

emda Output Framework 2009-10

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1. Purpose

The purpose of this technical note is:

- To provide detailed definitions of the new emda outputs and component outputs identified in the emda Corporate Plan 2008-11;
- to define the Tourism Outcome measure;
- to map from the Tier 3 milestones and Tasking Framework outputs to the new outputs;
- to provide a set of manageable, reliable, measurable indicators of good quality which can be used to compare or aggregate data across programmes or for thematic analysis;
- to provide basis for reporting outputs and outcomes/results by beneficiary characteristics disaggregated by spatial levels (rural/urban and disadvantaged areas); and
- to bring together the definitions, verification evidence and FAQs in one document.

2. Context

When the Single Programme Budget was introduced in April 2002, the Regional Development Agencies (RDAs) and London Development Agency (LDA) (hereafter referred to as 'the RDAs' or 'RDA') agreed with the funding Government Departments a framework of Tier 1 Objectives (reflecting the RDAs' statutory purposes), Tier 2 Regional Outcomes and Tier 3 Milestones (outputs) to measure RDA performance. Tier 2 and Tier 3 Technical Notes were produced with the Tier 3 Technical Note revised in August 2004 to support the Single Programme.

In April 2005 the RDAs' Tier 2 and Tier 3 framework was replaced by a new Tasking Framework, as part of the Spending Review 2004, to provide better alignment between Regional Economic Strategy (RES) priorities in the English regions and Government objectives as expressed through Public Service Agreements (PSA) targets. It had a set of 6 core outputs with 4 mandatory components to provide common elements to measure RDA performance. The RDA Tasking Framework ended on 31 March 2008.

Following publication of the Comprehensive Spending Review 2007 and its new PSAs from April 2008 there is a new RDA Sponsorship Framework. It changes the RDA focus to programmes and outcomes (see extract in Annex A). However, to provide sound programme and project governance and assure the RDAs that the projects they fund are on course to deliver the agreed benefits, there is still a requirement for output as well as outcome/results indicators.

This Technical Note provides the definitional framework for the agreed *emda* indicators. It provides continuity with previous activity and builds on the previous Technical Note for output indicators. At the same time the opportunity has been taken to revisit some of the definitions to apply lessons learnt and remove obsolete indicators.

At the programme and project level where an RDA sets targets against its outputs and outcomes/results it will monitor and report on their achievement. The RDA project and programme outputs and outcomes/results may be used in conjunction with RDAs' strategic added value and regional outcomes to help understand the impact of their project and other activities on their Regional Economic Strategy, ERDF Operational Programme and Corporate Plan.

3. Direct Outputs and Outcomes

In considering outputs and outcomes/results it is important to understand their role. Outputs are produced by projects, as a direct consequence of the project activities whereas its outcomes/results are attributable, in whole or in part, to those activities. The outputs are the milestones that provide assurance that the project is on course to deliver its objectives. The outcomes/results are used to measure its success in meeting the project objectives. It is therefore essential that the legal agreement for the project sets out the data requirements for both the outputs and the outcomes/results so that the grant recipient takes steps to collect the data. By informing the project delivery body of the data requirements from the outset the project can plan how to collect the data effectively and efficiently.

Outputs

Projects use outputs to measure the progress of the project activities. Outputs therefore have to be capable of being forecast and delivered as part of the project. Progress on delivering the outputs is monitored during the life of the project. RDA funded projects may produce either a single output or multiple outputs depending on the nature of the project and its objectives. Outputs forecast and reported by the RDA must be directly attributable to the project activities and be linked clearly to

project objectives and the RDA funding contribution. Outputs must be measurable and verifiable so that they can be forecast at the project development and appraisal stage and will normally be included in the legal funding/investment agreement between the RDA and its supplier, partner or delivery body.

Outcomes

Projects also generate outcomes¹ – the consequences (direct and indirect) the project is seeking to achieve as set out in its objectives. They provide the measures to assess the success of the project. While outputs are directly linked to the project activities there is not necessarily the same direct causal attribution with outcomes. Outcomes are the results that follow from the project activities and so generally follow after the project has completed and are gathered as part of the evaluation of the project. Outcomes may be affected by other factors but applying the project logic chain model it can be argued that the project intervention(s) contributed to the outcomes/results.

Examples of the link between Objectives, Outputs and Outcomes

The OffPAT Advice Note – the project logic chain explains how a projects objectives and activities lead to outputs and outcomes, but an example of how these links work for Output E1 is as follows:

Objectives	Activities	Outcomes
<i>To do what, to whom where, by when</i>	<i>How to deliver the objectives</i>	<i>What is the result</i>
Output E1 Job Creation: No. of Jobs Created or Safeguarded		
To attract new businesses in priority sectors and so to create new jobs. To provide access to finance for businesses to enable them to expand and therefore create new jobs or safeguard existing jobs. To assist businesses where jobs are at risk with financial & training support in order to safeguard jobs.	Provision of appropriate business space, access to venture capital funds, technical support and advice to SME start-ups, consultancy advice & support, provision of skills training to up-skill the current workforce.	Increased sustainable employment in the target sector and an increase in the quality of jobs created. Specifically demonstrating an increase in employment for those in target groups.

The outcomes/results generally occur after the legally agreed activities are completed and so are measured through the evaluation of the project. There is often a time lag following the practical completion of a project and collecting the outcomes/results data. This means that the relevant data requirements should be set out in the project contract or funding agreement so that the data can be efficiently collected and assessed during the evaluation stage.

¹ See OffPAT Project Advice Note 2/2006 [A Project Logic Chain Approach](#), which demonstrates the logical linkages between project objectives, inputs, activities, outputs and their relationship to outcomes within the context of the RDAs remit.

Examples

Project A: To build a new training facility.

RDA funding is for capital costs and the outputs must relate directly to that funding.

If there is other public and private sector funding, then Output 5 *Financial Leverage – Public and Private investment levered* is applicable.

As the project relates to a capital development then Output 5b *–Hectares of land brought into beneficial use* may also be claimed.

But not Core Output 6 *Skills - Number of people assisted in their skills development as a result of RDA programmes*, unless the training that takes place is a contractual commitment to the recipient of the funding. If not it is simply an outcome of the project.

Project B: Provision of specialist equipment for training.

RDA funding is for capital costs and the outputs must relate directly to that funding.

If there is other public and private sector funding, then Output 5 *Financial Leverage – Public and Private investment levered* is applicable.

If the project objective and activities includes provision of specialist training on the equipment for a given period and this is included in the contract then Core Output 6 *Skills - Number of people assisted in their skills development as a result of RDA programmes* may also be counted.

It is also important to avoid double counting of outputs and outcomes/results and so over claiming those assisted under the project. Where a project's inputs and activities are phased over time and assistance is given to the same beneficiaries within the project each beneficiary may only be counted once under the project. Where the project activities are related it should not be split in order to claim additional outputs as this would be an inefficient use of public resources and is likely to have lower outcomes/results and impacts.

Example

Project C: Provision of marketing and knowledge management assistance to SMEs

RDA funding is revenue. RDA outputs must relate directly to that funding.

Each business to be assisted with a minimum of £250 or 2 hours of assistance can be counted once under Output 4 *Business support - Number of businesses assisted to improve their performance*. The business can only be counted once within the project even if it receives the minimum assistance for marketing and knowledge management at separate times.

In this case each business that receives knowledge management assistance (if it meets all the relevant requirements) may also be counted under Component Output 4a *Business Support - Number of businesses within the region engaged in new collaborations with the knowledge base (business/knowledge base collaboration)*. This is a subsidiary of the core output and the information will not be aggregated.

Businesses assisted under this project may also be counted under other projects if they go on to receive assistance within new projects.

4. Multiple Funding

Projects may be funded by the RDA alone or the RDA may fund in partnership with one or more other public sector bodies and/or the private sector, i.e. there may be a "cocktail" of funders. While other public sector funding bodies count and report those outputs and outcomes/results relevant to their own funding contribution to government, the private sector does not. The RDAs and other public funding bodies will normally count and report outputs and outcomes/results in proportion to their funding contribution to avoid "double counting" the same outputs.

The exceptions to this are:

- where the RDA is co-funding from their Single Budget with ERDF funded projects, the RDA should only forecast and report its Single Budget share of the relevant project outputs. For reporting to the European Commission they should forecast and count all the relevant project indicators to give them a full picture of what the ERDF investment has achieved;
- where the other public sector body does not count the same indicators as the RDA - then the funders may agree that the RDA can forecast and report all its indicators. For example, the Heritage Lottery Fund does not count jobs created or safeguarded and the RDAs do not count Heritage improvements. In this instance, an RDA might count all the jobs created with the Lottery counting the heritage improvements;
- where there is a different share of risk in proportion to inputs. For example, one funder might be giving a grant where another is providing a secured loan and, therefore, bearing much less risk. The funder bearing the highest risk, everything else being equal, should take a higher share of the outputs based on an agreed assessment of their share of the risk.

5. Transition from Tier 3 and Tasking Framework Outputs

emda have contracted projects which will deliver outputs against the Tier 3 Milestones and Tasking Framework Outputs after April 2009. As part of the change to the new outputs, consideration has been given to mapping these outputs across to the **nearest equivalent** new output. The reason for doing this is to manage the change in the most cost effective manner, whilst respecting existing contractual arrangements and recognising that these cannot be retrospectively changed.

The Tier 3 Milestones, and Tasking Framework outputs have their own definitions. Some of these have a good fit and low risk in terms of compatibility with the Core output definitions whilst others are not convertible. The following table sets out which outputs can be converted across.

emda Output	Tier 3	Tasking Framework
E1. Job Creation – Number of jobs created or safeguarded.	C1a – Number of jobs created. C1b – Number of jobs safeguarded.	T1. Job Creation – Number of jobs created or safeguarded.
E2. Employment Support – Number of people assisted to get a job.	S7 – Number of graduates newly employed in small business. S8 – Number of people over 45 receiving information and advice	T2. Employment Support – Number of people assisted to get a job.
E3. Business Creation – Number of new businesses created and demonstrating growth after 12 months and businesses attracted to the region.	C4 – Number of new businesses created or attracted to the region. This should be counted for surviving 12 months, additional monitoring will be required to measure growth after 12 months.	T3. Business Creation – Number of new businesses created and demonstrating growth after 12 months and businesses attracted to the region.
E4. Business Support – Number of businesses supported to improve their performance.	S4 – Number of businesses increasing their use of ICT. S5 – Number of enterprises assisted by regional investment funds.	T4. Business Support – Number of businesses supported to improve their performance.
E4a. Number of businesses within the region engaged in new collaborations with the knowledge base (knowledge base/business collaboration)	S3 – But only where the business is engaged with the knowledge base as per the definition.	T4a. Number of businesses within the region engaged in new collaborations with the knowledge base (knowledge base/business collaboration)
E5 – Hectares of land brought back into beneficial use	C2 – Hectares of brownfield land remediated or recycled.	T5a. Regeneration – Brownfield land reclaimed and/or redeveloped (ha)
No conversion.	C3 – Number of learning opportunities created and filled	T6. Skills: The number of people assisted in their skills development as a result of RDA programmes
E6a Number of adults in work undertaking vocational skills development equivalent to	No conversion.	6b. Skills – Number of adults in the workforce who lack a full Level 2 or equivalent qualification who are

Level 3 or above as a result of RDA programmes		supported in achieving at least a full Level 2 qualification or equivalent.
E6b Number of people undertaking an additional 12 hours of STEM or Enterprise Capability based learning as a result of RDA programmes	No conversion.	No conversion.
E7. Financial Leverage – Public and Private investment levered (£M)	No conversion.	T5. Regeneration – Public and Private regeneration infrastructure investment (£m/% private)

6. Beneficiary Characteristics

In addition to the basic output and result indicators emda has selected relevant beneficiary characteristic data to provide a further level of evidential detail on how the investment has been used and the benefits achieved. These beneficiary characteristics will be used for reporting against, not setting targets. They are used in evaluation to identify who or what group or area has benefited. There are four main categories against which beneficiary characteristics can be identified, these are:

- People
- Business
- Place
- Geographical areas

The tables below set out the beneficiary characteristics by these categories showing how they will be used with the outputs. To measure the change against beneficiary characteristics it is essential to establish the baseline before the project intervention takes place.

More information on what beneficiary data must be collected is included in the individual output definitions.

Beneficiary Data

While the collection of beneficiary characteristics is required for the appropriate monitoring of projects – for example, equality and diversity monitoring – there is also a need to collect individual beneficiary contact details in order to facilitate evaluations and the calculation of impact.

emda measures the outcome of its work via net economic impact evaluation². In order to effectively gauge the impact of a project it is often necessary to undertake a survey of those individuals (be they businesses or people) who have benefited from it. Yet in order to be able to effectively survey these beneficiaries there is a need for *emda* (or its agents) to have their individual contact details. Therefore, at the least, contact details including name and address / phone number / e-mail address should be collected from all project beneficiaries under the appropriate data protection protocols (discussed below) and stored with the appropriate information security.

Information Security

Information is a key asset and its proper use is fundamental to the delivery and evaluation of programmes and projects³. Where information is held on individuals, companies or organisations they are entitled to expect that:

- their privacy will be protected, subject to Freedom of Information requirements;
- information risks (confidentiality, integrity, availability, storage) will be assessed and mitigated (including incident management) to an acceptable level;
- the data will be protected, used and handled professionally and only for the purposes it was collected

² See the DTI's 'Evaluating the impact of England's Regional Development Agencies: Developing a Methodology and Evaluation Framework' (<http://www.berr.gov.uk/files/file21900.pdf>) for details of how net economic impact is calculated.

³ For more information on information security go to the Cabinet office [Central Sponsor for Information Assurance](#) (CSIA)

Note that the verification evidence in the following tables is that which should be held by the delivery body. The delivery body is responsible for collecting and storing the data on individual beneficiaries. In reporting achievements to emda it is only necessary to provide aggregate numbers not the information on individual beneficiaries. However, the raw data should be made accessible to the staff or agents of emda to validate or audit the information reported to them. When collecting and holding information that could identify individuals the requirements of the Data Protection Act must be complied with.

Data Protection Act⁴

The Data Protection Act protects the rights of people about whom you collect and process data. If you, or your agent, undertake any type of research which uses or collects personal information about identifiable, living people then you will need to comply with the Data Protection Act 1998. As individual beneficiary data is required for project evaluation purposes, it is therefore important that the methodology applied conforms to accepted standards.

When programmes and projects require the collection of data about a beneficiary account should be taken of the Government's [Mandatory Minimum Measures](#) requirements.

The key principles of information handling practice are:

- Data may only be used for the specific purposes for which it was collected.
- Data must not be disclosed to other parties without the consent of the individual whom it is about, unless there is legislation or other overriding legitimate reason to share the information (for example, the prevention or detection of crime). It is an offence for Other Parties to obtain this personal data without authorisation.
- Individuals have a right of access to the information held about them, subject to certain exceptions (for example, information held for the prevention or detection of crime).
- Personal information may be kept for no longer than is necessary.
- Personal information may not be transmitted outside the EEA unless the individual whom it is about has consented or adequate protection is in place, for example by the use of a prescribed form of contract to govern the transmission of the data.
- Subject to some exceptions for organisations that only do very simple processing, and for domestic use, all entities that process personal information must register with the Information Commissioner.
- Entities holding personal information are required to have adequate security measures in place. Those include technical measures (such as firewalls) and organisational measures (such as staff training).

⁴ http://www.ico.gov.uk/Home/what_we_cover/data_protection.aspx

Also subjects are allowed/have the right to make changes to wrong information.

What this means in the context of collecting contact details for individual beneficiaries are that:

- beneficiaries need to be made aware **why** this information is being collected and **what** it will be used for (e.g. they may be contacted at a later date – possibly to be asked to take part in a survey – as part of the evaluation of the respective *emda* project);
- beneficiaries must have given their **informed consent** to their data being collected, and also at that time, be given the opportunity to opt out of any subsequent uses of the data;
- the data collected **cannot be used for any other purpose** than that originally stated unless the individual has given their informed consent (e.g. *emda*, or its agents, cannot use the contact details provided by beneficiaries for another survey than the one originally specified when collecting the data);
- if the beneficiaries are likely to be **re-approached** at a later date via their provided contact details, permission must be sought at the time of the initial contact (e.g. if you want to re-contact a beneficiary following their completion of a survey, this needs to be agreed with them at the time of the original survey);
- when collecting the data it must be clearly stated **who** it is being collected for (e.g. if a third party is delivering the project, when the contact details of the beneficiaries are collected it should be clearly stated that it is on behalf of *emda*).

(These are general guidelines and should not be construed as legal advice. All necessary information regarding your legal responsibilities concerning the collection, storage and protection of data can be found at: <http://www.ico.gov.uk/>).

Ethnic Monitoring

When the information relates to the beneficiary's ethnicity, it is recommended that the guidance in [Ethnic Monitoring – A Guide For Public Authorities](#)⁵ is followed. The principles apply also to the other equality duties.

Some of the key principles to follow (but it should not be construed as legal advice):

Inform - provide information on why the information is being collected, how it will be used and what will be done to protect confidentiality.

Voluntary - completion of equality monitoring forms by individuals is voluntary. This should not be overstated as it may encourage non-returns at the same time do not say or imply that providing the information is compulsory i.e. it should not be a mandatory field in electronic forms.

Self-classification - wherever possible, self-classification should be used with individuals completing a declaration form. Only in exceptional circumstances should beneficiaries be classified by another individual (other classification). Be aware of the risks of using other classification. When it is done, the person concerned should be notified and invited to confirm or change the classification. Monitor whether the data is provided on a "self" or "other" classification basis.

Recording - if the beneficiary does not provide the information you should record them as a nil response and in an unknown category.

Confidentiality - when data is held on paper records it should be locked away in a secure place e.g. a locked cupboard, when not in use. If the records are to be held electronically they should be password protected. When data is held and accessed on ICT systems access should be by authentication (user name, password and best commercial practice) avoiding use of removable media e.g. laptops, CDs, USB's etc for storage or access, where possible. On completion the material used to store personal data should be subject to controlled disposal (incineration, pulping, shredding, secure destruction, overwriting, erasure or degaussing).

⁵ Commission for Racial Equality (CRE) provided this non-statutory guidance (May 2002) to support public authorities to meet their general duty under the Race Relations (Amendment) Act.

Beneficiary Characteristics – People

Indicator	Ethnicity ¹																
	Total	White			Mixed				Asian or Asian British				Black or Black British			Chinese	
		B	I	O	WBC	WBA	WA	MO	I	P	B	AO	BC	BA	BO	C	CO
Jobs ² Created and Safeguarded																	
Employment Supported																	
Adults gaining level 3 skills																	
People in worker education gaining 12 hours of additional skills																	

Indicator	Total	Age					Gender ³			Disabled		
		0-16	17-24	25-49	50-64	65+	M	F	T	Y	N	
Jobs Create and Safeguarded												
Employment Supported												
Adults gaining level 3 skills												
People in worker education gaining 12 hours of additional skills												

1, The Commission for Race Equality recommend the use of standard Census categories as detailed below;

White - B = British, I = Irish, O = Other

Mixed - WBC = White and Black Caribbean, WBA = White and Black African, WA = White and Asian, MO = Any other mixed background

Asian or Asian British - I = Indian P = Pakistani B = Bangladeshi AO = Any other Asian background

Black or Black British - C = Caribbean, A = African, BO = Any other Black background

Chinese - C = Chinese CO = Any other

The level of data collection required will depend on the type of project and its relevance.

2, By first occupant

3, The new Single Equality Act 2009 anticipated to be passed in Spring 2009 Gender - M = Male F = Female, T = Transgender

Beneficiary characteristics – Business Type and Ownership

Indicator	Total	Type of Enterprise						RES Priority Sectors					
		Micro Enterprise	Small Enterprise	Medium Enterprise	Large Enterprise	Social Enterprise	Spin Out Enterprise	Transport Equipment	Food and Drink	Construction	Healthcare	Other	
E3 Business created													
E4 Business assisted													
E4a Business in new collaborations													

Minority Ownership

A minority-led business is one where at least 50% of its owners are Black Asian or Minority Ethnic, women, disabled people, or lesbian/gay/bisexual. In the case of a social enterprise this minority leadership would relate to the senior management team.

Minority Owned Businesses

A minority-led business is one where at least 50% of its owners are Black Asian or Minority Ethnic, women, disabled people, or lesbian/gay/bisexual. In the case of a social enterprise this minority leadership would relate to the senior management team.

Indicator	Total	Ethnicity ¹															
		White			Mixed				Asian or Asian British				Black or Black British			Chinese	
		B	I	O	WBC	WBA	WA	O	I	P	B	AO	BC	BA	BO	C	CO
Businesses Created																	
Businesses Assisted																	
Businesses involved in new collaborations																	

Indicator	Gender/Sexuality ²			Disabled	
	M	F	LGB	Y	N
Businesses Created					
Businesses Assisted					
Businesses involved in new collaborations					

1, The Commission for Race Equality recommend the use of standard Census categories as detailed below;

White - B = British, I = Irish, O = Other

Mixed - WBC = White and Black Caribbean, WBA = White and Black African, WA = White and Asian, MO = Any other mixed background

Asian or Asian British - I = Indian P = Pakistani B = Bangladeshi AO = Any other Asian background

Black or Black British - C = Caribbean, A = African, BO = Any other black background

Chinese - C = Chinese, CO = Any other

The level of data collection required will depend on the type of project and its relevance.

2, M=Male F= Female, LGB = Lesbian/Gay/Bisexual

Beneficiary Characteristics - Place

Indicator	Total	Type		End Use						
		Greenfield	Brownfield	Public Realm	Housing	Industrial	Commercial	Cultural	Tourism	Other
E5a Hectares brought back into beneficial use										

To evidence the outcome analyse by type of land use - Industrial & Business, Recreation & Leisure, Retail or Community Services buildings. The categories are defined in the [National Land Use Database](#).

Beneficiary Characteristics – Geographical Areas

In calculating beneficiaries across geographical areas the principles adopted are to keep it simple and ensure that it reflects Agency contributions to their RES.

Geographical - Rural/Urban

To support the government's rural agenda and evidence how all parts of the region are included the RDAs will report their indicators on both a rural/urban and on a disadvantaged area basis.

The outputs rural/urban disaggregation is based on the Government classification in The Rural and Urban Area Classification. emda are using the Defra Local Authority District level classification to apportion indicators from regional and sub-regional projects. The information has been aggregated by emda to establish appropriate County and Regional factors outputs are then counted on the basis of attribution to rural/urban areas based on the % population.

Geographical - Disadvantaged Areas

Disadvantaged areas are as defined in the Regional Economic Strategy and by the Index of Multiple Deprivation (IMD). Outputs are attributed to disadvantaged areas based on the % deprived area/population to that in the region/ sub-region.

7. *emda* Output Definitions

The table below summarises *the agreed emda* outputs and component outputs. They are numbered for convenience and to avoid confusion between the new outputs and the Tasking Framework they are prefixed with an E rather than a T even though some outputs have remained unchanged. Detailed definitions for each output are set out in tabular form in the following pages.

emda Outputs and Components - Summary

Output	No.	Description
Job Creation	E1	Number of jobs created or safeguarded
Employment Support	E2	Number of people assisted to get a job
Business Creation	E3	Number of new businesses created and demonstrating growth after 12 months and businesses attracted to the region
Business Support	E4	Number of businesses assisted to improve their performance
	E4a	Numbers of businesses within the region engaged in new collaborations with the UK knowledge base (knowledge base/business collaboration)
Regeneration	E5	Hectares of Land brought into beneficial use (disaggregated by land reclaimed/land serviced/developed floor space)
Skills	E6a	Number of adults in work undertaking vocational skills development equivalent to Level 3 or above as a result of RDA programmes
	E6b	Number of people undertaking an additional 12 hours of STEM or Enterprise Capability based learning as a result of RDA programmes
Finance	E7	Financial Leverage – public and private investment levered (£M) (disaggregated by Public and Private Sector)

Output Name

E1. Job Creation – Number of jobs created or safeguarded

Activity Definition

Jobs counted must be:

- Permanent - Having a life expectancy of at least one year (at appraisal and when counted);
- Paid posts only (not voluntary work); and
- Full time equivalent (FTE) – Where FTE is defined as a person undertaking paid work for 30 hours or more a week. Part time jobs can be converted to FTE jobs on a pro rata basis or using the EC approach – two part time jobs equal a full time job, where no additional information is available.

A job is created and counted when it is:

- New i.e. it should not have existed in the region or with that employer in the UK before the intervention;
- Has a life expectancy of at least one year;
- a post is actually filled; and
- it is a result of the *emda*'s intervention.

A job is safeguarded and counted when it is:

- The job must exist and be forecast to be lost within 1 year when the project was approved;
- Still in existence at the time of counting; and
- No longer at risk of being lost within a year.

Foreign Direct Investment (FDI) and Selective Finance for Investment (SFIE) jobs can be counted as contributing to this core output after they have been delivered, but not when they are only anticipated (as they are currently reported under the separate FDI and SFIE reporting arrangements).

Jobs may be counted under this definition that are associated with outputs counted elsewhere (most obviously with respect of Output 3 Business Creation) – but there must be a direct relationship between *emda* activity and the outputs being claimed.

The job definition here is not the same as the job definition appropriate for the Employment Support core output which is much broader in coverage.

Exclusions

- Construction jobs when they are required for the implementation or delivery of the project (e.g. construction of premises) even if they last for more than one year. However where construction relates to the sector in which the jobs are located (and is, therefore, akin to say the engineering sector) then the jobs can be counted.
- Temporary jobs to set up the project e.g. employees, consultancies or temporary contractors as these are inputs.
- Seasonal jobs where they are incidental to the operation. But, if the operation relies heavily on seasonal jobs (e.g. tourism sector) then they should be included on a pro rata basis.
- Jobs arising from businesses moving from other areas in the region or other UK regions or devolved administrations **except** where the relocation can be demonstrated as genuinely safeguarding the jobs concerned – i.e. the jobs would have been lost within one year at the original location.
- Refilling of jobs with different people – the indicator relates to jobs and not the people who fill them.

<p>What evidence is required on file?</p>	<p>Business – Name, address inc post code, tel. no, contact details, ownership, number of employees. Job – New/safeguarded job title, confirmation that contract of employment has been issued (expected duration must be 1 year or longer or 4 weeks or longer for seasonal jobs integral to the project), hours of work (for FTE calculation), start date of employment, if location is different from business address then location details, letter from employer confirming new jobs as a result of the project. Job Safeguarded – Employment profile at appraisal, decision and on completion, best evidence available of real risk e.g. written company statement or letter signed by employer confirming jobs were at risk but no longer, statement showing how the project prevented the loss of job(s).</p>
<p>Beneficiary data Requirements</p>	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the first person to occupy the jobs (or the person in post for jobs safeguarded) as laid out in Section 6 Table 1 of this document. <p>This information must be collected in line with Data Protection Legislation and protocols and be made available to emda for reporting and evaluation purposes.</p>
<p>When is the output counted?</p>	<p>Jobs created are counted when the post is filled. Jobs safeguarded are counted when still in existence and no longer at risk of being lost within a year.</p>
<p>FAQs</p>	<p>Q. Can a sole trader be counted as a job created as well as a business created? A. Yes. To count as a job they must meet the definition criteria – recognising that the employer and employee is in this case the same person. Note sole traders include self-employed and free lance workers.</p> <p>Q. Does the type of business created make a difference to whether we can count a job as well? Does the first job created within a business always get discounted? A. The type of business is not relevant. The first job is not discounted all jobs can be counted.</p> <p>Q. Can helping individuals to obtain voluntary work count as a job and meet the criteria for this output? A. No – a job is paid employment. They can be counted under core output 5 Employment Support. Obtaining voluntary work would be an outcome/result of the project</p> <p>Q. In counting the outputs are we expected to collect information on the actual jobs created from inward investment successes? This is unfeasible except where we are delivering funding whose release is reliant upon that data e.g. SFIE. A. This is not new and follows on from the requirements in the Tier 3 Technical Note Jobs Created (page 5). There is no reason why inward investment jobs should be treated differently from other RDA interventions that result in jobs created.</p> <p>Q. If we train people in construction skills with the aim of them becoming self-employed, can we count them under jobs created (output 1)? A. No. The project objective is to develop skills so they should be counted under Skills Output 6. Having received the training they may go on to get either a job or become self-employed. These are the outcomes for the project and should be picked up when the project is evaluated.</p> <p>Q. A project will be managed by an individual, whose salary will initially be wholly paid for by the RDA. The intention is that this post will eventually be funded entirely by contributions from the companies involved. At what point can the post created be counted as an output? A. The post is an input to run the project so it cannot be counted as an output at any time. This is not affected by the project objectives or the source of funding contributions. If the post is sustainable and continues after the life of the project then it is an outcome or result not an output and may be counted as such.</p>

<p>Output Name</p>	<p>E2. Employment Support – Number of people assisted to get a job</p>
<p>Activity Definition</p>	<p>The output is the number of people who have been <i>assisted</i> to get a job regardless of their success which will be a matter of evaluation not monitoring.</p> <p>People for the purpose of this output are defined as those who are resident in the region and are unemployed or economically inactive or in employment but at risk in an evidence based way.</p> <p>Assistance is defined in terms of the nature of the support provided. It involves interaction with an individual through face-to-face or telephone consultations, conferences or workshops or any other activity including web-based dialogue (but not including electronic or hard copy mail-shots) geared to assisting people in getting a job. The activities include the following:</p> <ul style="list-style-type: none"> - Provision of information, advice and guidance (IAG) e.g. careers advice, CV writing, interview training. - Removing barriers to getting back into the labour market e.g. return to work training, using crèche facilities. - Advice on how to start own business. <p>Exclusions</p> <ul style="list-style-type: none"> - Assistance which is counted as skills development. This should be counted under core outputs E6a and E6b – Skills.
<p>What evidence is required on file?</p>	<p>Person – Name, address inc post code, date of birth, evidence he/she was either unemployed or economically inactive or in employment at risk e.g. copy of P45 or letter from employer.</p> <p>Type of assistance – Letter or form signed and dated by the person on what assistance they received and date(s) it was provided. Where assistance is electronic then it is required to demonstrate they were assisted and it was not just signposting.</p>
<p>Beneficiary data Requirements</p>	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the person assisted to get a job as laid out in Section 6 Table 1 of this document. <p>This information must be collected in line with Data Protection Legislation and protocols and be made available to <i>emda</i> for reporting and evaluation purposes.</p>
<p>When is the output counted?</p>	<p>The output should be counted once the assistance has been provided.</p>
<p>FAQs</p>	<p>Q. Is there a minimum level of assistance similar to that for Businesses Support?</p> <p>A. No there is no minimum assistance intervention value or period.</p> <p>Q. Can I count people who are already employed but who are given advice on how to start their own business?</p> <p>A. Not unless their job is at risk.</p> <p>Q. Job is defined as any employment requiring an employment agreement; however sole traders will not have this. Can we still count assisting people to become their own boss?</p> <p>A. Yes- as long as the other definitions of people and assistance are met.</p> <p>Q. Can the provision of travel information and subsidised travel to interviews and work by public transport for a short period of time be included under this output as it falls into category of removing barriers to getting back into the labour market?</p> <p>A. Yes. The provision of travel information falls under the information aspect of the outputs definition. Provision of subsidised travel for individuals to encourage them to go to interviews/ start work without financial penalty can form part of Employment Support as long as it does not duplicate Jobcentre responsibilities.</p>

Q. Can individuals be counted for Employment Support and Skills if a project provides general Information Advice or Guidance (IAG) and requires participants to complete a training course? Or individuals who complete a training course and are assisted under the same project are assisted to get a job e.g. CV writing etc.

A. Where the project objectives clearly identifies the provision of employment support and training and they are a direct result of the project activities then the beneficiaries may be counted under both Employment Support and Skills. However, if this is not part of the objectives or a direct result of the project activities but as a result of the project IAG an individual goes on to a training course then that would be an **outcome** of the project.

Q. A project that has a number of clients who are economically inactive but not in direct receipt of benefits e.g. due to a partner being economically active. Would a declaration signed by the client stating that they are unemployed be considered as acceptable evidence, provided name, address including post code; date of birth and possibly NI number are incorporated in the declaration?

A. Self-certification should only be used as a last resort because of the risk of abuse. If used then appropriate mitigation measures to verify the data (e.g. sample check of individual details) should be considered as well as Data Protection considerations (e.g. what happens to the self-certification forms on completion of a project)..

The ONS definition of the **Economically Inactive** are people who are neither in employment nor unemployed e.g. students not working or seeking work and those in retirement are classed as economically inactive. They comprise:

- those who want a job but who have not been seeking work in the last 4 weeks,
- those who want a job and are seeking work but not available to start and
- those who do not want a job.

Those covered by the first two bullets should have some evidence to demonstrate that they want a job either by registering their interest with the Job Centre or an Employment agency etc even if they are not claiming/receiving benefits. It would therefore be preferable to seek evidence of this rather than self-certification. Those covered under the last bullet are not likely to be eligible for Employment Support assistance.

Q. Can we count assistance to seasonal workers, people on temporary or short term fixed contracts, or individuals on probationary periods or placements as in employment at risk?

A. Yes. These groups can be considered to be in "employment at risk" for this output.

<p>Output Name</p>	<p>E3. Business Creation – Number of new businesses created and demonstrating growth after 12 months and businesses attracted to the region</p>
<p>Activity Definition</p>	<p>This output is split into 2 measures: 3. Number of new businesses created and surviving for 12 months and number of businesses attracted to the region. 3a. Number of businesses demonstrating growth after 12 months.</p> <p>A new business under this output is defined as a new corporate establishment that has started trading (defined as when the business registers for VAT or, below the threshold, the date it registers for National Insurance (Class 2) contributions) or has been attracted to the region as a direct result of <i>emda</i> activity including:</p> <ul style="list-style-type: none"> - Sole traders. - Start-ups of all sizes, whether or not VAT registered. - Independent spin-outs from established businesses, universities and other research and development organisations. - Not-for-profit companies, social enterprises and community enterprises. - Farm enterprises. - New to the region branches of businesses which remain established elsewhere in the UK. - Foreign direct investment bringing new enterprises to the region, both first time investment and subsequent expansions. <p>- The definition assumes that growth will have been demonstrated if the business shows an increase in employment between 12 and 24 months. The project must ensure that at the point the business confirms it has been in existence for 12 months the total number of employees are recorded. This should then be compared with the total number of employees at 24 months to measure any growth.</p> <p>Support provided through Business Links can be counted against this output but care will be needed to ensure that there is no double counting of outputs – e.g. where <i>emda</i> contracts to an intermediary organisation that then sub-contracts to Business Link – and all parties claim the outputs.</p> <p>Agencies will continue to report businesses created and surviving 12 months as moving to only reporting businesses demonstrating growth will result in zero outputs to report for over 2 years.</p> <p>Exclusions</p> <ul style="list-style-type: none"> - Businesses relocating from another area within the region or from another region or devolved administration within the UK. - Double counting of businesses at different phases of their growth. - New branches of businesses based outside the region and within the UK unless it is the first branch in the region.
<p>What evidence is required on file?</p>	<p>Business – Name, address inc post code, tel. no, contact details, ownership, number of employees. New Business Attracted – the company incorporation statement or letter from owner/Chief Executive or Finance Director to confirm it is either:</p> <ul style="list-style-type: none"> • A new company; or • New branch operation of UK company; or • New overseas company or expansion of overseas company • And confirmation it is still trading after 12 months. <p>Letter should include a statement of the nature of support provided by the Agency and how that led to it opening in the region.</p> <p>Started Trading – Company Registration No./VAT No. and date of registration or NI class 2 date of registration.</p> <p>Demonstrating Growth – No. of employees (including owners of sole traders) at 12 and 24 months.</p>

<p>Beneficiary data Requirements</p>	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the business created as laid out in Section 6 Table 2 of this document. <p>This information must be collected in line with Data Protection Legislation and protocols and be made available to <i>emda</i> for reporting and evaluation purposes.</p>
<p>When is the output counted?</p>	<p>3. New businesses should be counted 12 months after they have started trading in the region. Businesses attracted to the region should be counted once they have begun trading.</p> <p>3a. These businesses should then be reported under 3b if they show growth in employment between 12 and 24 months.</p>
<p>FAQs</p>	<p>Q. Can Business Link business starts be counted under this output?</p> <p>A. Yes. It is acceptable to include the Business Link start ups using their verification evidence – the date of the first invoice.</p> <p>Q. Does the Businesses Creation growth measure (employment) also apply to the businesses attracted to the region?</p> <p>A. No. The demonstrating growth only applies to the businesses created. For business attracted to the region the definition is aligned with the UKTI inward investment definition for consistency in measurement and reporting.</p> <p>Q. Can the growth in employment counted for this output also be included under jobs created?</p> <p>A. It follows that if the employment growth is part of the business created <u>output</u> then the jobs themselves can be counted under the jobs created <u>output</u>. If the employment was part of the project <u>outcome</u> measures it could not be counted under jobs created.</p> <p>Q. For businesses attracted to the region is it only the first branch of an existing business trading elsewhere that can be counted or can subsequent branches also be counted?</p> <p>A. Only the first branch attracted to the region can be counted.</p> <p>Q. Can we count virtual businesses e.g. where overseas companies have a postal address/bank account only but no physical presence?</p> <p>A. No. Only businesses which have a physical presence may be counted.</p> <p>Q. Can franchises be counted as a business created?</p> <p>A. There are 3 basic types of franchises:</p> <ol style="list-style-type: none"> 1. Where the business set up a branch, owns it and looks for someone to manage it on their behalf (e.g. pubs with independent managers). 2. Where the franchisee sets up a business and buys the 'kit' (signs, machinery, branding etc.) and then runs as their own business. 3. Where the franchisee buys a part share of the business and the rest is owned by the parent company. <p>When the franchise is type 1 or 3 then they cannot be counted as a business created, unless they meet the 'new branch to the region' qualification. When it is a type 2 franchise then it may be counted as a business created if it is a new franchisee in the region, in the same way as a new business expansion to the region. However, if an existing franchisee opens a new outlet in the region this may not be counted as it is an expansion of his/her existing business.</p> <p>Q. What is the definition of a definition of an Ethnic Minority Business?</p> <p>A. The definition used by BERR and the National Ethnic Minority Business Forum is Majority Ownership i.e. 51%+. http://www.berr.gov.uk/files/file38528.pdf.</p>

Output Name	E4. Business Support – Number of businesses assisted to improve their performance
Activity Definition	<p>This definition assumes that the output is the number of businesses assisted to improve their performance regardless of whether they succeed in doing so. The latter is an outcome measure and is a matter for evaluation not monitoring.</p> <p>Under this definition a business is defined as a corporate establishment with a specific address and postcode rather than an enterprise (which may have more than one establishment and whose address and postcode may well be the corporate headquarters). This can include not-for-profit organisations.</p> <p>Assistance can take the form of:</p> <ul style="list-style-type: none"> - Loans, equity investment or grants. - Assistance in the creation or improvement of new or existing facilities or equipment. - Support for physical or environmental solutions (e.g. land reclamation). - Provision of consultancy support or advice by means of individual interaction through face-to-face or telephone consultations, conferences, workshops or web-based dialogue. <p>The level of assistance must involve receipt of 2 hours or more of consultancy support/other non-financial assistance or the grant equivalent of £250 or more of funding – unless verified performance improvements have been recorded in which case lower levels of assistance can be counted.</p> <p>Performance improvement is any activities directed to improving the performance of the business and may include support for:</p> <ul style="list-style-type: none"> - Management / Leadership. - Corporate and social responsibility e.g. awareness raising on statutory and legal responsibilities. - Participation in new supply chains. - Marketing. - Use of R&D. - Process and resource efficiency – e.g. in the use of ICT and waste management. - Environmental management. - Quality assurance. <p>Support provided through Business Links can be counted against this output but care will be needed to ensure that there is no double counting of outputs – e.g. where <i>emda</i> contracts to an intermediary organisation that then sub-contracts to Business Link – and all parties claim the outputs.</p> <p>Exclusions</p> <ul style="list-style-type: none"> - Assistance provided in the form of electronic or hard copy mail-shots and brochures. - Businesses assisted more than once within an <i>emda</i> project and within the time period for which the project has a budget allocation should not be double counted. - Note: Where assistance is received more than once by the same business under different projects then these should be double counted on the grounds that the projects serve distinct purposes in terms of the nature of the performance improvements that are being sought.
What evidence is required on file?	<p>Business – Name, address inc post code, tel. no, contact details, ownership. Type of assistance – Grant letter to business (minimum £250), letter from business confirming consultancy support provided and hours, date(s) assistance received.</p>
Beneficiary data Requirements	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the business assisted as laid out in Section 6 Table 2 of this document.

This information must be collected in line with Data Protection Legislation and protocols and be made available to *emda* for reporting and evaluation purposes.

When is the output counted?

The output should be counted once the business has received the required level of assistance.

FAQs

- Q. Can any Business Link outputs be counted under this output?**
 - A.** Yes, the intensive business assists can be counted under this output.
- Q. Does the 2 hours consultancy provision include travel time and preparation time on behalf of the client or just the actual time provided by the consultant to the client?**
 - A.** Travelling time is excluded; it is the actual time delivering the consultancy service to the business that can be counted.
- Q. If the assistance involves training of the staff of a business, can we also claim outputs under core output 6?**
 - A.** Yes where this is part of the project objectives and there is a direct link and it meets core output 6 requirements then the individuals whose skills have been developed may also be counted under that output.
- Q. Where more than one public sector funder contributes to a project and so a business receives different types and amounts from each funder would each funder claim this business under the Business support output?**
 - A.** No. To avoid double counting the same business public sector funders should forecast and count the outputs based on their proportion of the project funding or by agreement.

<p>Output Name</p>	<p>E4a. Business Support – Number of businesses within the region engaged in new collaborations with the UK knowledge base (knowledge base/business collaboration)</p>
<p>Activity Definition</p>	<p>Businesses can only be counted under this definition if and when they have been directly assisted by <i>emda</i> to engage in new collaborations.</p> <p>Businesses are as defined in output definition 4. Business Support – Number of businesses assisted to improve their performance.</p> <p>Assistance is as defined in output definition 4. Business Support – Number of businesses assisted to improve their performance. This may be provided prior to or during the collaboration. It may be directed at the business and/or knowledge base unit involved in the collaboration.</p> <p>UK Knowledge Base comprises UK Higher Education (HE) and Further Education (FE) institutions, Research and Development organisations (RDOs – Annex C), Research and Technology Organisations (RTOs – Annex C) and Public Sector Research Establishments (PSRE) or equivalents (Annex A).</p> <p>Knowledge Transfer is about transferring good ideas, research results and skills between the knowledge base and business to enable innovative new products and services to be developed and may include:</p> <ul style="list-style-type: none"> - Research collaborations and free dissemination of research. - Contract research on behalf of industry. - Licensing of technology to business users. - The sale of services, data and software. - Formation of joint ventures and spin-out companies. <p>A New Collaboration involves a first involvement between at least one firm and one knowledge base organisation. For clarification, a collaboration involving one business and three new knowledge bases will count as one business for the purposes of this output indicator whereas three businesses and the same knowledge base organisation counts as three. The purpose is to encourage demand side collaboration with the knowledge base.</p> <p>Exclusions</p> <ul style="list-style-type: none"> - Businesses that receive assistance for the same collaborations more than once within an <i>emda</i> project and within the time period for which the project has a budget allocation should not be double counted. - Note: Where assistance is received more than once under different projects in terms of their performance improvement purpose, each business assisted may be counted separately. This will result in double counting of the businesses assisted under different projects.
<p>What evidence is required on file?</p>	<p>Business – Name, address inc post code, tel. no, contact details, ownership.</p> <p>Type of assistance – Grant letter to business (minimum £250), letter from business confirming consultancy support provided and hours, date(s) assistance received.</p> <p>Knowledge Base – Name, address inc post code, tel. no, contact details. Check it is included in the categories above and in Annexes A and C.</p> <p>New Collaboration – Letter of agreement for collaboration/memorandum of understanding which states what each partner is going to put in/receive from the collaboration.</p>
<p>Beneficiary data Requirements</p>	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the business engaged in new collaborations as laid out in Section 6 Table 2 of this document. <p>This information must be collected in line with Data Protection Legislation and protocols and be made available to <i>emda</i> for reporting and evaluation purposes.</p>

When is the output counted?

Once the assistance has been provided and the collaboration starts.

FAQs

Q. What constitutes the knowledge base?

A. The knowledge base is defined above. Broadly it is organisations publicly funded to do research and generate knowledge.

Q. What constitutes a Research and Technology Organisation (RTO)? Does it include any company to company collaboration or is it restricted?

A. Research and Technology Organisations are defined above. While AIRTO (Applied Industrial Research Trading Organisations) members⁶ are covered by the definition it is not exclusive to them. It can include any value-adding traders in knowledge. Not every organisation with the acronym RTO in its title would meet the criteria.

The thrust of this output is to stimulate industry to make better use of the publicly funded research and science base. Clearly, business-to-business research is also vital, but it is not intended to be embraced by this output.

Q. In collaborations with the knowledge base can we count collaborations with public sector RTOs not just private sector?

A. Yes

Q. Are only collaborations with the UK knowledge base allowed as the definitions says 'includes UK'?

A. No. The output is for new collaborations with the knowledge base and includes European and international collaborations; this complies with the European Union Treaty and competition law.

Q. If we have a project which supports an event e.g. conference where business and academia are present, there are a series of talks by academics i.e. free dissemination of research (knowledge transfer), and the conference lasts 2 days, can the businesses attending be counted as Collaborating with the Knowledge Base.

A. No. The intention behind it is businesses engaging with the knowledge base i.e. the demand side with the supply side, whereas a conference is an example of passive knowledge transfer that is led by the supply side led. The objective here is to measure the active transfer of good ideas, research results (i.e. for an identified business purpose) and skills between the knowledge base and business to enable innovative new products and services to be developed. Conferences generally do not lead to outcomes/results i.e. innovative new products or services

⁶ A community of techno-business consultants and contract research organisations in Europe <http://www.airto.co.uk/members.htm>

Output Name

E5 Hectares of land brought into beneficial use (to be disaggregated by land reclaimed/land serviced/developed floor space)

Activity Definition

This indicator comprises three output indicators

1. Hectares of land reclaimed
2. Hectares of land serviced
3. Hectares of developed floor space

In addition each indicator should be disaggregated by Greenfield/Brownfield.

Reclaimed is defined as making the land fit for use by removing physical constraints to development or improving the land for soft or hard end use. Reclamation activities may include:

- Dealing with contamination, existing surface and buried structures,
- stabilisation,
- levelling,
- provision of flood defences,
- environmental improvements or enhancements.

Serviced is defined as providing services to open the land up for development, such as the provision of utilities and service roads.

Developed is defined as developing a site and putting up a new building or refurbishing an existing building e.g. construction of premises (commercial, housing, industrial, retail), new plant and equipment, fitting out premises etc.

Brownfield land is described in PPG3 as all land eligible for inclusion in the National Land Use Database under this term. It includes:

- Previously developed vacant land.
- Vacant buildings (including dwellings that could be redeveloped or converted to create 10 or more dwellings).
- Derelict land or buildings.
- Previously developed land or buildings that are still in use but allocated for development in a Local Plan (adopted or near adoption) or with planning permission for housing.
- Previously developed land or buildings where it is known that there is potential for redevelopment (but without allocation or planning permission).

Note that PPG3 defines *previously developed land (PDL)* as that which is or was occupied by a permanent structure and associated fixed surface infrastructure in a built-up or rural setting. It includes:

- The curtilage of the development.
- Defence buildings.
- Land used for mineral extraction and/or waste disposal where provision for restoration has not been made through development control procedures.

Greenfield land is land that has never been built on or where the remains of any structure or activity have blended into the landscape over time. Greenfield land should not be confused with green belt land. Green belt is a term for land around cities and large built-up areas left permanently open or largely undeveloped.

Exclusions

- Land should only be counted once per category. So for example land reclaimed by English Partnerships could not be counted as reclaimed by emda if further reclamation were to take place, but it could be counted under serviced or redeveloped if emda were to fund such activities. Note: emda can count the outputs from EP Coalfields funding which emda is responsible for delivering.
- Any development subsequent to the project by other public or private sector funders as this is an outcome measure.

<p>What evidence is required on file?</p>	<p>Type of assistance – Reclaimed, serviced and/or developed. Site Area – Full postal address inc postcode, Land registry record/deeds, Local Authority/NLUD register details (for previous use to ensure not excluded category). Contaminated land – completed land condition record and remediation complete certificate. Works – Certificate of practical completion of works. QS certificate of works carried out.</p>
<p>Beneficiary data Requirements</p>	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the land brought into beneficial use as laid out in Section 6 Table 3 of this document. <p>This information must be collected in line with Data Protection Legislation and protocols and be made available to <i>emda</i> for reporting and evaluation purposes.</p>
<p>When is the output counted?</p>	<p>The output should be counted at practical completion of works. Where a site is reclaimed, serviced or re-developed in phases the hectares should be counted when each phase is completed.</p>
<p>FAQs</p>	<p>This is a new output. FAQs will be added in later iterations of this guidance note.</p>

<p>Output Name</p>	<p>E6a Number of adults in work undertaking vocational skills development equivalent to Level 3 or above as a result of RDA programmes</p>
<p>Activity Definition</p>	<p>As a result of RDA programmes refers to attendance on any vocational training course which emda funds to improve the region's skills base in emda's priority sectors. For this output a course does not need to lead to a formal qualification but should last at least 12 hours, either cumulatively or in a single block.</p> <p>'Adults in work' are defined as aged 19-59 (females) and 19-64 (males) who are economically active. This includes:</p> <ul style="list-style-type: none"> - people in work, including those at risk in a evidence-based way - people who are unemployed as defined in the Employment support output i.e. either out of work, want a job, have actively sought work in the last 4 weeks and are ready to start in the next 2 weeks or are out of work and have found a job which is due to start in the next 2 weeks. <p>Vocational Skills are defined as either of the following:</p> <ul style="list-style-type: none"> - a broad introduction to a particular vocational area, for example, manufacturing. - related to a specific job and are based on the knowledge and skills needed in that job, for example information technology. <p>For the purpose of this output Level 3 or above refers to the need for the training course to be the equivalent in level to a Level 3 or above but it does not need to lead to a qualification. This output will reflect the implementation of the new Qualifications and Curriculum Framework.</p> <p>Most of these outputs will be derived from revenue funding by the Agency. Outputs can be counted where Capital Investment is involved (e.g. in provision of training facilities) only if there is an <u>enforceable</u> contract in place which includes a target for the number of people whose skills will be developed as a direct result of the investment and sharing of outputs has been agreed with the other funding partners.</p> <p>Exclusions</p> <ul style="list-style-type: none"> - All activities defined as eligible for inclusion in the employment support output (Indicator 2). There should be no double counting between these two outputs as the employment support output should not include skills development activities. - Level 3 qualifications which are General or Academic, for example A-Levels. - Qualifications where the fees are paid by another funder (e.g. LA, LSC, HEFCE) or where the fees are paid by the attendee, unless we have provided capital investment to facilitate the delivery and have agreed a share of the outputs with the other funding partners.
<p>What evidence is required on file?</p>	<p>Provider Details – Name, address inc post code, Tel. no, contact details. Type of assistance – Type of training/learning, number of hours (minimum is 12 hours), start and end dates, details of how it reaches Level 3 when compared with the Qualifications and Curriculum Framework. Person – Name, address inc. post code, attendance (attendance register), age/date of birth, post-training qualification received and awarding body (where relevant). Economic status (job/employer or unemployment details).</p>

<p>Beneficiary data Requirements</p>	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the adult gaining the vocational skills development equivalent to Level 3 or above as laid out in Section 6 Table 1 of this document. <p>This information must be collected in line with Data Protection Legislation and protocols and be made available to <i>emda</i> for reporting and evaluation purposes.</p>
<p>When is the output counted?</p>	<p>The vocational skills development should be counted in the period in which they are gained.</p>
<p>FAQs</p>	<p>This is a new output. FAQs will be added in later iterations of this guidance note.</p>

<p>Output Name</p>	<p>E6b Number of people undertaking an additional 12 hours of STEM or Enterprise Capability based learning as a result of RDA programmes</p>
<p>Activity Definition</p>	<p>Assisted as a result of RDA programmes refers to attendance on a training or education activity or course which <i>emda</i> funds to improve the regional skills base. A course does not need to lead to a formal qualification but be last at least 12 hours – cumulatively or in a single block.</p> <p>Additional Learning refers to any training or educational activity or course which is extra curricular and is defined as one of the following</p> <ul style="list-style-type: none"> - not part of the legal, statutory obligation on the part of others to provide education up to the age of 16. That is all learning opportunities that take place during normal school hours and as part of the National Curriculum. - Assistance during school hours which is additional to this statutory education is eligible. - not an integral part of a course or qualification post 16 in either Further or Higher Education <p>STEM is defined as Science, Technology, Engineering and Maths.</p> <p>Enterprise Capability is defined as the capability to handle uncertainty and respond positively to change, to create and implement new ideas and new ways of doing things, to make reasonable risk/reward assessments and act upon them in one’s personal and working life. Enterprise capability programmes shall include core skills to include a range of the following core competencies:</p> <ul style="list-style-type: none"> - Problem solving - Team working - Oral communication skills - Customer handling skills - Leadership skills - Risk analysis - Opportunity development - Reflection and evaluation <p>Exclusions</p> <ul style="list-style-type: none"> - All activities defined as eligible for inclusion in the employment support output (Indicator 2). There should be no double counting between these two outputs as the employment support output should not include skills development activities. - Qualifications where the fees are paid by another funder (e.g. LSC, HEFCE) or where the fees are paid by the attendee, unless we have provided capital investment to facilitate the delivery and have agreed a share of the outputs with the other funding partners.
<p>What evidence is required on file?</p>	<p>Provider Details – Name, address inc post code, Tel. no, contact details. Type of assistance – Type of training/learning, number of hours (minimum is 12 hours), start and end dates. Person – Name, address inc. post code, attendance (attendance register), age/date of birth.</p>
<p>Beneficiary data Requirements</p>	<p>The project must hold the following beneficiary data:</p> <ul style="list-style-type: none"> - Data relating to the person assisted in their skills development as laid out in Section 6 Table 1 of this document. <p>This information must be collected in line with Data Protection Legislation and protocols and be made available to <i>emda</i> for reporting and evaluation purposes.</p>

When is the output counted?

Once 12 hours of skills development activity has taken place.

FAQs

This is a new output. FAQs will be added in later iterations of this guidance note.

Output Name	E7 Financial Leverage – Public and private investment levered (£M)
Activity Definition	<p>This indicator comprises two output indicators:</p> <ol style="list-style-type: none"> 1. Public sector investment levered by <i>emda</i> funding. 2. Private sector investment levered by <i>emda</i> funding. <p>Each should be reported and entered onto the Programme Management System as separate measurements.</p> <p>Investment is the gross funding provided to cover all the project costs, including investment in fixed assets, working capital, salaries and operating costs and in-kind contributions from the funding bodies.</p> <p>Public Sector includes all public sector organisations other than the RDA e.g. Government Offices, Local Authorities, English Partnerships, Learning and Skills Council (LSC), HEFCE and Lottery funders etc.</p> <p>Private Sector includes businesses, registered charities, not for profit organisations, private individuals and FE/HE institutions (where the funding cannot be traced to a public source).</p> <p>In-Kind contributions include non-monetary contributions that add value to the project and can be given a monetary value e.g. land, buildings, cash equivalent of peoples time, equipment etc. To be eligible for inclusion the contributions must be auditable i.e. factual evidence must be provided. For example, where an employee gives up part of their paid working time to work on a project, their salary costs for the time spent on the project can be counted as private sector leverage.</p> <p>Leverage includes all other financial contributions and those in-kind contributions which meet the definition above.</p> <p>Exclusions</p> <ul style="list-style-type: none"> - Single programme funding whether directly from <i>emda</i> or via an intermediary organisation (such as a sub-regional delivery body) - Any expenditure on the project by either a public or private funder prior to the project being approved and contracted by <i>emda</i>. - Any investment subsequent to the project by other public or private sector funders as this is an outcome measure.
What evidence is required on file?	<p>Public and Private Sector Organisations – For each funder their name, address, contact details, status of organisation.</p> <p>Gross funds received: Public sector – copy of grant letter from contributor. Private sector – Copy of receipts for each contributor’s financial contribution.</p> <p>Gross funds Defrayed: Financial Records showing expenditure on the project, such as a bank statement or ledger printout.</p>
Beneficiary data Requirements	There are no requirements to capture beneficiary data for this output.
When is the output counted?	The leveraged investment is counted when it is defrayed or spent by the project.

FAQs

Q. Can we count revenue expenditure as well as capital?

A. Yes revenue expenditure may be included. This can include such expenditure as professional fees, feasibility studies and other related costs.

Q. Where HEFCE or LSC provide the funds for a project but channel them through an HE or FE institution to administer them can we count these funds as public sector?

A. Yes provided that the funds are not for their statutory functions e.g. undergraduate/post graduate teaching. In this case the funder would be HEFCE or the LSC not the institution. However, where the FE or HE institution contributes to the project costs from its own reserves then that funding is private sector.

Q. Can we include money invested by a private sector company if they had to borrow the money to invest in the project for example by the way of a bank loan?

A. Yes. The financial investment made by the private sector company can be counted as it is the investment and not the source of the funds which is material.

Q. Can we include Coalfields Private Sector?

A. Yes. The principle that private sector investment in Coalfields projects could be included as leverage was agreed for the Tier 3 outputs⁷. RDAs can include the coalfield outputs provided that there is a footnote advising they are included in the total and identifying what is shared with English Partnerships.

Q. Can subsequent investment by other public bodies on coalfield site e.g. Local Authority be included in the output?

A. The subsequent public investment on coalfields has to be considered against 2 scenarios:

- i. If the investment is part of the coalfields project funding with the RDA funding the site remediation and the local authority funding the infrastructure and buildings then the local authority funding can be counted.
- ii. Where the investment follows after the project to remediate the coalfield site it is subsequent investment and is an **outcome** and so cannot be counted.

⁷ The agreement is recorded in an English Partnerships paper (November 2003) and the OffPAT APG minutes (July 2003 & January 2004)

8. Tourism Outcome Indicators

In addition to the core output and KPI indicators, *emda* has defined a methodology for measuring the outcomes related to tourism marketing activity. This is not an output measure, but is a measure of the outcomes of Tourism Marketing activity which should be measured as part of the Evaluation of the activity. The definition and methodology is as follows:

Return on Investment generated from the evaluation of tourism marketing campaigns

<p>Activity Definition</p>	<p>What is tourism marketing evaluation?</p> <p>Regarded as an integral part of any tourism marketing activity, evaluation as a business management process provides tourism marketing organisations, such as Destination Management Partnerships (DMP), with quantitative information on the performance of promotional activities.</p> <p>For the definition of this supplementary project outcome measure, evaluation in terms of tourism marketing activities is, as follows:</p> <p><i>“The procedure to measure the <u>impact</u> and <u>effectiveness</u> of marketing activities on the tourism performance of a destination.”</i></p> <p>The primary reason for evaluation is to determine what amount of monetary benefit, in terms of the amount of expenditure by visitors, has accrued to the region. This is expressed as a return on investment ratio, namely 25:1 means that £25 worth of benefit has been achieved for each £1 invested in the activity.</p> <p>The financial return generated from the activity is commonly described as ‘incremental’ spend and defined, as follows:</p> <p><i>“Incremental spend is the amount of tourism revenue achieved as a <u>direct</u> result of the activities of an organisation – the added value”.</i></p> <p>In other words, incremental spend is the amount of revenue that is additional to the destination as a direct result of the tourism marketing activity having taken place.</p> <p>The approach to tourism marketing evaluation by government</p> <p>In November 2004, National Audit Office published its report ‘<i>VisitBritain: Bringing Visitors to Britain</i>’ analysing the planning, execution and impact of the overseas marketing activities undertaken by the national tourism organisation, VisitBritain. This report looked at the current methodology for measuring marketing Return on Investment. It recommended that Return on Investment should be retained as a key measurement of performance because it provides a clear focus on efficiency and on the need to measure economic impact.</p> <p>See ‘<i>VisitBritain: Bringing Visitors to Britain</i>’ (National Audit Office, 2004) at http://www.nao.org.uk/publications/nao_reports/03-04/03041160.pdf</p>
<p>What evidence is required on file?</p>	<p>The applicant organisation is required at the initial planning stage to build an effective ‘call to action’ (i.e. campaign-specific telephone call and/or website enquiry registration form) into the <i>emda</i>-funded tourism marketing campaign in order to capture robust customer contact data for post-campaign evaluation purposes.</p> <p>The applicant organisation must capture the full name, postal address, telephone number and email address of all respondents to the campaign. The enquiry registration form must include a specific disclaimer whereby the campaign respondent gives permission to the applicant organisation, i.e. Destination Management Partnership, enabling them to send out subsequent questionnaires and other campaign-related communications.</p> <p>The entire captured customer contact data specific to the relevant tourism marketing</p>

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campaign must be entered onto a MS Excel spreadsheet and made available to *emda* at the end of the campaign duration so that it can be passed to *emda*'s tourism marketing evaluation service provider. Working closely with both the project applicant and east midlands tourism (EMT), *emda*'s regional tourism development body, this service provider will then design the evaluation questionnaire, distribute it to a random sample of respondents, data-process all completed questionnaire and write a full technical evaluation report showing the incremental visitor expenditure – i.e. Return on Investment, that the campaign has generated to the destination.

When is the output counted?

Evaluation must take place between three and six months after the conclusion of the relevant *emda* funded tourism marketing campaign.

Adjustments & Reporting Requirements

Not applicable

Annex A List of Public Sector Research Establishments (PSREs)

PSREs are a diverse collection of public bodies carrying out research in pursuit of Government objectives and include:

- i. Cultural Institutions e.g. art galleries, museums, and arts and heritage organisations,
- ii. NHS Regions e.g. NHS Trusts and 'Innovation Hubs'
- iii. other Departmental Research Bodies iv Research Councils (HQs and Research Council Institutes)

Research Council	Institute
The Biotechnology and Biological Sciences Research Council	
	Babraham Institute
	Institute for Animal Health
	Institute of Arable Crops Research
	Institute of Food Research
	Institute of Grassland and Environmental Research
	John Innes Centre
	Roslin Institute
	Silsoe Research Institute
The Council for the Central Laboratory of the Research Councils	
	Rutherford Appleton Laboratory (& Chilbolton)
	Daresbury Laboratory
The Economic and Social Research Council	
	Nil
The Engineering and Physical Sciences Research Council	
	Nil
The Medical Research Council	
	Clinical Sciences Centre
	Laboratory of Molecular Biology
	National Institute for Medical Research
	MRC Units (34)
The Natural Environment Research Council	
	British Antarctic Survey
	British Geological Survey
	Centre for Ecology and Hydrology
	Southampton Oceanography Centre (joint U So'ton)
	Plymouth Marine Laboratory
	Proudman Oceanographic Laboratory
	Dunstaffnage Marine Laboratory
	NERC Units and Centres in Universities (7+)
The Particle Physics and Astronomy Research Council	
	UK Astronomy Technology Centre
	Isaac Newton Group of Telescopes
	The Joint Astronomy Centre, Hawaii

National Health Service	
Department of Culture, Media and Sport	
	The Natural History Museum
	Ancient Monuments Laboratory (English Heritage)
Department of the Environment, Food and Rural Affairs	
	Central Science Laboratory
	Centre for Environment, Fisheries and Aquaculture Science
	Pesticides Safety Directorate
	Royal Botanic Gardens, Kew
	Veterinary Laboratories Agency
	Veterinary Medicines Directorate
Forestry Commission	
	Forest Research
Department of Energy, Transport and the Regions	
	Ordnance Survey
Department for Health	
	Health Protection Agency (formed from CAMR and PHLS)
	Medicines Control Agency
	National Institute for Biological Standards and Control
	National Radiological Protection Board
Department for Business, Enterprise and Regulatory Reform	
	National Physical Laboratory
	National Weights and Measures Laboratory
	United Kingdom Atomic Energy Authority
Home Office	
	Emergency Planning Division
	Fire Research and Development Group
	Forensic Science Service
	Police Information Technology Organisation
	Police Scientific Development Branch
	Research Development and Statistics Directorate
Health & Safety Executive	
	Health and Safety Laboratory
Ministry of Defence	
	Atomic Weapons Establishment
	Defence Analytical Services Agency (DASA)
	Defence Clothing & Textiles Agency (new)
	Defence Science and Technology Laboratory (Dstl)
	Meteorological Office
	United Kingdom Hydrographic Office
Scottish Executive	
	Fisheries Research Services
	Hannah Research Institute
	Macaulay Land Use Research Institute
	Moredun Research Institute
	Rowett Research Institute
	Scottish Agricultural Science Agency
	Scottish Crop Research Institute
	Royal Botanic Gardens Edinburgh