



Big Local

1st Year Plan

March 2015



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Introduction by Stephen Perez, Chair of the Arches Local Partnership.

Welcome to the "Arches Local Big Local Plan" I have lived in the Arches Local area for over 8 years

I liken the area to a diamond it has many great facets, but also some flaws. The lustre has disappeared in parts, and now in some places it resembles more a piece of coal than a diamond.

But we know a diamond is a chunk of coal that is made good under pressure. I believe that one of our key roles is to help create and focus this pressure, and bring the diamond lustre back to the areas that need it.

Arches Local have held many meetings discussing the local issues and how the funding could help.

We are very proud of the awareness events we have organized ourselves and the support we have given to other local events. With the help of the community researchers we have reached out to the Arches Local community, discussed and recorded the issues raised by the people living and working in the Arches Local area. These have been reflected in the plan.

The Partnership Group are committed and keen to try and improve the lives of those in the Arches Local Area and view the lottery funding as an exciting opportunity.

One of our biggest challenges is getting it right but we know that this will be easier if we better communicate our plans and ensure that local people participate more vigorously, and that we remain responsive to their needs and ideas.

Stephen Perez.



About Big Local

The Big Local programme is an exciting opportunity for residents in 150 areas around England to use at least £1m to make a massive and lasting positive difference to their communities. It's about bringing together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Big Local is being run by Local Trust, which is working with over £200m from the Big Lottery Fund and a range of partners providing expert advice and support for residents.

The four programme outcomes for Big Local are:

1. Communities will be better able to identify local needs and take action in response to them.
2. People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
3. The community will make a difference to the needs it prioritises.
4. People will feel that their area is an even better place to live.

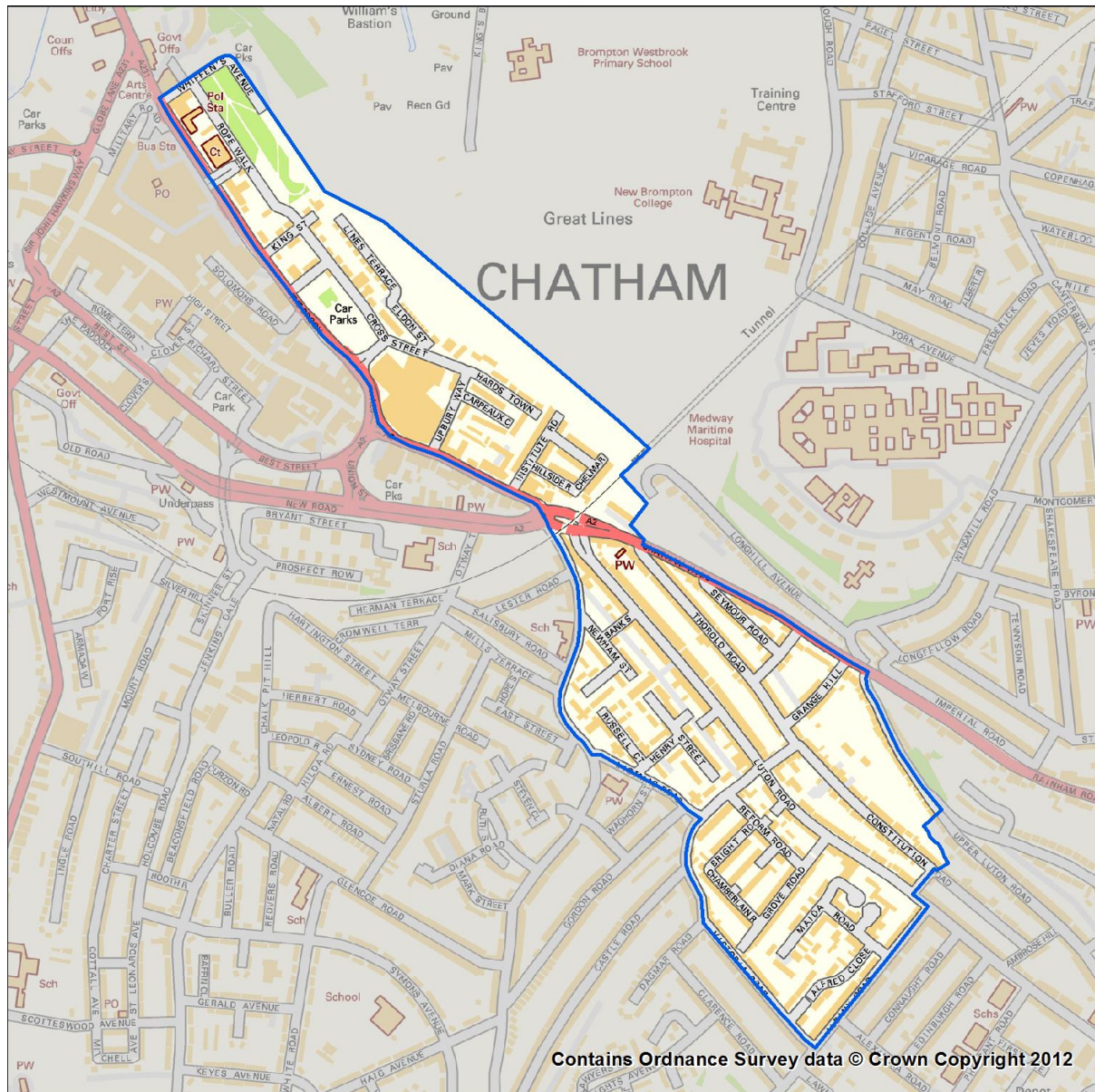
Big Local is **NOT**:

It's NOT about your local authority, the government or a national organisation telling you what to do.
It's NOT about individual groups fixing their favourite problem without talking to a wide range of different people who live and work in the community.

It's NOT about short-term thinking – you've got 10 years or more to plan and deliver the best options for your area.

As part of the Big Local Programme, the area which is have been locally named 'Arches Local' was awarded £1million in the spring of 2012. Since 2012 a range of local residents and agencies have been working together to gather the views and aspirations of local people. This group has worked to bring local people together to form partnership, led by residents, to drive the programme for the benefit of all that live in the Arches Local area. Using a small pot of funding this group have delivered a number of activities and events to enable local residents express what they like about the area and their aspirations for the area.

Map of the Arches Local Area



Community Profile

As can be seen from the Map above, the Arches Local is an area which stretches across two local wards; it is an area which does not form a natural neighbourhood or community and could be described as a corridor shape.

The name Arches Local was decided by a range of local residents as the area roughly in the centre of the geographical map is the Luton Arches Railway Arch. This historical site is easily and readily identified by all in the area both residents and visitors. It is an imposing structure which currently is in need of some TLC but is an iconic structure and locally linked to tales of secret tunnels where children played in the 1960s undiscovered by the Ministry of Defence who managed them.

Historically Luton Arches was a meeting place for local people, there was a large fountain situated in the middle of the major road junction at the Luton railway arches. When it was opened, a grass enclosure and a row of poplars were planted behind it. The Luton Arches themselves towered above the scene.



The Driver Fountain, intended for both people and horses, was paid for by the then Mayor of Chatham, Councillor William Dawes Driver, and donated by him to the Borough Council in 1899. Driver dedicated the fountain to his father, a former councillor who had died the previous year. The fountain was unveiled by the then MP Sir Horatio Davies before a large crowd. It was removed by the council in 1961, and now languishes in a local cemetery. We would like to see the driver fountain as one of Chatham few monuments reinstalled at Luton Arches, and that it could be the key to getting major improvement in this area underway.

The architecture and structures of the majority of buildings in the Arches Local area and beyond include a range of Edwardian, Victorian and Art Deco structures. From the Luton Arches covering part of the Chatham Central Ward, the residential streets stretch up the hill along Magpie Hall Road. Moving towards Chatham Town Centre the Big Local area stretches into the River Ward along the High Street towards what was the Tesco building and ends at Whiffens Avenue alongside the former Chatham town hall. (See previous map extract)

Talking to local people there are a variety of views expressed: in general people say they are happy in Chatham; they like the fact that the area is central and it is easy to travel around; for the more settled community there is a sense of belonging and community cohesion; people recognise that there are facilities locally that could be better utilised for example the local schools which could be used to deliver community and recreational facilities outside school hours; an area rich in history and tradition eg The Carnival which brought people together to celebrate annually and as such would be a good thing to resurrect; an area which provides a 'stepping stone' but also an area that when you start to peel back the layers of the onions there are some real bright spots i.e the new business's that have opened up at the top of Luton Road i.e Billy Barbers, Rug Shop, T-Shirt Shop the area is in close proximity to lots of public amenities Schools/ Town Center /Transport Hubs etc.. When you look up there is some great architecture especially around Upper Luton Road area.

Equally local people describe an area where there are lots of short term residents; where the green areas and open spaces are uncared for and limited in numbers; they recognise that there is little access to opportunities for young people; a range of health issues most visibly the street drinkers that populate the area; that the sense of community is not being invested in; transport is expensive and traffic management is poor.

The area is rich in a diversity of people from different cultures and background, on the whole getting on and as can see from the proliferation of convenience stores there is opportunities for people to start a business. Travelling across and around the area **there are a large number of peoples from far afield that have lived in the area for generations** The range of people locally include European; Asian; African and eastern Europeans, there are a range of age groups and also diverse employment and business

Housing In Arches Local is a mixture of privately owned homes, private rental houses, flats and rooms and social housing managed by a number of social landlords and Trusts. There are also several supported housing areas specifically for older people.

Many of the privately owned houses and rentals are Victorian terraced homes. Rental costs across the area are amongst the lowest in Medway and therefore attracts a range of tenants for both long and short term tenancies.

Across the area there are a number of small parades of shops and also single shops (corner shops) the area within the River Ward (Brooklines) is situated behind and adjacent to Chatham High Street which offers a retail and limited business economy. The range of small convenience retail outlets provide high cost short term shopping solutions to the local community including a range of fast food outlets.

The area does not have any secondary or primary schools located within it but there are a range of primary schools located on the fringes of the area and a number of secondary schools including Brompton Academy and the Bishop of Rochester Academy within walking distance. In addition a number of local school aged children travel to schools including the local grammar and faith based schools. Views expressed about the local schools are generally positive.

As described above, open and green spaces across the area are viewed as 'work in progress' the amount of space is limited and use of the available space has caused tensions locally. The open spaces situated within the area include the Brook Lines green areas and park and is a play area behind Rope Walk. There are a number of potential open spaces available which have been highlighted by local people including the car park at the Luton Arches end of Magpie Lane. In addition there are a range of open space sited just outside the area which are well regarded and viewed as potential areas in which to invest.

The community facilities locally are not situated with the Big Local area but provide a range of facilities which are easily accessible including Nucleus Arts Centre, the Salvation Army Citadel, Emmaus Church and All Saints Church and Community Project, the Brook Lines Theatre and All Saints Sure Start Children's Centre.

There is a large GP surgery situated at Luton Arches which provides services to the whole area – the Kings Family Practice which is a Christian practice that aims to provide care for the whole person, whatever the health problem. The practice opened in 1994 providing a new health centre in Chatham.

The Statistics available through the 2001 Census information shows that:Luton & Wayfield	River Ward	Big Local Area - Approximately
13,537 residents Approximately 30% % of the Luton & Wayfield Ward are residents of the Big Local area.	8,147 Approximately 5% of the River Ward are residents of the Big Local area.	6,500- 7,000 Residents
Of Medway's 22 wards, Chatham Central is ranked 6th , where 1st represents highest population density.	Of Medway's 22 wards, River is ranked 18th, where 1st represents highest population density.	Based on the Map outlining the Big Local area the profile of residents reflects the Luton & Wayfield Ward information over the River Ward over all data.
<p>The occupation type with the largest representation of Luton and Wayfield's employed population is 'elementary occupations'. Examples of elementary occupations include Farm Workers, Labourers, Kitchen Assistants and Bar Staff. Most property is two or three bedroom terraced housing. Many are being bought on a mortgage although renting from private landlords, local authorities and housing associations is common in some areas. Levels of educational qualifications tend to be low.</p> <p>Most employment is in factory and other manual occupations. There are many shopworkers as well. Incomes range from moderate to low and unemployment is higher than the national average, as is long term</p>	<p>Aspiring Singles are young and live in urban or suburban locations, frequently around London.</p> <p>There are large numbers of both students and well qualified young people who have recently finished their studies and started working.</p> <p>Many live in rented flats, both purpose built and converted. The flats tend to be small, typically one or two bedrooms, and be located in basements or above shops. While many single people live alone, there are also people sharing larger properties such as terraced houses. These are quite mobile populations with a high turnover of residents.</p>	

<p>illness. There are pockets of deprivation in this group.</p> <p>Car ownership is below the national average, and cars tend to be lower value and often bought second hand.</p> <p>Some of the better off areas within this group have modest levels of savings and investments, but many find it hard to save regularly from modest incomes.</p> <p>There are some households with high levels of debt.</p> <p>The tabloid press is favoured reading and other interests include camping, angling, bingo and horseracing, as well as watching cable TV and going to the pub.</p> <p>These people have a modest lifestyle but most are able to get by</p>	<p>People lead urban lifestyles. They are active, participating in sports and going to the gym. Like most young people, they enjoy going out with friends to pubs and clubs in the evenings, or to coffee shops during the day.</p> <p>Cars are relatively rare so transport is by bus, train, tube, or walking. They are highly confident with new technology and are likely to be regular users of the Internet for a wide range of purposes.</p> <p><i>Readership is more likely to be the Daily Mail, Mirror or Sun rather than the liberal broadsheet newspapers such as The Guardian, Independent and Observer which is higher across the wider River Ward area. .</i></p>	
<p>Luton and Wayfield's life expectancy at birth for all persons is 77.2 years.</p> <p>Luton and Wayfield's life expectancy at birth for males is 74.7 years. f</p> <p>Luton and Wayfield's life expectancy at birth for females is 79.6 years. Of</p> <p>Medway's 22 wards, Luton and Wayfield is ranked 15th, where 1st represents highest life expectancy at birth.</p>	<p>River's life expectancy at birth for all persons is 74.3 years.</p> <p>River's life expectancy at birth for males is 70.2 years.</p> <p>River's life expectancy at birth for females is 79.0 years.</p> <p>Of Medway's 22 wards, River is ranked 22nd, where 1st represents highest life expectancy at birth.</p>	

Statistics for the area from the Office of National Statistics show that it is currently ranked in the bottom 10% of the country for employment deprivation, crime deprivation and living environment deprivation and the bottom 15% in the country for income deprivation with some parts of the area much lower than this. Statistics for pupils attaining 5 or more GCSE's at A* - C Grade for 2012/1show that some parts of the area are as low as 19% whilst others are at 50% with the Medway average being 60% against a national average of 61%.

Consulting the Community



- Since 2012 a series of activities and meetings have been held to consult with the local community to prepare the plan for the Arches Local Area and gain views on the area from local residents.
- Events have been held by volunteers to seek views on one small issue that should be addressed and one larger issue in the area. The events were held at different times of year and with differing ages to try to obtain as wider participation as possible.
 - o Mobile Farm Day held at the carpark of Luton Infant School in February 2013 and well attended by local families with local press coverage.
 - o Theatre Visit in Spring 2013 by older people to Chatham Central Theatre providing a visit out and gaining views of participants.
 - o Ten pin Bowling event in February 2013 was open to families living in the Arches Local Area.
 - o A small grants programme was held in May and June 2013 and as a result of this the following were organised.
 - o Day trip for older people with afternoon tea to again gain views on issues within the Arches Local Area.
 - o Medway Montage exhibition of photographs with views of local groups about the local area.
- Monthly meetings
 - o Range of people attended, range of different views put forwarded
 - o Arches Local name was decided upon by the group
 - o Consultation with All Saints Residents Association
 - o Feedback to the Chatham Community Partnership
- Media Coverage
 - o Local press coverage of Arches Local events
 - o Facebook site established and twitter account set up
- Volunteer Community Researchers
 - o A small team of researchers have been trained by 3P's (People Promoting Participation) and undertaken research with a variety of local organisations as well as attending events in the community to gain views on the needs within the area.
 - o Almost 800 residents have participated in the research providing data for the plan.
 - o Arches Local helped fund the All Saints Sure Start 10th Birthday Celebrations at the Bishop of Rochester Academy in September 2014. Several hundred residents attended from the local community and researchers gathered information.
 - o Researchers attended the Medway Youth Trust Charity Day in Summer 2014 at Fort Amherst and again used the opportunity to gather views from local residents.



- Picture Journal
 - o Katie Charlton has been tasked with drawing up a Picture Journal of the Arches Local area that can be added to throughout the life of the work in the area.
- DWP Street Week project
 - o Consultation with organisers of the DWP Street Week Project to ensure awareness of the Arches Local
- Visioning work with young people who have attended meetings
- Big Local Networking events
 - o A number of local residents have attended networking events around London and the South East to share ideas and develop knowledge on issues affecting local communities.

Themes Arising From Consultation With The Community

Themes that have arisen following engagement with the community include the following:

- o **Social Investment**
There is a need for help with a variety of personal issues for example - personal finance and budgeting, advice, counseling, employment and training, health and life styles
- o **Open Spaces & the Environment**
Including the use of safe open spaces, access to open spaces, Luton Rec – availability of toilet facilities for families and insufficient spaces for children to play
- o The general cleanliness of the area & problems with fly tipping. Traffic management in the area, lack of parking facilities and area used as a cut through. Dogs mess left on the streets and in open spaces. The state of Luton arches and the visual image it gives to residents.
- o **Private Rented Sector Housing**
Concerns about the quality of private sector rental housing, the impact of poor housing on health and anti-social behaviour, overcrowding of properties
- o **Activities for Young People**
Insufficient affordable activities in the area for young people to participate in during their free time.
- o **Community Cohesion and Partnership Development & Delivery**
The lack of cohesion in the community and that there is insufficient community connection
- o The lack of local infrastructure, need for development of the partnership structures and capacity building for people to engage.
- o **Communication**
Spreading the message about Arches Local

Local Partnership

The Arches Local partnership structure is our way to ensure that people locally have mechanisms to provide recommendations in good faith about how our local area can be improved and to agree that the vision/plan does reflect what people locally think are important:

- In considering the structure we are conscious that it is important to consider how we can involve the broadest range of people and organisations in our area and to make sure we consider issues such as equality and diversity:

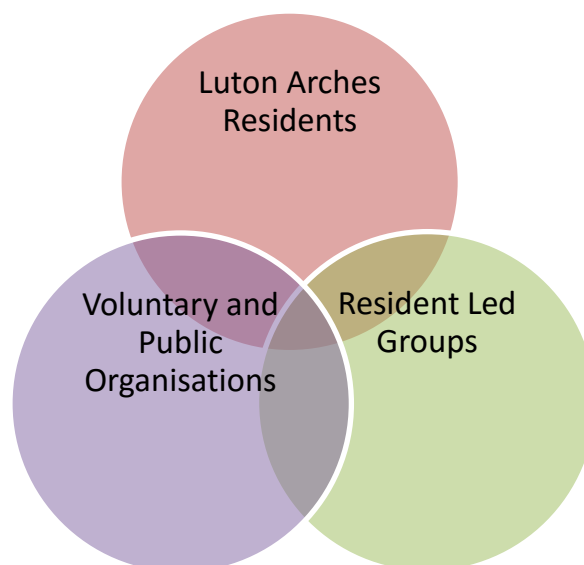
The challenges that we face in Arches local include:

- The lack of local social and community infrastructure in place locally
- The fact that the Arches local area is not a single or easily defined community
- Communication across a wide area without a central focus point
- The physical barriers which inhibit participation for example Luton Arches and the road network

We will seek to address the challenges by:

- Developing and formalising structures to support involvement and participation of residents, local resident led organisations and other organisations through three new forums
- Developing structure to support the forums which are representative, have clear and transparent processes and are answerable to the wider community
- Regular communication with each forum at least quarterly events and newsletters
- Representatives from each of the 3 forums to attend and participate as members of the Big Local Steering Group

Arches Local Community Partnership Structure



Arches Local Residents Forum

- Membership – All residents in Big Local Area recruited and publicised across the Big Local area
- Role of Group: to continue the Big Local conversation with residents. Establishing a vision through talking to people that live and work (including volunteering) in the area, to address the issues they identify and by recording how they would like the area to look and feel in the future. This also includes talking to local organisations, agencies and service providers. The vision will be formed into a Community Plan.
 - Meeting Structure 4 meetings per year plus events
 - Quarterly reporting through an event and newsletter
 - Elects / Chooses 6 representative members to attend the Big Local Steering Group

A member of the Big Local Partnership. As an individual resident member you will be invited to attend the Community Forum meetings and the Annual General meeting, and will receive regular communication and updates from the Community Forum / Partnership / Steering Group.

As a Friend of Big Local Partnership. As a Friend (volunteer) you give as much or as little time to support the Community Forum / Partnership in lots of different ways e.g. helping out at an event, delivering leaflets, giving feedback on ideas, sit on a task group and encourage your community group to get involved in Big Local.

Steering Group Members – voting member taking expert advice, offering own contribution and making a collective decision on how the money will be spent to best change the area for the better.

Arches Local – Local Organisations Forum

Membership - Range of organisations that deliver services within the Big Local area e.g. MHS, Medway CVS, Salvation Army, GP surgery

- Role of Group: to continue the Big Local conversation with local organisations delivering services across the Big Local area. To identify opportunities for joint working and added value and identify programmes which are complementary and provide value to one another.
- Meeting Structure 4 meetings per year plus events
- Quarterly reporting through an event and newsletter
- Elects / Chooses 3 representative members to attend the Big Local Steering Group
- **A member of the Big Local Partnership – Resident led or business organisation.** As a local organisation member you will be invited to attend the Community Forum meetings and the Annual General meeting, you will receive regular communication and updates from the Community Forum / Partnership / Steering Group. You will be required to circulate / share all information received as a Big Local Member with your organisations members or across local businesses in the Big Local area (whichever is appropriate) and ensure that your members / other businesses are aware of and able to become involved / participate in Big Local Community Forum activities, events and conversations.

Arches Local - Resident Led Organisations Forum

- Membership -Range of organisations that represent / campaign for are responsible to local residents e.g. School PTAs, Resident Organisations
- Role of Group: to continue the Big Local conversation with residents. Establishing a vision through talking to people that live and work (including volunteering) in the area, to address the issues they identify and by recording how they would like the area to look and feel in the future. This also includes talking to local organisations, agencies and service providers. The vision will be formed into a Community Plan.
- Meeting Structure 4 meetings per year plus events
- Quarterly reporting through an event and newsletter
- Elects / Chooses 2 representative members to attend the Big Local Steering Group
- **A member of the Big Local Partnership – Resident led or business organisation.** As a resident led organisation member you will be invited to attend the Community Forum meetings and the Annual General meeting, you will receive regular communication and updates from the Community Forum / Partnership / Steering Group. You will be required to circulate / share all information received as a Big Local Member with your organisations members in the Big Local area and ensure that your members / other resident led organisations are aware of and able to become involved / participate in Big Local Community Forum activities, events and conversations.

The Arches Local Steering Group

The Steering Group is the decision making body of the Community Forum / Partnership. It is a core group of members who make key decisions within the wider Partnership.

- Purpose: The job of the Steering Group is to ensure the activities and operations of the Partnership, set out in the Terms of Reference, are carried out effectively and efficiently, and that the Arches Local achieves its aim and purpose whilst giving consideration to the Big Local Principles.
- Membership: The aim is to achieve a membership of the Steering Group that reflects the population profile of the area. Any proposal for the inclusion of new Steering Group members will be considered in light of achieving this aim. The Arches Local Steering Group will have
- A minimum of 10 Members with Residents being at least 51% of the entire steering group - Currently 6 Residents (55%), 2 Reps from Resident Led Organisations, 3 Reps from Local Organisations / Service deliverers
- The Steering Group will try to support anyone with any particular needs to ensure their full participation in all meetings
- Minimum number of meetings per annum is 1 every 2 months.
- The meetings will enforce the Ground Rules agreed by the wider Big Local Group.
- Will report back to each of the three Forums quarterly
- The Steering Group membership will be reviewed annually
- Role of Individual Steering Group member: Attend Meetings & represent Big Local in Chatham: Provide information to wider area/groups/ residents
Support and participate in the Big Local Implementation locally
Make decisions in line with plan and local priorities as identified by local people

Members of the Arches Local Steering Group 2014/15

Mr Stephen Perez	Chair
Mr Neville Dack	Medway Voluntary Action
Mrs Elizabeth Esposito	Resident
Mr Ebun Faturoti	Resident
Mrs Linda Fiddymment	All Saints Community Project Trust (Local Trusted Organisation)
Mr Steve Hutson	Medway Youth Trust
Mr Carl Kroon	Resident and Community Researcher
CLlr Vince Maple	Chatham Central Councillor and Resident
Mrs Monika Oravcova	Czech and Slovak Society in Medway
Mr Lindsay Robinson	Resident and Community Researcher

Changes in the Area

The following is a summary of the known changes taking place in or near the Arches Local Area which are likely to affect the community:

- Redevelopment of the Waterfront in Chatham (outside Big Local Area)
- Orbit Housing development on “Carpeaux Close” site under construction and nearing completion
- Implications on the local area of national policy change i.e. housing report; introduction of universal credit
- Road improvements in Luton Road
- Closure of the Tesco Superstore

ACTION PLAN and BUDGET YEAR 1

1. Social Investment

Description of the Issue: Anecdotally we know that people in the Arches Local Big Local area experience challenges in:

- Managing personal finance;
- Access to affordable finance;
- Basic ESOL, numeracy, literacy;
- Gaining employment;
- Accessing training;
- Enjoying good health, both physical and mental health;
- access to affordable fresh food

We recognise that this is a wide spread and complex issue and that there is no single solution to this issue. Without clear baseline information to help guide the development of a response to many strands to the issue we propose to adopt a multi-pronged response locally.

Why do this piece of work?

Without a clear understanding of the real and underlying issues for local people it would be very easy to use resources, both in time and funding without clear direction, impact or sustainable impact.

To develop some evidence based information on whether:

- people resident in the Arches Local Big Local areas experience the challenges listed above;
- the volume and nature of the challenges;
- the services available locally through partners & other local organisations e.g. MHs, CAB, Kent Credit Union;
- any barriers that local people may face in accessing existing services;

Using the evidence collected above provide a full report which provides;

- a clear evidence based for next steps;
- clearly identifies actions to address challenges and need where appropriate and resource needs;
- details on partnership organisations around delivery

What will be achieved?

- A clear understanding of local need;
- Clear targets with impact measures;
- An action plan for future delivery of projects to meet the needs and challenges identified within the evidence base;
- A resource plan for delivery of identified projects.

What needs to be in place before this piece of work goes ahead?

- A clear understanding of the purpose of the theme / priority shared by the Partnership members and wider partners;
- Identified resource to manage the piece of work whether that is through direct delivery, a commissioned piece of work or partner delivery;
- Clear brief for the work agreed by the Partnership.

What resources are need to support this theme?

- an agreed budget;
- a delivery mechanism as decided by the Partnership ie. Commission, through the Big Local Co-ordinator in partnership with the LTO and local partners

How will it be managed?

- The partnership will drive the delivery of the project, manage and monitor the delivery of the completion of the evidence base;
- The Locally Trusted Organisations will facilitate the delivery of the resource whether through recruitment of a staff member or commissioning a delivery agent in line with the brief designed and agreed by the Partnership;

What are the risks to the project?

Without a clear issues / underlying issues the risks are:

- the project will not capture impact locally;
- the project will not be clearly defined and evidenced and therefore not produce any local impact;

How will we measure it's success?

- If as a result of the project the Partnership have a clear plan of work with priorities to tackle key targets locally.

Plan Issue – Social Investment	Budget Year 1
As part of the Big Local Co-ordinator Role - Working with Partners, particularly MHS on their social investment model to investigate how they are approaching the needs of their tenants and residents and what we can learn from them. To work with our Social Investment Representative as expert witness to support us to commission a piece of work to establish what the financial landscape of the Arches Local area is; what are the issues and who are the agencies currently providing services; are people accessing these local services and if not why not?	Included within the Big Local Co-ordinator Role
Identify good practice within partner organisations and elsewhere and bring lessons to the Partnership Steering Group for discussion and inclusion in the development of a local approach to Social investment; Develop a Social Investment Strategy and Plan of Action with Partners for the Arches Local Big Local area.	£5K
Pilot small projects to explore a range of support options specifically development of small businesses, social enterprises, and family mentoring projects e.g. expansion of the Home start programme.	£10K
A Social Enterprise Loan to Medway Plus (Medway+) who will work with local and European Partners to secure additional funding to support the following discrete projects in the Big Local area: PACS – A Centre of Excellence in Childcare. PACS will establish research-backed pilots that improve accessibility to, and quality of, childcare services for children aged 0-6 and their families, with special attention to the most vulnerable. PACS will engage with parents and children and remove barriers to participation. PACS will contribute to the full	£50K

<p>participation of children and their families in society, including building relationships and community spirit. PACS will improve skills and employability of childcarers and parents, improve the living conditions and life prospects of children and parents; improving the local economy. This will include co-ordinating Canterbury Christ Church University, refurbishment of a building on the border of the Big local area. Concept note attached at Appendix</p> <p>GRUB – Improve public awareness of food waste as a resource, economic, climate and environmental issue through local initiatives that inform and engage residents. GRUB will develop localized grassroots initiatives to inform residents about the immediate financial savings of healthier cooking, eating and reduced food waste. This will create a powerful incentive for residents to change behaviour, impacting on healthy eating, finances, well-being, the wider environment and climate. Concept note attached at Appendix</p> <p>SETS - sector specific pre-employment support - initially in Health and Social Care Sector. SETS partners will take a client centered approach to helping individuals find the “right job”, enabling long-term career planning and sustainable employment. Partners will engage with employers to understand their needs and job requirements in order to fill vacancies. We will work with employers to build sector specific packages of training, tailor-made to operational needs, alongside soft skill and attitudinal development, to develop individuals’ work-readiness, bridging the current skills gap between available employees and job vacancies; reducing long term unemployment. Concept note attached at Appendix</p> <p>Headline budget for interim period before INTERREG (or alternative funding) on 1st November:</p> <p>Officer Role (inc on costs) - £16,250 Co-ordinator Role (inc on costs) - £14,300 EU Administrator (inc on costs) - £14,300 Premises, travel, other - £5,000</p>	
Total Budget	£65k

2. Open Spaces and the Environment

Description of the Issue: Throughout the community engagement process the general condition of the local environment and local open and green spaces have been highlighted as priorities for improvement.

Arches Local Big Local area is an area which residents describe as 'unloved', it is primarily a residential area with a mixture of tenure. A mixture of privately owned, social housing and private rented sector.

The Big Local and partner engagement programmes residents highlight the following:

Environmental Improvements (in partnership with the LA & Medway Housing Society) to the general environment including:

- Street cleanliness and traffic management issues;
- Luton Arches – the road system, appearance, sewer works;
- Pig Alley;
- Walkways – particularly Magpie Hall Road where the walkway is often blocked by parked cars;
- The 'free' car park at Luton Arches which has attracted a number of activities which present hazards including food vans and tyre companies;
- Parking, inconsiderate parking, poorly planned parking across the area which causes difficulty for people trying to travel around the area on foot; by car and by bus;

Open & Green Spaces, access to and use of safe open and green spaces including : access to open spaces / Luton Rec / Spaces for children to play

- The need for more places for children to play which are safe, do not cause disruption or disturbance to residents;
- A range of play spaces for children and young people of different ages;
- Development of the existing few green spaces e.g. Luton Rec, the parks including the park behind Rope Walk;
- Management of spaces which are currently not managed and therefore provide convenient 'fly tipping' locations eg the area which was formerly the oil tank location on Magpie Hall Road;

We are aware that Medway Council have developed plans for both transport systems in the area and also open and green spaces (Health & Wellbeing Board) but we are not aware of the detail and how it will meet with local aspirations.

Why do this piece of work?

To develop a clear audit of local open and green spaces;

To develop a clear action plan which will enable the Big Local Partnership to decide on the activities to deliver to improve local spaces.

What will be achieved?

The production of a clear baseline report which:

- lists each of the green and open spaces that have been highlighted by local people;

- identifies the ownership of each location;
- identifies maintenance and development responsibility for each location;
- details current and proposed plans for regeneration, restructuring and redevelopment of each location;
- identifies where Big Local can influence improvements, developments and redevelopments of locations;
- where and how Big Local can campaign to improve locations;
- individuals actions that Big Local can commission, fund or grant aid.

What needs to be in place before this piece of work goes ahead?

To progress with this piece of work the Partnership will need:

- a clearly defined specification which details the purpose of the project;
- recruitment of an organisation / consultant to conduct the audit;
- a lead Partnership member to drive this theme/project;

What needs to be in place before this piece of work goes ahead?

- A clear understanding of the purpose of the theme / priority shared by the Partnership members and wider partners;
- Identified resource to manage the piece of work whether that is through direct delivery, a commissioned piece of work or partner delivery;
- Clear brief for the work agreed by the Partnership.

What resources are need to support this theme?

- an agreed budget of £5-7K;
- a delivery mechanism as decided by the Partnership.

How will it be managed?

- The partnership will drive the delivery of the project, manage and monitor the delivery of the completion of the evidence base;
- The Locally Trusted Organisations will facilitate the delivery of the resource whether through recruitment of a staff member or commissioning a delivery agent in line with the brief designed and agreed by the Partnership;

What are the risks to the project?

Without a clear issues / underlying issues the risks are:

- the project will not capture impact locally;
- the project will not be clearly defined and evidenced and therefore not produce any local impact;
- as the general environment is an issue that is raised at all community consultation and engagement events to continue to develop links across and within the community it is important to ensure the work carried out by the Partnership is a direct response to local issues and aspirations.

How will we measure it's success?

- If as a result of the project the Partnership have a clear plan of work with priorities to improve green and open spaces locally in line with residents aspirations.

Plan Issue – Open Spaces & Environment	Budget Year 1
During Year 1 -2 of our plan we will therefore to: Commission an organisation or consultant to work with the partnership and community and lead on the development of the environment, open and green spaces strategy. The direct deliverables from this work include:	£5-7K

<ul style="list-style-type: none"> ○ Baseline study of current open spaces and environmental area which includes proposed developments / redevelopments by local organisations. This to include; <ul style="list-style-type: none"> ○ Luton Arches – the road system, the appearance of the arches and the sewer works; ○ Pig Alley; ○ Walkways – particularly Magpie Hall Road where the walkway is often blocked by parked cars; ○ The ‘free’ car park at Luton Arches which has attracted a number of activities which present hazards including food vans and tyre companies ○ Identification of early environmental improvements wanted by the community and initial work around the permissions required and costings; ○ Design of the criteria for an ‘open spaces community chest’ to generate community led ideas and projects around the Arches Local Big Local area; ○ Engage potential partners particularly Medway Council and the local Registered Social Landlords in early discussions around the open spaces and environmental strategies; ○ Develop a strategy and action plan around this theme with detailed planning and costings for years one and two but covering the expected impact and deliverables during the life of the programme and addressing potential match funding sustainability issues / opportunities 	
Totals	£5-7k

3. Private Rented Sector Housing

The issues of the number of privately rented homes, overcrowding and rubbish ‘dumped’ on the streets is an issue which has been raised locally long before Big Local investment was awarded to the area.

Across the Arches Local area more people are renting from the private rented sector. Property occupancy changes often as people move when their short-term tenancies end which locally means that some neighbourhoods are not looked after as well as they would be if people were there longer term.

Instability locally has resulted in streets looking unloved and shabby as their inhabitants become more transient. The high turnover has led to more letting agent boards and more dumping of waste or ‘bagging out’, when people leave properties quickly.

Landlords or agents leave what the previous tenant has left behind in the front garden or on the street. As prices nationally are pushed higher, and certain neighbourhoods become known as places to obtain cheaper rentals, more people occupy bedrooms and households are quickly overcrowded.

Medway Council has needed to spend more money to respond to and solve issues particularly around fly tipping and rubbish. Locally the agencies have identified that they are supporting more local people with health issues as a result of poorly managed and cramped conditions.

There is also some correlation identified between the private rented sector and occurrences of anti-social behaviour but there is still work to do to establish causality beyond doubt.

If nothing is done locally and the Council does not take decisive action, the indications are that the situation will continue to get worse with parts of the area deteriorating in a negative spiral of poorer conditions - both for private tenants and their neighbours.

As a result of these concerns and the very loud, angry voices of residents and tenants across the Big Local area Management of the Private Rented Sector is a main priority for the Big Local Plan.

Why do this piece of work?

Of all of the issues that have been raised over the life of the Big Local programme in Arches Local the issue of the Management of private rented housing is the issue raised most often and with most passion.

The effect of poorly managed private rented housing in the area currently influences:

- environment
- experience of the area;
- community cohesion;
- health and the wider determinants of health;
- anti social behaviour and there policing of the area;
- perception of the area by both local residents and visitors.

What will be achieved?

The proposal to commission an audit of the effect of the poorly managed private rented sector will provide the Partnership and wider Big Local community with an evidence base for discussion with Medway Borough Council around selective licensing of the Private Rented Sector and the potential positive impacts for local residents, both those living in the private rented homes and the wider community.

What needs to be in place before this piece of work goes ahead?

- Agreement with Public Health and the Health & Social Care Board;
- Possibly an agreement for a joint commission of the piece of work;
- Agreement from local partners e.g. the police, that they will participate in and supply information for the work;
- A clear brief / project specification;
- Testing on the detail of the brief / specification with Public Health;
- Buy in to the project from Kings GP practice and Registered Social Landlords across the area.

What resources are need to support this theme?

- A lead organisation or individual from within the Partnership to build links and support with Public Health and other local partners;
- A budget of approximately £50K

How will it be managed?

- The partnership will drive the delivery of the project, manage and monitor the delivery of the completion of the evidence base;
- The Locally Trusted Organisations will facilitate the delivery of the resource whether through recruitment of a staff member or commissioning a delivery agent in line with the brief designed and agreed by the Partnership;
- A lead individual from either the Partnership or a local partner to drive the project, develop the necessary relationships with partner organisations and public health staff.

What are the risks to the project?

Without a clear issues / underlying issues the risks are:

- the project will not capture impact locally;
- the project will not be clearly defined and evidenced and therefore not produce any local impact;
- without a cohesive presentation of the relevant evidence it will be difficult to gain the support of key statutory partners to this programme of change.

How will we measure it's success?

- Sign up for selective licensing by Medway Borough Council; the Director of Public Health; health practitioners; local Police and registered social landlords;
- On presentation of the findings of this piece of work, agreement to progress selective licensing for the Arches Local area.

Plan Issue – Private Sector Housing	Budget Year 1
<p>Having consulted with other statutory authorities around what they are doing in this area, Arches Local wish to commission:</p> <ul style="list-style-type: none"> ○ specialist data analysts to analyse the levels and location of anti-social behaviour, and any correlation with the presence of private rented sector tenancies; ○ additional analysis of Council data around the state of the private rented sector in Arches local; ○ consultation with key stakeholders including the Council and local business to consider the options and address this growing issue locally; ○ Wider consultation with tenants, landlords, support agencies and resident groups and other concerned parties on the introduction of alternative models to manage the Private Rented Sector locally including Additional and Selective Licensing schemes. <p>The outcome that we are seeking is the development of a Medway Council - Private Rented Sector Strategy pilot scheme which:</p> <ul style="list-style-type: none"> ○ reduces anti-social behaviour and an improvement in neighbourhoods; ○ improves the general environment of the Arches Local area; ○ improves property conditions and tenancy arrangement of the private rented sector; ○ Improves relations and cohesion across the area. 	50k
Totals	50k

4. Affordable Activities for Young People

The on-going challenge of providing a range of affordable activities for young people, coupled with the lack of open and accessible green space locally is a theme which has fed into all of the Big Local engagement.

To respond to this challenge we wish to have a grants fund to support local organisations in helping to create and provide a range of safe and cohesive activities for young people across the Arches Local area.

Desired Outcomes

- More opportunities for young people:
 - A menu of services activities for young people;
 - Raised engagement of a range of young people from across the Big Local area;
 - Raised aspirations and achievement by developing links with the Jobs, Training and Enterprise locally;
- More engagement by young people
 - Development of a Young Persons Forum / Voice
 - Development of capacity of young people to frame the environment in which they live;
- Stronger relationships between youth, the community and local services

Also important to consult young people around the outcomes as part of the next stage of the process.

Plan Issue – Affordable Activities for Young People	Budget Year 1
<p>Organisations can apply for funding for activities that benefit young people across the area by providing activities and events which promote Community Safety and Community Cohesion by:</p> <ul style="list-style-type: none"> ○ Increasing the range of activities available for young people living in the area ○ Encouraging the growth of local initiatives that are designed and run by residents ○ Supporting residents to make their community a better place by <ul style="list-style-type: none"> - bringing young people together - bringing young people of different ages, cultures, faiths, communities etc. together <p>Grants of up to £2K will be allocated through this programme and activity must include publicity and information relating to the Arches</p>	<p>£20k plus a grants management Fee of 5k to include 2k for support of young people</p>
Totals	25k

5. Community Cohesion and Partnership Development & Delivery

The lack of local infrastructure and development of the partnership structures and capacity building for people to engage are vital to the success of the Arches Local Plan.

The Arches Local Partnership recognises that there is a need to increase and improve communication to engage with as many partners and residents as possible and to this end proposes a strategy and support from a worker to increase participation.

Plan Issue – Community Cohesion & Partnership Development & Delivery	Budget Year 1
<p>Organisations or individuals can apply for funding for activities that benefit people across the area by providing activities and events which promote Community Safety and Community Cohesion by:</p> <ul style="list-style-type: none"> ○ Increasing the range of activities available for people living in the area and encourage the growth of local initiatives that are designed and run by residents <ul style="list-style-type: none"> - Supporting residents to make their community a better place by bringing people together of different ages, cultures, faiths, 	<p>£20K plus a grants management Fee of 5k to include 2k for support for individuals and organisations</p>

communities Grants of up to 2K will to allocated through this programme	applying
Creation of a Big Local Co-ordinator post. This post will manage the delivery of the Big Local Plan for the Partnership; each of the themes and activities and ensure timescales and outcomes and produced for the Partnership to inform the ongoing delivery and development of the Programme. Draft JD at Appendix A This is a new post for the post plan implementation. The Post will be appointed and managed by the Partnership; the employing organisation will be the Locally Trusted Organisation on behalf of the Partnership. The Workplan for this post, ongoing management and monitoring of performance will be managed by the Partnership Group.	£30K plus 20% on-costs
<ul style="list-style-type: none"> Development and maintenance of the 3 forums, recruitment of members; identification of organisations and individuals to engage; Widening the use of the Chatham Community Partnership to engage with local organisations regarding plans Events / social engagements to encourage groups and individuals to mix Partnership development Activities 	Supported activity by the Big Local Co-ordinator
Rental for venues for events and social activities and meetings and refreshments	3K
Totals	£58k

6. Other Core Costs

The plan outlines the costs for year 1 . Funding for year 2 will be dependent on the results of work commissioned in year 1 and the partnership's consideration of what they wish to undertake and how this may be taken forward. Outside of the budgets for particular actions to be taken forward there will be a need for other costs to be budgeted for the Partnership.

Plan Issue – Other Core Costs	Budget Year 1
Newsletter x4	6k
Website	1.5k
Training Budget	5k
Office Supplies/Costs/Photocopying	1.5k
Cost of premises for Big Local Co-ordinator	5k
Totals	£18K

Summary of Budget

Area of Plan	Budget Year 1
Social Investment	65K
Open spaces and the Environment	5-7k
Private Sector Housing	50k
Affordable Activities for Young People	25K
Community Cohesion and Partnership Development & Delivery	58K
Other Core Costs	18K
Totals	£221-223K

Conclusion

This is the beginning of our 10 year journey to spend the £1 million pound funding for the Arches Local Area. We are grateful to all those who have already spent much time and effort trying to ensure that the voice and feelings of the community are represented. We need during the next 2 years to begin to make a significant difference in the areas highlighted by residents and trust that working in partnership with the Statutory and Voluntary Organisations in Medway will enable us to do that. Increased participation by residents from the Arches Local area will help to ensure that our voice is heard and improvements follow.

Arches Local - Big Local

JOB DESCRIPTION

Title of post: Arches Local Big Local Co-ordinator

Accountable to: Arches Local Big Local Partnership Group, with line management from the Arches Local Locally Trusted Organisation.

Salary £30K (37 hours per week). 12 months fixed term.

Main purpose of the role:

The purpose of this post is:

- To support, empower and report to the local partnership to ensure effective delivery and enable them to be effective in their partnership role
- To manage, oversee and evaluate all areas of the Big Local delivery plan
- To manage and support staff and volunteers
- With the partnership to ensure Arches Local Big Local has a legacy
- To bring in match and in kind funding to support the Big Local deliverables and develop effective partnership working between the residents on the local partnership, the Arches Local programme and local providers from the statutory and voluntary sectors

Lines of responsibility

This role will report to the Arches Local Big Local Partnership and are also the appointed Local Trusted Organisation. There will be a strong relationship between the chair of the Arches Local partnership and the coordinator regarding the plan implementation and agreed objectives and milestones; this will include full written and verbal reports at partnership meetings.

The Arches Local Big Local coordinator will also be in regular contact with the Big Local Rep who is appointed by the Local Trust to support the local area.

The Arches Local Co-ordinator will supervise and manage all staff & volunteers working on the programme; any service level agreements or contracts in relation to the programme and manage and support a group of local people to volunteer and get involved in Arches Local Big Local.

Role

Local Partnership

- Support the partnership members to grow in their roles
- Provide written reports and information to the partnership
- Support full partnership meetings and small working groups
- Monitor spend against key budget headings and the plan in line with the accounts liaison officer and reporting to the full partnership
- Develop mechanisms and set up systems for measuring success, evaluation and monitoring
- Provide and signpost to training opportunities for partnership members to fulfil their roles effectively
- Encourage residents, volunteers and service providers to join the partnership and get involved in the process through the forums

Management

- Manage and support commissioning processes ensuring partnership members make key commissioning decisions
- Develop policies and procedures as required by the partnership
- Recruit, manage and support volunteers
- Provide necessary monitoring processes and set milestones with the partnership
- Coordinate the quarterly and annual review for the Local Trust
- Review and refresh the Big Local plan as needed
- To ensure health and safety and risk assessment in place for all Arches Local Big Local projects

Sustainability and Legacy:

- To identify and bring in to the programme match and in kind funding to develop the legacy
- To identify key partners providing services in Arches Local and look at collaborative approaches and joined up working in terms of different areas of the plan
- To bring partners together
- To oversee the implementation of the community pods and ensure there is fundraising strategies in place for their longer term sustainability
- To review the role every 6 months to ensure that any changes in priorities can be addressed

Delivery

- To support and oversee the sub /working groups of the partnership offering help where needed
- To set up and run activities and projects as agreed
- To undertake any other tasks not stipulated but within the spirit and level of the role.

Appendix B: Concept Notes for £50K loan to Medway+ : Draft

Working document for beneficiaries: CONCEPT NOTE - 2 Seas Programme

Please note that this document is only a working document solely in view of helping applicants to develop their concept note in partnership.

This document will not be considered as a formal concept note.

Only concept notes submitted through the online platform, which address will be available in the Terms of Reference of the Call for Proposals, will be considered by Programme authorities.

PART A – Concept note summary

A.1 Project identification

Project acronym		<i>PACS</i>
Project title		<i>Providing Access to Childcare Services</i>
Name of the lead partner organisation		<i>Medway Council</i>
Project duration	Start date	<i>1st November 2015</i>
	End date	<i>31st October 2019</i>
Programme Priority		<i>1 – Strengthening research, technological development and innovation</i>
Programme Specific Objective		<i>1.3 – Increase the development of social innovation applications in order to make more efficient and effective local services to address the key societal challenges in the 2 Seas area related to health, demographic change and well-being, unemployment, as well as to inclusive, innovative and secure societies.</i>

A.2 Project summary

- the common challenge of the programme area you are jointly tackling in your project;
<p>A lack of affordable childcare is identified as a major barrier to employment (Resolution Foundation, 2014). By supporting families to access quality ECEC (Early Childhood Education & Care) PACS can improve incomes and reduce child poverty. Research on the impact of good ECEC on child development is visible through the whole school career. (Sylva, Melhuish, Sammons, Siraj-Blatchford, & Taggart, 2004). PACS improves childcare access and quality; supports parents to return to, or enter, employment, and improves the life prospects of children from deprived areas and ethnic minorities.</p>

- the overall objective of the project and the expected change your project will make to the current situation;
<p>PACS will establish research-backed pilots that improve accessibility to, and quality of, childcare services for children aged 0-6 and their families, with special attention to the most vulnerable. PACS will engage with parents and children and remove barriers to participation. PACS will contribute to the full participation of children and their families in society, including building relationships and community spirit. PACS will improve skills and employability of childcarers and parents, improve the living conditions and life prospects of children and parents; improving the local economy.</p>
- the main outputs you will produce and who will benefit from them;
<p><u>Work Package One:</u> Pilots to improve childcare access and quality include Centres of Excellence, informed by cross border learnings. Research aims, methods of childcare and policy recommendations. New university modules and best practice for childcarers.</p> <p><u>Work Package Two:</u> Pilots to improve parent engagement/awareness including information, core skills training (numeracy, ESOL, ICT), trust building, self-help, introduction to wider services and events.</p> <p>PACS will improve children's life prospects through improved early years education, parents' access to work, training and other community support.</p>
- why is cross-border approach needed;
<p>The UK has a very formal approach to childcare whilst France and Belgium uses less regulation. Cross-border research and university modules will help us to better understand how practitioners in these countries define the aims, motivations for care and the best approaches to improve access and quality of childcare.</p> <p>The testing of multiple solutions, sharing and blending of best practice will result in a quality sustainable model for flexible childcare in the UK and more formal childcare in France and Belgium, particularly in settings where it is difficult to engage with parents.</p>
- what is new/original about it.
<p>[600 Characters]</p> <p>PACS is the first 2 Seas collaboration on the theme 'childcare'. PACS creates a Quadruple Helix of Centres of Excellence, Higher Education Institutions, SMEs and civil society partners to create an innovative pilot approach to childcare within the 2 Seas area including purpose built Centres of Excellence as catalysts for change and innovation. PACS explores models of childcare and parenting skills.</p> <p>Despite the importance of childcare, there has been a relative lack of focus on its potential as a tool to achieve policy and thematic aims at a cross border level within the EU.</p>

PART B – Project partners

B.1 Partner number	Partner role in the project
PP1	Medway Council, Lead Partner
Name of organisation in English	Medway Council
Department/unit/division	<i>Regeneration and Economic Development and Early Years</i>
Contact person and contact details	Mr Peter Vogel peter.vogel@medway.gov.uk, 07904 417 465
Which are the organisation's thematic competences and experiences relevant for the project?	Medway Council was lead partner for highly regarded INTERREG projects; working with children's centres, Universities and SMEs within AIMER, INSPIRER and DNA. Medway is a top 30 local authority in England for attainment of five year olds who were supported by children's centres (we manage 19 centres).
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Medway Council has delivered 32 EU Interreg IIIA projects. We have been lead partner in many of them. We hold a good track record for operational management and delivery. SUCCES for example, met or exceeded all projected delivery targets and received a 100% score on its second level audit.

B.1 Partner number	Partner role in the project
PP2	Amiens Metropole
Name of organisation in English	Amiens Borough Council
Department/unit/division	European and International Affairs
Contact person and contact details	Ms Agnès Rivet a.rivet@amiens-metropole.com; +33 3.60.01.02.41
Which are the organisation's thematic competences and experiences relevant for the project?	European and International Affairs works in collaboration with Early Childhood Service of Amiens, which is involved in facilitating and supporting access to childcare services. In particular, crèche Leo Lagrange is located in a deprived area of the city and works closely with families and local partners to improve lives and prospects of children.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Experience including as lead partner (Out of the Blue, INTERREG IVA). Still ongoing: ECOTEC 21 on sustainable development, AGIR on inclusion of migrants (INTERREG IVA-Channel), Ch4allenge on Urban transport (Intelligent Energy for Europe) and SUM on sustainable transport mobility (INTERREG IVC).

B.1 Partner number	Partner role in the project
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PP3	Centre Social Eclaté
Name of organisation in English	Eclaté Community Centre
Department/unit/division	
Contact person and contact details	Eric MARTIN direction@centresocialeclate.com +33 3 21 99 59 90
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	CSE has an experience around Parenthood to improve and strengthen the parent-child relationship, parenting and welfare of the child. CSE runs several childcare services and develop social inclusion and employment services in local partnerships.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	CSE took an active part in several Medway Council led INTERREG projects as a partner including INSPIRER (IVA 2seas), Cyber Youth Connection (IVA Channel) and a Cluster CONGREEN Together (IVA 2seas).

B.1 Partner number	Partner role in the project
PP4	Association des Centres Sociaux de Wattrelos
Name of organisation in English	Wattrelos Association of Community Centres
Department/unit/division	03 20 28 45 90 Olivier Lefever direction.acswattrelos@gmail.com
Which are the organisation's thematic competences and experiences relevant for the project?	Social Centres are the home of community led initiatives that support social development projects that improve the lives of residents. They value social inclusion and community cohesion. They are an active partnership that encourages community participation and self-improvement.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Wattrelos have delivered Youth In Action projects 1 - Planète Citoyen, From sea to the forest, Youth Eco Forum and Youth Healthy Forum. They were an INTERREG IV partner in Cyber Youth Connection and Support Mobility and Skills.

B.1 Partner number	Partner role in the project
PPn	Centre Social Jean Ferrat
Name of organisation in English	Jean Ferrat Community Centre
Department/unit/division	Simona Lefever 03 21 88 3737 centresocial.arques@gmail.com
Which are the organisation's thematic competences and experiences relevant for the project?	More than 200 families use services at the community centre. Several courses were delivered to parents as part of a local policy to support families. Activities include community events, counselling, advocacy, parenthood network and delivery of education support.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or	The centre has developed and participated in many European projects (INTERREG IV, ERASMUS +). The Centre is currently lead partner of a micro-project within the INTERREG IVA

other international projects.	Channel programme focused on supporting mobility and youth engagement.
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B.1 Partner number	Partner role in the project
PPn	OCMW Kortrijk
Name of organisation in English	Public Center delivering Social Welfare services in Kortrijk
Department/unit/division	Lieselot De Vlieger 056 24 41 30 Lieselot.Devlieger@ocmwkortrijk.be
Which are the organisation's thematic competences and experiences relevant for the project?	We are specialized in an integrated approach to deal with deprived families with children. We have a lot of experience facilitating and coordinating services in the city of Kortrijk, delivering several childcare services, especially for deprived families.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	OCMW Kortrijk has delivered as a partner to Medway Council in INTERREG 4A: INSPIRER efficiency, waste management and regeneration. DNA community ownership of their environment. SUCCES to provide jobs and skills support for unemployed people.

B.1 Partner number	Partner role in the project
PPn	Karel de Grote-Hogeschool, Katholieke Hogeschool Antwerpen vzw
Name of organisation in English	Karel de Grote University College
Department/unit/division	Center of Expertise Pedagogical Support in Childcare and Education Maayke Nabuurs 36 13 13 58 maayke.nabuurs@KdG.be
Which are the organisation's thematic competences and experiences relevant for the project?	The Center of Expertise Pedagogical Support in Childcare and Education runs research and training activities: language stimulation of young children, parent participation and skills, communication in early childhood education and care, socio-emotional development of babies and innovation in a team.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Karel de Grote University College has experience in several EU projects: COST Network, Erasmus+ Strategic Partnership, Interreg 2 Seas, 7 th Framework Programme, European Social Fund, Life Long Programme – Intensive Programmes.

B.1 Partner number	Partner role in the project
PPn	University College Ghent
Name of organisation in English	
Department/unit/division	Anne Marie Hoogewys 47 566 0262 annemarie.hoogewys@arteveldehs.be
Which are the organisation's thematic competences and experiences relevant for the project?	The multidisciplinary research centre 'Family Force' focuses on the quality and accessibility of childcare. Recent projects were on the emancipatory role of early childhood education and the strengthening of young fathers in parenting.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	We have been involved recently in nine ESF projects (seven as lead partner), a FP7 project, a Daphne project from the European Commission, a COST project and Erasmus+ projects.

B.1 Partner number	Partner role in the project
PPn	Essex County Council
Name of organisation in English	Essex County Council
Department/unit/division	<i>Commissioning Education and Lifelong Learning</i> Stav Yiannou 03330 136608 stav.yiannou@essex.gov.uk
Which are the organisation's thematic competences and experiences relevant for the project?	ECC supports social innovation to significantly improve health, learning and development outcomes for children, improving the likelihood of these children developing the right social, emotional, cognitive and social skills to reach their full potential to thrive and make a positive impact on society
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Essex County Council has been partner or lead in a number of EU co-financed projects, including the INTERREG IVA 2 Seas projects Floodcom, Maxigreen, MultiFor, Seaconomics and Walls & Gardens.

PART C – Project description

C.1 Project relevance

C.1.1 What are the common territorial challenges that will be tackled by the project?

Policy documents express a growing concern about accessibility of ECEC ([Early Childhood Education and Care](#)) for children from ethnic minority and low-income families (European Commission, 2011; Unicef Innocenti Research Centre, 2008). This concern stems from the fact that high quality provision plays an important role in supporting early child development (Lazzarri & Vandebroek, 2012).

Barriers to ECEC services for disadvantaged families are known to be situated at the gateway (primary accessibility) but also consist in an appropriate and permanent use of ECEC services (secondary accessibility) (Lombrail, 2010). In larger cities, for example, there are fewer, lower quality services in poorer neighborhoods. In addition, there may be other, less tangible, barriers, which hinder full engagement with childcare. In addition to the reachability, affordability and availability of services, other exclusionary effects play a major role including parental mistrust and lack of information.

Accessibility also deals with suitability (understandability and useability) for young families. Services must correspond to the perspectives of socially marginalized families, and offer a response to barriers to childcare. An offer that meets the needs and expectations of these vulnerable groups to enhance sustainable accessibility on different levels must be created.

C.1.2 What is new about the project?

PACS is the first 2 Seas collaboration on the theme 'childcare'. PACS creates a Quadruple Helix of Centres of Excellence in Medway and Kortrijk (including purpose made buildings), Higher Education Institutions in Kent and Belgium, SMEs and civil society partners across the 2 Seas area to create an innovative pilot approach to childcare integrating bespoke higher education and insight.

PACS explores models of formal and casual childcare and develops a model for parent engagement. These pilots test approaches in a contained environment, producing measurable results that add to a research programme and can inform policy. Integrating these elements into one holistic project ensures a full analysis of the issues with cohesive policy recommendations for the UK, French and Belgian governments and local authority audience.

Despite the importance of childcare as highlighted by the European Commission in 2013, there has been a relative lack of focus on its potential as a tool to achieve policy and thematic aims at a cross border level within the EU. PACS will develop this approach in the 2 Seas area. There is no specific research initiative within Horizon 2020 that focuses on childcare or early years development. PACS develops research that will add value to this EC priority, building policy recommendations and a base for future research and application. The testing of innovative pilots to create childcare solutions will reduce or remove a significant barrier to employment for parents.

C.1.3 Why is cross-border cooperation needed to achieve the project's objectives and result?

Childcare improvements will arise from shared social innovation best practice between partners. The

investigation, interpretation and adoption of conceptual, structural and operational examples of childcare innovations between partners will lead to added value childcare packages in each area. Cross border learning will inform UK childcare practitioners of more informal social innovations and approaches to childcare in specific locales of France and Belgium. Belgian and French partners will learn the advantages and practical tools to the formal UK approach. All partners work with similar client groups with multicultural areas and high unemployment, enabling a meaningful objective comparison.

Sharing of best practice will be supported by research partners who will be well placed to explore aims of care and whether types of care in one location is culturally, economically, politically, environmentally or socially appropriate for adoption in another.

Cross border working is integral to the project's approach to the professional development of childcare practitioners in each location. University modules will be designed and delivered concurrent with research to provide a unique higher education offer around childcare practices within a European context. This will be supported by exchanges of staff with work tasters and work shadowing built into the package of learning and support. This research and training will aid improvements in childcare provision in partner locations.

C.1.4 Strategies and policies: is the project part of wider strategies and policies?

EU:

In 2013, the European Commission called on member states to do more to improve childcare provision in order to reach its 75% employment rate target by 2020. Within disadvantaged communities there is still an issue of engagement and a need to ensure equality of access to quality childcare.

UK:

The UK government is funding additional places in early education and childcare. Unfortunately, particularly in deprived areas, there is less take up of places. This could be due to language barriers, lack of parent engagement, mistrust or lack of information. This means that even with additional investment, some children, deemed to be most in need of support, do not have access to childcare.

France:

In France, the offer of existing childcare is insufficient to meet needs due to austerity measures (by 300,000 to 500,000 childcare places) or inaccessible to families with chaotic lifestyles. The impact of cuts is inadequate childcare with increased barriers to employment for mothers; a potential breach of equal rights legislation.

Belgium:

PACS adds value to the provision of childcare against a backdrop of austerity plans across public services in Belgium. PACS fits well with local strategies such as in Kortrijk. One of their policy goals is to have a city that has adequate, affordable and accessible childcare and family support.

C.2: Activities overview

C.2.1 Please provide an overview of the foreseen activities

Work Package One: Improve childcare access and quality

Pilot different kinds of childcare (formal and informal) to improve childcare access and quality for 2,000 children. Different initiatives building on local services and informed by cross border learnings and exchanges. Pilot Centres of Excellence in Childcare as catalysts of change and innovation in Medway and Kortrijk. ICT tools to improve information and access to formal and informal childcare provision.

Package of research on aims and methods of childcare across the 2 Seas region and recommended actions for partners. Professional development opportunities for 200 childcare practitioners including developing a cross border network and university modules. Sharing of best practice on childcare, parent engagement and training enhanced by staff exchanges and visits. Childcare toolbox including evaluation system, inventory of models, research and policy recommendations.

Work Package Two: Improve parent engagement:

Pilots to improve parent engagement reaching 1,000 parents including parenthood training, workshops, ESOL, ICT products for parents and carers, trust building activities between parents and childcare providers, self help groups, parent-child activities and community events. Signposting and improved engagement for 1,000 parents with other community services including employment support for 200 unemployed parents.

C.3 Project focus

C.3.1 what does the project want to change and deliver?

<u>PROGRAMME</u> priority specific objective	<u>PROGRAMME</u> result indicator
1.3 – Increase the development of social innovation applications in order to make more efficient and effective local services to address the key societal challenges in the 2 Seas area related to health, demographic change and well-being, unemployment, as well as to inclusive, innovative and secure societies.	R.I. 1.3 Share (%) of (NUTS3) regions with “high” performance in the development of social innovation applications

<u>PROJECT</u> overall objective	<u>PROJECT</u> main result(s)
<p>Test social innovation pilots to improve access and quality of childcare provision in order to improve the life prospects of children in disadvantaged areas.</p> <p>Improve access to statutory, civil society and education services including healthy eating skills, parenting education, ESOL courses, literacy and numeracy skills and access to higher education.</p>	<p>Social innovation pilots improve access to and quality of childcare services for 2,000 children. Pilots improve parent engagement with childcare services and encourage pathways to employment. Research publishes innovative approaches to childcare provision. All results lead to improved children’s life prospects/reduced child poverty.</p>

<u>PROJECT</u> specific objective	<u>PROGRAMME</u> output indicator(s)	<u>PROJECT</u> output	Target value of <u>PROJECT</u> expected output(s)	<u>PROJECT</u> specific result (linked to the expected output)	Responsible partner
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Improve childcare access and quality	Number of tests, pilots, demonstration actions and feasibility studies implemented related to the development of social innovation applications	Pilots to improve access to, and quality of childcare	8	Improve access and quality of childcare to improve life prospects of children from disadvantaged areas	Medway Council
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	Number of research institutions participating in cross-border, transnational or inter-regional research projects	Research institutions produce a report on aims, motivations, access and quality of childcare across the 2 Seas and recommended actions for partners	3	Comprehensive information, best practice and recommendations for childcare sector practitioners and policy makers in UK, France and Belgium	Karel de Grote University
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Improve parent engagement with childcare services	Number of tests, pilots, demonstration actions and feasibility studies implemented related to the development of social innovation applications	Pilots to encourage disengaged parents to use childcare services	4	Improved understanding of childcare, parenthood and increased skills will improve the life prospects of children. Improved life prospects, reduced child poverty, raised aspirations	Medway Council
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Improve parent progression into employment	Number of tests, pilots, demonstration actions and feasibility studies implemented related to the development of social innovation applications	Social innovation pilot to use engagement with childcare and related services as a route to encourage and enable progression into employment	1	Improved employment among residents in deprived areas	Medway Council
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C.3.2 Target groups: please tell us who will use the project outputs and how

Project outputs (coming from table C.3.1)	Target groups	Please further specify the target groups
Research institutions produce a report on aims, motivations, access and quality of childcare across the 2 Seas and recommended actions for partners	Childcare practitioners, children, Universities	Childcare practitioners become better at supporting children and parents, children receive better quality care. Universities benefit from an increased holistic understanding of the subject and a better training offer for practitioners.
Pilots to improve access to, and quality of childcare	Children	Children from disadvantaged areas benefit from improved access and quality of childcare
Pilots to encourage disengaged parents to use childcare services	Parents, children	Parents benefit from pilots, children benefit from improved parental engagement with childcare
Social innovation pilot to use engagement with childcare and related services as a route to encourage and enable progression into employment	Parents	Unemployed parents who will benefit from the advantages of childcare and related services

C.3.3. Durability of project outputs: How will the project ensure that project outputs have a lasting effect beyond project duration?

The academic learnings of the project will be disseminated widely to reach childcare practitioners and policy makers. The findings will be invaluable as an aid to their understanding of childcare and parenthood within a European context. The findings will strengthen future academic research around childcare. The research will strengthen the professionalisation of the childcare sector.

Pilot initiatives to improve childcare access and quality will generate a wealth of best practice and learnings, which will be incorporated into the research programme. These learnings will add value to childcare practitioners involved in PACS but also be disseminated to add value across the childcare, policy and academic sectors.

The established Centres of Excellence in Medway and Kortrijk will become a community resource beyond the funding period. They will be custom designed to integrate future possible uses as a community venue.

Childcare practitioners involved in PACS will have enhanced training, qualifications and experience from exchanges and pilots to permanently improve the quality of childcare in these locations and better place staff to address future challenges and needs.

Parents who use childcare will experience the benefits of the service and sustain their engagement. Parents will have improved qualifications, parenthood training and employment outcomes. This has a positive long-term impact on the life prospects of parents and their children.

C.3.4. Durability of project results: How will the project ensure that project results have a lasting effect beyond project duration?

Comprehensive information, best practice and recommendations for childcare sector practitioners and policy makers in UK, France and Belgium. This will help to shape the policy conversation on the purpose, value and impact of childcare. In times of austerity, this could influence decisions to preserve or enhance constrained childcare budgets and disseminate the value of early intervention.

Improving access and quality of childcare will improve early years education for children leading to improved life prospects, particularly when linked with related community support services including healthy eating initiatives.

Improving parents' understanding of childcare, parenthood skills, increased core skills and employability will improve engagement with early years provision and increase the chances of parents securing employment. Employment is a sustainable route out of poverty, which will improve the life prospects of their children. Improved life prospects raise future aspirations.

PART D. Project budget

Total budget (€)
€4,687,000

Working document for beneficiaries:
CONCEPT NOTE - 2 Seas Programme

Please note that this document is only a working document solely in view of helping applicants to develop their concept note in partnership.

This document will not be considered as a formal concept note.

Only concept notes submitted through the online platform, which address will be available in the Terms of Reference of the Call for Proposals, will be considered by Programme authorities.

PART A – Concept note summary

A.1 Project identification

Project acronym		<i>GRUB</i>
Project title		<i>Gastronomy Reducing Unnecessary Binning</i>
Name of the lead partner organisation		<i>Medway Council</i>
Project duration	Start date	<i>1st November 2015</i>
	End date	<i>31st October 2018</i>
Programme Priority		<i>6- Preserving and Protecting the Environment and Promoting Resource Efficiency</i> 6.g) Supporting industrial transition towards a resource efficient economy, promoting green growth, eco-innovation and environmental performance management in the public and private sectors.
Programme Specific Objective		4.1 - Increase the adoption of new solutions for a more efficient use of natural resources and materials, which shall facilitate the transition towards a greener and more circular economy, and the development of the blue economy.

A.2 Project summary

- the common challenge of the programme area you are jointly tackling in your project;
<p>Food waste is a significant problem in the European Union, impacting negatively on the environment, climate and economy. Households in the 2 Seas area generate c3.3 Million Tonnes (Mt) of food waste per year. This waste generates 8 Mt of CO2 equivalent. Minimizing food waste is an objective of the EC Landfill Directive.</p> <p>80% of wasted food and drink is discarded because it wasn't used in time or too much food was prepared (WRAP, 2012). 2 Mt of food waste in the 2 Seas area is potentially avoidable. This project will better use food as a resource within the circular economy.</p>
- the overall objective of the project and the expected change your project will make to the current

situation;
<p>Improve public awareness of food waste as a resource, economic, climate and environmental issue through local initiatives that inform and engage residents.</p> <p>GRUB will develop localized grassroots initiatives to inform residents about the immediate financial savings of healthier cooking, eating and reduced food waste. This will create a powerful incentive for residents to change behaviour, impacting on healthy eating, finances, well-being, the wider environment and climate.</p>
- the main outputs you will produce and who will benefit from them;
<p>Work Package One: Influence food waste practice Mapping exercise, Final evaluation Influence government with a case for investment to minimize food waste.</p> <p>Work Package Two: Reduce food waste by 0.5Mt Pilots to avoid food reaching bins Online tool to assess the impact of pilots</p> <p>Work Package Three: Reduce food waste to landfill by 0.5Mt Pilots to minimize food waste going to landfill including composting.</p> <p>Work Package Four: Use food waste to create local food Pilots to close the circular economy: using food compost to produce food Work with SMEs/retailers to develop business model for local produce</p>
- why is cross-border approach needed;
<p>Household food waste issues are similar across the 2 Seas area. A research programme and consequent report will identify common issues and possible solutions.</p> <p>This research will inform localized pilots. Running pilots in different locations will provide evidence of how effective different approaches are. Partner exchanges will inform professional development and best practice.</p> <p>The network of local initiatives can then all, in turn, add value to a final evaluation of the issue of food waste, presenting a business case for investment applicable on a municipal, national and EU level.</p>
- what is new/original about it.
<p>The unique element of GRUB is that it brings practical initiatives into the community such as a Zero Food Waste business model. GRUB will enable residents to make positive, lasting reductions in food waste, with positive impacts for the local environment and community.</p> <p>GRUB brings together a network of disconnected initiatives to create a holistic approach to reducing food waste as part of one circular economy ecosystem.</p> <p>Monitoring the impact of pilots will enable the creation of a business case for future investment in initiatives to reduce food waste by local and national government.</p>

PART B – Project partners

B.1 Partner number	Partner role in the project
PP1	Lead Partner (PP1) Medway Council, Lead Partner
Name of organisation in English	Medway Council
Department/unit/division	<i>Regeneration and Economic Development</i>
Contact person and contact details	Miss Marie Thibault Gun Wharf, Dock Road, Chatham, ME4 4TR marie.thibault@medway.gov.uk, 07852 553 707
Which are the organisation's thematic competences and experiences relevant for the project?	[300 Characters] Medway is well placed to be lead partner as it has held this role for several relevant INTERREG projects including INSPIRER and AIMER.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Medway Council has delivered 32 EU Interreg IIIA projects. We have been lead partner in many of them. We hold a good track record for operational management and delivery. SUCCEs for example, met or exceeded all projected delivery targets and received a 100% score on its second level audit.

B.1 Partner number	Partner role in the project
PP2	IOK Afvalbeheer
Name of organisation in English	IOK Waste
Department/unit/division	<i>Waste Management department</i>
Contact person and contact details	Nele Kerkhofs +32 14 57 10 39 Nele.kerkhofs@iok.be
Which are the organisation's thematic competences and experiences relevant for the project?	IOK WM is responsible for integrated waste management in 29 municipalities in Belgium, focusing on waste prevention and sustainable resource management. Their municipalities have the lowest residual waste and the highest recycling rate in Flanders. Home composting is 40%, which is a good rate.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	IOK Waste Management was lead partner in 3 Interreg projects SWAP NOW (waste prevention), LIFT and Congreen Together and more national EFRO objective 2 projects.

B.1 Partner number	Partner role in the project
PP3	VZW SW WEB
Name of organisation in English	VZW SW WEB
Department/unit/division	<i>Social Economy</i>

Contact person and contact details	Peggy Liekens, Director Employment Steenweg Op Tielen 70 B-2300 Turnhout Belgium Peggyl@webwerkt.be , 0032/14462710
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	WEB is a charity that provides training and intensive support to help job-seekers find sustainable work. WEB runs a second hand shop, restaurant, recycling shop, electrical repair shop, housekeeping, handyman and energy savers businesses. They provide HR, aftercare and admin support for companies.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	WEB is a Leonardo project partner(CMAE). They were lead partner in a project in the former EQUAL program and have a lot of partnership experience within the ESF program.

B.1 Partner number	Partner role in the project
PPn	Amiens Metropole
Name of organisation in English	Amiens Borough Council
Department/unit/division	European and International Affairs
Which are the organisation's thematic competences and experiences relevant for the project?	Ms Agnès Rivet Place de l'Hôtel de Ville B.P 2720, 80027 AMIENS Cedex 1, France a.rivet@amiens-metropole.com ; +33 3.60.01.02.41
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	European and International Affairs works in collaboration with Health and Social services of Amiens which are involved in different areas: information and events on health issues related to food and organisation of community garden.
	Experience in numerous projects including as Lead Partner (Out of the Blue, INTERREG IVA). ECOTEC 21 on sustainable development, AGIR on inclusion of migrants (INTERREG Channel), Ch4allenge on Urban transport (Intelligent Energy for Europe) and SUM on sustainable transport mobility (INTERREG IVC).

B.1 Partner number	Partner role in the project
PPn	Centre Social Espace Carnot LE PORTEL
Name of organisation in English	Ccommunity center
Department/unit/division	<i>LE PORTEL – PAS DE CALAIS – FRANCE</i>
Which are the organisation's thematic competences and experiences relevant for the project?	Emmanuel BLANPAIN - Directeur 46 avenue du Général San Martin – 62480 LE PORTEL +33.03.21.10.31.10 – +33.03.21.10.31.11

	Directeur.espace.carnot@wanadoo.fr
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	The social centre has its place in this project because it goes with different audiences on different themes such as education, health, food and the environment.
	We have no recent experience in international projects. However, we have requested of the European social funds a decade ago. Other parts, we have privileged relations with neighbouring partners who have the experience of these European projects.

B.1 Partner number	Partner role in the project
PPn	De Jardinai de le Bitune
Name of organisation in English	Gardeners of Concrete
Department/unit/division	<i>Education to environment, sustainable development Gardens, urban and collective composting</i>
Which are the organisation's thematic competences and experiences relevant for the project?	Mr BUJWOL Christophe, président president Contact@jardiniersdubitume.com
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	ADEME training, master composter, wormeries and composting system of big volumes of waste (until 900 meals a day!)
	1 st time in EU project

B.1 Partner number	Partner role in the project
PPn	Brighton Food Partnership
Name of organisation in English	Brighton & Hove Food Partnership (BHFP)
Department/unit/division	
Which are the organisation's thematic competences and experiences relevant for the project?	Vic Borrill, Director www.bhfood.org.uk Vic@bhfood.org.uk 01273 431 712 The Brighthelm Centre, North Road, Brighton BN1 1YD
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	A food issue charity that focuses on cooking, healthy eating, growing and food waste. Experienced in cross sector partnerships. Seen as a leader in field with recognition from Sustainable Food Cities Network, National Lottery Awards & House of Commons Select Committee on Sustainable Food.

	BHFP is lead partner on an Interreg IVA micro project 'Orchards without Borders' Project Number 4299. This has given us experience in participating in learning and sharing as part of a cross-border project and in the management and administration associated with a European funded project
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PART C – Project description

C.1 Project relevance

C.1.1 What are the common territorial challenges that will be tackled by the project?

[1500 Characters]

Food waste is a significant problem in the European Union; impacting negatively on the environment, climate change and the economy Households in the 2 Seas area generate c3.3 Million Tonnes (Mt) of food waste per year. This waste generates 8 Mt of CO2 equivalent. Minimizing food waste is a global objective of the EC Landfill Directive 1999/31/EC. GRUB actively contributes towards this objective.

80% of food or drink is wasted because it wasn't used in time or too much food was prepared (WRAP, 2012). It is considered that 60% of food waste is avoidable: 2Mt in the 2 Seas area.

There are strategies that focus on different stages of the food cycle: retailers, food production and recycling. There are no local strategies that encompass all stages of the food cycle in a local area. Strategies therefore struggle to have impact within local communities. GRUB meets this local need, developing innovative initiatives to engage and inform residents in the issues of food waste. From this point, residents are empowered to act and can receive additional support from national online tools.

C.1.2 What is new about the project?

This project is new because by working together the European partners will be delivering practical projects and sharing learning with a view to creating a shift in attitudes towards food waste to a position where it is not seen as waste but as food that needs managing differently.

By identifying where food waste occurs throughout the system from farm to plate and adopting strategies at different points in the system approaches on how to manage food waste can be transformed. Rather than treating food as rubbish this project recognizes that with better planning and management it is something with a value.

GRUB will join up existing initiatives working in isolation to create a cohesive package of programmes to tackle the issue of food waste. For example, a new initiative was launched in Nord Pas-de-Calais in January 2015 to target reductions in agricultural food waste. GRUB will add value to this scheme locally by supporting social entrepreneurs to work alongside farms to minimize food waste and develop a viable business model for both parties. Another approach is to develop a Zero Food Waste social enterprise business model, which can be spread across the 2 Seas area.

GRUB brings practical initiatives into the community, enabling residents to make positive, lasting reductions in food waste, with positive impacts for their local environment and residents (financial and physical health for example).

C.1.3 Why is cross-border cooperation needed to achieve the project's objectives and result?

[1500 Characters]

Household food waste issues are similar across the 2 Seas area and there is much to gain from a research report identifying common issues and possible solutions. The findings will be applicable across the 2 Seas area and relevant for all project partners.

These report findings will inform the development of localized initiatives. Running initiatives in different locations will provide evidence of the effectiveness of different approaches such as composting in schools, batch cooking, smart shopping and food redistribution commitments from local SMEs. Partner exchanges can inform project development and share learnings.

The network of local initiatives can then all, in turn, add value to a final evaluation of the issue of food waste, best practice and strategies for reducing food waste in the future.

Sharing of best practice, challenges and new models of delivery such as social enterprises and online tools through cross border exchanges and workshops will add value to local projects, lead to the creation of initiatives in new areas, and improve project results.

C.1.4 Strategies and policies: is the project part of wider strategies and policies?

[1500 Characters]

Minimizing food waste is a global objective of the EC Landfill Directive 1999/31/EC. Creating a more sustainable Europe through low carbon and resource efficiency is a cross cutting objective of INTERREG.

The Flemish and French governments have committed to halving food waste by 2020 and 2025 respectively. The UK Department for Environment, Food & Rural Affairs identifies food waste as a priority for action. GRUB complements the French PNNS (Programme National Nutrition Santé) and Multiannual plan against Poverty and for Social Inclusion (PPLPIS).

At a regional and local level there is a focus on recycling food waste or influencing retailers to reduce food waste. There are currently no strategies in place that address food waste across the food cycle on a local level. For example, GRUB complements the Amiens Programme for well-being and Municipal Health Programme. WEB and Brighton Food Partnership have the support of local authorities for the development of a Zero Food Waste business model.

GRUB complements national and regional initiatives that target retailers and recycling as strategies to reduce food waste. They target different elements that all contribute to an overall reduction in food waste.

C.2: Activities overview

C.2.1 Please provide an overview of the foreseen activities

Work Package One: Influence food waste practice

WP1.1 Mapping exercise to identify food waste issues, appraise current initiatives and identify possible solutions to reduce food waste as part of a circular economy. Build on learnings through project with partner exchanges and outputs.

WP1.3 Produce a final evaluation at the end of delivery, which will inform and influence local and national governments and community project networks with a case for investment to minimize food waste.

Work Package Two: Reduce food waste by 0.5Mt

WP2.1 Pilot initiatives around smart shopping, smart recipes and smart leftovers to reduce the amount of food in the bin including training local champions, tailored cookery workshops, tailored information campaigns, tool to calculate potential financial savings.

WP2.2 Online tool to assess the effectiveness of initiatives linked to WP1.3.

Work Package Three: Reduce food waste to landfill by 0.5Mt

WP3.1 Pilot initiatives around food redistribution, food for animals and composting to minimize food waste going to landfill. Initiatives include community redistribution, developing markets for imperfect produce, kobashi composting, school wormeries and composting for agriculture.

Work Package Four: Use food waste to create local food

WP4.1 Pilot initiatives to close the circular economy: using food compost to produce food

WP4.2 Work with SMEs/retailers to develop business model for local produce, which will inform smart shopping and recipes of work package 2.

C.3 Project focus

C.3.1 what does the project want to change and deliver?

PROGRAMME priority specific objective	PROGRAMME result indicator
4.1 - Increase the adoption of new solutions for a more efficient use of natural resources and materials, which shall facilitate the transition towards a greener and more circular economy, and the development of the blue economy.	Share % of NUTS3 Regions with high performance in the adoption of new solutions for a more efficient use of natural resources and materials

PROJECT overall objective	PROJECT main result(s)
More efficient use of food as a resource through better use of food and reducing food waste. A more circular use of food.	Reduce food waste in target locations, across the 2 Seas area and EU through the adoption of new solutions and development of business case for investment.

PROJECT specific objective	PROGRAMME output indicator(s)	PROJECT output	Target value of PROJECT expected output(s)	PROJECT specific result (linked to the expected output)	Responsible partner
Influence food waste practice	Number of strategies and action plans developed for a more resource efficient economy	Research report in year 1 to illustrate the scale of the issue and outline potential solutions and inform pilot initiatives	1	Increased awareness of the issue among partners and informed pilot initiative development	Medway Council
		Evaluation of project solutions and business case for further investment in final year	1	Increased willingness for agencies responsible for reducing food waste to invest in solutions	Medway Council

Reduce food waste by 0.5 Mt	Number of solutions established for a more resource-efficient economy	Number of pilot initiatives to reduce food waste	20	Reduce food waste through better use by 0.5Mt by end of project	Medway Council
		Online tool to test the effectiveness of food waste initiatives	1	Analysis of initiatives to inform WP 1.3	Medway Council

Reduce food waste to landfill by 0.5Mt	Number of solutions established for a more resource-efficient economy	Number of pilot initiatives to reduce food waste to landfill	20	Reduce food waste to landfill by 1Mt by end of project	Medway Council
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Use food waste to improve local food	Number of solutions established for a more resource-efficient economy	Number of pilot initiatives to produce local food using food waste	5	Better use of food waste to create a more resource efficient, circular food economy	Medway Council
		Business model for local produce	1	Reduced carbon footprint of local food	Medway Council

C.3.2 Target groups: please tell us who will use the project outputs and how		
Project outputs (coming from table C.3.1)	Target groups	Please further specify the target groups
Research report in year 1 to illustrate the scale of the issue and outline potential solutions	GRUB delivery partners	GRUB delivery partners
Evaluation of project solutions and business case for further investment in final year	Agencies responsible for reducing food waste	GRUB partners, partners delivering INTERREG 4.1 projects, European Commission, local and national government
Number of pilot initiatives to reduce food waste	Schools, community, households	Community venues that generate food waste and are conducive of learning including primary schools, children's centers and community cafes. Residents responsible for household food waste.
Online tool to test the effectiveness of food waste initiatives	Agencies responsible for reducing food waste	GRUB partners, partners delivering INTERREG 4.1 projects, European Commission, local and national government
Number of pilot initiatives to reduce food waste to landfill	Schools, community, households	Community venues that generate food waste and are conducive of learning including primary schools, children's centers and community cafes. Residents responsible for household food waste.
Number of pilot initiatives to produce local food using food waste	SMEs, home producers	SMEs, individuals and community projects that produce local food
Business model for local produce	Agencies responsible for reducing food waste, SMEs	Local and national government, SMEs, local businesses

C.3.3. Durability of project outputs: How will the project ensure that project outputs have a lasting effect beyond project duration?

Research and evaluation findings will be publically available online to inform future academic studies or delivery of projects. The evaluation will present a business case for investment in reducing food waste. This will provide an evidence base for future analysis and investment.

Pilot initiatives to reduce food waste will vary but a common thread will be to tailor messaging to personal incentives such as the financial advantages of reducing food waste. By producing a tool, we can give people a tangible measure of how much they can save. The tools to highlight these pre-existing incentives will last beyond the project period.

Local food production using composted food waste potentially offers financial rewards to SMEs and individuals through the development of a localized business model. Individuals are more likely to sustain activity if it is financially rewarding.

Local champions will be responsible for sustaining the momentum of the project. They will maintain food waste recycling solutions where possible and ensure that people use the information they have gained about food waste reduction and improved cookery. The local champions can signpost residents to online cookery workshops and information developed during the project.

C.3.4. Durability of project results: How will the project ensure that project results have a lasting effect beyond project duration?

The research report and project evaluation will provide a business case for investment in reducing food waste, which will inform activity from public and private sector investors.

Reduced food waste by 1Mt will lead to 0.5Mt less food at landfill. It will also lead to approximately 4Mt of CO2 equivalent in the atmosphere.

A business case for local food production using composted food waste will inform the development of local markets of local food production. If financially viable, this represents a better use of food waste than landfill. Locally produced food also has a lower carbon footprint as it travels a smaller distance to market.

Improved relationships with food, reduced food waste, reduced food poverty and increased food security in local communities will create better conditions for local residents to sustain activities to reduce food waste. This will be reinforced through the training and development of local champion volunteers who will sustain their involvement beyond the project period.

PART D. Project budget

Total budget (€)
€3,000,000

Working document for beneficiaries:
CONCEPT NOTE - 2 Seas Programme

Please note that this document is only a working document solely in view of helping applicants to develop their concept note in partnership.

This document will not be considered as a formal concept note.

Only concept notes submitted through the online platform, which address will be available in the Terms of Reference of the Call for Proposals, will be considered by Programme authorities.

PART A – Concept note summary

A.1 Project identification

Project acronym		<i>SETS</i>
Project title		<i>Sector Skills and Employment Training Solutions</i>
Name of the lead partner organisation		<i>Medway Council</i>
Project duration	Start date	<i>01 November 2015</i>
	End date	<i>31 October 2018</i>
Programme Priority		<p><i>1 – Strengthening Research, Technological Development & Innovation</i></p> <p>1.b) Promoting business investment in innovation and research, and developing links and synergies between enterprises, R&D centres and higher education, in particular product and service development, technology transfer, social innovation, eco-innovation, cultural and creative industries, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation and supporting technological and applied research, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular in Key Enabling Technologies and diffusion of general purpose technologies.</p>
Programme Specific Objective		<p><i>1.3 – Increase the development of social innovation applications in order to make more efficient and effective local services to address the key societal challenges in the 2 Seas area related to health, demographic change and well-being, unemployment, as well as to inclusive, innovative and secure societies.</i></p>

A.2 Project summary

- the common challenge of the programme area you are jointly tackling in your project;
Unemployment remains at historically high levels, despite the recent improvement in the EU28

<p>unemployment rate to 10% (Oct 2014). SETS partners recognize the continuing prevalence of long-term unemployment. Almost 13 million citizens have not worked for over a year, whilst one in three have spent more than 2 years unemployed. Employers are unable to recruit candidates with the right qualifications or soft skills (LGA, 2013)(McKinsey & Co. report "Education to employment: Getting Europe's youth into work"). This suggests a huge disparity between labour market supply and demand.</p>
<p>- the overall objective of the project and the expected change your project will make to the current situation;</p>
<p>SETS partners will take a client centered approach to helping individuals find the "right job", enabling long-term career planning and sustainable employment. Partners will engage with employers to understand their needs and job requirements in order to fill vacancies. We will work with employers to build sector specific packages of training, tailor-made to operational needs, alongside soft skill and attitudinal development, to develop individuals' work-readiness, bridging the current skills gap between available employees and job vacancies; reducing long term unemployment.</p>
<p>- the main outputs you will produce and who will benefit from them;</p>
<p>Engage with 1,500 citizens (unemployed for at least 6 months or those who cannot sustain employment) 1,300 to improve soft skills 1,300 to gain work experience 500 to access additional support from other services (debt advice, housing) 1,000 into jobs 750 into sustained employment 250 to secure training or in-work progression 50 to start an SME.</p> <p>Cross-border pre-employment and post-employment support methodologies will be developed for employers and employment support agencies, supported by communication (launch event, final event, press releases and website) and project tools.</p>
<p>- why is cross-border approach needed;</p>
<p>These issues affect European competitiveness and cohesion, not just one member state. In order to jointly work towards providing solutions to support the aims and objectives of the 2020 Growth strategy, we need to develop a common approach. Culture plays a large part in developing approaches to working methodologies. To adopt a comprehensive and innovative solution to a cross border issue (with prevalent cross-border migration and transborder European Citizenship) we need to combine cross-border experience. The cross-border methodology can then be transferred between 2 Seas region and beyond.</p>
<p>- what is new/original about it.</p>
<p>The innovation of SETS stems from a two-pronged approach. We will co-develop training packages with employers to support their needs (SMEs particularly lack HR expertise) and at the same time recruit, prepare and develop potential employees (not just CV writing). We will test a Sector Skills Academy or associated model, which can be replicated and upscaled across a larger area. By ensuring the individual is at the heart of a non-mandated, holistic training process and employers receive truly job ready candidates we can effectively marry employer-employee needs on a sustainable basis.</p>

PART B – Project partners

B.1 Partner number	Partner role in the project
PP1	Lead Partner (PP1)
Name of organisation in English	Medway Council
Department/unit/division	Regeneration Community & Culture/Regeneration and Economic Development Team.
Contact person and contact details	Catherine Le Page, Gun Wharf, Dock Road, Chatham, ME44TR, United Kingdom, 01634334348, catherine.lepage@medway.gov.uk
Which are the organisation's thematic competences and experiences relevant for the project?	Medway Council has delivered Future Jobs Fund, Flexible New Deal and a Department for Work and Pensions Work Programme subcontract. We led INTERREG projects on this theme including SUCCES (pre-employment support [Regiostar 2013 finalist]) and GAPS (delivering apprenticeships and work placements).
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Medway Council has delivered 23 EU Interreg IV projects including 14 as lead partner. We hold a good track record for operational management and delivery. SUCCES for example, met or exceeded all projected delivery targets, received a 100% score on its 2nd level audit and was a Regiostars finalist.

B.1 Partner number	Partner role in the project
PP2	Partner 2 (PP2)
Name of organisation in English	ADICE – Association for the Development of Citizen and European Initiatives
Department/unit/division	
Contact person and contact details	Agathe Defretin, 2 Avenue Jean Lebas, 59100 Roubaix, France. 0033320112268 agathe.defretin@adice.asso.fr
Which are the organisation's thematic competences and experiences relevant for the project?	ADICE tackles discrimination and facilitates social inclusion of disadvantaged people by supporting participation in national, European and international training and mobility programmes. ADICE helps people to gain new experiences to develop employability and social integration.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	As lead: Interreg IVA 2 seas – Cluster Yes Erasmus+, strategic partnership – PC Impress Erasmus+, strategic partnership - 2EMP European Corps of Solidarity Volunteers, DG ECHO - EHVAC Transfert of Innovation –Leonardo, 2E2F

	As partner: Erasmus+, strategic partnership – IAM Interreg IVA 2 seas – GAPS
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B.1 Partner number	Partner role in the project
PP3	Partner 3 (PP3)
Name of organisation in English	Maison d'Initiative
Department/unit/division	
Contact person and contact details	Laurence Olivier, mi.tmp05@ville-grande-synthe.fr , +33 (0)3 28 24 99 00
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	Charity since 1982 provides information and guidance to people suffering from social/professional exclusion, and operates an outreach service to implement actions in social/professional guidance. Two of the four departments are dedicated to young people and adults suffering from social exclusion.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	As Lead Partner, BUFU project, for inclusion of local jobseekers in the construction sector, thanks to legal support and training. Our experience in European projects in partnership with Medway Council includes EUROFOOT, CULMINER, CONRAD, CHAMPION, GAGNER, SUCCES and STEPS cluster.

B.1 Partner number	Partner role in the project
PPn	Partner n (PPn)
Name of organisation in English	Syntra West
Department/unit/division	Valérie Vanhecke Sporwegstraat 14 8200 Brugge Belgium Valerie.vanhecke@syntrawest.be Tel +32 (0)50/40.30.84
Which are the organisation's thematic competences and experiences relevant for the project?	We set up a partnership between companies, employment agency and sectoral training funds to engage with more people, close skills/jobs mismatch and develop pre-employment programmes.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	We have a vast experience in coordinating and participating in national and EU projects. For 15 years we have had a specialist project team of 4 people who coordinate all activities within such projects and cooperate with the relevant internal colleagues for the execution of the tasks.

B.1 Partner number	Partner role in the project
PPn	Partner n (PPn)
Name of organisation in English	City of Geel
Department/unit/division	
Which are the organisation's thematic competences and experiences relevant for the project?	
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	

B.1 Partner number	Partner role in the project
PP7?	Partner 7 (PP7)
Name of organisation in English	North Devon+
Department/unit/division	
Contact person and contact details	<p>Sarah Grigg, Northern Devon Employment & Skills Manager, Lisa Cetinkaya, Business Adviser</p> <p>Caddsdwn Business Support Centre, Caddsdwn Industrial Park, Clovelly Road, Bideford, E39 3DX, United Kingdom.</p> <p>sgrigg@northdevonplus.co.uk +44 (0)1237 426426 lisa@northdevonplus.co.uk +44 (0)1237 426426</p>
Which are the organisation's thematic competences and experiences relevant for the project?	<p>North Devon+ is an SME, not for profit company. They are a public/private partnership established with two local authorities for social, economic regeneration initiatives. Activities include ; advice and support for businesses (including start-ups), apprenticeships, employability skills, localised schemes to overcome barriers to employment, and schools engagement programmes including STEM skills. They have 360 business members, and a contact database of over 5,000 local businesses.</p>
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	<p>North Devon+ has recently been partners within two Interreg projects - CHAIN (Channel Innovation Network) (Interreg IVa) which created a network of innovation centres; NEA2 (Nautisme Espace Atlantique) (Interreg IVb) developing the Marine Leisure sector.</p> <p>They have delivered 3 rounds of LEADER funding in the North Devon area, EFF funding through a Fisheries Local Action Group, and ERDF-funded projects, including a technology transfer project and ERDF Technical Assistance in North Devon.</p>

B.1 Partner number	Partner role in the project
PPn	Partner n (PPn)
Name of organisation in English	Tomorrow's People
Department/unit/division	
Which are the organisation's thematic competences and experiences relevant for the project?	Support 5,000 people per year towards jobs in 10 cities in 2 Seas area. Soft skills and aftercare are key features to ensure 80% sustained outcomes. Sector specific employer focussed pre-employment projects including Burberry and Three Mobile. 80% into jobs and training. Strong relationships with local specialist partners and employers.
If applicable, describe the organisation's experience in participating in and/or managing EU co-financed projects or other international projects.	European Social Fund delivery track record: DWP/ESF co-financed : Bow 2008-11 Ready to work £1.5m, Bow 2008-11 Get Working £3.6m, Bristol "working comms" £3.5m Learning Skills Council/ESF co-financed : Kensington +Chelsea- £367k

PART C – Project description

C.1 Project relevance

C.1.1 What are the common territorial challenges that will be tackled by the project?
<p>SETS tackles the skills mismatch and disparity between supply and demand within the labour market by establishing an employer driven, employee centered programme of sector specific skills and training coupled with embedded soft skills development training and post-employment support. This will improve employment retention for employers and sustainable employment for employees; provide meaningful career progression pathways with on-going coaching support. It will make financial sense for the employer with the resultant social benefits for wider society.</p> <p>A common challenge is the lack of soft-skills present in job-ready candidates. All too often, candidates lack qualities, including communication skills, confidence, motivation, team working, flexibility, resilience and problem solving. Job descriptions and vacancy advertisements suggest that employers are looking for soft skills. Yet, there is a substantial lack of willingness to formally invest in the development of these skills. By making a connection between hard and soft skills and embedding them within sector specific employer led programmes, we can more easily integrate this learning into the workplace and thereby demonstrate tangible results.</p> <p>Using key lessons learned delivering previously realised European projects, we will create concrete results based outputs to demonstrate our tackling of these issues head-on.</p>

C.1.2 What is new about the project?

The employer-led approach is a refreshingly new concept. Employers themselves hold the key to lasting change in this field and have the capacity to affect the most significant impact. They can inform projects, training organisations and job seekers of their needs, their operational requirements and challenges. A broadbrush approach taken by many employment projects is to provide generic training without any robust careers advice or progression planning, often leading to continued unemployment or unsustained employment. Another approach is to blindly equip candidates with the tools for jobsearching (CV, application form support, interview techniques) but to provide no direction and facilitation of drawing out the full potential and capacity of the individual. This often leads to poor jobs matching and a failure to sustain employment. A two-pronged approach of training and managing learner expectations through employer informed requirements can contribute to addressing the current skills mismatch with tailor-made solutions. We will create a common methodology, bringing jobseekers and employers together, with resulting tools that can be used by employees and employers to prepare themselves for employment /recruit the right person. We will test this methodology across a range of sectors to assess the effectiveness of the methods and continuously improve the model to provide a suggested SETS best practice model for providing a good employment “fit” for both employer and employee.

C.1.3 Why is cross-border cooperation needed to achieve the project’s objectives and result?

In order to develop a fully portable model that can be used across the 2 Seas area and beyond, we need to incorporate the cross-border elements in design, implementation and analysis of the SETS methodology and tools. We will need to test our working methods across a range of sectors and delivery areas to produce a comprehensive model, representative of the specific challenges and findings across the delivery partner areas. In building the SETS partnership, we have learned that many organizations/areas are finding the same challenges. Therefore it will be more efficient and in the spirit of territorial cooperation to share ideas, best practice and exchange expertise on a cross-border basis, rather than to try to devise, individual solutions. The added value SETS will bring in terms of creating sustainable employment opportunities will be significant by addressing head-on a key issue for EU citizens and employers alike.

C.1.4 Strategies and policies: is the project part of wider strategies and policies?

SETS responds directly to 3 targets of the EU2020 strategy and Territorial Agenda: employment, social inclusion and poverty reduction. Contributes to delivering smart, sustainable, inclusive growth. SETS contributes to the 75% employment rate and removal of 20 million from risk of poverty targets across the EU. SETS will contribute to quality job creation, align with EU employment guidelines, strategy and principles of flexible security with it’s commitment to lifelong learning and career development, build flexible and reliable work contracts, balance the needs and comittment of employers with candidate aspirations.

SETS adds value to UK policies by providing employer focused high quality personalized support far beyond statutory delivery. SETS is aligned with South East and Heart of the South West LEP (Devon) strategies that advocate sector specific employability and maximizing job opportunities respectively.

French reforms have focused on youth and senior unemployment. The French government has set out reforms for the public employment service to become better suited at supporting the long-term unemployed. SETS will add value to this reform process and inform improved public delivery (G20, 2013).

SETS complements the Belgian government Win Win Plan which puts in place grants for employers who recruit long term unemployed citizens. This scheme will make SETS even more effective in Belgium,

improving incentives for businesses to recruit SETS candidates who are job ready.

C.2: Activities overview

C.2.1 Please provide an overview of the foreseen activities

SETS will establish a methodology designed to meet employer needs and provide the right support for candidates looking for work in that sector.

Work Package 1: Pre-employment support

WP1.1 SETS coaches create a package of training aligned to employer needs (identified in WP2.1)

WP1.2 SETS coaches use outreach to engage with clients. Once engaged, 1:1 meetings will identify needs, background, abilities and aspirations. The coach will introduce appropriate vacancies from within the employer network. Candidates receive employability support to address barriers to work.

WP1.3 Co-create tailored sector specific training pilots with employers to ensure candidates are work ready. Candidates receive a guaranteed interview.

Work Package 2: Cross-border methodology

WP2.1 Year One - Survey of employer skill gaps and needs (inc SMEs). Pilot delivery to exchange best practice and inform a draft methodology.

WP2.2 Year 2 - Test developed methodology through new pilots using the model. Fine tune methodology.



WP2.3 Year 3 – Disseminate methodology through agreed format to influence policy makers, employers and employment support agencies in their approach to supporting unemployed people and in their approach to recruitment needs of employers.

Work Package 3: Aftercare

WP3 Ongoing aftercare for employer and employee including HR support for local employers (useful for SME's who often have little resources). Establish career progression plan. Unsuccessful candidates receive feedback and further support.

C.3 Project focus

C.3.1 what does the project want to change and deliver?

PROGRAMME priority specific objective	PROGRAMME result indicator
1.3 – Increase the development of social innovation applications in order to make more efficient and effective local services to address the key societal challenges in the 2 Seas area related to health, demographic change and well-being, unemployment, as well as to inclusive, innovative and secure societies.	1.3 – Share % of NUTS 3 regions with high performance in the development of social innovation applications.
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PROJECT overall objective	PROJECT main result(s)
To improve sustainable employment opportunities for long-term unemployed job-seekers and retention rates for employers thereby addressing the current disparity between labour market supply and demand and the widening skills gap that currently exists. To develop a cross-border portable methodology and tools to address these challenges.	1,500 unemployed citizens better placed to access sustainable employment. Cross-border pre-employment and post-employment support methodologies to enhance employers and employment support agencies approach to recruitment, pre and post employment support.

PROJECT specific objective	PROGRAMME output indicator(s)	PROJECT output	Target value of PROJECT expected output(s)	PROJECT specific result (linked to the expected output)	Responsible partner
Pilot approaches to support 1,500 people with 1,000 into employment	Number of tests, pilots, demonstration actions and feasibility studies implemented related to the development of social innovation applications	Pilot innovative pre-employment training programmes	14	1000 long term unemployed people enter direct employment. 500 supported by access to other services such as debt advice. 1300 gain relevant work experience.	Medway Council
		Pilot outreach and soft skill development approaches for long term unemployed clients	14	1500 long term unemployed people better placed to enter employment. 1300 improve soft skills.	Medway Council

Common methodology for supporting long term unemployed	Number of tests, pilots, demonstration actions and feasibility studies implemented related to the development of social innovation applications	Exchange of best practice by practitioners through workshops and exchanges	7	50 practitioners share ideas to form common methodologies and best practice	Medway Council
		Development and dissemination of common methodology for employers and employment support agencies and creation of digitized project tools	3	Best practice and pilot initiatives inform common methodology toolkit and digitized project tools. Approach adopted by 100 employers during the project period.	Medway Council
Pilot approaches to sustain employment outcomes	Number of tests, pilots, demonstration actions and feasibility studies implemented related to the development of social innovation applications	Business support pilots to maximize employee retention	7	750 formerly long term unemployed people sustain employment outcomes for a 13 week cumulative period. 250 access training or in-work progression.	Medway Council

C.3.2 Target groups: please tell us who will use the project outputs and how

Project outputs (coming from table C.3.1)	Target groups	Please further specify the target groups
Pilot innovative pre-employment training programmes	Jobseekers and employers	Long-term unemployed (6 months+) citizens, or those who regularly fall out of work or cannot sustain employment. This group could include citizens seeking a career change and who are at risk of unemployment. Some may face difficult circumstances and complex multiple barriers to sustaining employment. Employers will benefit from skilled, motivated employees who sustain their employment, reducing business risk and increasing the likelihood of SMEs to take on new employees : creating new jobs.
Pilot outreach and soft skill development approaches for long term unemployed clients	Jobseekers	Long term unemployed citizens as above
Exchange of best practice by practitioners through workshops and exchanges	Practitioners	Employment support specialists who provide personalized support for jobseekers and add value to employers
Development of common methodology and creation of digitized project tools	Practitioners	Employment support specialists who provide personalized support for jobseekers and add value to employers
Business support pilots to maximize employee retention	Employers	These will primarily be employers who are currently suffering with recruitment and retention challenges, with current vacancies, that can be assisted with the SETS methodology. These will include SME's, and organisations currently challenged with high staff turnover/recruitment and retention problems.

C.3.3. Durability of project outputs: How will the project ensure that project outputs have a lasting effect beyond project duration?

Development of pre-employment training pilots, outreach and skill development approaches, employee retention support and exchange of best practice will be made durable beyond the project period through the development and dissemination of a common methodology document.

The methodology will inform central government, policy, think tanks, local government, employer and voluntary sector approaches to supporting long term unemployed people into work. The SETS methodology will in turn add value future project development, including mainstream government initiatives.

By interacting with employers and employees, project partners will impart the SETS methodology and tools, which can be shared on an ongoing basis within organisations. The SETS methodology and tools will be digitised on the project website, for ongoing use, once the project has come to a completion.

On a wider basis, the lasting benefits will be demonstrated through the economic and societal benefits of sustainable employment and the reduction of poverty alongside an increase in social inclusion and activation. We will look to create work ambassadors within each group of newly created jobseekers, in order to facilitate some peer-to-peer support once the project has ended.

C.3.4. Durability of project results: How will the project ensure that project results have a lasting effect beyond project duration?

A common methodology to support long term unemployed people into sustainable employment will have a wide reaching impact, inform employability and skills policy and practice in the 2 Seas area and the EU. European Commission funding to tackle youth unemployment (Youth Employment Initiative) will have a positive impact but long-term unemployment will remain a key issue for member states, EU competitiveness and social inclusion. The SETS methodology will develop best practice in tackling this core issue.

Improving soft skills will raise the employability and citizenship of long term unemployed individuals who are then better placed to seek and secure work, training and education opportunities. Many of these individuals will pursue education outcomes, improving their skills, employability and future income potential and wellbeing.

Entering employment has a positive impact on individual's lifestyle and wellbeing. Employment reduces the likelihood of future long-term unemployment, involvement in criminal activity, poor physical and mental health outcomes, and risk of poverty.

Sustaining employment has a positive impact on local communities, economic growth and contributes to a thriving economy. It helps to raise aspirations of children.

Pilots to improve employee retention will make financial sense to businesses and by considering savings around human resources, community investment, training, recruitment and public relations, companies will invest in SETS projects in their own right.

PART D. Project budget

Total budget (€)
€4,002,000