European Structural Funds in South Yorkshire 2000-2008

Objective 1 Programme - Transforming South Yorkshire
European Structural Funds in South Yorkshire
2000-2008

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Preface

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Government Office for Yorkshire and The Humber
And Chair of Programme Monitoring Committee

Welcome to this review of the Objective 1 Programme covering the very wide range of activity that has been supported in South Yorkshire with the European Structural Funds.

European funding has invested significant amounts of money in South Yorkshire to develop business prospects, improve communities and increase opportunities for people. In fact, over £2.4 billion overall has been invested in Objective 1 projects with over £820 million from the European Union's Structural Funds budgets to support South Yorkshire's economic transformation since 2000.

The Government Office works with partners at regional and local level to support strategic change and improvements in performance. We work with Departments to add further value to policy making and implementation by bringing the region's unique perspective to bear. Delivering major regeneration programmes, like European programmes, is a challenging task and one that requires the full involvement of our partners.

This has been our ethos in managing the Objective 1 programme and the impact it has made provides a clear indication that this approach has delivered real benefits for the region. We could not have done it without you. The programme's achievements will continue to influence the region's economic prospects for years to come and provide the real legacy for our combined efforts.

Since the Government established Government Offices in the English Regions in the 1990s managing European Programmes has been a key task. As responsibility for managing the region's European programmes in future is passed to others, I would like to record my thanks to all the individuals and organisations who have worked so hard with us to deliver this 2000 - 2008 programme.

Felicity Everiss
Cohesion Policy and Structural Funds
European Funds seek to reduce the inequalities in economic development that exist within and between Member States. Working in partnership with Member States, the European Union works to build a more stable, prosperous and peaceful Europe.

Structural Funds are major operational instruments to deliver the Union’s cohesion policy. As the Union has grown from 15 to 27 Member States the need to raise standards and increase integration has become of growing importance.

Four Funds: Three Objectives
There are four separate funds, each pursues different goals:

- **European Regional Development Fund (ERDF):** Invests to reduce economic and social inequalities through increasing competitiveness and sustainable development.

- **European Social Fund (ESF):** Invests to stimulate job creation, provide assistance for vocational training, targeted at women, young people and socially disadvantaged groups.

- **European Agricultural Guidance and Guarantee Fund (EAGGF):** Invests in rural development, rural communities, agricultural diversification, as well as preserving and improving the rural environment and heritage.

- **Financial Instrument for Fisheries Guidance (FIFG):** Invests to support development of the fisheries sector.

The South Yorkshire Objective 1 Programme has drawn resources from ERDF, ESF and EAGGF during the 2000-2008 programming period. Structural Funds were allocated to regions through three priority objectives that reflect their economic performance and need for support.

- **Objective 1:** promoting the development and structural adjustment of the poorest regions whose economies lag behind and achieve less than 75% of the European average per capita Gross Domestic Product (GDP) - a measure of wealth
- **Objective 2:** providing support for regions with economies lagging behind outside the Objective 1 areas
- **Objective 3:** brings together measures dealing with human resources outside Objective 1 areas

Between 2000 and 2006 the European Union allocated approximately €195bn (around £132bn) in Structural Funds, almost 70% of which targeted Objective 1 areas across Europe. South Yorkshire was designated Objective 1 between 2000 and 2006.
Objective 1 Programme South Yorkshire

This programme operated across the local authority areas of Sheffield, Barnsley, Doncaster and Rotherham. It received resources from three funds: ERDF: €833,147,000; ESF: €365,292,000; EAGGF: €23,050,000 totalling €1,221,489,000.

The £820 million of European money was matched by a similar amount from UK public expenditure and was planned to attract £400 million of private sector leverage. In fact, it attracted considerably more private sector money and this has lead to a programme total of approximately £2.4bn being invested in South Yorkshire's regeneration.

It should be noted that European programmes receive funding as euros. Amounts are converted to sterling when drawn down at the exchange rate that is current at the time. Therefore, programme values always appear as approximate values when quoted in sterling.

The Programme

The South Yorkshire programme aimed to increase wealth and its strategy was developed around delivering its vision:

“To build a balanced, diverse and sustainable high growth economy in South Yorkshire, recognised as a growing European centre for high technology manufacturing and knowledge-based services, and offering opportunities for the whole community.”

Its detailed strategy consisted of action to support 33 individual measures grouped into six priorities:

**Priority 1:** Stimulating the emergence of new growth and high technology sectors

**Priority 2:** Modernising businesses through enhancing competitiveness and innovation

**Priority 3:** Building a world leading learning region which promotes equity, employment and social inclusion

**Priority 4:** Developing economic opportunities in targeted communities

**Priority 5:** Supporting business investment through strategic spatial development

**Priority 6:** Providing the foundations for a successful programme through addressing transport constraints on economic development and access to finance for SMEs

*Servicemark Gold*

The Objective 1 Programme Directorate demonstrated its commitment to customer service by being the first organisation in South Yorkshire to achieve Gold in Servicemark UK’s National Customer Standard in 2006.
Horizontal Priorities

The Objective 1 Programme was underpinned by four horizontal priorities or cross cutting themes. They were:

- Creativity, Innovation and Technology
- Employment and Skills
- Environmental Good Practice
- Social Inclusion and Diversity (includes gender mainstreaming)

Embedding the themes in project activity helped create a sustainable economy and communities and managed the environment and its resources appropriately.

Successful integration produced strategies and projects that balanced economic, social and environmental objectives, so that everybody could participate in South Yorkshire's regeneration ensuring a better quality of life for all with all areas of the Programme influenced to deliver, in practical terms, contributions to the themes.

As a result of the recommendations made at the Mid-Term Evaluation, the Objective 1 Programme aligned its themes with those of the Regional Development Agency, Yorkshire Forward, as stated in their Regional Economic Strategy (RES) to help continuity of understanding and effort now and in the future.

- **Creativity, Innovation and Technology** aimed to ensure that the economic and social benefits arising from new and existing Information and Communications Technology (ICT) were maximised and available to all businesses, communities and individuals throughout South Yorkshire.
- **Employment and Skills** aimed to maximise opportunities for people to access sustainable employment by removing barriers to work and developing the skills required by employers.
- **Social Inclusion and Diversity** theme had three strands: social inclusion, diversity/equalities and gender mainstreaming. The theme aimed to achieve growth with equality by ensuring that all people from every background and area were able to benefit from, participate in and contribute to the economic regeneration of South Yorkshire. The gender mainstreaming strand aimed to achieve progress in men and women attaining equal access and drawing equal benefit from the Programme.
- **Environmental Good Practice** aimed to ensure that economic development in South Yorkshire incorporates environmental good practice, recognising the opportunity to create economic strength and competitive advantage through good environmental quality, practices and performance.
Delivered through Partnership

Working in partnership has been a fundamental cornerstone of the way in which the Objective 1 programme in South Yorkshire has been managed. It has been developed and managed by many individuals working for or on behalf of many different organisations.

The programme represents a close collaboration between the European Commission and the UK Government working in partnership with organisations with a role or an interest in the regeneration and economic development of South Yorkshire. The programme has been managed by the Government Office for Yorkshire and the Humber working with the sponsoring Government departments. Regional partners have included the regional development agency, Yorkshire Forward, local authorities, statutory agencies, businesses and business organisations, trades unions and voluntary and community sector organisations representing the interests of local communities and communities of interest.

Programme Management

The Objective 1 Programme was overseen by a Programme Monitoring Committee whose members represent the relevant constituents. Day to day management was undertaken by the Government Office for Yorkshire and the Humber’s Objective 1 Programme Directorate in Wath upon Dearne.

Intermediate bodies with specific expertise were established to manage selected parts of programme activity. Manor and Castle Development Trust managed contracts issued through Measure 23 for Integrated Development Plans in former steel and coalfield communities, Sheffield City Council managed some contracts under Priority 4 with community groups in the city, Yorkshire Rural Community Council managed rural development contracts under Measure 24, LANTRA managed contracts under Measure 26 for rural skills and the South Yorkshire Forest Partnership managed activity to develop forestry funded through Measure 25. Renaissance South Yorkshire managed a specific Action Plan for spatial development that drew resources from both Measure 27 and Measure 29.

Match Funding

European funds need to be matched by a similar amount from the public purse in order to be used. This match occurs at a programme level and the decision on individual amounts required by each project is taken by the programme’s managers to ensure that the programme match is achieved. This funding, known in European jargon as “match funding” usually has to be sourced by the applicant from available public funding streams provided by local or national government.

In some specific parts of the programme (those drawing on ESF and EAGGF funds) the funding has been matched at source. This means that the applicant makes a single application for both EU and national resources simplifying procedure and reducing bureaucracy. The Learning and Skills Council and Jobcentre Plus have both managed co-financed arrangements to fund activity using ESF while Defra has co-financed activity funded through EAGGF.
In contrast to earlier European Programmes, the South Yorkshire Objective 1 Programme adopted an approach to programming based on commissioning projects to deliver its strategy, with only very limited use of bidding rounds. Commissioning favoured pan-South Yorkshire projects with projects being developed by many local organisations, working together in partnership, to deliver activity across the whole sub-region.

Large scale co-financing with public sector partners to pre-match the European funds made a significant impact. This approach was pioneered in South Yorkshire and subsequently adopted in other regions. It was particularly important for skills and training, with the Learning and Skills Council South Yorkshire, addressing issues in the worklessness agenda with Jobcentre Plus and support for rural enterprise, agricultural diversification, forestry and rural skills with the Department for the Environment, Food and Rural Affairs. This co-financing approach has streamlined application processes and reduced bureaucracy.

When the programme's strategy was being negotiated with the European Commission, local partners convinced the Commission that South Yorkshire needed to address deep-rooted educational issues to avoid further generations being trapped by low skills and aspirations. The Commission agreed to South Yorkshire's proposals to target 14-19 year olds' education with specific investment to address work readiness, vocational training, low educational attainment and aspiration.

Major investments from the European Social Fund in Measure 12 have supported vocational education and key skills for work, while the award winning South Yorkshire investment in e-learning, utilising resources from both the European Social Fund and the European Regional Development Fund, has revolutionised curriculum delivery and made a significant contribution to the South Yorkshire's improving educational attainment. Combined, these developments have given South Yorkshire a leading role in the national development of the policy agenda on education for 14-19 year olds.

Working closely with Yorkshire Forward, the Regional Development Agency, the Objective 1 Programme developed joint appraisals for jointly funded projects and also working with the RDA, the programme led development of an investment planning approach in use of single pot (RDA) resources.

**Interreg: S3-Sharing Solutions in Structural Funds**

Interreg is an ERDF funded initiative that seeks to promote interregional and international cooperation. Between 2004 and 2006 the Objective 1 Directorate participated in S3-Sharing Solutions in Structural Funds, a project funded through Interreg IIIC, to exchange and analyse good practice in managing Structural Funds. The project partnership comprised 14 regions from 9 countries and had a budget of €1,273,672 of which €797,082 was ERDF. The programme was one of four regions that took a lead in managing activity; its particular contribution was to organise a series of study visits.
Park Square
A business park development by Spire (Sheffield) Ltd located close to Junction 35a of the M1 in Chapeltown, north of Sheffield

Supporting Capital Build and Infrastructure Renewal
Introduction

When the South Yorkshire Objective 1 Programme was being developed, it was recognised that urban renaissance would drive the regeneration of the South Yorkshire economy forward. The Programme committed £70 million from Europe to help revitalise the centres of Sheffield, Barnsley, Doncaster and Rotherham through targeted investments in sites, new buildings and the refurbishment of existing property. Investing in urban centres delivers benefits for the whole economy by maximising the use and value derived from existing resources and infrastructures, by utilising the good transport provision that is already in place, and by helping the centres to develop their potential as nodes of employment growth, now and in the future.

Doncaster Town Moor
£1m ERDF has been invested in Doncaster’s Town Moor racecourse, home to Britain’s oldest Classic, the St Leger. European funding is supporting the racecourse’s conference and exhibition facilities.

Genesis Rotherham
Genesis is a business park in Rotherham’s Templeborough district. Previously home to many steel works, Templeborough is being transformed by over £23m of ERDF funding for new business premises.

Phoenix Riverside
£3.8m ERDF has been invested in the £11 million Phoenix Riverside office park in Rotherham. The six acre site is home to 70,000 sq ft of high specification office space in nine, two-storey buildings being developed by St Pauls’ Developments, at the gateway to Rotherham town centre in Templeborough.
Sheffield, the UK’s fifth largest city, has the largest economy in South Yorkshire and, as a Core City is a significant driver for the whole sub-region. Redevelopment of the City centre was the subject of a masterplan implemented through Sheffield One – the city’s Urban Regeneration Company. By investing strategically in selected new construction and infrastructure projects that would not proceed without its support, the Objective 1 programme has helped Sheffield to realise its vision of being a city of European significance with a strong and sustainable economy.

Investing in Urban Renewal

Weston Park Museum

Weston Park Museum, Sheffield, a well-loved 130 year old institution in the city, has been completely transformed with support of £1.2m ERDF. Since reopening in 2006, following its three-year redevelopment, it has attracted record numbers of visitors and the Museum was short-listed in the 2007 Gulbenkian Prize for museums and galleries. European funding specifically contributed to the development of increased office space at the Museum.

Howard Street, Sheffield

Howard Street has been remodelled as part of the major scheme to create a new public space in front of the railway station and provide a suitable gateway to the city centre. The scheme has been supported by £9.8m ERDF.
Supporting Capital Build and Infrastructure Renewal

Queen's Business Centre, Barnsley
The Queen's Business Centre has been developed in the former Queen's Hotel which has been completely refurbished. The well known landmark in Barnsley town centre has been renovated and restored to provide 16,000 ft² of contemporary, stylish office accommodation. The £3m scheme was supported by £1.1m ERDF.

City Hall, Sheffield
Sheffield's much loved City Hall was refurbished and redeveloped through a scheme supported by £5.4m ERDF. The Hall now has improved seating throughout, a new-look balcony over the grand foyer, new lifts and improved access for people with disabilities. The redevelopment has also created a premier venue suitable for staging events and conferences adding to the city's attractions as a regional business centre. The scheme also included improvements to Barkers Pool precinct immediately in front of the Hall. (Photo courtesy of John Kees)
Increasing the volume and quality of premises to accommodate business growth

Objective 1 has invested £202 million ERDF from Priorities 5 and 6 for development and infrastructure. This has been used to "support business investment through strategic spatial development" and has largely been achieved via the development of new buildings and the redevelopment of existing buildings to create high quality industrial units and office accommodation across South Yorkshire. The sub-regions’ three Strategic Economic Zones have been the focus of Objective 1’s £72 million investment in sites, premises and infrastructure away from the urban centres. Focusing on the M1 and M18 corridors and the Dearne Valley, investment was targeted to provide space for business, whilst delivering benefits for local people and their communities.

The Quadrant, Sheffield
The £12m Quadrant business centre in Sheffield received £3.6m from Europe, and has accommodated 186 jobs since opening in 2005.

Tranmoor Point, Doncaster
Europe invested £1.5 million in the £7 million Tranmoor Point development, creating 11,150m² of warehouse and distribution space, 1,860 m² of office space and the potential to accommodate 160 jobs. The 2.5 hectare development was a joint venture between Shepherd Developments and Scarborough Development Group plc.

Networkcentre, Kirk Sandall
In July 2002, over £470,000 from Europe contributed to the £1.6m Networkcentre in Kirk Sandall, Doncaster - the first Objective 1 funded business unit development to open.
Moorgate Crofts
An innovative business incubation centre in Rotherham has proved extremely successful since it opened in October 2005, with many of its offices now let. Moorgate Crofts has attracted pre-start and new businesses from the digital, ICT, creative, professional and financial services sectors. It offers a unique environment for launching and growing a start–up enterprise, with high–quality office space and full in–house support for modern businesses. It also includes dedicated areas for pre–starts and for Rotherham Youth Enterprise. Many of the companies have been attracted by the incubation support provided by the £3.8million centre, which is managed by Rotherham Investment and Development Office (RiDO) and part-funded by ERDF.

Sheffield 35A
The Sheffield 35A Business Park was one of the first building projects to be approved for European funding from the programme. South Yorkshire developers, St Paul’s Developments plc, were awarded a £3.2 million ERDF grant to help bring forward the £12.5 million business park development at Junction 35A of the M 1 in Sheffield. “Sheffield 35A”, as the site is known, has been transformed from a brownfield 14.5 acres (5.8 hectares) site into 184,000 sq ft (17,904 sq ft) of high design business premises. The site has helped generate or safeguard over 600 jobs for the Sheffield area.
Investing in transport infrastructure to reduce constraints on economic growth

Public transport in South Yorkshire has been given a boost thanks to a variety of schemes which have been part-funded by Europe through the Objective 1 programme. Measure 31 investments aimed to remove transport constraints on economic growth and Objective 1 has worked with South Yorkshire Passenger Transport Executive (SYPTE) and other key partners to develop innovative projects designed to overcome these problems and provide quality public transport for the public to access. SYPTE aims to encourage the maximum use of public transport throughout South Yorkshire, growth of the public transport network, and to fund services which otherwise would not run on a commercial basis.

Highway Improvements

The £14 million Waverley road scheme is improving access to the Advanced Manufacturing Park and Sheffield Business Park, from Sheffield Parkway - a major route into the city from the M1. The scheme has received £3.3 million from the European Regional Development Fund.

Frenchgate Interchange, Doncaster

Doncaster MPs Jeff Ennis, Rosie Winterton and Caroline Flint being given a demonstration of the new travel enquiry technology at Doncaster’s £200m Frenchgate Centre, which was part-funded by the European Regional Development Fund.
Interchange, Barnsley

European funding contributed to Barnsley’s £24 million transport interchange, which opened in summer 2007. The new interchange, which was developed as part of the Remaking Barnsley initiative, has 22 bus stands, two coach stands, state-of-the-art customer information systems, retail units and a direct bridge link to Barnsley railway station. It was built by South Yorkshire Passenger Transport Executive with financial support from the Department for Transport, the European Regional Development Fund through Objective 1, Yorkshire Forward and Barnsley Metropolitan Borough Council.

Sheffield Midland Station

The £50 million transformation of Sheffield Station was supported with almost £10 million from the European Regional Development Fund. The redevelopment was designed to transform Sheffield Station and its surroundings into a modern, vibrant gateway to the city. In addition to improvements inside the station, the area in front of the station, Sheaf Square, has also been totally transformed to create a quality gateway for the City. The new public square now includes water features, trees and public seating. A key feature is the dramatic ‘Cutting Edge’ sculpture, an 80-metre long stainless steel piece of art celebrating Sheffield’s engineering and metal industries. The redevelopment of Sheffield Station has been managed by a partnership including the South Yorkshire Passenger Transport Executive, Sheffield City Council, Sheffield One, Midland Mainline and Network Rail.
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Supporting Business Growth and Enterprise

Sheffield’s Bioincubator
European investment in South Yorkshire supported development of this purpose-built city centre facility for bioscience start-up businesses.
Supporting Business Growth and Enterprise

Introduction
The key objective of the Programme’s support for Business and Enterprise was to catalyse the sustainable economic transformation of South Yorkshire by:

- Increasing the scale and presence of new and high technology growth sector companies
- Modernising the established business base, and in particular, maintain and develop a technologically advanced manufacturing sector
- Providing the skills and training needed by the workforce to compete in a modern economy

The investment was focused on developing key business sectors with the greatest potential for growth, based on matching existing excellence in South Yorkshire with emerging international market opportunity. The clusters selected were Advanced Manufacturing and Metals, Bioscience, Creative and Digital Industries and Environmental and Energy Technologies, together with the sectors of Food, Tourism and Business, Professional and Financial Services.

In addition, programmes were developed to strengthen the South Yorkshire business support infrastructure and promote links between companies in different, but related, clusters.

Advanced Electronics
Barnsley electronics design and manufacturing company, Advanced Electronics, has benefited from Business Link South Yorkshire’s Invest for Growth programme, funded by ERDF.

Seals Packings and Gaskets
In 2004, sealing and insulation products manufacturer, Seals Packings and Gaskets Ltd benefited from Business Link South Yorkshire’s Support for Growth programme, part-funded by Europe. The programme helped develop a lean manufacturing policy to enable the Barnsley-based business to be more efficient and compete with imports from lower cost economies.

Direct Environmental
Business Link South Yorkshire’s High Growth Start Up programme helped Sheffield-based waste management specialist, Direct Environmental Ltd, develop a new internet-based system of waste control called ‘Wastetracker’.

Supporting business growth and enterprise
Supporting new businesses to start

Objective 1 has been committed to supporting start-up businesses in the area, with the provision of targeted programmes and the creation of specialist business incubators designed to nurture fledgling businesses.

The European Regional Development Fund has supported the provision of many offices/workspaces for start-up and small business in new and existing business centres across the sub-region. These business incubators were created to support new company formation by providing a nurturing environment for start-up companies to help facilitate survival and growth in their early years. This support includes on-site administrative and reception services, business adviser support, access to training, marketing, and links to supply chains and partner organisations.

South Yorkshire’s High Growth Start Up (HGSU) programme was managed and delivered by Business Link South Yorkshire (BLSY) and supported by the European Regional Development Fund through Objective 1 and additional funding from Yorkshire Forward. The programme targeted start-up businesses in high growth industries, such as advanced engineering, creative and digital industries, food and drink, chemicals and bioscience.

**BiBCOM**

The HGSU programme supported BiBCOM Ltd, a Sheffield company which develops new products for the mobile phone industry, including Baby-BiB - a remote monitoring system controlled via a mobile phone.

**Ceramisys**

The High Growth Start Up programme helped Sheffield-based bio-ceramics manufacturer Ceramisys develop innovative products for the medical sector, including false eyes and bone graft substitutes.

**Martek Marine**

Rotherham’s Martek Marine Ltd started life at the Century Business Park and in 2005 won the UK Business Incubation Incumbatee of the Year Award. The company has since gone on to become world leaders in safety and environmental monitoring systems for the global marine industry.
Plasso, Sheffield
A business ‘spun out’ from the research laboratories of Professor Robert Short and colleagues at the University of Sheffield were supported by the European funded High Growth Start Up programme delivered by Business Link South Yorkshire. Plasso Technology Ltd, based in Sheffield, developed a unique patented surface coating process that provides efficient bio molecule attachment, a key requirement in medical diagnostics, drug discovery and biosensors. With assistance from Business Link South Yorkshire, Plasso were awarded a Research and Development Grant (formerly called a SMART Award) funded by the DTI, of £75,000.

Flatworld, Sheffield
Sheffield entrepreneur Jay Cousins was able to set up his innovative ‘folding tableware’ business - Flatworld UK - largely thanks to the incubation support he received from Sheffield Technology Parks. Having already attracted the attention of major national and international companies, Jay faced BBC TV’s Dragon’s Den panel back in November 2005 to try to secure additional investment in his unique business. During his appearance on the BBC2 show, Jay’s product impressed the investors so much that he received two offers of support from the ‘Dragons’. European funding has helped Sheffield Technology Parks create a world-class business incubator for technology start-ups in the digital, information technology, e-business, software and multimedia sectors.
Providing ambitious businesses in the region with access to finance

In 2003, the South Yorkshire Investment Fund (SYIF) used resources from Measure 32 of the Objective 1 programme: “improving access to finance for SME businesses”. Created with support from the European Regional Development Fund, SYIF offered seedcorn finance, business loans or equity linked investments to help small and medium businesses in South Yorkshire meet funding gaps for development or acquisitions. The Fund was specifically targeted at businesses with good growth potential that were looking to start up, invest in new technology or equipment, enter new markets or locate into the region. The investments made available ranged from £15k to £2.5 million.

Businesses supported by SYIF also benefited from their Mentorbank service, which provided mentoring support to help management teams grow their business more profitably. Companies could choose the right mentor for their business with the skills in marketing, sales or finance that they needed to help their business grow. Since 2003, SYIF has invested more than £44 million in businesses across the sub-region, created and safeguarded 7987 jobs, assisted 1962 businesses and generated £425 million of additional sales for the companies.

Bartec Auto ID Ltd
A £50,000 loan from SYIF helped Barnsley firm Bartec Auto ID Ltd remain at the leading edge of its technology, develop new products and support continued growth.

Naylor Industries
Barnsley building materials manufacturer, Naylor Industries, received a £1.15 million investment and a £100,000 loan from SYIF to help the Cawthorne-based company expand its operations and increase its product range. The business which initially made clay sewer pipes has diversified into making specialized clay pipes for the chemical industry and garden pots for Yorkshire Flowerpots.

Static Solutions
Barnsley’s Static Solutions Limited received a £47,500 loan from SYIF, to help the company to market and distribute the Stat-Gun - a hand-held device which removes static electricity.
Rotherham firm Redirack has benefited from two loans from SYIF and has utilised the organisation’s Mentorbank facility. Redirack, a Kilnhurst-based storage solutions provider who specialises in pallet racking and mezzanine floors, used its first loan from SYIF for £100,000, together with funding from UK Steel Enterprise and Yorkshire Forward, to carry out a Management Buy Out (MBO) from its former Norwegian owners, AKER, in 2004. In 2006 the company received its second loan from SYIF for £75,000, to be used as working capital.

Macalloy, Sheffield

In 2003 SYIF helped a management team buyout one of Sheffield’s most established steel companies. In a deal also backed by UK Steel Enterprise, the Fund provided a £100,000 loan for the management buyout of Macalloy. Founded in 1921, the company has been at the forefront of steel bar technology. Macalloy Tensioning Systems – made with high strength, hi-tech engineering steels manufactured by Corus in South Yorkshire – are accepted as standard by architects, engineers and contractors around the globe. General Manager Peter Hoy led the buyout and planned to take the company into the US construction market – thanks to the funds made available by SYIF.
Transforming the economy: promoting the development of high growth business clusters

As the strategy for the Objective 1 programme was being developed, it became apparent that, in South Yorkshire, concentrations of skills and knowledge were developing around key industries, or ‘clusters’, creating real potential for economic growth. In collaboration with Yorkshire Forward, other key partners and stakeholders, Objective 1 adopted an approach to economic regeneration based on cluster development. Its strategy was to focus investment in cluster development for key target sectors in South Yorkshire, where the matching of existing business strength with international market opportunity offered the greatest potential to transform the South Yorkshire economy.

The key sectors targeted for cluster development in South Yorkshire were Advanced Manufacturing and Metals, Bioscience, Creative & Digital Industries, Environmental & Energy Technologies, Business, Professional & Financial Services, Food & Tourism. The cluster plan approach was an integral part of the step change envisaged in the South Yorkshire Vision, to ‘build a balanced, diverse, and sustainable high growth economy in South Yorkshire, recognised as a growing European centre for high technology manufacturing and knowledge based services, and offering opportunities to the whole community.’

Zoo Digital
Sheffield-based ZOO Digital Group received an ‘Invest for Growth 2’ grant from Business Link South Yorkshire to further develop its ‘DVD-Extra(tm) Studio’ DVD authoring software.

Voller Energy Ltd
Voller Energy Ltd, the world’s first developer of fuel cell technology portable generators and battery chargers, received financial assistance from the European-funded LIFE-IC Incubator in Sheffield, to conduct market research.

Panoptics
Panoptics Immersive Media, who specialise in producing 360 degree images that can be used for online virtual tours, were supported by Sheffield Technology Parks through the High Growth Start Up programme.
TWI (The Welding Institute)
European funding through Objective 1 has supported the innovative TWI Technology Centre (Yorkshire) Ltd, based at purpose built facilities on the Advanced Manufacturing Park at Waverley, near Rotherham. The Technology Centre houses some of the most advanced materials processing facilities available, including the most powerful friction stir welding machine in the world and a high concentricity friction stir machine. The Centre also has laser direct metal deposition facilities and a robotic manipulated fibre laser, which provides versatile materials processing capabilities. The total investment in premises, technology and staff, supported by £2.8m ERDF, has produced a cutting edge research and development centre of excellence that has brought many benefits to the region.

SportsPulse
SportsPulse, a unique public-private partnership part-financed by the European Regional Development Fund, has been spearheading the development of South Yorkshire’s sports sector. Based at Sheffield Hallam University’s Centre for Sport and Exercise Science, the organisation has made great strides in sports product research and development and the promotion of the city’s sports facilities nationally and internationally. British Skeleton Bobsleigh athlete Kristan Bromley (pictured) is just one of the many sportsmen from a wide range of sporting fields who have benefited from the research and innovation support provided by the SportsPulse consortium. Thanks to SportsPulse, Sheffield has also played host to several successful international training camps, and their Sports Ambassador programme is helping to attract top athletes to Sheffield to train and compete.
Research & Development & Innovation:
Commercialising research and connecting SM Es with knowledge and technology

In addition to cluster specific projects, programmes have been developed to strengthen the South Yorkshire support infrastructure and promote links between companies in different, but related, clusters. These include Knowledge Transfer - equipping businesses to grow more rapidly and strategically through the identification and exploitation of technical and market intelligence. The ‘Knowledge Starts 2’ £1.8 million project is an example of an initiative that was helping “spin-out” innovation and research activity in Sheffield’s two universities commercially.

The European Regional Development Fund has also enabled businesses to benefit from Innovation, R&D (research and development) and Technology Transfer - stimulating increased industrial R&D and the commercialization of technical know-how and intellectual property through closer links between innovative companies and the knowledge base. This has been particularly evident in the ‘Advanced Manufacturing & Metals’ cluster, where much of the activity has been based around the Advanced Manufacturing Park (AMP) in Rotherham. Sheffield University’s North Campus provides research facilities, laboratories and space for start-up companies and European funds have also supported Sheffield Hallam University’s two Centres of Industrial Collaboration (or CICs) - which are connecting the expertise of the region’s universities with the research and development needs of businesses.

**Design Futures CIC**
The Design Futures CIC at Sheffield Hallam University helped develop the shock-absorbing “over-sized” handle for Spear & Jackson’s ProActive range of garden spades and forks.

**Licensing Research through Knowledge Starts**
The Knowledge Starts project has supported the development of the ThinkingWater® technology, seen here in the “Super Rub-A-Dub” computer game.

**Namtec and TWI at AMP**
The Advanced Metals Technology Initiative was supported by Europe for its work in South Yorkshire, managed by the National Metals Technology Centre in Rotherham and working in partnership with Business Link South Yorkshire, Castings Technology International and TWI, based at the AMP.
Sorby Nano Investigation Centre, University of Sheffield
European funding has contributed to the University of Sheffield’s £30m centre for multi-disciplinary research and high-technology businesses, the North Campus. It provides research facilities, laboratories and space for start-up companies and gives researchers the opportunity to collaborate across a wide range of areas within science and engineering. The campus includes two prestigious centres, the Kroto Research Institute and the Nanoscience and Technology Centre. This building houses the Kroto Innovation Centre, designed to support technology-based early stage companies and attract high tech businesses operating in the micro and nano technologies sectors.

Leading Edge Technology Solutions, Doncaster College
The £4million LETS (Leading Edge Technology Solutions) programme, which is funded by ERDF and SRB6, provides businesses with a bespoke service enabling them to utilise leading edge interactive 3D and the revolutionary 4D technology in all areas of their operation from product development to sales and marketing. LETS, which has partnered with leading global technology firms EON Reality and VBrick Systems, operates from the European Interactive Visualisation Research Centre in High Melton, Doncaster. Pictured is Paul Thorpe, Project Director at LETS, sampling the EON Touchlight technology.
The Objective 1 programme recognised the importance of ICT to business growth in South Yorkshire, particularly in the newer economy areas of ICT - including IT support services, data processing, outsourcing and customer contact centres. The programme also recognised the increasing usage of advanced Information and Communications Technology (ICT) in successful businesses in the area. It, therefore, incorporated into its business support programmes a strong focus on maximising the business impact of ICT - by encouraging businesses to research and capitalise on advancing IT technologies, and also by providing relevant training opportunities so that businesses could gain the skills needed by these technological advancements.

**YourRail**
*Business Link South Yorkshire’s High Growth Start Up and Invest for Growth programmes supported YourRail Ltd, a Barnsley firm who have developed a way for train companies to send electronic tickets direct to a mobile phone by text message.*

**Xpress Ordering**
*Xpress Ordering Ltd, which supplies express food ordering kiosk solutions, received funding support from Business Link South Yorkshire’s High Growth Start Up programme, funded by Europe.*
Investing to attract new businesses to the region

Objective 1 funded support has attracted world class new investment into South Yorkshire and has embedded it by developing long-term sustainable links with the regional knowledge base and supply chain. Support was focused on the clusters identified as key drivers of the future economy. Funding has also helped create new industry-led networks to facilitate cluster promotion and integration, exchange of good practice, competitive collaboration and the enhanced positioning of the clusters outside of the region.

Intelligentsia Ltd

In 2004, new business start-up Intelligentsia Ltd received £50,000 inward investment support from the European Regional Development Fund and Yorkshire Forward. Intelligentsia moved into premises at Robin Hood Airport in Finningley and has worked alongside Doncaster Council’s Business Development Officers to facilitate locating in South Yorkshire. Pictured are the Intelligentsia team in 2004, with leaders Stuart Beet, Managing Director and David Armitage, Technical Director.

Metalysis

Objective 1 funding helped facilitate the relocation of Metalysis Ltd - a Cambridge University spin out metals specialist company - to South Yorkshire.
Supporting businesses to modernise and grow

One of the main aims of the Objective 1 investment has been to transform the South Yorkshire economy and increase wealth and opportunity. Working with key partner organisations, the programme has helped to lay the foundations for long-term growth by building a balanced, sustainable and high growth economy, with a highly trained and knowledgeable workforce and offering opportunity for all.

From 2001-2008, Business Link South Yorkshire (BLSY) has been instrumental in delivering many European-funded programmes designed to support businesses and workplaces across the sub-region. These programmes include High Growth Start Up (HGSU), Rural Business Growth, Invest for Growth (IfG), Invest for Growth 2 (IfG2), Support for Growth and Design Works.

Wybone
BLSY introduced and project managed a Lean Manufacturing programme for Barnsley firm Wybone Ltd, a local manufacturer of street waste furniture.

Yorkshire Crisp Company
The Yorkshire Crisp Company, based in Sheffield, received £86,000 from the Rural Business Growth Programme towards the cost of a £270,000 manufacturing plant.

Televideo, Sheffield
Sheffield firm Televideo Ltd was awarded the contract to provide footage for Match of the Day for the 2007/2008 season, thanks to state of the art high definition facilities part-financed through BLSY’s Invest for Growth programme.
Riviera Multimedia
Business Link South Yorkshire's High Growth Start Up programme helped two professional musicians from Barnsley turn their love of music into a successful media business. Previously the owners of a music publishing business, Stuart and Chrissy Sykes formed Riviera Multimedia as they saw a gap in the market for selling blank media and designing, replicating and duplicating media. The company are now supplying multi-million pound businesses such as John Frieda, Cap Gemini and BP Global. The business has been also been supported by Yorkshire Forward and creative business support specialist, Inspiral.

Comis Orthopaedics, Sheffield
European funding helped a South Yorkshire orthopaedic company launch an implant which helps make hip replacement surgery a quicker and less traumatic process. The Comis Minimally Invasive Hip Resurfacing device (MIHR) has promised to revolutionise hip replacement surgery worldwide. The MIHR has been developed by Comis Orthopaedics, a specialist manufacturing and marketing company of orthopaedic products and instrumentation, based at Aspen Court in Rotherham. Comis has benefited from help from Business Link South Yorkshire's High Growth Start Up programme, and the eBusiness Unlimited programme, both funded by Europe and Yorkshire Forward.
Supporting new approaches to the market at home and abroad

Objective 1 has been committed to supporting new approaches to the market both nationally and internationally, for South Yorkshire businesses. The South Yorkshire International Trade Centre (SYITC), which has helped many businesses win markets abroad and develop relationships with foreign firms. SYITC, a business support project part-financed by the European Regional Development Fund, is a partnership between the four chambers of commerce, Sheffield City Council, Sheffield Hallam University, University of Sheffield and UK Trade and Investment.

Businesses benefited from a range of advisory and support services covering everything from export audits to helping prepare structured international marketing strategies including a comprehensive, confidential and quality assured documentation service and a comprehensive translation and interpreting service. The centre made a major contribution in helping smaller firms gain a foothold in international trade with its Export Challenge programme that combined a two day residential course and financial backing to help the firms reach their targeted market. SYITC has also become one of the UK’s top trade mission providers with missions to Canada, China, the Czech Republic, Hong Kong and Taiwan, Japan, Mexico, Singapore and Malaysia, South Africa, Thailand, the UAE and Oman.

Classical Vinyl
The SYITC allowed Brett Grant from Sheffield’s Classic Records to translate his website into Japanese, to further his Asian links.

Artist, Pete McKee
Funding from the South Yorkshire International Trade Centre allowed Sheffield artist Pete McKee to showcase his work at international art exhibitions.

South Yorkshire International Trade Centre
Coco Ding joined SYITC as their China Specialist. She helped companies develop their links with China, and assisted Chinese businesses to strengthen their activity in the UK and European markets. She also supported SYITC’s visit to ISPO 2005 – the first international trade show for Asian sports, fashion and lifestyle brands.
Mainly Malts, Bawtry in Doncaster

European support helped Ron Henfield share his passion for whisky with the world, through the worldwide web. Established in 2005 in Bawtry, Ron's business, Mainly Malts, stocks just about everything a whisky fan could ever dream of, from the highlands, lowlands and islands of Scotland. Now, with business advice from Business Link South Yorkshire and financial support from the European Regional Development Fund and Yorkshire Forward, the business's website is up and running, attracting customers from across the globe to place orders and tap into Ron's extensive knowledge and passion for whisky.

Pennine Lavender, Barnsley

Pennine Lavender - a fragrant farm located in the Barnsley village of Hoylandswaine is enjoying the sweet smell of success. Barbara Poisson started growing lavender in 1996 as a hobby, making gifts for family and friends. In 2003 Pennine Lavender received £7,686 from the Rural Business Growth Programme, funded by ERDF and Defra and run by Business Link South Yorkshire, to help produce a mail order catalogue and update the website to expand their customer base. This helped pay for the construction of a timber building for drying and storing the lavender after harvesting. Now Barbara has a thriving business with over 5,000 plants, which are harvested to make handmade products such as drawer sachets, sleep pillows and massage oils.
Developing tourism potential

South Yorkshire’s efforts to boost its tourism industry have been significantly supported by European funding through Objective 1. The marketing of South Yorkshire’s tourism industry has been packaged into ‘Yorkshire South Tourism’, a destination marketing partnership part-funded by ERDF designed to promote its increasing number of conference, tourism and leisure facilities available for UK and overseas visitors to enjoy.

Business Link South Yorkshire (BLSY) has helped hundreds of businesses achieve their tourism potential through their Rural Business Growth programme, funded by EAGGF and Defra, which has encouraged farmers to look at other ways of generating income and diversify their business. In addition, their Invest for Growth Food and Tourism investment grant scheme drew on £1 million from Europe specifically for tourism businesses, who have also received targeted support from BLSY’s Support for Growth scheme. Individual grants from European funds have been awarded to projects which involved the creation of new tourism facilities and the regeneration of existing tourist attractions. The renovation of Sheffield City Hall, Weston Park Museum, Wentworth Castle Gardens and the Crucible Theatre are just some examples of how European funding has helped breathe new life into South Yorkshire’s tourism industry.

Crucible Theatre, Sheffield
Sheffield’s iconic Crucible Theatre, home to the World Snooker Championships since 1976, is undergoing a multi-million pound refurbishment, part-funded by Europe.

Smallshaw Farm Cottages
Support from the Rural Business Growth programme contributed towards conversion work and the development of a website for Smallshaw Farm Holiday Cottages in Penistone, Barnsley.

Mayfield Alpacas
The Rural Business Growth programme helped develop Sheffield’s Mayfield Alpacas into a viable tourism business.
Yorkshire South Tourism

South Yorkshire's tourism industry has been given a lift thanks to a partnership dedicated to attracting new business and tourism to the sub-region. Yorkshire South Tourism was created as a destination marketing partnership for South Yorkshire, promoting the conference, tourism and leisure facilities available for UK and overseas visitors to enjoy in Sheffield, Rotherham, Doncaster and Barnsley. The main aim of the partnership is to help South Yorkshire become “the fastest growing visitor economy”, using a comprehensive marketing strategy funded by Europe through Objective 1, Yorkshire Forward, the four local authorities and the private sector.

Wentworth Castle & Gardens Visitor Centre

European funding has contributed to the restoration of Wentworth Castle in Barnsley - one of the most important historic gardens in the North of England. After capturing the nation’s imagination on the BBC TV series “Restoration” in 2003, the gardens of the Earls of Strafford are being carefully restored over a fifteen year period by the Wentworth Castle Trust. This work is supported by several funders including the European Agricultural Guidance and Guarantee Fund, the Heritage Lottery Fund, English Heritage and the Learning and Skills Council. The European support was used to help develop visitor facilities in the Home Farm complex as part of Objective 1’s work to support rural development and enhance tourism in South Yorkshire.
Investing in rural business growth

Since European funding through Objective 1 was granted to South Yorkshire, a lot of work has been achieved to strengthen the organisations that are working in the community to increase the sustainability of rural businesses. The European Union’s European Agricultural Guarantee & Guidance Fund (EAGGF), delivered through the Objective 1 programme, part-funded a package of initiatives especially created to put the rural agenda on the map.

The Yorkshire Rural Community Council (YRCC) has addressed the social aspect faced by rural communities and have successfully managed Objective 1’s Rural Target Fund, financed by EAGGF and Defra, to address these issues. A considerable amount of work has also been done in response to the pressures faced by our farming communities. Business Link’s Rural Business Growth Programme, part-funded by EAGGF & Defra, has encouraged local farmers to think about farm diversification - looking at other ways of generating income and diversify their business. Objective 1’s Forestry Resources Grant (FRG) programme has been a great success, enabling us to maintain our woodlands and by transforming many of South Yorkshire’s brownfield sites into environmental areas. Through the £1.6 million South Yorkshire Rural Skills (SYRS) programme, Lantra have had a great impact by providing specialist agricultural training for our farming communities.
Maizie Moo Ice Cream & Maize Maze

Since 2001, European funding has supported local tourist attraction ‘the Maize Maze’ in Cawthorne near Barnsley. Situated next to Cannon Hall Country Park, within Jowett House Farm, the maze is a living puzzle and is cultivated out of maize plants to create a tourist attraction for the summer months, then the farm’s 140 cows are fed on the maize when it is harvested. In 2007, farm owners Sarah and Jim Williams started producing its own brand of ‘Maizie Moo’ ice cream, using milk from their own dairy farm to make Maizie Moo in a range of different flavours. EAGGF and Defra provided this support as part of their farm diversification programme to help farms create additional revenue for their businesses.

Case Study: South Yorkshire Forest Partnership

Objective 1’s Forestry Resources Grant (FRG) programme, managed by the South Yorkshire Forest Partnership, has helped sow the seeds for growth across the county. The partnership has made funding available, through the FRG programme, to help landowners, businesses and other organisations plant new woodland, manage existing woodlands or support wood-based businesses. This funding included almost £2 million from the EAGGF and Defra. The programme has enabled a million trees to be planted, 450 hectares of new forest established, 56 timber related businesses supported and 2000 hectares of woodland brought back into management.
Stacey Bawley from Rotherham was supported to pursue a career in fashion and design by the ESF-funded Careers for the Future project in South Yorkshire.
Introduction

Objective 1 committed significant levels of investment to improving skills and training and to help South Yorkshire's most deprived communities to increase opportunities for local people.

Over £200 million from Europe has supported South Yorkshire’s training and skills agenda. A significant portion of the investment was co-financed by the European Social Fund with the Learning and Skills Council South Yorkshire, providing funding that was pre-matched for projects to help transform the lives of many people through education and training. Resources were made available for businesses to assist them to raise the skills of their management and workforce and to support training provision for individuals through mainstream training providers and those in the voluntary and community sector.

The Pathways to Success programme has helped prepare children for the world of work. The E-learning project has revolutionised the way people can access education in schools, businesses and community providers.

**Hayley Dalby**

Hayley Dalby knew she wanted to use her keen interest in sport in a future job. Her ESF-funded Careers for the Future sessions enabled Hayley to focus on the routes and pathways that would be right for her, leading to her studying a BTEC National Diploma in Sports Development and Fitness at Barnsley College.

**Digital Skills**

European Social Fund investment has enabled local communities to access training in digital media technologies such as digital photography, website design and video production. These skills have helped give local communities a voice and at the same time increase their job opportunities.
Investing in Workforce Development

Measure 13 of the Objective 1 Programme was: “Developing an adaptable and entrepreneurial workforce”. As such, workforce development has been central to the Programme’s business support activity, with the creation of key initiatives designed to enhance the provision of skills development and training programmes for the region’s workforce. The high-profile two phase ‘Come and Get It’ campaign, funded by Objective 1 and the Learning and Skills Council (LSC), highlighted the £20 million of European Social Fund investment available to South Yorkshire businesses to train staff. The campaign, which was also supported by Yorkshire Forward, targeted areas and groups suffering from a serious lack of training, where it was seen that staff development will benefit the economy. This ensured the programme reached those most in need.

The European Social Fund contributed to the Invest in Skills initiative, which supported South Yorkshire’s businesses to develop the skills of their workforce. The initiative funded (up to 100%) the development of training solutions as well as 40% contribution towards individual bespoke training packages for qualifying businesses. It also offered free training for basic skills through to NVQ level 2. The ‘Train2Gain’ project, another LSC initiative supported by Europe, encouraged employers to train employees to achieve a full Level 2 qualification. The training was offered at a nominal cost and a wage subsidy was provided to compensate for releasing employees for training.

**Allvac Ltd, Sheffield**

Allvac Ltd, the Sheffield-based aerospace, oil and gas speciality materials producer, received Invest in Skills support for its 2004 “Plan for Change” programme. Invest In Skills is part-financed by ESF. The programme’s aim was to achieve a 35% improvement in productivity by the end of the year and deliver a teamwork culture with a move away from traditional top down management towards a more enabling role for managers and an increasingly empowered workforce. Plan for Change was the idea of managing director, Richard Wright who said: “Without the support we received through Invest in Skills, the Plan for Change would have been much more challenging to implement. We believe the Plan, and the training, will contribute to increased productivity because it will enable our staff to focus on what they need to achieve.”

**Come and Get It**

In 2003 and 2005 Objective 1 in partnership with the LSC funded the high profile ‘Come and Get It’ campaign to promote ‘Invest in Skills’ and ‘train2gain’ to South Yorkshire businesses. The two-phase campaign, part-financed by ESF, was extremely successful, with many companies responding and being able to access the financial help available.
Investing in community-based training

Whilst developing its strategy for the regeneration of South Yorkshire’s communities, Objective 1 sought to address the shortage of learning and training opportunities for local communities. This had resulted from a combination of factors, such as rural isolation, lack of mobility/transport, learners with low levels of basic skills and a lack of access to ICT. Various programmes and initiatives have been successfully delivered across these communities, managed by the different area’s Pioneer Communities, Community-led Action Plans (CAPs) and Integrated Development Plans (IDPs), all part-funded by Europe.

The programme also recognised that, in order for communities to achieve sustainable neighbourhood renewal, local people needed to be given the right skills to contribute to and lead on the effort in their area. In partnership with the Learning & Skills Council and Yorkshire Forward, Objective 1 funded the Academy for Community Leadership. The Academy addressed these issues by offering a range of support for people involved in community regeneration through formal and non-formal learning opportunities and accredited training programmes at the Academy’s base at Northern College, or within the communities themselves.

NETT
Nationwide Ethnic Transport Training (NETT), funded by the European Social Fund and Jobcentre Plus, has helped unemployed individuals from black and ethnic communities gain lorry or bus driving licences and move into employment.

Firth Park Community College
Firth Park Community College in Sheffield has supported community learning with the provision of adult learning classes, part-financed by the European Social Fund.

Academy for Community Leadership with Drum Media
Sheffield’s Academy for Community Leadership, part-funded by Europe, has helped voluntary and community organisations across South Yorkshire access free training courses to help them move towards sustainability. The ‘Loud & Clear’ project, run by CM Solutions and the Drum Community Media Centre (pictured) looking at community radio, TV and video, the Internet and using the mainstream media.
Investing in life-long learning

Over £200 million from the European Social Fund and the European Regional Development Fund has supported the training and skills agenda in South Yorkshire. This investment has had a particular focus on the provision of ‘life-long learning’ - learning opportunities for all people regardless of their age, ability, community group or any disadvantage or socially excluding factor. A significant portion of the investment was co-financed with the Learning & Skills Council South Yorkshire, providing funding that was pre-matched to projects that have helped to transform the lives of many people through education and training. Resources were also made available for businesses to assist them to raise the skills of their management and workforce and to support training provision for individuals through mainstream training providers and those in the voluntary and community sector.

University Centre, Barnsley
£1.5m from ERDF contributed to the advanced IT infrastructure within University Centre Barnsley – a campus of the University of Huddersfield which opened in 2005.

APWA ICT training for Asian Women
ESF funds from the Objective 1 Programme has supported a project run by the All Pakistan Women’s Association which offered ICT access and training for Rotherham’s Asian women.

Sheffield College
This Motor Vehicle student from Castle College, Sheffield, was one of many students who benefited from the ESF-funded ‘Progression of 16-19 year olds in Education and Training’ project. The project was delivered across seven colleges in South Yorkshire.
Supporting Education, Training and Skills

Widening Participation in Further Education

An ESF-funded initiative has encouraged many new adult learners back into education. The initiative, ‘Widening Participation in Further Education’, was delivered by seven local colleges as a Community Learning Partnership project co-ordinated by South Yorkshire Further Education Consortium (SYFEC). Since the project began in 2002, thousands of learners have taken the free courses. Julie Gibson from Rotherham (pictured), left school with few qualifications but when her children started school she decided she wanted to get a job. She worked as a barmaid but really wanted to become a non-teaching assistant in a school. A friend told Julie about the taster sessions available and she attended ‘Making Choices’. She also completed a Cache Level 2 Certificate in Childcare and Education.

The Source at Meadowhall

In 2003, ‘The Source’ training and conference centre was opened with £3.5m ERDF support. Based at Meadowhall in Sheffield, the centre provides a broad cross-section of training at all levels for both businesses and individuals. For example, the ‘Source Of Your Own Destiny’ (SOYOD) training programme was created for lone parents and people going back into employment following a break from the world of work. Part-funded by Jobcentre Plus through the European Social Fund, SOYOD has helped many people into full or part-time employment, voluntary work or full-time education.
**Investing in e-Learning**

The South Yorkshire e-Learning Project (SYeLP) was the largest single investment made by the Objective 1 programme, through the European Social Fund and the European Regional Development Fund.

Since SYeLP was developed, over £72 million has been spent on building an ICT infrastructure and skills training. The main aim of the project was to offer a new opportunity to widen student access to education and life-long learning and enable students to take control over their learning experience. It has developed new e-learning networks and related ICT capability, increased the access and quality of learning content across schools, colleges, homes, businesses and community access areas. The impacts on the ICT skills, lives and employability of people of all ages across South Yorkshire are clear to see:

- Improved education attainment
- Improved social inclusion
- Reduction in the digital divide
- Increased skills base to attract inward investment by high technology companies
- Increased ability and competitiveness of the business community in South Yorkshire

SYeLP was a partnership of South Yorkshire’s four local authorities and was also supported by the Learning and Skills Council.

South Yorkshire celebrates e-Learning

Objective 1’s Frances Adams with Manfred Beschel of the European Commission visited Sheffield’s City School in 2003 to see the e-learning project. The programme’s main focus has been on providing skills in Information and Communications Technology (ICT) to give young people, jobseekers and employed staff the competitive advantages they need to succeed in today’s economy. Since 2001, the programme has enabled schools, colleges, businesses, communities and learners to raise the level of ICT skills, qualifications, having a positive effect on lives and employability in the area.

Posters advertising the ERDF and ESF-funded e-Learning project were displayed at bus stops across South Yorkshire. The advertising campaign was delivered by the project and South Yorkshire Passenger Transport Executive to help encourage more people to participate in the programme.
Supporting the 14-19 agenda: preparing young people for work

Recognising that, in order to transform the economy we need to engage and enthuse tomorrow’s workforce, the European Commission agreed to Structural Funds being invested in the education of pre-16s in South Yorkshire, for the first time anywhere in Europe. Supported by £25 million from the European Social Fund, the Pathways to Success programme has helped raise the achievement levels by the region’s 13-16 year-olds and has enhanced their chances of gaining employment in the job market of the near future. The ‘Careers for the Future’ project, financed by the European Social Fund and Connexions South Yorkshire, provided careers information and guidance for school students, helping them achieve positive outcomes in further learning, employment or work-based opportunities.

European funding has also contributed to the creation and promotion of vocational learning for 14-19 year olds, including the innovative Construction Design Centre in Sheffield. The highly visual ESF and ERDF-funded ‘Hands On!’ advertising campaign highlighted the vocational qualifications available in South Yorkshire providing the greatest employment potential for young people aged 14-19. The campaign succeeded in increasing the number of students now choosing to study vocational qualifications alongside traditional qualifications, giving them a relevant mix of skills to maximise their future opportunities.

Sandall Beat Special School
With funding from Pathways to Success, youngsters from Sandall Wood Special School recorded the song “Visions”, at Sheffield’s Red Tape Studios, about their experiences of life with a disability. Photo courtesy of sf-pictures.com

‘Hands On’ vocational training
Students gathered at the 2007 Routes 16 Careers and Opportunities Fair in Sheffield to launch the vocational education campaign, to encourage their peers to get their ‘Hands On’ work-related qualifications.

Construction Design Centre
Sheffield’s Construction Design Centre, part-funded by Europe, delivers specialised construction training to 14-16 year olds. 300 young people from Sheffield's secondary schools attend the centre one day a week, gaining a wide range of skills, qualifications and enhanced training and employment opportunities.
Addressing gender imbalances

The Objective 1 programme has supported investment to tackle gender imbalances in the labour market, which were particularly evident in South Yorkshire when the programme began. This investment was in direct response to the need for change in South Yorkshire, which was demonstrated in the ‘Gender Profile of South Yorkshire’s Labour Market’ study. This research, undertaken for Objective 1 in 2000 by Sheffield Hallam University, helped to shape the many initiatives funded through Europe to address gender imbalances.

The investment also met the requirement of all European funding programmes to adopt a gender mainstreaming approach, to “achieve equal access to and benefit from economic regeneration for women and men”. This was to combat the “gender blindness” or “gender neutrality” that has characterised many actions taken in the past under the heading of local and regional development.

With £10.2 million from the European Social Fund and match funding from the LSC, Objective 1 developed a series of positive action interventions to meet Measure 15’s objective: ‘Tackling Gender Imbalance in the Labour Market’. These included tackling gendered labour market segregation, advancing women into leadership roles and reengaging men who are distanced from the labour market. Another key intervention was to promote work life balance employment practices, and the European-funded ‘Creating More Balance’ (CMB) initiative has worked with around 1200 employers in South Yorkshire on a range of work-life balance options.

Shockwaves

The ESF funded ‘Shockwaves’ programme was run by work-based training provider JTL and provided women with on the job training with employers in the electrical installation industry, as well as class-based training at The Sheffield College.

Work-life Balance at IKEA

One of the employers to benefit from CMB’s support was the IKEA contact centre in the Dearne Valley. CMB helped IKEA improve their workforce capacity and productivity by introducing a range of enhanced maternity, paternity and childcare options, as well as flexible working arrangements.
Tackling disadvantage in the labour market

The main aim of the Objective 1 programme has been to develop a high-growth economy which offers employment opportunities to all South Yorkshire’s communities. The commitment to social equality translated into two related priorities in the programme; to assist those at greatest disadvantage to re-engage into the world of work and to connect the most deprived communities into the processes of economic renewal. Interventions to support individuals who are economically inactive and long-term unemployed has targeted the groups who are most affected, for example, lone parents, sections of the black and minority ethnic population, people with disabilities and ex-offenders.

The programme focused its funding on developing multi-agency support which took account of individuals’ starting points and particular needs. This included support to build women’s and men’s confidence and transferable skills, to widen access to appropriate information and guidance, and to overcome personal barriers to employment such as lack of transport or the availability of affordable childcare. Interventions to empower people in communities have been structured through the development of locally led action plans that identify community need, and the setting up of representative partnerships that design and deliver projects.

Construction JOBMatch
The ESF-funded Construction JOBMatch programme helped Nathaniel Gono from Liberia to find employment with the Mears Group, and he is now training to become a qualified bricklayer.

Long-term unemployed train as plumbers
The ‘Re-engaging Men in South Yorkshire’ project, supported by the European Social Fund, helped long-term unemployed men retrain as plumbers, gasfitters and electricians.

Welding Training for Ethnic Minorities
Sheffield Positive Action Training Consortium (SPAT-C), ran a welding course aimed at Sheffield’s ethnic minority communities, using ESF funding. Trainees learnt engineering skills including gas, electric arc and MIG welding, with many securing employment after completing the course.
Developing the social economy

When South Yorkshire was designated as Objective 1 status, many of its communities were facing economic hardship due to the decline of the area’s steel and coal mining industries. Since then, the programme developed a series of interventions designed to regenerate these areas and also boost the social economy. Funds from Europe through Objective 1 have supported Key Fund South Yorkshire – a social regeneration organisation which has given financial and practical support to local people involved in social enterprises, charities, community and voluntary groups. Their widely successful Global Grants programme offered grants to groups from deprived areas who were at an early stage of development and working closely and actively with local people.

European funding also supported the development of social enterprises – businesses with social objectives, who reinvest any profits back into the business or community, rather than maximise profit for shareholders or owners.

Business Link South Yorkshire’s social enterprise programme, with part-funding from Europe, supported the development of many social enterprises across the sub-region. The European-funded Community Action Plans and Integrated Development Plans also helped the development of social enterprises within South Yorkshire’s local communities.

Buster’s Coffee Company

Buster’s Coffee Company, based in Sheffield, has benefited from Business Link South Yorkshire’s social enterprise programme, part-financed by the European Regional Development Fund.

Treeton Wood Recycling

European funding has helped Treeton Partnership in Rotherham undertake some key projects in the former mining village. The partnership developed a social enterprise, ‘TP Trading Ltd’ (pictured), which recycles or re-uses the wood it collects, and has also created job opportunities for local people.

North Doncaster Kerbside Collection

Objective 1 invested over £580,000 in the £2 million kerbside recycling scheme which forms part of the North Doncaster Integrated Development Plan.
Helping people back to work

When South Yorkshire was designated as eligible for Objective 1 funding, its economy had struggled for many years, leading to high levels of unemployment and a lack of skilled workers. This in turn had led to a culture of despondency across generations. Many people were demotivated and lacked the skills, training and support needed to change their situation. One of the programme’s key aims was to address these issues through a variety of targeted programmes which included preparing young people for the world of work, helping people overcome barriers to work, tackling disadvantage and gender imbalances in the labour market and supporting new employment opportunities.

Doncaster JET advice and guidance
Since 2003, nearly 2000 Doncaster residents looking for work have benefited from the ESF-funded ‘JET’ (Jobs, Education and Training) programme. JET provided an individually tailored service which helped people recognise their skills and access the relevant support, qualifications and career guidance needed to move towards sustainable employment.

Jobnet
Over a thousand jobseekers in Sheffield have benefited from the services of Jobnet – a specialist recruitment service part-financed by the European Social Fund and the Department for Work and Pensions. Managed by Sheffield’s Centre for Full Employment, Jobnet has helped jobseekers aged 16-60 find employment, with a particular emphasis on those without work or in temporary or part-time work.

Intermediate Labour Market (ILM)
Many people have found employment thanks to ESF-funded ILM programmes, which offered a package of paid employment, training for a recognised qualification and mentoring support. Adele Cronin from Sheffield became a full time Advice Worker at Sheffield’s Centre for Full Employment (CFFE) after undertaking the ILM programme at the Castle Advice Service.
Cudworth and West Green Partnership’s Pinfold Project runs community allotments that provide work opportunities for people with learning difficulties and mental health problems.
Introduction

Many of South Yorkshire’s most disadvantaged communities have received significant support thanks to a programme of measures within the programme’s 4th Priority: “Developing economic opportunities in targeted communities.” The Objective 1 Community Economic Development Strategy aimed to use the community as the key agents of change in local regeneration. This required a “bottom-up” approach that empowered local communities to take the lead.

Objective 1 used £80 million from Europe to support local communities to become actively involved in regeneration alongside other partners. This investment was targeted at the most disadvantaged communities, but Objective 1 recognised that many of South Yorkshire’s communities were at different stages of development, and therefore had different starting points and differing needs. The communities have been targeted through the following initiatives: Community Action Plans (CAPs), Integrated Development Plans (IDPs), and designated ‘pioneer’ and ‘rural’ communities. Funds were used to kick-start the improvements these communities needed for their neighbourhoods, and has acted as a catalyst for further investment.

Darnall Carnival
ERDF funding has helped many community groups to organise a wide range of events and activities. The Darnall Carnival 2007, organised by Darnall Forum, was a great success - it included many stalls, activities and marquees, and attracted around 5,000 people.

United Villages Partnership
A neglected allotment in the Barnsley village of Darton has been transformed thanks to a group of green fingered youngsters from the area. The ‘Kids Earth’ group was formed by the United Villages Partnership (UVP) Environment Group, with funding from ERDF and Government sources.
In order for the Objective 1 programme to kick-start the regeneration needed in targeted communities, it had to increase their capacity to participate.

Capacity has been enhanced by developing key organisations that have been instrumental in building capacity in communities across South Yorkshire. The South Yorkshire Open Forum (SYOF) received funding from Objective 1 and Yorkshire Forward, to “inform and engage the voluntary and community sector to influence and benefit from the social and economic opportunities in South Yorkshire.” SYOF supported the development of the South Yorkshire ChangeUp Consortium (SYCC), which develops services to strategically improve the quality, capacity and sustainability of third sector infrastructure organisations within South Yorkshire.

Objective 1 also recognised that communities needed local people with the right skills to contribute to and lead on neighbourhood renewal in their area. The ESF funded Academy for Community Leadership has helped existing and potential community activists or pioneers, by providing them with the specialist training needed to develop their skills further. The communities themselves also identified which skills training was needed in their particular areas, ensuring that all training has been area-specific.

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South Yorkshire Open Forum
The ERDF-funded South Yorkshire Open Forum has supported the region’s voluntary and community sector through various activities, including consultation events to engage with the sector on key issues.

ADCE Multicultural Toolkit
With funding from ERDF, Attercliffe and Damall Community Enterprises Ltd (ADCE), produced a multicultural toolkit designed to give local businesses and organisations an insight into the needs of different cultures and to help managers understand the issues which concern their workers.

Academy for Community Leadership
The Academy for Community Leadership, supported by ESF, the Learning & Skills Council and Yorkshire Forward, was created to give people the right skills to contribute and lead on activities within their communities.
Support for community groups and partnerships

European funding through the Objective 1 programme has supported community development in a number of ways.

European money has supported communities through the development and delivery of Community Action Plans (CAPs) - investing in targeted communities through action plans of local projects. Activities varied but included support to develop strong neighbourhood organisations, projects designed to overcome barriers to employment, establishing social economy businesses, promotion of active citizenship and consultation and feasibility work. The plans were developed by local people to address the local issues that mattered to residents, and allowed local partners to become instrumental in the regeneration of their community.

South Yorkshire designated some communities, supported by Europe, as ‘Pioneers’. These were areas characterised by little co-ordinated community activity or resources. They were the focus of intensive support by an “enabling body” to establish local networks, undertake feasibility studies and consultation, support local groups and establish robust organisations. Objective 1 also invested in six ex-coal and steel areas that, due to previous investment, were further along in the community economic development. The ERDF investment helped to develop and implement Integrated Development Plans (IDPs), to tackle problems specific to their area and focus on economic development and job creation.

Cudworth & West Green’s Tea in the Park
Cudworth & West Green Partnership in Barnsley has, with support from ERDF, delivered many initiatives through their Community Action Plan, including an annual ‘Tea in the Park’ event.

Funding advice and support
Objective 1 staff were committed to ensuring that South Yorkshire’s community groups received adequate funding advice and ongoing support. They have held many events and workshops designed to give community volunteers advice on funding, eligibility and project management.
Investing in community cohesion

Community cohesion has been integral to the work supported by Objective 1 in South Yorkshire, through community-specific projects aimed at strengthening community autonomy and identity.

This has been achieved through projects within Objective 1’s wider strategy for community development. Working with the key bodies responsible for the Community-led Action Plans, the programme ensured that projects specifically responded to the particular needs of the community, focusing on solidarity and collective community action. The six European-funded Integrated Development Plans (IDPs) have been extremely successful in helping South Yorkshire’s former coal and steel communities gain a positive focus and implement forward-thinking projects to regenerate their area. Beighton in Sheffield had undergone major changes thanks to their IDP, which was delivered and managed by Beighton Villages Development Trust. Examples of work done include a business park, new entertainment and conference facilities, a healthy lifestyle centre, information society project, a child care centre and a community environment project.

European funds have also supported equality of opportunity and access to treatment and services for all members of the community, especially those who are most excluded or disadvantaged. Sheffield Cathedrals’ community resource centre provides excellent facilities for South Yorkshire’s homeless and disadvantaged. Barnsley’s Gypsy and Traveller project provides targeted support to the often marginalised gypsy and traveller community, providing much needed education and healthcare provision.

Sheffield Cathedral Archer Project
ERDF funding through the Objective 1 Programme has supported Sheffield Cathedral’s £4 million community resource centre, which opened in March 2007. The centre provides a facility for learning, heritage and arts, as well as being home to the award-winning Cathedral Breakfast and Archer Projects that work with homeless and disadvantaged people.

Beighton Community Art
Beighton Villages Development Trust in Sheffield, part-funded by Europe, helped community members create two pieces of public art called “Time Works”.

Barnsley’s Gypsy and Travellers project
Barnsley’s Gypsy and Traveller project, managed by Barnsley Black and Ethnic Minority Initiative (BBEMI) received ERDF funding to help deliver its services at Smithies Lane, led by Sharon Smith (pictured). These included adult education, youth participation and health workers using the facilities to promote health care to gypsies and travellers across the borough.
Community development has proved to be an essential part of all the community regeneration projects in South Yorkshire supported by Objective 1. Measures 20-23 within Priority 4 highlight ‘building neighbourhood strength’, ‘equipping communities with tools for re-integration’ and ‘regenerating targeted coalfield and steel areas’ as key indicators for community development.

Objective 1’s Integrated Development Plans (IDPs) have supported the development of workspace within communities to create business and job opportunities and raise the profile of the local community. As a result, the IDPs have enabled the construction or renovation of many community-led conference centres, business parks and offices to directly benefit the local community and its residents. The IDPs have often been given the power to hold on trust community assets for community benefit, and these very often include community buildings.

Evidence has shown that village and community buildings provide an extremely valuable community resource and that they lie at the heart of community life, as a meeting place in which activities can take place. In addition, the profile of the community is often raised as external businesses locate to the area, enhancing the local economy. These business developments also create job and training opportunities, supporting the community’s regeneration and again enhancing the local economy.
Supporting communities and parishes in rural areas

European funding through Objective 1 has provided tailored development support for rural parishes, through village appraisals and capacity building projects. The Rural Target Fund provided investment for rural communities in the South Yorkshire target area for projects that supported community economic development. The fund was managed by the Yorkshire Rural Community Council (YRCC) and was jointly funded by the European Agricultural Guidance and Guarantee Fund (EAGGF) and the Government’s Department for Environment, Food and Rural Affairs (Defra).

£8 million from Objective 1 has helped YRCC achieve many of its rural objectives across the eligible themes and designated areas in South Yorkshire. The fund had two separate grants, an “over £5,000” grant and a “5,000 and under” grant, made available to support enterprising community projects aimed at tackling local issues. These have included the renovation of community buildings, credit unions, small scale environmental projects and activities/provision for various community groups. All these projects have helped YRCC raise the quality and provision of local services, improve accessibility to community facilities and increase the education, training and employment opportunities for socially excluded people.

Planning for Real in Woodsetts
The development of the Woodsetts Parish Plan consultation, which helped residents plan what services their village needed, was supported by the Rural Target Fund.

Tickhill Village Hall
The restoration of the medieval Tickhill Parish Room in Doncaster was given a healthy boost with a £193,000 investment from Objective 1’s Rural Target Fund. The investment contributed to new facilities including improved access for the elderly and disabled, new kitchen and catering facilities and entrance hall.

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Rural Playbus
Support from the Rural Target Fund helped develop Sparky’s Big Purple Bus - a mobile play and health unit for residents in Askern, Doncaster.

Europeans Structural Funds in South Yorkshire 2000-2008
Connecting disadvantaged communities with economic opportunities

One of Objective 1’s main aims for community regeneration was to ensure that communities with low car ownership could participate and benefit from the new economic opportunities in South Yorkshire. This has been addressed with the development of many community transport initiatives, part-financed by the Europe, designed to tackle the transport problems faced by disadvantaged communities. Many of these initiatives have been supported by partner organisations including the South Yorkshire Passenger Transport Executive and Sheffield Community Transport. A key project has been the ‘Joblink’ transport bus services, which were introduced to connect people in areas of low car ownership and high unemployment levels with jobs and services.

ERDF funding has also contributed to the South Yorkshire Public Transport package, which builds on the Quality Bus Corridor programme. One of the main aims of these improvements has been to remove lack of transport as a barrier to employment – this has been done by providing and enhancing key routes to business parks and centres where a high number of employees, such as call centre staff, can now travel to work on public transport. The Mobility Management initiative provides specialist transport provision which was previously unavailable for the elderly, disabled, unemployed people and people on low incomes.

Motor scooters to help access work and training
European funding supported the Kickstart scheme, led by North Doncaster Community Transport, which loaned motor scooters to young people to help them access training, work experience and employment opportunities.

Community buses provide vital links
Over £1.2 million ERDF was invested in the five community bus services across South Yorkshire, including Athersley Joblink, Brightside Link, BurngreaveLink, Waverley Joblink and Finningley. Thousands of passengers have benefited from these services, including Paul Mortby, a wheelchair user from Burngreave, Sheffield, who uses the Burngreave Link service to travel to Meadowhall and to the Northern General Hospital, where he works as a volunteer.

Joblink Bus Services
The Brightside bus service is one of the many ‘Joblink’ transport services part-financed by the European Regional Development Fund. The service has provided better links to employment and training for thousands of users and has proved popular with North Sheffield residents.
Objective 1 Programme Achievements*

Delivered for South Yorkshire

Capital Build and Infrastructure Renewal
- Hectares land developed: 248
- Floor space created: 409,209 m²
- Roads developed or improved: 8.17km
- Jobs accommodated: 6,996

Business Support
- SMEs assisted: 11,024
- Large firms assisted: 102
- Business sales created: £1,514m
- New businesses started: 1312

Employment
- Jobs created: 29,912
- Jobs safeguarded: 24,557
- People assisted to gain jobs: 14,792

Education, Training and Skills
- No. of ESF Interventions: 534,814
- People working towards a qualification: 296,830
- School pupils supported: 184,665
- Qualifications gained: 110,959
- People securing employment: 16,866

*These figures are taken from the 2007 Annual Implementation Report. The final figures for the Programme will be available in the Programme's Final Report.
Objective 1 Programme Achievements*

Cross Cutting Theme Indicators

Environment
Businesses assisted in environmental sector 220
Business start-ups in environmental industries 54
Companies assisted to undertake environmental reviews 399
People provided with environmental training 4,795
Hectares of land reclaimed 248
Hectares of woodland subject to investment 2,157

Creativity, Innovation & Technology
ICT companies attracted/created 208
Gross new jobs in ICT companies 1,995
ICT new adopters/Increased ICT capability 880
People provided with or enabled to undertake ICT training 83,962

Social Inclusion & Diversity (incl Gender Mainstreaming)
People in deprived communities assisted 235,913
People from BAME communities assisted 61,745
People with disabilities assisted 29,012
Economically inactive people assisted 39,590
Capacity building projects 156
% of those trained who are women 52%
Women helped to start a business 1861
People supported with childcare costs 4,154

*These figures are taken from the 2007 Annual Implementation Report. The final figures for the Programme will be available in the Programme’s Final Report.
These partners were members of programme committees and groups

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Key: PM C Programme Monitoring Committee; PM B Performance Management Board; CCTG Cross-cutting themes group; P1 Priority 1 Driver Partnership; P2 Priority 2 Driver Partnership; P3 Priority 3 Driver Partnership; P4 Priority 4 Driver Partnership; P5 Priority 5 Driver Partnership; P6 Priority 6 Transport Group

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