



PROSPECTUS  
2014/2015

# Reach & Impact Prospectus 2014/2015

The One East Midlands' Reach & Impact project team is delighted to introduce our 2014/2015 prospectus; containing a series of workshops aimed at raising awareness of the European Regional Development Fund (ERDF), the 2014-20 European Structural Investment Funds (ESIF) programme and building the capacity and knowledge of the voluntary and community sector (VCS) to access this stream of funding.



The workshops are designed to provide clear, comprehensive information and guidance for VCS organisations operating in the East Midlands. The format and content of workshops varies from basic introductions to more detailed technical issues; providing a range of support for the ERDF novice through to those currently delivering an ERDF project under the current programme (2007-2013) or interested in accessing funding under the new 2014-20 ESIF programme.

## What our beneficiaries say ...



Good opportunity to reflect on wider picture and meet as a collective. Interesting and fruitful networking opportunity  
**Delegate, Preparing to Collaborate 2014**

I think this workshop was really useful and will enable me to advise organisations of effective models they can use to develop their economic initiatives and support bids and tenders  
**Delegate, Understanding Your Local Economy 2013**

It was an easily understandable conference to show ways to access and collaborate with other groups and services  
**Delegate, Preparing to Collaborate 2014**

I learnt a lot from today's workshops - both very useful and informative  
**Delegate, Understanding Your Local Economy 2013**

Outstandingly useful, thank you  
**Delegate, Information Event 2013**



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*Keep reading to  
find out more...*

# Introduction to the EU Structural and Investment Funds

**From January 2014 a new seven year cycle of European Funding programmes begins. As well as funding opportunities directly from Europe through a range of bespoke and targeted investment programmes, there will also be a new round of EU Structural and Investment Funds which are distributed through the UK Government.**

The EU Structural and Investment Funds (SIF) exist to increase social and economic prosperity across Europe and reduce the gaps between regions; creating a more competitive, prosperous and inclusive Europe. The EU SIF comprises four investment streams; the European Regional Development Fund (ERDF), the European Social Fund (ESF), the European Agricultural Fund for Rural Development (EAFRD) and the European Maritime and Fisheries Fund (EMFF). In England, ERDF, ESF and part of EAFRD will be brought together into an EU Structural and Investment Funds Growth Programme. The top priorities of this programme are innovation, support for SMEs (small and medium sized enterprises), low carbon, skills, employment and social inclusion.

The €6 billion England growth programme has been broken down with the funds allocated by Local Enterprise Partnership (LEP) areas. Each LEP area has a nominal allocation and LEPs have been asked to develop an EU SIF strategy to help prioritise investment. In developing its strategy, the LEP is required to work with and reflect the interests of a broad range of economic, social and environmental partners; including VCS organisations, businesses, rural partners and further and higher education institutions.

There are some significant changes to the way the programme will be delivered in the 2014-20 programme compared to 2007-13. This includes support from the BIG Lottery Fund and the Skills Funding Agency, who have offered LEPs match funding for priorities that align with their own priorities.

**The EU Structural and Investment funds programme is a real opportunity for VCS organisations to enable and create economic inclusion in local communities. Through accessing this funding the VCS can have a proactive role in ensuring economic development, growth and sustainability can take place in local communities.**

### Other information

The programme is likely to be open for calls mid to late 2014. For more information on the structure of the programme, allocation of funding per LEP and timescales please visit:

[www.oneeastmidlands.org.uk/reachandimpact](http://www.oneeastmidlands.org.uk/reachandimpact)

## What is the Reach & Impact project?

One East Midlands' Reach & Impact project is an ERDF and BIG Lottery Fund technical assistance project delivering a range of activities to support funding advisers to engage with ERDF. The project's focus is to increase their knowledge and understanding of ERDF funding so that they are better able to advise VCS organisations. The project is primarily focused on increasing awareness and encouraging VCS 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.



## What is One East Midlands?

One East Midlands is the regional network for the VCS. We bring experience, knowledge of and reach across the VCS and wider civil society / third sector through our extensive membership and network of partners and stakeholders. We are the recognised point of contact for the public sector into the third sector and we have effective and credible mechanisms in place for disseminating information, sharing good practice and bringing agencies together. Our primary function is to 'maximise the role of the VCS as an influential, valued and equal partner in all policy development.'



## Get in touch:

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Website: [www.oneeastmidlands.org.uk/reachandimpact](http://www.oneeastmidlands.org.uk/reachandimpact)



# Eligibility

These knowledge and capacity building sessions are **FREE** and available to:

- VCS organisations based/operating in the East Midlands; including charities, community interest companies, social enterprises, community and voluntary organisations.
- Funding Advisers; including anyone who has a remit to provide funding advice and support to the VCS.

If you are not sure if you are eligible to enrol or would like to get further clarification on the sessions, please contact us.

# How to enrol

If you are interested in enrolling for any of the sessions in this prospectus, you will need to:

## Step 1

Complete an expression of interest form by Friday 16th May 2014. Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register.

## Step 2

We will then set dates and organise venues for the sessions where there is enough demand to run them. We need a minimum of 10 delegates to run sessions.

## Step 3

We will contact you to invite you to book onto the session(s) you expressed an interest in.

If you are not able to make the date of the workshop, we are happy to provide one-to-one support and online/telephone support wherever possible, subject to staff availability.

# Introduction to EU Structural and Investment Funds programme 2014-20

**This half day session will provide a basic introduction and clear overview of the role of LEPs and the structure of the next EU Structural Funds programme.**

The LEPs have a new strategic role in the delivery of the next round of EU Funds, including ERDF and ESF, from 2014-2020. LEPs will be responsible for ensuring local growth outcomes are delivered by working with a range of local partners, including the VCS.

In maximising the VCS role in enabling economic inclusion, it has become even more important for the VCS to demonstrate their social and economic contribution and the key role they can play under the EU structural funds programme.

This workshop provides that basic level of understanding for small VCS organisations that haven't accessed this funding before and would be interested in potentially applying for funding when the programme opens or influencing how investments are made locally.

## By attending this workshop delegates will be able to:

- Understand the basics of EU Structural Funding, focusing on European Regional Development Funding;
  - Understand the future role of LEPs in EU Structural Funding;
- Understand what the 2014-20 EU Structural Funds programme will look at;
- Understand and plan for opportunities that exist for VCS organisations in the next programme; and
- Understand LEP priorities and how the VCS could have a role in meeting some of those priorities.

## Who should attend?

This workshop is suitable for trustees, management committee members, CEOs, managers, funding advisers and development officers who have very limited or no knowledge of EU Structural and Investment Funding.

## Other information

- No prior knowledge needed. This workshop is a basic introduction to the EU Structural and Investment Funds programme and the role of LEPs in this programme.
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.

**This is a half day workshop**

# Introduction to understanding your local economy (part 1)

**Community organisations can make important and positive changes to their local community economy that enables economic growth and development to happen. To make informed decisions VCS organisations need a thorough understanding of their community's local economy.**

This workshop focuses on helping you to identify, develop and evidence the demand for a project that meets the economic needs of the community. The session will help you to assess the economic needs of your local community, identify where you can find statistical data to support the need for the project and the steps needed to develop and scope the project.

**This is a half day workshop**

## Who should attend?

This workshop is suitable for, trustees and management committee members, CEOs, managers, funding advisers and development workers who are new to developing projects in the community with an economic focus.

## By attending this workshop delegates will be able to:

- Understand how their local economy works and learn about how money flows into and out of that community;
- Consider ways in which community-based action can be used towards developing a more sustainable local economy; and
- Be able to recognise sustainable local economic development through the use of economic measurement tools and techniques.

## Other information

- No prior knowledge needed. This workshop is a basic introduction to understanding your local economy and developing projects that have an economic focus.
- This is part one of a two part course on local economy and your economic contribution (see course ref. 003).
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.



# Understanding your local economy and measuring your economic contribution (part 2)

**This workshop follows on from 'Introduction to understanding your local economy – ref. 002' and looks at how you set up a framework that will help you measure your economic contribution and impact.**

In the current economic climate, more than ever before, commissioners and funders want to see value for money - as do the trustees of charities, directors and investors. Organisations are often asked to demonstrate their value even when that means trying to put a financial value on things that were previously considered immeasurable in financial terms. The task is to demonstrate why investing in a particular project or organisation will provide added value through the outcomes they achieve and the changes they bring about.

This session will focus on the utilisation of recognised tools and techniques for the measurement of economic impact within an organisation e.g. LM3, Social Return on Investment (SROI) and other relevant tools. We will look at simple ways for smaller organisations to prove their economic impact and consider some economic indicators and financial proxies that are being used in current practice.

This session provides a step by step introduction to defining how you measure the social and economic impact of an organisation. It offers insight into applying a simple process to develop a social/economic impact framework for an organisation.

## Who should attend?

This workshop is suitable for trustees and management committee, CEOs, managers, funding advisers and development workers who are developing/delivering projects in the community with an economic focus.

## By attending this workshop delegates will be able to:

- Understand the importance and relevance of measuring economic impact;
- Learn how to develop a framework/system to measure the economic/social impact of your project / organisation; and
- Explore various tools that can help to measure economic and social impact.

## Other information

- Some prior knowledge around project development/delivery is required. This workshop looks at understanding and measuring the economic impact and contribution of your project.
- This is the second part of a two part course on local economy and your economic contribution (see course ref. 002).
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.

**This is a half day workshop**

# How to apply for ERDF funding within the 2014-20 ESIF Programme

**Applying for and managing European funding can be complicated and daunting for first-time applicants.**

This session will look at the practical process of applying for ERDF funding. The session will provide an overview of the principles to consider in making an ERDF application and how the process may vary depending on the involvement of a national match-funder.

## After attending this workshop delegates will be able to:

- Understand the programme objectives and priorities;
- Receive an overview of the application process;
- Understand how to evidence the need/business case for their project;
- Receive guidance on how to effectively respond to application questions;
  - Consider match funding options; and
- Understand how to consider State Aid Rules and EU procurement issues when applying for ERDF.

**Half day, full day workshops available**

## Who should attend?

This workshop is suitable for trustees and management committee members, CEOs, managers, funding advisers and development workers who are developing/delivering projects in the community with an economic focus.

## Other information

- Some prior knowledge needed, around project development/delivery. This workshop looks at the application process involved in obtaining ERDF funding.
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.

# Preparing to collaborate

This workshop investigates the steps involved in developing models of consortia that could be funded by the EU Structural and Investment Funds programme and highlights potential collaboration opportunities based on local LEP priorities. There will be the opportunity to discuss project ideas, network and start to build links with potential partners.

This is a  
half day  
workshop

## Who should attend?

This workshop is suitable for CEOs, managers, funding advisers, development workers, trustees and management committee members who are new to developing collaborative projects that could be funded through the EU Structural and Investment Funds programme 2014-20.

## By attending this workshop delegates will be able to:

- Understand the different collaborative models that could be developed;
- Understand the likely risks of each model (model appraisal);
- Learn about adhering to EU and ERDF rules and regulations;
- Understand the key success factors of developing a consortium;
- Learn from case studies and share experiences of collaborative working;
- Learn how potential collaboration models might access seed-corn funding for pre-feasibility and feasibility of consortia development;
- Identify areas of collaboration that could be funded under the next EU Structural and Investment Funds programme; and
- Highlight some opportunities for collaboration from the local LEPs' investment strategy.

## Other information

- Prior basic knowledge of the EU Structural and Investment Funds programme is required. This workshop looks at the potential for developing collaborative projects that could be funded under the new programme.
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.

# Project management

**Effective project management of an ERDF project is essential in ensuring the project achieves its objectives, outputs and in meeting the requirements of the fund. ERDF activities often focus on difficult economic issues in areas of disadvantage, requiring robust project management. However, management must additionally take into account the exacting ERDF regulations – or face withdrawal of funding and even post project claw-back.**

Project planning and delivery therefore needs to be an informed and managed process which is based on sound project management skills that take into account the ERDF compliance issues. The European Commission has considerable powers to monitor, control and restrict the forms and levels of aid given by all Member States to their industries including tips on keeping an audit trail, ensuring sufficient cash flow, monitoring and evaluation and adhering to the ERDF procurement policy.

## By attending this workshop delegates will be able to:

- Identify the key compliance areas relevant to ERDF project delivery;
- Integrate cross cutting programme objectives into project delivery such as equality and diversity and sustainable development;
  - Plan activities that lead to quantifiable project results;
- Understand how to consider State Aid rules and EU procurement issues in managing the delivery of the project;
  - Identify and manage project risks;
- Understand and consider ERDF project monitoring and reporting systems;
  - Implement audit and controls and ensure effective financial management; and
  - Gain practical tips.

**This is a full day workshop**

## Who should attend?

This workshop is suitable for trustees, management committee members, CEOs, senior staff and project managers who are involved or will be involved in the project management of an ERDF funded project.

## Other information

- Prior basic knowledge of the EU Structural and Investment funds programme is required. This workshop covers some technical and complex issues relating to project management of an ERDF project.
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.

# Marketing and publicity of an ERDF project

Promoting and marketing your ERDF project is an important aspect of project delivery. This session provides guidance, hints and tips to effective marketing of your ERDF project and complying with the ERDF marketing guidance.

This is a half day workshop

By attending this workshop delegates will be able to:

- Understand and be able to adhere to ERDF branding and publicity requirements;
- Consider ways to effectively market their ERDF project and track the impact of their marketing; and
- Evidence the marketing/publicity of their ERDF project.

## Who should attend?

This session is suitable for trustees, management committee members, managers, information/media/communication/marketing officers, trustees and management committee members responsible for the communications/marketing work of the organisation.

## Other information

- Some prior knowledge needed, around project development/delivery, including understanding ERDF compliance relating to marketing and publicity of ERDF projects.
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.

# Financial management

**Understanding financial management and having good financial procedures is essential when applying and delivering an ERDF project. This session covers the fundamental rules relating to eligibility of ERDF expenditure, project match funding and management of revenue and provides a basis for applicants to manage budgets through to claim preparation.**

This session will be of value to all organisations involved in ERDF project delivery from the planning stage at application preparation through to delivery of the project and preparing for claims.

## By attending this workshop delegates will be able to:

- Identify and understand ERDF eligible expenditure that are compliant with EU Regulations;
- Understand what constitutes direct costs related to the project and apportionment methodologies for salaries/overheads;
  - Manage match funding and cash flow;
- Implement clear audit procedures and financial procedures;
- Prepare ahead for the claims and monitoring process; and
  - Consider EU procurement guidelines.

## Who should attend?

This workshop is suitable for trustees, management committee members, CEOs, senior staff, project managers and finance staff who are involved or will be involved in managing the finances of an ERDF funded project.

## Other information

- Some prior knowledge needed, around project development/delivery. This workshop will cover some technical and complex issues relating to the financial management of an ERDF project.
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.

**This is a full day workshop**

# Evaluation, monitoring and audit of an ERDF project

Part of delivering an ERDF funded project is being prepared for an audit of your project and adhering to the European Commission audit regulations. This session will provide an overview of the audit process and good practice guidance on how to keep prepared for an audit.

## By attending this workshop delegates will be able to:

- Get an overview of the European Commission audit regulations and what this means for you;
- Receive an introduction to the audit process, including different levels of audit and what each involves;
- Understand output and outcome monitoring;
  - Evaluate project delivery impact;
  - Plan and schedule for project closure; and
  - Prepare (and stay prepared) for audit.

This is a half day workshop

## Who should attend?

This workshop is suitable for, trustees, management committee members, CEOs, senior staff, project managers and finance staff who are involved or will be involved in the project management of an ERDF funded project.

## Other information

- Some prior knowledge needed, around project development/delivery. This workshop will cover some technical and complex issues related to preparing for audit when delivering an ERDF project.
- Please note that One East Midlands will not provide any specific legal advice for your organisation or project. Obtaining correct legal advice will remain the responsibility of your organisation.
- Visit [www.oneeastmidlands.org.uk/registrationofinterest](http://www.oneeastmidlands.org.uk/registrationofinterest) to register your interest in this course.



**REACH&IMPACT**  
awareness • engagement • access

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