

European Union Objective 2 Programme  
for the East of England:  
A Summary of the Single Programming  
Document  
2000 – 2006

(Rev. 02/05)



working together for a better east of england



## The Programme Area

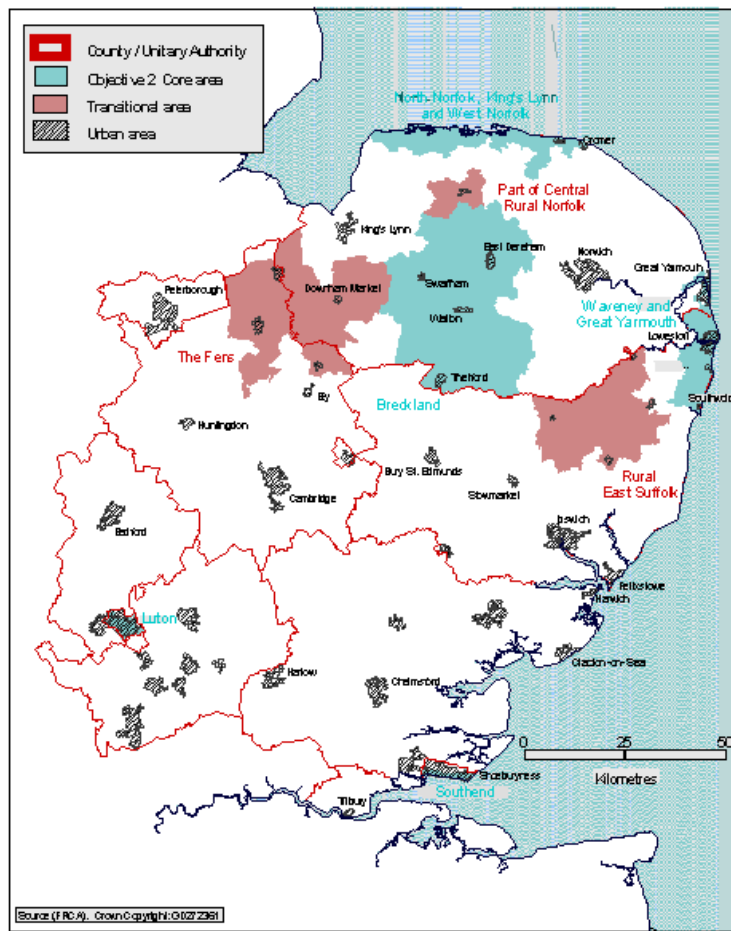
The East of England Programme Area was designated in March 2000 for support from the European Structural Funds. This was to assist economic regeneration of the area and so support its convergence with the economic performance of the region as a whole.

The East of England Programme Area consists of the Objective 2 area and the transitional areas, being those parts of the former Objective 5b area which are not designated under Objective 2. The population of the whole area is 615, 200 (just over 11% of the East of England total).

The Objective 2 Core Programme Area has a total population of about 463, 700 and comprises five sub-regional areas which are known collectively as the Core Area. These are Luton, Southend on Sea, Waveney and Great Yarmouth, Breckland District and North Norfolk Coast.

Additionally, certain parts of the former Objective 5b Area which are known collectively as the Transitional Area (with a total population of 151,500) will receive transitional support under Objective 2. These areas are The Fens, Rural East Suffolk and Central Rural Norfolk.

East of England Programme Area



All of these areas suffer from a number of specific problems which restrain their economic prosperity. Luton is affected by over-dependence on manufacturing sectors in decline, its locations as a base for branch plants of major multinational companies subject to global rationalisation pressures and the high levels of social exclusion experienced by sections of its densely populated, multi-ethnic population. Southend on Sea suffers from over-dependence on tourism and the fishing industry, the decline in its financial and business and service sector and high levels of unemployment within the most densely populated borough in the East of England. Waveney and Great Yarmouth is similarly exposed through its bias towards sectors in decline which include tourism, the fishing industry and food processing as well as problems of poor transport infrastructure and geographical peripherality. Breckland and the transitional areas suffer from a range of shared problems including low population densities, dispersal of amenities, poor transport links, low skill and educational attainment levels and over-reliance on declining sectors including agriculture and low-waged, often seasonal work. North Norfolk is vulnerable through its dependence on declining sectors which include tourism and fishing and similarly suffers from high levels of seasonal employment and low pay as well as an ageing population and an outflow of young workers.

### **Vision and Aim**

The partnership's vision for the Objective 2 programme is that the Programme Area shares fully in the sustainable economic growth and prosperity of the East of England. This is embodied in the strategic aim to create and maintain sustainable economic growth that leads to greater economic and social cohesion, that protects and enhances the environment, and results in increased prosperity, jobs and an improved quality of life for those who live and work in the Programme Area.

### **The Partnership**

The full strategy setting out how European Structural Funds will be used in the Programme Area is contained within the Single Programming Document (SPD). The SPD was developed through and will be implemented by a broad range of partners. These include Government Office for the East of England (the implementing authority), the East of England Development Agency (with a leading strategic role), the Ministry of Agriculture, Fisheries and Food, the Farming and Rural Conservation Agency, Local Government Conference, Training and Enterprise Councils, Learning and Skill Councils, Business Links, the Small Business Service, the Business Sector, Higher and Further Education and the Voluntary and Community Sector.

### **Priorities and Measures**

The Priorities and Measures contained within the SPD are the means for delivering the strategic aims of the programme. There are three Priorities, each of which deals with a specific theme as well as a fourth which relates to Technical Assistance. Each Priority contains several Measures which are the actions for delivering those themes. Each zone within the Programme Area has a Local Area Group to support the development of projects. These projects address the Priorities as they relate to individual areas and which are described in separate delivery plans known as Local Area Frameworks. Projects are endorsed by the Objective 2 Operating Group and approved by Government Office. The Programme Monitoring Committee, known as the Structural Funds Strategy Group (SFSG), is responsible for ensuring that the overall implementation of the Objective 2 Programme in the East of England is delivered in accordance with the programme's vision and aims. The SFSG is also responsible for the strategic management of all European structural funds in the Region.

The bulk of the funding allocated to the Objective 2 Programme comes from the European Regional Development Fund (ERDF) (90%) with the remainder coming from the European Social Fund (ESF) (10%).

## **Priority 1 Support for Small to Medium Size Enterprise (SME) Creation, Growth and Development**

This Priority reflects the need within the Programme Area to develop an entrepreneurial culture and address the low level of business formation and the survival rate of the existing business stock, for achievement of international best practice benchmarks and increased use of new technology, including broadband internet connection. In addition, it also recognises that difficulties in accessing capital can impede SME development and business start-ups. There are three measures within this Priority.

### **Measure 1.1 Promoting SME Creation, Growth and Development (ERDF)**

To increase the number and quality of new start-ups, improve the competitiveness of existing SMEs through the provision of business support and increase business survival rates through the integration of Enterprise Hubs, Innovation Centres, Incubator Units and Managed Workspace into holistic business support packages.

### **Measure 1.2 Improving SMEs Access to Capital (ERDF)**

To increase the number and survival rate of new SME start-ups and the growth of existing companies through the provision of venture capital, loans and other financial engineering actions.

### **Measure 1.3 Improving SMEs Access to Capital (ESF)**

To increase the number and survival rate of new SME start-ups and the growth of existing SMEs, including social enterprises, through the provision of micro-loan funds.

## **Priority 2 Developing Key Locations, Clusters/Sectors**

This Priority underlines the existence of specific locations within the Programme Area which require additional targeted support consistent within the SPD's strategic development framework. This approach will maximise the economic benefit of the objective 2 Programme in a manner which is sustainable and which promotes social inclusion. This priority also addresses weaknesses within specific sectors and clusters in the Programming Area in relation to enterprise, innovation, managerial competencies and industrial structure. There are three Measures within this Priority.

### **Measure 2.1 Developing Key Locations (ERDF)**

The following categories are covered by this Measure.

- a) Large business and science parks and industrial estates and other business/industrial locations of strategic importance.
- b) Centres of towns and sea fronts.
- c) Market towns with a strong service centre function.
- d) Zones of cultural, leisure, historical and environmental interest with the realisable potential to attract significant but sustainable numbers of visitors.
- e) Transport infrastructure projects – limited scope to support schemes of strategic importance, Details of the areas designated as key locations are set out in the Programme Complement.

### **Measure 2.2 Developing Key Clusters/Sectors (ERDF)**

This Measure provides support for key industrial sectors within the Programme Area including manufacturing, engineering, food processing, supply of services and products for offshore oil and gas exploration and production, transport (ports and airports), information and communication technologies, financial and business services, tourism leisure and heritage, arts and crafts and multi-media and film. This Measure also addresses the need to develop collaborative partnerships for mutual benefit between concentrations of SMEs (or clusters) involved in similar business activities.

### **Measure 2.3 Developing Skills for Employment and Opportunities within Key Locations and Clusters/Sectors (ESF)**

To provide skills training relevant to the needs of the clusters and sectors within the Programme Area. These skills include basic skills, management, supervisory, communications/customer care. The Programme Complement contains further details on sectors and skills needed.

### **Priority 3 Community Economic Regeneration**

This Priority tackles issues of economic and social exclusion in parts of the Programme Area. The areas affected are identified mainly with reference to the DETR Index of Multiple Deprivation. Resources will be concentrated in the neediest areas to ensure adequate aid intensity. The kinds of activity involved will include community capacity building, business development, upskilling, care facilities, environmental improvements and community facilities. A list of areas targeted for support under this Priority is set out in the Programme Complement. There are three Measures within this Priority.

#### **Measure 3.1 Building Community Capacity (ERDF)**

This Measure aims to increase the capacity of targeted local communities to contribute to and be involved in the regeneration of their local areas. This will include development of community capacity and leadership, research activities, local partnerships and stakeholders, information and communication services, local regeneration strategies.

#### **Measure 3.2 Building the Economic Base to Support Sustainable Communities (ERDF)**

To increase the number of residents in employment through the development of community enterprise and the provision of facilities and services that increase their employability. Types of activities will include business advice, alternative financial instruments, managed workspace/business centres, care facilities, local training, ICT facilities, community transport schemes, environmental improvements, economically regenerative community buildings, employment/training-related recycle/waste management.

#### **Measure 3.3 Developing Local Skills to Promote Community Economic Regeneration (ESF)**

To increase the employability of residents of targeted areas through the provision of appropriate HRD guidance and support. Expected actions will include skill audits, training programmes, personal development and advice, employment subsidies, community works schemes.

### **Priority 4 Technical Assistance**

Technical Assistance is designed to provide supporting resource for the preparation, appraisal, monitoring and evaluation of the Objective 2 Programme in the Programme Area. There are four Measures within this Priority.

#### **Measure 4.1 Programme Management**

This Measure provides for the use of facilitators and co-ordination for programme delivery.

#### **Measure 4.2 Research and Development**

This Measure encompasses the use of Technical Assistance to support publicity and communications, research for baseline data and evaluations for the Programme.

#### **Measure 4.3 Programme Implementation**

This Measure provides support for the scoring and selection of ESF bids.

#### **Measure 4.4 Research, Evaluation and Publicity**

This Measure will support evaluation, publicity and communication and research.

#### **The Use of The European Social Fund in The Region**

European Social Funds (ESF) support activities which increase employability and skills in individuals. An area-based approach has been developed through the programme by allocating ESF resources to Priority 2 Developing Key Locations, Clusters/Sectors and to Priority 3 Community Economic Regeneration. Activities funded through Objective 2 ESF are distinct from those funded by Objective 3 ESF. Objective 2 ESF will be used to fund Human Resource Development actions which are clearly related to ERDF-funded activities in the Programme Area. Objective 3 ESF will be used to facilitate the ‘adaptation and modernisation of national policies and systems of education, training and employment’.

#### **Further Information**

If you would like to know more about the Objective 2 Programme in the East of England, please contact the European Unit in the Government Office (GO-East) by telephone on 01223 372709, or by e-mail at [europeanunit.go-east@go-regions.gsi.gov.uk](mailto:europeanunit.go-east@go-regions.gsi.gov.uk). Alternatively, you can obtain further information by writing to GO-East, European Unit, Eastbrook, Shaftesbury Road, Cambridge CB2 2DF or by visiting the Government Office Website at: [www.go-east.gov.uk](http://www.go-east.gov.uk). The full version of the SPD will be posted to this website together with the Programme Complement (which sets out in detail how the assistance will be funded). Hard copies and a CD-ROM version can be obtained from the above address. Other useful sources of information are: East of England Development Agency who can be contacted by telephone on 01223 713900 or by e-mail at [knowledge@eeda.org.uk](mailto:knowledge@eeda.org.uk), East of England Regional Assembly who can be contacted by telephone on: 01284 728151 or by e-mail at [info@eera.gov.uk](mailto:info@eera.gov.uk)

# FINANCIAL PLAN 2000- 2006\*

## **Objective 2 Core Areas** : all figures in sterling (£ m)

(Note: amounts shown are subject to exchange rate variations)

### 1. Support for SME Creation, Growth & Development

	EU	UK	Private	Total
1.1 Promoting SME growth etc. (ERDF)	11.615	18.400	3.170	33.185
1.2 Improving SME access to capital (ERDF)	6.091	5.949	3.599	15.638
1.3 Improving SMEs access to capital (ESF)	0.500	0.480	0.127	1.107
<b>Total</b>	<b>18.206</b>	<b>24.829</b>	<b>6.895</b>	<b>49.930</b>

### 2. Developing key locations, clusters/sectors (ERDF & ESF)

	EU	UK	Private	Total
2.1 Developing key locations (ERDF)	35.737	54.958	13.003	103.699
2.2 Developing key clusters/sectors (ERDF)	9.630	14.000	4.333	27.963
2.3 Developing skills for employment and opportunities in key locations/sectors . clusters (ESF)	5.270	5.933	0.513	11.717
<b>Total</b>	<b>50.637</b>	<b>74.891</b>	<b>17.850</b>	<b>143.379</b>

### 3. Community Economic Regeneration (ERDF & ESF)

	EU	UK	Private	Total
3.1 Building community capacity (ERDF)	4.915	5.173	0.097	10.186
3.2 Building the economic base to support Sustainable communities (ERDF)	18.000	18.667	0.858	37.525
3.2 Developing local skills to promote Community Economic Regeneration (ESF)	3.900	3.951	0.380	8.232
<b>Total</b>	<b>26.816</b>	<b>27.791</b>	<b>1.335</b>	<b>55.942</b>

### 4. Technical Assistance (ERDF & ESF)

	EU	UK	Private	Total
4.1 Programme management (ERDF)	1.264	1.264	-----	2.527
4.2 Research & Development (ERDF)	0.201	0.201	-----	0.402
4.3 Programme implementation (ESF)	0.038	0.038	-----	0.076
4.4 Research & Development (ESF)	0.009	0.009	-----	0.017
	1.511	1.511	-----	3.023
<b>Total of all Priorities*</b>	<b>97.170</b>	<b>129.023</b>	<b>26.081</b>	<b>252.274</b>

(\* totals may be affected by rounding)

## **Objective 2 Transitional Areas**

### **1. Support for SME Creation, Growth & Development (ERDF)**

	EU	UK	Private	Total
1.1 Promoting SME growth etc	1.980	2.810	0.821	5.611
1.2 Improving SME access to capital	1.133	1.567	0.494	3.194
<b>Total</b>	<b>3.113</b>	<b>4.377</b>	<b>1.315</b>	<b>8.805</b>

### **2. Developing key locations, clusters/sectors (ERDF)**

	EU	UK	Private	Total
2.1 Developing key locations	5.532	8.496	1.773	15.801
2.2 Developing key clusters/sectors	2.037	3.067	0.751	5.855
<b>Total</b>	<b>7.569</b>	<b>11.563</b>	<b>2.525</b>	<b>21.656</b>

### **3. Community Economic Regeneration (ERDF)**

	EU	UK	Private	Total
3.1 Building community capacity	0.328	0.561	0.001	0.891
3.2 Building the economic base to support Sustainable communities	1.400	2.395	0.007	3.802
<b>Total</b>	<b>1.728</b>	<b>2.956</b>	<b>0.009</b>	<b>4.693</b>

### **4. Technical Assistance (ERDF )**

	EU	UK	Private	Total
4.1 Programme management	0.207	0.207	-----	0.415
4.2 Research & Development	0.033	0.033	-----	0.065
<b>Total</b>	<b>0.240</b>	<b>0.240</b>	<b>-----</b>	<b>0.480</b>

<b>Total of all Priorities*</b>	<b>12.650</b>	<b>19.135</b>	<b>3.848</b>	<b>35.634</b>
(* totals affected by rounding)				

### **Total funding available**

	EU	UK	Private	Total
Objective 2 - Core Areas	97.170	129.023	26.081	252.274
- Transitional Areas	12.650	19.135	3.848	35.634
<b>Total</b>	<b>109.821</b>	<b>148.158</b>	<b>29.929</b>	<b>287.907</b>