

## **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**

<b>Intervention</b>	<b>Objectives</b>	<b>Outcomes</b>
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 <b>new, permanent, paid</b>, full-time equivalent (FTE) jobs <b>created</b> 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"> <li>- <b>New</b> means it should not have existed with that employer before the intervention.</li> <li>- <b>Created</b> jobs exclude those created solely to deliver the intervention (e.g. construction of a facility as part of the project).</li> <li>- <b>Permanent</b> means it should have an intended life expectancy of <b>at least 12 months</b> from the point at which it is created.</li> <li>- Only count each individual FTE or job once through the lifetime of a project (i.e. it should not be counted every year)</li> <li>- FTE is a measure of an employee’s scheduled hours in relation to an employer’s hours for a full time workweek</li> </ul>
Jobs safeguarded as a result of support (FTE)	<p>A safeguarded job is a <b>permanent</b> and <b>paid</b> job that was <b>at risk</b> 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"> <li>- FTE should be based on the standard full-time hours of the employer.</li> <li>- <b>At risk</b> is defined as being <b>forecast to be lost within 6 months</b>.</li> <li>- Only count each individual FTE or job once through the lifetime of a project (i.e. it should not be counted every year)</li> </ul>

	<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 <b>new to the firm</b> technology or process (through external sources e.g., procurement).</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- A technology or process is <b>new to the firm</b> 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.</li> </ul>
Enterprises engaged in new markets	<p>Number of enterprises <b>engaged in new markets</b> following support.</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- <b>Engaged</b> 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.</li> <li>- <b>New market</b> 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)</li> </ul>
Enterprises with improved productivity	<p>Number of enterprises with <b>improved productivity</b>.</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- <b>Productivity</b> refers to the gross value added (GVA) per hour worked or gross value added per worker. GVA is measured in the following way –</li> </ul> <p>Turnover (sales) in the last 6 or 12 months <b>minus</b> total costs in the last 6 or 12 months <b>minus</b> salary and other employee costs in the last 6 or 12 months <b>divided by</b> the number of hours FTEs in your business <b>or</b> 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>