

**REPORT TO: ECONOMIC DEVELOPMENT & INFRASTRUCTURE
COMMITTEE ON 23 FEBRUARY 2010**

**SUBJECT: COMMUNITY PLANNING PARTNERSHIP EUROPEAN
FUNDING APPLICATION**

BY: DIRECTOR OF ENVIRONMENTAL SERVICES

1. REASON FOR REPORT

- 1.1 To allow the Committee to consider a request to transfer a previously agreed contribution towards Community Planning Partnership proposals for Moray College European funding applications, to a replacement project.
- 1.2 This report is submitted to Committee in terms of Section E (10 & 48) of the Council's Administrative Scheme relating to applications for assistance and applications from European Funding programmes.

2. RECOMMENDATION

2.1 It is recommended that Committee:

- i) **Does not agree to support a financial contribution of £26,000 from the Economic Development Budget towards the Moray Art Centre proposal;**
- ii) **Submits the Committee's decision and the report to the Community Planning Board Meeting on 4 March 2010 for information.**

3. THE PROPOSAL

- 3.1 Over the past two years, Moray Art Centre has been developing and establishing an ongoing educational and training programme for young people (16-25), who are excluded from training and employment opportunities because of factors of multiple deprivation. The proposed project is based on the success of this development work and will be delivered and managed by the Moray Art Centre in a multi-agency partnership, which includes Moray Council New Start, Youth Justice and More Choices/More Chances.
- 3.2 The initial programme will be for 12 months, to attract, engage and inspire young people seriously at risk of misuse of drugs and alcohol into a world of creativity; young people making films; from the development of the initial story to its full realisation to an internal film festival. In this project, the 'hook' for these young people will be to 'follow-the-thread' of

their devised story and see it go from concept to realisation and sharing the inspiration with others.

3.3 The professional 40 weeks rolling training programme will offer 60 young people from Moray's Highland & Island area, who are furthest from the employment market and have multiple barriers to gain access to education, work experience and / or employment, and a new strand of career/vocational training, this includes:

- Graphic Design and Film Graphics
- Video Editing
- Computer Generated Animation
- Commercial Photography and Lighting
- Entrepreneurial / Marketing training providing:
 - Self-Employment Skills and Social Enterprising
 - Accounts and Personal Finance
 - Publicity and Marketing
 - Understanding the Marketplace

3.4 Beneficiaries will be provided with an initial taster-programme, individual work plan, three-time weekly practical training classes, additional support of 1-3 hours weekly and aftercare. In addition the programme will offer:

- Confidence building - beneficiaries may be offered participation in additional courses that specifically are aimed at building self-esteem, self-reliance and motivation;
- One-to-One Counselling - addressing the specific barrier of the beneficiary created by their individual condition, drug or alcohol misuse and to take remedial steps to take into account the effects of their addiction (i.e. methadone or alcohol rehabilitation programme);
- Counselling in small groups: Where appropriate, to address shared barriers to education, training and employment.

3.5 Participants will gain a wide range of transferable social and professional skills, work experience and job readiness and the outputs and outcomes include:

Vocational Qualifications:

- Duke of Edinburgh Award: Bronze Level;
- Arts Award; offered at levels 1, 2 and 3 on the National Qualifications Framework; through Trinity Guildhall;
- Youth Achievement Award, levels 1-3 linked to Scottish Education System (1=Standard level, 2 = Highers).

10 participants will move into employment / education on completion of the pilot project with 6 still being in employment after 6 months, 40 will gain work experience, 15 will progress towards employment

4. SUMMARY OF IMPLICATIONS

(a) Single Outcome Agreement/Service Improvement Plan

The proposal contributes to the Single Outcome Agreement of the Community Planning Partnership with the Scottish Government in respect of the 'Outcomes' allocated to the 'Wealthier and Fairer' Group and the stated priorities of the Council's Plan for 2008-11 in relation to the economy, jobs and 'Working for Increased Prosperity & Investing in Young People' (Outcome 2 and 8). The initiative will help to achieve the Corporate Plan objective to maximise opportunities from European, Lottery and other funding sources. It will also support the Economic and Environmental Programmes in the Corporate Plan to "Support and develop local businesses, create an environment for sustainable growth through Council policies and actions, and in partnership with other bodies". The proposals will contribute to the Council's priorities of economic and rural development.

(b) Policy and Legal

Should the proposal be successful, a partnership agreement will be drawn up with the advice and assistance of Legal Services

(c) Resources (Financial, Risks, Staffing and Property)

Finance: The total project cost is £169,280 with Match Funding contribution confirmed from Big Lottery Fund - Investing in Ideas £10,000, Voluntary Action Fund £50,000, Scottish Government Third Sector Fund £6,600, YouthLink Scotland £2,354, Cooperative Bank £2,000, The Robertson Foundation £5,500 with the Moray Art Centre providing any funding gap and in kind contribution of management time and development cost. The eligible cost for European Funding is £133,730 with a request to HIPP, as part of the CPP package, of £66,865 and The Moray Council could contribute £26,000 from the current Economic Development budget, which had been previously allocated to the Moray College projects.

Risks are being minimised through the systems, which have been set up for European Structural Funds applications and claims procedures. They include quarterly monitoring and reviews against outputs, outcomes and financial procedures.

Staffing: All the work described and proposed in this report is contained within existing staff resources regarding the Moray Council contribution. The proposed project will employ 1 f/t Project Administration / Development Officer, 1 p/t co-ordinator for volunteers, 1 p/t Project Manager, 4 p/t session tutors, 3 p/t youth workers and 1 p/t book keeper.

(d) Consultations: Consultation on this report has been undertaken with the Principal Accountant, in regard to the budgetary information, the Community Planning and Development Manager regarding the project proposals.

5. CONCLUSION

- 5.1 Should the outlined proposal be successful, the funds being made available would be a contribution to the Community Planning Partnership's strategies and priorities to deliver integrated social inclusion plans for the area.**
- 5.2 The project is in partnership with other organisations to maximise resources, stimulate new developments and improve services.**
- 5.3 The transfer of match-funding to the Moray Art Centre is not a request for new money and would allow continuation of an element of the Community Planning Partnership package.**
- 5.4 The Moray Art Centre proposal would link to a number of Single Outcome Agreement objectives, and replace a project in the overall Partnership package. It has, however, to be assessed on its merits relating to the best use of the Council's Economic Development budget for demonstrating economic benefit to Moray and supporting and developing the local economy, for example in creating or maintaining jobs, supporting local businesses, assisting with sectoral or infrastructure developments. The content of the proposal as described in Section 3 of this report and the sources of financial support are not entirely directly linked to more mainstream economic development objectives and criteria, and given the demands on the Council's Economic Development budget, which will reduce over the next 4 years, this proposal is not considered to have a high priority for use of that budget, notwithstanding that it would draw down external funding. The conclusion therefore is that this project should not be supported from the Council's Economic Development budget.**

Author of Report: Stewart Halkett, Head of Development Services
Background Papers: Proposals, correspondence and reports on file in Environmental Services, Development and Planning Section
Ref: SH