



REACH & IMPACT
awareness • engagement • access

What is the Reach & Impact project about?

One East Midlands' Reach & Impact project is an ERDF (European Regional Development Fund) and BIG Lottery funded project delivering a range of support activities for funding advisers to increase their knowledge and understanding of ERDF funding so that they are better able to advise third sector organisations. The project is primarily focused on increasing awareness and encouraging third sector organisations across the East Midlands to engage in the ERDF programme and to ensure they have the right information to access this stream of European funding.

Activity focuses on:

- Increasing awareness
- Increasing voluntary and community sector (VCS) engagement
- Unlocking potential match funding
- Supporting the development of local collaborative approaches
- Improving impact and learning in targeted communities

The project delivers a range of support activities including:

- Case studies and publicity to increase awareness and understanding of practical applications of ERDF
- Focused events and for VCS organisations to increase engagement
- Develop tools and resources for funding advisers to build capacity to advise on ERDF funding
- Identifying new potential sources of match with traditional VCS funders
- Support East Midlands Councils in the role of developing learning, and capacity within targeted communities by:
 - Supporting collaborative local partnerships with VCS organisations
 - Supporting peer learning between targeted communities

The beneficiaries and target audience are:

- VCS organisations across the East Midlands
- VCS support providers
- VCS funders and investors
- Providers of VCS funding advice
- Existing third sector projects delivering ERDF projects
- Local Authorities leads in targeted areas

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