

Funding will be increased to £70M for the whole~enlarged areas, and the topics eligible will cover six main themes:

1. Developing a wider maritime region, and its urban and rural areas
2. Reinforcing the cohesion of the cross-border area bordering the Channel and the promotion of projects contributing to the *competitiveness of the region* and the creation of employment
3. Involving citizens more closely and taking account of their needs
4. Supporting sustainable development of the area
5. Promoting the use of Information and Communication Technology (ICT)
6. Promoting Equal Opportunities and Social Inclusion

In due course, projects will be able to be submitted for appraisal under 3 Priorities with 3 measures each, namely

Priority 1 - Strengthening cross-border co-operation in the service of the citizen

Objectives

- To develop a more 'people oriented' dimension to INTERREG,
- To promote lifelong learning, education and training as an essential factor in developing a well educated work force with a sense of citizenship,
- To enable citizens to benefit more directly from, and become more aware of the INTERREG IIIA initiative,
- To establish local needs analyses to enable more accurate measurement of the programme's impact on the local population,
- To increase mutual cultural awareness and knowledge of the cross-border territory,
- To improve information, advice and assistance for the public,
- To develop cooperation in new spheres relating to the areas of community safety, health and community development,
- A focus on recreational and sports activities particularly those which promote active and sustainable cross-border exchange and co-operation,
- To increase cross-border exchange and mobility,
- The use of information techniques and new technology will be strongly encouraged in this Priority through users' access to information and local public services, creation of multimedia training aids, development of a joint approach to teleworking, studies of common needs, etc.

Measure 1 Promoting lifelong learning, education and professional training

Measure 2 - Citizenship, partnership and cultural awareness

Measure 3 - Develop co~peration in the areas of community development, community safety and health

Priority 2- Promoting balanced spatial development

Objectives:

- Providing a favourable environment for economic activity rather than seeing these activities gravitate towards the capital zones,
- Applied research and development of new products and services,
- Promoting sustainable business development,
- Facilitating cross-border transfer of technology,

- Sustainable development of cross-border transport and promotion of the port economies,
- Meeting the challenges of coastal, urban and rural economic development,
- Promoting of crossborder business co-operation
- Promoting the resources of the region

Measure 4 Economic development - rural, urban and coastal

Measure 5 Research and the cross-border transfer of technology

Measure 6 Sustainable development of cross-border transport and promotion of port economies

Priority 3- Promoting an attractive and welcoming region

Objectives:

- Greater recognition and appreciation of the region's cultural heritage and its richness and diversity
- Increased accessibility of heritage and cultural activities to the widest audience of residents and visitors,
- Improved marketing of tourist attractions,
- Revitalise the tourism base,
- An enhanced quality of the region's natural and historic environment for current and future generations,
- A reduction of all types of pollution and future pollution risks,
- More effective management of the region's coastal and riverine areas.

Measure 7 - Tourism and leisure

Measure 8- Developing a common approach to culture whilst celebrating diversity

Measure 9- Encouraging conservation and a high quality environment

Our partners and we are now preparing a "Programme Complement" which will detail how the Programme will be managed and how projects will be appraised.

At the moment we hope to be ready for the first bidding round early in 2002 and would encourage people with ideas for projects to start working on them and particularly making contacts with French partners. If you have any queries, or would like to contact us for an update to this Bulletin, please contact:

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