

DEPARTMENT FOR CULTURE, MEDIA AND SPORT (DCMS)

EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF)

GUIDELINES

The Role and Aims of DCMS:

- 1.** The Department for Culture, Media and Sport (DCMS) is the central UK Government Department responsible for Government policy on tourism, the arts, museums and galleries, the built heritage, film, libraries, sport and recreation, the National Lottery, export licensing of cultural goods, broadcasting, press freedom and regulation and the royal estate.
- 2.** The overall aim of DCMS is to improve the quality of life for all through cultural and sporting activities and to strengthen the creative industries. The individual strategic aims of excellence, access, promoting the creative industries and education, are facilitated by the sponsorship of over 40 Non-Department Public Bodies (NDPBs) throughout the country.

DCMS and the Regions:

- 3.** DCMS interest in the regions is represented primarily by the following NDPBs:
 - Regional Tourist Boards,
 - Regional Arts Boards,
 - Area Museum Councils,
 - Sport England,
 - English Heritage.
- 4.** The Department's strategic leadership role in the regions has been enhanced during 1999 with Grade 'A' (or 7) representation in each of the 9 Government Offices (GOs). Apart from promoting DCMS objectives across the country, these representatives provide effective communication between the Department and the regions, e.g. through the Regional Cultural Consortium network.
- 5.** In addition to this representation DCMS has a Local Government Branch which has responsibility for assessing all ERDF applications for PES cover, whose grant rate is above the delegated limit (see para. 6). To assist in this process, all GOs are encouraged to maintain close and regular contact with the Department's NDPBs and agencies who help in assessing ERDF project applications. These organisations are often best placed to judge whether a project fits in with local needs and priorities. A list of the NDPBs in each region is attached.

Delegated Authority:

6. As most of our sectors, particularly tourism, the arts, museums and galleries and the built heritage, are potential beneficiaries of ERDF, DCMS has, like other Departments, agreed to delegate a degree of authority to the GOs for assessing and approving projects within its sectors. The level of delegation allows each GO to approve DCMS-related ERDF projects whose grant rate is under £1,000,000.

GO Action for ERDF Applications Requiring DCMS Policy Cover that are Above Delegation:

7. In order to establish whether an ERDF project reflects DCMS, national and regional, objectives, and offers value for money (vfm), you will need to consult the relevant regional NDPBs for comments. For example, if the refurbishment of a museum is part of the project proposals, you will need to seek input from the Area Museums Council. For tourism projects, this will always involve the Regional Tourist Board.
8. Each ERDF project application should:
 - i) explain the basis of the costings, justify staffing requirements, indicate how the project running costs are to be paid and demonstrate vfm,
 - ii) involve activity that is additional to current programmes; demonstrate how the project will be monitored and evaluated,
 - iii) take account of other developments in progress, or planned (within or beyond your region), to avoid duplication.

NB It is important that new projects do not adversely affect existing businesses, particularly those that are similar in nature.

If a project is similar in nature to an existing or planned project, the ERDF application must be supported by hard evidence of the project's market potential and contribute to the achievement of the wider ERDF single programme targets, e.g. attracting investment, helping small firms, creating/safeguarding jobs.

9. Furthermore, in relation to tourism projects, please ensure that the proposals;
 - i) relate to an agreed tourism strategy, which takes account of regional and national tourist strategies, identifies strengths and weaknesses and targets specific market opportunities,
 - ii) demonstrate how the measure(s) proposed will develop tourism and the quality of the tourism product,
 - iii) set clear, measurable and achievable objectives through outputs.

- 10.** If the applicant is a body funded by DCMS, and if they propose to use DCMS funds to match an ERDF grant, they should ensure that any conditions attached to the use of grant-in-aid or other DCMS support are fulfilled *before* applying for ERDF.
11. For projects above the delegated authority level, please ensure that you have received comments from all the NDPBs involved *before* referring the case to your DCMS ERDF contact (see para 15 for contact details). Please note that the following is a list of items DCMS will need to assess your project:
- ERDF application form,
 - NDPB comments,
 - Costing schedule,
 - Business Plan (which should include an exit strategy),
- and, *where appropriate*;
- Feasibility study,
 - Marketing strategy.
- 12.** Provided you have forwarded *all* the relevant information, you should allow a three-week period for DCMS to consider the case and reach a decision on policy cover.
- 13.** To help you decide whether an ERDF project may relate to DCMS, please refer to the attached series of background notes. The notes describe those DCMS sectors most likely to benefit from ERDF and explain their aims, objectives and current priorities.

GO Action for ERDF Applications Requiring DCMS Policy Cover that are Below Delegation:

- 14.** Although you deal with these applications 'in-house', it is important that, as a matter of course, you follow the same procedure for projects above delegation to ensure that DCMS PES is assigned accurately. Also, it is equally important that you keep DCMS fully apprised of all projects designated DCMS PES throughout the life of the Structural Funds Programme. Therefore, please ensure that you provide DCMS, each quarter, with a report that includes the following information;
- GO ref. No.,
 - project title,
 - applicant name,
 - grant rate,
 - total eligible cost,
 - total project cost,
 - offer letter date.

DCMS will carry out a percentage check of these project applications.

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TOURISM

Tourism can contribute significantly to achieving the Government's central economic objective of achieving high and sustainable levels of growth and employment so that everyone in Britain can share in higher living standards and greater job opportunities.

Tourism is an important economic sector. Inward and domestic tourists to the UK spend £53 billion annually. Tourism is the UK's leading invisible export. 1.75 million people are employed in 125,000 tourism-related businesses, which represents 7% of all people in employment in the UK. Tourism also provides many social and environmental benefits, and for many is the source of great enjoyment.

The Government is committed to enabling growth, which is economically, environmentally and socially sustainable. Its tourism strategy document, *Tomorrow's Tourism*, published in February 1999, seeks to foster tourism development, which takes account of the needs of tourists, businesses and host communities. The strategy seeks to;

- *create the right framework for tourism to flourish*; by ensuring that the activities of all parts of Government support the development of the industry,
- *develop and spread quality*; by encouraging the development of world class product and service standards in the industry, providing better information both to customers and businesses, and developing a well trained and motivated workforce,
- *encourage the wise growth of tourism*; by ensuring that growth in tourism is sustainable and that the benefits of tourism are spread throughout society.

Action:

For tourism projects, applicants should ensure that their ERDF application;

- i)** relates to an agreed national strategy which takes account of regional and national *tourism* strategies; identifies strengths and weaknesses and targets specific market opportunities,
- ii)** demonstrates how the measure(s) proposed will develop tourism in the region, and the quality of the tourism product, in a manner which is economically, socially and environmentally sustainable, and which caters for all potential tourists whatever their needs,
- iii)** in the case of a marketing programme, shows how it relates to an area which is recognised as, or is capable of being promoted as, a destination in its own right; and where marketing will bring genuinely additional economic benefits,
- iv)** sets clear, measurable and achievable objectives with performance targets, e.g. increases in *tourist* expenditure, and their origin, new jobs created and their location, etc.; targets should be credible and, if possible, supported by research evidence,
- v)** shows that appropriate local bodies have been consulted, e.g. Regional Tourist Board, Area Museums Council, Sports Council, Regional Arts Board, local Chambers of Trade and Commerce and local tourism trade organisations.

THE ARTS

The government's Creative Industries Task Force is now spearheading a recognition of the cultural sector's significant contribution to the UK's economic and social development. Issues of identity, creativity and innovation are central to the function of this sector and the guidance below is given in the context of national priorities dedicated to encouraging excellence and access for all.

The cultural industries have to represent one of the fastest growing sectors, the country's fourth largest employer and contributing over £60 billion annually to the country's economy. Culture is of twofold importance for regional development. Firstly, culture is a major source of employment: activities related to the arts and cultural heritage, as well as products and industries, create jobs directly and indirectly. Secondly, a vibrant cultural infrastructure is an increasingly important factor for influencing resources into the region, as it contributes to the image and attractiveness of the region.

The arts and cultural industries are also acknowledged as an important factor in regenerating deprived areas and tackling social exclusion. Cultural projects should encourage individuals to be creative, confident, flexible and able to adapt; providing young people particularly with the necessary skills and routes to sustainable employment and further qualifications. They should be accessible to all and reflect the diverse needs and make-up of the communities they serve.

For cultural projects, applicants should have considered the following;

- i)** cultural projects are well placed to address social and economic regeneration. Does the project relate to agreed local strategies and communities targeted by the relevant Single Programme Document ?
- ii)** is the project relevant to local and regional cultural needs and does it have the support of the Regional Arts Board ?
- iii)** where appropriate, have other relevant bodies been consulted, e.g. local authorities or the Regional Tourist Board?
- iv)** is the project supported by a clear business plan, identifying achievable and measurable outputs, e.g. to create [x] new permanent full/part-time jobs in the sector?
- v)** projects should be the result of imaginative partnerships between local communities, economic regeneration and cultural development agencies and artists to help maximise sustainable jobs and provide key transferable skills for people in the sector. Does the project meet these objectives?

MUSEUMS & GALLERIES

There are over 2000 museums and galleries in this country. They are public cultural institutions (both publicly and privately maintained) which promote an appreciation of cultural identity and which help people to understand who and where we are by reference to the past and present. They are being seen increasingly as a valuable resource both for educational purposes and as a means of encouraging social inclusion and economic regeneration.

Traditional skills and values such as curatorial excellence, effective conservation and documentation and scholarship remain core to the effective operation of museums. However, excellence in the way that collections are displayed and interpreted is also very important, as well as inter-action by museums into the community. This helps to maximise museums' educational potential and makes relevant to the widest possible range of people.

DCMS directly sponsors most of England's national museums and galleries (others are sponsored by the Ministry of Defence) and a small number of major non-national institutions. The Funding Agreements between DCMS and its sponsored museums reflect the areas of activity to which the Department attaches particular importance. However, these areas are not only important to national museums, they have relevance to the sector as a whole. Most, or all, of the following national museums targets will also be appropriate to other classes of museum;

- i)** increase access to collections, e.g. by;
 - broadening the visitor base,
 - extending opening hours,
 - meeting visitors' special needs, e.g. those with a disability,
 - enabling *remote* access, e.g. via a website.
- ii)** increase visitor satisfaction;
- iii)** provide good quality educational facilities and services for people of all ages and from all backgrounds;
- iv)** achieve standards of excellence in collections;
 - conservation,
 - documentation,
 - study,
 - interpretation & display.
- v) provide or facilitate good quality training for its own members of staff,
- vi) increase co-operation and build partnerships between museums.

We would also expect a local museum to form links with other organizations and groups in its area and to consider any particular needs of the local community.

Action:

In describing their projects Museums and Galleries applicants should demonstrate one or more of the following;

- i) how the project will increase or enhance additional museum usage by improving the quality of the museum's standards, services or collection care, or by making the institution relevant to a wider audience, including engagement with that audience,
- ii) set clear, measurable and achievable performance targets, e.g. overall museum usage, or target group usage, or support for either formal or informal learning,
- iii) mention any linkage with other institutions whether through a partnership or a local cultural, heritage or museum strategy,
- iv) demonstrate any linkage with other forms of cultural, educational or social activity,
- v) mention whether their museum is registered with the Museums and Galleries Commission and whether the appropriate Area Museum Council has been consulted about, or involved in, the project.

SPORT AND RECREATION

The Government's *Sport for All* policy aims to ensure that every community has access to as wide a range of facilities as possible, and that the opportunities to use them exist for everybody. The guidance below for European funding is part of a national strategy for sport dedicated to providing sporting excellence at all levels and increasing sporting opportunities for the many not just the few. This approach is also part of the drive to tackle social exclusion by promoting the benefits of sport and recreation, which has so much to offer those at risk of being excluded, and is, perhaps, one of the most attractive ways of helping those in deprived urban and rural areas. The Department also supports the development of the creative industries, of which sport and recreation are an integral part, which can also contribute towards the national welfare to work programme, with imaginative partnerships offering good prospects for entry level jobs which provide the necessary work skills and routes to qualifications for young people.

For sport and recreation projects applicants should, therefore, consider the following;

- i) sport can help social regeneration and tackling social exclusion. Projects should, therefore, relate to an agreed local strategy on these issues, e.g. schemes aimed at reducing criminality,
- ii) the project should demonstrate that plans for the management of facilities have taken account of the policy and aims of the national welfare to work to work programme,
- iii) the project should be relevant to regional or local sporting need, and have the support of the regional office of the English Sports Council (ESC),
- iv) the project should demonstrate how it will either, widen access and increase active participation in sport (generally or for targeted groups eg the disabled, minority groups, women, school/club links) maximising community benefit, improve standards of performance (through support for talented individuals) or attract more major events to the region,
- v) the project should be supported by a sports development plan with clearly identified objectives and achievable and measurable targets eg to achieve an increase of **[xx]** in the numbers of people participating on a regular basis by **[date]** or to increase in general, or by target groups, the number of qualified coaches by **[xx]** through the development and delivery of an additional **[xx]** number of coaching courses by **[date]**.
- vi) the project should show proper consultation with other relevant bodies in addition to the regional office of the ESC, e.g. regional sports forums, governing bodies, local associations, etc,
- vii) projects should be suitable to be considered against the selection criteria and priority initiatives identified by the ESC for Lottery funding (bear in mind that EU funding is identified as an appropriate source of partnership funding for all Sports Lottery Fund applications).

THE BUILT HERITAGE

For built heritage projects, applicants should ensure that their application;

- i) relates to an agreed conservation strategy as set out by the local planning authority, and takes account of national strategies as set out by the Government in Planning Policy Guidance Note 15: Planning and the Historic Environment and Planning Policy Guidance Note 16: Planning and Archaeology,
- ii) demonstrates how the project will support the effective conservation of buildings and sites of historic and architectural importance for its own sake, and also because it makes a significant contribution to the environment generally and to the economy (particularly through tourism),
- iii) demonstrates how conservation contributes to economic regeneration and how an attractive environment draws more economic activity to an area; underpins sustainable development strategies and helps maintain a sense of community,
- iv) sets clear measurable and achievable objectives with performance targets, e.g. increase in the number of day and night visitors to heritage sites; number of historic buildings to be preserved and uses to be adopted; new jobs created and their location,
- v) show that appropriate local and national bodies have been consulted, e.g. English Heritage, local amenity societies, local planning authorities.

FILM

Departmental support for the film sector is predicated on two related aims. The first is cultural and concerned with the moving image as an art form; widening access to good cinema, preserving the heritage of the past, ensuring that the British public can see films which express British cultural values as well as American ones. The second is economic and is concerned with promoting the health of the domestic production industry, and encouraging inward investment by overseas film-makers: these goals also bring wider benefits to the industries which serve the film industry, local economies, and tourism.

The Film Policy Review Group's report *A Bigger Picture* sets out the Government's general strategy for action in co-operation with the industry.

For film and other audio-visual projects, applicants should ensure that their applications;

- i)** relate to any relevant strategy relating to film and audio-visual matters developed by Regional Arts Boards, local authorities, etc,
- ii)** demonstrate how the proposals will improve access or promote or develop the audio-visual sector by providing programming or facilities not otherwise available,
- iii)** set clear, measurable and achievable objectives and performance targets, eg for audience numbers, usage of facilities, training provision etc,
- iv)** show that appropriate local bodies have been consulted, such as local authorities, local university media centres, etc.

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