

Sustainability Report

IAG Learning Gateway – IIC 2988, NNCP 0708-05

Learning for Everyone
c/o North Norfolk District Council
Council Offices
Holt Road
Cromer
Norfolk
NR27 9EN



Project Manager – John P Morgan

Version Updated June 2009



1 Contents

| | | |
|-----------|---------------------------------|----------------|
| 1 | Contents | Page 3 |
| 2 | Terms of Reference | Page 4 |
| 3 | Summary | Page 5 |
| 4 | Introduction | Page 6 |
| 5 | Methods of Investigation | Page 7 |
| 6 | Main Body of Report | Page 8 |
| 7 | Conclusions | Page 15 |
| 8 | Recommendations | Page 16 |
| 9 | Bibliography | Page 17 |
| 10 | Appendices | Page 19 |

2 Terms of Reference

From the project initiation it was recognised as best practice that the investigation of an exit or sustainability strategy would form one of the project tasks under the project plan (IAG Gateway Project Initiation Document, 2008) of the Learning and Skills IAG (information, advice and guidance) Gateway project. Indeed one of the key strategic funders, Investing In Communities Norfolk, made it a condition of their financial support that 'a full report must be produced ...to demonstrate how the project will be sustained' (IIC offer letter 19 October 2007, see IAG Gateway Project Initiation Document, 2008).

This report sets out to meet these requirements. It will review the impact of the project on the local sustainability framework as well as reviewing ongoing work for the commercial sustainability of the initiative.

3 Summary

The Gateway project respects sustainability issues as evidenced by several years of practice by the project team. In addition it is making a contribution to the delivery of the sustainable community strategy for Norfolk 2003-2023, Norfolk Ambition.

The main body of this report focuses on three sections:

1. local sustainability issues
2. project resource sustainability
3. funding sustainability

Using project outputs and the East of England sustainability toolkit, it is shown that Gateway is making a significantly positive contribution to local sustainability issues.

There are concerns that the project is stretching its staff resources. This has been identified in the SAR (Self Assessment Report) and is being tackled as part of the QIP (Quality Improvement Plan).

Key to future sustainability is the issue of continued funding. A number of future funding elements are in place. In addition Gateway is seen as fundamental for the delivery of the Positive Local Leadership and the Better Jobs and Prospects Action plans for NNDC and NNCP. In July we expect to hear the result of an Interreg bid, which if successful will see Gateway funded until 2012. If it is not successful then we will seek support from our significant strategic partners to support sustainability.

4 Introduction

The Learning and Skills IAG Gateway project (Gateway) also known as Learning and Skills IAG, is a local response to two of the main recommendations of the Leitch Report (Leitch 2006):

- Increase people's aspirations and awareness of the value of skills to them and their families
- Create a new integrated employment and skills service

Both recommendations were targeted at the 'fragmented information silos' that was perceived as the information, advice and guidance service that was available. This project has provided an accessible single point of contact for the delivery of careers advice for adults in North Norfolk.

The project came out of research by the North Norfolk Skills Partnership following the closure of the last FE College run learning centres in North Norfolk at Fakenham and Sheringham (Report on the College of West Anglia Outreach Centre Closures 2007). It was designed to provide locally accessible IAG. This would in turn help to promote current training provision as well as inform future provision.

This approach has produced dividends. Numbers of participants in training are up, 80 plus people have been helped into new or better employment (cumulative project outputs reported to IIC as of claim 1 2009/10). The East of England sustainable development toolkit further supports that the project is having an overwhelmingly positive impact on local sustainable development.

The project has become a cornerstone in the delivery of the economic development strategy of both North Norfolk District Council and the North Norfolk Community Partnership, the local LSP. Thus the initiative has been included in a major bid for future funds through Interreg and features prominently on the Action Plan for North Norfolk to combat the economic downturn.

5 Methods of Investigation

The main body of the report is divided into three sections. The first is a review of the impact of the project on local sustainability, this uses the East of England's Sustainable Development toolkit. The toolkit findings are then further supported by a review of the projects key performance indicators as evidenced by client survey of early 2009.

The second element is based on the sustainability of current project resources, in particular those of the people carrying out the actual delivery and this draws on the recent Self Assessment Report (SAR May 2009).

The third and final element is a review of the sustainability of the funding streams. As a number of streams are not established yet, for example the Adult Advancement Service, and others are awaiting the results of funding applications, Interreg – this element is inconclusive.

6 Main Body of Report

6.1 Impact on local sustainability

This section has two distinct approaches. The first involved the application of the East of England's Sustainable Development toolkit. The second reports on the projects key performance indicators as a measure of the impact on local sustainability.

“Sustainable development is about improving the quality of life for everyone, both now and for generations to come (European Social Fund, 2006 p4). This is an ethos which Learning 4 Everyone, the team who deliver Gateway, have been practicing for several years. Under the old Objective 2 programme sustainable development required consideration and incorporation of the following (Hill 2004):

- Providing the opportunities to allow everyone to fulfil their potential
- Environmental protection and enhancement through the delivery of projects
- Providing the skills that businesses both demand and require – now and in the future.

This has been achieved through targeting and including groups socially excluded, developing partnerships, providing easily accessible and non-threatening support, providing a flexible approach to fit in with people's lifestyles, seeking to reduce waste, local provision to reduce transport needs and raising awareness with clients of practical actions they can take to protect and enhance the environment. This is not an exhaustive list, suffice to say sustainable issues are embedded in everyday practices.

From the local strategic view, Gateway contributes to the sustainable community strategy for Norfolk, 2003-2023, Norfolk Ambition (NCSP, 2008). In particular contributions are being made to the following key themes:

- 1 Inclusive and diverse
- 4 Knowledgeable and skilled
- 8 Economically thriving
- 9 Accessible and well housed

6.1.1 Review of the impacts of local sustainability framework

To gain an impartial view of the project's impacts the East of England's Sustainable Development toolkit was applied. About the toolkit:

'The East of England Regional Assembly (EERA) and the East of England Sustainable Development Round Table (EESDRT) have developed A Sustainable Development Framework for the East of England (SDF). It is intended that the Framework be used as a template for guiding partner organisations in the Region when drawing up their own strategies and action plans. The framework identifies nine high level objectives and a number of relevant indicators for each of these. This is designed to be compatible with the government's UK strategy for sustainable development "A Better Quality of Life".' (<http://www.toolkit-east.org.uk/toolkit/introduction.php>)

The toolkit assesses the impact of the initiative across the seventeen main sections of the local sustainable development framework. The Gateway project was found to have a very positive impact on six main sections, a slightly positive impact on two more and a mixed/neutral impact on a further two. For the remaining seven elements the impact could not be specified, these elements could have a positive benefit but it would be down to the future development of the individual clients as opposed to the other aspects which gain a generic impact from the project.

The main sections which all have a very positive impact are Community Participation, Community Wellbeing, Economy, Inequality, Rural and Skills.

The slightly positive impact elements are Consumption-Lifestyles and Housing. Within the elements of Consumption-Lifestyle, one aspect was rated as having a very positive impact – Meeting Needs Locally.

The mixed or neutral impacts are Raw Materials and Transport. Within Raw Materials, the aspects of Local Sources, Buildings and Efficiency all received a slightly positive impact.

The other elements which are rated as not known in terms of impacts are Agriculture, Biodiversity-Landscape, Buildings-Heritage, Climate Change, Health-Welfare, Pollution-Waste and Water. However, even within these main sections there are a number of elements which demonstrate positive impacts. These elements are detailed in the table below.

Table of positive impacts in other main sections

| Main Section | Sub Section | Response |
|---------------------|---------------------------|-------------------|
| Buildings-Heritage | Vacant Land and Buildings | Slightly positive |
| Buildings-Heritage | Town Centre | Slightly positive |
| Buildings-Heritage | Buildings Re-use | Slightly positive |
| Climate Change | Potential Change | Slightly positive |
| Climate Change | CO2 Emissions | Slightly positive |
| Climate Change | Greenhouse Gases | Slightly positive |
| Health-Welfare | Healthy Behaviour | Slightly positive |
| Health-Welfare | Children | Very positive |
| Health-Welfare | Access to Services | Very positive |
| Health-Welfare | Health at Work | Very positive |
| Health-Welfare | Rural Health | Slightly positive |
| Pollution-Waste | Recycling | Slightly positive |

Thus it can be demonstrated that the project is having a significantly positive impact on regional sustainability.

6.1.2 Performance Indicators

A review of the key performance indicators, that is to say the outputs of the project also demonstrates the positive impact on local sustainability. The survey of client outputs in the first quarter of 2009 found the following results:

| Output | Number |
|---------------------|---------------|
| Improved employment | 57 |
| Into training | 79 |

In addition it should be noted that the evaluation and feedback forms received are overwhelmingly positive in terms of the service received. A more detailed analysis is available in the Self Assessment Report (SAR 2009).

6.2 Sustainability of project resources

In the Self Assessment Report (SAR 2009) the following were noted as threats with regards the delivery capacity of the project team:

- Risk of individual burnout
- Nomadic lifestyle
- No back up cover

To counter these threats the following was including as part of the Quality Improvement Plan (SAR, 2009):

| Key Weakness | Area for Improvement |
|---|--|
| 4 Risk of staff burnout and the need to nurture and enhance current staff resources | Investigate options for increasing staff resources – for example through secondments |

Discussions are underway with Norfolk Guidance Services, part of Norfolk County Council, to investigate the options of a staff secondment so that extra staff cover could be provided.

While staff capacity is a very real risk to the sustainability of the project it can be managed. We are encouraging team members to develop their competencies (as evidenced by two Level 3 and one Level 4 NVQ in IAG in the last twelve months). But the function is not just to deliver the IAG it is also to promote the service and make it more accessible.

6.3 Financial sustainability

This section reviews the various funding streams that are being applied to the project.

6.3.1 next step and the Adult Advancement Service

The LSC (Learning and Skills Council) fund IAG through the next steps brand. Learning 4 Everyone, the skills delivery arm of the North Norfolk Skills Partnership and North Norfolk District Council Economic Development Team, are subcontractors to Suffolk County Council who have the contract to deliver next steps in the East of England. At present this contract is until summer 2010. At that point the new Adult Advancement Service is due to go live. Precise details of how this will operate are slowly being announced. According to the timetable published by the now defunct Department of Innovation Universities and Skills (DIUS) there will be an Invitation to Tender (ITT) for the new service in the Autumn of 2009 (DIUS 2008). With current levels of delivery the project is able to draw down between £1000 and £2000 a month from next steps. However, it is very heavy on paperwork and on its own would not be a sustainable means of delivering IAG.

6.3.2 Aim Higher

Aim Higher is targeted at encouraging people to participate in HE (Higher Education). As such much of its focus is with six form colleges and high schools. However, there is also an element targeting adults and older people. Again Learning 4 Everyone is a deliverer of Aim Higher. However, this funding stream is only worth circa £3000 per annum.

6.3.3 Investing In Communities Norfolk (IIC)

IIC are one of the main current funders. Since the start of project delivery in October 2007, IIC have provided 30% of the funding. However, indications are that while the project is seen as best practice, it is unknown if any further funding will be made available from IIC beyond the current commitment.

6.3.4 North Norfolk Community Partnership (NNCP)

NNCP is the Local Strategic Partnership (LSP) for North Norfolk. NNCP is also providing circa 30% of current funding for the project. Gateway is a priority for NNCP. It is recognised as having a direct impact on the economic wellbeing of the District. Recently, as part of the response to the

economic downturn, the core activities supported by NNCP have been reviewed by three thematic groups, one of which, Better Jobs and Prospects, is championing the ongoing delivery of the IAG Gateways. As a short term measure it is recommending that an amount be ringfenced for the current financial year in the event that other funding for the initiative does not materialise.

6.3.5 North Norfolk District Council (NNDC)

The IAG Gateway contributes to Strategic Goal 2 (Employment Creation) and Strategic Goal 3 (Skills Development) of the NNDC Economic Development Strategy. As such the current project has received some 20% of its funding from NNDC. Current plans indicate that this will continue at a level of £30,000 per annum. However, there is uncertainty with the budgets, in part through the economic downturn with the loss of income from interest earning reserves and the uncertainty generated by the Local Government Reorganisation (LGR) process.

6.3.6 Positive Local Leadership

On 20 April 2009 North Norfolk held a recession summit under the title of Positive Local Leadership. Some 140 people attended representing private, third and public sectors in roughly equal numbers. This summit has produced a number of issues and priorities which, as of June 2009, are being rationalised into an Action Plan. This Action Plan is to be presented to Cabinet and, if it is to be implemented, will have to have budget and resources allocated to it. Gateway is one of the key elements which features in the Action Plan.

6.3.7 Interreg

Since April 2008, NNDC has been in discussion with a number of partners about a bid for Interreg funds. Interreg is a European Union structural fund specifically to encourage closer partnership working across national boundaries. The proposal, known as MATCH is broadly concerned with matching local skills needs of businesses but this would be achieved through

a variety of initiatives, including Gateway. The total package is worth some €5.7m. The proposal includes partners from the Netherlands, Belgium, Germany, Luxembourg and Switzerland. The Gateway element is looking for £173,000 worth of funding from Interreg and this would secure the initiative until 2012. The application was submitted in April 2009 and a decision is expected in July 2009.

7 Conclusions

The project has and is making a real contribution to local sustainability and the delivery of Norfolk Ambition, the sustainable community strategy for Norfolk – this is evidenced through the key performance indicators and the East of England sustainability toolkit. Any initiative is only as good as it's people – it is recognised that the delivery team do a great job but that they are stretched. A Quality Improvement Plan is in place to help with this issue.

The project has become a key local delivery vehicle to achieve the local key economic strategic goals of Employment Creation and Skills Development, as recognised by the District Council and LSP. Resources are being invested to secure the sustainability of this initiative through a major Interreg bid, the local Recession Action Plan, the District and LSP economic strategies. In addition the delivery team are well placed to be part of the new Adult Advancement Service.

This initiative must continue.

8 Recommendations

It has been shown that the project is having a positive impact on the local sustainability agenda. This is further enhanced by client feedback and outputs since the start of the initiative. There are concerns about the current levels of staff resources and it would be recommended that more resources are utilised to enhance the delivery team.

From the point of view of future funding, the next steps contract is in place until summer 2010, while NNDC Economic Development is in place then there is a contribution that can be planned, it is seen as a vital service for the LSP and as part of the North Norfolk Action Plan for the Recession. Should the Interreg application be successful then the initiative will have a level of funding until 2012. Should it fail, there is a probable safety net to cover the next twelve months, to take it to the summer of 2010.

It is recommended that in the event that Interreg fails then a consortium including IIC, NNDC, NNCP should identify and allocate resources to continue this initiative.

9 Bibliography

Department for Innovation, Universities & Skills (October 2008) Shaping the future – a new adult advancement and careers service for England: HMSO

The East of England Regional Assembly (EERA) and the East of England Sustainable Development Round Table (EESDRT), East of England's Sustainable Development toolkit. Available from <http://www.toolkit-east.org.uk/toolkit/introduction.php>

European Social Fund (2006) Sustainable Development: Department for Work and Pensions/Department for Education and Skills

Hill, D (April 2004) Realising Sustainability in the European Social Fund: ESF/Groundwork/Environment Agency. Available at www.esf.gov.uk

Leich, S (December 2006) Prosperity for all in the global economy – world class skills Final Report: HMSO

LSC (2004) ESF Co-financing Cross-Cutting Themes Guide: LSC Norfolk

Morgan, John (July 2007) Report on the College of West Anglia Outreach Centre Closures, North Norfolk Skills Partnership. Available from <http://www.l4esp.org/nnsf/docs/others/COWA%20Report%20July%202007.pdf>

Morgan, John (April 2008) Learning and Skills IAG Gateway Project Initiation Document Version 1.0: North Norfolk Skills Partnership

Morgan, John (May 2009) IAG Learning Gateway Self Assessment Report (SAR), North Norfolk Skills Partnership. Available from <http://www.l4esp.org/nnsf/docs/others/SAR%20Apr%202009.pdf>

Norfolk County Strategic Partnership (July 2008), Norfolk Ambition The sustainable community strategy for Norfolk 2003-2023, NCSP. Available from <http://www.norfolkambition.gov.uk/consumption/groups/public/documents/article/ncc063698.pdf>

North Norfolk District Council (2007) Economic Development and Tourism
Service Plan 2008 - 2011: NNDC

10 Appendix

Toolkit Response Summary for the East of England Sustainability Development Framework toolkit in respect of the IAG Learning Gateway initiative.

TOOLKIT RESPONSE SUMMARY

ORGANISATION:

Learning 4 Everyone
16 Church Street
Cromer

Norwich

Norfolk

USER: John Morgan

USERS ROLE: Project manager

CONTACT TEL:

CONTACT EMAIL: john.morgan@north-norfolk.gov.uk

INITIATIVE: IAG Learning Gateway

Providing IAG across a rural area

Influencing local training provision so that it meets local needs

ORGANISATIONS INVOLVED:

NNSP, NNDC, NNCP, Adult Education, Connexions, IIC, next steps, aim higher

RESPONSE ICON KEY

- No Response
- I consider that this is not relevant
- I do not know
- It will have a very negative impact
- It will have a slightly negative impact
- It will have a neutral or mixed impact
- It will have a slightly positive impact
- It will have a very positive impact

TOOLKIT MAIN SECTIONS RESPONSE SUMMARY

- Agriculture
- Biodiversity-Landscape
- Buildings-Heritage
- Climate Change
- + Community Participation
- + Community Wellbeing
- + Consumption-Lifestyles
- + Economy
- Health-Welfare
- + Housing
- + Inequality
- Pollution-Waste
- = Raw Materials
- + Rural
- + Skills
- = Transport
- Water

Agriculture

Impact on Agriculture

Will it encourage farming practices and outputs which minimise pollution and other environmental impacts, maximise biodiversity and create positive effects on rural life and landscapes?

—

Sensitivity

Will it encourage farming practices and outputs that are sensitive to the character of the countryside?

—

Productivity

Will it help enhance the productivity of the land without adversely affecting the environment?

—

Diversification

Will it promote farm diversification appropriate to the environment and ecological settings?

—

Water Inputs

Will it make more efficient uses of water inputs?

Not Considered Relevant

Trees and Hedgerows

Will it encourage more planting of trees and hedgerows?

—

Agrochemicals

Will it reduce the amounts of nitrogen and agrochemicals applied to the land?

Not Considered Relevant

Water Run-Off

Will it reduce the environmental impacts of water run-off from farms?

Not Considered Relevant

Organic Farming

Will it encourage more organic farming?

—

Local Produce

Will it encourage more use of local produce within the region?

—

Biodiversity-Landscape

Biodiversity and Landscape Enhancement

Will it encourage greater biodiversity and/or the protection and enhancement of landscape?

—

Green Space Access

Will it improve access to local green space?

—

Green Space Enhancement

Will it help protect or enhance green spaces, including parks?

—

Landscape Features

Does it respect and protect existing landscape features such as woodlands, hedges and ponds?

—

Habitat Creation

Will it create any new habitats/wildlife sites?

—

Habitats and Wildlife

Will it protect and enhance existing habitats and wildlife sites?

—

Species Protection

Will it help to protect any species at risk?

Not Considered Relevant

SSSI

Will it help to protect any SSSIs and other designated sites?

—

Buildings-Heritage

Environmental Character

Will it maintain or enhance the character of the built and historic environment?



Conservation

Will new builds use conservation features and recycled materials?



Vacant Land and Buildings

Will it help to reduce the amount of vacant and derelict land and the number of vacant buildings?

 *We are planning to seek new delivery venues utilising vacant premises*


Brownfield Development

Will it encourage development on previously developed/brownfield land?

 *Not Considered Relevant*

Town Centre

Will it contribute to the character of town centres and respect their historic context?

 *Delivery of the project is taking place in town centres to be accessible. This can have a slight impact on the use and sustainability of town centres.*

Conservation Areas

Will it help to protect or enhance ancient monuments, historic parks and gardens and other conservation areas?



Urban Environment

Will it help to create a well designed and exciting urban environment?



Historic Landscape Features

Does it respect, protect and enhance existing features of the historic environment such as archaeological remains, buildings, street patterns and landscapes?

 *Not Considered Relevant*

Buildings Re-Use

Will it encourage the repair and re-use of buildings?

 *As already stated we are looking to move delivery to re-use vacant premises in town centres.*

Climate Change

Impacts

Will it help to prevent and/or reduce any potential adverse impacts from climate change?

–

Potential Changes

Has it taken account of potential changes brought about by climate change, e.g. flooding, higher temperatures, more storms?

+ *We are looking to provide an accessible service locally and as such it will reduce the need for people to travel to access our services.*

CO2 Emissions

Will it help to reduce emissions of carbon dioxide or increase uptake of CO2?

+ *We are looking to provide an accessible service locally and as such it will reduce the need for people to travel to access our services*

Carbon Taxes

Has it taken account of possible increases in carbon taxes?

– *Not Considered Relevant*

Energy Use

Will it increase efficiency in the use of energy (e.g. increased efficiency standards/better design/improved construction techniques/choice of materials)?

–

Renewable Sources

Will it increase the amount of energy obtained from renewable sources?

– *Not Considered Relevant*

Greenhouse Gases

Will it help reduce emissions of other greenhouse gases (e.g. methane, CFCs, nitrous oxide etc)?

+ *We are looking to provide an accessible service locally and as such it will reduce the need for people to travel to access our services*

Community Participation

Opportunities

Will the initiative increase opportunities for people to understand and/or influence issues which affect their lives, and has it identified and consulted with relevant stakeholders during its own development process?

+ *We work closely with the Local Area Partnerships. We deliver locally with the aim of addressing barriers to participation. Our research demonstrates increased levels of social inclusion through increased confidence levels.*

Local Authorities

Will the initiative make local authorities more effective and relevant to citizens?

+ *The local authority is our accountable body and key partner.*

Organisations

Will the initiative help maintain and expand vibrant community and voluntary organisations?

+ *The initiative is engaging with the community and voluntary organisations and is helping to increase the capacity of voluntary organisations to function through access to skills development*

Stakeholders

Have all relevant stakeholders to the initiative been identified and consulted?

+ *This is an ongoing process. At its heart the project is overseen by the North Norfolk Skills Partnership and the North Norfolk Community Partnership. At each Gateway there is engagement with local stakeholders and this is an ongoing networking function.*

Enablement

How are your decision-making processes enabling communities to be heard and to influence?

+ *As the training needs in communities are heard and identified, the initiative seeks to engage with local providers to meet these needs.*

Knowledge and Skills

How are you ensuring that all partners develop the understanding, knowledge and skills to work in partnership with and engage with communities?

+ *The initiative is working with and for the North Norfolk Skills Partnership and the North Norfolk Community Partnership (LSP). This embeds the partnership aspect in the project and there is regular communication and effective partnership working in delivering the objectives.*

Community Wellbeing

Community Inclusion

Will it help to create communities where people feel safe and that they belong, without excluding others?

+ *The initiative works for social inclusion. Hard to reach clients are engaged through a client focussed approach. As they progress their levels of confidence increase thus making them better able to participate more fully in the local community.*

Community Spirit

Will it help encourage a feeling of more community spirit?

+ *Local provision does help to bind the community together*

Activities

Will it help the development of community level activities and organisations?

+ *The initiative works with community groups to help provide the service. This in turn enables community organisations to improve their development.*

Crime Reduction

Will it help to reduce crime?

-

Discrimination

Will it reduce the incidence of discrimination (e.g. on grounds of race, colour, religious belief, gender, age, sexual orientation and disability)?

+ *The initiative actively promotes diversity. This is helping to raise awareness and understanding of equality issues. Access at all levels is key.*

Ethnic Groups

Will it improve mutual understanding of different ethnic and cultural groups?

+ *The initiative actively promotes diversity. This is helping to raise awareness and understanding of equality issues. Events have been organised to help welcome migrant workers to the local community.*

Fear of Crime

Will it help to reduce people's fear of crime?

-

Homelessness

Will it help reduce homelessness?

- *For individuals it is entirely likely that there on economic situation will improve as a result of skills development which in some cases could mean the difference between having a home and not.*

Consumption-Lifestyles

Sustainability Objectives

Will it encourage the development of consumption patterns and lifestyles which support the achievement of the region's sustainability objectives? (e.g. minimising transport and environmental impacts, reducing geographic and social inequalities).

+ *The initiative is promoting local provision and improving individual economic circumstance which in turn have a positive impact on sustainability objectives.*

Meeting Needs Locally

Will it encourage people to meet more of their needs locally?

+ *People have said that they want to train locally - the initiative is encouraging and supporting local provision.*

Better Informed

Will it enable people to be better informed about the environmental and social impacts of their consumption and lifestyles?

- *Clients are better informed on their choices for skills development.*

Imports

Will it discourage imports from overseas which are not produced in a sustainable manner, or which can easily be sourced locally?

-

Exercise

Will it encourage people to take more exercise?

+ *The initiative is linking with other NNCP (LSP) initiatives. These often have a wellbeing theme and so is part of a whole well being picture for individuals and communities.*

Healthier Diets

Will it help to achieve healthier diets?

+ *The initiative is linking with other NNCP (LSP) initiatives. These often have a wellbeing theme and so is part of a whole well being picture for individuals and communities.*

Economy

High Skill Economy

Will it contribute to the development of an innovative, high skill, economy in the region?

+ *It is improving the skills base of the district*

Inward Investment

Will it encourage additional inward investment?

+ *The project is raising the skill levels of the local workforce*

Innovation

Will it encourage innovation?

+ *The project is closely linked with the NNDC economic development team which is encouraging innovation in the local economy. This initiative has close ties and signposts with other district initiatives that promote innovation and business competitiveness.*

New Business

Will it encourage new business start-ups?

+ *The project is closely linked with the NNDC economic development team which is encouraging business startups in the local economy. This initiative has close ties and signposts with other district initiatives that promote business competitiveness.*

Job Generation

Will it generate new and lasting full-time jobs for people in the region?

+ *The project is closely linked with the NNDC economic development team which is encouraging innovation in the local economy. This initiative has close ties and signposts with other district initiatives that promote innovation and business competitiveness. In addition it is upskilling the labour force and so empowering people to become more economically active.*

Manufacturing

Will it increase manufacturing in the region?

- *It will increase the available skills in the local labour force.*

Market Towns

Will it support the economy of market towns?

+ *The gateways are based in the seven market towns of the district, Cromer, North Walsham, Fakenham, Stalham, Holt, Wells and Sheringham.*

Existing Jobs

Will it help secure existing jobs in the region?

+ *It is developing skills and thus adding value to an individuals employability*

Social Enterprises

Will it encourage the development of social enterprises (e.g. credit unions, cooperatives, farmers markets)?

+ *The initiative works in close partnership with the LSP and Local Area Partners. It is helping to build the capacity of these organisations to develop such initiatives.*

Entrepreneurs

Will it encourage entrepreneurial activity in disadvantaged areas?

+ *The project is closely linked with the NNDC economic development team which is encouraging innovation in the local economy. This initiative has close ties and signposts with other district initiatives that promote innovation and business competitiveness.*

Rural Business

Will it help to support and encourage the growth of rural business?

+ *The project is closely linked with the NNDC economic development team which is encouraging innovation in the local economy. This initiative has close ties and signposts with other district initiatives that promote innovation and business competitiveness. North Norfolk is rural.*

Regeneration

Will it contribute towards any regeneration initiatives, or benefit any areas suffering from deprivation?

+ *The project was developed out of regeneration initiatives in three of the market towns, Cromer, Sheringham and Stalham and is involved with the regeneration in all the local market towns.*

Local Clusters

Will it identify and build on existing linkages between communities and businesses to create and support local business clusters?

+ *The project is all about partnership and linkages.*

Local Benefits

Are there tangible economic benefits to local communities from the initiative?

+ *Yes - the economic benefits that come with skills development.*

Regional Benefits

Are their tangible economic benefits to the region from the initiative?

+ *North Norfolk is recognised as having poor key skills levels - this initiative is helping to bring the Districts skills base up to the levels of the regional average.*

Diversification

Will it encourage the diversification of the workforce?

+ *The initiative is encouraging individuals to gain a diverse range of skills with which to enhance their economic prospects.*

Health-Welfare

Improving Inequalities

Will the proposal improve health and/or reduce health and welfare inequalities in the region?

– *In theory the initiative should help to reduce inequalities, however this cannot be measured.*

Healthy Behaviour

Will the proposal affect people's ability to engage in healthy behaviour?

+ *Personal development can often lead to extra feelings of well being*

Children

Will the proposal affect parents' or carers' ability to support the healthy development of their children?

+ *Parents engaging in skills development will act as a potent example for their children and thus encourage them with lifelong learning.*

Injuries in Children

Will the proposal prevent or help reduce unintended injuries in children and young people? (including motor vehicle injuries and house fires)

–

Access to Services

Will it improve access to health and welfare services and information in the region?

+ *By increasing local provision the initiative is able to signpost to their services as appropriate for the individual.*

Health at Work

Will the proposal help to improve health at work?

+ *Skills development equips people to improve themselves in the workplace, making them better able to function and thus less likely to get stressed.*

Rural Health

Will it address health needs and inequalities in rural communities?

+ *By increasing local provision the initiative is able to signpost to their services as appropriate for the individual.*

Housing

Regional Situation

Will it move the region towards a situation where housing is of high quality, and available and affordable for all?

+ *Improving skills levels often improves an individuals remuneration which in turn makes them better able to afford housing.*

Key Workers

Will it provide affordable housing for key workers?

+ *Improving skills levels often improves an individuals remuneration which in turn makes them better able to afford housing.*

Rural Areas

Will it provide more decent and affordable housing in rural areas?

+ *Improving skills levels often improves an individuals remuneration which in turn makes them better able to afford housing.*

Living Environment

Will it contribute to a high quality, well designed, living environment?

-

Brownfield Land

Will it encourage development on previously developed/brownfield land?

-

Natural Resources

Will the design of all new development reduce impact on natural resources (e.g. consumption of energy, water and materials) during both construction and operation?

-

Communications

Will new developments have the infrastructure to access information communication technology, such as broadband or wireless networks?

-

Inequality

Regional Inequality

Will it help to reduce inequality within the region (e.g. between groups, urban and rural areas) and/or between the region and disadvantaged parts of the world?

+ *Improving skills levels often improves an individuals remuneration thus reducing inequalities.*

Standard of Living

Will it help to ensure that more people can enjoy a good standard of living?

+ *Improving skills levels often improves an individuals remuneration.*

Income Levels

Will it decrease the percentage of full-time employees earning below the threshold income (£300/week)?

+ *Improving skills levels often improves an individuals remuneration.*

Fuel Poverty

Will it help reduce fuel poverty?

+ *Improving skills levels often improves an individuals remuneration thus reducing inequalities.*

Disabled Persons Access

Will it help disabled people access services and facilities more easily?

+ *The project is based on providing an accessible service.*

Pensioner Poverty

Will it help reduce pensioner poverty?

= *Pensioners do engage with the project and they engage with training. This can help them become economically active and reduce their levels of social exclusion.*

Children

Will it help children in lower income families?

+ *Improving skills levels often improves an individuals remuneration thus reducing inequalities.*

Employment Opportunities

Will it create opportunities for those currently out of work?

+ *The project will improve an individuals employability through upskilling and proving jobsearch support.*

Village Services

Will it help retain village services?

= *The bulk of delivery is based in market towns. We had hoped to expand to the larger service villages but this has proved to be impractical through lack of resources.*

Access to Opportunities

Will it help to provide more equal access to opportunities, services and facilities?

+ *The project is about local delivery, providing local access to the service. Improving skills levels improves an individuals remuneration thus reducing inequalities.*

Pollution-Waste

Reductions

Will it reduce levels of pollution and/or waste disposal?

-

Local Air Quality

Will it improve local air quality?

-

Regional Air Quality

Will it improve regional or international air quality?

-

Noise Levels

Will it reduce exposure to high noise levels?

-

Demand

Will it make use or otherwise increase the demand for recycled materials?

= *The organisation does encourage reduce, reuse, recycle - but first and foremost we provide a service to the local community.*

Hazardous Waste

Will it help reduce the generation of hazardous waste (e.g. re/black list)?

-

Recycling

Will it encourage the re-use or recycling of products and packaging?

+ *The organisation does encourage reduce, reuse, recycle.*

Waste Production

Will it help reduce the amount of waste the region produces?

= *The organisation does encourage reduce, reuse, recycle - but first and foremost we provide a service to the local community.*

Landfill

Will it reduce the amount of household waste and construction and demolition waste going to landfill?

-

Raw Materials

Minimisation

Will it minimise the use of scarce or non-renewables resources such as fossil fuels, land, minerals and water?

= *We are providing a local service - thus there could be a reduction in the use of fossil fuels by clients accessing the service.*

Demand

Will it minimise the demand for products and raw materials?

-

Re-Use

Will it re-use existing materials?

= *Where appropriate/available materials will be reused.*

Recycling

Will it encourage the recycling of materials?

= *The organisation does encourage reduce, reuse, recycle - but first and foremost we provide a service to the local community.*

Local Sources

Will it encourage the use of raw materials from local sustainable sources?

+ *The initiative is linked with other local initiatives and this includes one known as the Single Market Place - Local Procurement.*

Buildings

Will buildings be designed so that they use less energy?

+ *The initiative is linked with other local initiatives and this includes the North Norfolk Centre 4 Enterprise which will be based in a building designed to use less energy.*

Land Use

Will it lead to more appropriate or efficient uses of land?

-

Efficiency

Will it encourage water efficiency, including recycling and re-use, for example through efficient building design and construction?

+ *The initiative is linked with other local initiatives and this includes the North Norfolk Centre 4 Enterprise which will be based in a building designed to be resources efficient.*

Rural

Vibrant Rural Economy

Will the initiative help create vibrant rural economies and societies with high employment, good public and private services and protected or enhanced countryside and townscapes?

+ *The initiative is based in a rural area.*

Access to Services

Will it make it easier to access public and private services in rural areas?

+ *Delivery will be in the local market towns and alternatives will be signposted as relevant.*

Availability of Services

Will the initiative improve the availability of public and private services in rural areas?

+ *Delivery will be in the local market towns and alternatives will be signposted as relevant.*

Development of Services

Will the initiative help to develop existing rural services such as schools, post offices and GP surgeries?

+ *Delivery will be in the local market towns and alternatives will be signposted as relevant.*

Low Wage Economy

Will the initiative have positive effects for those on low wages or in part-time or seasonal employment in rural areas?

+ *Skills development will have a positive impact on an individuals remuneration.*

Infrastructure

Will the initiative help to deliver better rural infrastructure (e.g. broadband ICT, main roads, utilities)?

+ *The initiative is highlighting the need for improved transport and ICT connections. It is working closely with the Virtual Business Support package which is promoting ICT in North Norfolk as a business development tool.*

Travel

Will the initiative affect travel needs or the ease and cost of travel in rural areas?

= *By identifying the means of meeting an individuals skills aspirations it is possible that the individual may commit to travel to the nearest urban centre to meet those aspirations.*

Market Towns

Will the initiative help to revive market towns?

+ *The project is delivered in the local market towns and as such is providing an additional service in those towns.*

Skills and Knowledge

Will it help to equip people with skills and knowledge to value the natural and built environment and contribute to its enhancement?

+ *The project support skills development.*

Social Capital

Will the proposal promote and support the development and growth of social capital across communities in the region?

+ *The project has a positive impact on social inclusion - from client feedback.*

Landscape

Will the initiative have positive impacts on the quality and character of the natural and built rural landscape?

-

Businesses

Will the initiative have positive effects on rural businesses, including the self-employed?

+ *The project is closely linked with the NNDC economic development team which is encouraging innovation in the local economy. This initiative*

has close ties and signposts with other district initiatives that promote innovation and business competitiveness and encourage self employment - it is based in a rural area

Recreation

Will the initiative make it easier for people wishing to reach and use the countryside as a place for recreation and enjoyment, without creating unsustainable transport patterns?

-

Skills

Skilled Workers

Will it help to support the region's requirements for skilled workers?

- +** *The initiative is increasing participation in formal learning.*
- The Initiative is helping employers match skills to jobs.*
- The Initiative is helping to match training provision to local needs*

Qualifications

Will it help to increase the average qualification gained at age 19?

- +** *The project works with Connexions. The initiative is encouraging a culture of learning and this will nurture an environment to increase qualification levels.*

Better Training

Will it result in people being better trained?

- +** *The initiative is helping to making employers and employees more aware of training opportunities as well as arranging provision to meet needs.*

Training Take-Up

Will it result in those in need being better able to take up training (formal/informal)?

- +** *The initiative will reduce barriers to access all sorts of learning, in particular not knowing what is available, as well as attempting to source help with funding, travel and care.*

Low-Skilled Jobs

Will it improve the quality and job satisfaction of low-skilled jobs?

- +** *A key element of the project is identifying skills for life needs and encouraging provision to meet these needs.*

Quality of learning

Will it improve the quality of learning and training opportunities?

- +** *The initiative is encouraging quality local provision to meet local needs.*

Training relevant to employers

Will it deliver opportunities for learning and training relevant to employers?

- +** *The project is informing providers of training needs and thus helping to deliver local opportunities*

People's Skills

Will it help to improve people's skills?

- +** *The project improves access to skills development. From feedback and case studies it is clear that people's skills are improving.*

High Skilled Jobs

Will it help to create high skilled jobs in the region?

- +** *The project promotes HE and works with HE institutions. In addition it liaises with the North Norfolk Business Forum and seeks to identify skills needs. As such it is creating the right environment for the creation of high skilled jobs.*

Business Skill Level

Will it increase demand from businesses for higher level skills?

- +** *The project promotes HE and works with HE institutions. In addition it liaises with the North Norfolk Business Forum and seeks to identify skills needs. As such it is creating the right environment for the creation of high skilled jobs.*

Transport

Transport Growth

What will be the effect of the proposal on the growth of road and/or air travel in, from or to the region?

= *Travel to urban centres to access certain training may be encouraged.*

Travel Distances

Will it reduce the distances people need to travel to access work and leisure?

-

Car Reliance

Will it help reduce reliance on the private car?

-

Non-Car Travel

Will it encourage more walking, cycling or travelling by bus or train?

-

Air Travel

Will it reduce the need for air travel?

-

Traffic Congestion

Will it help reduce traffic congestion?

-

Road Transport Noise

Will it reduce the noise of road transport?

-

Road Freight

Will it reduce road freight movements?

-

Re-Orientation

Will it encourage the re-orientation of a transport system towards an emphasis on non-car modes?

-

Environmental Impact

Will it minimise the environmental impact of travel (air pollution, noise, visual impact, land take, use of aggregates)?

= *Through increased use of ICT there may be a reduction in CO2.*

Best Practice

Will it promote best practice in reducing the need to travel , e.g. business travel plans and teleworking?

= *With increased ICT training the opportunity for homeworking will increase.*

Non-Car Access

Will it have provision for improved access by public transport, walking and cycling?

-

Local Traffic Impacts

Will it create a net reduction in local traffic impacts? (and avoid any transfer in the amount or speed of traffic from one area to another)



Water

Water Resources

Will it conserve and/or improve the quality of the region's water resources?

—

Abstraction and Use

Will it help to reduce the amount of water abstracted and/or used?

—

Rainwater Harvesting

Will it encourage rainwater harvesting, to reduce significantly development needs?

= *The initiative is linked with other local initiatives and this includes the North Norfolk Centre 4 Enterprise which will be based in a building designed to be resources efficient.*

Efficiency

Will it help to raise awareness to encourage water efficiency and conservation?

= *The initiative is linked with other local initiatives and this includes the North Norfolk Centre 4 Enterprise which will be based in a building designed to be resources efficient.*

Quality

Will it improve the quality and flow of rivers and reduce nitrate levels in groundwater?

—

Pollution

Will it minimise pollution of rivers and watercourses?

—