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1. SUMMARY AND INTRODUCTION

Note: This revised version of the West Wrexham Urban II Programme Complement details the Priorities and Measures up to 31 December 2003, and the single-measure Priorities from 1 January 2004 in line with the revised Community Initiative Programming Document agreed with the Commission. These changes reflect the recommendations of the Mid-term Review, and take account of additional resources to the Programme as the result of indexation. The financial tables show the result of the decision taken by the Programme Monitoring Committee to allocate these additional resources to Priority 2, and the increased level of private sector funds in Priority 1.

The URBAN II Programme Area

The target area for assistance under the URBAN II Programme is West Wrexham. West Wrexham comprises of 9 electoral wards totalling 16 urban villages. West Wrexham is located adjacent to Wrexham town centre and extends west to the County Borough Boundary with Flintshire. (see Map 1)

West Wrexham has a total population of 28,770 residents (1998); this represents 23% of the total Wrexham County Borough population (see Table 1.1 below).

The communities in West Wrexham share a common industrial heritage, in particular a heavy reliance on the steel and mining industry. Many of these communities emerged in response to growth in these industries. However, the decline of the mining industry from the 1960s, and the iron and steel industry from the 1980s had a serious economic and social impact on the area.

The Purpose of the Programme Complement

This Programme Complement sets out the operational details at priority and measure level of the programme strategy and priorities described in the Community Initiative Programme Document (CIP). The document has been developed consistent with European Commission guidance set out in the Vademecum, which describes the elements to be included in Programme Complement. The Programme Monitoring Committee (PMC) also acting as the West Wrexham Partnership Board approves the Programme Complement, which is also responsible for agreeing amendments. The document is sent to the European Commission for information.

The Programme Complement is one of a series of documents, which will be of value to both applicants and programme delivery agents. In particular, it provides details of activities eligible for support under the URBAN II Programme, indicative financial allocations at priority and measure level and quantified targets against which Programme performance will be measured. Additional guidance will be made available separately including application procedures and processes, the scoring and appraisal system, the management and decision making structures, monitoring requirements and responsibilities, publicity requirements and claims procedures.

Background – The Community initiative Programme Document

The context for the Programme Complement is provided in the West Wrexham URBAN II Community Initiative Programme document (CIP), formally received by the European Commission on May 21st 2001 and formally approved by the European Commission on 6th December 2001. This sets out the programme strategy and priorities taking account of the current social and economic situation. The following chapter provides a synopsis of the rationale and strategy underpinning the choice of Priorities and Measure. However, this is not a substitute for the CIP itself.

MAP 1

GEOGRAPHY OF WEST WREXHAM URBAN II AREA

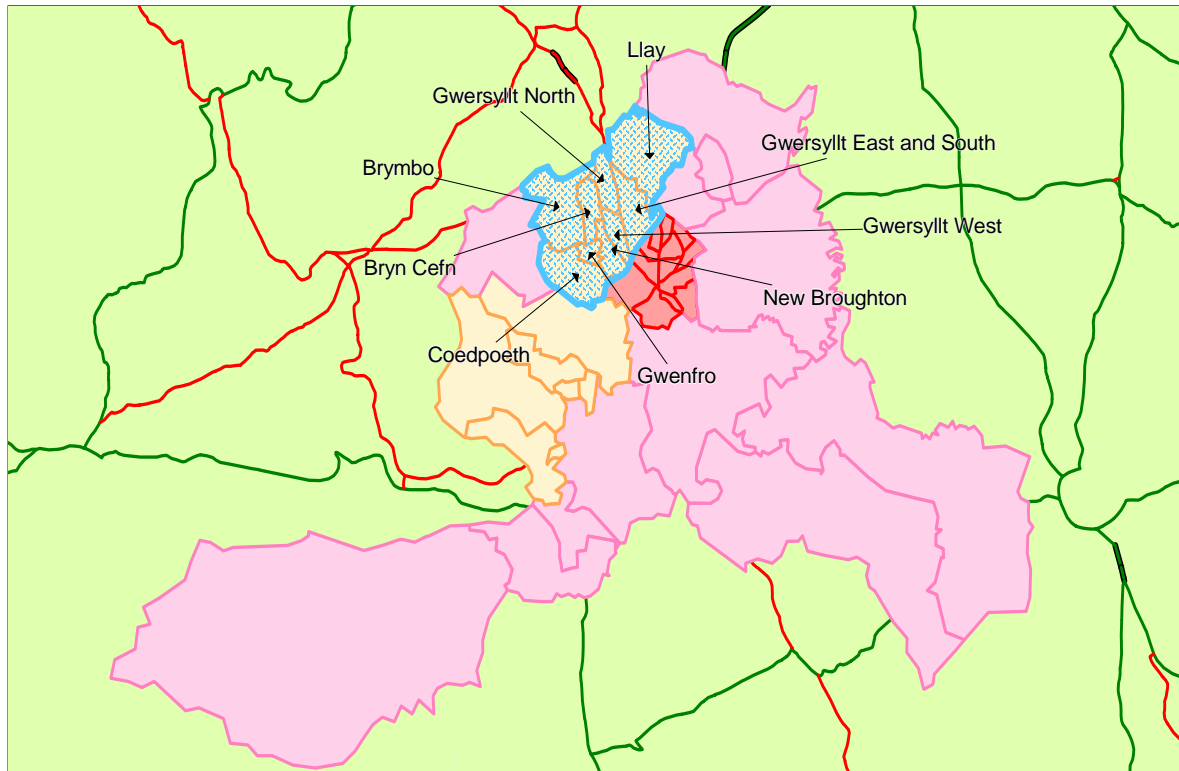
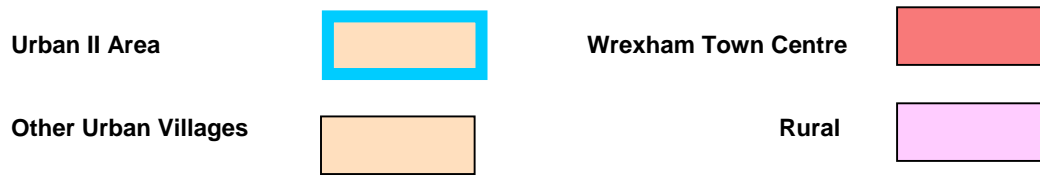


Table 1.1 Coverage of the West Wrexham URBAN II Programme

Table 1.1 Resident Population by Gender 1998			
Electoral ward	Resident Population	% Male	% Female
Brymbo	2,635	48.7	51.3
Bryn Cefn	1,928	48.3	51.7
Coedpoeth	5,063	49.7	50.3
Gwenfro	1,716	50.3	49.7
Gwersyllt East and South	4,477	47.6	52.4
Gwersyllt North	2,562	50.6	49.4
Gwersyllt West	2,670	48.4	51.6
Llay	4,788	49.4	50.6
New Broughtton	2,931	47.8	52.2
West Wrexham area	28,770	49.0	51.0

Source: Wrexham County Borough Council (Source = Key Population and Vital Statistics©ONS, 1998)

TOTAL POPULATION - 28,770

SUMMARY CIP

The URBAN II target area lies to the west of Wrexham town centre constituting an area that has particularly suffered from industrial decline, for example, steel making, coal mining and mineral extraction. As a result the communities located within the area are suffering from related deprivation and isolation problems (see Table 1.2 below). In addition many of the communities are suffering from high levels of long term unemployment and significant levels of youth unemployment which can be traced back to the closure of the Brymbo Steelworks in 1990. This had a massive impact both directly and indirectly on local communities and the problems that exist have been compounded by a poor physical environment, contributing to negative perceptions of the area.

The focus of employment today is more varied. The manufacturing sector is particularly evident in West Wrexham, Llay particularly, where employment opportunities have significantly increased over the previous decade, accounting for 60% of the employment growth in the area between 1991 and 1998. Evidence however, confirms that the majority of these job opportunities have been captured by in-commuters to Wrexham. Dependency on this industry has also been proven to be problematic as the sector continues to be hard hit by global competition and technological change.

Other key sectors in the area include wholesale and retail and construction together with service sectors such as distribution, hotels and restaurants, and public administration, education and health. Part time work in West Wrexham is particularly evident.

Other issues, such as high rates of crime, the poor health of the local population and a derelict environment are seen as causal links to the two fundamental issues underpinning the West Wrexham URBAN II Programme. These are as follows: - (a) extremely low levels of entrepreneurship and (b) 'below average rates of labour market participation'.

Table 1.2 Key Characteristics of the WEST WREXHAM URBAN II AREA

- High proportion of working age population
- Male oriented employment
- Narrow economic base
- Limited number of key sectors
- Below average economic activity rates
- Varying rate of unemployment between the communities
- Weak entrepreneurial culture
- Low pay and debt problems
- Isolated communities
- High rates of crime
- Low Basic Skills
- Low educational attainment in some communities
- High degree of physical dilapidation
- High proportion of Local Authority owned Housing

Hence, the URBAN II programme is a community led approach to tackling such issues and to the overall economic, environmental and social regeneration of an area. In this respect the Vision for the West Wrexham programme is:

'The creation of strong participating entrepreneurial communities where people work together (within and between communities) to create desirable places to live, and where residents are empowered to participate in the local economy and everyday life.'

This Visions along with the key characteristics highlighted in Table 1.2 underpin the framework for the West Wrexham URBAN II programme, identifying the Priorities and Measures necessary to respond to the needs evident in the area.

Policy Context

The URBAN II programme concerns the economic and social regeneration of cities and of urban neighbourhoods in crisis with a view to promoting a sustainable urban development. This initiative must therefore offer distinct added value and be complementary to mainstream programmes.

To gain maximum impact from the Structural Funds it is essential that the URBAN II Programme is closely linked to the principle regional and local policies designed to strengthen economic and social regeneration. To engender a "joined up" approach to policy making, new synergies between European regional programmes and domestic urban policies will be sought wherever possible.

Sustainable development must be a key principle within the programme, and there must be clear links to the European Commission's "Sustainable Urban Development in the European Union: A Framework for Action" and "The Structural Funds and Their Co-ordination with the Cohesion Fund: Guidance for Programmes in the Period 2000-06". In addition, linkage to the National Assembly for Wales is integral to the effectiveness of the programme, as is the complementarity with local strategies and plans, such as the Wrexham Objective 3 Programme, the Wrexham Urban Partnership and Urban Villages Strategy and the WCBC Economic Development Strategy.

The programme will be implemented in a way, which is consistent with the Employment guidelines and the UK National Employment Action Plan.

Further policy details can be found in Chapter Four of the West Wrexham URBAN II 2000-2006 CIP document.

2. IMPLEMENTATION

The Managing Authority for this Programme is the National Assembly for Wales (through the Welsh European Funding Office, WEFO). Wrexham County Borough Council is facilitating the implementation of the Programme through supporting the West Wrexham Partnership Board (operating as the PMC) and the five Community Committees that have been established to take forward the Programme. (See Figure 2.1 overleaf)

What can be funded?

To qualify for funding a project must contribute to the outputs of the Programme as detailed in Chapter 3, and fit within one of the Priorities and Measures of the Programme. Chapter 3 sets out the specific targets for each measure and specifies what activity can be funded. Projects must also fit within the West Wrexham Strategic Action Plan as detailed in Chapter 7, and the five local Community Action Plans developed by each of the Community Committees (see Appendix 1). All applications must show evidence of support from the relevant Community Committees/local business community and/or partners involved in the delivery of a project.

Who can apply?

Organisations or bodies in the public, private (organisations employing under 50 employees) and voluntary sectors can all apply for funding for projects, provided that they have a legal constitution and are financially sound.

Applications from the Private Sector

The U.K. Government is obliged to comply with European Commission rules when giving public subsidies for commercial activities trading within Europe. These subsidies are known as "State Aids". Obvious examples of State Aid are large grants for investment, research and development and training. In this respect, the maximum amount of financial support that can be granted to the same beneficiary under the West Wrexham URBAN II Programme will not exceed 100,000 euros in any three year period.

Final Beneficiaries

The Final Beneficiary refers to the body making an application for funding to the Programme.

How much funding is available?

The total amount of EU funding available in each measure of the Programme is shown in Chapter 10 together with the amount of match funding needed from the UK public and private sources.

The maximum amount of grant available to individual projects under each of the Programmes measures is 50% of the total project costs. In each case, the applicant will need to demonstrate how much grant support is necessary for the project to proceed; after all other possible sources of funding have been explored.

The Grant Intervention Rate for projects seeking funding from each of the measures will be up to a maximum of 50 %

What is the process?

There are a number of stages to the application process for those interested in applying for funding:

1: Contact the URBAN II team who will provide initial advice on how to proceed. The URBAN II team will provide potential applicants with an Expression of Interest (EoI) form and any further documentation that will be of assistance in making an application to the URBAN II Programme. The Applicant will also be advised of the Assessment Panel meetings, which will give them an indication of the deadlines for submitting applications of their application.

Applicants are reminded that they will need to show evidence in the EoI form of consultation and support from members of the relevant organisations including, Community Committees, Business Forums and Partnership Agencies.

2: Applicants must return the completed EoI Form to the URBAN II team who will consider the Project Proposal in relation to its compatibility with the Programme. The URBAN II Team will provide feedback to the applicant that should be taken into consideration when completing the next stage of the application procedure. A Proforma application will be made available to the applicant.

3: Applicants will complete the Proforma application form and return it to the URBAN II team. The information given in the Proforma application will need to be consistent with that included within the final application.

4: Completed Proforma applications will be circulated to members of the Assessment Panel who will meet at the scheduled dates to assess each Proforma Application in line with the agreed process. The Assessment Panel will recommend to WEFO which applications fulfil the aims and objectives of the West Wrexham URBAN II Programme. The Assessment Panel can decide not to support an application.

5: The Applicant will receive feedback from the Assessment Panel detailing how the application has performed during the assessment.

6: The Applicant will now complete a full ERDF application that will be sent to WEFO for a full appraisal.

7: On completion of the full appraisal WEFO will recommend projects to the West Wrexham Partnership Board projects for their approval.

Diagram 2.2 illustrates the application process.

Monitoring

In issuing an approval letter WEFO will make clear what aspects of the project they will monitor. Project managers will need to report progress on the delivery of the activity and the achievements against agreed targets when they are claiming the grants, this will be detailed in the approval letter issued from WEFO. The project manager will also be asked to provide additional detail on certain outputs, e.g. type of job created, people accessing them, nature of businesses assisted, people benefiting from training.

Financial Control

WEFO is authorised by the National Assembly for Wales to undertake financial management and control arrangements for all Funds on behalf of the Member State. The Court of Auditors and the European Commission undertake audits on their own behalf. WEFO also acts as the Paying Authority for the ERDF. All monies from the European Union are treated in the same way as domestic funding for the purposes of financial management and control, as well as being subject to EU Regulations.

WEFO receives and holds ERDF monies that have been sent from the Commission in the form of advances, and interim and final payments. They issue offers of ERDF grant. WEFO receive payment claims from the final beneficiaries to which they have issued offers. Invoices or other accounting documents back up all payment claims.

WEFO checks the payment claims against the offer of grant and the project papers, and ensures consistency with the performance targets set and eligibility. If acceptable they authorise and pay out grants on the basis of eligible expenditure incurred. The functions of checking, authorisation and payments are separated within WEFO.

WEFO draw up and certify the payment applications for ERDF to the Commission based on the payment claims received from the final beneficiaries. These payment applications will be in euro, the conversion from sterling being in accordance with the regulatory requirement. WEFO is responsible for carrying out the majority of the 5% verification checks on total eligible expenditure across the programme. They are also responsible for investigating and drawing up reports on any alleged irregularities. These are then forwarded to the Department of Trade and Industry which submits the quarterly returns to the Commission together with details of follow-up actions.

The Internal Audit Unit of the National Assembly for Wales undertakes audits of the management and control systems implemented by WEFO and provides the declaration to accompany the final payment application. This declaration will relate to the extent to which WEFO has provided for and implemented the regulatory financial management and control requirements determined during the audit visits.

Figure 2.1

Community Committees/Business Forum/Working Groups and Partnership Board

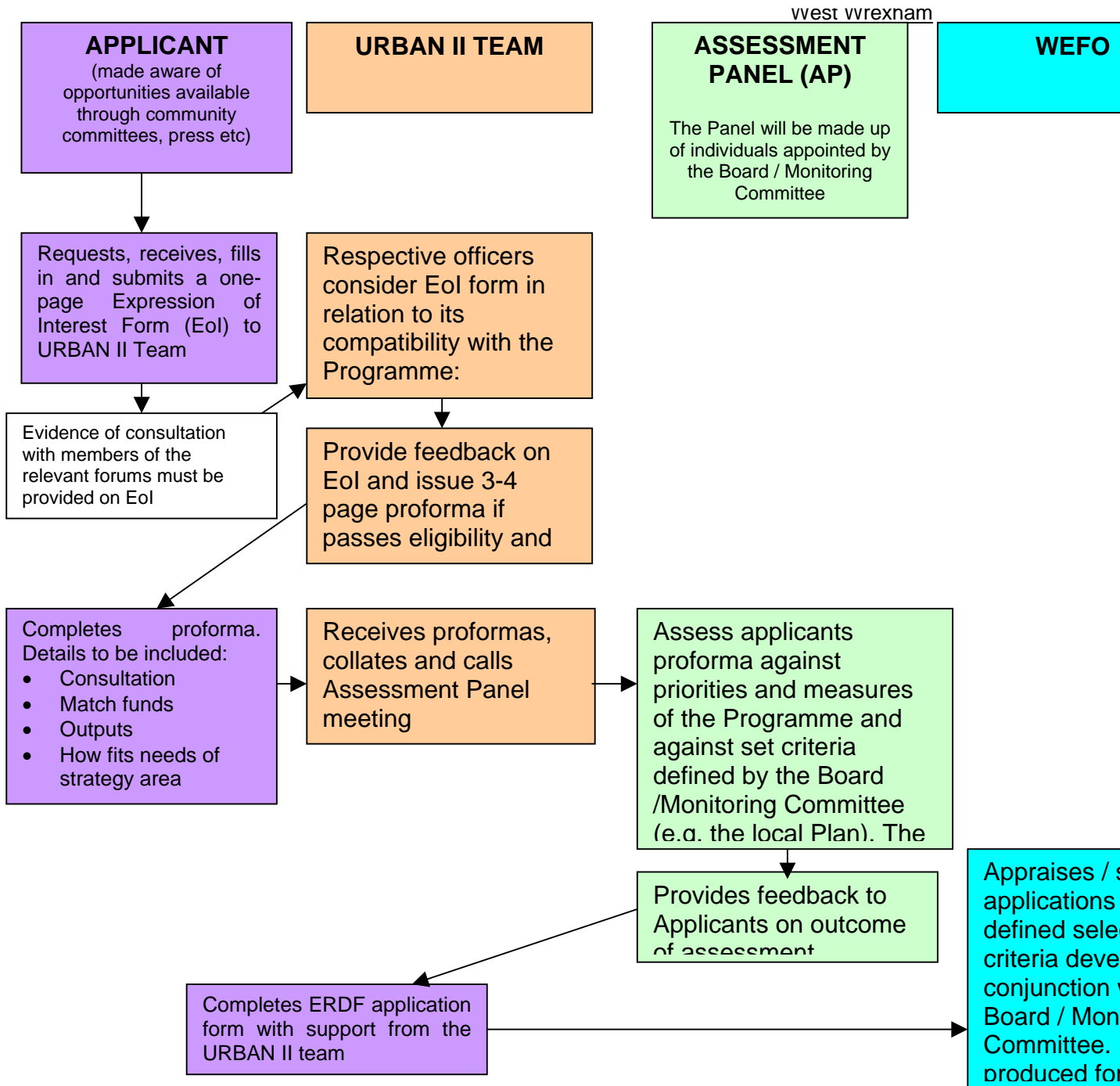
A key feature of the URBAN II Programme is that it is led and managed by the local community in response to local concerns. Hence the creation of five **Community Committees** that are broadly representative of those within their locality. Each of the Community Committees have developed a Local Action Plan detailing the proposed activity for their community. This action plan responds directly to the issues and concerns identified through a wide consultation exercise which included a Community Needs Audit, an Employers Survey and a Youth Survey. Each of the Local Action Plans links directly to the overall West Wrexham Action Plan (available as a separate document). In addition to the five Community Committees a **West Wrexham Business Forum** representative of the local business community, has been established to inform the implementation of this element of the Programme.

Two Working Groups have also been established. They are focused on the priorities of the Programme and are made up of individuals from each of the Community Committees and agencies from the public, voluntary and community sectors.

Through the Groups/Committees and Forums that have been established a West Wrexham Action Plan has been developed to provide strategic direction to the Programme. Applicants must show how their proposals will work towards delivering this Plan.

The **West Wrexham Partnership Board** is made up of members from each of

Diagram 2.2: WEST WREXHAM URBAN II PROGRAMME IMPLEMENTATION



3. PRIORITIES AND MEASURES

Three Priorities have been identified through which the URBAN II Programme in West Wrexham will be delivered.

Priority 1: Entrepreneurship and Business Development

This priority is focused upon encouraging community enterprise and self-employment in West Wrexham and improving the competitiveness and efficiency of both new and existing businesses through advice, information and financial support, through maximising the earnings potential of both local employees and employers, and through the provision of workspace and site reclamation.

Priority 2: Participation

This priority is focused on ensuring that local people can access the jobs created in West Wrexham or elsewhere within the sub-regional economy, and in developing active, vibrant communities where local people play a central role in the economic, social and environmental regeneration of the communities in which they live. In particular it will attempt to maximise the potential of local people by improving their skills, training and education, raising the aspirations and achievements of local people, and overcoming barriers to accessing employment opportunities.

Priority 3: Technical Assistance

Technical Assistance supports the costs of management and project delivery support in order to ensure that the two priorities of Entrepreneurship and Participation are efficiently and effectively addressed. It will also focus on the dissemination of good practice and the fostering of linkages with other URBAN II (and former URBAN I) areas, particularly in Wales and the North West of England.

4.PRIORITY 1: ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

From 1 January 2004 Priority 1 is a single measure priority

with the overall aims of increasing employment opportunities in West Wrexham that benefit local people by encouraging enterprise and self-employment, and the development of competitive and sustainable businesses.

Overall rationale

The aim of this priority is to develop new businesses in West Wrexham that provide employment opportunities for local people through both indigenous and inward investment. In addition, the priority focuses on developing and improving the competitiveness and efficiency of existing businesses in the area by providing appropriate financial support, sites and premises and information and guidance. By undertaking such activities it is envisaged that both employers and employees will maximise their earnings potential. Hence key activities that will be prioritised will include awareness raising of self-employment as a career option, appropriate (targeted) information and guidance, as well as (wide-ranging) grant availability for both new and existing businesses. In particular, emphasis will be directed towards establishing and developing companies in high value and high growth sectors through a co-ordinated approach.

Baseline data and targets

A number of indicators can be used to show the trends in business growth overtime. The following give a baseline for West Wrexham at the beginning of the Programme; the data will be updated each year in the Programme Annual Report to show the trend.

Indicator	Value	Year	Source
Number of new starts per annum	7 15*	2000/2001 2001/2002*	WCBC
Number of firms existing in 2001	500 est.	1999 est.	WCBC
Number of jobs existing in 2001	5986	1999 est. workplace-based	WCBC
Number of firms per 1,000 inhabitants	14.67	1999 est.	WCBC

*Up to and including 6/2/02. 9 of the 15 received a Local Regeneration Fund grant; hence higher figure for 2001/02.

The anticipated contribution of Priority 1 of the Programme is expressed in the following targets:

	<u>Activity of:</u>	40	business start-ups assisted
		75	new and existing community businesses receiving financial support
		40	businesses where management and workforce have received training, advice and assistance
		1000-sq. m	of new or improved workspace provided
leading to	<u>Results</u>	£1.5million	investment in new and existing businesses
		140	gross jobs created
		55	gross jobs safeguarded
		54	number of supported SMEs with Internet Access

Job Definitions

gross new jobs means new jobs in assisted SMEs generated by projects, expressed as full-time employment

gross safeguarded jobs means the jobs that would have been lost if Structural Fund intervention had not occurred, expressed as full-time employment.

net additional jobs means new jobs resulting from Structural Fund interventions – measured as gross direct new jobs, minus the effects of dead weight and displacement, plus multiplier effects and expressed as full-time employment.

net safeguarded jobs means the safeguarded jobs resulting from Structural Fund intervention – measured as gross direct safeguarded jobs, minus the effects of dead weight and displacement, plus multiplier effects and expressed as full time

Progress will be monitored against these targets. Further details that will need to be monitored will include beneficiaries of employment created by age and gender, type and nature of business start, nature of training and beneficiaries from training and location of new or improved workspace. Programme evaluation will also cover areas that will include value for money; lessons learnt and models of good practice. This will involve a more qualitative approach to the impact of the Programme.

2000-2006 financial allocations for Priority 1 in Euros

	Total cost	ERDF	UK Public	UK Private
TOTAL	9,803,928	4,886,964	4,380,964	536,000

Priority 1 has been allocated 46% of the total funds available to the Programme.

Detail for the new single-measure Priority 1 – encouraging enterprise and self-employment and the development of competitive and sustainable businesses

Fields of Intervention – 16 (161,162, 163, 164, 166, 167), 24, 324

Aim

To encourage the creation of innovative new businesses through indigenous and inward investment in order to support business start-ups and to provide employment opportunities for the population of west Wrexham, and to develop competitive businesses – both those recently created, and those who have matured – that are sustainable.

Rationale

To improve the overall economic performance of West Wrexham there is a need to create new businesses within the area that contribute to wealth, job innovation and a productive, flexible and adaptive workforce. However, self-employment rates are currently low in the area and hence a key priority will be to provide pre-start and post-start (up to 18 months) services to assist the creation of new businesses by local people and by inward investors. Thus a number of areas will be targeted including awareness raising of self-employment as a career option, appropriate workspace, mentoring, information advice and guidance and appropriate grants conducive to encourage business formation and growth during the initial incubation period. Particular emphasis will be given to supporting businesses (employing fewer than 10) and support organisations targeting those who are focusing on training, employing and providing benefits for local residents.

In an increasingly competitive economy, local businesses must become more efficient and resource-intensive if they are to achieve sustained growth and profitability. Therefore this priority targets also those businesses established >18 months old to move forward by providing assistance with their accommodation, equipment and workforce requirements. It also aims to provide similar support to established successful businesses within West Wrexham to achieve sustained growth and profitability. In this respect key activities will include appropriate grant support towards equipment, premises and sites, expert consultancy and advisory services, marketing and networking and management and workforce up-skilling.

Eligible Activity

This is a capital and revenue priority. Eligible activities can include:

- publicity drives to raise awareness of enterprise as a career option;
- 'Enterprise Rehearsal Schemes' (pre-enterprise training and business planning);
- provision of subsidised managed workspace and incubation space to assist in business start up;
- refurbished workshop accommodation;
- provision of mentoring and other business advice;
- provision of financial support packages to encourage new businesses to start up;
- provision of appropriate training and venues (on / off job);
- creation of childcare facilities to support new enterprise;
- development of business networks and supply-chain;
- provision of support to expand or refurbish existing business premises;
- financial support for additional capital equipment;
- advice and business planning on access to finance for growth and expansion;
- value-added specialist business consultancy;
- advice on human resource development, regulatory environment, statutory legislation, export opportunities and developing R&D partnerships;
- establishing and enhancing the role of business networks;
- advice and guidance on developing a business training plan to include management and employees;
- advice on the use of ICT in business growth and to develop a business intranet to encourage and share information; and

- an e-commerce consultancy support fund.

Grant schemes can be supported under this priority.

Targets

Activity	Target
Business start ups assisted	16
New or improved work space (sq.m)	550 sq.m
Number of businesses where management and workforce have received additional training, advice and assistance	40
New and existing community businesses receiving financial support	35
Results	
Investment in new and existing businesses	£1.12 million
Number of supported SMEs with Internet Access	54
Gross jobs created	96
Gross jobs safeguarded	24

The final beneficiaries of this priority include:

New and existing local businesses, local residents, public agencies (including HE and FE), local authorities and the voluntary sector.

Selection Criteria:

Projects will be appraised against the core criteria for the Programme and will be expected to show how they reflect the cross-cutting themes. In this Priority particular emphasis will be on the following project outputs:

- number of jobs created and/or safeguarded for West Wrexham residents;
- number of new business starts (<18 months);
- number of new / existing (<18 months) receiving financial support;
- number of businesses accessing training;
- sq.m. of new or improved workspace provided;
- number of new businesses accessing I.C.T. provision;
- degree of private sector investment identified;
- number of existing businesses receiving financial support;
- number of existing businesses accessing training;
- sq.m. of refurbishment or improved workspace provided;
- number of existing businesses accessing I.C.T. provision; and
- those that encourage and develop environmental awareness

Baseline and Monitoring data

In addition to providing returns against outputs listed under this priority project managers will be required to provide additional project-specific information. For example:

- a) beneficiaries of jobs created / safeguarded by age and gender;
- b) type and amount of grant support received;
- c) beneficiaries of new business starts by age and gender and geographical location;
- d) beneficiaries of existing business (>18 months) by age and gender and geographical location;
- e) beneficiaries of training outcomes – on or off job, formal or informal and by age and by gender;
- f) geographical location of new, improved, or refurbished workspace;
- g) sectoral activity (SIC codes); and
- h) type of business support/advice.

To 31 December 2003 Priority 1 had two measures

PRIORITY 1: ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

Overall aim

To increase employment opportunities in West Wrexham that benefit local people

This Priority comprises of two Measures:

- 1.1 Encouraging Enterprise and Self-Employment
- 1.2 Development of competitive and sustainable businesses

Rationale

The aim of this priority is to develop new businesses in West Wrexham that provide employment opportunities for local people through both indigenous and inward investment. In addition, the priority focuses on developing and improving the competitiveness and efficiency of existing businesses in the area by providing appropriate financial support, sites and premises and information and guidance. By undertaking such activities it is envisaged that both employers and employees will maximise their earnings potential. Hence key activities that will be prioritised will include awareness raising of self-employment as a career option, appropriate (targeted) information and guidance, as well as (wide-ranging) grant availability for both new and existing businesses. In particular, emphasis will be directed towards establishing and developing companies in high value and high growth sectors through a co-ordinated approach.

Baseline data and targets

A number of indicators can be used to show the trends in business growth overtime. The following give a baseline for West Wrexham at the beginning of the Programme; the data will be updated each year in the Programme Annual Report to show the trend.

Indicator	Value	Year	Source
Number of new starts per annum	7 15*	2000/2001 2001/2002*	WCBC
Number of firms existing in 2001	500 est.	1999 est.	WCBC
Number of jobs existing in 2001	5986	1999 est. workplace-based	WCBC
Number of firms per 1,000 inhabitants	14.67	1999 est.	WCBC

*Up to and including 6/2/02. 9 of the 15 received a Local Regeneration Fund grant; hence higher figure for 2001/02.

The anticipated contribution of Priority 1 of the Programme is expressed in the following targets:

	<u>Activity of:</u>	80	new business start-ups
		90	new and existing businesses receiving financial support
		40	businesses will benefit from their staff receiving training
		5000-sq. m	of new or improved workspace will be provided
leading to	<u>Results</u>	£2million	invested in new and existing businesses
		330	jobs created
		75	jobs safeguarded
		54	of SME's gaining support with Internet Access
with an	<u>Impact of</u>	45	new community businesses running after 18 months
		390	additional jobs in commercial/community business sectors
		70	additional jobs safeguarded

Job Definitions

gross new jobs means new jobs in assisted SMEs generated by projects, expressed as full time employment

gross safeguarded jobs means the jobs that would have been lost if Structural Fund intervention had not occurred, expressed as full time employment.

net additional jobs means new jobs resulting from Structural Fund interventions – measured as gross direct new jobs, minus the effects of dead weight and displacement, plus multiplier effects and expressed as full time employment.

net safeguarded jobs means the safeguarded jobs resulting from Structural Fund intervention – measured as gross direct safeguarded jobs, minus the effects of dead weight and displacement, plus multiplier effects and expressed as full time

Progress will be monitored against these targets. Further details that will need to be monitored will include beneficiaries of employment created by age and gender, type and nature of business start, nature of training and beneficiaries from training and location of new or improved workspace. Programme evaluation will also cover areas that will include value for money; lessons learnt and models of good practice. This will involve a more qualitative approach to the impact of the Programme.

2000-2006 financial allocations by measure in Euros

Measure	Total cost	ERDF	UK Public	UK Private
1.1	1812580	906290	681290	225000
1.2	7991348	3980674	3699674	311000
TOTAL	9803928	4886964	4380964	536000

Priority 1 has been allocated 46% of the total funds available to the Programme.

Measure 1.1: encouraging enterprise and self-employment

Field of Intervention – 16 (161,162, 163, 164, 166, 167), 24, 324

Aim

To encourage the creation of innovative new businesses through indigenous and inward investment in order to support business start-ups and to provide employment opportunities for the population of west Wrexham

Rationale

To improve the overall economic performance of West Wrexham there is a need to create new businesses within the area that contribute to wealth, job innovation and a productive, flexible and adaptive workforce. However, self-employment rates are currently low in the area and hence a key priority of this Measure will be to provide pre-start and post-start (up to 18 months) services to assist the creation of new businesses by local people and by inward investors. Thus a number of areas will be targeted through this Measure including awareness raising of self-employment as a career option, appropriate workspace, mentoring, information advice and guidance and appropriate grants conducive to encourage business formation and growth during the initial incubation period. Particular emphasis will be given to supporting businesses (employing less than 10) and support organisations targeting those who are focusing on training, employing and providing benefits for local residents.

Indicative Financial Allocation 2000-2006

Measure 1.1 Euros				
	Total cost	ERDF	UK Public	UK Private
2002-2006	1812580	906290	681290	225000

Measure 1.1 has been allocated 50% of the total funds available to Priority 1, which equates to 23% of the total programme resources.

Eligible Activity

This is a capital and revenue measure. Eligible activities can include:

- publicity drives to raise awareness of enterprise as a career option;
- 'Enterprise Rehearsal Schemes' (pre-enterprise training and business planning);
- provision of subsidised managed workspace and incubation space to assist in business start up;
- refurbished workshop accommodation;
- provision of mentoring and other business advice;
- provision of financial support packages to encourage new businesses to start up.
- provision of appropriate training and venues (on / off job);
- creation of childcare facilities to support new enterprise; and
- developing business networks and supply-chains.

Grant schemes can be supported under this measure

Targets

Activity	Target
New Business Start Ups	24
New or improved Work space (sq.m)	250sq.m
New businesses receiving financial support	20
Results	
Investment in new businesses	£220K
Gross jobs created	24
Jobs safeguarded	10

Evaluation of impact (based on delivery of 2000-2006 targets)	
Achievement of the above results should lead to:	
<ul style="list-style-type: none"> ▪ additional jobs safeguarded ▪ additional jobs in commercial/community business sector 	25 160

The final beneficiaries of this measure include:

New local businesses, local residents, public agencies (including HE and FE), local authorities and the voluntary sector.

Selection Criteria:

Projects will be appraised against the core criteria for the Programme and will be expected to show how they reflect the cross cutting themes. In this measure particular priority will be given to the following projects:

- number of jobs created and/or safeguarded for West Wrexham residents;
- number of new business starts (<18 months);
- number of new / existing (<18 months) receiving financial support;
- number of businesses accessing training
- Sq.m of new or improved workspace provided;
- number of new businesses accessing I.C.T. provision;
- degree of private sector investment identified;
- To encourage and develop environmental awareness.

Baseline and Monitoring data

In addition to providing returns against outputs listed under each measure, project managers will be required to provide additional project-specific information. For example:

- a) beneficiaries of jobs created / safeguarded by age and gender;
- b) type and amount of grant support received;
- c) beneficiaries of new business starts by age and gender and geographical location;
- d) beneficiaries of training outcomes – on or off job, formal or informal and by age and by gender;
- e) geographical location of new or improved workspace;
- f) sectoral activity (SIC codes); and
- g) type of business support/advice.

Measure 1.2 – Development of competitive and sustainable businesses

Field of Intervention – 16 (161,162, 163, 164, 166, 167), 24, 324

Aim

To develop competitive businesses – both those recently created (for example under Measure 1 of this priority) and those who have matured – that are sustainable.

Rationale

In an increasingly competitive economy, local businesses must become more efficient and resource-intensive if they are to achieve sustained growth and profitability. Therefore this Measure targets those businesses established under Measure 1.1. of this Priority (>18 months old) to move forward by providing assistance with their accommodation, equipment and workforce requirements. It also aims to provide similar support to established successful businesses within West Wrexham to achieve sustained growth and profitability. In this respect key activities will include appropriate grant support towards equipment, premises and sites, expert consultancy and advisory services, marketing and networking and management and workforce up-skilling.

Indicative Financial Allocation 2000-2006

Measure 1.2 Euros				
	Total cost	ERDF	UK Public	UK Private
2002-2006	7991348	3980674	3699674	311000

Measure 1.2 has been allocated 50% of the total funds available to Priority 1, which equates to 23% of the total programme resources.

Eligible Activity

This is a capital and revenue measure. Eligible activities can include:

- provision of support to expand or refurbish existing business premises;
- financial support for additional capital equipment;
- advice and business planning on access to finance for growth and expansion;
- value added specialist business consultancy;
- advice on human resource development, regulatory environment, statutory legislation, export opportunities and developing R&D partnerships;
- establishing and enhancing the role of business networks;
- advice and guidance on developing a business training plan to include management and employees;
- advice on the use of ICT in business growth and to develop a business intranet to encourage and share information; and
- an e – commerce consultancy support fund.

Grant schemes can be supported under this measure

Targets

Activity	Target
New or improved Work space (sq.m)	200 sq m
New and existing businesses receiving financial support	20
Results	
Investment in new and existing SMEs	£220K
Jobs safeguarded	21
Gross jobs created	20

Evaluation of impact (based on delivery of 2000-2006 targets)	
Achievement of the above results should lead to:	
▪ new community businesses (> 18 months)	45
▪ additional jobs safeguarded	45
▪ additional jobs in commercial/community business sector	230

The final beneficiaries of this measure include:

Existing local businesses, local residents, public agencies (including HE and FE), local authorities and the voluntary sector.

Selection Criteria:

Projects will be appraised against the core criteria for the Programme and will be expected to show how they reflect the cross cutting themes. In this measure particular priority will be given to the following:

- number of jobs created and/or safeguarded for West Wrexham residents;
- number of existing businesses receiving financial support;
- number of existing businesses accessing training;
- Sq. m. of refurbishment or improved workspace provided;
- number of existing businesses accessing I.C.T. provision; and
- degree of private sector investment
- to encourage and develop environmental awareness

Baseline and Monitoring data

In addition to providing returns against outputs listed under each measure, project managers will be required to provide additional project-specific information. For example:

- a) beneficiaries of jobs created / safeguarded by age and gender;
- b) type and amount of grant support received;
- c) beneficiaries of existing business (>18 months) by age and gender and geographical location;
- d) beneficiaries of training – on or off job, formal or informal and by age and by gender;
- e) geographical location of refurbished or improved workspace;
- f) sectoral activity (SIC codes);and
- g) type of business support/advice.

Cross-cutting Themes

Ways of incorporating the three cross cutting themes within activity in this Priority are suggested in the following text and tables. Project applicants and supporting partnerships should also consult the guidance prepared, and available on the WEFO website, on:

- equal opportunities;
- the information society; and
- environmental sustainability.

Equal Opportunities

The intention of this Priority is to provide appropriate support to groups such as lone parents, young males and females under 30 and older females who are less likely to create and develop their own businesses, or who may be less well-placed to participate in workforce development measures. As a result projects must include tailored support for males and females under 30 and for more mature females to access education and training opportunities in order for well paid employment / self employment opportunities to be secured.

A particular issue for West Wrexham is the need to provide a graduated step by step approach to reinclusion for those experiencing medium-long term exclusion from education, training and employment opportunities. Priority in this respect will be given towards older females in the 40+ age range, as unemployment rates are much higher in West Wrexham for this group than is the case for Wales and Great Britain.

Measure 1.1 therefore focused on the removal of barriers to female entrepreneurs such as childcare provision, access to training and education, and appropriate mentoring and support.

Measure 1.2 focused on females and older males who in many instances do not currently have the skills, confidence or expertise to adopt new working practices that would contribute to competitiveness and income-generating ability of their businesses.

From 1 January 2004, activities funded under this single measure priority may focus on either one or both of the above groups.

Information Society

ICT is one of the key generic technologies that can help businesses in West Wrexham enhance their competitiveness. However, take up of new technologies remains low in the region and major efforts are required to stimulate demand as increased take up is critical to helping SMEs compete in the global market. To ensure opportunities offered by the Information Society are taken up by businesses there must be effective co-ordination and access to appropriate infrastructure and support services.

The use of ICT will be an important key for sustained competitiveness, especially for West Wrexham, where the use of new technology will help to reduce perceptions of isolation held by many local people and those within the local business community. It will also be important for businesses operating in West Wrexham to utilise and take up the opportunities presented by the new trading revolution to market and promote the area and its products locally, regionally, nationally and internationally.

Environmental Sustainability

Appropriate consideration, at all stages within this Priority must be given to enhancing the levels of sustainable employment within communities. In this respect, support will be given for the growth of the social economy in West Wrexham, which will combine social, environmental and ethical aims within economic activities, as this will contribute to the overall environmental improvement of the area.

A number of approaches within this Priority will encourage businesses to adapt to the new challenges provided by the Kyoto agreement and reduce greenhouse gas emissions. The building and refurbishment of premises will include provision for the sustainable management of waste, improving water usage and energy efficiency. New and existing businesses will be encouraged to shift to sustainable patterns of development and the adoption of green technologies and best environmental practice.

Measure 1.1 sought to ensure that all new business start-ups had access to appropriate support and advice on environmental regulations management. New businesses must be sustainable and where possible protect and enhance the natural environment and industrial heritage of the area. As such incentives to promote environmental management were to be built into assistance packages where appropriate.

Measure 1.2 addressed the fact that all businesses must strive for continual improvements in efficiency and productivity. Support was aimed at the refurbishment of existing premises and financial support aimed at promoting sustainable business development and the protection and enhancement of the natural environment. Actions under this measure therefore included encouraging more efficient resource use and less pollution and waste, recognising

the market advantages for SMEs of producing products with environmental accreditation (for example, the 'Green Dragon' Environmental Standard).

From 1 January 2004, activities funded under this single measure priority will be in line with the emphases for either or both of the above.

An environmental assessment was undertaken in West Wrexham to identify the key environmental issues existing in the area. In response to the key issues identified a number of key objectives were developed that could be relevant to the Programme. Table 4.1 shows how each of the measures within Priority 1 contribute to these environmental objectives.

Table 4.1 Priority 1: Entrepreneurship and Business Development		
Measure/Environmental issue	1.1 Encouraging Enterprise & Self-Employment	1.2 Development of Competitive & Sustainable Business
Land Use & Reclamation	Potentially positive through re-use of vacant and derelict sites/premises	Potentially positive with refurbishment of industrial premises
Landscape & Biodiversity	Potentially positive through soft landscaping using native species	Potentially positive through soft landscaping using native species
Environmental & Resource Management	Potentially positive with support for adherence to environmental regulations management	Potentially positive promoting sustainable business development
Environmental Education	Environmental Awareness	Environmental Awareness
Partnership Working	A key issue underpinning the Plan as a whole	A key issue underpinning the Plan

5. PRIORITY 2: PARTICIPATION

From 1 January 2004 Priority 2 is a single measure priority

with the overall aims of ensuring that residents of West Wrexham capture the job opportunities available through overcoming barriers to participation and developing active communities.

This Priority will focus on ensuring that local people can access the jobs created in West Wrexham or elsewhere within the sub-regional economy, and in developing active, vibrant communities where local people play a central role in the economic, social and environmental regeneration of the communities in which they live. In particular it will attempt to maximise the potential of local people by improving their skills, training and education, raising their aspirations and achievements, and overcoming barriers to accessing employment opportunities. These activities are important in developing 'stepping stones' to employment and re-integration into society for those who are excluded. As a result there must be an appreciation that not all the activities that will be funded under this priority will directly lead to the creation of jobs.

Overall rationale

Although there has been a growth in overall employment in the West Wrexham area during the last decade, economic activity rates within many of the neighbourhoods of West Wrexham have actually fallen. The impact of globalisation and competition on the West Wrexham economy in recent years has led to the replacement of traditional industry such as steel making, with more technology focused industries. This has brought about a demand in 'new skills' that the existing workforce have been unable to provide and has resulted in many older males and females being classified as being economically inactive as they have not been able to re-enter the labour market. In addition, unemployment rates for those under 30 are relatively high and this, along with poor educational attainment and a lack of skills has led to continuing low expectations of school leavers and older residents. This Priority therefore focuses on developing activities that will enable residents of West Wrexham to access the job opportunities becoming available.

In addition to the skills shortages experienced in West Wrexham, poor accessibility to employment, recreation and other community facilities are noted as being of particular significance. Indeed, the geographical position of West Wrexham, as dispersed neighbourhoods on the outer fringes of the town of Wrexham has led to low levels of service provision.

A range of other barriers such as lack of accessible, quality childcare facilities reduce the work opportunities available and this in itself is seen as a significant barrier in accessing employment and training opportunities. Furthermore the physical environment in West Wrexham is also perceived as unpleasant consequently generating a negative attitude towards the area. Physical improvements to the local environment and community facilities will therefore help to foster a positive perception of the area by local residents, local businesses and potential investors alike. This will involve the participation of local people in re-development/regeneration schemes and foster a positive attitude towards achieving the necessary skills and training to create, participate and continue in employment.

Baseline data and targets

A number of indicators can be used to highlight trends in participation in education and training over the lifetime of the Programme. Additional indicators are included which will show trends in other areas of activity impacted upon by this Priority. The following data provides a baseline for West Wrexham at the beginning of the Programme; the data will be updated each year in the Programme Annual Report to show the trend.

Indicator	Value	Year	Source
Percentage of 16 year olds continuing into further education	64.63 %	1999	Based on catchment area of schools
Proportion of working age population with low-very low literacy	31.1%	2000	Basic Skills Agency
Proportion of working age population with low-very low numeracy	34.6%	2000	Basic Skills Agency
Number of childcare places available per 1000 inhabitants	34.41 %	1999	Wrexham Childcare Partnership
Crimes recorded per 10,000 inhabitants	671	1999	Recorded crimes only (ONS)

Number of participants on training/learning over previous 12 months	48%	199 8	Future Skills Wales
Number of internet access points open for the public	3	200 1	WCBC Education and Leisure Department
Schemes supported in relation to the creation or improvement of public buildings	1	200 1	WCBC
New places in childcare facilities	990	200 1	Wrexham Childcare Partnership
Total additional bus km per annum	1227.0 9	200 0	WCBC Highways and Transportation
New cycle tracks on public highways (1m)	0	200 1	WCBC Highways and Transportation
Percentage of population dependant on benefits	23.3%	199 8	Employment Service

The anticipated contribution of Priority 2 to the Programme is expressed in the following targets:

	<u>Activity of:</u>	15 600 300 10 100	environmental schemes supported participants in training which is of direct benefit to URBAN II Programme women beneficiaries new community facilities/improvements to existing community facilities community groups supported
Leading to	<u>Results of:</u>	63% 42% 15% 15 100	% beneficiaries completing training activity % of beneficiaries achieving qualifications % of beneficiaries finding employment new community-based enterprises established gross jobs created

Job Definitions

gross new jobs means new jobs in assisted SMEs generated by projects, expressed as full-time employment

gross safeguarded jobs means the jobs that would have been lost if Structural Fund intervention had not occurred, expressed as full-time employment.

net additional jobs means new jobs resulting from Structural Fund interventions– measured as gross direct new jobs, minus the effects of dead weight and displacement, plus multiplier effects and expressed as full-time employment.

net safeguarded jobs means the safeguarded jobs resulting from Structural Fund intervention– measured as gross direct safeguarded jobs, minus the effects of dead weight and displacement, plus multiplier effects and expressed as full time.

Progress will be monitored against these targets. Further details that will need to be monitored will include: nature of the jobs created; details of the training activity delivered and the positive outcomes achieved; types of employment secured by beneficiaries of the training activity; and the nature of support given to community groups. Programme evaluation will also cover areas that will include value for money, lessons learnt and models of good practice. This will involve a more qualitative approach to the impact of the Programme.

Financial allocations for Priority 2 in Euros

	Total cost	ERDF	UK Public	UK Private
TOTAL	10,347,163	5,047,551	5,229,612	0

Priority 2 has been allocated 46% of the total funds available to the Programme.

Detail for the new single-measure Priority 2 – overcoming barriers to participation and developing active communities

Fields of Intervention 22, 352

Aim

To overcome the barriers that prevent residents of West Wrexham participating in local labour markets and to increase community participation in order to promote the economic, social and environmental regeneration of West Wrexham.

Rationale

Residents of West Wrexham experience a number of barriers that prevent them from accessing the economic and social opportunities available. The barriers that have been identified include: lack of affordable childcare; skill shortages; limited transport opportunities; lack of quality services available locally; limited confidence; and knowledge in the ability to access opportunities available. This Priority attempts to address these issues through developing a number of activities/ facilities and services that will equip the residents of West Wrexham with the necessary tools to participate in local labour markets.

Creating a sustainable community ultimately requires strong, active and able community groups. Therefore the extent to which a sustainable community can be created is dependent upon the abilities and skills inherent within the neighbourhoods of West Wrexham. Numerous community groups operate in West Wrexham, many of whom require financial support, advice and training support in order to fulfil their aims and objectives. This Priority aims to strengthen the capacity of local groups and individuals to become involved in and manage their work as part of the regeneration process.

Eligible Activity

This is a capital and revenue priority. Eligible activities can include:

- development of individual personal development programmes;
- promotion of Lifelong Learning activities;
- incentives for employers to participate in training opportunities;
- basic skills programmes;
- delivery of skills and training provision;
- a job brokerage service;
- community transport schemes;
- subsidy of existing public transport services;
- provision of affordable driving lessons for young people;
- extension of childcare facilities in schools;
- provision of transport to childcare venues and then to the workplace;
- community facilitators;
- training in leadership skills;
- inter-community networking;
- grants to community groups;
- improvement of play facilities in play areas;
- environmental landscaping;
- establishment of community shops
- community businesses;
- community markets;
- community cyber cafes;
- young persons' advice line;
- detached youth workers;
- money advice and debt reduction scheme;
- development of a Credit Union;
- development of Healthy Living Centres;
- provision of support and information on basic life skills;
- provision of health advice and services;
- CCTV;
- advice and education about substance misuse; and
- Neighbourhood Wardens/Managers.

Targets

Activity	
Number of environmental schemes supported	9
Number of participants in training	100
Number of women beneficiaries	77
Increase in new/refurbishment of community facilities	3
Number of community groups supported	34
Results	
% beneficiaries completing training courses	63%
% beneficiaries achieving qualifications	42%
% beneficiaries finding employment	15%
Gross jobs created	100
Number of new community-based enterprises established	4

The final beneficiaries of this Priority include:

Local public/ community/ voluntary/ private partnerships, local community groups, voluntary and charitable bodies, local authorities and other local agencies (including HE and FE) and business organisations.

Selection Criteria

Projects will be appraised against core criteria for the Programme and will be expected to show how they reflect the cross-cutting themes. In this Priority precedence will be given to projects which:

- address prioritised issues identified in the West Wrexham Action Plan;
- link with other Priorities of the Programme;
- incorporate ICT within the project;
- create accessible training opportunities;
- reduce barriers to accessing services;
- strengthen partnerships between community groups and agencies;
- focus on social and environmental issues as a means of increasing economic prosperity; and
- work towards a sustainable community.

Baseline and Monitoring Data

In addition to providing returns against outputs listed under this Priority, project managers will be required to provide the following additional information on the training opportunities created, the nature of the environmental schemes supported, the usage of the community facilities refurbished or building or land developed and of the community groups supported. For example:

- a) nature of training opportunities created;
- b) the impact of the environmental scheme on environmental sustainability;
- c) number of users of community facilities created, including purpose and length of visit;
- d) nature and location of employment secured by beneficiaries;
- e) record of support to, and benefits gained by, community groups supported
- f) new community groups created;
- g) involvement of community groups in project development process; and
- h) usage of services and facilities created and the benefits experienced by the users.

To 31 December 2003, there were two measures in Priority 2

Measure 2.1 – Overcoming barriers to participation

Field of Intervention 22

Aim

To overcome the barriers that prevent residents of West Wrexham participating in local labour markets.

Rationale

Residents of West Wrexham experience a number of barriers that prevent them from accessing the economic and social opportunities available. The barriers that have been identified include: lack of affordable childcare, skill shortages, limited transport opportunities, lack of quality services available locally, limited confidence and knowledge in the ability to access opportunities available. This measure attempts to address these issues through developing a number of activities/facilities and services that will equip the residents of West Wrexham with the necessary tools to participate in local labour markets.

Indicative Financial Allocation 2000-2006

Measure 2.1 Euros				
	Total cost	ERDF	UK Public	UK Private
2002-2006	7863561	3931750	3931811	0

Measure 2.1 has been allocated 40% of the total funds available to Priority 1. Equating to 18.4% of the total programme resources.

Eligible Activity

This is a capital and revenue measure. Eligible activities can include:

- development of individual personal development programmes;
- promotion of Lifelong Learning activities;
- incentives for employers to participate in training opportunities;
- basic skills programmes;
- delivery of skills and training provision;
- a job brokerage service;
- community transport schemes;
- subsidy of existing public transport services;
- provision of affordable driving lessons for young people;
- extension of childcare facilities in schools; and
- provision of transport to childcare venues and then to the workplace.

Targets

Activity	
Number of Participants in training	400
Number of women beneficiaries	225
Increase in new/refurbishment of community facilities	6
Number of Community groups supported	40
Results	
Beneficiaries completing training courses	215
Beneficiaries with positive outcomes on learning	70
Beneficiaries achieving qualifications	175
Beneficiaries finding employment	95
Local residents into employment	8
Number of new community based enterprises established	6

Evaluation of impact (based on delivery of 2000-2006 targets)	
Achievement of the above results should lead to:	
▪ reduction in youth unemployment	38%
▪ reduction in adult unemployment	50%
▪ residents in work longer than six months	260
▪ survival of community based enterprises < 2 years	10

The final beneficiaries of this measure include:

Local public/ community/ voluntary/ private partnerships, local community groups, voluntary and charitable bodies, local authorities and other local agencies (including HE and FE) and business organisations.

Selection Criteria

Projects will be appraised against core criteria for the Programme and will be expected to show how they reflect the cross cutting themes. In this measure particular priority will be given to projects which:

- address prioritised issues identified in the West Wrexham Action Plan;
- link with other Priorities of the Programme;
- incorporate ICT within the project;
- create accessible training opportunities; and
- reduce barriers to accessing services.

Baseline and Monitoring Data

In addition to providing returns against outputs listed under each measure, project managers will be required to provide the following additional information on the training opportunities created, the nature of the environmental schemes supported, the usage of the community facilities refurbished or building or land developed and of the Community Groups supported, for example:

- a) nature of training opportunities created;
- b) the impact of the environmental scheme on environmental sustainability;
- c) number of users of a community facilities created, including purpose and length of visit;
- d) nature and location of employment secured by beneficiaries; and
- e) record of support to, and benefits gained by, community groups supported.

Measure 2.2 – Developing Active Communities

Field of Intervention 352

Aim

To increase community participation in order to promote the economic, social and environmental regeneration of West Wrexham.

Rationale

Creating a sustainable community ultimately requires strong, active and able community groups. Therefore the extent to which a sustainable community can be created is dependent upon the abilities and skills inherent within the neighbourhoods of West Wrexham. Numerous Community groups operate in West Wrexham, many of whom require financial support, advice and training support in order to fulfil their aims and objectives. This measure aims to strengthen the capacity of local groups and individuals to become involved in and manage their work as part of the regeneration process.

Indicative Financial Allocation 2000-2006

Measure 2.2 Euros				
	Total cost	ERDF	UK Public	UK Private
2002-2006	2483602	1115801	1367801	0

This measure has been allocated 60% of the allocation to Priority 2, which equates to 27.6% of the total resources available to the Programme.

Eligible Activity

This is a capital and revenue measure. Eligible activities can include:

- community facilitators;
- training in leadership skills;
- inter community networking;
- grants to community groups;
- improvement of play facilities in play areas;
- environmental landscaping;
- establishment of community shops
- community businesses;
- community markets;
- community /cyber cafes;
- young persons advice line;

- detached youth workers;
- money advice and debt reduction scheme;
- development of a Credit Union;
- development of Healthy Living Centres;
- provision of support and information on basic life skills;
- provision of health advice and services;
- CCTV;
- Advice and education about substance misuse; and
- Neighbourhood Wardens/Managers.

Targets

Activity	
Number of environmental schemes supported	4
Number of Participants in training	100
Number of women beneficiaries	98
Increase in new/refurbishment of community facilities	1
Number of Community groups supported	26
Results	
Beneficiaries completing training courses	70
Beneficiaries with positive outcomes on learning	84
Beneficiaries achieving qualifications	52
Beneficiaries finding employment	12
Local residents into employment	16
Number of new community based enterprises established	5
Evaluation of impact (based on delivery of 2000-2006 targets)	
Achievement of the above results should lead to:	
▪ reduction in youth unemployment	50%
▪ reduction in adult unemployment	35%
▪ residents in work longer than six months	150
▪ survival of community based enterprises < 2 years	10

The final beneficiaries of this measure include:

Local public/community/voluntary/private partnerships, local community groups, voluntary and charitable bodies, local authorities and other local agencies (including HE and FE) and business organisations.

Selection Criteria Projects will be appraised against core criteria for the Programme and will be expected to show how they reflect the cross cutting themes. In this measure particular priority will be given to projects which:

- address prioritised issues identified in the West Wrexham Action Plan;
- link with other Priorities of the Programme;
- strengthen partnerships between community groups and agencies;
- focus on social and environmental issues as a means of increasing economic prosperity; and
- work towards a sustainable community.

Baseline and Monitoring data

In addition to providing returns against outputs listed under each measure, project managers will be required to provide the following additional information on the training opportunities created, the nature of the environmental schemes supported and usage of the community facilities refurbished or building or land developed and of the Community Groups supported:

- a) nature of training opportunities created;
- b) new community groups created;
- c) involvement of community groups in project development process; and
- d) usage of services and facilities created and the benefits experienced by the users.

Cross-cutting Themes

Ways of incorporating the three cross cutting themes within activity in this Priority are suggested in the following text and tables. Project applicants and supporting partnerships should also consult the guidance prepared, and available on the WEFO website, on:

- equal opportunities,
- environmental sustainability, and
- the information society.

Equal Opportunities

The intention of this Priority is to provide appropriate support to groups such as youth, lone parents, females and older males who are long term unemployed, and who are less likely to engage in activities that both directly and indirectly lead to their engagement with employment opportunities available locally. A significant decline of those in employment has been experienced in West Wrexham over the last decade and as a result projects need to include tailored support for females and older males to access education and training opportunities in order for well paid employment / self employment opportunities to be secured. Tailored support will need to be focused towards the 25-39 age group, especially among males, and the 40-59 female age group, as unemployment rates are much higher in West Wrexham for this group than is the case for Wales and Great Britain.

A key aspect of the local economy in West Wrexham is part time work, being higher than the Welsh average. The proportion of work that is part time has also been increasing over the previous five years. This in itself has implications for the local economy as part time work is typically characterised as being low in pay and with few benefits.

Measure 2.1 sought to provide targeted support for those facing specific barriers to labour market participation, such as skill deficiencies, the provision of transport, and affordable, quality childcare provision. This measure focused on equipping young people with the experiences required for work (particularly in high skill growth sectors) and provision of innovative targeted support for other groups, such as older males and females (including single parents).

Measure 2.2 supported activities focused on increasing participation of those most disaffected and excluded. One of the objectives was to facilitate initiatives which foster inclusivity, self worth and strengthen the capacities of neighbourhoods to help themselves. Community infrastructure in West Wrexham is weak and this measure sought to focus on the physical provision and refurbishment of facilities and the local environment with the aim of tackling the problem of isolation felt by many, particularly the young and females, lone parent families and mature males/females.

From 1 January 2004, activity under the single measure Priority will focus on any of the groups and initiatives outlined above for the two original measures.

Information Society

ICT is one of the key generic technologies that can help the residents of West Wrexham access employment opportunities. However, access and usage of ICT by many individuals within the area is low at present and this should be prioritised through measures within this Priority.

The use of new technology will also help to reduce perceptions of isolation held by many local people and efforts will be made to utilise ICT to enhance access to information on training / skills development that correlate with the local employment opportunities available. Linkages between residents, training and education providers and employers should also be further developed through 'wired community' projects that help to address the demands of both potential employees and employers.

Environmental Sustainability

Applicants must give appropriate consideration at all stages to enhancement of sustainable employment within communities. In this respect, support will be given for the growth of the social economy in West Wrexham, which will combine social, environmental and ethical aims with economic activities, as this will contribute to the overall environmental improvement of the area.

A specific objective of this Priority is to improve the local environment and community facilities (both in terms of physical refurbishment and green space) to encourage civic pride and renewed investment. The regeneration of the neighbourhoods will require improvements in local transport provision, including environmentally friendly schemes, to enhance employment opportunities and to tackle the perception of isolation.

Access to localised ICT provision will provide access to training and learning opportunities, which will reduce the effects of transport on the environment by tackling the need to travel.

Physical improvements to the local environment and community facilities will help to encourage a positive perception of the West Wrexham area by local residents, local businesses and potential investors alike. This will involve the participation of residents in re-development/regeneration schemes and foster a positive attitude towards achieving the necessary skills and training to create, participate and continue in employment.

Measure 2.1 looked to enhance transport provision between the centres of population and local employment and training opportunities. This included community transport schemes, which would not only tackle the problems of isolation but also look to increasing the use of public transport rather than individual private vehicles.

Measure 2.2 aimed at promoting the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives, including improving community infrastructure and the local environment. A high quality physical environment, such as landscaping, would engender civic pride and project a positive image to investors. An emphasis was therefore placed on small-scale environmental improvements at an early stage in the programme. Burglary and criminal damage are issues that also need to be tackled to develop civic pride. Support for health improvement within the population in terms of promotion and access to services was likewise intended to link in with this community revival approach.

From 1 January 2004, activities funded under Priority 2 as a single measure will be aimed at the kinds of activities outlined above for the original two measures.

An environmental assessment was undertaken in West Wrexham to identify the key environmental issues existing in the area, in response to the key issues identified a number key objectives were developed that could be relevant to the Programme. Table 5.1 shows how each of the measures within Priority 2 contribute to these environmental objectives.

Table 5.1 Priority 2: Participation		
Measure/Environmental issue	1. Overcoming Barriers to Participation	2. Developing Active Communities
Land Use & Reclamation	Potentially positive through community driven environmental improvements	Potentially positive promoting environmental community-based activities
Integrated Transport	Potentially positive with community transport schemes.	
Environmental Education		Potentially positive with awareness raising
Partnership Working	A key issue underpinning the Plan as a whole	A key issue underpinning the Plan
Community Health	Potentially positive if communities are more aware of links between environment & health	
Environmental Improvement	Potentially positive linked with improving civic pride	Potentially positive encouraging community participation

6. PRIORITY 3: TECHNICAL ASSISTANCE

From 1 January 2004, Priority 3 will be a single measure with the overall aim of ensuring efficient, transparent management of the programme

Rationale

The Technical Assistance provided will help to meet the costs of management and project delivery support in order to ensure that the two priorities of Entrepreneurship and Participation are efficiently and effectively addressed. It will also focus on the dissemination of good practice and the fostering of linkages with other URBAN II (and former URBAN I) areas, particularly in Wales and the North West of England and may be used to co-finance studies, seminars, information and evaluation.

This Priority will be met through: promoting effective Programme management and raising awareness of the Programme, support for studies and evaluations and I.T. systems to assist Programme management.

Financial Allocations for Priority 3 in Euros

	Total cost	ERDF	UK Public	UK Private
TOTAL	1700000	850000	850000	0

The resources allocated to this priority will be up to 8% of the total programme allocation

Priority 3: promoting effective programme management, monitoring, implementation and control, and raising awareness of the Programme, support for studies and evaluations and I.T. systems to assist implementation of the Programme (Other expenditure under Technical Assistance).

Field of Intervention – 411, 412, 413, 414, 415 (c.25% split)

Aim

To support effective management of the Programme, to raise awareness about the workings of the Programme across the West Wrexham area, and to undertake studies and evaluations to support the effective implementation of the Programme.

These aims will be achieved through a number of specific objectives:

- to deliver efficient management information systems;
 - to support the development of integrated "packages" of projects in a strategic manner;
 - to assist in the preparation and development of quality projects;
 - to provide secretariat support to programme committees;
 - to provide information about the workings of the programme to the wider partnership;
 - to provide clear guidance and information about the workings of the programme to administrators;
 - to provide support for local URBAN II Committees to publicise their work and generate wider involvement in the Programme;
 - to undertake an initial audit of need through holding publicity days, use of a questionnaire survey and analyses of results; and
- to acquire and install computerised systems for management, monitoring and evaluation.

Eligible Activity

- funding for local facilitators (5 new posts created);
- support for preparation of project bids;
- monitoring and evaluation of funded actions;
- development of applications and information systems;
- initiatives to increase access of social partners to the programme;
- secretariat support for programme committees, PMC, Working groups and Forums;
- acquisition and installation of computerised systems for management, monitoring and evaluation;
- other monitoring and evaluation, provided such expenditure does not include expenditure on the salaries of civil servants or other public officials;
- printing and photocopying of guidance and publicity materials to provide clear guidance about the workings of the programme;
- coping and feasibility studies (including local needs audit and surveys) to target funding to key beneficiaries;
- publicity days;
- 'Start-up grant' fund for local Community Committees to publicise their work;

- hospitality;
- membership of the U.K. URBAN II Network; and
- the cost of holding meetings, provision of refreshments and attendance at seminars, conferences and workshops to disseminate good practice and to understand new mechanisms for implementation.

Final Beneficiaries

Due to a requirement for a comprehensive support system to be in place for strategically targeting resources, and for activities such as awareness raising, support for studies and evaluations and I.T. systems to assist implementation of Programme the appointment of an URBAN II Team has been necessary to manage and implement the whole Programme. As a result, the beneficiary from the limited funding available in this Priority is Wrexham County Borough Council (in its role as applicant and facilitator). However, wider beneficiaries are the people of West Wrexham – including local residents, local businesses and other local public and voluntary sector organisations operating within the area. Indeed, most, if not all of these groups will receive support (financial and other) from this Priority.

To 31 December 2003, there were two measures in Priority 3

Aim

To ensure efficient, transparent management of the programme

Rationale

The Technical Assistance provided helped to meet the costs of management and project delivery support in order to ensure that the two priorities of Entrepreneurship and Participation were efficiently and effectively addressed. It also focused on the dissemination of good practice and the fostering of linkages with other URBAN II (and former URBAN I) areas, particularly in Wales and the North West of England and could be used to co-finance studies, seminars, information and evaluation.

This Priority was met through two measures:

- 3.1 Promoting effective Programme Management
- 3.2 Raising awareness of the Programme, support for Studies and Evaluations and I.T. systems to assist Programme Management

Financial Allocations by Measure in Euros

Measure	Total cost	ERDF	UK Public	UK Private
3.1	1299180	649590	649590	0
3.2	400820	200410	200410	0
TOTAL	1700000	850000	850000	0

The resources allocated to this priority will be up to 8% of the total programme allocation

Measure 3.1 - Promoting Effective Programme Management, Monitoring, Implementation and Control

Field of Intervention - 411

Aim

To support effective management of the programme

This aim was to be achieved through a number of specific objectives:

- to deliver efficient management information systems;
- to support the development of integrated "packages" of projects in a strategic manner;
- to assist in the preparation and development of quality projects; and
- to provide secretariat support to programme committees.

Eligible Activity

- funding for local facilitators (5 new posts created);
- support for preparation of project bids;
- monitoring and evaluation of funded actions;
- development of applications and information systems;
- initiatives to increase access of social partners to the programme; and
- secretariat support for programme committees, PMC, Working groups and Forums.

Final Beneficiaries

Due to a requirement for a comprehensive support system to be in place for strategically targeting resources, the appointment of an URBAN II Team was necessary to manage and implement the whole Programme. As a result, the beneficiary from the limited funding available under this Measure was Wrexham County Borough Council (in its role as applicant and facilitator). However, wider beneficiaries were the people of West Wrexham – including local residents, local businesses and other local public and voluntary sector organisations operating within the area.

Indicative Financial Allocation 2000-2006

In accordance with rule 11.2.5, the ERDF resources allocated to this measure could not exceed 5% of the total ERDF contribution to the Programme.

Measure 3.1 Euros				
	Total cost	ERDF	UK Public	UK Private
2002-2006	1299180	649590	649590	0

Measure 3.2 - Raising awareness of the Programme, Support for Studies and Evaluations and I.T. systems to assist implementation of Programme (Other expenditure under Technical Assistance)

Field of Intervention - 412, 413, 414, 415 (c.25% split)

Aim

To raise awareness about the workings of the programme across the West Wrexham area and to undertake studies and evaluations to support the effective implementation of the Programme.

This aim was to be achieved through a number of specific objectives:

- to provide information about the workings of the programme to the wider partnership;
- to provide clear guidance and information about the workings of the programme to administrators;
- to provide support for local URBAN II Committees to publicise their work and generate wider involvement in the Programme;
- to undertake an initial audit of need through holding publicity days, use of a questionnaire survey and analyses of results; and
- to acquire and install computerised systems for management, monitoring and evaluation.

Eligible Activity

This was a Capital and Revenue Measure. Eligible activities could include:

- acquisition and installation of computerised systems for management, monitoring and evaluation;
- other monitoring and evaluation, provided such expenditure does not include expenditure on the salaries of civil servants or other public officials;
- printing and photocopying of guidance and publicity materials to provide clear guidance about the workings of the programme;
- coping and feasibility studies (including local needs audit and surveys) to target funding to key beneficiaries;
- publicity days;
- 'Start-up grant' fund for local Community Committees to publicise their work;
- hospitality;
- membership of the U.K. URBAN II Network; and
- cost of holding meetings, provision of refreshments and attendance at seminars, conferences and workshops to disseminate good practice and to understand new mechanisms for implementation;

Final Beneficiaries

Due to a requirement for a comprehensive support system to be in place for strategically targeting resources other Technical Assistance activities - such as awareness raising, support for Studies and Evaluations and I.T. systems to assist implementation of Programme - were necessary to effectively support the successful implementation of the whole Programme. As a result, the beneficiary from the limited funding available under this Measure was the URBAN II Team (Wrexham County Borough Council – again in its role as applicant, facilitator and secretariat). However, wider beneficiaries were the people of West Wrexham – including local residents, local businesses and other local public and voluntary sector organisations operating within the area. Indeed, most, if not all of these groups would receive support (financial and other) from this Measure.

Indicative Financial Allocation 2000-2006

Measure 3.2 Euros				
	Total cost	ERDF	UK Public	UK Private
2002-2006	400820	200410	200410	0

7. INFORMATION AND PUBLICITY ARRANGEMENTS**Background**

The Welsh European Funding Office (WEFO) is required to undertake a programme of information and publicity activity to ensure the success of the West Wrexham URBAN II Programme in Wales, in accordance with Commission Regulation (EC) No 1159/2000.

This chapter outlines the framework for that activity.

Aim

The West Wrexham URBAN II Communications Plan aims to promote a positive image of the West Wrexham URBAN II Programme in Wales, of the European Structural Funds and of the European Union.

Objectives

- To promote funding opportunities offered by the European Union by providing clear information about the West Wrexham Urban II Programme in Wales and the European Structural Funds, and by disseminating best practice.
- To raise public awareness of the role of the European Union in regional development in Wales through European Structural Fund assistance.
- To aid transparency of the operation of the West Wrexham URBAN II Programme.

Target Audience

- Potential and final beneficiaries (particularly of training/employment projects)
- Project operators and promoters
- Regional and local authorities and other competent public authorities
- Trade and professional bodies
- Economic and social partners
- Non-governmental organisations, especially bodies promoting equality of opportunity (gender, disability and ethnic origin), and bodies working to protect and improve the environment.
- General Public

Publicity and Information Measures

Publicity and information activity will be targeted at individual segments of the target audience, groups of segments or all segments. The nature of the message will determine the publicity and information measure and communication channel to be used to reach the desired audience.

All publicity activity undertaken will be bilingual, in accordance with the Welsh Language Act. As much information as possible will also be provided in Welsh, however due to the technical nature and size of some documents this may not always be possible. The time critical nature of some documents/information may require that it be provided in English in the interim period of translation.

The main forms of communication will be:

- **Website** (www.wefo.wales.gov.uk)

Containing information on West Wrexham URBAN II Programme including application forms, Commission and WEFO guidance, and a database of approved projects as well as the other programmes and initiatives being run in Wales.

The website allows efficient and effective communication with WEFO's target audience as it can be rapidly updated with latest information and documentation. WEFO recognises, however, that not all of the target audience will have access to the Internet and the Communications Team will provide information in other formats (e.g. hard copies of documents and logos on disc) to those without Internet access.

- **Newsletters** (published quarterly)

The aim of the newsletter is to inform the target audience of the latest Programme news; promote Programme events and other useful sources of information; and provide contact points for the interests of the target audience segments.

- **Programme Publications**

A 'family' of leaflets for each of the Programmes including one for the West Wrexham URBAN II Programme, a 'Simple Guide' for applicants, and other publications in response to the needs of potential beneficiaries.

- **General Guidance and Information**
- **Poster Campaign and Stickers**

Two new publicity measures, and a cost effective way for projects to promote the contribution from the European Union.

Events

WEFO will hold seminars, workshops and conferences throughout the duration of the Programme to both publicise the Programme and enhance understanding of the new mechanisms for implementation.

Press Campaign

The main measure for targeting the general public, but also an effective method of reaching potential beneficiaries and the business community/ private sector.

The Communications Team will work closely with the National Assembly for Wales' Press Office on a press campaign including drafting and issuing press releases, placing features and editorial in targeted newspapers and journals, dealing with media enquiries and also arranging TV/radio interviews with Assembly Members.

Publicity Guidelines

WEFO will encourage all projects to display the European emblem and acknowledge the Fund involved at each appropriate opportunity, particularly through the provision of publicity guidelines. WEFO will encourage the widest possible use of commemorative plaques and encourage projects to use the European emblem on stationery, leaflets etc.

It will be a condition of grant that any publicity given to individual projects must make reference to the contribution received from the European Union

Responsibility for Implementation

WEFO's Communication Team will be responsible for the implementation of the Communication Plan, in collaboration with the other sections of WEFO and with support from the Communications Directorate of the National Assembly for Wales.

The designated contact will be:

Marcia Morgan
Communications Manager
Welsh European Funding Office
Cwm Cynon Business Park
Mountain Ash
CF45 4ER

Tel: 01443 471124
Fax: 01443 471120
Email: Marcia.Morgan@wales.gsi.gov.uk

Monitoring and Accountability

The West Wrexham Partnership Board/Programme Monitoring Committee (PMC) for URBAN II will consider the Annual Implementing Report which, in accordance with Article 35 of Regulation (EC) No 1260/1999, must contain a section on information and publicity.

WEFO as the managing authority, will provide the Partnership Board/PMC with information on the quality and effectiveness of the publicity and information measures, supported by suitable evidence such as photographs.

WEFO will also provide the European Commission with information for its Annual Report, in accordance with Article 46 of Regulation (EC) No 1260/1999

WEFO will inform the Commission about the implementation of the Communications Plan at the annual meeting to verify that it is complying with Regulation (EC) No 1159/2000 on information and publicity measures.

Evaluation Criteria

The nature of publicity and information activity presents limitations in the measurement of effectiveness. Standard indicative measurements are both quantitative and qualitative.

Quantitative Measurement

Evaluation Criteria	Target (per annum)
Number of newsletters produced	4
Number of leaflets produced	8
Number of Press Releases issued	26
Positive/Factual media coverage	80%*
Negative media coverage	20%*
Number of publicity & information enquiries	500
Number of website visits	400,000
Quantity of information downloaded (Megabytes)	36
Number of events held	14

*Measured by number of articles not column inches.

N.B. The targets set above are spread across all Programmes & Community Initiatives including the West Wrexham URBAN II Programme

Data will be collected regularly to facilitate compilation of the information and publicity section of the Annual Implementing Report to the West Wrexham Partnership Board (PMC) and for submission to the European Commission for its Annual Report.

Qualitative Targets

- Personal contacts with key representatives of target audience
- Market Research e.g. Customer Attitude Survey – questions in phone survey/questionnaires tailored to publicity/information awareness:
- Recall of publicity material e.g. newsletters, website
- Rating of quality of publicity material
- Rating of helpfulness of publicity material
- Rating of satisfaction with information, advice and correspondence

The Mid Term Evaluation, to be carried out by an independent evaluator by 31 December 2003, will include a section on publicity and information. The results will provide an opportunity to review, and if appropriate increase the baseline targets, to ensure effective implementation of the Communication Plan over the lifetime of the Programme.

8. COMPUTERISED EXCHANGE OF DATA

An agreement was reached with the Commission on 13 June 2000 with respect to arrangements concerning the computerised exchange of data between the United Kingdom and the Commission needed to fulfil the management, monitoring and evaluation requirements in accordance with Article 18(3) of Regulation 1260/99.

In respect of the financial tables associated with the CIP document and the Programme Complement, the Managing Authority will provide these initially by spreadsheet. The Commission has provided a framework for EXCEL spreadsheets to facilitate the transfer of data onto their IT system. The UK will have access to this system for the programmes in question to check the accuracy of the data.

The Paying Authority for the ERDF in Wales, is WEFO. The Paying Authority will make payment claims in the form of Table 8 of the Commission's Vademecum, on spreadsheets according to the Commission's framework.

Forecasts of payment claims will be presented by the Managing Authority for each of the Funds in the form of Table 9 of the Vademecum, on spreadsheets.

WEFO have developed their computer systems to enable an electronic exchange of data. This is in accordance with the technical specifications set out in the Commission regulation which lays down rules as regards the form and content of the information which must be available to the Commission for the purposes of checking Structural Funds' accounts.

WEFO will also make available to the Commission, when requested the details of individual projects it currently records. It will develop its computer systems to record project level information set out in the Commission's regulation referred to above.

9. FINANCIAL TABLE

EXPENDITURE – WEST WREXHAM URBAN II PROGRAMME 2000-2006 (allocations for 2001-2006 illustrated)						
Public Funds						
Priority / Measure	Field(s) of intervention (code + %)	Total Cost	Total	Community participation	National public participation	Private
				ERDF	TOTAL	
Priority 1 Entrepreneurship and Business Development		9803928	9267928	4886964	4380964	536000
Measure 1.1 Encouraging Enterprise and Self- Employment	16	1812580	158758076 80348	906290 3980674	681290 3699674	225000
Measure 1.2 Development of Competitive and Sustainable Businesses	16	7991348				311000
Priority 2 Encouraging Participation		10347163	10347163	5047551	5299612	
Measure 2.1 Overcoming Barriers to participation	22	7863561	7863561	3931750	3931811	
Measure 2.2 Developing Active Communities	352	2483602	2483602	1115801	1367801	
Priority 3 Technical Assistance		1700000	1700000	850000	850000	
Measure 3.1 Promoting Effective Programme Management, Monitoring, Implementation and Control	411	1299180	1299180	649590	649590	
Measure 3.2 Raising awareness, Study Support, Evaluation and I.T. (Other Expenditure)	412,413,414, 415 (25:25:25:25)	400820	400820	200410	200410	
Total		21851091	21315091	10784515	10530576	536000

* The grant intervention rate for projects seeking funding from each measure will be up to a maximum of 50%

Financial table for Programme Complement

Title: West Wrexham URBAN II

Euro

Structure	Field(s) of intervention (code + %)		Total Eligible cost	Public					
				Total Public Elig. Cost	Community participation		National public participa		
					Total	ERDF	Total	Central	Regio
1=2+13	2=3+8	3	4=8-9+12	9					
1. Entrepreneurship and Business Development			€9,803,928	€9,267,928	€1,886,964	€1,886,964	€1,380,964	€1,380,964	
Measure 1.1	16	100	€1,812,580	€1,587,580	€906,290	€906,290	€681,290	€681,290	
Measure 1.2	16	100	€7,991,348	€7,680,348	€980,674	€980,674	€699,674	€699,674	
2. Encouraging Participation			€10,347,163	€10,347,163	€5,047,551	€5,047,551	€5,299,612	€5,299,612	
Measure 2.1	22	100	€7,863,561	€7,863,561	€3,931,750	€3,931,750	€3,931,811	€3,931,811	
Measure 2.2	352	100	€2,483,602	€2,483,602	€1,115,801	€1,115,801	€1,367,801	€1,367,801	
3. Technical Assistance			€1,700,000	€1,700,000	€50,000	€50,000	€50,000	€50,000	
Measure 3.1	22	100	€1,299,180	€1,299,180	€649,590	€649,590	€649,590	€649,590	
Measure 3.2		1841503	€400,820	€400,820	€200,410	€200,410	€200,410	€200,410	
TOTAL			€21,851,091	€21,315,091	€10,784,515	€10,784,515	€10,530,576	€10,530,576	

Financial table for Programme Complement									
Title: West Wrexham URBAN II									
Sterling									
Structure	Field(s) of intervention (code + %)		Total Eligible cost	Public					
				Total Public Elig. Cost	Community participation		National public participation		Re
					Total	ERDF	Total	Central	
1=2+13			2=3+8	3	4	8=9to12	9		
1. Entrepreneurship and Business Development			6,962,358	6,590,858	3,470,998	3,470,998	3,119,860	3,119,860	
Measure 1.1	16	100	1,273,981	1,115,232	637,011	637,011	478,221	478,221	
Measure 1.2:	16	100	5,688,377	5,475,626	2,833,987	2,833,987	2,641,639	2,641,639	
2. Encouraging Participation			7,294,826	7,294,826	3,558,003	3,558,003	3,736,823	3,736,823	
Measure 2.1	22	100	5,537,496	5,537,496	2,768,748	2,768,748	2,768,748	2,768,748	
Measure 2.2	352	100	1,757,330	1,757,330	789,255	789,255	968,075	968,075	
3. Technical Assistance			1,176,162	1,176,162	588,088	588,088	588,074	588,074	
Measure 3.1	22	100	898,202	898,202	449,101	449,101	449,101	449,101	
Measure 3.2		1841503	277,960	277,960	138,987	138,987	138,973	138,973	
TOTAL			15,433,346	15,061,846	7,617,089	7,617,089	7,444,757	7,444,757	

10. CO-FINANCING PLAN

In the United Kingdom, co-financing has been provided at the level of the project, rather than at the level of the measure or priority. Indeed, in general ERDF has not been used to match fund existing national or regional schemes; rather project sponsors have accessed existing funding streams, and then sought matching support from a particular programme. This approach will continue for the West Wrexham URBAN II Programme and hence match funding will continue to be the responsibility of those making applications for grants from West Wrexham. In this way, it is envisaged that such a process will ensure local ownership and commitment by the neighbourhoods / communities of West Wrexham to the projects – consultation and partnership will be key elements of the application process.

The current financial climate for those organisations operating in the public and voluntary sectors means that it is impossible to identify firm resource allocations to the West Wrexham URBAN II Programme for the next four or five years. Nevertheless, through convening a number of URBAN II Working Groups and through discussions with key local partners, it has been possible to identify principal key sources of co-financing for each of the measures. This information is presented below, although the lists are by no means exhaustive (or mutually exclusive). Indeed, a number of new initiatives are emerging both at the regional and national level, and these are likely to lead to other additional new sources of finance being made available over the life of the Programme. Localised initiatives are also likely to emerge and contribute towards costs of overall implementation.

The information presented in terms of co-financing is therefore indicative and the exact contribution from partner organisations will only be determined following project selection prioritisation towards those activities that offer best value, and which themselves will be appraised against a broad set of criteria. Hence as the outcome of the appraisal process is currently unknown, it is not possible to identify in advance the exact amount of funding that each partner organisation or sector will contribute to each priority's and measure's expenditure.

Furthermore, many organisations provide co-financing to intermediaries such as community, voluntary sector and business development organisations and it should be noted that co-financing in this respect relates to identifying sources of monies, as distinct from project sponsors.

Priority 1 Entrepreneurship and Business Development

The single-measure Priority 1 from 1 January 2004 aims of encouraging enterprise and self-employment and developing competitive and sustainable businesses will be co-financed by:

National	Regional	Local
National Assembly for Wales 'Local Regeneration Fund' (£465,000 for business starts and supporting existing business in West Wrexham 2001-2003)	Welsh Development Agency Business Support Measures	Wrexham Enterprise (WCBC)
Wales Co-operative Centre	Education and Learning Wales (ELWa) (Training Support – Management and Workforce) Business in the Community WDA Environmental Improvement Grants (EIG's)	WCBC Captial Receipts
'Tier 3' National Assembly Business Support Grants		North East Wales Institute of Higher Education (NEWI)
		Yale College
		Private sector contributions
		Association of Voluntary Organisations in Wrexham (AVOW)

For the two measures under Priority 1 up to 31 December 2003

Measure 1.1 Encouraging Enterprise and Self-Employment will be co-financed by:

National	Regional	Local
National Assembly for Wales 'Local Regeneration Fund' (£465,000 for business starts and supporting existing business in West Wrexham 2001-2003)	Welsh Development Agency Business Support Measures	Wrexham Enterprise (WCBC)
Wales Co-operative Centre	Education and Learning Wales (ELWa) (Training Support – Management and Workforce)	WCBC Captial Receipts
		North East Wales Institute of Higher Education (NEWI)
		Yale College
		Private sector contributions
		Association of Voluntary Organisations in Wrexham (AVOW)
'Tier 3' National Assembly Business Support Grants		

and

Measure 1.2 Competitive and Sustainable Businesses will be co-financed by:

National	Regional	Local
National Assembly for Wales 'Local Regeneration Fund' (£465,000 for business starts and supporting	Welsh Development Agency Business Support Measures	Wrexham Enterprise (WCBC)

West Wrexham

existing business in West Wrexham
2001-2003)

Education and Learning Wales
(ELWa) (Training Support –
Management and Workforce)

WCBC Capital Receipts

Wales Co-operative Centre

Business in the Community

North East Wales Institute of Higher
Education (NEWI)

Yale College

Private sector contributions

'Tier 3' National Assembly Business
Support Grants

WDA Environmental Improvement
Grants (EIG's)

Priority 2 Participation

The single-measure Priority 2 from 1 January 2004 aims of overcoming barriers to participation and developing active communities will be co-financed by:

National	Regional	Local
National Assembly for Wales 'Local Regeneration Fund' (£826,000 for capital and revenue related activities between 2002 and 2004)	Sports Council for Wales Education and Learning Wales (ELWa) (Training support and new Community Initiative)	AVOW 'Social Risk Capital Scheme' Community Councils
WCBC (e.g. land value and Housing renewal)		
National Assembly for Wales 'Communities First' Programme	North East Wales NHS Trust North Wales Police Authority	Private sector Groundwork Wrexham
Coalfields Regeneration Trust	WDA Urban Villages Initiative Funding for redundant buildings	Wrexham Crime and Disorder Partnership
National Lottery 'Community Fund'		Yale College
National Assembly for Wales 'Surestart' Programme	WDA Environmental Improvement Grants (EIG's)	NEWI Landfill Tax
'Invest to Save' Programme		Volunteer Time

For the two measures under Priority 2 up to 31 December 2003

Measure 2.1 Overcoming Barriers to Participation will be co-financed by:

National	Regional	Local
National Assembly for Wales 'Local Regeneration Fund' (£826,000 for capital and revenue related activities between 2002 and 2004)	Sports Council for Wales Education and Learning Wales (ELWa) (Training support and new Community Initiative)	AVOW 'Social Risk Capital Scheme' Community Councils
WCBC (e.g. land value and Housing renewal)		
National Assembly for Wales 'Communities First' Programme	North East Wales NHS Trust North Wales Police Authority	Private sector Groundwork Wrexham
Coalfields Regeneration Trust		Wrexham Crime and Disorder Partnership
National Lottery 'Community Fund'		Yale College
National Assembly for Wales 'Surestart' Programme		NEWI Landfill Tax
'Invest to Save' Programme		Volunteer Time

And

Measure 2.2 Developing Active Communities will be co-financed by:

National	Regional	Local
National Assembly for Wales 'Local Regeneration Fund' (£826,000 for capital and revenue related activities between 2002 and 2004)	Sports Council for Wales	AVOW 'Social Risk Capital Scheme'
WCBC (e.g. land value and Housing renewal)	Education and Learning Wales (ELWa) (Training support and new Community Initiative)	Community Councils
National Assembly for Wales 'Communities First' Programme	North East Wales NHS Trust	Private sector
	North Wales Police Authority	Groundwork Wrexham
Coalfields Regeneration Trust		Wrexham Crime and Disorder Partnership
National Lottery 'Community Fund'		Yale College
National Assembly for Wales 'Surestart' Programme		NEWI
		Landfill Tax
'Invest to Save' Programme		Volunteer Time
	WDA Urban Villages Initiative Funding for redundant buildings	
	WDA Environmental Improvement Grants (EIG's)	

11. EX-ANTE EVALUATION

The Vademecum requires that the Programme Complement contains an ex-ante evaluation of the programme Measures according to Article 41 of EC Regulations. This evaluation is required to demonstrate the consistency of Measures with the Community Initiative Programme Document in terms of its aims and objectives, scope and quantified targets. A parallel aim of this particular evaluation is to assess whether the aims and objectives and activities, results and impacts of each measure relate to those set at Priority level.

The Urban II programme comprises three priorities, each sub-divided into two measures up to 31 December 2003, and thereafter with one measure in each Priority. Priorities 1 and 2 contain the programme objectives that focus on entrepreneurship and business development, and participation. They also contain the indicators and targets that will be used for monitoring progress and carrying out evaluation. Priority 3 provides for technical assistance to assist with achieving those objectives.

All four measures up to 31 December 2003, and the single measures thereafter under Priorities 1 and 2 contribute to and are consistent with the objectives of their respective Priorities. Their targets, in the form of activities, results and impacts, relate to and are consistent with those for each Priority as set out in both the Programme Complement and the CIPD. They also build on the range of activities set out in the CIPD in a way that is consistent with the original rationales and aims of the Priorities.

Priority 3 has objectives but no activities, results or impacts. The objectives of both measures up to 31 December 2003, and the single measure thereafter relate to those of the Priority that in turn builds on strategic objectives set out in the CIPD.

The financial allocation for all Measures is within the indicative ranges suggested in the CIPD.