

Economic Participation Investment for Cambridgeshire

Why should EEDA invest?

The Regional Economic Strategy recognises that Greater Cambridge has a natural economic geography which has a footprint as an 'engine of growth' with Cambridge providing a strong economic sphere of influence for at least a twenty-five mile radius. But as stated in the RES these areas 'also face the major challenges that 'growth' brings, such as congestion and deprivation. For Cambridgeshire this is very true with rural disadvantage to the north of the county important together with some smaller concentrations in urban settings. The Investing in Communities programme covers the whole of the county of Cambridgeshire but does not invest outside of the county boundaries where other 'sister' programmes are operating.

The investment contributes to the Regional Economic Strategy by tackling issues of inequality, improving skills and increasing the employment rate of some excluded communities. The Investing in Communities programme has taken risks in tackling issues which include economic migrants, engaging learners in innovative ways, supporting Travellers, Bangladeshi, Pakistani and Afro Caribbean communities amongst others.

As identified in the RES many of those experiencing social exclusion often have four central problems and challenges;

- **Poor basic skills** – issues for early school leavers, long term unemployed and those made redundant in an increasingly skill based economy
- **Negative attitudes** – often influenced by dysfunctional family structures with limited reliability on anything
- **Depressed aspirations** – often resulting from economically poor circumstances
- **Poor soft skills** – like communication, problem solving, flexibility, willingness to learn

Through improving their general approaches to learning, confidence and skills through entry level training the pool of potential people pursuing NVQ Level 2 qualifications will grow and their aspirations will mirror this. This upward spiralling of skills sets will gradually contribute to higher levels of employment productivity and prosperity.

The Investing in Communities programme for Cambridgeshire has established a good reputation in overcoming barriers for some of the economically inactive across Cambridgeshire who face disadvantage in a wide range of different ways. The programme has been developed through robust processes and regular extensive consultations like the summit of October 2006 and stakeholder event of July 2008. These events have been held to refresh the approach, check that the programme is still well targeted and deploying the investments effectively. The geographical focus does have an emphasis on Fenland, parts of Huntingdonshire and north and east Cambridge but equally important is the focus on communities of interest as evidenced in the OCSI/RTP report which looked at eighteen different indices of deprivation.

The latest review of the programme involved determining the 'fit' the investments had with the ambitions of the second Local Area Agreement for Cambridgeshire. A thorough analysis showed that to differing degrees the mix of investments made were contributing to the local and national targets and hence the general consensus has been to continue to invest in those continuation projects which had already been planned.

Cambridgeshire includes significant pockets of need as evidenced through the range of Indices of Multiple Deprivation of 2007 with a significant need for people with work limiting illness, Travellers, certain ethnic minority groups (Pakistani, Bangladeshi and Afro-Caribbean), migrant workers, the unemployed and those with poor levels of literacy and numeracy.

Stakeholders involved in dealing with these issues recognise that relatively modest partnership investment at grass roots level with the appropriate focus can do much to help raise aspirations and turn round the lives of individuals through improving their confidence and skills opening up 'new' opportunities for them. The investment programme covers all strands of skills, employment and enterprise and is built on the interdependent nature of these strands. Through embedding collaborative working amongst the LiC Strategic Board and delivery partners the added value benefits of cross referrals have proved very important in providing choice which enables people to secure their economic future and make important contributions to the Cambridgeshire Local Area Agreement.

The programme mainly contributes to employability, skills and enterprise targets (**NI's 152, 163, 172 & 182**), but, in terms of the three priorities, there is a focus on interventions to support wider economic/social inclusion and participation through support to young people (NEET's and skill levels to 19 - NI's 79, 81 & 117, basic skills development (NI's 161 & 162), getting people into employment (NI 151) and to develop the stronger social networks needed in which to grow individuals confidence and enable their progress in skills or into work (NI's 1, 2, 6, 8, 10, 11 and 110)

The strategic priorities for the investment remain robust and are to:

- **Support young people in transition from school to training or employment and economically inactive adults/adults without qualifications with training to improve their skills and work prospects**

Investment here will contribute mainly to NI's 163 and secondly to 1, 2, 6, 7, 8, 11, 79, 81, 117, 151, 161, 162

- **Address barriers to Employment, Skills and Enterprise for Black & Minority Ethnic Communities**

Investment here will contribute mainly to NI's 163 and 152 and secondly to 1, 2, 7, 9, 13, 80, 91, 110, 114, 117, 146, 150, 151, 161, 162

- **Support self-employment, enterprise and social enterprise development through work with disadvantaged groups and in the more deprived communities**

Investment here will contribute mainly to NI's 152 & 172 and secondly to 7, 117, 151, 182

These local priorities link **most** clearly to the following Economic Participation priorities;

- 1. Equipping people with the confidence, skills and choices for employment and entrepreneurship**
- 2. Tackling barriers to employment in the poorest 20% of the communities and**
- 4. Employers valuing a flexible, diverse and healthy workforce**

Previous programme investment did contribute to Priority 5: A vibrant, skilled and resourced third sector through support of strengthening

their business acumen to secure contracts through a better understanding of tendering processes and providing training to assist with responding to tender opportunities as they were advertised. The programme deliverers are still well represented by third sector organisations as a grass roots approach was adopted wherever possible. Through investing in one to one business support and workshops in disadvantaged areas the programme is also contributing to Priority 3: Increasing economic demand in areas with low economic activity rates

The programme addresses the needs of many who are failing to benefit from the areas growth by supporting infrastructure investment and the economy of the market towns and the rural economy which for much of Cambridgeshire includes land based industries and food processing the latter being particularly large employers across the northern part of the county. Modest levels of investment through LiC have levered in considerable investment from the County Council, the district councils and the Learning and Skills Councils in support of several projects. For instance 'learning facilities/centres' in libraries have impacted hugely on opportunities for individuals in small communities to better engage in learning networks deriving social and economic benefits leading to greater community spirit and perspectives. At the 'sharper end' of business development the provision of workspace in areas of need also creates opportunities in the relatively fragile small market towns which generally do not attract private sector speculative investment.

Additionally there are increasing cohesion issues for much of Cambridgeshire with the huge influx of newly arrived workers and their families mainly from the A8 countries. This dynamic change has created pressures and tensions which needs careful management and integration. This is the basis of the Rosmini Centre investment and through the Cultural Olympiad activities will assist in bringing people together looking at activities around sport, culture and the arts enabling the development of relationships and skills. Third sector activities afford a bridge for such approaches to improve both cohesion and employability through volunteering.

Challenge/Area of need and explanation of market failure

Cambridgeshire county broadly demonstrates a north/south divide, with the rural parts of Fenland, Huntingdonshire and East Cambridgeshire disadvantaged by lack of educational achievements and limited employment opportunities. Whilst unemployment levels themselves are worse than the county averages for these areas it is the nature of the low paid work which is the greater limiting factor. With the economic downturn now impacting this may well change as job opportunities themselves will shrink as unemployment rises. It remains an important land based economy with food production, processing, haulage and storage dominant across the landscape. The market towns remain important local service, educational and employment centres but their employment base is often focused on allied industries with engineering very important and the service sector well represented. But for many – particularly young – people there are few careers which are aspirational and this can undermine ambitions which can only often be realised by leaving the area. Districts recognise this and aim to secure inward investment (whether foreign or UK based) appreciating local workforce skills issues are important. The statistics below highlight issues which are of local concern and are likely to worsen in the current recession:

Employability

- Reducing employment and economic activity rates 2002 to 2007 (TERU Economic Participation Study)
- 1,036 NEET 16-19 year olds (March 2008) – 5.01% (236 in Fenland – 6.85%)
- 67% 16 year olds achieve 5 GCSE grade A*-C (Leitch target of 79% by 2011 and 90% by 2020)
- 45% of learners do not have functional numeracy
- 50% of learners do not have functional literacy
- Annual survey of hours and earnings show north –south disparity. July 2007 figures have median salaries as follows – Fenland - £21,319; East Cambridgeshire -£23,372; Huntingdonshire -£23,561; Cambridge -£25,095 and South Cambridgeshire -£30,000
- 2,651 Black African and Black Caribbean in Cambridgeshire. Heath and Cheung (2006) in their research found that Pakistani, Bangladeshi, Black Caribbean and Black African men experience much higher unemployment rates, are more likely to be in low skilled professions, and are more likely to have lower hourly earnings than British or White Groups. Black Africans experience the highest ethnic penalties in the labour market, showing high unemployment rates.
- Only 26% of the Pakistani & Bangladeshi women in Cambridgeshire are economically active
- There are 13,685 incapacity benefit claimants in Cambridgeshire (May 2007, Office of National Statistics). The unemployment rate for disabled people in Britain was 8%, double that of non-disabled people. Only 20% of people with mental health problems are employed.

Skills

- 15 Super Output Areas across Cambridgeshire are in the bottom 10% in the region for adult skills deprivation (all in market towns/rural areas)
- Working age adults with no qualifications are 50% more likely to be unemployed (38% of the population of Fenland have no qualifications)
- 9.3% of the working population have no qualifications and the trend is worsening
- ESOL needs are the highest in Cambridge City
- Growing and dynamic 'migrant worker' population of around 9,000 across Cambridgeshire
- Approximately 8,000 Travellers across Cambridgeshire - mainly based in Fenland or South Cambridgeshire. Travellers suffer discrimination from a very young age and as adults and their educational and economic prospects are fundamentally damaged as a consequence.

Enterprise

- Overall reduction in VAT Registrations per 10,000 adults from 2002-2007 (TERU Economic Participation Study) with Cambridge City, East Cambridgeshire and Fenland Districts experiencing a decline in VAT registered business stocks per area
- 84% of Cambridgeshire businesses employ fewer than 10 people
- Lowest job density and highest levels of out commuting in East Cambridgeshire

These statistics illustrate the range of challenges which need to be addressed across much of Cambridgeshire which is predominantly rural in nature and where accessibility to services, education, training and employment is in some instances very limited made worse by an inadequate public transport system. The relatively low wage economy which is the norm for the northern part of the county undermines aspirations and for adults often translates to long working weeks which leaves little or no time for personal development or activities which may improve their skills and hence their earning powers. The hugely predominant small firm economy inevitably limits prospects for promotion and training with many firms only thinking around succession issues as retirement age looms near. In some ways this helps spawn more micro enterprises but the dominant pattern is more around self employment rather than growing entrepreneurial activity.

What activities will be delivered to address the market failure?

The former Investing in Communities programmes for 2006/7 and 2007/8 were subject to independent evaluations with a focus on ensuring the targeting was appropriate and generating outputs and impacts. Roger Tym and Partners who undertook the evaluations concluded that the targeting from both geographical and thematic perspectives were appropriate taking into account the evidence base which had been developed by OCSI/RTP. Some of these former investments had been effectively mainstreamed and become part of countywide service provision, like learning and vocational skills centres. Other investment was designed to build the capacity of the third sector in for example developing more professional approaches to tendering in order to win contracts for service delivery. What was evident was that Cambridgeshire's needs were to be found in almost 'niche' communities of interest which were often geographically widely spread, as in those with work limiting illness.

The broad areas of activities to be delivered address geographically deprived areas as well as skills and employability needs with varying different target beneficiaries taking account of the diversity of the Cambridgeshire population.

Skills

Key activities involve learning and improving skills to address the fundamental deficits of both aspects in the targeted communities both through creating opportunities to engage in activities where learning is often achieved through fun activities and volunteering with support provided in totally non threatening environments. This will focus on Littleport, Chatteris and Oxmoor; lap top loans working with economically inactive adults: supporting Pakistani, Bangladeshi and Afro Caribbean communities in Cambridge, Huntingdon and St Ives and using the Cultural Olympiad to engage with a raft of new people in the same targeted 'deprived' or underperforming communities. Travellers in Fenland and South Cambridgeshire as well as 'migrants' in Fenland will be a focus. Developing routes to sustainability are important and hence further investment in mainstream libraries securing learning centres through enhancing provision as remodelling is taking place.

Such activities present opportunities for people who find accessing such services difficult. By providing flexible and innovative approaches with outreach, equipment and activities combined with improved local facilities more people will be engaging in learning often

for the first time since leaving school.

Employability

For many young people vocational skills will be more important than academic attainment and in order to increase potential access to courses and facilities the continued investment in vocational skills centres across Cambridgeshire, focusing on those schools and colleges which perform less well, remains a priority. The strategic approach adopted has done much to enhance the investment made by the Learning & Skills and County Councils and enabled the provision to be rolled out more quickly and comprehensively than would otherwise be the case. This need is heightened not only by the ambitious timetable of government but also reflects the fact that the County Education Authority secures one of the poorest funding allocations from government of any local authority in the country. For 2009/10 an exciting aspect of this investment area is a proposed public/private sector partnership which will see a vocational Engineering Centre developed in Chatteris. Another key barrier is access to transport to be able to get to and from a place of work in 'relatively' timely fashion –a particular challenge in the Fens and much of rural Cambridgeshire.

Enterprise

Within the vocational skills investment it is intended to include activities to raise awareness of and grow entrepreneurial skills. Enterprise activity support will continue to focus on Fenland, parts of Huntingdonshire and parts of Cambridge in providing 1:1 advisory support and related courses complemented by the activities of Business Link East and relevant referrals. Investment in ensuring ethnic minority groups are starting and operating businesses in compliance with regulations is seen as important taking into account the very significant influx of migrants and the ever changing scene for Travellers. To increase business creation opportunities enterprise investment will be made in workspace units in March and Huntingdon North where market failure is evident, with the latter being a community interest company to encourage social enterprises. These capital investments are seen as critical to grow the stock of businesses as the local authority commitment to providing such facilities with the exception of Huntingdonshire & Fenland District Councils) is limited by budget constraints and risks in a fragile market. The economic downturn and recent changes in business rating liabilities has only worsened the situation.

Which LAA outcomes and targets will EEDA’s investment contribute to achieving?

LAA indicator	Baseline position	LAA target related output	EEDA spend towards this target	Who else sees this as a priority?	Total partner match towards projects that will support achievement
NI 152: Working age people on out of work	Baseline is 2007/8 with 12.1% - 6,290 customers	1. Number of people assisted to get a job 2. Number of people into	£620,615 will remove barriers to employment for	Local JCP, Local authorities, COWA, High	Partner matched funding is £719,000 coming

benefits (Fenland focus)	Annual targets LAA: 08/9 11.8% <156 09/10 11.5%<156 10/11 11.1%<208	work 3. Number of jobs created.	900 people, which will lead to at least 135 people into work in 2009/10. This includes 30 jobs created.	Schools and colleges	from CHS, Cambridgeshire County Council, NWES, National Lottery, Luminus, COWA, Cambridgeshire NHS.
NI 163: Working age population qualified to at least Level 2 or higher	2006 -- 260,700 had level 2 qualification and objective by 2011 is 282,900 Target not yet agreed but 3% p.a. by 2011 requires an additional 22,200 Level 2+ qualifications. Key issue Train to Gain take up by private sector.	1. number of people referred to a level 2 qualification 2. number of people enrolled to a level 2 qualification 3. number of people gained a level 2 qualification	£888,073 will support: ➤ 280 people enrolled to a level 2 qualification . This will lead to 260 people gaining a level 2 qualification or equivalent. ➤ 155 people to gain SfL qualifications which will help to achieve a level 2 qualification in the long term. ➤ 460 people in first step learning.	Local LSC, local authorities, local colleges, third sector	Partner matched funding is £1,874,000 coming from CHS, Cambridgeshire County Council, private sector investment, Luminus, National Lottery, Huntingdonshire District Council, Huntingdonshire Regional College, CoWA.
<i>Local Indicator NI 172: Numbers of VAT registered businesses in the</i>	<i>Target not yet agreed and recognising difficulties with economic downturn</i>	1. <i>number of small businesses supported to improve performance</i> 2. <i>number of business start</i>	<i>£199,461 will support 30 new business start ups and 26</i>	<i>BLE will lead with support from the LSC, JCP, Local authorities.</i>	<i>Matched funding is £294,600 from Huntingdonshire District Council,</i>

<i>area showing growth</i>	<i>already creating concerns</i> <i>Key here is PAYE aspect more appropriate for liC interventions.</i>	<i>ups</i> <i>3. number of small businesses who demonstrated employment growth</i>	<i>businesses supported to improve their performance.</i>	<i>Projects supporting this include CREAM, March Workspace and past investment in Octavia Hill offices.</i>	<i>Luminus, Huntingdonshire Regional College, NWES.</i>
NI 182 Satisfaction of businesses with local authority regulation service	Target not yet agreed	Number of small businesses operated by ethnic minorities attended Fair Trader Training course.	£14,303 will support 15 small businesses to become more Compliant with Trading Standards Legislation and Better marketed.	CCC and Trading Standards	Matched funding £13,625 from Trading Standards.
NI 1 Percentage of people who believe people from different background get on well together	To be established in January 2009	1. Number of volunteering and community activities which enhance confidence and skills and builds cohesion 2. Number of people involved in community activities who progress on to regular volunteering, courses or into work	£44,091 resulting in 36 community cohesion activities focussing on first step learning or improving confidence levels. The activities will involve at least 360 people.	Local authorities including police and health authorities.	Matched funding is £19,280 coming from Cambridgeshire County Council and Cambridgeshire NHS.
NI 7 Environment for a thriving third sector	To be established at county level by March 2009	1. Third sector organisations delivering liC funded projects – 2. Number of third sector organisations supported to improve performance	£145,921 will help the development of a social enterprise centre. As this is enabling building the		Partner matched funding is £139,000 from Luminus, Huntingdon District Council and

		3. Number of people into volunteering	infrastructure outputs will not be achieved in 2009/10. 10 third sector organizations will be supported to improve performance. 100 people will enter volunteering.		Huntingdonshire Regional College
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Is there any spatial dimension to your proposals?

The planned investment covers a blend of geographical and thematic targets with the focus on individuals who experience a wide range of social exclusion. There are 16 SOAs falling within the most deprived 10% in the East of England with 5 of these in Cambridge (Abbey and King’s Hedges), 4 in Huntingdonshire (Oxmoor) and 7 in Fenland (Waterlees-north Wisbech and Elm, Parson Drove, Christchurch and Wisbech St Mary). In approximate terms around 70% of the Investing in Communities budget is apportioned to the identified geographical areas of need with a rather broad view taken of investment across Fenland with the 30% being invested on a thematic basis.

The planned investments reflect this ‘need’ and the Fenland focus with the Rosmini Centre, March Workspace, Wisbech Learning Centre, the Wheels to Work scheme and the Chatteris based Fenland Engineering Skills Centre will provide sustainable developments to enable greater economic participation for years to come. In addition there are investments proposed in North Huntingdon around social/enterprise space which should help raise local aspirations and provide wider employment opportunities. The investment made and planned to be made in progressing the development of the vocational skills centres has always had a focus on those schools with greatest need where the Investing in Communities has been concentrated. The matched funding of the LSC, County Council and schools has in part enabled other investments to take place which build the collaborative delivery models needed to provide the choice to the young people which is the governments target. Enabling pupils to travel between the various centres will be essential if full ambitions are to be realised.

Other investments reflect a need amongst particularly disadvantaged communities. The New Horizons lap top loan scheme has given social housing tenants access to training and lap tops for a period which has helped build skills, confidence and employment prospects for many individuals – with the key being support in confidential non threatening environments.

Traveller investment supports a community which faces significant discrimination with large Traveller communities to be found in Fenland

and South Cambridgeshire. Similarly the modest investment made in supporting the Bangladeshi, Pakistani & Afro Caribbean communities in Cambridge and Huntingdonshire reflect their marginalisation through language and cultural issues which often make them the most financially deprived members of society. The Learning communities targets have reflected needs with Wisbech and Ramsey being 'sustainable' and the former rolling out to rural parishes. The investment will be rolled out to new communities including Wisbech North, Littleport, Chatteris, Eynesbury and Oxmoor. The investment in the Cultural Olympiad activities is to be focused on areas of need and through sports, arts and culture should engage a different range of people who through volunteering will learn a wide range of skill sets with organisation and team work high amongst the requirements. In both Wisbech and Ramsey planned investment in learning centres in the new or enhanced libraries will provide sustainable access to learning facilities which enables people to progress learning.

Some projects are of course county wide, as in the lap top loan scheme, supporting those with work-limiting illness with some of the investments which are focussed on disadvantaged communities also accepting wider communities as participants where capacity allows.

What Strategic Added Value will be gained from delivering this programme?

The investments made have addressed identified gaps in provision, built capacity in some communities and have enhanced mainstream investment which has helped build an infrastructure to enable more individuals to pursue courses to improve their skills or get a job. The initial research undertaken for the programme by Roger Tym & Partners and OCSI contributed to identifying 'Cambridgeshire needs' as articulated in the Local Area Agreement and subsequent Vision for Cambridgeshire. Within the Local Area Agreement the Investing in Communities approach contributes to three themes – 'Economic Prosperity', 'Safer & Stronger Communities' and 'Equality and Inclusion'. The Economic Prosperity theme is well detailed above but it is worth stressing that community cohesion issues are addressed in some of the 'social inclusion' work whether with migrants, Travellers, Bangladeshi, Pakistani & Afro-Caribbean communities. With all interventions having to undertake Equality Impact Assessments the issues of Equality and Inclusion are dealt with at the outset and having these approaches embedded within the LAA reinforces the benefits for all.

In building the Investing in Communities programme and integrating it with the LAA all research that has contributed to the programme has been very readily shared to ensure that the optimum benefits can accrue from latest findings. Some research has been very focused – like Rosa Blunt's research into Fenland NEET issues and on a county wide basis the 'Cambridgeshire Research into Education, Training and Employment Opportunities for People with Physical & Sensory Impairments'. But it has also been important to reinforce the County context within the Region and work like that undertaken by the Centre for Economic & Social Inclusion and MENTER on BME Access to Skills, Employment and Enterprise Services and EEDA's 'English Language Strategy for Migrant Workers in the East of England' have proved invaluable.

By bringing together data sets which quantified the make up of the county it helped further inform wider audiences of the needs which the county has. This information proved important in contributing to the Sub Regional Economic Strategy (SRES) with a focus for Investing in Communities under 'Benefiting All' (currently being revised). The SRES recognises the critical importance of having a well motivated and qualified workforce which can serve the needs of the economy as it is an increasingly determining factor in attracting investment by the private sector whether indigenous or from overseas.

In delivering the investments across the themes and geographies the LiC Operating Group partners have been encouraged to work together and add value to mutual advantage. This synergy is bringing together delivery partners who would never have met without the benefit of the programme has been a positive force for all concerned in the programme and broadened the perspectives of all delivery partners in different ways. An example would be the more outward looking Octavia Hill Birthplace Trust Museum project and their linkages with migrants at the Rosmini Centre about opportunities for volunteering and cultural integration and with CREAM in respect of available space to rent and wider business support. This added value aspect has not been given a monetary value but has been very important. For a wider audience the development of Case studies and quarterly updated Project Summaries of what has been achieved has been critical in gaining wider understanding of the objectives and how to do things differently. An interesting spin off from this was the recent joint LiC and Information, Advice & Guidance workshop held at St Ives on 21st October. This transparent sharing of information has been well received by all involved or touched by the programme.

What has also helped in adding value has been the strengthening of partnership working, starting with the LiC Strategic Board, but including the Economic Development and Enterprise Forum and finally the Greater Cambridge Partnership Operating and Partnership Boards. This has brought together the public, private and third sectors in debating issues of mutual concern deepening understanding and growing the appreciation of differing perspectives. From such collaborative working well rounded discussions flow and sound ways forward are found. In delivering the programme in Cambridgeshire a 'grass roots' approach has been undertaken and where possible the delivery organisations have been third sector organisations – 63% in 2008/9 and 45% in 2007/8.

Whilst the governance structures are still being rationalised to meet with the needs of the LAA themes appropriate transitional arrangements are being put in place to enable timely decisions to be made. This includes arrangements with the Greater Cambridge Partnership Board becoming the responsible driving body for the monitoring of the Economic Prosperity theme of the LAA. At the same time the Greater Cambridge Partnership has been sub contracted by the County Council to deliver the Investing in Communities programme building on the experience and performance of the team in place. Ultimately the Cambridgeshire Together Board (20th November) and The Cambridgeshire County Council Cabinet will sign off the investment proposals as the accountable body for the funding respectively during December.

How will success be measured?

In headline terms the Investing in Communities programme for Cambridgeshire will capture deliverable benefits which contribute to the following RES goals;

- **Improved productivity and prosperity** e.g. supporting new businesses to start, social enterprises to form and self employment
- **Increased numbers of people employed** e.g. improving mobility, better matching skills and removing barriers to work
- **Improved skills for beneficiaries by** e.g. through engaging learning and supporting vocational skills
- **Greater levels of equality** e.g. supporting Travellers, migrants and BME communities with ESOL and general entry level skills to grow confidence

Outputs and outcomes will be captured through robust reporting mechanisms required of our delivery partners and performance will be

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monitored through quarterly updates on what is being achieved on the ground against spend submitted by all project leads. This will often capture absolute numbers by way of outputs (to meet BERRs requirements) and outcomes where possible. It has to be acknowledged that in terms of greater contextual data collection the intervals for measuring change is often six monthly if not annually and account will need to be made of this when reporting. Of particular concern is the value placed on sample surveys to respond to community cohesion issues as it is recognised any sample, or untimely external event can markedly skew responses. A collective sub regional progress report will be collated quarterly and forwarded to EEDA as appropriate. All such reports will be audited by the County Council to meet their requirements and any actions required following such auditing will be rigorously followed up. A risk register for all projects is maintained and these are monitored to take account of any changed circumstances.

Whilst the investment made will focus on the contribution it makes to the Cambridgeshire Local Area Agreement and any priority National Indicators identified by the Cambridgeshire Together Board the programme will clearly contribute to many of the other 164 National Indicators. This information will be collated quarterly where possible so that the true impacts of the investment can be captured. This will include numbers of people into employment, those with qualifications and those on route to securing them. Contributions made to enable business development and growth will be captured and shared with lead partners for this activity so that the real GVA can be captured. Impacts on CO₂ emissions will be a more marginal aspect of the programme albeit contributions made to workspace will link back to The Excellence Framework and BREEAM ratings and information relating to the carbon footprints determined as far as possible.

An independent evaluation of the impact of the programme has been undertaken twice and the findings enabled lessons learnt to be applied to improve future programme delivery. Each project and the overall programme is subject to an Equality Impact Assessment to ensure equality issues are fully embedded in every aspect of design and delivery. The programme team will carry out an evaluation of the programme by the end of May 2009 using a development of the Evaluation Framework.

The flow chart below has been adapted from the RDA Impact Evaluation Framework and shows how the core impacts of the investment will be captured but it is acknowledged that the comprehensive impacts will go beyond the local priorities some of which we will capture through partners.

Impact Evaluation Framework for the Cambridgeshire LAA

