



## Community Led Local Development in Leeds City Region LEP

### Preparation for the submission of the final ESIF strategy

Please complete this form and return to

[heather.waddington@leeds.gov.uk](mailto:heather.waddington@leeds.gov.uk)

**by 5pm on 20 December**

<b>District</b>	<b>York</b>
<b>Lead contact</b>	<b>Adam Gray</b>
<b>Organisation</b>	<b>City of York Council</b>
<b>Email address</b>	<b>adam.gray@york.gov.uk</b>
<b>Phone number</b>	<b>01904 551053</b>

**1. Please confirm that you still wish to progress with CLLD in your area.**

YES

**\*If you no longer wish to progress with CLLD, go straight to the last page of the form to sign and then return to the email address above.**

**2. Confirm the outline geography of the area and its population size. Where possible, please provide a map showing the CLLD area within the wider context of the district.**

The East-West Corridor CLLD area is comprised of several adjoining wards within the City of York (including the Heworth, Hull Road, Guildhall, and Westfield Wards). It also contains a number of 'local super output areas' within the Acomb, Holgate and Micklegate Wards. The combined population of the CLLD area is 53,842.

Many of the neighbourhoods or super output areas within these wards fall within the most 20% most deprived areas in the country, and Westfield is within the 10% most deprived.

Communities across the whole of the East-West corridor face a similar set of socio-economic challenges including higher than average levels of unemployment (as high as 30%), poor adult skill levels, child poverty, low skill levels, poor quality housing and a lower than average business density. There are numerous retail bases and industrial units located within these neighbourhoods, but many of them are suffering from the effects of reduced consumer demand and under-investment.

The outline CLLD proposal will bring all partners and pilot initiatives together in the area, **predominantly addressing jobs, skills, business growth and anti poverty measures**. Key partners will include the voluntary sector, City of York Council, local tenants and residents associations, police, University of York, training and employment agencies and private sector partners such as local businesses / business support agencies.

3.

- a) **What evidence is there of the need for the proposed activity, and what are you aiming to achieve?**
- b) **What are the challenges and barriers to be addressed**
- c) **What are you aiming to achieve?**

### **Overview / Outcomes**

- The principle aim of the East-West Corridor is to facilitate a programme of unique, accessible interventions to reduce poverty and economic disadvantage through joined-up working at a neighbourhood level.
- All initiatives will be based on local need and demand, involving business, residents, statutory and voluntary sector agencies at every step the way.
- The impact of this project will be far reaching, lifting families and individuals out of poverty, improving their health, life chances and aspirations. Local businesses will also benefit; their enhanced prosperity will create local employment and career opportunities for those who need them most.

- Families in the East-West Corridor will see their incomes rise, through the twin approaches of targeted training and employment opportunities, and greater awareness of / access to support entitlements.
- The long-term outcome will be to bring about a more cohesive, self confident and economically viable series of interlinked communities. The East-West Corridor offers an ideal opportunity to embed best-practice neighbourhood working across a broader geography.

### **Needs Analysis**

- The "Child Poverty Needs Assessment" for York (September 2011) demonstrates how poverty is blighting the lives of 4400 children in the City, or 2000 families (many of whom reside within the East-West Corridor boundaries).
- The Needs Assessment shows 57% of children in poverty are concentrated in just 5 of the City's 22 wards, most of which fall within the East West Corridor. A staggering 73% of the children who live in poverty are from single parent families, 9% higher than the regional average. The vast majority will be women and so helping them overcome the barriers to suitable employment, whether it is their own lack of expectations or practical matters such as childcare will be a major contribution to overcoming inequality.
- This impacts upon the health of their children (19% of children in poverty have a long term illness), their educational achievement (a massive 60% of children in poverty in York have Special Educational Needs statements (SENs), 11% will be expelled or suspended) and their homes - 48% live in bad housing.

### **Neighbourhood-based Interventions**

- By bringing together residents, agencies and communities at a local level and harnessing their collective in-depth knowledge and awareness of the local landscape the East-West Corridor initiative will take information, support and advice to both families and individuals who need it most, where they are more likely to access the support and benefit from it.
- This will include multi agency debt, health, benefit and employment outreach sessions run in venues known to families (Children's Centres, Schools, GP Surgeries) and local volunteer Community Information Champions will be used to promote the support available and its benefits. **By using this unique approach, offering positive advice informally in familiar settings, the overarching 'East-West Corridor approach' will reach those families and individuals who can benefit from it the most.**

- The longer-term aim of the East-West Corridor is not only to link people with expert advice around benefits, debt and employment in settings that are comfortable to them - but to promote social networks, thereby strengthening residents connections to other services and opportunities. The different neighbourhoods and communities that make up the East-West Corridor will meet on a regular basis to disseminate learning and best practice.
- The latest academic research (European Value Studies, 2010, NESTA - Mass Localism, 2011) concluded that services that promote social networks, thereby strengthening resident's links to other services and opportunities, are the most sustainable forms of social investment.

### **Economic Interventions**

- Stimulating local economic growth, and connecting hard-to-reach families, communities and individuals with that economic growth will be the other predominant theme within the East-West Corridor approach.
- A number of 'flagship' economic sites and schemes are located within the East-West Corridor. Unlocking the potential of the York Central Development site is a primary aim of the City, which could lead to significant job creation and increased GDP within the local community.
- A priority of the East-West Corridor approach will be to ensure a broad range of targeted local recruitment and training opportunities generated through both the site construction phase and end user phase of the development, and any other development sites located within the corridor boundaries.

### **Employment, Training and Skills**

- A locally targeted training and recruitment model (YorCity Construction) will be adapted to any development site within the East-West Corridor in order to encourage broader local community engagement. The aim of this way of working is to ensure that the maximum benefit can be gained in terms of education, skills development, training, recruitment and community involvement, for the benefit of local people, local businesses and the local economy.
- For any development sites located within the East West Corridor each site developer and main contractor will initially be approached to discuss what kind of activities they could be involved in. Activities could include:
  - Working with local Job Centres and recruitment agencies to source local labour.
  - Working with local providers on pre-employment training programmes to support and encourage local

- Residents, in particular those who are unemployed, to access job opportunities.
  - Taking on apprentices from local colleges and training providers.
  - Offering internships or work placements to undergraduate or postgraduate students.
  - Offering work experience to school and college students.
  - Getting involved in employer events focused on school and college students.
  - Providing support for professional development of teachers and tutors.
  - Providing site visits for the local community, schools, universities, and colleges.
  - Working with local colleges and universities to up-skill site staff or potential employees.
  - Ensuring that local businesses are aware of the work packages available on site.
  - Working with the supply chain to get them involved in the types of activities mentioned above.
- For the developer, contractors and suppliers there is an opportunity to influence, contribute to and access recruitment and training of a future and current workforce, raising a positive profile for the developer not only with local residents but also with other businesses and stakeholders in the local area.
  - The local community benefits from access to training and potentially jobs, as well as a better understanding of the development in its own right and the benefits it can bring to their community and the city in the long term. The approach supports the delivery of positive outcomes for young people, the unemployed, the underemployed, local communities and local businesses.
  - There will be a range of benefits at the end user phase of the project. These will concentrate on encouraging all employers who invest in development sites located within the East West Corridor to offer quality apprenticeship schemes, attuned to the needs of the modern workplace.
  - This will not be the only focus - it is also about targeted support to connect people to other jobs and opportunities across the City (a key priority within York's Skills Strategy, 'Unlocking York's Potential').

## **Wider Business Support Measures**

- No less important is the need to support smaller business, and encourage greater footfall within the retail sector within the East-West corridor area, and to bring business and community more closely together through the development of the social enterprise sector, including proposals for a self-sustaining library service.
- Success will be measured by a growth in footfall, pop-up and new leasehold businesses moving into the area, increased business productivity and a broader business base.
- Another flagship development within the East West corridor will be the proposed creation of a Digital Media and Creative Centre within the Guildhall Ward. This centre will be the jewel in the crown in terms of local business start-ups and the retention of young, talented individuals within the CLLD area.
- Schemes to promote self employment and social enterprise will feature prominently. Feedback from a variety of partners indicates a lack of wraparound support for residents intending to start their own businesses. There are also a number of fledgling community enterprises within the East-West corridor which will be allowed to flourish and grow.
- To create a job-rich CLLD area providing job opportunities for all with pay levels that tackle in-work poverty. New initiatives will include a series of Jobs, training and employment fairs and other 'routes into work' interventions. This will enable local residents to overcome traditional barriers to work, as well as developing key employability skills to secure employment.
- People in area who are looking for a job or who want to start up a business will be able to receive free help on their doorstep. Individual advice and guidance, as well as a programme of workshops will give local job seekers advice on how to brush up CVs and skills, build confidence and take advantage of pre-employment training and work placements. While those seeking to set up on their own, can get advice on going self-employed, taxation and how to run a business.

**4. How many LAGs will be established? Please outline the rationale for this decision, and illustrate that there is the capacity and infrastructure within the area to operate in this way.**

One LAG will be established to oversee the whole CLLD area. A strong infrastructure of resident / community associations and business forums already exist across the East-West corridor. Each ward also possesses a Ward Action group comprised of residents, businesses and public sector agencies. A multi agency group is also in place to manage and oversee the delivery of the £1m Big Local programme. Members of these groups and forums have many years' collective expertise in the management of neighbourhood-based interventions and initiatives.

It is likely that the Ward Action groups and Big Local Group will monitor and oversee ongoing CLLD activity in their specific areas. However, an overarching LAG will be established comprised of community, business and agency representation from across the East-West Corridor.

The LAG will hold ultimate responsibility for the shape and direction of the CLLD initiative.

As outlined above, members will be vastly experienced in specific fields - jobs, skills, training, anti-poverty initiatives etc. and all will have many years experience of delivering neighbourhood based schemes, initiatives and programmes. At least 50% of voting rights will be held by non-public authorities and no single interest group will hold more than 49% of voting rights. The LAG will hold ultimate responsibility for monitoring project delivery and reporting on progress against milestones to the relevant Managing Authority and LEP.

**5. Describe how the proposed activity will**

- a) contribute to the overall ESIF programme’s thematic objectives, and;**
- b) be additional to national programmes, as well as projects elsewhere with the ESIF Programme**

The proposed activities within the CLLD area will contribute to a broad range of ESIF thematic objectives. As outlined in question 3 the primary focus of the CLLD will be ESF-related activities under Themes 8,9,10,

However, there will also be programmes of ERDF support to improve the competitiveness of SMEs, encourage SME innovation and to enable SMEs to access to superfast broadband connectivity accompanied by support and training. Business support packages for social and community enterprises will also be in place.

Although not the primary focus the CLLD will also feature low carbon and climate change adaptation initiatives through Energy Smart initiatives to promote solar panels, smart meters etc

The uniqueness of the CLLD approach will be through its adoption of a co-ordinated, multi-agency model to address intractable neighbourhood based problems. Without the CLLD neighbourhood based interventions would undoubtedly occur, but would lack the interconnectivity and alignment that the CLLD approach offers. The CLLD approach in York will also be very strongly community driven and led, enabling the people with the greatest knowledge of their neighbourhoods to design and implement solutions.

The CLLD will be strongly connected to City-wide democratic ward structures through the Ward Action and wraparound community development activity across the wider City. The CLLD will disseminate its findings and share best practice though this broader neighbourhood support network.

**6. How much EU funding are you requesting?**

<b>EU Funding Source</b>	<b>Total amount requested</b>
ERDF	£300,000
ESF	£900,000
<b>Total EU Funding</b>	<b>£1,200,000</b>



## 7. What are the match funding sources for your area?

Name of match funding source	Total amount
Big Lottery Fund - Big Local Funding	£1,000,000
City of York Council	£200,000

## 8. How much funding are you seeking each year? Note that EU funding operates on calendar years *The table is in Excel. Double-click on the table to enter your figures, and the totals will be calculated automatically*

	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total
<b>ERDF</b>	24706	44118	58823	58823	58824	54706				<b>300000</b>
Match funding	24706	44118	58823	58823	58824	54706				<b>300000</b>
<b>Sub-Total</b>	<b>49412</b>	<b>88236</b>	<b>117646</b>	<b>117646</b>	<b>117648</b>	<b>109412</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>600000</b>
<b>ESF</b>	75600	135000	180000	180000	180000	149400				<b>900000</b>
Match funding	75600	135000	180000	180000	180000	149400				<b>900000</b>
<b>Sub Total</b>	<b>151200</b>	<b>270000</b>	<b>360000</b>	<b>360000</b>	<b>360000</b>	<b>298800</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1800000</b>
<b>Total EU Funding</b>	100306	179118	238823	238823	238824	204106	0	0	0	1200000
<b>Total Expenditure</b>	200612	358236	477646	477646	477648	408212	0	0	0	2400000

## 9. What outputs and results do you expect to achieve?

Please note that these are indicative only at this stage and we expect that these will be refined and reviewed as Local Development Strategies progress.

ESF Outputs	Number
a. Number of unemployed (including long-term unemployed) participants	672
b. Number of inactive participants	168
c. Number of employed (including self-employed) participants	100
Total number of participants (should be equal to a + b + c)	940
Number of participants aged 15-24	<b>25</b>
<b>ESF Results</b>	

Number of inactive participants newly engaged in job searching upon leaving	168
Number of participants in education/ training upon leaving	94
Number of participants gaining a qualification upon leaving	752
Number of participants in employment upon leaving	185
Number of participants engaging in positive activities that address barriers to work or widen participation in training (for example, improving basic skills or life skills, volunteering in the community, undertaking work experience).	940

<b>ERDF Outputs</b>	<b>Number</b>
Number of enterprises receiving support	76
Number of new enterprises supported	21
Employment increase in supported enterprises	60
Number of enterprises cooperating with research entities	n/a
Number of enterprises supported to introduce new to the market products	<b>n/a</b>
Number of enterprises supported to introduce new to the firm products	<b>n/a</b>
Additional enterprises accessing ICT products and services including broadband	<b>12</b>
Private investment matching public support to enterprises	<b>n/a</b>
Number of companies supported with business resource efficiency	<b>n/a</b>
Estimated greenhouse gas reductions	<b>n/a</b>
Infrastructure site development including green infrastructure (hectares)	<b>n/a</b>

<b>ERDF Results</b>	
Increased number of businesses that are actively innovating to bring new products to the market	n/a
Further embedding innovation and building greater value chain connections within and across relevant functional economies, especially with the use of those enabling technologies that transfer across sectors (smart specialisation indicator).	n/a
Support enterprises in their development of ICT products and services including broadband	26
Increase in SME productivity	n/a
Increase in SME jobs created	60
Increase in business start-ups	21
An increase in the energy efficiency of companies, buildings and transport	n/a
An increase in companies deploying low carbon practices, processes, services or products.	n/a
Improving the economic viability of areas through infrastructure investments including green infrastructure.	n/a

Please sign and date the form on completion and return to Heather Waddington in the Leeds City Region Secretariat.  
email : [heather.waddington@leeds.gov.uk](mailto:heather.waddington@leeds.gov.uk)

<b>Name</b>	Adam Gray
<b>Signature</b>	A. C. Gray
<b>Date</b>	17 /12 / 2013

**Thank you for completing this form. We will use the information provided to help with further development of the EU SIF strategy for Leeds City Region LEP.**