



Welsh European
Funding Office



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MAKING EUROPEAN FUNDS WORK IN WALES

Providing support and information about
European Structural Fund Programmes in Wales

Private Sector Helpline: 01443 471105

FURTHER INFORMATION

www.wefo.wales.gov.uk

An Executive Agency of the National Assembly for Wales.

Contact us:

Tel: 01443 471100

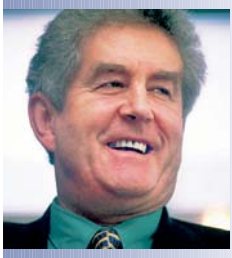
E-mail: enquiries-wefo@wales.gsi.gov.uk





Forewords

Rhodri Morgan, First Minister



Objective 1 is an unprecedented, and probably unrepeatable, opportunity for Wales.

Its possibilities are great, but the funds are not limitless. We are already working together to get the most out of this programme and beginning to realise its objectives: a Wales with a knowledge driven and high quality economy, with a skilled and adaptable workforce, and with prosperous communities and a good quality of life.

Mike German, Minister for Economic Development



To make a lasting success of Objective 1 will need a strong partnership between everyone involved – private, public and voluntary sectors.

I hope that this useful guide will help you to realise the ambitious projects needed to help transform our economy and create a wealthier and healthier Wales in the future.

Christine Chapman, Chair of the Programme Monitoring Committee



The Objective 1 Programme Monitoring Committee has already seen good work achieved so far. We all want to make these European funds work for Wales.

We need a wide range of ideas to make this happen. Innovative and exciting projects can only come forward by encouraging the widest range of participants.

I hope you'll take this opportunity to put your ideas forward.

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Acknowledgement

WEFO would like to thank their colleagues within the organisation, the sponsor organisations featured, the WCVA and Eluned Morgan MEP for their help in providing the information in this publication.

© June 2001
Published by Western Mail & Echo Ltd,
Havelock Street, Cardiff CF10 1XR.

Designer: Sue Burnett

Objective 1 Guide

General information

What is Objective 1?

The Objective 1 Programme aims to increase the growth and prosperity of economies that are currently lagging behind the European average in terms of Gross Domestic Product (GDP) per head. The West Wales and the Valleys area (*see Map, page 30*) qualifies for Objective 1 funding from the European Union (EU) because its GDP is less than 75 per cent of the EU average. The aim is to reduce this disparity by promoting growth in GDP per head, growth in employment and increased economic activity.

The Objective 1 programme is driven by a clear vision for the future development of West Wales and the Valleys as an outward looking dynamic and confident European region.

At the heart of the vision lies the need to put development of the people of West Wales and the Valleys first. Developing the skills and attitudes to allow the region to compete as a modern advanced economy and to develop an entrepreneurial spirit in all sectors of the economy and society is critical to overcoming

the twin challenges of deprivation and peripherality which characterise much of the region. The programmes must do so in a way that is sensitive to both the environmental and social fabric of the region.

How long will the Programme last?

The Programme lasts from 2000 to 2006. Projects must be approved before the end of 2006. Payments on projects can continue until the end of 2008.

How much money is involved?

The Programme is agreed in Euros. The total Programme will cost £3,942m (just over £2.4bn). Of this, £1,853m (around £1.2bn) will be funded by European Structural Funds, £1,395m (around £860m) from UK public sources and £694m (around £430m) from private sources (which includes the private and voluntary sectors).

Partnerships and PMC

Objective 1 in West Wales and the Valleys is run on a partnership basis. All sectors of the community – private, public, and voluntary – are



■ CAERPHILLY PICKLES

Providing assistance to the long term unemployed, economically inactive, disabled and people with learning disabilities to secure sustainable employment



■ STREAMING WALES

Improving the competitiveness of West Wales and the Valleys through the acquisition and use of cutting edge ICT, media knowledge and the latest global technologies

represented equally on all of the local and regional groups that run the programme.

The key partnership is the Programme Monitoring Committee, which takes the key decisions on the strategy and direction of Objective 1. Chaired by Christine Chapman, AM for Cynon Valley, the Committee meets about once a quarter to consider the main issues affecting the programme, including the criteria on which individual projects are assessed.

Above all, Objective 1 is meant to be a locally-driven programme, reflecting the needs of the communities of the region. There are Local Partnerships across West Wales and the Valleys, following local authority boundaries, which also reflect public, private and voluntary sector interests in each area. These Local Partnerships have drawn up strategies, setting out the priorities as they see them for the use of Objective 1 money for their areas.

How is Objective 1 being implemented?

Objective 1 is being implemented through Partnerships and strategies. These partnerships work at three levels: local, regional and strategic. Each partnership will have an agreed strategy framework for its area of responsibility. It also has a lead body which provides support for the partnership. *Contact points are given on the centre pages.*

There are 15 local partnerships each covering one local authority area. There are 10 regional partnerships each covering a theme (business support, infrastructure, human resources, innovation and research and development, entrepreneurship, knowledge-based economy and ICT, countryside and forestry, rural development, tourism, community economic regeneration). The main role of the local and regional partnerships is to identify, support and assist the development of projects.

There are four strategy partnerships, which take an overview of activity in the different parts of the Programme, specifically: business assets; human assets; rural assets; and community assets.

The main role of the strategy partnerships is to contribute a qualitative assessment of projects to assist WEFO's appraisal.



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■ PARENTS PLUS

With a community based outreach approach, this project is targeted at women in the Torfaen area to encourage their return to learning



What are the priorities for the Programme?

The Programme is divided into seven Priorities, each of which is then divided into a number of different Measures. The figures in brackets are the amounts of European funds available for each Priority. (Note that the numbering does not indicate their relative importance).

PRIORITY 1: Expanding and developing the small and medium-sized enterprise (SME) base (£285m)

To generate wealth and employment for the region by supporting the growth of the SME sector.

Measures:

- 1.1 Financial support for SMEs
- 1.2 Promoting entrepreneurship and increasing the birth rate of SMEs
- 1.3 Developing competitive SMEs
- 1.4 Promoting adaptability and entrepreneurship
- 1.5 Providing sites and premises for SMEs.

PRIORITY 2: Developing Innovation and the Knowledge-based Economy (£183m)

To improve the competitiveness of the region through the acquisition and use of knowledge and new technologies.

Measures:

- 2.1 Information and Communication Technology (ICT) infrastructure
- 2.2 To stimulate and support demand for ICT
- 2.3 Support for the development of innovation and research and development
- 2.4 Skills for innovation and technology
- 2.5 Clean energy sector developments

PRIORITY 3: Community Economic Regeneration (£110m)

To combat social exclusion by targeting local, community based action on the most deprived communities to increase skills and employability, provide greater access to more diverse opportunities and to improve conditions for businesses.

Measures:

- 3.1 Community action for social inclusion
- 3.2 Partnership and community capacity building
- 3.3 Regeneration of deprived areas through community-led action
- 3.4 Support for the creation and development of businesses in the social economy

PRIORITY 4: Developing People (£289m)

To develop the skills and employability of people living or working in the area, particularly those who are in any way disadvantaged.



■ FAENOL SKILLS CENTRE

Developing a national centre of excellence in conservation education



Measures:

- 4.1 Preventative and active labour market measures
- 4.2 Social inclusion
- 4.3 Lifetime learning for all
- 4.4 Improving the learning system
- 4.5 Improving the participation of women in the labour market
- 4.6 Anticipation and analysis of skills needed

PRIORITY 5: Rural development and the sustainable use of natural resources (£131m)

To combine a healthy well-managed environment with economic productivity and viability.

Measures:

- 5.1 Processing and marketing of agricultural products
- 5.2 Training services to help farming adapt and diversify
- 5.3 Forestry
- 5.4 Promoting the adaptation and development of rural areas
- 5.5 Investment in agricultural holdings
- 5.6 Promoting local economic development
- 5.7 A sustainable countryside: Enhancement and protection of the natural environment and countryside management
- 5.8 Support for the recreational opportunities and management of the natural environment
- 5.9 Support for fisheries and aquaculture

PRIORITY 6: Strategic infrastructure investment (£130m)

To secure additional investment and employment for the less developed parts of the region by promoting area-based business investment supported by key infrastructure improvements.

Measures:

- 6.1 Accessibility and transport
- 6.2 Energy infrastructure
- 6.3 Strategic employment sites
- 6.4 Environmental infrastructure

PRIORITY 7: Use of Technical Assistance (£16m)

To ensure efficient, transparent management of the Programme.

Measures:

- 7.1 Promoting effective programme management
- 7.2 Promoting effective programme management
- 7.3 Raising awareness of the programme and Research
- 7.4 Raising awareness of the programme and research.

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■ SWANSEA YOUTH ACTIVITIES

A team-building activity arranged by the project, which aims to address the needs of disaffected young people and prepare them for active participation in employment and community life



What are the cross-cutting themes?

These are three themes which underpin the whole Objective 1 programme: they are designed to impact on every Priority and Measure, and all projects should address these issues in application and in operations. The definitions of these themes used in Objective 1 are:

■ Environmental Sustainability

This requires the progressive integration of the economic, social and environmental issues in pursuit of development that is economically efficient, socially acceptable and responsible and environmentally sound. It also requires that interventions made in both communities and the economy contain mechanisms to allow them to continue after the programme period ends.

■ Equal Opportunities

Promoting equality of opportunity requires the breaking down of barriers both structural and attitudinal which limit the ability of the individual to participate in socio economic activity. This approach needs to tackle barriers based on gender, ethnicity, disability, language and culture. Specific measures will be needed to break down barriers affecting particular groups.

■ Information Society

The development of a knowledge driven economy and the exploitation of the opportunities afforded by the information society are vital to the success of the region's future prosperity. ICT has the potential to eliminate the costs traditionally associated with distance, reducing the effects of peripherality and opening up important new opportunities for economic development and social inclusion. It can also play a major

role in developing the skills and enhancing the adaptability and employability of the workforce.

What will my project need to demonstrate?

You will need to demonstrate that:

- the project helps deliver the targets set for the Objective 1 region (set out in the Single Programme Document – available on the WEFO website);
- the activity is included as an eligible activity in the Programme Complement – available on the WEFO website or (in print) from WEFO;



- there is demand but the demand is not being met (i.e. market failure)
- the outputs are deliverable (i.e. that the capacity of the market to take up the service is demonstrated);
- the project fits within national, regional and local strategies;
- the project could not go ahead without support;
- the amount of grant requested is the minimum needed for the project to proceed;
- the project is viable (i.e. it is properly costed, funded, and capable of being delivered);
- the activity is sustainable after the end of the project (that is, will continue once European funding ends);
- adequate systems will be in place to monitor both the financial progress of the project and progress against project targets; and
- the cross-cutting themes of equal opportunities, Information and Communications Technology (ICT) and environmental sustainability have been addressed.

■ CWMNI GWYNT TEG

A windfarm project that will supply clean and renewable energy for 1,600 homes within the North Wales area

How much assistance will be available?

For each part of the Programme there is an average rate of assistance (sometimes called the intervention rate), which cannot be exceeded overall. But for each project the grant rate is determined separately on the basis of the minimum needed.

Private sector organisations are also subject to limits on state aids laid down by the European Commission. The term ‘state aids’ describes assistance (‘aid’) which the ‘state’ (including all forms of government) gives to private sector organisations. The Commission seeks to ensure that there is fair competition between companies within the EU. It therefore places limits on how much assistance can be made available from public sources for companies.

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■ RESEARCH AND
DEVELOPMENT FOR HEMP
AND FLAX IN NORTHWEST WALES

*Promoting innovation and
enhancing technology
transfer between farmers,
academic scientists and
industrial partners through
biofibre crops and
production processing*

The good news, however, is that the Commission recognises that companies in the Objective 1 area, and specifically SMEs, face particular problems. So the limits on assistance for these firms are higher than for those not in Objective 1 areas and for larger companies.

What about match funding?

Match funding refers to the amount of non-European funding required by a project. Sources include public bodies (the National Assembly, local authorities, and agencies such as the Welsh Development Agency and the Wales Tourist Board), private sector bodies and the voluntary sector. There are many public funding mechanisms which may provide sources of match funding depending on the project. Applicants should however be careful about double counting. Funding from a scheme which has already been boosted by European funds cannot be used as match funding for another project seeking Objective 1 funding.

What is the application process?

Objective 1 is being implemented through partnerships and strategies. Each partnership will have an agreed strategy for its area of responsibility.

Projects will need to be submitted via a partnership. Projects which cover up to four local authority areas are considered local projects and should be submitted through a local partnership (usually the one in





RURAL BUSINESS
DEVELOPMENT CENTRE

The architect and sponsor check the site of the proposed centre which will provide a focus for best practice, technology transfer and innovation within the industry through a public/private partnership

which the project will be based, but after consultation with other affected areas). Larger projects should be submitted through the regional partnership which handles the relevant area of the Programme.

The local and regional partnerships will consider projects which fall within either their geographical or thematic area. They will consider how each project fits within their strategy and whether it duplicates other projects already approved or being considered. The views of the regional and local partnerships will be sent to WEFO.

WEFO is responsible for assessing the eligibility of projects, considering how they fit within national and other strategies (consulting other partnerships as appropriate), assessing value for money and then presenting its views, along with those of the local and regional partnerships to the strategy partnerships.

The strategy partnerships consider all projects within their remit and make recommendations to WEFO on approvals. WEFO is then responsible for issuing approval letters, monitoring and evaluating projects and paying claims.



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■ WOMEN'S ENTERPRISE
WALES

*Promoting women into
business across the
Objective 1 area*

How long will it take?

The aim is that the approval process should take no more than 3 months from the receipt of a complete, fully supported application. But the actual time taken will depend on the quality of the application and the size and complexity of the project.

Can I get help?

Yes. The lead bodies, the Private Sector Unit in WEFO and the Welsh Council for Voluntary Action are all available to provide detailed help and guidance on developing a project and making an application.

How can I ensure that I don't waste time and effort putting together a project which eventually doesn't get approved?

Given the process is competitive it is not possible to say for certain that any project will receive approval. However, the more consultation you undertake when putting the project together, the more thorough your market research and the evidence you present in support of your project and the better the value for money exhibited by the project, the more





likely it is that your application will be successful.

Many partnerships will ask you to fill in a pro forma application. This allows the basic idea of your project to be considered without you having to incur the time/costs of putting together a full application. You will receive feedback on whether your project is worth pursuing. You will also receive feedback from partnerships when they consider your full application.

WEFO can also provide guidance on eligibility (including due diligence issues), value for money and synergy with national strategies.

When can I start my project?

As a general rule projects must not start until they receive an official written offer of European grant. This is because the grant can only be given where it is needed and once a project starts it is difficult to prove that the grant is essential.

How do I claim?

For most projects claims are made quarterly in arrears. For the voluntary and not-for-profit sectors, however, claims are made quarterly in advance. Payment can then take up to 6 weeks. You should build such a delay into the cash flows for your project. (NB when putting your costings and cashflow for the project together you should check with your tax adviser the treatment of VAT for the project. Irrecoverable VAT is an eligible expense, but only if included in the project application.)

It is very important that your cash flows for the project are realistic. The EC has set very stringent conditions on the draw down of grant. If projects do not claim grant according to the cashflows agreed in the approval letter there is a risk that funding will be lost.

You will be required to provide an audit certificate to support the fourth quarter's claim and then annually for the duration of the project. The final claim must also be supported by an audit certificate. (Details of the qualifications required of auditors are contained in the formal project approval letter.)

How will the project be monitored and evaluated?

You will be required to have proper systems in place to monitor the progress of your project both in terms of expenditure and outputs. You will be required to submit quarterly returns whether or not you are claiming grant. These returns should show progress against the targets set for the project as set out in the approval letter. During the life of the project, should it appear that any of the targets need to be amended you will need to obtain WEFO approval.

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WEFO and certain other bodies have the right at any time to inspect the project and to require information to be provided.

What are the clawback arrangements?

There are three main circumstances where grant may be reclaimed:

- You will be required to meet the targets set out in your approval letter. Failure to achieve the targets may result in part or all of the grant being reclaimed from you.
- If your project is forecasting profits you may also be liable for clawback on any profits deemed excessive (the conditions for this would be set out in your approval letter, but would be likely to be based on the share of the project funding provided by structural funds).
- If your grant assisted with the purchase of fixed assets the sale of these assets either during the project period or for five years after completion of the project may render you liable for clawback.

All this sounds complicated – is there an easier way of having an Objective 1 grant?

Some organisations, particularly small voluntary organisations and private companies may find it far easier to access Objective 1 funds via a grant scheme that has received Objective 1 support. WEFO keeps details of all approvals, and can assist in letting people know what grant schemes are available.

How can I influence what is being delivered?

By being involved with partnerships and working as a partner with the public sector in delivering projects.

■ PEMBROKESHIRE BUSINESS SUPPORT FUND

Stephen Ratsey Sailmakers, one of the businesses supported by the fund which provides financial assistance to the county's SMEs under a range of grant schemes



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Private sector – additional information

How can I access the money?

There are two ways in which the private sector can benefit from Objective 1 funding.

■ The first (and likely to be the most appropriate for most businesses) is indirectly as beneficiaries of Objective 1 projects/schemes being delivered by intermediaries from the public, private and voluntary sectors.

■ The second way is directly by receiving Objective 1 funding to help deliver a project which will help to deliver the aims of the Programme.

How do I know whether indirect or direct assistance is more appropriate?

Direct funding is not generally available for single (company) beneficiaries. If you are looking for assistance to grow your business the most appropriate route for support is likely to be via an intermediary organisation (i.e. indirect support). The schemes which intermediaries are delivering with Objective 1 funding should be tailored to meet your business needs, will be more flexible, and the application process will be more straightforward than applying for Objective 1 funding directly.

However, if you can demonstrate that your project has a benefit wider than just your company and will help to deliver the targets set for the Programme then you may apply for direct assistance.

■ GREAT ORME TRAMWAY

*Ensuring the restoration of the tramway and enhancing its potential as a major tourist attraction, bringing increased numbers of visitors and job creation to Llandudno.
Photo: Conwy County Borough Council*





What sort of indirect assistance is available?

As the aim of the Programme is to help businesses, particularly SMEs, to grow, most of the projects approved will have some relevance to businesses.

Some are sector or area specific, but many will be available across the region and across sectors. Some sectors (eg retail, health or housing services) are not eligible for direct grant assistance (because of displacement or overcapacity), but most businesses will be able to receive some sort of assistance (eg help with financial planning or training).

Examples of projects already approved are:

- Local authority grants – many local authorities have received funding to support schemes aimed at the needs of local companies
- Tourism grants through the Wales Tourist Board – to assist tourism businesses to upgrade their facilities, extend the season etc
- Training – via colleges or private sector providers
- Sector specific initiatives – through networks such as the Opto-electronics Forum or the Automotive Forum.
- BetterBusinessWales – which will provide a wide range of ICT assistance for SMEs across the region.
- The Agri-food programme – which provides help for farmers, particularly those wishing to diversify.

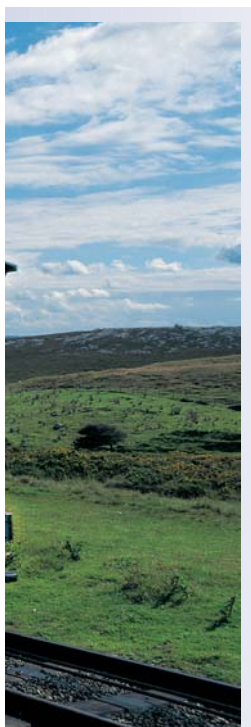
Other projects are currently under consideration by WEFO and/or the European Commission, including:

- Finance Wales – which would provide finance for growing companies (including provision of loans and equity along with assistance for management through mentoring)

Details of approved projects can be found on the WEFO website (www.wefo.wales.gov.uk). (Early in the Programme the easiest way to find out what has been approved is to visit the Latest section on the website and access the press notices.)

Remember that these projects complement or supplement assistance already available and they will be delivered alongside mainstream support through the Business Connect network (which provides a gateway for businesses seeking assistance). Business Connect should therefore be the first port of call for businesses seeking assistance for business growth.

Business Connect will be able to help you access both European-funded



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programmes and the full range of other support currently available to businesses.

Business Connect has a website (www.businessconnect.org.uk) or can be contacted on 08457 969798.

If I wish to apply directly, what will my project need to demonstrate?

In addition to the general criteria set out earlier in this booklet, you will need to demonstrate that :

- your project has a benefit wider than just your company or organisation;
- the rate of return and profit levels are reasonable (taking into account the sector and risk); and
- your company/organisation is viable and is an appropriate recipient of public funds (due diligence).

Do I need a public sector partner?

There is no simple answer to this question. It will be easier to demonstrate wider benefit if you have support (whether or not this is in the form of financial assistance) from a public sector organisation. Whether you need public sector funding depends on which part of the Programme you are seeking to access.

For each part of the Programme (each Measure) an agreement has been reached with the European Commission on the split of contribution between Structural Funds, the UK Government and the private sector.

Although individual projects are not restricted by this split, WEFO has to keep in mind while assessing applications the need to ensure that the split is correct for the Measure as a whole. The Commission will be looking to ensure that, in particular, the public sector share of the funding for the Programme is delivered.

As a result, for most Measures it will be necessary for projects to obtain public sector funding.

Can I get help?

Yes. The Private Sector Unit in WEFO is available to discuss any ideas that you may have.



■ MANAGEMENT FOR BUSINESS

Developing innovative measures to meet the identified management training needs of Conwy and Denbighshire's employees



Voluntary sector – additional information

Direct Access to the Objective 1 Programme

HERITAGE TOURISM TRAINING

Enhancing employment opportunities and responding to the changing requirements of the labour market in South West Wales by supporting postgraduate students at Picton Castle and other locations

Voluntary organisations, providing they are legally constituted can apply directly and receive Objective 1 money to conduct projects that contribute in some way to what West Wales and the Valleys is trying to achieve through Objective 1.

The important first step that voluntary organisations should take if considering an application for Objective 1 funding is to establish what their project does and where this fits in with the Objective 1 programme as a whole. Examples of activity contained within the programme of interest to voluntary organisations include:

- projects that promote employability such as training and advice, especially but not exclusively to “socially excluded” target groups;
- activity aimed at regenerating the most deprived communities in West Wales and the Valleys;
- support for the creation and development of social economy

business which recycle their profit for community benefit;

- rural development projects; and

■ the building of capacity of voluntary organisations and community groups to participate both in the programme and to wider economic development in West Wales and the Valleys.

Who to contact

Who to contact and where to apply varies depending on where project activity is focussed.

The Programme is delivered by partnerships of organisations, including the voluntary sector. Activity can be conducted across any geographical area in West Wales and the Valleys from delivery for the smallest community to schemes encompassing the whole of the Objective 1 region.

If a project operates within part of all of an individual local authority area, then enquiries and application should be made via the local partnerships.

Umbrella bodies such as the County Voluntary Councils and Local Authorities are recommended points of contact.

If a project operates across more than four local authorities then it is considered to be a ‘regional’



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project. Contact either WCVA Europe or WEFO to be directed to the most appropriate regional contact.

The Programme Monitoring Committee has recommended that a Voluntary Sector Support Unit be established to support the sector on all aspects of European funds. The unit will be based at the WCVA, and ensure that the organisations receive consistent and quality advice surrounding the programme. It will be able to sign post organisations to the correct access point, give practical advice on application and throughout the lifetime of the project.

Indirect access

As well as applying directly voluntary organisations can benefit in other ways from the Objective 1 programme. Umbrella organisations and

service providers working locally and regionally are setting up schemes where voluntary organisations can benefit from the use of Objective 1 money. This may include training courses and seminars, capacity building and developmental work, advice and resources on specific types of organisations etc.

A number of small grants schemes and key funds have been established at a local level for organisations to access Objective 1 money for specific purposes and in different ways. Local partnerships will have knowledge of funding



■ THE WELSH LEARNING NETWORK

Providing an ICT infrastructure linking further and higher education institutions throughout West Wales and the Valleys, for example through video-conferencing

and grants schemes operating locally.

A national scheme called the Social Risk fund is a small grants scheme, administered by WCVA that aims to support innovative approaches to promoting social inclusion and the economic regeneration of local communities across Wales.

WCVA has drawn a package of funds together from the European Social Fund, under the Objective 1 and Objective 3 programmes and from the National Assembly for Wales.

The scheme will offer small community and voluntary groups:

- easy and speedy access to European funds;
- hands on support and guidance throughout the application process;



- 100% grants of up to £10,000;
- no set deadlines for applications; and
- an assessment decision within 30 days of applying.

WCVA has a team of European funding advisors based across Wales in Cardiff Bay, Colwyn Bay and Welshpool. They will offer community and voluntary groups the support, advice and guidance they need to develop project ideas fully or to complete their application form.

For further information regarding the Social Risk Fund, please contact:

Social Risk Fund Team

WCVA, Baltic House, Mount Stuart Square, Cardiff CF10 5FH.

Tel: 029 2043 1700

Fax: 029 2043 1701

Minicom: 029 2043 1702

E-mail: rlovell@wcva.org.uk

Website: www.wcva.org.uk

■ CARDIGAN BAY
COASTAL PATH

*Ian Dutch, Ceredigion
County Council, at the
site for the development
of a path that will link
with the Pembrokeshire
Coast and Glyndŵr's
Way national trails*



Objective 1 Guide **Fund definitions**

The **Structural Funds** provide grant aid for projects that encourage and facilitate economic regeneration and revival in areas where the decline of traditional industries has caused serious economic and social problems. There are four Funds:

■ **The European Regional Development Fund (ERDF)** is aimed at reducing regional imbalances and assisting disadvantaged regions, particularly, run-down areas facing restructuring problems and industrial decline and rural areas.

■ **The European Social Fund (ESF)** aims to improve employment opportunities in the European Union by providing financial support towards the running costs for vocational training schemes, guidance and counselling projects, job creation measures and other steps to improve the employability and skills of both employed and unemployed people. It also provides support for research and improving the capacity of organisations to better help their target communities.

■ **The European Agricultural Guidance and Guarantee Fund (EAGGF)** finances the common organisation of the agricultural markets, the processing of agricultural products and the structure of agricultural holdings.

■ **The Financial Instrument for Fisheries Guidance (FIFG)** finances measures for the adjustment of fisheries and aquaculture structures and processing and marketing of their products.

The Structural Funds have three priority Objectives, four Community Initiatives and the Rural Development Plan.

■ **Objective 1:** this is the Objective most people have heard of. It aims to promote the development and structural adjustment of regions whose economic development is lagging behind – usually those regions whose per capita GDP is less than or close to 75% of

the Community average.

■ **Objective 2:** this aims to convert the areas hardest hit by industrial decline, where traditional industries such as coal and steel, textiles and shipbuilding can no longer compete successfully, causing major social and economic hardship and dislocation for the local workforce. Areas where the average rate of unemployment and the percentage of



■ MONCYNEFIN

A conservation project to develop a network of nature reserves on Anglesey



■ MAPPING DISABILITY

Aiming to provide an accurate assessment of the employment and training needs of the blind and visually impaired

industrial employment is higher than the Community average.

■ **Objective 3:** Aims to combat long term unemployment; assists young people and those at risk from exclusion from the workforce; promotes equal opportunities and improves women's position in the workforce; promotes adaptability and entrepreneurship in the workforce; and improves training, education and counselling for lifelong learning.

Community Initiatives: LEADER +, URBAN 2, INTERREG 3, and EQUAL address issues of interest to the European Union as a whole, particularly transnational links and exchange of experience

The Rural Development Plan: provides a mechanism

for supporting the sustainable development of rural Wales. It complements reforms in the agriculture sector by fostering an integrated approach to rural development and by recognising the wider contribution made by farming to rural communities. The Plan is based around a menu of 10 possible measures, including agri-environment, support for less favoured areas, the wider adaptation and development of rural communities and processing and marketing of agricultural products. The total European allocation of funding provided by the Plan in Wales is about £12.6m per annum.

Documents you may need to refer to are:

Single Programming Document: this document is the agreement between the European Commission and the UK Government on how the money provided by the Structural Funds will be used to overcome the identified economic problems. It can be likened to a corporate plan and is a very long document (375 pages).

■ It is available on the WEFO website or by calling the WEFO enquiry line 01443 471100.

Programme Complement: this document is agreed by the Programme Monitoring Committee (PMC) – the committee responsible for overseeing the implementation of the programme – and sets out in details the eligible activities and the outputs and target. It can be likened to a business plan. This is also a long document (192 pages).

■ It is available on the WEFO website or by calling the WEFO enquiry line 01443 471100.

Programme Monitoring Committee

The Programme Monitoring Committee is responsible for overseeing the effectiveness and quality of the implementation of the Programme.

Chair

■ Christine Chapman AM

Public Sector

■ Phil Williams AM, National Assembly for Wales

Alternate member: Michael German AM

■ Councillor Noel Crowley, Welsh Local Government Association

Alternate member: Cllr Maurice Hughes

■ Councillor Ron Hughes, Welsh Local Government Association

Alternate member: Cllr M Parker

■ Tracey Burke, Welsh Development Agency

Alternate member: Graham Moore

■ Robin Williams, Higher Education

Alternate member: Adrian Webb

■ Grenville Jackson, Education and Learning Wales

Alternate member: Roger Hampton

Private/Social Sector

■ Anne Beynon, Confederation of British Industry (Wales)

Alternate member: John Everett

■ Stephen Cole, Federation of Small Businesses

Alternate member: Christine Sommer

■ Adrian Barsby, Chamber Wales

Alternate member: Mike Theodoulou

■ Jim Hancock, Trade Union Congress

Alternate member: Christine Casseldine

■ Simon Jones, Trade Union Congress

Alternate member: Felicity Williams

■ Bill Goldsworthy, National Farmers' Union Cymru*

Alternate member: Rhian Nowell-Philips

**Membership of the National Farmers' Union and the Farmers' Union of Wales will be by rotation at 18 month intervals*



Voluntary/Community Sector

■ Graham Benfield, Wales Council for Voluntary Action

Alternate member: Sue Spurrier

■ Margaret Jervis, Wales Council for Voluntary Action

Alternate member: Wayne David

■ Anne Meikle, Wales Wildlife & Countryside Link

Alternate member: Tim Stowe

■ Siân Swann, Equality Partnership

Alternate member: Yvonne Griffiths-Jones

■ Sue Price, Social Economy

Alternate member: Alan Williams

■ Lynne Thomas, LEADER

Alternate member: Elwyn Vaughan

Specialist Statutory Advisors

■ Paul Loveluck, Countryside Council for Wales

■ Roger Thomas, Environment Agency Wales

■ Jonathan Jones, Wales Tourist Board

■ Kevin Fitzpatrick, Disability Rights Commission

■ Kate Bennett, Equal Opportunities Commission

■ Mushaq Ally, Commission for Racial Equality

■ John Walter Jones, Welsh Language Board

■ PROMOTING AN
ENTREPRENEURIAL CULTURE

*Iain Willox, WDA,
whose project aims to
develop a range of new
entrepreneurial activities*



Regional Partnerships

- **Agri-Food**
- **Information Age**
- **Entrepreneurship**
- **Innovation/R&D**
- **Business Support**

Contact for all the above:

Structural Funds Unit, Welsh Development Agency
QED Centre, Main Avenue, Treforest Estate, Pontypridd CF37 5YR.
Tel: 01443 845855 Fax: 01443 845860.
E-mail: structural.funds@wda.co.uk.
Website: www.wda.co.uk
Agrifood website: www.foodwales.com
Information Age website: www.wis.org.uk

- **Infrastructure** – new partnership to be formed

■ **Tourism**

Nigel Adams, Wales Tourist Board, Brunel House, 2 Fitzalan Road,
Cardiff CF24 OUY.
Tel: 029 2047 5267 Fax: 029 2047 5319.
E-mail: nigel.adams@tourism.wales.gov.uk

■ **Community Regeneration**

Phil Fiander, Wales Council for Voluntary Action, Baltic House,
Mount Stuart Square, Cardiff CF10 5FH.
Tel: 029 2043 1700 Fax: 029 2043 1701.
E-mail: pfiander@wcva.org.uk

■ **Forestry, Countryside and Coastal Management**

Paul Finch, Forestry Commission, National Office for Wales,
Victoria Terrace, Aberystwyth SY23 2NQ.
Tel: 01970 625866
E-mail: paul.finch@forestry.gsi.gov.uk



■ Human Resource Development

Teresa Holdsworth, HRD European Partnership Unit, ELWa, Tŷ'r Afon,
Bedwas Road, Bedwas, Caerphilly CF83 8WT.

Tel: 01443 663820 Fax: 01443 663801.

E-mail: HoldsworthT@elwa.org.uk

■ Employment

John Glyn Davies or Liz Owen, Employment Service Office for Wales,
Companies House, Crown Way, Cardiff CF4 3UW.

Tel: 029 2038 1457 Fax: 029 2038 0432.

E-mail: johng.davies@employment.gov.uk or

liz.owen@employment.gov.uk

*Employment Partnership is now a sub-committee of the
HRD Partnership. Only applicants looking for employment service
match-funding should contact the Employment Partnership.*



■ GAS NVQ TRAINING IN WALES

*Training unemployed adults in gas installation and servicing,
leading to employment in the industry*

Local Partnerships

South-East Wales Area

Mr David Ware, European Officer
Blaenau Gwent County Borough Council, Business Resource Centre,
Tafarnaubach Industrial Estate, Tredegar NP22 3AA
Tel: 01495 355717 Fax: 01495 355735
E-mail: david.ware@blaenau-gwent.gov.uk

Mr Mark Halliwell, Corporate Policy Co-ordinator
Corporate Service Directorate, Bridgend County Borough Council,
Civic Offices, Angel Street, Bridgend CF31 1LX
Tel: 01656 643346 Fax: 01656 768098
E-mail: hallim@bridgend.gov.uk

Ms Victoria Phillips, European Officer
Caerphilly County Borough Council, Nelson Road, Tredomen,
Ystrad Mynach, Hengoed CF82 7WF
Tel: 01443 864416 Fax: 01443 864310
E-mail: phillv@caerphilly.gov.uk
Website: www.obj1caerphilly.co.uk

Mrs Jill Shuker, European Officer
Merthyr Tydfil County Borough Council, Civic Centre, Castle Street,
Merthyr Tydfil CF47 8AN
Tel: 01685 725253 Fax: 01685 387740
E-mail: european@merthyr.gov.uk

Mr Graeme May, European Officer
Rhondda Cynon Taff County Borough Council, The Pavilions,
Cambrian Park, Clydach Vale CF40 2XX
Tel: 01443 424039 Fax: 01443 424031
E-mail: graeme.r.may@rhondda-cynon-taff.gov.uk

Mr Peter Davies, European Officer
Torfaen County Borough Council, County Hall, Cwmbran NP44 2WN
Tel: 01633 648052 Fax: 01633 648086
E-mail: peter.davies@torfaen.gov.uk

North and Mid Wales Area

Catrin Lloyd Jones, Chief European Officer
Cyngor Gwynedd Council, Swyddfa'r Sir, Caernarfon LL55 1SH
Tel: 01286 679343 Fax: 01286 679488
E-mail: cljones@gwynedd.gov.uk

Mrs Eirian Jones, European Officer
Cyngor Sir Ynys Môn, Swyddfa'r Sir, Llangefni Ynys Môn LL77 7TW
Tel: 01248 752491 Fax: 01248 752192
E-mail: ewjpl@ynysmon.gov.uk



Mr Bryn Richards, Local Regeneration Officer
Cyngor Sir Ceredigion, Penmorfa, Aberaeron SA46 0PA
Tel: 01545 572060 Fax: 01545 572029
E-mail: ewro@ceredigion.gov.uk

Sheila Potter, Principal European Funding Officer
Conwy County Borough Council, Bodlondeb, Conwy LL32 8DU
Tel: 01492 576012
E-mail: sheila.potter@conwy.gov.uk

Mr Kevin Edwards, European Officer Denbighshire County Council,
Tremclwyd, Canol y Dre, Ruthin LL15 1QA
Tel: 01824 708087 Fax: 01824 708088
E-mail: kevin.edwards@denbighshire.gov.uk

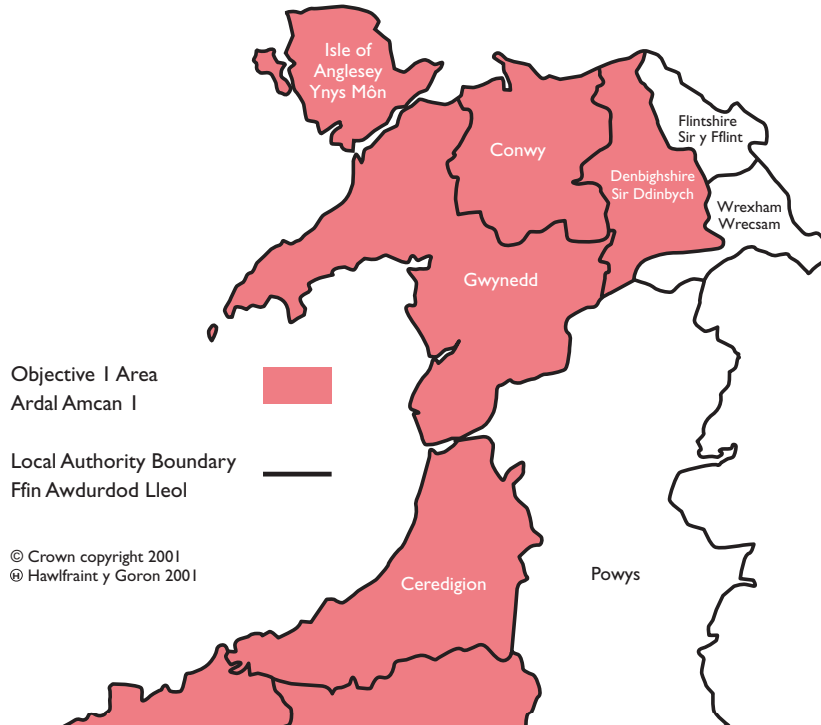
South-West Wales Area

Mr Neville Davies, Head of Centre
West Wales European Centre, Dewi Building, Trinity College,
Carmarthen SA31 3EP
Tel: 01267 224859 Fax: 01267 234279
E-mail: nevdavies@carmarthenshire.gov.uk

Mrs Jackie Thomas, European Officer
City & County of Swansea, 11b St. Mary's Street, Swansea SA1 3LP
Tel: 01792 545071 Fax: 01792 545090
E-mail: jackie.thomas@swansea.gov.uk

George Causley, Principal Officer Europe
Neath Port Talbot County Borough Council, Civic Centre,
Port Talbot, SA13 1PJ
Tel: 01639 764288 Fax: 01639 764400
E-mail: g.causley@neath-porttalbot.gov.uk

Mr Gwyn Evans, European Officer
Pembrokeshire County Council, Cambria House,
Haverfordwest SA61 1TP
Tel: 01437 776174 Fax: 01437 776184
E-mail: Gwyn.Evans@pembrokeshire.gov.uk



Contacts/Cysylltiadau

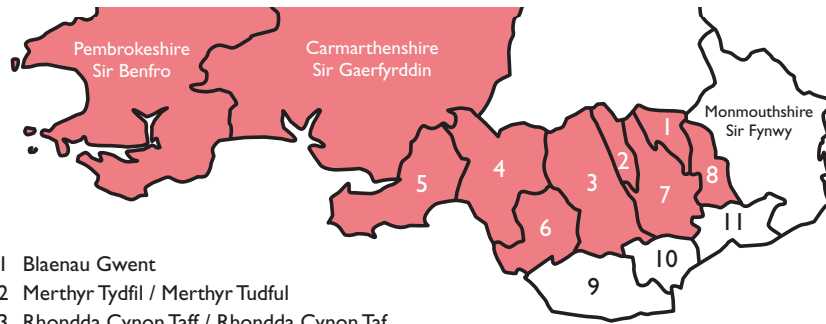
Private Sector Sector Preifat

■ **Business Connect/
Cyswllt Busnes**
Phone/Ffôn: 08457 96 97 98
Website/Gwefan:
www.businessconnect.org.uk

■ **WEFO Private Sector
Unit/Uned Sector Preifat
WEFO**
Phone/Ffôn: 01443 471105
Website/Gwefan:
www.wefo.wales.gov.uk

Voluntary Sector Sector Gwirfoddol

■ **WCVA /CGGC**
Phone/Ffôn: 029 2043 1700
Website/Gwefan:
www.wcva.org.uk



- 1 Blaenau Gwent
- 2 Merthyr Tydfil / Merthyr Tudful
- 3 Rhondda Cynon Taff / Rhondda Cynon Taf
- 4 Neath Port Talbot / Castell-nedd Port Talbot
- 5 Swansea / Abertawe
- 6 Bridgend / Pen-y-bont ar Ogwr
- 7 Caerphilly / Caerffili
- 8 Torfaen
- 9 The Vale of Glamorgan / Bro Morgannwg
- 10 Cardiff / Caerdydd
- 11 Newport / Casnewydd

Public Sector Sector Cyhoeddus

- **Local Partnerships/
Partneriaethau Lleol**
see page/gweler tudalen 28
- **Regional Partnerships/
Partneriaethau Rhanbarthol**
see page/gweler tudalen 26

General Enquiries Ymholiadau Cyffredinol

- **WEFO**
Phone/Ffôn: 01443 471100
Website/Gwefan:
www.wefo.wales.gov.uk



■ OUT OF SCHOOL CHILDCARE PROVISION

A community based project that provides after-school childcare, enabling parents to undertake training or employment

■ DARPARIAETH GOFAL PLANT AR ÔL YSGOL

Prosiect cymunedol sy'n darparu gofal plant ar ôl ysgol ac felly yn galluogi rhieni i ymgymryd â hyfforddiant neu waith