

Briefing Note: Lichfield District Council's Investment Plan for the Council's UK Shared Prosperity Fund (UKSPF) conditional allocation



CLlr Iain Eadie, Cabinet Member for Economic Growth and Development

Date: 15/09/22

Contact Officer: Jonathan Percival, Economic Development Officer

Tel Number: 01543 308149

Email: Jonathan.percival@lichfielddc.gov.uk

Key Decision? NO

Local Ward Members All wards

Overview and Scrutiny Committee

1. Executive Summary

- 1.1 Lichfield District Council have been conditionally allocated £3,285,310 from the UK Shared Prosperity Fund (UKSPF).
- 1.2 The funding replaces European Structural and Investment Funds (ESIF) with the objective of levelling up and creating opportunities for people and place across the UK, delivering on priorities within the Levelling Up White Paper. UKSPF covers the next three financial years (2022/23, 2023/24 and 2024/25).
- 1.3 The local authority has submitted a high-level investment plan of how Lichfield District Council would spend the allocation, how it would meet the needs of the UKSPF interventions, priorities, outputs and outcomes.
- 1.4 If successful, the first year of funding will be received in October 2022, with each financial year's allocation, following the initial year's payment, being received in March 2023 and March 2024.
- 1.5 The breakdown per financial year of the Council's UKSPF allocation will be as follows:
 - Year 1 (2022/23): £398,703
 - Year 2 (2023/24): £797,405
 - Year 3 (2024/25): £2,089,202
- 1.6 12 revenue and/or capital projects have been included within the local authorities submitted UKSPF Investment Plan and a request for an additional officer to assist with delivering and monitoring the projects.
- 1.7 This report includes background information on the UKSPF, the local authority's approach to deciding upon projects to include within the investment plan, allocated budgets, the strategic fit of projects and next steps.

2. Recommendations

- 2.1 For members to note the approach undertaken by the district council with deciding upon the specific projects/themes and allocated budgets submitted as part of the local authority's UK Shared Prosperity Fund (UKSPF) Investment Plan.

3. Background

Introduction

3.1

What is the UK Shared Prosperity Fund (UKSPF)?

The UK Shared Prosperity Fund (UKSPF) will replace European Structural and Investment Funds (ESIF) with the objective of levelling up and creating opportunities for people and place across the UK, delivering on priorities within the Levelling Up White Paper. The fund provides £2.6 billion of new funding for investment by March 2025.

Places will be empowered to identify and build on their own strengths and needs at a local level, focused on pride in place and increasing life chances.

3.2

The aims of the fund

The funding will support the UK Government's wider commitment to level up all parts of the UK by delivering on each of the levelling up objectives:

- Boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging
- Spread opportunities and improve public services, especially in those places where they are weakest
- Restore a sense of community, local pride and belonging, especially in those places where they have been lost
- Empower local leaders and communities, especially in those places lacking local agency

The overarching objective for the fund is 'building pride in place and increasing life chances', with three investment priorities outlined below (which relate to the nine Levelling Up White Paper Missions):

- Communities and place
- Supporting local business
- People and skills

3.3

How to access the funding

Lead local authorities were conditionally allocated funding under the UKSPF scheme and required to submit an investment plan outlining local intervention over the financial years 2022/23, 2023/24 and 2024/25 which meet the UKSPF priorities. UKSPF can go towards funding both revenue and capital projects. The first financial year's allocation can be claimed retrospectively for any activities delivered between March 2022 and October 2022, however these will be delivered at risk until confirmation is received that the project within the investment plan is approved.

Lichfield District Council have been conditionally allocated £3,285,310 of UKSPF funding in total over the three-year period.

The investment plan had to be submitted between 30th June – 1st August 2022 for UK government to assess.

Local Authorities were also able to claim a maximum amount of 4% of the allocation (i.e. £131,412 for LDC) to help administer the fund, for project assessment, contracting, monitoring & evaluation and ongoing stakeholder engagement.

Approach

3.4

The Council has prioritised projects that align with the investment priorities outlined in the UKSPF's prospectus and are seen as priorities in the Council's strategic documents, e.g. the Economic Prosperity Action Plan, the 10-year Capital Programme, Active Living Strategy etc.

As requested in the prospectus, the Council has also engaged with delivery partners, outlining our strategic priorities and reviewing if their proposed projects can support the delivery of our priorities and are aligned with the prospectus' investment priorities. The partners engaged with include Growth Hubs, Staffordshire University, Staffordshire County Council, DWP, CASES, Staffordshire Chamber of Commerce, Birmingham City University and neighbouring authorities (for economies of scale purposes). Projects were reviewed on their relevance/connection with the Council's strategic priorities, value for money and geographical influence across the district.

Investment Plan Projects

3.5

Appendix 1 outlines the projects submitted as part of the Council's investment plan (inclusive of breakdown by capital and revenue, and which financial year).

Monies allocated to each project must be spent within that financial year per project, any underspend will be clawed back by UK Government. Project amendments can happen however, these must be approved by UK Government before any changes occur.

Whilst interventions under the Community and Place & Supporting Local Business sections can be delivered by any party across the three financial years. In England, places will be able to select and deliver People and Skills interventions from 2024-2025, unless they are a community and voluntary group delivering the project and their existing project completes before the third financial year.

Appendix 2 provides details of project descriptions, why the specific value requested per project, the geographical location which the project will benefit, each project's outputs and which Levelling Up Mission the project will contribute towards. The outputs are based upon high level options provided by the UK Government within the prospectus against each intervention.

An additional resource is required to deliver and monitor the projects outlined with a budget of £65,000 included within the submission, covering year 2 (2023/24) and year 3 (2024/25). This figure has been established through comparing similar roles at other local authorities. The Economic Development Service currently has two full time employees (Economic Development Officer & a Projects and Funding Officer), with the projects outlined in **Appendix 1** creating additional resource to be required to assist with delivering and monitoring the projects to benefit the district's economy and population.

Appendix 3 highlights detailed projects which were submitted by partners to be considered as part of the investment plan, however, weren't included within the submitted document. Other partner discussions occurred but these projects weren't submitted in detail.

Next Steps

3.6 Pre UK-Government Response

Whilst the local authority awaits the outcome of the submitted investment plan, the Economic Development Service are preparing delivery of the projects included within the year 1 (2022/23) spend, the localities work and incubator space.

Localities Work

Following the service’s review of the district’s Social Progress Index (SPI) data they have been in touch with wards which rank low when compared with other district’s wards against the three SPI dimensions (basic human needs, foundations of wellbeing and opportunity). Specific topics/themes which influence the low ranking have been highlighted to members within these wards and to be discussed on possible projects going forward to positively impact upon this score.

Incubator Space

Work has commenced within one space which the UKSPF allocation will financially contribute to, whilst discussions will occur about other spaces district wide which could benefit from this allocation, subject to the timescale of bringing these additional sites forward and which financial year.

Post UK-Government Response

If the local authority is successful in receiving its conditional allocation, the Economic Development Service will make specific partners aware of this and be in touch with the Council’s legal and governance services to draft partnership agreements, where appropriate, and review any governance arrangements to receiving the funding from the UK Government. The service will make the Council’s finance and procurement services aware of the funding being received and procurement requirements for specific projects.

A focus will be on preparing projects in year 1 and 2 for delivery and making sure, especially for capital projects, all permissions have been approved and partners have agreed on plans going forward.

Work will commence on drafting a job specification and associated documentation for recruitment of the additional role to expand the Economic Development Service, assisting with delivery and monitoring of the UKSPF investment plan’s projects.

Alternative Options	<ol style="list-style-type: none"> 1. The Investment Plan outlining all projects had to be submitted to UK Government before the 1st August making it difficult to amend. However, there are possibilities to undertake project amendments once the Investment Plan is approved at the discretion and agreement with UK Government based upon a major justification on why the existing project or its intended outputs/outcomes aren’t deliverable.
Consultation	<ol style="list-style-type: none"> 1. Projects within the Council’s strategic documents have been reviewed and assessed against the UKSPF Prospectus to sought which local projects suit the funding most. 2. Discussions on project proposals have been undertaken by the Economic Development Service with external organisations and internal services to deliver as partners. These have been assessed against locations to benefit within the district, value for money, Council priorities and outputs/outcomes to be delivered. 3. Iterations of the investment plan have been reviewed by and feedback received from Leadership Team. 4. Consultation has been undertaken with the Council’s Leader and Deputy Leader on projects being put forward.
Financial Implications	<ol style="list-style-type: none"> 1. If successful, the Council will be receiving a total of £3,285,310, broken down by financial year as: <ul style="list-style-type: none"> • Year 1 (2022/23): £398,703 • Year 2 (2023/24): £797,405 • Year 3 (2024/25): £2,089,202 2. £65,000 of the UKSPF allocation will be utilised for an additional role in the Economic Development Service to be in place in year 2 (2023/24) and 3

	<p>(2024/25) of the funding, assisting with delivery and monitoring of projects outlined within the UKSPF and other economic development activities.</p> <ol style="list-style-type: none"> 3. The funding will need to be spent by the end of each financial year, if not, UK Government will be able to claw back the funding. 4. All funding is external funding and has been included within the Council's Medium Term Financial Strategy (MTFS).
Approved by Section 151 Officer	Yes
Legal Implications	<ol style="list-style-type: none"> 1. If successful, a grant agreement will need to be reviewed and signed between Lichfield District Council and UK Government on the transfer of monies per financial year over the three-year period. 2. Partnership agreements will need to be drafted and agreed between delivery partners and the local authority be delivered under the UKSPF, especially when transferring monies.
Approved by Monitoring Officer	Yes
Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> 1. The projects included within the investment plan contribute to the Council's strategic plan's (2020-2024) priorities as follows: <ol style="list-style-type: none"> a. Enabling people by providing funding and activities of benefit to localities and communities, allowing them to help themselves and projects to collaborate on with wards, benefitting the local communities and residents. b. Shaping place by delivering projects which create increased community cohesion and safer spaces for specific target groups. c. Develop prosperity by delivering increased commercial floorspace to benefit the local business community, attract inward investment through marketing activities, upskilling and reskilling residents within the local community, where possible overcoming barriers to become economically active and assisting resident's entrepreneurial talent. d. Being a good council by being proactive and responsive to customer's enquiries, delivering interventions aligned with strategic documents and responsive to data, whilst assisting residents and businesses quickly.
Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> 1. Through project selection, inclusivity of groups and evidence of need have been considered and assessed. That the projects are as open as possible to target groups in localities, will be of benefit to them (meeting the intended outcomes/outputs) and that the data provided justifying the project need is able to show the requirement for the project.
Crime & Safety Issues	<ol style="list-style-type: none"> 1. One project will assist a specific demographic within the district who come from disadvantaged and vulnerable backgrounds to develop their confidence and increase their physical activity. 2. Two projects provide the opportunity for localities and communities to develop safe spaces for residents to undertake physical activity and deliver independent projects based upon local need which could positively contribute to a ward's safety.
Environmental Impact	<ol style="list-style-type: none"> 1. The projects which focus upon refurbishing vacant commercial floorspace will seek to provide environmental solutions where possible to create less of a carbon footprint within development and when in operation once complete.

	<ol style="list-style-type: none"> Projects within the localities work could focus upon communities/wards reviewing their carbon footprint and implementing programmes to combat this within local businesses or residential settings. The high street project will have initiatives included which focus on positively mitigating against businesses carbon footprints and advising them on greener alternatives to their business operation.
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GDPR / Privacy Impact Assessment	<ol style="list-style-type: none"> For monitoring purposes, high level business information is to be requested to show the outputs and outcomes have been achieved with the information being required being outlined to the business beforehand and only shared with specific project partners and the UK Government. The information requested from businesses and GDPR requirements will be included and agreed by partners through a partnership agreement being in place.
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	Risk Description & Risk Owner	Original Score (RYG)	How We Manage It	Current Score (RYG)
A	<p>Projects included within the investment plan may be rejected after being submitted to central government.</p> <p>Risk Owner: Jonathan Percival</p>	Yellow	Ensure all projects align with the priorities, indicative outputs/outcomes in the investment plan prospectus.	Green
B	<p>Allocation per project may not be spent within the financial year, creating an underspend and clawback.</p> <p>Risk Owner: Jonathan Percival</p>	Yellow	Monitor monthly internal and partner delivery projects; if they underachieve, put measures in place to help increase performance before the end of the financial year.	Green
C	<p>Unable to appoint to additional resource role.</p> <p>Risk Owner: Jonathan Percival</p>	Yellow	Review if secondment could occur from other services until external appointment to the role, making sure resources are in place before delivery commences and consider if agency staff could assist with providing additional resources.	Green
D	<p>A project maybe be undeliverable in the outlined time or throughout the investment plan period due to supplier issues etc.</p> <p>Risk Owner: Jonathan Percival</p>	Yellow	Seek alternative methods of delivery for the projects outlined, making sure they reach the intended outputs/outcomes and within the investment plan timescale.	Green
E	<p>A delivery partner may wish to terminate partnership agreement early.</p>	Yellow	Include within the partnership agreement clauses to allow a delivery partner to terminate the contract early only if they assist with sourcing an alternative delivery partner before they finish.	Green

Risk Percival	Owner: Jonathan		
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	Background documents
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	Relevant web links UK Shared Prosperity Fund Prospectus: https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus/uk-shared-prosperity-fund-prospectus Levelling Up White Paper: https://www.gov.uk/government/publications/levelling-up-the-united-kingdom
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Appendix 1: Lichfield District Council's Investment Plan, spend breakdown by project

Theme	Project	Project Budget	Revenue				Capital			
			2022/23	2023/24	2024/25	Total	2022/23	2023/24	2024/25	Total
Communities and Place	Burntwood Community Hub	£250,000	£0					£250,000		£250,000
	Cinema Development	£400,000	£0						£400,000	£400,000
	Incubator Space	£1,200,000	£0				£353,703	£300,000	£546,297	£1,200,000
	Localities Work	£225,000	£45,000	£90,000	£90,000	£225,000				
	Us Girls	£90,000	£0	£30,000	£60,000	£90,000				
	Play Streets	£60,000	£0	£20,000	£40,000	£60,000				
	Supporting Local Business	High Street Vibrancy	£279,310	£0	£0	£279,310	£279,310			
	Marketing of the District	£70,000	£0	£4,905	£65,095	£70,000				
	Entrepreneurial Culture	£93,000	£0	£0	£93,000	£93,000				
	Resource (from the 4% admin)	£65,000	£0	£32,500	£32,500	£65,000				
People and Skills	Evolve Programme	£140,000	£0	£70,000	£70,000	£140,000				
	Transport Assistance	£320,000	£0	£0	£320,000	£320,000				
	Workforce Development	£93,000	£0	£0	£93,000	£93,000				
Totals		£3,285,310.0	£45,000.0	£247,405.0	£1,142,905	£1,435,310	£353,703	£550,000	£946,297	£1,850,000

Appendix 2: Lichfield District Council's Investment Plan Projects Summary (Project description, cost, cost justification, project location, strategic fit, intervention, outputs, outcomes and Levelling Up Mission)

Project	Project Description, Cost and Cost Justification	Project Location and Strategic Fit	Intervention, Outputs, Outcomes and how the project relates to the 9 Levelling Up Missions
Communities and Place			
Burntwood Community Hub	<p>Project Description</p> <p>To create a 'community hub' on the former public house 'The Oak, Sankeys Corner' for the local community to benefit from and create a hub of community activity for the urban area of Burntwood Town to benefit from.</p> <p>Project Cost £250,000</p> <p>Cost Justification</p> <p>The cost value of the project has been developed through the business plan established by Burntwood Town Council on refurbishing the whole building to bring it back into active use.</p>	<p>Project location: Burntwood Town</p> <p>Strategic Fit: Burntwood Town Deal</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Improvements to town centres and high streets <p>Outputs:</p> <ul style="list-style-type: none"> • Number of commercial buildings developed or improved • Amount of commercial buildings developed or improved <p>Outcomes:</p> <ul style="list-style-type: none"> • 3,100 sq ft of commercial floorspace refurbished. <p>Mission 9: Pride in Place</p>
Cinema Development	<p>Project Description</p> <p>To redevelop a vacant, retail anchor store unit, as part of a joint venture with Evolve, to create a new leisure opportunity in the form of a cinema and a food & beverage unit.</p> <p>Project Cost £400,000</p> <p>Cost Justification</p> <p>The cost value of the project is to be incorporated into Lichfield District Council's contribution as part of the joint venture with Evolve to bring the former Debenhams site back into active use through a cinema, leisure space & food and beverage offer.</p>	<p>Project Location: Lichfield City</p> <p>Strategic Fit: Lichfield City Centre Masterplan</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Improvements to town centres and high streets <p>Outputs:</p> <ul style="list-style-type: none"> • Number of commercial buildings developed or improved • Amount of commercial buildings developed or improved <p>Outcomes:</p> <ul style="list-style-type: none"> • 20,000 sq ft of commercial floorspace refurbished. <p>Mission 9: Pride in Place</p>

<p>Incubator Space</p>	<p>Project Description</p> <p>To refurbish vacant commercial floorspace within the district’s urban centres to create improved incubator space for the district’s entrepreneurial talent to develop and grow their business through investing in and providing the infrastructure to help them succeed.</p> <p>Project Cost £1,200,000</p> <p>Cost Justification</p> <p>The cost value of the project has been provided by the District Council’s Property Team to establish the space within city centre and also incorporate vacant commercial floorspace in Burntwood to be redeveloped as well.</p>	<p>Project Location: Lichfield City and Burntwood Town</p> <p>Strategic Fit: Economic Prosperity Action Plan, Lichfield City Centre Masterplan and Burntwood Town Deal</p>	<p>Intervention:</p> <ul style="list-style-type: none"> Improvements to town centres and high streets <p>Outputs:</p> <ul style="list-style-type: none"> Number of commercial buildings developed or improved Amount of commercial buildings developed or improved <p>Outcomes:</p> <ul style="list-style-type: none"> 8,000 sq ft of commercial floorspace refurbished. <p>Mission 9: Pride in Place</p>
<p>Localities Work</p>	<p>Project Description</p> <p>The project will provide monies to wards which have specific local needs that need to be met through independent projects chosen and delivered by communities.</p> <p>Project Cost £225,000</p> <p>Cost Justification</p> <p>The cost value of the project has been based on each project delivered within a ward/parish having a budget of £5,000 to create a meaningful impact upon the parish and the theme/topic which is focuses upon.</p>	<p>Project Location: Three wards across the district within year 1 then six wards from year 2 onwards.</p> <p>Strategic Fit: Community Power Strategy</p>	<p>Intervention:</p> <ul style="list-style-type: none"> Impactful volunteering and/or social action projects <p>Outputs:</p> <ul style="list-style-type: none"> Number of local events or activities supported Number of projects <p>Outcomes:</p> <ul style="list-style-type: none"> 45 projects assisted. <p>Mission 8 and 9: Wellbeing and Pride in Place</p>
<p>Us Girls</p>	<p>Project Description</p> <p>The Us Girls programme is designed to increase and sustain young women’s participation in sport and physical activity.</p> <p>Working with other organisations tailoring the delivery specifically for disadvantaged and vulnerable young women and girls within the District who are from low socio-economic backgrounds.</p>	<p>Project Location: Across the district</p> <p>Strategic Fit: Active Living Strategy</p>	<p>Intervention:</p> <ul style="list-style-type: none"> Impactful volunteering and/or social action projects <p>Outputs:</p> <ul style="list-style-type: none"> Number of local events or activities supported Number of projects

	<p>Project Cost £90,000</p> <p>Cost Justification</p> <p>The cost value of the project is based on previous experience of delivering the sessions, with each session costing a specific amount to deliver.</p>		<p>Outcomes:</p> <ul style="list-style-type: none"> • 3 sessions per week delivered. <p>Mission 8 and 9: Wellbeing and Pride in Place</p>
Play Streets	<p>Project Description</p> <p>To assist with creating a resident/community led short road closure, creating a safe space for children to play freely together on their doorstep. This provides the change for children to be active, building community and encouraging active citizenship.</p> <p>Project Cost £60,000</p> <p>Cost Justification</p> <p>The cost value of the project is based on previous experience of purchasing equipment for communities to deliver the specific activities for this project within their neighbourhoods.</p>	<p>Project Location: Across the district</p> <p>Strategic Fit: Active Living Strategy</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Impactful volunteering and/or social action projects <p>Outputs:</p> <ul style="list-style-type: none"> • Number of local events or activities supported <p>Outcomes:</p> <ul style="list-style-type: none"> • 90 play street sessions delivered. <p>Mission 8 and 9: Wellbeing and Pride in Place</p>
Supporting Local Business			
High Street Vibrancy	<p>Project Description</p> <p>To run initiatives (outside of the district's two urban centres) to increase footfall and activity on the district's high streets within smaller localities, such as:</p> <ul style="list-style-type: none"> • Shop Local initiatives • Pop up/meanwhile use initiatives • Greener high street initiatives • Home worker, entrepreneur markets • Small Business Saturday initiatives <p>Project Cost £279,310</p>	<p>Project Location: Across the district, excluding Burntwood Town and Lichfield City</p> <p>Strategic Fit: Economic Prosperity Action Plan</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Open markets and town centre retail and service sector <p>Outputs:</p> <ul style="list-style-type: none"> • Number of businesses receiving non-financial support • Number of local markets supported <p>Outcomes:</p> <ul style="list-style-type: none"> • Reduced vacancy rates (2% decrease) • 30 jobs created <p>Mission 1: Pay, Employment and</p>

	<p>Cost Justification</p> <p>The cost value of the project is based on previous experience of delivering similar schemes within one locality and multiplied to cover multi high streets within the district's wards.</p>		Productivity
Marketing of the District	<p>Project Description</p> <p>To develop outward facing marketing of the district's commercial and business offer to attract increased investment in specific areas where commercial space is lacking, through major events (aimed at external businesses, developers and agents) focussing upon topics such as:</p> <ul style="list-style-type: none"> • Attracting hotel/visitor accommodation providers • Office space development <p>Project Cost £70,000</p> <p>Cost Justification</p> <p>The cost value of the project is based on previous experience of delivering similar events and marketing, promoting the district, specific support and space. The events will drive interest for further investment into the district by showcasing the space available and why interested parties should move their business or their client's business into the district.</p>	<p>Project Location: Across the district</p> <p>Strategic Fit: Economic Prosperity Action Plan</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Development and promotion of the economy <p>Outputs:</p> <ul style="list-style-type: none"> • Number of commercial buildings developed or improved • Metres squared of commercial buildings developed or improved • Number of local events or activities supported <p>Outcomes:</p> <ul style="list-style-type: none"> • 150 jobs created <p>Mission 1: Pay, Employment and Productivity</p>
Entrepreneurial Culture	<p>Project Description</p> <p>The project is to develop a start up support package for the district's entrepreneurial culture with residents seeking to start up a business. The support will be delivered through a workshop covering the most important elements of starting up a business in the first 12 months and provide one to one support through start up mentoring.</p> <p>Project Cost £93,000</p> <p>Cost Justification</p> <p>The cost value of the project is based on previous experience of</p>	<p>Project Location: Across the district</p> <p>Strategic Fit: Economic Prosperity Action Plan</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Strengthening local entrepreneurial ecosystems <p>Outputs:</p> <ul style="list-style-type: none"> • Number of potential entrepreneurs provided assistance to be business ready <p>Outcome:</p> <ul style="list-style-type: none"> • 93 start ups supported. <p>Mission 1: Pay, Employment and</p>

	procuring similar start up tenders and on a value per output basis.		Productivity
People and Skills			
Evolve Programme	<p>Project Description</p> <p>The project seeks to reduce levels of economic inactivity throughout Lichfield District by providing intensive one-to-support to people who are economically inactive, enabling them to overcome barriers to work by increasing confidence and facilitating access to appropriate courses (basic skills and otherwise as required), leading to employment and opportunities for volunteering for some.</p> <p>Project Cost £140,000</p> <p>Cost Justification</p> <p>The cost value of the project is based on the existing project's budget, process and outputs, allowing the project to be extending for a longer period of time and benefit the local community.</p>	<p>Project Location: Across the district</p> <p>Strategic Fit: Economic Prosperity Action Plan</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Employment support for economically inactive people <p>Outputs:</p> <ul style="list-style-type: none"> • Number of people supported to engage in job searching <p>Outcome:</p> <ul style="list-style-type: none"> • 80 people engaged, to gain employment or upskill. <p>Mission 1 and 8: Pay, Employment and Productivity & Wellbeing</p>
Transport Assistance	<p>Project Description</p> <p>The project is to provide public transport assistance on routes to Burntwood Business Park and Fradley Park for residents to be able to attend employment opportunities on these sites and assist with local business growth at major employers located on these sites.</p> <p>Project Cost £320,000</p> <p>Cost Justification</p> <p>The cost value of the project is based on the existing cost of putting on bus services times, with one additional route time being available for Burntwood Business Park and Fradley Park.</p>	<p>Project Location: Burntwood Business Park and Fradley Park</p> <p>Strategic Fit: Economic Prosperity Action Plan</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Employment support for economically inactive people <p>Outputs:</p> <ul style="list-style-type: none"> • Number of people receiving support to gain employment <p>Outcome:</p> <ul style="list-style-type: none"> • 200 residents assisted. <p>Mission 1 and 8: Pay, Employment and Productivity & Wellbeing</p>
Workforce Development	<p>Project Description</p> <p>The project focuses upon delivering training courses to specific</p>	<p>Project Location: Across the district</p>	<p>Intervention:</p> <ul style="list-style-type: none"> • Local areas to fund local skills needs

	<p>localities which have a low qualified population with a high number of claimants within sectors where there is available recruitment opportunities and dominant sectors within the local economy to upskill and reskill residents.</p> <p>Project Cost £93,000</p> <p>Cost Justification</p> <p>The cost value of the project is based on existing or previous contracts in place and their value for money per output with the project seeking to be more tailored towards specific localities to become greater qualified and more economically active.</p>	<p>Strategic Fit: Economic Prosperity Action Plan and Community Power Strategy</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Number of people receiving support to gain training <p>Outcome:</p> <ul style="list-style-type: none"> • 37 residents upskilled. <p>Mission 1: Pay, Employment and Productivity</p>
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Appendix 3: Partner projects considered but excluded from the submitted Investment Plan

Project	Project Description	Cost	Outputs and Outcomes
<p>Manufacturing Growth Programme 3 (Partner: Oxford Innovation who operate the existing Manufacturing Growth Programme)</p>	<p>The Manufacturing Growth Programme 3.0 (MGP3) will support Staffordshire-based manufacturing SMEs to innovate, improve productivity and sustainability, and grow. Building on the successes of MGP1 and MGP2, MGP3 will offer Staffordshire businesses a blended package of business support that incorporates specialist business diagnostics, strategic improvement planning, masterclasses, peer networking and grants to subsidise improvement projects (revenue and capital).</p>	<p>£333,333.33.</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Increased amount of investment • Jobs created or safeguarded • Number of businesses adopting new to firm technologies or processes • Number of businesses with improved productivity <p>Outcomes:</p> <ul style="list-style-type: none"> • £800,000 of investment (across the county) • 150 jobs created or safeguarded (across the county) • 50 business adopting new to firm technologies or process (across the county) • 50 businesses with improved productivity (across the county)
<p>Business Innovation Centre, Development of Innovative Products and Services Project (Partner: The Business Innovation Centre)</p>	<p>The project will aim to support businesses in their R & D phase of product development by awarding a grant to enable various aspects of the journey from idea to commercialisation and includes workshops covering:</p> <ul style="list-style-type: none"> - New Product Development. - What IP do you own. - Leadership in Innovation - Profit from Innovation - New Product Marketing - Protect and Fund your Innovation - Marketing Your Innovation - Leadership Skills - R&D - Tax Relief 	<p>£553,374 per year.</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Increased amount of investment • Jobs created or safeguarded • Number of businesses adopting new to firm technologies or processes • Number of businesses with improved productivity <p>Outcomes:</p> <ul style="list-style-type: none"> • 180 Individuals attending the Innovation Workshops (across the county) • 180 SMEs Receiving Intensive Business Assistance (across the county) • 144 Enterprises receiving grants (across the county) • 50 Jobs Created (across the county) • 30 New Products, Processes or Services

			(across the county) <ul style="list-style-type: none"> • 36 Innovative Start-ups (across the county)
Building Better Opportunities (Partner: The Department for Work and Pensions (DWP)/Enterprise Support)	Supports those with multiple barriers and at risk of social exclusion 19+ regain their confidence and progress into Employment, education or Training.	£262,358 per authority per year.	Outputs: <ul style="list-style-type: none"> • Number of people receiving support to gain employment Outcomes: <ul style="list-style-type: none"> • 32 progressions per year
Higher Skills & Engagement Pathways (Partner: The DWP)	Offers fully funded courses in leadership, management & technical skills of Staffordshire SMEs.	£86,581 per authority per year.	Outputs: <ul style="list-style-type: none"> • Number of people receiving support to gain training Outcomes: <ul style="list-style-type: none"> • 7 level 3 unit accreditations per year
Higher Level Skills Match Plus (Partners: Birmingham City University, Aston University and the DWP)	Combining two existing projects to engage with local companies and help them to understand their key skills deficits before utilising the strengths of the Graduate Re-Tune project to fill these deficits with local unemployed graduates. At the same time providing local businesses with access to a wide menu of business support services, including bespoke business and skills development workshops and access to current students and the broader local Graduate Talent Pool.	£291,733 across the three years.	Outputs: <ul style="list-style-type: none"> • Number of businesses assisted Outcomes: <ul style="list-style-type: none"> • 60 businesses supported
Business Growth (Partner: Staffordshire County Council)	Extension to recently completed Staffordshire County Council 'To Thrive' programme to include the provision of specialist support and equipment through grant intervention to support businesses capable of tangible growth.	£50,000 across all interventions.	Outputs: <ul style="list-style-type: none"> • Number of businesses assisted Outcomes: <ul style="list-style-type: none"> • Up to 20 businesses supported
Step Up Support (Partner: Staffordshire County Council)	Next stage support for established start-up businesses to move to the next steps of business growth incorporating mentoring and specialist advice.	£90,000 across all interventions.	Outputs: <ul style="list-style-type: none"> • Number of businesses assisted Outcomes:

			<ul style="list-style-type: none"> 90 step up businesses supported
Staffordshire Jobs & Careers - Job Brokerage (Partner: Staffordshire County Council)	Supports employers in filling vacancies. Matches and screens candidates to appropriate opportunities. Web-based platform for up to date labour market information.	£53,000 per year.	<p>Outputs:</p> <ul style="list-style-type: none"> Number of people receiving support to gain employment <p>Outcomes:</p> <ul style="list-style-type: none"> 1 dedicated district job broker or 1 broker for double district + platform contribution.
Advanced and Digital Technologies Innovation Accelerator (Partner: Staffordshire University)	<p>Promoting networking and collaboration, through interventions that bring together businesses and partners within and across sectors to share knowledge, expertise and resources, and stimulate innovation and growth.</p> <p>Increasing private sector investment in growth enhancing activities, through targeted support for small and medium sized businesses to undertake new-to firm innovation, adopt productivity enhancing, energy efficient and low carbon technologies and techniques, and start or grow their exports.</p>	£618,010 across the three years.	<p>Outputs:</p> <ul style="list-style-type: none"> Number of businesses receiving non-financial support <p>Outcomes:</p> <ul style="list-style-type: none"> 30 businesses received support per quarter
Start-up Accelerator (Partner: Staffordshire University)	Strengthening local entrepreneurial ecosystems and connecting businesses to wider support on, for example, innovation, trade and skills. Establishing local peer-to-peer networking/support and learning to improve sharing of best practice. Development of evidence-based regional entrepreneurial support, led by entrepreneurs, risk capital providers, corporates, academia and government	£743,035 across the three years.	<p>Outputs:</p> <ul style="list-style-type: none"> Number of entrepreneurs aided to be business ready. <p>Outcomes:</p> <ul style="list-style-type: none"> 30 entrepreneurs aided to be ready per quarter
Discover Plus (Partner: Staffordshire	Strengthening our social fabric and	£145,500 across the three years.	Outputs:

University)	fostering a sense of local pride and belonging, through investment in activities that enhance physical, cultural and social ties and amenities, such as community infrastructure and local green space, and community-led projects.		<ul style="list-style-type: none">• Number of organisations receiving financial support other than grants. Outcomes: <ul style="list-style-type: none">• 15 organisations having received support per year.
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