

Rural England Prosperity Fund 2025/26:

Interventions, Objectives and Outcomes for North Somerset

This document describes the DEFRA interventions (and associated outcomes) which can be funded by the Rural England Prosperity Fund grants in the 2025/26 funding round. Table 1 covers interventions, objectives and outcomes applicable to **businesses** and Table 2 covers interventions, objectives and outcomes applicable to **community organisations**.

One intervention only may be chosen and at least one outcome must be measured and achieved by your project. The outcomes and their definitions are outlined in Table 3 (**businesses**) and Table 4 (**community organisations**).

Table 1. Interventions and outcomes applicable to businesses

Intervention	Objectives	Outcomes
Small scale investment in micro and small enterprises in rural areas	<p>Creating jobs and boosting community cohesion.</p> <p>Increasing private sector investment in growth-enhancing activities, by providing targeted support for micro and small enterprises to help them undertake innovation and adopt productivity-enhancing technologies and techniques.</p>	<p>Jobs created as a result of support (FTE)</p> <p>Jobs safeguarded as a result of support (FTE)</p> <p>New technologies or processes adopted</p>
Growing the local social economy and supporting innovation	<p>Creating jobs and boosting community cohesion.</p> <p>Enhancing the rural visitor economy and rural leisure opportunities, including farm diversification.</p> <p>Funding visible improvements to local retail, hospitality, and leisure sector facilities.</p>	<p>Enterprises engaged in new markets</p> <p>Enterprises with improved productivity</p> <p>Increased visitor numbers</p>

Table 2. Interventions and outcomes applicable to community organisations

Intervention	Objectives	Outcomes
Investment in capacity building and infrastructure support for local civil society and community groups	<p>Strengthening our social fabric and fostering a sense of local pride and belonging, through investment in activities that enhance physical, cultural, and social ties and amenities.</p> <p>Support new and improved community infrastructure, providing essential community services and assets for local people.</p>	Increased users of facilities/amenities
Local arts, cultural, heritage, and creative activities		Increased visitor numbers
Investment and support for digital infrastructure in local community facilities		Improved engagement numbers
Rural circular economy projects		<p>Community-led arts, cultural, heritage, and creative programmes started</p> <p>Volunteering opportunities created</p>

Table 3. Business outcome definitions – your project must select at least one and adhere to the definition

Outcome	Definition
Jobs created as a result of support (FTE)	<p>The number of new, permanent, paid, full-time equivalent (FTE) jobs created following support. This includes both part-time and full-time jobs, which should be recorded relative to full-time equivalent (FTE). FTE should be based on the standard full-time hours of the employer.</p> <ul style="list-style-type: none"> - New means it should not have existed with that employer before the intervention. - Created jobs exclude those created solely to deliver the intervention (e.g. construction of a facility as part of the project). - Permanent means it should have an intended life expectancy of at least 12 months from the point at which it is created. - Only count each individual FTE or job once through the lifetime of a project (i.e. it should not be counted every year) - FTE is a measure of an employee’s scheduled hours in relation to an employer’s hours for a full time workweek
Jobs safeguarded as a result of support (FTE)	<p>A safeguarded job is a permanent and paid job that was at risk prior to support being provided, and which the support helped the business to retain. This includes sole traders and business owners.</p> <p>Safeguarded jobs exclude those safeguarded solely to deliver the intervention (e.g. construction of a facility as part of the project).</p> <p>This includes both part-time and full-time jobs, which should be recorded relative to full-time equivalent (FTE).</p> <ul style="list-style-type: none"> - FTE should be based on the standard full-time hours of the employer. - At risk is defined as being forecast to be lost within 6 months. - Only count each individual FTE or job once through the lifetime of a project (i.e. it should not be counted every year)

	<p>- FTE is a measure of an employees scheduled hours in relation to an employers hours for a full time workweek</p>
New technologies or processes adopted	<p>The number of enterprises introducing a new to the firm technology or process (through external sources e.g., procurement).</p> <ul style="list-style-type: none"> - Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity. - A technology or process is new to the firm if it did not use a technology or process with the same functionality before, or the production technology or process is fundamentally different from those already used. This may be tangible or intangible.
Enterprises engaged in new markets	<p>Number of enterprises engaged in new markets following support.</p> <ul style="list-style-type: none"> - Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity. - Engaged means they have launched a product or service into a new domestic or overseas market or have undertaken research or attended conferences or events to prepare a launch into a new market. - New market refers to a new product market (i.e. creation of a product/service that doesn't compete or replace previous products produced by the business) or geographic market (i.e. operating in a new area which could be, for example, a new town, region or country)
Enterprises with improved productivity	<p>Number of enterprises with improved productivity.</p> <ul style="list-style-type: none"> - Enterprise means a sole trader, micro business, small and medium-sized enterprise, or large business. It also includes social enterprises where these engage in economic activity. - Productivity refers to the gross value added (GVA) per hour worked or gross value added per worker. GVA is measured in the following way – <p>Turnover (sales) in the last 6 or 12 months minus total costs in the last 6 or 12 months minus salary and other employee costs in the last 6 or 12 months divided by the number of hours FTEs in your business or the number of employees in your business.</p>

	<p><i>N.B. we do not recommend you pick this outcome unless you are sure you will be able to measure gross value added (GVA) with the above formula.</i></p>
Increased visitor numbers	<p>The increase in the number of visitor admissions to the local area, including markets, town centre, tourist attractions, green and blue spaces and cultural and heritage venues.</p> <p>The count of attendance should be based on tickets / entry figures, where applicable. The sample of venues tracked should remain the same, unless newly established venues are created during the project which can be included.</p> <p>If you believe your project will result in “increased visitor numbers” then, in order to measure this increase, you will need to capture a ‘before’ figure (baseline) to compare to an ‘after’ figure. This should be consistent – for example, you could measure the number of visitors a month before the changes, then measure the number of visitors for a month after the changes. If your visitor numbers change seasonally, you could measure the number of visitors during a specific month after the changes and compare it to figures from the same month in a previous year.</p>

Table 4. Community outcome definitions – your project must select at least one and adhere to the definition

Outcome	Definition
Increased users of facilities/amenities	<p>The increase in the number of users of facilities/amenities. Users are the people using facilities/amenities.</p> <p>Amenity/facility means any service contained within a physical structure, including, but not limited to, magistrates courts, police stations, town halls, cultural institutions, hospitals and public toilets.</p> <p>If you believe your project will result in “increased users of facilities/amenities” then, in order to measure this increase, you will need to capture a ‘before’ figure (baseline) to compare to an ‘after’ figure. This should be consistent – for example, you could measure the number of people entering and making use of your building for a month before the changes, then measure the number of people for a month after the changes. If your user numbers change seasonally, you could measure the number of users during a specific month after the changes and compare it to figures from the same month in a previous year.</p>
Increased visitor numbers	<p>The increase in the number of visitor admissions to the local area, including markets, town centre, tourist attractions, green and blue spaces and cultural and heritage venues.</p> <p>The count of attendance should be based on tickets / entry figures, where applicable. The sample of venues tracked should remain the same, unless newly established venues are created during the project which can be included.</p> <p>If you believe your project will result in “increased visitor numbers” then, in order to measure this increase, you will need to capture a ‘before’ figure (baseline) to compare to an ‘after’ figure. This should be consistent – for example, you could measure the number of visitors a month before the changes, then measure the number of visitors for a month after the changes. If your visitor numbers change seasonally, you could measure the number of visitors during a specific month after the changes and compare it to figures from the same month in a previous year.</p>

Improved engagement numbers	<p>The increase in the number of individuals engaged in the local area / activity during the last 12 months. Engagement can include physical and digital engagements.</p> <p>Engagement is involvement with the project or its activities (for example a series of workshops or events). This is measured by how many people were engaged by the project/activity, measured before receipt of this funding and during/after receipt of the funding. If this is a new project, the 'before' figure for engagement will be zero.</p>
Community-led arts, cultural, heritage, and creative programmes started	<p>The number of programmes started because of support provided by REPF grant funding. The programmes must be led by community groups (self-governing and not for profit group or organisation which works for the public benefit) to be counted, and must focus on the topics of arts, culture, and/or heritage.</p>
Volunteering opportunities created	<p>The number of organised formal volunteering roles created as a direct result of the project. This includes opportunities for people to volunteer on a regular basis, and opportunities for one-off volunteering.</p> <p>- Formal volunteering refers to those who have given unpaid help via a group, club, or organisation.</p>