

Report of the Strategic Director – Place to the meeting of Keighley Area Committee to be held on 20 June 2019

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Subject:

Community Led Local Development

Summary statement:

This report updates the Area Committee on the European funded programme called Community Led Local Development in Keighley.

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1. SUMMARY

This report updates the Area Committee on the European funded programme called Community Led Local Development.

2. BACKGROUND

- 2.1 Community Led Local Development (CLLD) is a new way of supporting local development projects using European Structural Investment funds. It aims to increase employment, self-employment, skills, & business growth and ensures that local people are involved in developing projects and using resources in the area to address local challenges.
- 2.2 Keighley CLLD area (which covers the 20% most deprived lower super outputs (LSOAs) areas in Keighley East, West & Central wards) has been successful in securing European Structural & Investment Funds totalling £2.4m to deliver a £4.8m programme. This funding of 50% of the full programme costs has now been increased to approximately 60%, as the result of additional support provided by Bradford Council and the Business Rates Pool (See section 4). The remaining 40% match funding must be provided by commissioned deliverer organisations.
- 2.3 Bradford Council is the Accountable Body for the full programme and Airedale Enterprise Services have been chosen as the Local Action Group support team. Keighley Area Co-ordinator's Office attends meetings of the Local Action Group in an advisory capacity and is conducting the Appraisals of the funding bids. The Chair of Keighley Area Committee represents Bradford Council as a voting member on the Local Action Group.
- 2.4 The CLLD programme is based on four principles:
 - It is a bottom-up approach and targeted at local areas of greatest need
 - It is about finding innovative ways of addressing local challenges and opportunities
 - It is based on Keighley Local Development Strategies and led by a Local Action Group
 - It brings together different types of activity in different sectors into a coordinated Strategy.
- 2.5 During the last 3 years a Local Action Group comprising of public, private & third sector organisations together with residents have developed a strategy and vision for the 3 identified wards of Keighley CLLD. The LAG has agreed the overall vision for the CLLD area as:
Keighley CLLD area, by 2022, will be an enterprising, aspirational and positive place, where:

- our people are personally accountable and able to develop resilience and self-esteem, increasing well-being;
- our businesses are innovative and productive, and supported to set up and grow;
- diversity is respected, understood and appreciated;
- there is connectivity, integration, networking, amongst businesses and residents;
- pathways are put into place to help us to upskill and 'grow our own'; and encourage and support sustainable career progression; and
- the environment is clean, green and attractive.

2.6 By the end of the programme, Keighley CLLD will have:

- Created more jobs locally;
- Helped businesses stay viable;
- Helped businesses to grow;
- Helped people to start a business;
- Supported people to get the skills they need to access jobs;
- Helped build confidence to get people into training, employment or self-employment;
- Created opportunities for young people to find training and work locally;
- Helped develop skills and qualifications once employed.

2.7 The CLLD programme is comprised of 12 Activities split into 2 themes - one funded by ESF (European Social Fund) & the other funded by ERDF (European Regional Development Fund).

Under the ESF strand support will be given to 600 local people including 377 unemployed (including long-term unemployed), 223 economically inactive, 200 over 50 years of age, 200 from ethnic minorities & 118 with disabilities (including mental health issues).

155 people will be assisted into education or training, 85 people into employment (including self-employment) and at least 120 inactive people into employment or job search.

Under the ERDF strand 100 enterprises will receive support (of which 75 will be new enterprises), 100 new jobs will be created (including start-ups) and 75 potential entrepreneurs will be assisted to be enterprise ready.

2.8 The 12 numbered activities/projects are:

- 1 Improving low level skills amongst young people and adults in the CLLD area, including basic skills, language and communication, personal development, employability, and ICT/digital.
- 2 Providing pathways for integration and re-entry into employment for unemployed/ economically inactive CLLD residents, through employer engagement for a range of activities including short work

tasters, training facilities, training equipment rental, job clubs, work experience, job/career pathways information and awareness.

- 3 *This was to be a Graduate Placement project, but this was removed in the Strategy Development phase*
- 4 Holistic family-focused support provision addressing core /employability skills and barriers to learning and employment.
- 5 Small scale business grants/voucher scheme to support start-up, growth, and accessing business space and equipment.
- 6 Activities to promote entrepreneurship and self-employment in the CLLD area.
- 7 Support for federation/cluster development for small businesses to collaborate for a range of outcomes including progression and retention of skilled people within the key sectors and businesses.
- 8 Tailored business support for start-ups and existing SMEs, including mentoring, coaching, information, advice and guidance, business planning, and signposting and information on skills, productivity and quality improvement support.
- 9 Support for new forms of enterprise including social economy and social enterprises.
- 10 Practical & advisory support for employers to overcome barriers to recruiting people with disabilities.
- 11 Work buddy programme for micro businesses and unemployed residents.
- 12 CLLD area wide strategies to build resilience in families and communities and support social and community integration.
- 13 Stimulating local level collaboration amongst residents, small businesses and other local economic bodies, to support social inclusion and environmental improvements.

CLLD Commissioning was due to be fully carried out between July and October 2018 utilising only the YORtender Portal www.yortender.co.uk.

One project is now contracted and the remaining 3 will also be contracted in the next few weeks, amounting to 45% of the total programme value.

However, the problem now faced is that only those 4 projects (1, 2, 4 and 9) received applications from the 9 projects that were published for procurement. The decision was therefore taken to halt the remaining procurement activity until a process review was carried out.

2.9 To assist with the process review, feedback was sought from potential applicant organisations and covered a range of potential issues including

- Application process or documentation
- Level of financial information required
- Match funding requirement
- Lack of local knowledge or track record
- Incompatibility with your organisation's aims and objectives
- Application process support

The responses received indicated that the main barrier to applicants was the level of match funding required, and subsequent dialogue confirmed that their ability to provide match funding had decreased in recent times as a result of the decline in the UK economy and unresolved, this inability to provide match funding will impact the successful delivery of the programme.

The following activities have therefore been identified to assist in supporting future applications and are ongoing:

- Explore interest from larger organisations, in a wider geographic area, potentially to assist with match funding and partner smaller local groups
- Share best practice and problem solving with other Yorkshire based CLLD areas
- Seek additional funding from regional and national sources
- Explore broader political support

In addition, informal Expressions of Interest are to be sought from potential applicants and subsequent workshops/guidance sessions during the summer months will be held to provide additional application resource and to assist smaller organisations to consider collaborative applications.

3. OTHER CONSIDERATIONS

3.1 There are no other considerations arising directly from this report.

4. FINANCIAL AND RESOURCE APPRAISAL

4.1 See Para 2.2 above.

- 4.2 Bradford Council's Economic Development service has identified from its Enterprise support reserves a total of £250k of match funding for the Keighley CLLD project. This will enable the project delivery calls to attract a good level of interest.
- 4.3 The match funding identified must clearly contribute to the delivery objective of the Economic Growth Strategy. Economic Development is working with the delivery partner AES to identify the calls that strategically fit the Strategy.
- 4.4 In addition to the match funding above Bradford Council has also successfully bid to the West Yorkshire Combined Authority Businesses Rate Pool, for funding of £250k.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

- 5.1 There are no significant risk management or governance issues arising out of the recommendations of this report.

6. LEGAL APPRAISAL

- 6.1 There are no significant legal issues arising out of the recommendations of this report.

7. OTHER IMPLICATIONS

7.1 Equality & Diversity

Applications will be dealt with in accordance with the Council's Equality & Diversity Policy.

7.2 Sustainability Implications

Applicants have to be able to match fund the cost of the projects that they bid for.

7.3 Greenhouse Gas Emissions Impacts

There are no significant gas emission impacts arising from the recommendations in this report.

7.4 Community Safety Implications

Many of the projects supported may indirectly contribute to the enhancement of the provision of safer environments in local communities.

7.5 Human Rights Act

There are no direct Human Rights implications arising from the recommendations below.

7.6 Trade Union Implications

There are no Trade Union implications.

7.7 Ward Implications

The beneficiaries of the CLLD Programme must reside in the three Wards of Keighley East, Keighley West or Keighley Central.

7.8 Implications for Corporate Parenting

No implications.

7.9 Issues arising from Privacy Impact Assessment

The contact details and information relating to CLLD are held and managed by Airedale Enterprise Services.

8. NOT FOR PUBLICATION DOCUMENTS

None.

9. OPTIONS

- 9.1 That members note the report. The purpose of this report is to inform Members of the details of the CLLD Programme for Keighley.

10. RECOMMENDATIONS

- 10.1 Keighley Area Committee welcomes the details given in this report of the Keighley CLLD Programme and the investment that it brings into Keighley.

11. APPENDICES

None

12. BACKGROUND DOCUMENTS

- 12.1 Community Led Local Development, Document "H", Keighley Area Committee, 19 July 2018