvement schemes | 35 | - | 6 | 6 |
| Historic buildings / sites improved and / or adapted of new use | 3 | - | 2 | 2 |
| Businesses assisted to develop environmental activities, including reviews / audits and implementing management systems. | 35 | - | | |

| MEASURE 1.2 continued | S.W. Objective 2 Programme level targets (June 2002 Programme Complement) | Bristol Action Plan 2000-2004 Targets | Additional Bristol Action Plan 2004-2008 Targets | Total Bristol Action Plan Targets |
|--|---|--|---|--|
| Results | | | | |
| Occupancy rates of floor provided (%) | 85 | 85 | | 85 |
| Gross new sales (£m) | 9 | 4.95 | | ? |
| Gross sales safeguarded (£m) | 27 | 14.85 | | ? |
| Gross FTE jobs created | 440 | 82 | | 82 |
| Gross FTE jobs safeguarded | 150 | 41 | | 41 |
| Projects demonstrating cost reductions | 15 | - | | |
| Businesses marketing environmental elements of their products or specialising in environmental related activities or processes | 5 | - | 2 | 2 |
| Projects demonstrating increased transport modal choice | 10 | - | 6 | 6 |
| | | | | |
| Impacts | | | | |
| Net additional new jobs | 189 | 26 | | 26 |
| Net additional jobs safeguarded | 63 | 13 | | 13 |
| Net additional new value added (£m) | 3.8 | 2.08 | | 2.08 |
| Net additional value added safeguarded (£m) | 1.26 | 0.68 | | 0.68 |
| Projects contributing to improved air quality | 22 | - | | |
| Projects using recycled materials | 35 | - | | |
| Projects contributing to the energy efficiency of economic activity | 15 | - | 5 | 5 |

| MEASURE 1.3 | S.W. Objective 2 Programme level targets (Measure 1.3, June 2002 Programme Complement) | Bristol Action Plan 2000-2004 Targets | Additional Bristol Action Plan 2004-2008 Targets | Total Bristol Action Plan Targets |
|--|--|--|---|--|
| Outputs | | | | |
| People given advice & guidance | 5500 | 1600 | 1615 | 3215 |
| People trained | 4500 | 1300 | 1281 | 2581 |
| People working towards a qualification | 3000 | 1000 | 724 | 1724 |
| Women receiving support (ESF) | 2500 | 720 | 769 | 1489 |
| Trainers trained | 70 | 20 | 21 | 41 |
| Capacity building projects | 45 | 5 | | 5 |
| | | | | |
| Cross cutting outputs | | | | |
| Women receiving training | 2500 | 715 | 632 | 1347 |
| Disabled people receiving training | 75 | 22 | 155 | 177 |
| Ethnic minorities receiving training | 120 | 120 | 434 | 554 |
| People trained in ICT | 600 | 173 | | 173 |
| People achieving an ICT related VQ | 200 | 67 | | 67 |
| People trained in environmental management | 50 | 14 | 14 | 28 |
| | | | | |
| Results | | | | |
| Beneficiaries in work on leaving | 4660 | 497 | | 497 |
| Beneficiaries going on to other training | 4000 | 300 | | 300 |
| Beneficiaries moving into self-employment | 435 | 41 | | 41 |
| Positive outcomes on leaving | 2800 | 839 | 757 | 1596 |
| People gaining a qualification | 1500 | 500 | 355 | 855 |
| | | | | |
| Impacts | | | | |
| Individuals in Employment 6 months | | | | |

| | | | | |
|---|------|-----|--|-----|
| after ESF support | | | | |
| Residents in employment 6 months after ESF support net of deadweight | 4100 | 329 | | 329 |
| Unemployed in work after ESF support | 359 | 107 | | 107 |

NB/ performance indicators above which are ~~scored through~~ are indicators contained in the June 2002 Programme Complement, but removed from the 2004 Single Programming Document following the regional programme mid-term review.

8. PARTNERSHIP SYSTEMS AND MANAGEMENT ARRANGEMENTS:

8.1 The Partnership

In accordance with the DETR guidelines, a partnership representing those with a key interest in the area including the Local Authority, Learning and Skills Council, higher and further education, community and voluntary organisations support the Bristol Objective 2 Neighbourhood Action Plan. Previous experience and current best practice confirm that the most effective regeneration programmes are those developed in this way.

The Bristol Objective 2 Neighbourhood Action Plan (2004-2008) has been drawn up in consultation with local residents, representatives of the voluntary sector, community groups, and other key stakeholders (Appendix 1: List of consultations). A series of workshops have been held with local residents, community groups and voluntary organisations in developing the Action Plan during summer 2003. A list of attendees is attached as Appendix 7.

This Action Plan sets out to:

- Build on existing arrangements and avoid unnecessary duplication in either Partnership or management arrangements
- Encourage co-ordinated and strategic development
- Extend community involvement;
- Provide, where appropriate, for the development of simplified and transparent application processes as is consistent with the demands of EU funded programmes; and
- Offer a high degree of integration and synergy with SRB6, Neighbourhood Renewal Strategy and other regeneration programmes (see Appendix 2).

The Bristol Partnership, which represents key interests in the Bristol Objective 2 area, acts as the overarching partnership for the Bristol Neighbourhood Action Plan currently, and will continue to do so. The Partnership aims to give all Bristol residents greater opportunities to share in, and contribute to the prosperity of the city by bringing about sustainable economic and social regeneration through the active involvement of local people in schemes that affect their lives.

The Regeneration Delivery Group (RDG), a sub group of the Bristol Partnership, is responsible for the implementation and management of the Bristol Objective 2 Action Plan. It consists of key private, public and voluntary sector organisation representatives and is divided into Voting Members and Advisors (Non-Voting Members). The full structure is described below:

Voting Members:

| | Member | Number |
|---|--|--------|
| 1 | Chair – Chief Executive – Bristol City Council | 1 |
| 2 | Agencies (Representing Priority Themes of Education, Crime Health, Jobs) – LEA, Safer Bristol, Primary Care Trust, JC+ | 4 |
| 3 | Voluntary/Community Sector – VOSCUR, BDA | 2 |
| 4 | Neighbourhoods (Residents or Reps) – 1 x NDC (Barton Hill); 2 each from North, Central/East, South clusters of deprived neighbourhoods | 7 |
| 5 | Private Sector | 1 |
| 6 | Equalities – EAG Representative | 1 |
| 7 | Sustainable Development – SDAG Representative | 1 |

Advisors (Non Voting):

| | |
|----------------------|---|
| Bristol City Council | Head of Regeneration, Neighbourhood Renewal Manager, RSR Manager |
| GOSW | |
| SW RDA | |
| Community at Heart | Chief Executive |

Quorum:

7 members including:

| | |
|-----------------|---|
| Chair or Deputy | 1 |
| Agencies | 2 |
| Neighbourhoods | 2 |
| Other | 2 |

Development of the partnership arrangements

The Bristol Partnership is aware that in order to ensure the effective delivery of the Action Plan, there is a need for community involvement, to ensure local ownership of the management, development and implementation of the Action Plan.

The Partnership proposes the following steps to address this issue:

- 1) Learning from existing good practice.
Community at Heart Partnership in Barton Hill is an NDC Pathfinder and has brought together major local players who all are interested in achieving the sustainable improvement of the area. The partnership has drawn together key interests including the Council, Health Authority and Police as well as local representatives from schools, churches, the local youth project and Barton Hill Settlement. Representatives from Community at Heart, which is in the Objective 2 area, have played an active part in the development of the Action Plan.

Hartcliffe and Withywood Community Partnership is a SRB5 scheme, which aims to be a catalyst for social, economic and environmental regeneration of the area. It is managed and run by local people and aims to tackle social exclusion raise aspirations and harness the development opportunities in South Bristol. The steering group has 21 representatives half of which are local residents selected from the 7 theme groups. The partnership has a clear vision for the future of the area as a learning, self-determining, inclusive, healthy, balance, safe and working community.

- 2) **Addressing Geographical Community Involvement**
The partnership is keen to ensure there is representation from the five Objective 2 wards. This will be addressed through Local Neighbourhood Renewal Partnerships in the short-term, and possibly through the developing Neighbourhood Partnerships covering the Objective 2 area in Bristol.
- 3) **Involving organisations representing the Overarching Themes**
In order to address the overarching themes of the Action Plan, organisations representing the three crosscutting themes (Equal Opportunities, ICT and Environment) are now involved in the Bristol Partnership, particularly through the Bristol Partnership's Equalities Action Group and Sustainable Development Groups.
- 4) **Synergy with other partnerships**
The Neighbourhood Renewal Strategy targets the 10 most disadvantaged neighbourhoods in Bristol and aims to narrow the gaps between these neighbourhoods and the rest of the city by achieving long term goals of lower unemployment and crime, better health, skills, housing and physical environment.

Under the Neighbourhood Renewal Strategy, it is recognised that the development of neighbourhood partnerships is essential to ensure there is effective engagement of all relevant organisations. It is proposed that each partnership will be a forum, where residents together with voluntary and community organisations and representatives from the key agencies responsible for delivering services to neighbourhoods ensure that service delivery is locally sensitive and accountable.

The Strategy has identified ten priority neighbourhoods of which five are in the Objective 2 area, namely: Ashley (St Pauls, St Agnes, St Werburghs), Barton Hill (Community at Heart), Easton, Knowle West and Lawrence Hill (part). The Action Plan partnership aims to work closely with these neighbourhood partnerships to encourage a co-ordinated and strategic approach to neighbourhood regeneration within the objective 2 target area and prevent duplications of initiatives.

- 5) **Partnership Review**

The membership of the partnership is not set in stone. It will evolve over the lifetime of the Action Plan to ensure a high degree of integration and synergy with other partnerships in the area. The Partnership recognises the importance of capitalising on "what works" and changing what doesn't.

The annual community conference will offer an opportunity to assess the effectiveness of the partnership arrangements and address any imbalances (refer to section 8.2). Local residents, voluntary and community organisations and key agencies will be given an opportunity to feedback on the existing partnership arrangements.

8.2 Community Involvement

Community involvement in developing the Action Plan:

The revised Bristol Objective 2 Neighbourhood Action Plan (2004-2008) has been drawn up following consultation with local residents, representatives of local voluntary and community organisations, and other key stakeholders through a range of open meetings, training sessions and articles in local community press, and structured feedback mechanisms (refer to Appendix 1).

The process, to date, for involving the community and raising awareness has included: -

- Participating in regional Regeneration conferences and events including the *Urban Summit 2002 South West Feeder Event* and the *This is the Future of Bristol Conference, 2002*.
- Holding Action Plan workshops to brief community groups and voluntary organisations about the proposed extension of the Action Plan, including partnership arrangements, the Strategic Objectives and the application process.
- Articles in local and regional newsletters and electronic e-bulletins, to provide updates on the Objective 2 funding Programme in Bristol and information about the proposed Bristol Action Plan (2004-2008).
- Attending regular forum and community group meetings to up-date individuals on the progress of the Objective 2 funding Programme and the proposed extension of the Bristol Action Plan e.g. VOSCUR's 'Big Event'
- A consultation page on the Bristol Action Plan website at www.bristolregeneration.org.uk. People have been encouraged to contact the Action Plan (2000-2004) Secretariat with comments, queries and suggestions regarding the proposed extension of the Bristol Action Plan until 2008.

- Consultation around the development of a new Action Plan bid with the *Objective 2 Bristol Action Plan Network*, a group of Objective 2 funded project workers, established under the Bristol Action Plan (2000-2004).
- Liaising with local organisations across all sectors who have expressed an interest in delivering outputs under an extended Bristol Action Plan.
- Consultation with the Regeneration Delivery Group, a sub-group of the Bristol Partnership.
- Consultation with the Bristol Means Business Consortium, the RDA, Community at Heart and St Werburghs Community Centre regarding applying for funding under Measure 2.2 of the Regional Objective 2 Programme.

There has been a range of other community consultations within the inner city to identify the issues that need to be addressed (refer to Appendix 8). The consultations have been undertaken by various voluntary and community organisations within the Objective 2 target area and have informed the Action Plan process. In particular the Barton Hill Community At Heart New Deal for Communities Baseline Survey, the resident survey “What People Say”, “Speaking for Themselves”: The Redcliffe Community Survey 1999 and the St Paul’s Resident Survey undertaken by Involving Residents In Solutions have provided valuable evidence of issues arising within the target area. The recent ‘Managed Workspace Survey’ undertaken by Annabel Jackson Associates (October, 2002) has also informed the development of the new Action Plan (2004-2008) proposal, and had led to the inclusion of a fourth Strategic Objective, ‘Creating a better environment for Business’.

Future Community Involvement in reviewing the Action Plan

In order to develop both the Partnership arrangements and review of the progress of the Action Plan, there must be on-going community involvement in the Programme. The Partnership will host a variety of community workshops, conferences and Objective 2 Network meetings. Local communities will be given an opportunity to identify the on-going needs in the target area and how these needs are being addressed through the receipt of European Structural Funds and future priorities for forthcoming years. The events will give the Partnership an opportunity to highlight how the Strategic Objectives in the Plan are being enacted in the community.

SMEs and community businesses in the Objective 2 area will be informed and consulted through existing mechanisms, already established by some enterprise agencies within the Bristol Means Business Consortium e.g. 1200 SMEs receive the Bristol East Side Traders (BEST) Newsletter. The partnership will work closely with the consortium to ensure that SMEs, community and cooperative businesses can contribute fully to the management and review of the Objective 2 Programme in Bristol.

Project managers of successful applications will be given an opportunity to highlight how issues in their local neighbourhoods have been addressed as a result of receiving European Structural Funds. The conclusions from such events will be fed into the annual review of the Action Plan.

The Objective 2 website (www.bristolregeneration.org.uk) enables the local community to be involved in the day-to-day development of the Action Plan. There are feedback forms on the site that the local community will be encouraged to complete. Each successful project applicant will also be encouraged to contribute towards web pages to publicise the success of their projects in addressing local needs as a result of European Structural Funds.

8.3 Management Arrangements

The management arrangements are set out in detail in the Bristol Objective 2 Working Manual, a supporting document to the Action Plan. The Working Manual contains the terms of reference for the Regeneration Delivery Group and the memorandum of agreement that sets out the terms of delegation and conflicts of interest.

The primary mechanism for selecting projects to be funded under this Action Plan will be to invite funding applications from organisations able to deliver projects that contribute to meeting the strategic objectives of this Action Plan. The Regeneration Delivery Group are also, exceptionally, able to directly commission projects that contribute towards the delivery of this Action Plan.

The management structure for the Bristol Objective 2 Neighbourhood Action Plan is summarised below and in Flowchart 1:

- **Government Office for the South West (GOSW)** acts as the Programme Secretariat for the South West Objective 2 Programme. GOSW is responsible for monitoring the progress of the Action Plan, appraising 'novel' and 'contentious' projects and those projects seeking an amount of funding that exceeds the delegated level.
- **Bristol City Council**, the Accountable body for the Action Plan, will be responsible for:
 - The control of structural fund grants in a way that secures the propriety and regularity of all payments
 - Proper handling of public funds and the identification of risk, establishing effective appraisal, project monitoring and financial systems
 - Issuing the approval letters on behalf of the Bristol Partnership
 - Accountability for ensuring the strategic direction of the Action Plan.
- **The Bristol Partnership** consists of the key organisations from the City's public, private and voluntary sector, and is responsible for ensuring the

strategic coherence of the Programme. It oversees the operation of the Regeneration Delivery Group.

- **The Regeneration Delivery Group** is responsible for managing the implementation of the Bristol Objective 2 Action Plan. The activities of the group are as follows:
 - I. Consideration of Outline Applications for Objective 2 funding.
 - II. Approval of projects requiring in excess of £50,000 of Objective 2 funding.
 - III. Approval of periodic performance reports on all schemes prior to submission to GOSW.
 - IV. Consideration of progress reports from Programme Manager relating to project and programme performance.
 - V. Management of the wind up of Objective 2 programme.

The membership of the group is representative of key organisations from the city's public, private and voluntary sector. The group will comprise members from agencies represented within the Bristol Partnership, and will build on the skills and experience of the previously existing Partnership Support Group (PSG) and Bristol Regeneration Partnership (BRP).

The RDG is a 'hands-on' operational group that meets on a regular basis and is actively involved at all stages of the programme's lifecycle: development, approval, implementation and evaluation.

The RDG has authority to approve applications, which are not contentious or novel and below the delegated limit:

| | |
|-------|--------------------------|
| ESF: | Unlimited delegation |
| ERDF: | £100,000 revenue funding |
| | £250,000 capital funding |

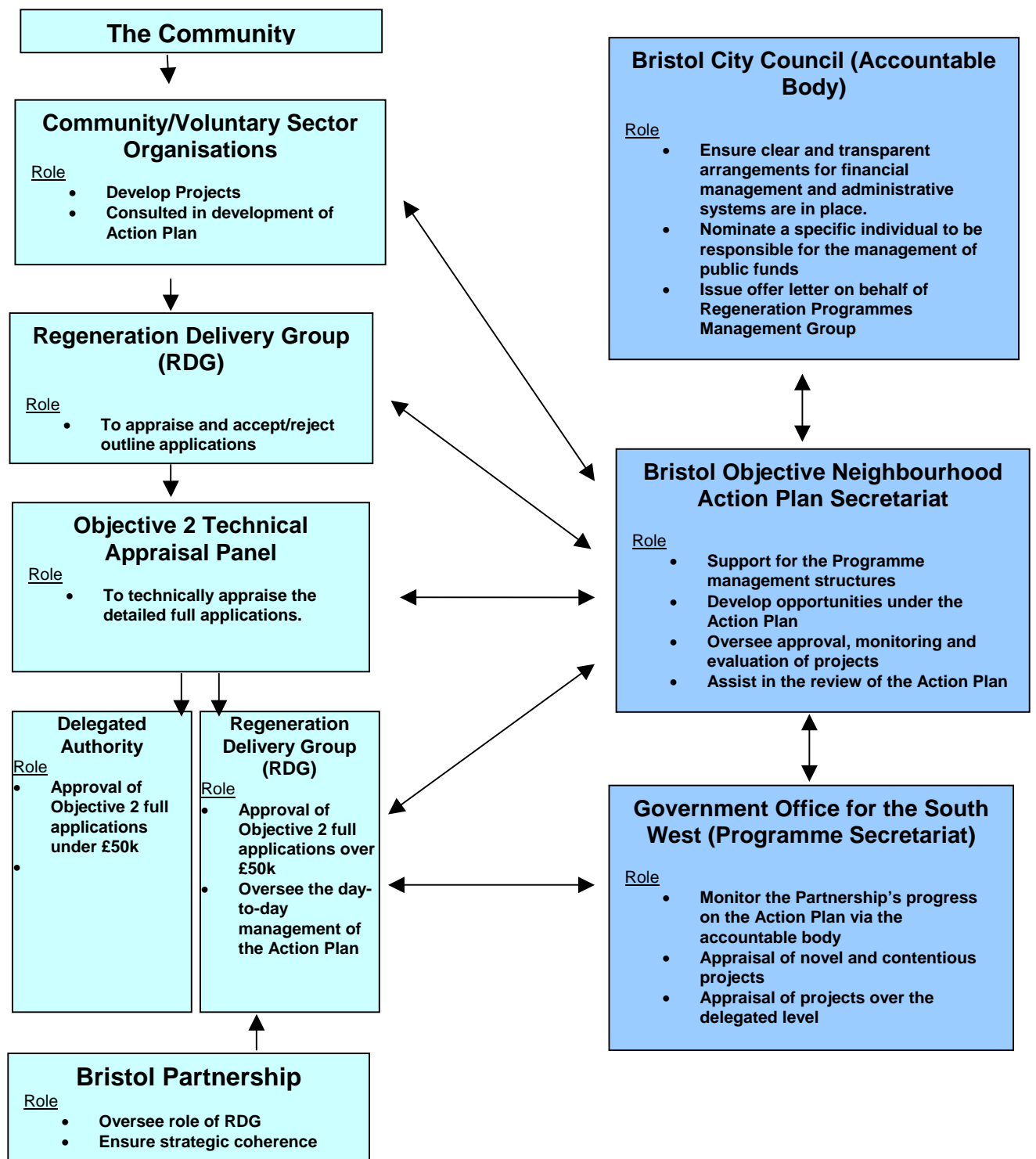
Non-contentious / novel applications below £50,000 may be approved by a delegated authority, currently Bristol City Council's Head of Regeneration.

For projects, which are contentious / novel or over the delegated levels, a report is submitted to GOSW for appraisal. The regional structures (i.e. GOSW, PEG, SWG and PMC) will appraise these projects and make recommendations. Following their recommendations, the Action Plan Secretariat will issue an offer letter.

- **The Objective 2 Technical Appraisal Panel.** The Appraisal Panel comprises representatives from Bristol City Council, SRB6, Objective 2, the South West RDA, and the Government Office South West. The role of the Appraisal Panel is to technically appraise all Objective 2 full applications under the Action Plan. The group is responsible for producing a report, which includes recommendations, to the Regeneration Delivery Group.

- **Bristol Objective 2 Neighbourhood Action Plan Secretariat** provides support to the RDG and Technical Appraisal Panel. The Secretariat is responsible for overseeing the approval, monitoring and evaluation of projects under the Action Plan. The Action Plan Secretariat includes a Project Manager, Action Plan Development Worker, administration and financial/monitoring support staff. Details of the staffing arrangements for the Action Plan Secretariat are included in the working manual.

Flowchart 1:



8.4 Financial Management and Monitoring

The Partnership recognises the importance of robust financial management to ensure that the programme is delivered and public funds are used for the benefit of the residents and those working in the Bristol Objective 2 target area.

Bristol City Council, as one of the key partners in the Bristol Partnership, will act as the accountable body on its behalf. The City Council will manage these funds in an efficient manner. This will include tendering and contract procedures as well as establishing a clear line of responsibility and accountability for the receipt and payment of public funds. The financial management systems established by the City Council Internal Audit team will be built upon to ensure efficient and effective management of the European funds. Expenditure of Objective 2 funds will be set out in twice yearly reports that will be certified by the Council's auditors.

The Financial Management Division in the Central Support Services directorate will take responsibility of the financial monitoring of projects. The day-to-day responsibility for support and assistance will lie with the Finance Manager in Community Development.

The Action Plan Secretariat will be responsible for the day to day monitoring of individual projects. This will include regular meetings with the project delivery organisations to assess the impact of the project and how it is delivering the outputs identified in the Action Plan. All monitoring information will be pooled together and incorporated in quarterly performance reports for the Regeneration Delivery Group, the programme secretariat (GOSW) and Bristol City Council as accountable body.

All projects under the Action Plan will operate under contracts, issued by BCC as the accountable body. The nature of the relationships with different departments and organisations will vary according to the nature of the work undertaken and the needs to be addressed.

The City Council will also participate in any evaluation and review process carried out by or on behalf of the Government Office and European Commission.

For further details of procedures refer to the Working Manual.

9. DECISION MAKING

9.1 Project Appraisal

Systems for appraising projects have been developed to ensure that there is clarity and clear lines of accountability. Project proposals will be assessed according to their ability to meet the Action Plan Strategic Objectives, and the appropriate measures from the SW Programme. The proposal must show evidence that it can deliver the target outputs, and that activities are eligible for funding based on the project scoring criteria agreed by the Programme Monitoring Committee.

Under the Action Plan there is a two-phase application process. Groups must first submit a 4-page outline application form that provides a broad overview of the project that they are developing. The Regeneration Delivery Group considers these outline applications and decides which organisations to invite to submit a full application. Projects successful at this initial stage are invited to submit a detailed application form to the Objective 2 Action Plan Secretariat. The Technical Appraisal Panel then appraises full applications. The Panel compiles a report that includes a set of recommendations to the Regeneration Delivery Group. If the application is requesting less than £50,000 of funding the award may be authorised by the Delegated Authority, currently Bristol City Council's Head of Regeneration (Ashy McKay). For all applications over £50,000 the RDG make the final decision whether or not to approve for Objective 2 funding.

The project application process is summarized in flowchart 2 below. The Bristol Objective 2 Working Manual sets out in further detail the project appraisal process.

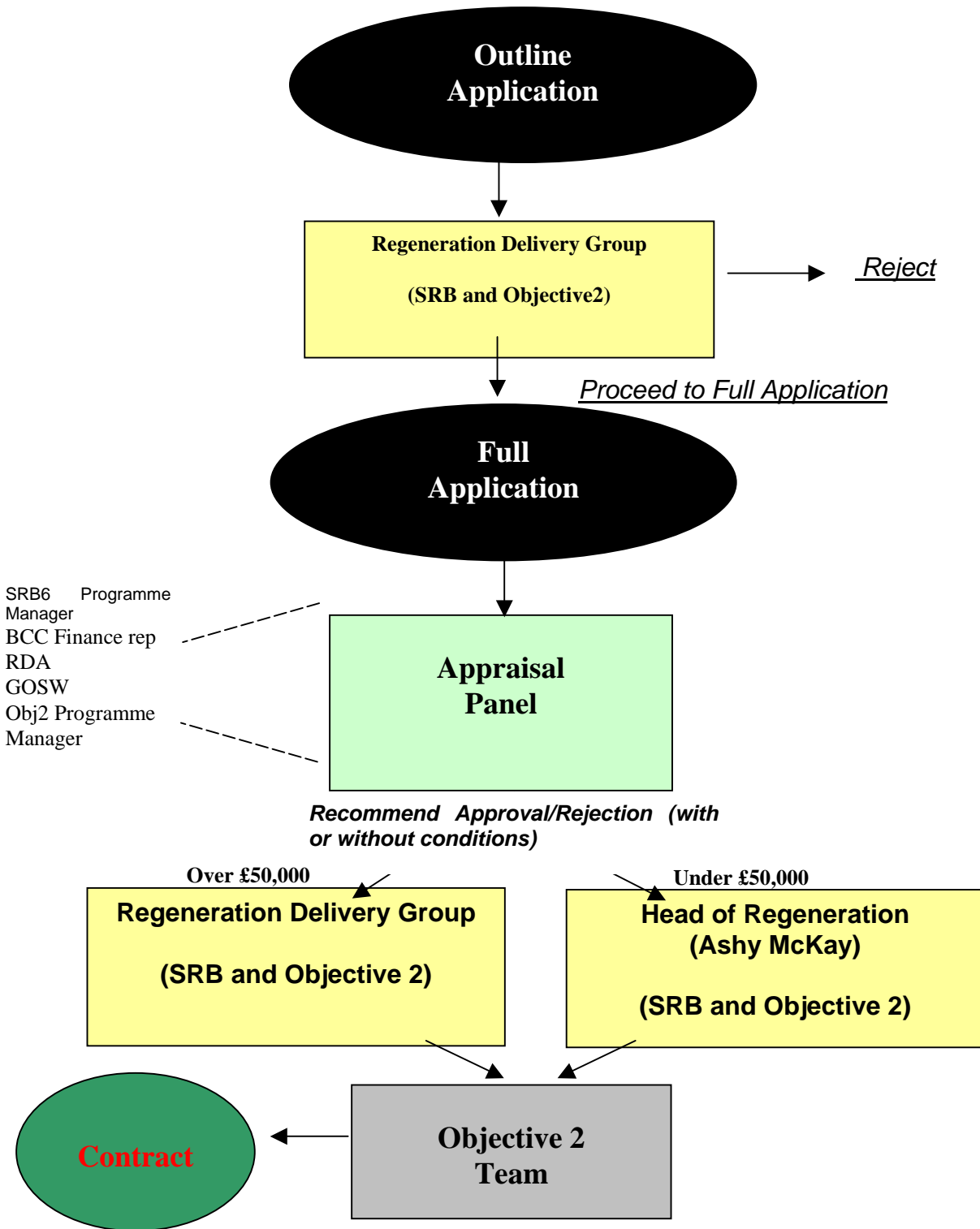
9.2 Risk Assessment

The Regeneration Delivery Group (RDG) will not approve projects if it is not satisfied that the project is realistic and capable of delivering the proposed outputs. In order to minimise the level of risk, the RDG will only support projects that demonstrate:

- Benefits to people living and working within the target area
- A sound package of funding which clearly identifies the recipients of funds and the sources of match funding is in place
- Partner organisations have agreed to support the delivery of the project in writing
- Statutory consents have been obtained
- A clearly defined project management and monitoring structure has been set up.
- A viable exit strategy is in place where appropriate
- That there will be additional and sustainable benefits which will enhance the economic development of the area
- Other options have been considered

The Appraisal Panel will appraise projects in accordance with the scoring criteria set out by GOSW and the PMC.

Flowchart 2: Objective 2 Appraisal/Approval Process



9.3 Addressing European Community State Aid under the Action Plan:

Implications of State Aid

The EC rules on state aids limit the support that may be provided from public funding to assist projects in the commercial profit-making sector to ensure that European funding does not create unfair advantage and distort competition.

State aid is illegal unless the Commission has approved it. If state aid rule is not adhered to, the illegal aid has to be repaid to the Commission from the date of the first payment and there is also a risk of actions for damages from third parties.

There are four 'tests' set out in Article 87(1) [EC] which are applied to ascertain whether state aid applies:

1. Is the project provided by the state or through state resources (including the allocations from approved Structural Funds programmes)?
2. Does the project distort or threaten to distort competition?
3. Does the project favour certain undertakings or the production of certain goods ("undertakings" means engaged in economic activities. It doesn't have to be profit making as long as there is commercial competitors. This may affect charities, universities, research institutions and voluntary entities)
4. Does the project affect trade between Member States (This affects most economic activity unless it is very localised e.g. Corner shop)?

The '**de minimis**' rule provides projects with exceptions from the State Aid rules. Projects would be exempt from state aid if any size company receives less than 100,000 euros of assistance in any period of 3 years and the applicant hasn't received support under any other de minimis rule over the previous 3 years. It is the responsibility of the applicant to check whether the de minimis rule applies.

All state aid schemes need to ensure prior notification and approvals from the Commission – except where de minimis rule applies.

There is also a block exemption for training (Commission Regulation [EC] No. 68/2001 of 12 January 2001).

Implications for Action Plan Secretariat and Applicants under the Action Plan

The Action Plan Secretariat will ensure that there is all the state aid rules are adhered to under the Action Plan, it is however considered that the majority of projects coming forward under the Action Plan will:

- Either not be affected by state aid rules (ie. Would not affect any of the 4 tests above)
- Or come under the de minimis rule i.e. Firms/organisations receiving less than 100,000 euros over a 3-year period are not subject to state aid rules.
- Or come under the training block exemption.

The applicant will be responsible for correctly identifying whether state aid applies on the application form. The Action Plan secretariat will assess that the projects coming forward under the Action Plan fit under the three options identified above.

If there is state aid, the Action Plan secretariat will:

- Ascertain the aid intensity
- Ascertain the relevant aid ceiling and keep with it.
- Ascertain whether the project is to be entirely funded from aid that has already been notified to and approved by the Commission.
- If there is mixed structural fund / national public funding, check that all the national matching funding is approved aid.
- Ensure that any non-approved matching aid is brought into compliance with the State Aid rules.
- Check against the applicable ceilings set out in the Structural Fund Regulation as a proportion of eligible project costs.

Where state aid applies, this will be reported to the Programme Secretariat (GOSW). All state aids have to be cleared by the Commission.

9.4 Monitoring and Evaluation

Evaluating the impact of the Action Plan is crucial element of understanding the effectiveness of the Objective 2 funding in the target area. Monitoring and evaluation will be developed in the following ways:

- The Action Plan Secretariat will carry out day to day monitoring of the Programme implementation.
- Financial expenditure will be recommended each quarter by the Action Plan secretariat to the Finance Manager who will liaise with the City Council's Central Support Services Financial Management Team and complete a quarterly application for funding which will be sent to GOSW for approval.
- The Regeneration Delivery Group will receive quarterly financial progress reports.
- Release of funds to organisations dependent on their success in achieving agreed outputs and completing financial returns.

10. PUBLICITY AND INFORMATION COMMUNICATIONS PLAN

10.1 Introduction

Information and publicity measures are required for activities receiving European structural funds to increase the public awareness and transparency regarding activities in the European Union and to create a coherent picture of assistance concerned across all Member States.

10.2 Aims

The aims of the publicity and information measures are to:

- Ensure publicity about European structural funding opportunities (both ERDF and ESF) to key interests in the Bristol Objective 2 area including non-governmental organisations, voluntary and community sector organisations, and local residents.
- Inform the general public about the role played by the Commission in assisting individual projects, and the impact of the Action Plan in addressing the needs of the 5 Bristol Objective 2 wards.

10.3 Target Group

The following key groups will be targeted by the communications plan under the Action Plan:

- Regional and local authorities
- Non-governmental organisations
- Voluntary and community sector organisations
- Project co-ordinators
- Local residents / general public
- The local business community

10.4 Measures

Under the Action Plan, the Action Plan Secretariat will ensure that measures are taken to ensure successful applicants receiving structural fund assistance to correctly publicise their projects. The requirements will be set out in the approval letter. Information regarding publicity measures will be included in the annual and final reports to GOSW.

The following descriptions of the tasks of each of the funds may be used in publicity:

ERDF: Helping reduce the gap between development levels and living standards among the regions and the extent to which least-favoured regional are lagging behind.

Helping redress the main regional imbalances in the Community by participating in the development and structural adjustment of regions whose development is lagging behind the economic and social conversion of regions.

ESF: Helping develop employment by promoting employability, the business spirit and equal opportunities and investing in human resources.

Under the Bristol Objective 2 Action Plan (2000-2004) the following measures are in place to ensure the aims of the information and publicity communication plan are achieved. These measures will be extended and developed further under the extended Action Plan:

i) Corporate Image

The Bristol Objective 2 logo will be used in all correspondence from the Partnership and the Action Plan Secretariat. The logos for the ERDF and ESF will accompany the Bristol Objective 2 logo.

ii) Media (press, radio and television)

Press releases at the launch of the Action Plan (2004-2008) with regular updates. The Action Plan Secretariat will ensure that a press article is released to publicise:

- The approval of all new projects
- Project successes
- Action Plan successes
- Developments in the Action Plan

iii) Bristol Objective 2 Website

The Bristol Objective 2 website has been developed as part of the publicity of activities for the Action Plan. This website (www.bristolregeneration.org.uk) provides an overview of the Bristol Action Plan and the Regional Objective 2 Programme. It also includes downloadable application forms and guidance notes, publicity information and a news and events page.

iv) Events / Training

A number of seminars, workshops and training events will be held to disseminate information and advice on the Action Plan and the Objective 2 programme in general to a wide range of organisations. The Action Plan Secretariat will also participate in broader regeneration conferences to raise the profile of the Action Plan more widely.

10.5 Publicity requirements

The Action Plan secretariat will be responsible for ensuring the following information and publicity measure are complied with:

Bill boards:

Billboards shall be erected on sites of projects involved in part financed infrastructure investments of 3 million euro. The billboards should be of an appropriate size and scale. EU information must take up 25% of the surface area, the standard emblem must be used, with clear lettering, the name the correct fund (ERDF or ESF), and the statement 'this project is part-financed by the European Union'. Billboards have to be replaced with a commemorative plaque no later than 6 months after works are completed.

Permanent commemorative plaques:

Permanent commemorative plaques have to be accessible to the public, represent the fact that the project is part-financed by the Structural Funds (to include EU emblem, EU contribution and correct fund). If the project involves physical investments in commercial business premises, commemorative plaques must be installed for a period of one year.

Part financed training and employment measures:

There is a requirement to display posters indicating EU contribution and fund concerned on the premises of bodies implementing or benefiting from the assistance.

The Action Plan secretariat should ensure beneficiaries are aware of EU part financing scheme and the amount or percentage of assistance funded by EU. Beneficiaries should sign up to the training programme stating recognition of European structural funding.

Information and communication material:

Publications (booklets, leaflets and newsletters) need a clear indication on the title page of EU participation, the fund concerned and EU emblem, reference to the body responsible for information content and the managing authority for the public information.

Websites:

The websites have to acknowledge the EU on home page and hyper link to other Commission websites concerning the structural funds.

Information Events: (conferences, seminars, fairs and exhibitions)

It is a requirement to indicate the fact that the project is part financed by the EU and display the European Flag in meeting rooms and use the EU emblem.

Investment in Businesses:

Information for beneficiaries about their participation in the Programme.

10.6 Responsibilities

The managing authority (GOSW) is responsible for ensuring compliance with the regulations, however the Regeneration Delivery Group will take responsibility for ensuring each project's compliance with the publicity and information measures under the Action Plan. The day-to-day administration of the communications plan will be the responsibility of the Action Plan Secretariat. The Action Plan Secretariat will also be responsible for submitting annual reports to GOSW setting out the measures taken in relation to publicity.

11. FORWARD STRATEGY:

11.1 Introduction

It is accepted that the proposed indicative actions contained within this Action Plan and subsequent projects will not solve all the problems of the Bristol Objective 2 area. The Plan aims, however, to build upon and further the achievements made under the existing Objective 2 Action Plan (2000-2004). The Action Plan (2004-2008) will continue to promote the co-ordination of resources to tackle exclusion in a structured and strategic manner. The impact of the Programme should be measured in terms of its effectiveness in addressing the area's problems of high unemployment and deprivation and developing the structures for engaging the local community.

To ensure that the programme has had a lasting impact, the forward strategy will be informed by on-going consultation and dialogue with the partners, community groups, voluntary organisations, local businesses and residents on future priorities and evaluating the success of the Action Plan and its projects.

The Bristol Objective 2 forward strategy is therefore broken into three distinct stages.

11.2 During the lifetime of the Action Plan

Projects recommended for approval must demonstrate that a viable forward strategy is in place and that a project will be sustainable once the Action Plan has come to an end. One of the entry criteria for funding is to ensure a project can demonstrate additional and sustainable benefits to the economic development of the area specified in the SPD.

Projects targeting the local community will be supported where they specifically aim to reduce dependency, raise the communities' self esteem and create a self-help culture. Developing the community's capacity will strengthen the ability of the local residents to continue the ongoing process of economic and social regeneration and development.

Many of the projects will be inter-linked and action in one area will complement that in another. Projects which develop facilities accessible to local businesses, voluntary organisations and community groups will be encouraged, particularly when these facilities are linked to revenue streams which in turn provide local people with employment and training opportunities. This will secure improvements to the economic infrastructure and assist business competitiveness within the target area. It is important that action needs to be taken under all the Strategic Objectives for the Action Plan to succeed.

The Bristol Objective 2 Neighbourhood Action Plan will work and complement other regeneration initiatives within the area including SRB6, Neighbourhood Renewal Fund and New Deal for Communities.

The Partnership will work together to consider new opportunities – including shaping the development of the Action Plan and re-assessing the local needs in the Objective 2 area.

11.3 On completion of the Action Plan

The target area will be in a healthier position when the programme is completed. Some projects have a specific lifespan and will cease upon completion. The capacity building projects supported under the Objective 2 Action Plan will come to an end, but will have a long-term impact, because the local communities will have a greater capacity to develop projects to assist the ongoing process of economic, social and environmental regeneration and development.

Where service provision has demonstrated innovative methods of tackling issues successfully, they may be absorbed into mainstream provision. Projects will have the ability to attract additional resources where appropriate.

Effective appraisal, management, monitoring and evaluation of projects will ensure that capital projects are completed within the lifetime of the Action Plan and that there is sufficient revenue support to sustain new economic and community based activities.

11.4 Beyond the lifetime of the Action Plan

The Action Plan aims to increase economic sustainability within the focus area. It will help provide a pool of local labour with the skill and confidence to take advantage of new employment opportunities arising in the area. Other regeneration programmes including Neighbourhood Renewal, as well as new major development including the Broadmead shopping centre and the Harbourside re-development, will open up new employment opportunities to residents in the target area.

The capacity building and consultation processes will enable local service providers to better identify needs and target their services to meet the demands of local people. They will be able to work in partnership to achieve a holistic approach, and enhance economic activity. The new partnerships and networks, developed through the lifetime of the Action Plan, will be able to draw upon funding from key public agencies such as the Council and the RDA. The local community will be able to take full advantage of initiatives such as the Neighbourhood Renewal Fund.

The Bristol Partnership (LSP) is committed to working with key organisations from the city's private and voluntary sectors to strengthen local communities and develop

a sustainable approach to regeneration. Bristol City Council will work with the Bristol Partnership to develop and enhance sustainable economic regeneration activity in the Objective 2 area. By this stage the impact of the Objective 2 Action Plan will have contributed positively and visibly to economic, social and environmental revitalisation of the target area.

Appendix 1: Community Involvement in Action Plan Development

| Meeting | Date / Time | Number Attending | Contents |
|--|-------------|---|--|
| VOSCUR's Big Event | 01/07/03 | 60 | Paul Owens delivered presentation on the progress and successes of the Bristol Objective 2 Action Plan (2000-2004) to date, and outlined the proposed bid to extend the Action Plan to 2008 |
| Regeneration Programmes Management Group (RPMG) Induction Event) | 23/07/03 | 22 members of the RPMG representing a broad cross section of public sector and voluntary organisations in Bristol | Paul Owens outlined the proposed bid to extend the existing Bristol Action Plan until 2008. The Group expressed their support, on behalf of the Bristol Partnership, for the new bid to extend the current Action Plan until 2008. |
| Bristol Objective 2 Action Plan Network | 16/07/03 | 14 (managers and workers of the projects part funded by the Bristol Objective 2 Action Plan). | Paul Owens and Lise Smith provided the Network with an overview of the progress of the Bristol Action Plan (2000-2004). The group discussed the potential for a bid to extend the Action Plan. Interest and support was expressed for the proposed extension to the Bristol Action Plan |
| Bristol Objective 2 Update Workshop | 21/08/03 | | Lise Smith led the workshop to provide an update on the Objective 2 Action Plan and encourage feedback and input towards the new Action Plan proposal. |
| Bristol Means Business Consortium meeting to discuss the potential of bidding for Objective 2 funding under measure 2.2. | 10/07/03 | Bristol Means Business Consortium (Business Link West, BACEN, Avon CDA, Business Match, BRAVE, BEST, East Bristol Enterprise, CEED, Knowle West Development Trust) Objective 2 Action Plan, Economic Regeneration BCC, Community at Heart, St Werburghs Community Centre, RDA, UKBI | A list of potential projects under measure 2.2 was drawn up. It was noted that the Objective 2 Action Plan team have demonstrated a good track record of developing and delivering projects through a local Action Plan, and bring extensive experience and expertise in managing these kinds of projects |

Appendix 2: Complementary regeneration programmes

The Bristol Objective 2 Neighbourhood Action Plan will complement and build upon the following regeneration programmes and initiatives in Bristol:

European funding

Bristol URBAN Programme (URBAN Community Initiative)

Allocation : £3.6 million

Operational from 1998 to 2001, this European Union funded scheme targeted at the inner city wards of Ashley and Lawrence Hill. The scheme sought to strengthen the economic and social fabric of the area through the development of new employment and training opportunities and supporting the growth of the local economy. The scheme placed a particular emphasis on the active involvement of local people in the decision making process throughout its duration.

URBAN II

Allocation: £5.5m

This Programme is both thematic and area based. The scheme targets young people and covers the most deprived parts of south Bristol. Funding will be available up until 2006 for a range of activities around employment, training and community safety.

Objective 3 - European Social Fund (ESF) (2000-2006)

ESF focuses on training and learning in the context of the labour market, including:

- Developing active labour market policies
- Promoting social inclusion and equal opportunities
- Developing education and training systems as part of a lifelong learning policy
- Improving systems to create a skilled and adaptable workforce, and
- Improving the position of women in the labour market and reducing labour market segregation by gender

Single Regeneration Budget

Single Regeneration Budget (Round 2) - Filwood and Inns Court Revitalisation

Allocation : £7.6 million

Operational between 1996 and 2003, this seven-year scheme focused on the South Bristol ward of Filwood (pre-1999 ward boundaries). The scheme has four main themes:

- The development of an innovative new Health Park offering a range of community and health services on a derelict school site
- The re-development of Inns Court including new housing and a community centre

- A community safety programme aimed at tackling crime, bullying and exclusion through the active involvement of young people and
- A project to support the development and growth of the Knowle West Development Trust as a focus for local economic and community activity beyond the lifetime of SRB funding.

Single Regeneration Budget (Round 2) - Inner City Lifeline

Allocation: £7.6 million

Operational between 1996 and 2002, this seven-year scheme targeted the three inner city wards of Ashley, Lawrence Hill and Easton (pre-1999 ward boundaries). The scheme complements the two housing renewal area programmes and is funding improvements to roads, buildings and shops at strategic locations in the heart of the area. Other projects include bringing empty homes back into use, energy efficiency works and childcare projects. Education, training and careers guidance with the involvement of Learning Partnership West play a significant role within the scheme. There is also a capacity building project that seeks to meet the needs of groups in terms of organisational growth and development.

Single Regeneration Budget (Round 3) – Northern Arc

Allocation: £1.1 million

Operational since 1997, this is a seven-year scheme aimed at regenerating communities in Lawrence Weston, Henbury and Southmead in the north of the city. The scheme seeks to link local people to new employment opportunities just outside the city as well as devising a plan for regenerating local shopping areas. There is also a major environmental improvement Programme throughout the scheme that includes the reclamation of derelict land. Other projects include an extensive housing programme to make houses more energy efficient, a capacity building project to support community groups and enable them to be involved in the scheme, and specific projects to tackle crime and drugs misuse. As with Inner-city lifeline, education, training and careers guidance is a significant element within the scheme.

The Scheme will run until March 2004. Southmead and Lawrence Weston are both priority areas for neighbourhood renewal and it is likely that some of the work started by SRB3 will be carried on by neighbourhood renewal partnerships in the area.

Single Regeneration Budget (Round 5) - Hartcliffe and Withywood Community Partnership

Allocation: £12.15 million

Focusing on Hartcliffe and Withywood, this 7-year scheme aims to complete the social, economic and environmental regeneration of the area. The scheme started in 1999 and will run until March 2006. It is managed and run by local people and aims to tackle social exclusion, raise local aspirations and harness the development opportunities in South Bristol. The partnership has a clear local vision for the future of the area as a learning, self-determining, inclusive, healthy, balance, safe and working community.

Single Regeneration Budget (Round 6) - Bringing Bristol Together

Allocation: 8.35 million

The aim of this scheme is to place local people at the centre of social and economic regeneration delivery with a bigger say and a better deal. The scheme is focused on educational attainment, lifelong learning and community safety. The aim is to develop connections between neighbourhoods, regeneration good practice and main programmes and will work by building on existing good practice in service delivery and adding value to main programme.

Operational since 2001, SRB6 will run until March 2007. Much of the work that the Scheme has done to date has been around community capacity building.

Other UK government funding

Barton Hill New Deal for Communities: Community at heart

Allocation: £50 million over 10 years

One of 17 New Deal for Communities schemes in England, this major initiative covers Barton Hill, Redfield, Lawrence Hill and the Dings. It aims to tackle the core causes of problems in the area and achieve sustainable improvement. This comprehensive scheme is managed by a partnership of local residents and organisations that provide key services in the area, with local residents in the majority.

Sure Start Programmes

Sure Start aims to improve the health and well being of families and children from before birth to the age of 4, so children are ready to flourish when they go to school. This is achieved by:

- Setting up local Sure Start programmes to improve services for families with children under four.
- Spreading good practice learned from local programmes to everyone involved in providing services for young children.

Local programmes will work with parents and parents-to-be to improve children's life chances through better access to:

- Family support
- Advice on nurturing
- Health services
- Early learning

Education Action Zone (EAZ) : Achievement Partnership of Central Bristol

Allocation: £1m a year for 3 years + £100,000-200,000 from the Arts Council each year

The EAZ partnership brings together 22 schools in central Bristol (Fairfield School and St George Community College and their feeder primary schools) with the community and local businesses. Its aim is to raise educational achievement. The

Achievement Partnership of Central Bristol has been brought under the umbrella of Excellence in Cities

South West of England Regional Development Agency (SWRDA)

SWRDA have a major role in ensuring that Bristol's economy is competitive, healthy and benefits all of its residents. SWRDA have a number of budgets to fund large-scale redevelopment projects. A good example is SWRDA's funding of the major Temple Quay development. SWRDA have also agreed to make major infrastructure investments in South Bristol on the former Wills site, Hengrove Park and Symes Avenue.

- **Building communities** is the most relevant theme to activity under the Objective 2 programme. It is targeted at the region's urban areas, this new initiative will provide support for a range of sustainable regeneration activities which complement, and add value to, current urban and social inclusion programmes. It will:
 - Encourage active community involvement in the regeneration process;
 - Promote capacity building
 - Enable communities to access technical assistance in order to develop projects, prepare business plans and forward strategies, and explore the potential for the endowment of assets to Community Development Trusts
 - Encourage the development of locally led, multi purpose, community centres, youth, enterprise and training projects in new or refurbished buildings
 - Support the regeneration of local shopping centres which no longer meet the needs of the community and which are in general decline. Priority will be given to schemes that have a catalytic effect in terms of lifting the image of the surrounding area and improving the quality of life for local residents.

Lottery: New Opportunities Fund. Healthy Living Centres Bid: £1.2 million

Knowle West Healthy Living Centre will form part of Knowle West Health Park, which will bring together local people and providers of health, social and leisure services to tackle health issues in their widest sense. It aims to move the emphasis in health care from cure to prevention and encourage people to take a more active role. Healthy Living Centre encompass a number of varied projects which include support for families and children; fitness, sport and leisure; and community education.

Heritage Lottery Fund - Provisional allocation: £1.5m

Funding through the Townscape Heritage Initiative for conservation areas to protect and maintain buildings of architectural importance in and around Portland Square. Much of the funding has been used to protect the fabric of St Paul's Church that will be converted into a space that can be used for developing circus skills.

Neighbourhood Renewal Strategy

This refers to three funds that have been set up as a result of the Neighbourhood Renewal Strategy.

Allocation £8.0m of funding till March 2004

Neighbourhood Renewal Funding aims to change the way in which mainstream services operate so that they reflect the needs of deprived communities more effectively and reduce the gap between deprived communities and the rest of the country. Funding is available under 6 themes; work, education, crime, health, housing and the environment.

Bristol's Local Strategic Partnership, the Bristol Partnership, administers the Neighbourhood Renewal Fund.

10 areas have been designated Neighbourhood Renewal Priority areas: Ashley; Barton Hill; Easton; Hartcliffe & Withywood; Hillfields; Knowle West; Lawrence Hill; Lawrence Weston; Lockleaze; Southmead.

Bristol City Council

Although Bristol City Council is no longer the major funder of the voluntary sector, there are a number of sources of funding available to community / voluntary organizations /groups:

- *Department of Education and Lifelong Learning:*
 - Offers funding for educational initiatives for Black and other minority ethnic groups.
 - The Community Education Service is funded to provide support for projects promoting lifelong learning.

- *Neighbourhood and Housing Services:*
 - Awards funding to organizations which tackle poverty and promote social justice through the provision of advice which assists those who face poverty and discrimination, encourage community ownership and community regeneration, strengthen the independence of the voluntary and community sector and support self help, positive action and single issue initiatives within the voluntary and community sectors. Funding is available under three grant streams: Partnership Investment (revenue funding to support administrative and running costs and salary costs for designated project workers), Local Development Grants (revenue funding to support locally based voluntary and community groups) and City Wide Development Grants (similar to local development grants but are specifically for small organizations which have a city wide remit for their services.
 - Development Trust Funding to assist the development of new and existing Development Trusts in Bristol.
 - Assistance for local or community economic development initiatives

- Assistance for housing projects concerned with the relief of homelessness, and which assist the department in filling its legal obligations.
- *Department of the Environment, Transport and Leisure:*
 - Awards funding to play, youth, sports, transport and environmental projects.
 - **Sustainability Neighbourhood Fund:** One-off funding, however funding can last over two years. Small grants of up to £5,000 and large grants up to £25,000 for specific areas (including some in South Bristol).
 - Funding for community transport projects.
- *Health and Social Services Department:*
 - Social Services Committee commissions specific additional commissioning is to take

Greater Bristol Foundation – Global Grants (ESF)

Greater Bristol Foundation is a community foundation, which manages and distributes funding on behalf of individuals, companies, charitable trusts and statutory agencies to meet needs in and around Bristol. A large number of community and voluntary organisations within Bristol have benefited from carrying out local community based project from GBF funding. There are a number of different pots of funding including:

- Express Fund: funding available up to £1,000 to assist small, local voluntary and community organisations that reach people who are disadvantaged and isolated.
- Impact fund: funding available up to £50,000 for one project (over three years) to assist small, local voluntary and community organisations who reach people who are disadvantaged and isolated. Projects must be sustainable beyond three years.
- Catalyst Service: funding up to £5,000 available to fund projects suggested by small voluntary organisations.
- Urban Key Fund: funding up to £25,000 available to community organisations providing economic benefits in inner city Bristol.
- Bristol Youth Community Action: funding up to £1,000 available to young people let, community safety projects in Bristol.
- Bristol Collection Box Scheme: funding up to £1,000 available to organisations that support the resettlement of homeless people.
- Safer Communities Fund: funding up to £2,000 available to community-based projects in Bristol aimed at reducing crime and fear of crime.

Appendix 3: Indices of Deprivation 2000 – Summary of Bristol Objective 2 Wards

| 1998 Ward Name | Index of Multiple Deprivation | Income Deprivation | Employment Deprivation | Health and Disability | Education, Skills and Training | Housing Deprivation | Child Poverty Index |
|----------------|-------------------------------|--------------------|------------------------|-----------------------|--------------------------------|---------------------|---------------------|
| Lawrence Hill | 133 (1) | 108 (1) | 143 (5) | 294 (3) | 439 (17) | 735 (13) | 115 (2) |
| Filwood | 221 (2) | 258 (3) | 673 (23) | 521 (9) | 7 (1) | 433 (3) | 352 (12) |
| Ashley | 756 (25) | 620 (21) | 550 (17) | 1376 (64) | 1469 (94) | 800 (18) | 491 (18) |
| Easton | 1043 (44) | 1007 (47) | 1708 (123) | 2265 (171) | 361 (13) | 532 (5) | 1289 (83) |
| Windmill Hill | 1278 (57) | 1809 (125) | 1856 (143) | 1989 (138) | 234 (10) | 1077 (35) | 1823 (137) |

England Rank out of 8414 wards

South West Rank out of 1147 wards

(Updated data will be available in Autumn 2003)

Appendix 4: Key Characteristics of the Bristol Objective 2 area

Proclaimer: Statistics from before May 2000 are based on the old ward boundaries and those after May 2000 are based on the new ward boundaries.

| Indicator | Target Area | Bristol |
|--|--------------------|----------------|
| <i>Community Profile</i> | | |
| Total Population (April 2000, AHA GP Registrations) | 69,422 | 405,200 |
| Total Population (April 2003, AHA GP Registration) | 67,232 | 417,783 |
| % of population from ethnic minorities (1991 Census) | 13.1% | 4.2% |
| % of population from ethnic minorities (2003) | 19.3% | 8.2% |
| % of population under the age of 5 years (1991 Census) | 7% | 5.9% |
| % of population under the age of 5 years (2001 Census) | 6.9% | 5.5% |
| % of dependent children in lone parent households (1991 Census) | 27.7% | 16.5% |
| % of children in lone parent households (2001 Census) | | |
| <i>Economic Position</i> | | |
| Unemployed Claimants (December 2000, ONS NOMIS) | 7.4% (2,381) | 3.3% (6,890) |
| Unemployed Claimants (July 2003, ONS NOMIS) | 5.9% | 2.9% |
| % of computerised unemployed claimants unemployed for over 1 year (December 2000, ONS NOMIS) | 19% | 17% |
| % of computerised unemployed claimants unemployed for over 1 year (July 2003, ONS NOMIS) | 12.4% | 11.2% |
| % of females registered as unemployed (Oct 1999 ONS NOMIS) | 5.5% | 2.2% |
| % of females registered as unemployed (July 2003, ONS NOMIS) | 3.8% | 1.6% |
| % of males registered as unemployed (Oct 1999 ONS NOMIS) | 14.4% | 5.6% |
| % of males registered as unemployed (July 2003, ONS NOMIS) | 9.9% | 4% |
| % of dependent children in household with no person in employment (1991 Census) | 34.3% | 20.7% |
| % of dependent children in household with no person in employment (2001 Census) | | |

| | | |
|--|--------|---------|
| Economic Activity Rates (1999 – ONS Labour Force Survey NOMIS) | 66.8 | 65.1 |
| Economic Activity Rate (ONS 2001 Census) | 66.3 | 67 |
| Number of economically active aged 16+ estimate (1999– ONS Labour Force Survey (NOMIS)) | 32,377 | 208,000 |
| Number of economically active aged 16+ estimate (ONS 2001 Census) | 25814 | 186878 |
| % of population 16+ who are self employed (1991 Census) | 8.4% | 10.1% |
| % of population 16+ who are self employed (ONS 2001 Census) | 10% | 10.3% |
| % of population in part time employment (1991 Census) | 23% | 29% |
| % of population in part time employment (ONS 2001 Census) | 17.6% | 17.7% |
| % of population working in the transport and communications sector (ONS 1991 Census of Employment and 1998 Annual Employment Survey) | 9.7% | 5.6% |
| % of population working in the transport and communications sector (2001 Annual Business Inquiry employee analysis from ONS NOMIS 6 th August 2003) | 7.6% | 5.2% |
| % of population working in the public administration, education & health sector (ONS 1991 Census of Employment and 1998 Annual Employment Survey) | 19.2% | 24.7% |
| % of population working in the public administration, education & health sector (2001 Annual Business Inquiry employee analysis from ONS NOMIS 6 th August 2003) | 20.3% | 24.6% |
| | | |
| <i>Social Position</i> | | |
| Households claiming council tax benefit (Housing Services, November 1999) | 34.9% | 23.4% |
| Households claiming council tax benefit (Housing services, 2001) | 32.8% | 22% |
| Ward average of homeless applications between March and September 1999 (Housing Services, November 1999) | 48 | 21 |
| Average number of demands for rehousing per ward (Housing Services, November 1999) | 876 | 441 |
| | | |
| <i>Education Position</i> | | |
| % of population with no educational or | 23.6% | 18% |

| | | |
|--|----------|----------|
| technical qualifications (1998, Citizens Panel) | | |
| % of population with no educational or technical qualifications (2001 ONS Census) | 30.1% | 26.1% |
| % of pupils attaining 5+ GSCE's A* - C (DfEE 1999 Performance Tables) | 21.5% | 31% |
| % of pupils attaining 5+ GSCE's A* - C (DfEE 2001 Performance Tables) | 25% | 33.2% |
| % of population with very low / low literacy (1998, Basic Skills Agency) | 17.8% | 15.6% |
| % of population with very low / low literacy (2001, Basic Skills Agency) | 21.1% | 19.9% |
| % of the residents of working age, educated to degree / diploma level (1991 Census) | 14.2% | 18.2% |
| % of the residents of working age, educated to degree / diploma level (ONS 2001 Census) | 24.6% | 24.5% |
| | | |
| <i>Environment</i> | | |
| Number of nature conservation sites (Indicators of Quality of Life) | 12 | 87 |
| Number of nature conservation sites (Indicators of Quality of Life) | | |
| Traffic pollution (background nitrogen dioxide, parts per billion) (1999, Health, Environmental Services) | 18.8ppb | 16.7ppb |
| Traffic pollution (background nitrogen dioxide, parts per billion) (Indicators of the quality of life in Bristol – Sustainability Update 2003) | 16.02ppb | 14.13ppb |

Appendix 5: Tables for the Socio Economic Analysis of the Bristol Objective 2 Area

Table 1: Ethnic Composition of the Objective 2 Area, 1991

| <i>Ward</i> | <i>Ashley</i> | <i>Easton</i> | <i>Lawrence Hill</i> | <i>Windmill Hill</i> | <i>Filwood</i> | <i>Total Objective 2</i> | <i>Bristol</i> |
|------------------|---------------|---------------|----------------------|----------------------|----------------|--------------------------|----------------|
| <i>White</i> | 76.2 | 83 | 82.9 | 95 | 98 | 86.9 | 95.2 |
| <i>Non-White</i> | 23.8 | 17 | 17.1 | 5 | 2 | 13.1 | 4.2 |

Source: Census of Population, 1991

Table 1a: Ethnic Composition of the Objective 2 Area, 2001

| <i>Ward</i> | <i>Ashley</i> | <i>Easton</i> | <i>Lawrence Hill</i> | <i>Windmill Hill</i> | <i>Filwood</i> | <i>Total Objective 2</i> | <i>Bristol</i> |
|--|---------------|---------------|----------------------|----------------------|----------------|--------------------------|----------------|
| <i>White</i> | 74.4 | 75.2 | 68.3 | 89.4 | 96.1 | 80.7 | 91.8 |
| <i>Non-White</i> | 25.6 | 24.8 | 31.7 | 10.6 | 3.9 | 19.3 | 8.2 |
| <i>Mixed White and Black Caribbean</i> | 3.1 | 2.5 | 3.7 | 1.5 | 1.2 | 2.4 | 1 |
| <i>Mixed White and Black African</i> | 0.6 | 0.3 | 0.6 | 0.3 | 0.1 | 0.4 | 0.2 |
| <i>Mixed White and Asian</i> | 1.0 | 0.7 | 0.5 | 0.5 | 0.2 | 0.6 | 0.4 |
| <i>Mixed Other</i> | 1.2 | 0.8 | 0.9 | 0.6 | 0.2 | 0.7 | 0.4 |
| <i>Indian</i> | 1.5 | 2.7 | 3.0 | 0.8 | 0.3 | 1.7 | 1.2 |
| <i>Pakistani</i> | 3.1 | 5.5 | 4.7 | 3.0 | 0.6 | 3.3 | 1.1 |
| <i>Bangladeshi</i> | 0.9 | 1.5 | 2.0 | 0.2 | 0.1 | 0.9 | 0.3 |
| <i>Other Asian</i> | 0.6 | 0.8 | 0.5 | 0.1 | 0.0 | 0.4 | 0.3 |
| <i>Black Caribbean</i> | 8.5 | 7.0 | 8.6 | 1.9 | 0.5 | 5.4 | 1.5 |
| <i>Black African</i> | 2.8 | 1.0 | 4.3 | 0.7 | 0.1 | 1.8 | 0.6 |
| <i>Other Black</i> | 1.1 | 1.1 | 1.8 | 0.3 | 0.0 | 0.9 | 0.2 |
| <i>Chinese</i> | 0.8 | 0.4 | 0.7 | 0.4 | 0.3 | 0.5 | 0.6 |
| <i>Other Ethnic Group</i> | 0.5 | 0.7 | 0.6 | 0.3 | 0.1 | 0.4 | 0.3 |

Source : ONS Census of Population,2001

Table 2: Council Tax Benefits November 1999

| 1991 Ward | Households receiving Council Tax Benefits Nov 1999 | Total Council Tax Accounts Nov 1999 | Rate% |
|------------------|--|-------------------------------------|-------------|
| Ashley | 1,867 | 5,658 | 33.0 |
| Easton | 1,385 | 5,424 | 25.5 |
| Filwood | 1,851 | 3,839 | 48.2 |
| Lawrence Hill | 3,097 | 6,899 | 44.9 |
| Windmill Hill | 1,355 | 5,926 | 22.9 |
| Objective 2 Area | 9,555 | 27,746 | 34.9 |
| BRISTOL | 39,660 | 169,146 | 23.4 |

Source: Strategic and Citywide Policy, DETL based on data supplied by Housing Services, Bristol City Council

Table 2a: Council Tax Benefits April 2001

| 1991 Ward | Households receiving Council Tax Benefits April 2001 | Total Council Tax Accounts April 2001 | Rate% |
|------------------|--|---------------------------------------|-------------|
| Ashley | 1753 | 5686 | 30.8 |
| Easton | 1298 | 5403 | 24.0 |
| Filwood | 1694 | 3889 | 43.6 |
| Lawrence Hill | 3137 | 6958 | 45.1 |
| Windmill Hill | 1234 | 5866 | 21.0 |
| Objective 2 Area | 9,116 | 27,802 | 32.8 |
| BRISTOL | 36,514 | 165,906 | 22.0 |

Source: Strategic and Citywide Policy, DETL based on data supplied by Housing Services, Bristol City Council

Table 3: % of Homes unfit for habitation (all tenures)

| | Percentage 1994 | Percentage 2001 | Compared to other wards |
|---------------|-----------------|-----------------|-------------------------|
| Ashley | 20 | 9.12 | Above average |
| Easton | 29.3 | 16.16 | Highest |
| Filwood | 18.3 | 6.17 | Above average |
| Lawrence Hill | 21 | | Above average |
| Windmill Hill | 16.4 | 4.38 | Average |

Source: Housing Services 1994 and Housing Services 2001 (Data based on Housing areas)

Table 4: Empty Homes brought back into use

| | Number | Compared to other wards |
|---------------|---------------|--------------------------------|
| Ashley | 19 | Above average |
| Easton | 19 | Above average |
| Filwood | 7 | Above average |
| Lawrence Hill | 12 | Above average |
| Windmill Hill | 5 | Average |

Source: Housing Services, 1999

Table 5: Tenure

| | All Houses | Owner Occupied | City Council Stock | Housing Association owned | Privately Rented |
|---------------|-------------------|-----------------------|---------------------------|----------------------------------|-------------------------|
| Ashley | 5207 | 2594 | 904 | 887 | 769 |
| Easton | 4715 | 3609 | 447 | 138 | 491 |
| Filwood | 3736 | 1447 | 2079 | 85 | 68 |
| Lawrence Hill | 5953 | 1473 | 3468 | 445 | 447 |
| Windmill Hill | 5803 | 3835 | 873 | 334 | 711 |
| Total Obj 2 | 25414 | 12958 | 7771 | 1889 | 2486 |

Source: 1991 Census of Population

Table 5a: Tenure

| | All Houses | Owner Occupied | City Council Stock | Housing Association owned | Privately Rented |
|---------------|-------------------|-----------------------|---------------------------|----------------------------------|-------------------------|
| Ashley | | | | | |
| Easton | | | | | |
| Filwood | | | | | |
| Lawrence Hill | | | | | |
| Windmill Hill | | | | | |
| Total Obj 2 | 43848 | 12115 | 5617 | 2045 | 3216 |

Source: ONS (NOMIS) 2001 Census of Population

Table 6: Standardised Mortality Ratios, 1993-1997

| Ward | Standardised mortality ratio for under 65s 1993-1997 |
|---------------|---|
| Ashley | 153.1 |
| Easton | 143.6 |
| Filwood | 157.9 |
| Lawrence Hill | 219.5 |
| Windmill Hill | 134.4 |
| Objective 2 | NA |
| Bristol | 116.7 |
| Avon | 100 |

Source: Avon Health Authority

Table 6a: Standardised Mortality Ratios, 1996-2000

| Ward | Standardised mortality ratio for under 65s 1996-2000 |
|---------------|---|
| Ashley | 162.5 |
| Easton | 144.8 |
| Filwood | 155 |
| Lawrence Hill | 213.5 |
| Windmill Hill | 141.5 |
| Objective 2 | NA |
| Bristol | 117.4 |
| Avon | 100 |

Source: ONS (calculated from Bristol NHS Primary Care Network Data:
<http://avon.nhs.uk/phnet/data2/mortanlity/ward.xls>)

Table 7: Crime and Disorder (Crime rate per 1000 head of population)

| | 1999/2000 | | | 2002/2003 | | |
|--------------------------------|-------------|---------|------------------|-------------|---------|------------------|
| | Objective 2 | Bristol | % in Objective 2 | Objective 2 | Bristol | % in Objective 2 |
| Violence against person | 42 | 23 | 26% | 38 | 22 | 25% |
| Sexual offences | 2 | 1 | 26% | 2 | 1 | 24% |
| Robbery | 7 | 2 | 43% | 9 | 5 | 27% |
| Burglary | 47 | 37 | 18% | 63 | 40 | 22% |
| Theft and handling | 83 | 67 | 17% | 140 | 99 | 20% |
| Fraud & forgery | 10 | 8 | 19% | 7 | 5 | 20% |
| Criminal damage | 36 | 24 | 21% | 47 | 27 | 24% |
| Drugs | 4 | 1 | 36% | 5 | 2 | 43% |
| Other | 4 | 3 | 21% | 2 | 1 | 23% |
| Total | 236 | 166 | 20% | 312 | 200 | 22% |

Figures are in crimes/1,000 population. Population denominator is 2001 Census for both years

Analysis and coding by Dan Shaw and based on postcoded data from Lynne Kirkham

Figures adjusted so that the total number of crime is accurate for 1999/00 and 2002/03

Key assumptions

Accuracy of postcoded data is equivalent within and without the objective 2 area

All crime categories are equally likely to be missing postcodes

Level of reporting of crime equivalent in 1999/00 and 2002/03 (unlikely to apply)

Counting rules are equivalent in both years (2002/03 rules likely to lead to an increase)

Likely sources of inaccuracy

Coding error into Home Office categories especially between other and violence against the person eg affray

Table 8: Employment by Sector

| | <i>Objective 2 area</i> | | <i>Bristol</i> | | <i>Great Britain</i> |
|---|-------------------------|------|----------------|------|----------------------|
| | No 1998 | % | No 1998 | % | % |
| Agriculture and fishing, energy and water; construction | 2300 | 4.8 | 8800 | 4 | 6.5 |
| Manufacturing | 4700 | 9.7 | 21500 | 9.8 | 16.6 |
| Distribution, hotels and restaurants | 9400 | 19.5 | 47900 | 21.7 | 24.2 |
| Transport and Communications | 4200 | 8.8 | 11300 | 5.1 | 5.8 |
| Banking, finance and insurance, etc. | 14500 | 30.2 | 66600 | 30.2 | 18.6 |
| Public administration, education and health | 9300 | 19.3 | 52600 | 23.9 | 23.6 |
| Other services | 3700 | 7.6 | 11700 | 5.3 | 4.7 |
| All industries | 48000 | 100 | 220500 | 100 | 100 |

Source: 2001 Annual Business Inquiry employee analysis, ONS Crown Copyright Reserved (from NOMIS on 6 August 2003)

Table 8: Employment by Sector

| | <i>Objective 2 area</i> | | | <i>Bristol</i> | | | <i>Great Britain</i> | |
|---|-------------------------|------|--------------------|----------------|------|--------------------|----------------------|--------------------|
| | No 2001 | % | % Change 1998-2001 | No 2001 | % | % Change 1998-2001 | % | % Change 1998-2001 |
| Agriculture and fishing, energy and water; construction | 4100 | 7.8 | 3 | 12600 | 5.4 | 1.4 | 6.3 | -0.2 |
| Manufacturing | 5000 | 9.4 | -0.3 | 25500 | 11 | 1.2 | 14.2 | -2.4 |
| Distribution, hotels and restaurants | 10100 | 19.1 | -0.4 | 47800 | 20.6 | -1.1 | 24.3 | 0 |
| Transport and Communications | 4000 | 7.6 | -1.2 | 12000 | 5.2 | 0.1 | 6.1 | 0.3 |
| Banking, finance and insurance, etc. | 16300 | 30.8 | 0.6 | 65600 | 28.3 | -1.9 | 19.6 | 1.1 |
| Public administration, education and health | 10700 | 20.3 | 1 | 56900 | 24.6 | 0.7 | 24.3 | 0.7 |
| Other services | 2600 | 4.9 | -2.7 | 11400 | 4.9 | -0.4 | 5.2 | 0.6 |
| All industries | 52800 | 100 | | 231800 | 100 | | 100 | |

Source: Annual business Inquiry employee analysis, ONS Crown Copyright reserved (from NOMIS, 6th August 2003)

Table 9: Self Employment of Residents aged 16 and over, 1991*

| | <i>Male %</i> | <i>Female %</i> | <i>Total %</i> |
|------------------|---------------|-----------------|----------------|
| Objective 2 Area | 11.4 | 4.5 | 8.4 |
| Bristol | 13.4 | 5.1 | 9.8 |
| South West | 20.1 | 8.6 | 15.2 |
| GB | 15.5 | 6.2 | 11.5 |

Source: Census of Population

*As a % of the economically active residents – aged 16+

Table 9a: Self Employment of Residents aged 16 and over, 2001*

| | <i>Male %</i> | <i>Female %</i> | <i>Total %</i> |
|------------------|---------------|-----------------|----------------|
| Objective 2 Area | 13.3 | 6.2 | 10 |
| Bristol | 14 | 6.1 | 10.3 |
| South West | 19.5 | 9.5 | 14.9 |
| GB | 16.7 | 7.4 | 12.4 |

Source: ONS Census of Population, 2001

*Note: Self employed residents as % of total economically active residents of working (16-74) age

Table 10: Economic Activity Rates, 1991

| | <i>Objective 2 Area</i> | <i>Bristol</i> | <i>Great Britain</i> |
|---|-------------------------|----------------|----------------------|
| % Residents aged 16+ economically active | 62.5 | 61.7 | 61.0 |
| % Male residents aged 16+ economically active | 74.5 | 73.4 | 73.3 |
| % Female residents aged 16+ economically active | 51.6 | 51.2 | 49.9 |

Source: ONS Census of Population, 1991

Table 10a: Economic Activity Rates, 2001

| | Objective 2 Area | Bristol | Great Britain |
|---|-------------------------|----------------|----------------------|
| % Residents aged 16+ economically active | 66.3 | 67 | 66.5 |
| % Male residents aged 16+ economically active | 72.6 | 72.9 | 73.8 |
| % Female residents aged 16+ economically active | 60.2 | 61.2 | 59.5 |

Source: ONS Census of Population, 2001

**Table 11: Duration of Unemployment - ALL AGE GROUPS - December 2000
Computerised Claims Only**

| | | | Unemployment Over 1 year as % of total Unemployed | % Rate Over 1 year |
|------------------------|---------------------------|---------------------|--|-----------------------|
| 1991 Ward | Unemployed Over 1 year | Total Unemployed | | |
| Ashley | 155 | 752 | 21% | 2.03% |
| Easton | 77 | 346 | 22% | 1.23% |
| Filwood | 48 | 238 | 20% | 1.07% |
| Lawrence Hill | 125 | 717 | 17% | 2.06% |
| Windmill Hill | 54 | 314 | 17% | 0.68% |
| Objective2 | 459 | 2,367 | 19% | 1.42% |
| BRISTOL | 1,178 | 6,851 | 17% | 0.57% |
| South West * | 9,064 | 56,146 | 16% | n/a |
| Great Britain * | 200,467 | 966,326 | 21% | n/a |

Note: The rates in this table are based on locally produced estimates of workforce aged 16+ and are not directly comparable with published workforce-based rates () for the South West and GB as supplied by ONS*

Source: Strategic and Citywide Policy, Department of Environment Transport and Leisure, Bristol City Council based on

Office for National Statistics (NOMIS) monthly count of unemployed claimants © Crown Copyright

**Table 11a: Duration of Unemployment - ALL AGE GROUPS – July 2003
Computerised Claims Only**

| | | | Unemployment | |
|------------------------|-------------|-------------|---------------|--------------|
| | | | Over 1 year | |
| | Unemployed | Total | as % of total | % Rate |
| 1991 Ward | Over 1 year | Unemployed | Unemployed | Over 1 year |
| Ashley | 82 | 569 | 14% | 0.25% |
| Easton | 30 | 271 | 11% | 0.09% |
| Filwood | 10 | 175 | 6% | 0.03% |
| Lawrence Hill | 81 | 621 | 13% | 0.25% |
| Windmill Hill | 31 | 250 | 12% | 0.10% |
| | | | | |
| Objective2 | 234 | 1886 | 12% | 0.73% |
| BRISTOL | 674 | 5992 | 15% | 0.3% |
| South West * | 5580 | 47250 | 12% | N/a |
| Great Britain * | 133065 | 900545 | 11% | N/a |

Note: The rates in this table are based on locally produced estimates of workforce aged 16+ and are not directly comparable with published workforce-based rates () for the South West and GB as supplied by ONS*

Source: Strategic and Citywide Policy, Department of Environment Transport and Leisure, Bristol City Council based on

Office for National Statistics (NOMIS) monthly count of unemployed claimants © Crown Copyright

Table 12: Unemployment By Gender, October 1999

| Ward | Male No. | Rate % | Female No. | Rate % |
|---------------|-----------------|---------------|-------------------|---------------|
| Ashley | 623 | 18.5% | 192 | 7.0% |
| Lawrence Hill | 619 | 22.8% | 154 | 7.8% |
| Easton | 326 | 10.2% | 96 | 4.1% |
| Windmill Hill | 319 | 12.1% | 111 | 6.1% |
| Filwood | 265 | 8.4% | 65 | 2.6% |

Source: ONS (NOMIS) 1998

Table 12a: Unemployment By Gender, July 2003

| Ward | Male No. | Rate % | Female No. | Rate % |
|---------------|-----------------|---------------|-------------------|---------------|
| Ashley | 438 | 12.99 | 131 | 4.8 |
| Lawrence Hill | 498 | 16.14 | 123 | 5.75 |
| Easton | 200 | 6.52 | 71 | 2.87 |
| Windmill Hill | 191 | 4.81 | 59 | 1.92 |
| Filwood | 134 | 5 | 41 | 2.38 |

Source: ONS (NOMIS) monthly count of unemployed claimants, July 2003.

Note: Rate calculated as % of economically active males/females in the ward.

Table 13: Performance at Key Stage 2, 1998

| | % of Pupils Reaching L4 KS2 in Maths | % of Pupils Reaching L4 KS2 in English | % of Pupils Reaching L4 KS2 in Science |
|------------------|---|---|---|
| Objective 2 Area | 51% | 56% | 62% |
| Bristol Average | 59% | 62% | 71% |
| UK Average | 68% | 70% | 78% |

Source: DfEE Performance Tables 1998

Table 13a: Performance at Key Stage 2, 2001

| | % of Pupils Reaching L4 KS2 in Maths | % of Pupils Reaching L4 KS2 in English | % of Pupils Reaching L4 KS2 in Science |
|------------------|---|---|---|
| Objective 2 Area | 52% | 50% | 67% |
| Bristol Average | 66% | 65% | 81% |
| UK Average | | | |

Source: BCC LEA – new wards – paper based

Note: % based on Task or Test (TT) scores

Table 14: GCSE Attainment, 1998

| | 5+ GCSE's A*-C |
|----------------------|-----------------------|
| Objective 2 Area | 21.5% |
| Bristol Average | 31% |
| UK average | 47.9% |
| UK Government Target | 50% |

Source: DfEE 1999 Performance Tables. *Note: BCC LEA – new wards – papers based*

Table 14a: GCSE Attainment, 2002

| | 5+ GCSE's A*-C |
|----------------------|-----------------------|
| Objective 2 Area | 25% |
| Bristol Average | 33.2% |
| UK average | 33.4% |
| UK Government Target | 38% |

Source: DfEE Performance tables (2002)

Note: Based on Objective 2 area schools (Fairfield High, St George, St Mary Redcliffe, St Thomas Moore); Bristol LEA Schools (candidates only) BCC LEA New Wards – paper based.

Table 15: Literacy and Numeracy Problems, 1998

| | <i>% of Residents with Very Low/Low Literacy</i> | <i>% of Residents with Very Low Numeracy</i> | <i>% of Residents with Low Literacy</i> |
|---------------------|--|--|---|
| Ashley | 16 | 13.5 | 18.4 |
| Easton | 14.5 | 12.0 | 20.5 |
| Filwood | 26 | 24.0 | 30.3 |
| Lawrence Hill | 20.3 | 17.3 | 22.9 |
| Windmill Hill | 14.8 | 12.6 | 20.7 |
| Objective 2 Average | 17.8 | 15.4 | 18.1 |
| Bristol Average | 15.6 | 13.5 | 21.6 |
| UK Average | 15 | 12 | 21 |

Source : The Basic Skills Agency, 1998

Table 15a: Literacy and Numeracy Problems, 2001

| | <i>% of Residents with Very Low/Low Literacy</i> | <i>% of Residents with Very Low Numeracy</i> | <i>% of Residents with Low Literacy</i> |
|---------------------|--|--|---|
| Ashley | 19.6 | 6.4 | 13.7 |
| Easton | 19.2 | 5.4 | 15.1 |
| Filwood | 27.4 | 11.2 | 18.7 |
| Lawrence Hill | 21.3 | 8.1 | 14.5 |
| Windmill Hill | 19.5 | 5.7 | 15.1 |
| Objective 2 Average | 21.1 | 7.2 | 15.2 |
| Bristol Average | 19.9 | 6 | 15.2 |
| UK Average | 15 | 5 | 15 |

Source: The Basic Skills Agency, 2001 'Adults Basic Skills'

Note: Estimates of population aged 16-60

Table 16: Higher Level Qualifications, 2001

| | <i>Objective 2 area</i> | | | | <i>Bristol</i> | | | | <i>Great Britain</i> |
|-----------------------|-------------------------|----------|-------------|---------------|----------------|----------|-------------|---------------|----------------------|
| | Total | % | Male | Female | Total | % | Male | Female | Total |
| All persons qualified | 27213 | 70% | | | 206298 | 74% | | | 26,670,396 |
| Level 1 | 5850 | 15% | | | 41322 | 15% | | | 6,230,033 |
| Level 2 | 6494 | 17% | | | 48853 | 18% | | | 7,288,074 |
| Level 3 | 3415 | 9% | | | 33270 | 12% | | | 3,110,135 |
| Level 4/5 | 9583 | 25% | | | 68375 | 24% | | | 7,432,962 |

Source: Census of Population 2001

Level 1: 1+ 'O' level passes, 1+ CSE/GCSE any grades, NVQ level 1, Foundation GNVQ

Level 2: 5+ 'O' level passes, 5+ CSEs (grade 1). 5+ GCSEs (grades A-C), School Certificate, 1+'A' levels/ AS levels, NVQ level 2, Intermediate GNVQ

Level 3: 2+ 'A' levels, 4+ AS levels, Higher School Certificate, NVQ level 3, Advanced GNVQ

Level 4/5: First degree, Higher degree, NVQ levels 4 and 5, HNC, HND, Qualified Teacher status, Qualified Medical Doctor, Qualified Dentist, Qualified Nurse, Midwife, Health Visitor.

Appendix 6: Indicative Projects

Examples of the range of projects funded under the Bristol Objective 2 Neighbourhood Action Plan (2000-2004) include:

- **Strategic Objective 1: *Develop the Potential of the Local Community***

Bristol's Community Engagement Project

This project seeks to address a shortfall in the capacity of local groups to develop quality project applications and bid alongside statutory sector organisations for project delivery. The project recognises the limitations of local communities to develop robust projects and applications in accordance with the project application guidance, and the number of applications emerging that need some dedicated professional support.

The project will improve project development and applications by local groups, make better use of Partnership time and help a higher number of community led project applications to succeed – with an outcome of greater resident involvement in regeneration activity. The project will reduce the difficulty that organisations are having in trying to combine matched funding applications

BrEAZ Parent Co-ordinators

The project aims to raise the confidence and the skills of parents within the Objective 2 area, and support them in accessing new opportunities for training and community participation. The project will boost parents' confidence and enable them to become active partners in the education of their children. It will employ, train and develop the expertise of 13 local people and enhance the employability of hundreds of parents. The project will also contribute towards raising pupil's level of attainment with the aim of reaching national averages by 2005.

- **Strategic Objective 2: *Addressing social, economic and environmental decline and disadvantage***

Knowle West Media Project

This projects aims to provide opportunities for greater participation in media based activities (photography, video, multimedia, website and Internet) by people of Knowle West. The project will provide services to facilitate links between local groups, community organisations, and the Neighbourhood Action Plan. It has successfully encouraged greater local resident participation in regeneration activities and build capacity within Knowle West through the use of media technology.

Children's Scrapstore – Centre for Creative Play

Children's Scrapstore have been awarded European funding to refurbish a redundant building in St Werburghs. Scrapstore will share the new premises with three other childcare support organisations; the Play and Early Years Training Unit, Bristol Holiday Playschemes and Bristol Association of Neighbourhood Daycare. The project will provide a stable, sustainable workspace and resources for community groups and social economy organisations to expand their capacity and develop new initiatives.

Scrapstore recycle unwanted materials from local businesses and redistribute them for use in creative play projects for children. Residents of the Objective 2 area will be offered reduced rates at Scrapstore and free use of workshop space.

Silai For Skills Relocation Project

Silai for Skills' vision is to "inspire women from all cultural backgrounds to improve their personal lives, their communities and their economic potential."

Silai are seeking to expand their service by refurbishing a derelict building in the heart of the Bristol Objective 2 area which will enable various community enterprises, including themselves, to expand and develop. This will allow more people in the local community access to the support services provided by the community enterprises located within the new premises.

The project involves the purchase and refurbishment of a partly derelict site on Easton Road, which will provide expanded office space for a variety of local community enterprises. The building will provide 6 new workshops, a crèche space, 2 new incubator units, youth provision, office space for Silai and Sure Start and a staff room, dining room and rest area. The project will provide accessible, purpose-built premises that will enable the delivery of creative textiles, business skills and basic skills training. It will also facilitate the provision of a range of community and youth activities to specific excluded and marginalized groups.

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

CEED New Media Training Project

The project will provide accredited training and access to multimedia computers alongside creative media production tools such as digital sound studios, portable digital sound recording equipment, digital video cameras, digital photography and imaging equipment etc. The project will provide 10 week training courses that will lead to an Open College Network accreditation in:

- Multi-media (web-design and authoring)
- Radio production (digital editing, interviewing and programme making)

- Music technology (sequencing, sampling, synthesis, programming, pre/post production)
- Video production (digital editing, directing, lighting, camera and sound techniques)

Beneficiaries will learn to interview, record, edit and produce media work. They will use the Internet for research, peer support and on-line learning. They will have supported access to distribution facilities for the publication of their work. The project will address Strategic Objective 3 by increasing employment prospects through vocational training opportunities for young Black and minority ethnic people.

IT Works

IT Works is a community run, open access computer training facility based in a well equipped centre on Filwood Broadway. The project aims to improve the confidence and the employability of Filwood residents by offering them both in-house ICT courses and access to learndirect. There is the opportunity to study for accredited qualifications, which will help to satisfy the demand from local businesses for employees with basic IT skills.

The project provides facilities for people with physical disabilities, software and hardware adaptations and access to a range of learning support.

Appendix 7: Attendees at the Action Plan Development Meetings/ Workshops/ Consultation Events

| | |
|--------------------|--|
| Rachel Allbless | Community at Heart |
| Jackie Reeves | Community at Heart |
| Hannah Morgan | Bristol City Council - Community Development |
| Balbir Nirwan | Black development Agency |
| Marion Rendle | Bristol City Council - Community Development |
| Abdi Hussien | Consultants – Horn of Africa |
| Eid Ali Ahmed | Consultants – Horn of Africa |
| Abdi Dahir | Neighbourhood Renewal |
| Heather Barham | Bristol City Council - Community Development |
| Emma Tappenden | Childcare and Regeneration |
| Ray Priest | City Academy, Bristol |
| Carolyn Hassan | Knowle West Media Centre |
| Julie Smith | Children's Scrapstore |
| Ray Harvey | Beacon IT Adult Learning Centre |
| Indigo Moon | Silai for Skills |
| Malcolm Turner | Bridging the Gap |
| Linda Bell | St Werburghs Community Centre |
| Bridget McHale | BACEN |
| Stella Quinlivan | St Paul's Family Learning Centre |
| Mike Shotter | IT Works |
| Kevin Philamon | CEED |
| Di Robinson | Bristol City Council – Community Development |
| Keith Fisher | Business Link West |
| Barbara Coleman | Bristol North PCT |
| Rupert Daniel | Black Development Agency |
| David Hider | Bristol Chamber of Commerce and Initiative |
| Jemma Keegan | Community Education |
| Gordon Rice | Learning and Skills Council |
| David Johnson | Future West |
| Heather Harries | Neighbourhood Renewal |
| Ed Brooks | VOSCUR |
| Matt Jacobs | SRB |
| Roger McQuillan | Bristol City Council |
| Mike Kibble | Bristol City Council |
| Cllr Peter Hammond | Bristol City Council |
| Mike Harris | Avon and Somerset Constabulary |

| | |
|------------------|---------------------------|
| Tracy Eason | Business West |
| John FitzGerald | BRAVE |
| Helen Bone | Bristol East Side Traders |
| Nick Hall | Business West |
| Paul Blagbrough | South West RDA |
| Wendy Stephenson | VOSCUR |
| Shiloh Harmitt | BACEN |
| Sue Jaques | Community at Heart |
| Hilary Sudbury | CDA |
| Chris Chapman | EBC |
| John Saunders | GOSW |
| Fred Channing | GOSW |
| Philip Johnson | GOSW |
| Adrian Dawson | GOSW |

Appendix 8: Consultations in the Inner City

| | | |
|----|---|--|
| 1 | St Werburghs Community Consultation | <i>St Werburghs Community Centre</i> |
| 2 | St Werburghs Neighbourhood Association Traffic Survey | <i>St Werburghs Neighbourhood Association</i> |
| 3 | Community at Heart Delivery Plan (New Deal for Communities) | <i>Community at Heart</i> |
| 4 | Somewhere Safe to Play | <i>Full Circle</i> |
| 5 | Your Shout – Youth Consultation Project | <i>Full Circle</i> |
| 6 | Future of Easton Community Consultation | <i>Easton Community Association</i> |
| 7 | Green Spaces and Parks | <i>Involving Residents In Solutions (IRIS)</i> |
| 8 | St Agnes and St Werburghs Renewal Area Strategy | <i>Bristol City Council</i> |
| 9 | Inner City Community Safety Survey | <i>Community Safety Team, Bristol City Council</i> |
| 10 | ‘Getting Organised’ Conference Report | <i>VOSCUR</i> |
| 11 | St Pauls Residents Survey | <i>IRIS</i> |
| 12 | St Pauls Assessment, Phase 2 Report | <i>Bristol City Council</i> |
| 13 | Bristol East Side Traders Development Plan | <i>BEST</i> |
| 14 | Consultation with African Caribbean Elders | <i>Bristol City Council</i> |
| 15 | Ashley Community Forum – summary of local consultation | <i>Ashley Community Forum</i> |
| 16 | A voice for change | <i>Inner City Youth Forum</i> |

Appendix 9: Commitment to Equalities in Regeneration

- 1 We the undersigned agencies recognise that oppression, disadvantage, discrimination and poverty exist in society and that people often face simultaneous oppression and social exclusion
- 2 We believe that a central principle of regeneration, for both policies and programmes, is that all people in Bristol should be involved in and benefit from the regeneration of the city. This regeneration should form part of the wider agenda to promote fair and equal opportunities and social exclusion for everyone including equalities communities of interest, who are Younger People, Older People, Disabled People, Women, Black and Minority Ethnic People, Lesbians, Gay Men and Bisexual People.
- 3 We recognise that equalities communities of interest have not been reflected in regeneration and they have not benefited fully from regeneration initiatives in the past.
- 4 We recognise that the advancements of equalities communities is a matter of human rights and a condition of social justice and inclusion and should not be seen in isolation. We also recognise that all the residents of disadvantaged neighbourhoods face the continuing barriers of social and economic class and lack of access to the wealth of Mainstream society.
- 5 We aim to mainstream an equalities perspective into regeneration policies, programmes, projects, action plan, evaluation and monitoring at all levels of regeneration in Bristol
- 6 We undertake to ensure regeneration in Bristol offers equal access and takes strategic and practical steps to ensure positive action to redress past discrimination and to overcome lack of access and barriers for equalities communities.
- 7 As signatories, we are prepared to take up the challenge and report regularly on our progress working within agreed equalities requirements for regeneration
- 8 As signatories we will encourage all organisations in Bristol engaged in regeneration to commit themselves to ensuring equalities in regeneration

APPENDIX 10: SKILLS STRATEGY AREAS OF ACTION

1. We must **put employers' needs for skills centre stage**, managing the supply of training, skills and qualifications so that it responds directly to those needs.
2. We must **raise ambition in the demand for skills**. We will only achieve increased productivity and competitiveness if more employers and more employees are encouraged and supported to make the necessary investment in skills. We need a new social partnership with employers and unions, and a much stronger focus on driving up skills and productivity in each sector of the economy and in each region.
3. We must **motivate and support many more learners to re-engage in learning**. For too many people, learning is something that stops when they leave school. Learning new skills, at work and for pleasure, must become a rewarding part of everyday life.
4. We must **make colleges and training providers more responsive to employers' and learners' needs**, reaching out to more businesses and more people, and providing training in ways that suit them. Creating a truly demand-led approach means reforming qualifications, reforming the way we fund colleges, and reforming the way we deliver training.
5. We must **achieve much better joint working across Government and the public services**. This is not just a strategy for the Department for Education and Skills, but a shared strategy involving the Department of Trade and Industry, the Department for Work and Pensions, the Treasury and the range of agencies involved in training, skills, business support and productivity. Government must lead by example, in the way that we work and in our own role as employers.

Appendix 11

Map of the Bristol Objective 2 Action Plan Target Area

OBJECTIVE 2 AREA

