

Coast to
Capital

ESF Call Launch Event

16 October 2019



Welcome and Introductions

**Helyn Clack,
Chair, Coast to Capital ESIF Sub-Committee**



Coast to Capital Strategic Economic Plan

Claire Witz, Skills Manager, Coast to Capital



Eight Priorities

Deliver
prosperous urban
centres



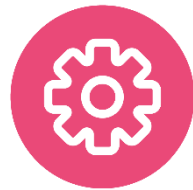
Develop business
infrastructure and
support



Invest in
sustainable
growth



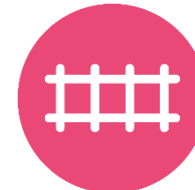
Create skills for
the future



Pioneer
innovation in core
strengths



Promote better
transport and
mobility

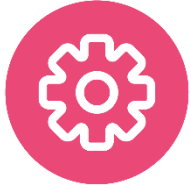


Improve digital
network capability



Build a strong
national and
international
identity





Priority 4: Create skills for the future

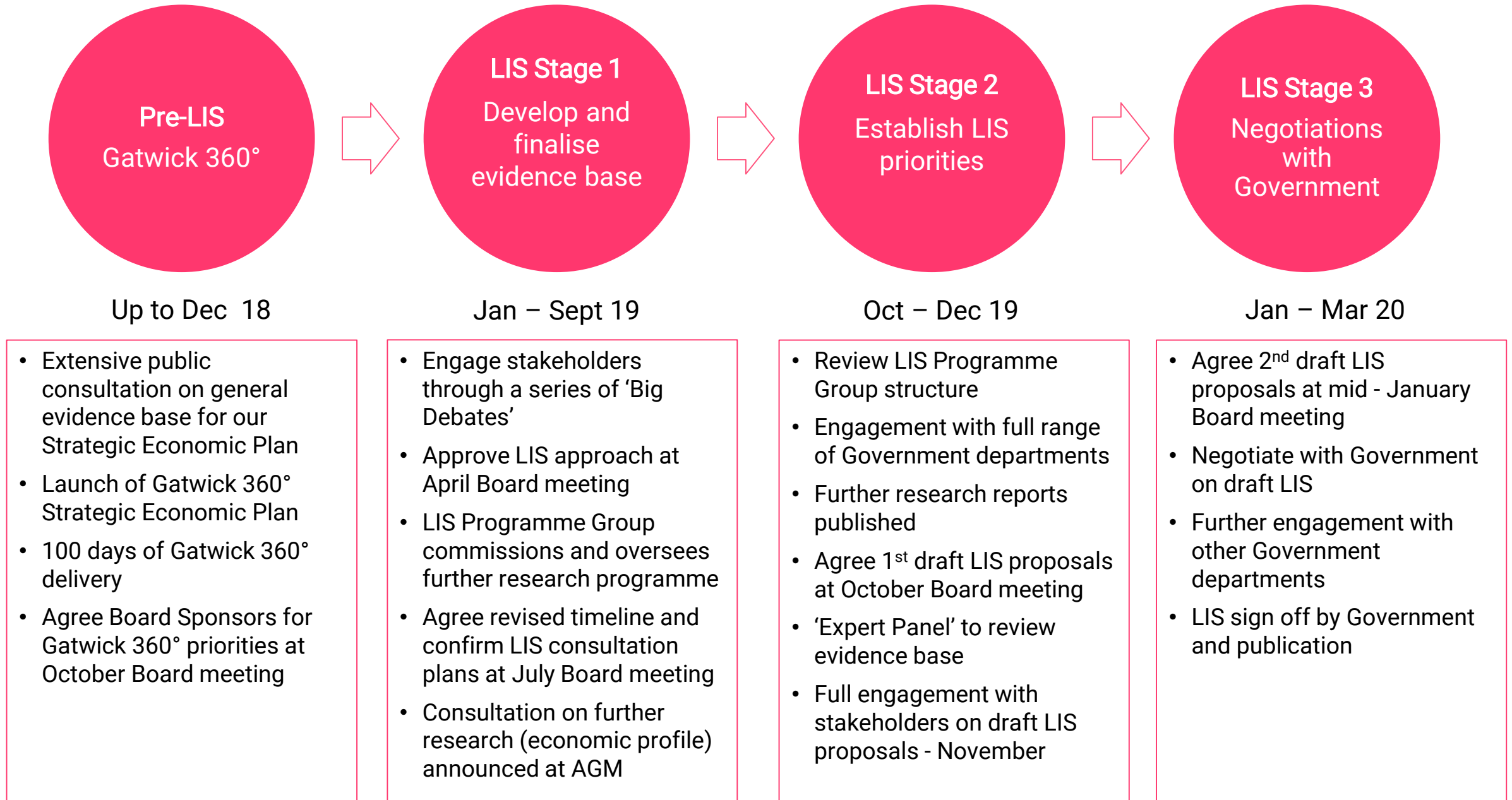
2018-2020 Actions

- Form an Employment and Skills Board to ensure that education and skills delivery match the changing requirements of industry.
- Ensure that careers advice fully exposes young people to the specific opportunities within the local economy, in line with the Government's careers strategy.
- Build an accurate picture of the skills needed in our economy over coming years and the capital investment needed to support their delivery.
- Build a business case for revenue funding to subsidise the training of the adult workforce.
- Prioritise the development of digital skills across the economy, including for older workers.
- Actively support initiative to improve skills provision, including an Institute of Technology, the introduction of T Levels, reinforcing existing provision and creating new provision where there is urgent need, such as Haywards Heath.

2020-2030 Actions

- Broker positive relationships and new ways of working between education and industry to ensure that individuals and business can access high quality skills training.
- Build a business case for capital investment in skills infrastructure to ensure we have state of the art training facilities and equipment.
- Take a greater role in the co-ordination of careers advice for all ages, in line with the Government's careers strategy.
- Co-ordinate the digital skills offer through a Local Digital Skills Partnership.

Coast to Capital Local Industrial Strategy indicative timeline: updated Oct 2019



ESF Direct Calls

Millie Bew, Project Coordinator, Coast to Capital

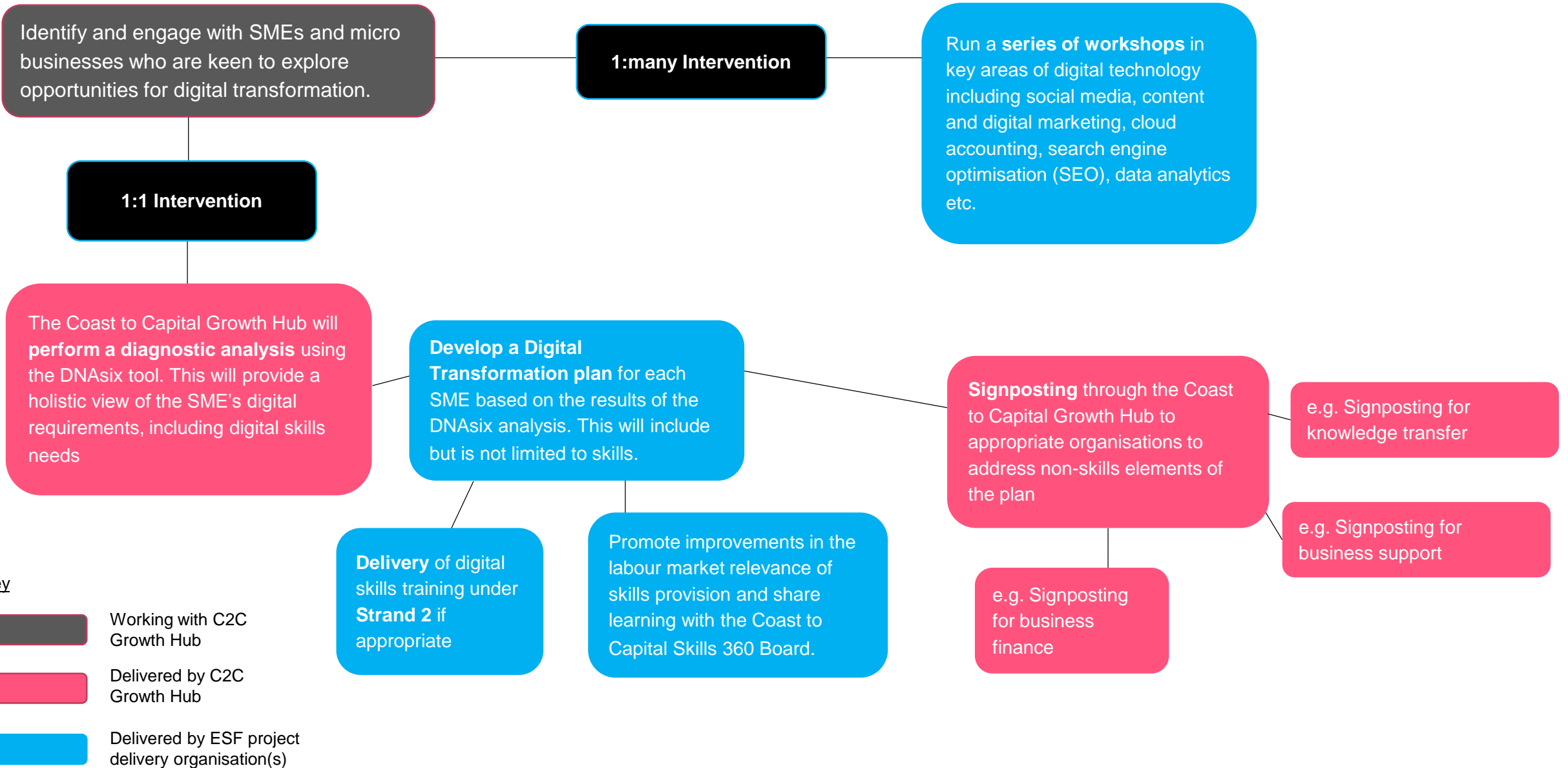


Digital Transformation and Upskilling

- Investment Priority 2.1: Equal Access to Lifelong Learning
- Investment Priority 2.2: Improving the labour market relevance of education and training systems
- Call window closes on 2 January 2020
- Total commitment = £2,000,000 ESF
- Minimum application level = £500,000 ESF
- Total participants 1800; Total SMEs 60
- Project completion date = a maximum of 3 years 6 months from start date



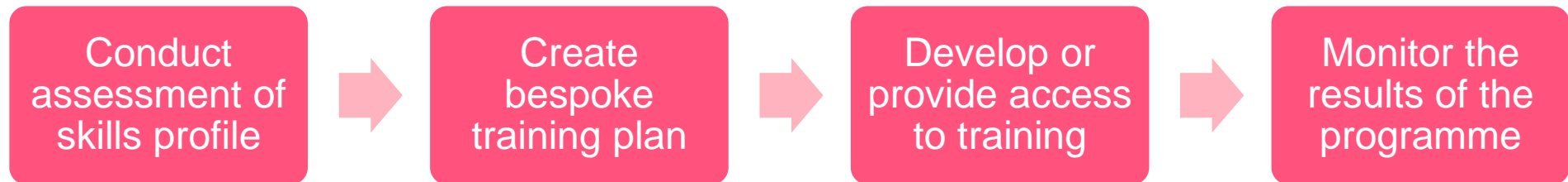
Strand 1



Strand 2

Delivery of training to improve the Digital skills of leaders, managers and staff teams:

- For businesses identified through strand 1
- Through other referral sources identified by the provider

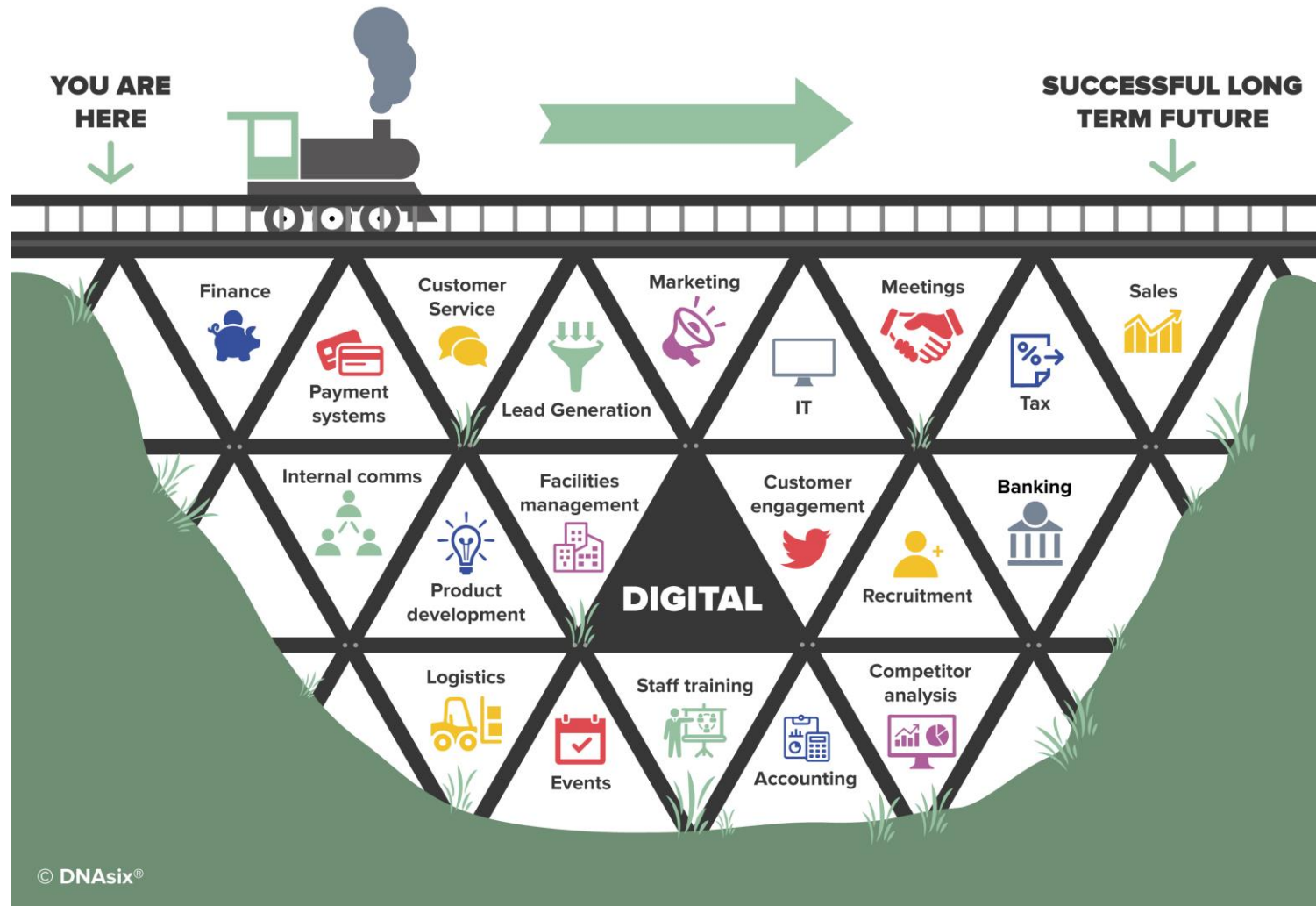


DNASix

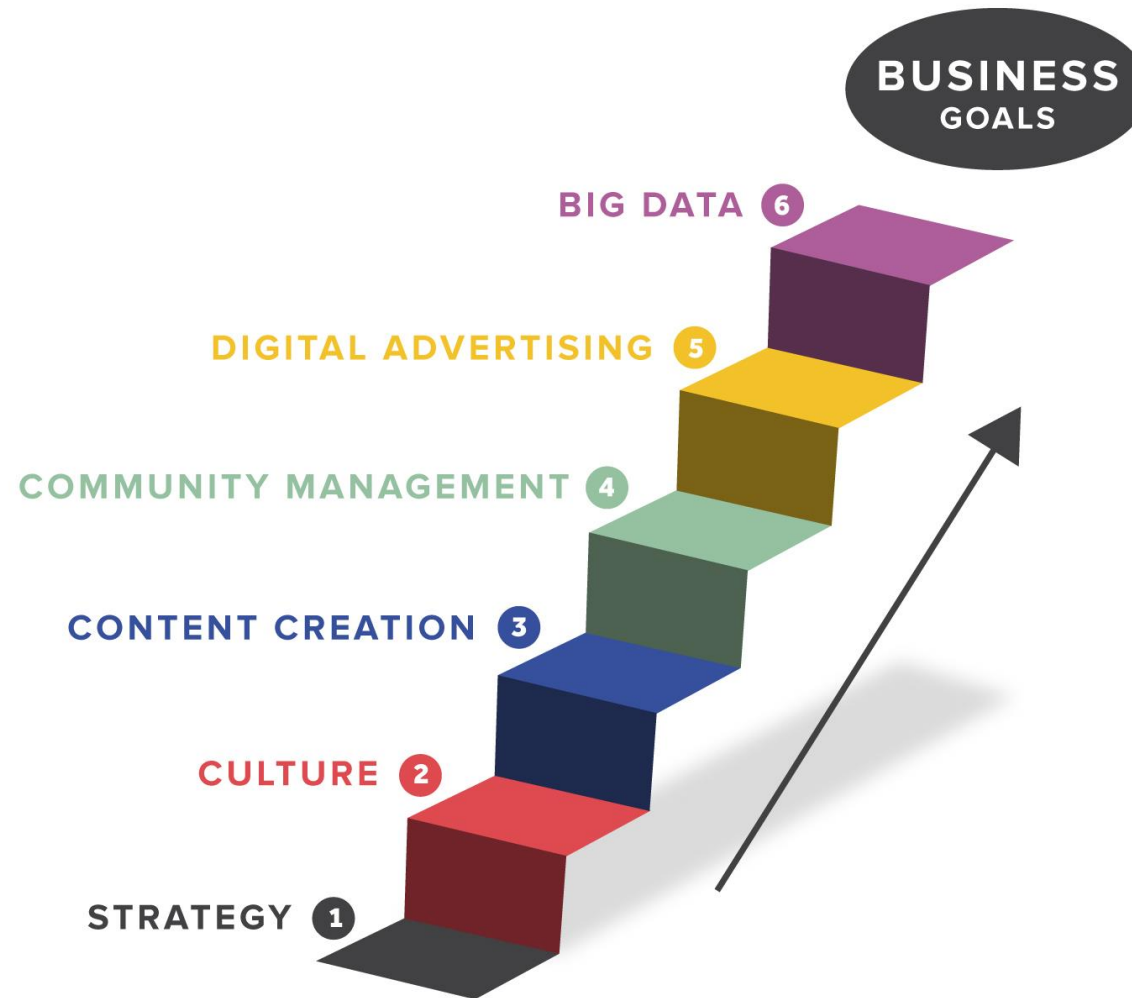
Lou Williams, Growth Manager, Coast to Capital Growth Hub



Everything's going digital



Follow these six steps



Run your own digital health check

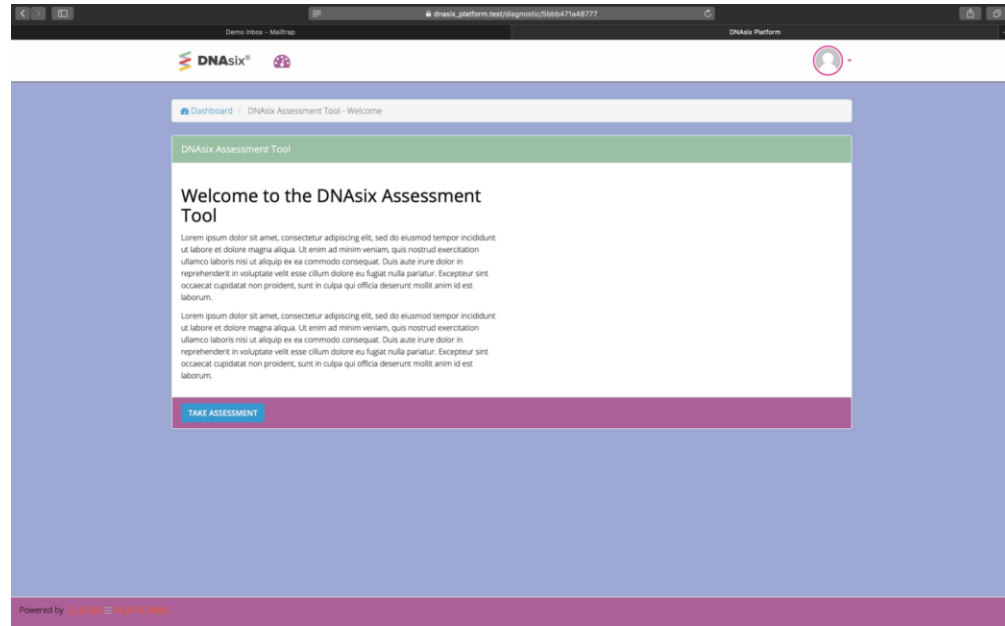
DNAsix® BUSINESS COMMUNICATIONS MODEL

STRATEGY		CULTURE		CONTENT		COMMUNITY MANAGEMENT		DIGITAL ADVERTISING		BIG DATA	
Defined business plan with clearly defined key performance indicators (KPIs)		A 'growth' mindset where you and colleagues are open to new ideas		Strong and viable 'pool' of content to use on all your online platforms		An appointed member of your team to look after your online channels		An understanding of how to use pay-per-click advertising		Appropriate social listening and analytical tools in place	
SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5	
Fully responsive and socially enabled website plus a simple user experience		A basic understanding of the benefits of social media and digital communications		A plan about where to source ideas for this content from		Ability to manage & monitor these channels on the move		A budget set aside to use this to achieve specific business goals		Ability to analyse & monitor online data to help build your business	
SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5	
Analytics built into all pages of your website c/w a basic understanding of metrics		Focused goals for social which are promoted to all your team along with social media guidelines		A timetable for creating and uploading content		Ability to listen to what is being said on social media					
SCORE / 5		SCORE / 5		SCORE / 5		SCORE / 5					
Clarity about your target audience(s) and how to reach them		All staff - paid or unpaid - are comfortable using social media									
SCORE / 5		SCORE / 5									
A long term vision for where your business is heading		Willingness of all your team to create and contribute to content									
SCORE / 5		SCORE / 5									
TOTAL / 25		TOTAL / 25		TOTAL / 15		TOTAL / 15		TOTAL / 10		TOTAL / 10	
SOCIALLY ADAPTIVE BUSINESS SCORE / 100											

Understanding the scoring system

- 0-20** The organisation needs systemic change and may well fail if you don't address a number of key areas.
- 21-40** There are a number of areas where you are weak. Focus on strategy and culture. The rest will follow naturally.
- 41-60** Your business may work well now but it is probably too much about delivering short term results. Look at implementing some strategic goals.
- 61-80** You're in an excellent position to drive the business forward in the medium and long term. You just require some fine tuning.
- 81-100** You are totally focused on the future, meeting the needs of your customers and delivering a first class business well into the future.

So business advice needs to change!















What's your plan?



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SOCIAL NETWORK AND MESSAGING PLANNER

CHANNEL	USERS/OWNER(S)	AUDIENCE	OUTCOME(S)	MEASUREMENT
 Personal LinkedIn Profiles				
 LinkedIn Company Page				
 LinkedIn Group				
 Facebook Page				
 Facebook Group				
 Twitter				
 Youtube				
 Instagram				
 Snapchat				
 Pinterest				
 WhatsApp				
 Website				

IP 2.1: Outputs (Digital Skills)

ID	Output	Total
O1	Participants	1800
O4	Participants over 50 years of age	352
O5	Participants from ethnic minorities	264
ESF - CO16	Participants with disabilities	350
ESF - CO14	Participants who live in a single adult household with dependent children	78
O6	Participants without basic skills	294

IP 2.2: Outputs

ID	Output	Total
O1	Number of supported micro, Small and Medium-sized Enterprises	60

IP 2.1: Results (Digital Skills)

ID	Result Indicator	Minimum Target value for this call (% of total participants)
R3	Participants gaining basic skills	11%
R6	Participants gaining level 2 or below or a unit of a level 2 or below qualification (excluding basic skills)	25%
R7	Participants gaining level 3 or above or a unit of a level 3 or above qualification	8%
R8	Employed females gaining improved labour market status	35%

IP 2.2: Results

ID	Result Indicator	Minimum Target value for this call (% of total participants)
R9	Small and Medium Enterprises successfully completing projects (which increase employer engagement; and/or the number of people progressing into or within skills provision)	35%

Skills for the Mature Workforce

- Investment Priority 2.1: Equal Access to Lifelong Learning
- Call window closes on 8 January 2020
- Total commitment = £2,000,000 ESF
- Minimum application level = £500,000 ESF
- Total participants 2250
- Project completion date = a maximum of 3 years 6 months from start date

Skills for the Mature Workforce

- Raising awareness to employers around retaining and retraining older workers
- Support and training for business owners/leaders
- Support and training for line managers
- Provision of mid-career reviews for 50+ workers
- Delivering on training needs identified in mid-career reviews

IP 2.1: Outputs (Mature Workforce)

ID	Output	Total
O1	Participants	2250
O4	Participants over 50 years of age	1575
O5	Participants from ethnic minorities	333
ESF - CO16	Participants with disabilities	496
ESF - CO14	Participants who live in a single adult household with dependent children	98
O6	Participants without basic skills	369

IP 2.1: Results (Mature Workforce)

ID	Result Indicator	Minimum Target value for this call (% of total participants)
R3	Participants gaining basic skills	11%
R6	Participants gaining level 2 or below or a unit of a level 2 or below qualification (excluding basic skills)	25%
R7	Participants gaining level 3 or above or a unit of a level 3 or above qualification	8%
R8	Employed females gaining improved labour market status	35%

ESF Application Process

Claire Witz, Skills Manager, Coast to Capital



Top Tips

- Register early for e-claims
- Narrative should be clear, simple & focused
- Check eligibility of activity
- Demonstrate 'additionality'
- Value for money
- Local Strategic fit



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Top Tips (continued)

- Clean match funding
- Management and Control
- Granular budget breakdown
- Be careful about State Aid (de minimis/GBER), procurement and publicity
- Think about future audits and how to retrieve the audit trail easily
- **Top top tip - use all the guidance available on Gov.uk**



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Process from Call to Funding Agreement

- Full Application
- Gateway assessment
- Appraisal
- Maximum three rounds of questions
- Decision letter
- Funding Agreement
- Delivering 'at risk'



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Appraisal – Core Selection Criteria

- Strategic Fit – advice from Sub-Committee
- Value for money – advice from Sub-Committee
- Deliverability
- Management and Control
- Compliance
 - Procurement
 - State Aid
 - Publicity
- Cross Cutting Themes
 - Sustainability
 - Equality and Diversity



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ECLAIMS Application Resources

- **ESF Online Full Application Guidance** – Step by step guidance on how to get access to ECLAIMS and complete the Full Application.
- **ESF Financial Annex** – Can be used by applicants as a working document to develop their financial information before recording this directly into their ECLAIMS online application.
- The new **ESF Granular Budget** – Sample Template that can be used by applicants. If used, this must be submitted as a supporting document as part of an online application in ECLAIMS.
- <https://www.gov.uk/government/publications/european-social-fund-online-full-applications>



Match Funding

There are 3 essential criteria match funding must meet to be considered eligible:

- The match funding must be related to the project and deemed eligible within the ESF Operational Programme
- The match do not contain any EU funding
- It is auditable



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Types of Match Funding

- Cash Match
- Staff Time
- Volunteer Time
- Programme Costs
- Employer Contributions
- Apprenticeship Levy



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Match Funding – Employer Contribution

- Defined as financial contribution made by an employer towards support put in place by the ESF project
- Must contribute towards the total eligible costs of the project.
- It is accepted that written evidence/letters of intent will not be in place at the time the project is approved, but the Full Application will need to demonstrate that the level of demand for the service stacks up in terms of expected employer contributions.
- Two Worked examples – Subsidised training & training provision



Match Funding – Apprenticeship Levy

- Money received from the government, paid from an employer's Apprenticeship Levy digital account can be used as match funding.
- Applications need to provide detail of what they expect to deliver in relation to provision for apprentices, how much income this is expected to bring and also that there is a demand for the delivery to apprentices
- Must detail the 'additional' eligible activities the ESF contribution will bring to the project.



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Thank You