

UK Shared Prosperity Fund

Investment Plan Questions

Offline version – for information only

Please note – the questions below are form information only. All investment plans must be submitted by lead local authorities via the online platform

Your location

Bromsgrove District

Your details

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Organisation name: Bromsgrove District Council

Local challenges and opportunities

In this section, we will ask you:

- If you've identified any challenges or opportunities, you intend to support
- Which of the UKSPF investment priorities these fall under

ARE THERE ANY LOCAL CHALLENGES YOU FACE WHICH FALL UNDER THE COMMUNITIES AND PLACE INVESTMENT PRIORITY?

(If yes) Describe these challenges, give evidence where possible

Key Metrics:

Employment Rate

Bromsgrove has relatively high levels of economic activity in the working age population (16 to 64 year olds); higher than both the West Midlands and England.

| Area | % Economically Active |
|---------------|-----------------------|
| Bromsgrove | 86.1% |
| West Midlands | 77.6% |
| England | 78.4% |

(NOMIS Jan21 – Dec21)

Claimant Count

The claimant count rate in the district is lower than that in the West Midlands and Great Britain. However, the district rate for youth unemployment is much closer to the rate for the West Midlands and Great Britain as unemployment impacts a much higher proportion of 18 to 24 year olds than the general population.

| | Bromsgrove | West Midlands | Great Britain |
|----------------------------------|------------|---------------|---------------|
| Claimant Count | 2.7% | 5% | 3.9% |
| Claimant Count (18-24 year olds) | 3.9% | 5.8% | 4.5% |

NOMIS May 2022

Earnings and Income

The Gross Disposable Household Income per head in Bromsgrove is £23,909; higher than the figure for both the West Midlands (£18,350) and England (£21,978).

| | Bromsgrove | West Midlands | Great Britain |
|---------------------------|------------|---------------|---------------|
| Earnings by Residence | £668 | £581.80 | £613.10 |
| Earnings by Place of Work | £553.10 | £585.00 | £612.80 |

NOMIS Gross Weekly Pay FTE 2021

Research by the Office for National Statistics indicates that residents in Bromsgrove report a greater life satisfaction than the national average. The Average Life Satisfaction Rating for Bromsgrove residents is 7.5 (scored out of 10) compared to 7.38 for England.

In 2021, the Bromsgrove District Community Survey was undertaken. In the survey, 81.2% of respondents said that they were very satisfied or satisfied with their neighbourhood; 76.1% were very satisfied or satisfied with their ward; and 65.7% were very satisfied or satisfied with the district.

86.6% of people feel safe outside in daylight but only 43.6% feel safe after dark. Both of these are lower than in the survey in 2020 where 93.2% felt safe in the daylight and 55.6%, after dark. 56% of respondents agreed or strongly agreed that having CCTV helped them to feel safe whilst out in public.

The top 3 things residents say are the most important areas to focus on to protect the environment are:

- Having homes that are energy efficient and affordable to run
- Reducing the amount of waste they create
- Increasing the use of renewable energy

The top 5 priorities identified by respondents are:

- Waste and recycling
- Community safety
- Transport, travel and congestion
- Healthy lifestyles and well-being, including mental health
- Maintenance of the landscape and environment

The following have been identified as challenges faced under the communities and place investment priority:

- Pockets of Deprivation
- Sections of the community are vulnerable to isolation, social exclusion, and physical and mental health issues.
- The district is dominated by Bromsgrove Town which is the focus for employment, retail and services.

Deprivation

Bromsgrove is a relatively affluent area with high levels of gross disposable income and earnings by residence when compared to the regional and national averages. The Index of Multiple Deprivation (2019) identifies that 48% of district in the 20% least deprived areas of the country with 18 areas in 10th decile and 28 areas in 9th decile). However, this relative affluence hides pockets of deprivation. Nearly 14% of the working age population are economically inactive and 4 areas are in top 30% most deprived areas of the country. The district spends £700,000 each year tackling homelessness.

Isolation, social exclusion and health issues

In 2020, Bromsgrove's Cultural Compact Partnership commissioned the "Tell Me What You Want" Survey. Whilst the focus of the survey was access to culture, heritage and the arts, it did identify 4 key groups in need of support:

- The isolated elderly
- Marginalised 15 to 20 year olds, particularly those with mental health issues
- Families with older children
- People with lower socio-economic backgrounds

In the 2021 Bromsgrove District Community Survey, 73% of the respondents felt concerned about loneliness as a result of the pandemic and 52% felt concern about mental health for their family.

Town & District Centres

The district is dominated by Bromsgrove Town which is the focus for employment, retail and services.

In 2019, Greater Birmingham & Solihull LEP completed a Town Eco System Report for Bromsgrove. The report found a number of challenges including:

- High levels of congestion at peak periods
- Lack of car parking spaces in the town centre
- Lack of green spaces in the town centre
- Falling footfall figures

The successful Levelling-Up Fund bid also high-lighted the lack of cultural and creative space in the town.

Business identified the need for a number of investments to improve the town centre including:

- public realm improvements, including safety and security
- Improved customer facilities
- Enhanced cleaning
- Better access to shops

There are a number of vacant units occupying prominent locations alongside units that have been empty for a number of years.

Work is already underway to improved public realm within the high street which will only be enhanced by nearby regeneration sites receiving levelling up fund monies. Improvements to existing frontages, alongside work being carried out by the district council, will provide an uplift for the high street making it more aesthetically appealing to prospective retailers and visitors alike.

Whilst there is a need to invest in Bromsgrove Town Centre, this should not be done at the expense of the local centres. Public realm improvements in the local centres such as decorative lighting, additional bins and benches, provides an opportunity to uplift the areas. Feedback from smaller community groups has shown these small changes can have a large impact on residents and visitors frequenting these areas particularly enhancements designed to improve safety and security.

ARE THERE ANY LOCAL OPPORTUNITIES UNDER THE COMMUNITIES AND PLACE INVESTMENT PRIORITY THAT YOU INTEND TO SUPPORT?

(If yes) Describe these opportunities, give evidence where possible

The following opportunities have been identified under the communities and place investment priority:

- Optimise the use of under-utilised and redundant space, including green space and vacant retail space to encourage residents to be active and creative.
- Exploit the biodiversity net gain and carbon capture potential of green spaces

Optimise Under-utilised Space

A recent survey of over 1,000 residents and organisations in Bromsgrove identified the need to increase opportunities to be active and creative through the use of vacant local retail space, under utilised and low profile green space, and left behind local centres. The creative use of spaces, particular the local centres and high streets, could help to drive up footfall, increase local centre vitality, and improve sense of community.

Engagement with local community groups has identified a strong desire to invest in a wide range of local facilities – community, cultural and sporting – to enable wider use and increased sustainability.

Exploit the biodiversity net gain and carbon capture potential of green spaces

The Green Infrastructure Strategy for Worcestershire and its accompanying evidence base has identified the environmental character areas for Bromsgrove District and the potential opportunities for enhancements of the blue and green infrastructure. Green Infrastructure (GI) is defined as “a network of multifunctional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities”.

Tackling fragmentation and restoring the ecological network is aligned with the aims of the Bromsgrove Local Plan and will help to deliver Worcestershire’s Green Infrastructure Strategy and Biodiversity Action Plan.

Opportunities exist to support landowners to influence & change the way that green infrastructure across the area is managed to benefit the environment & deliver multifunctional benefits:

- support for pollinators & beneficial insects
- flood resilience
- water quality improvements
- enhanced recreation & amenity opportunities, which brings both physical & mental health benefit to local residents & economic benefit through the visitor economy.

ARE THERE ANY LOCAL CHALLENGES YOU FACE WHICH FALL UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY?

(If yes) Describe these challenges, give evidence where possible

Key Metrics:

GVA per hour worked in Bromsgrove £33.10 (Source: ONS 2019)

Earnings by Residence: £668

Earnings by Place of Work: £553.10

(Source: NOMIS FTE Gross Weekly Pay 2021)

Job density 94% (NOMIS)

Largest sectors (by employment) in the district

| | | | |
|--|------------|---------------|---------------|
| | Bromsgrove | West Midlands | Great Britain |
|--|------------|---------------|---------------|

| | | | |
|-----------------------------------|-----|-------|-------|
| Administrative & Support Services | 28% | 9.8% | 8.8% |
| Manufacturing | 6% | 10.9% | 7.9% |
| Wholesale & Retail | 10% | 16.1% | 14.9% |

Business demography data is unreliable due to a large number of registrations at a single address in the district.

The following challenges have been identified under the Supporting Local Business priority:

- Lower levels of productivity compared to the national average
- Low workplace earnings
- Lower levels of innovation compared to the national average

Productivity

Bromsgrove has lower levels of productivity (GVA per hour worked) than the national average although it is higher than for the West Midlands.

| Area | GVA per hour worked |
|---------------|---------------------|
| Bromsgrove | £33.10 |
| West Midlands | £31.30 |
| England | £35.70 |

Source: ONS 2019

Low Workplace Earnings

Bromsgrove has relatively high earnings based on place of residency, higher than both the West Midlands and national average. However, earnings by place of work are significantly lower and do not compare favourably with either the West Midlands or national average.

| Earnings | Bromsgrove | West Midlands | Great Britain |
|---------------------------|------------|---------------|---------------|
| Earnings by Residence | £668 | £581.80 | £613.10 |
| Earnings by Place of Work | £553.10 | £585.00 | £612.80 |

NOMIS Gross Weekly Pay FTE 2021

Lower Levels of Innovation

Worcestershire has comparatively low levels of research and development (R&D) expenditure. The county spends approximately 1% of its GVA on R&D which is well below the national target of 2.4%. The county has strengths in process innovation and new business practices but less so in product innovation and R&D.

Relative to comparator areas, Worcestershire has a high number of claims made for R&D tax credits, but a low amount of qualifying expenditure meaning that the average amount of R&D claimed is relatively low.

In the past 5 years, Innovate UK has awarded £95 million of grant funding to support innovation. Worcestershire received 0.4% of Innovate UK's funding despite being 1.1% of the business base. By comparison, the West Midlands as a whole received 14.2% of this funding relative to its 8.1% share of the business base. Businesses in Bromsgrove received 10 grants worth £1,517,736.

ARE THERE ANY LOCAL OPPORTUNITIES UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY?

(If yes) Describe these challenges, give evidence where possible

The following opportunity has been identified under this priority:

- High demand for business support from ambitious local businesses

Demand for Business Support

Building on the success of ERDF funded programmes and the work of the Worcestershire Growth Hub, there is a strong demand for support from businesses. Recent surveys with Worcestershire businesses have revealed that:

- 40% of respondents (322 businesses) defined their business' current situation as "growing"; this positive view of the future was a significant change from 13% in March 2021 survey.
- Of the above businesses, 73% said that they had plans for investment and growth over the next 12 months. The largest proportion of these businesses were in the 2-50 employee size band.
- Over half of all survey respondents (56%) said that they have plans for investment and growth over the next 12 months.

The top areas of support that businesses said they would like to see offered over the next 12 months were consistent with previous surveys in 2020 and 2021 and were:

- o Digital Marketing
- o Business Planning for Raising Finance
- o Sales & Business Development
- o Bespoke one to one business advice/consultancy
- o Advice and support on the introduction of new technology to the business

The current challenges that businesses are facing include:

- o Rising energy costs
- o Customer demand/competitiveness
- o Supply chain problems
- o New technology - upfront costs are a barrier for many SMEs
- o Impartial advice - best options in relation to net zero

(Source: Worcestershire Business Survey (801 businesses) - November 2021 to January 2022)

The Herefordshire & Worcestershire Chamber of Commerce Economic Report (Q4 2021) highlights a strong desire by companies to reduce environmental impact. The top 3 areas of assistance identified by businesses to help them take further action to reduce environmental impact or cut carbon emissions were funding; impartial, technical advice; and networking with like-minded businesses.

The Chamber of Commerce's quarterly survey asked specific questions about what interventions businesses would want to see delivered through the UK SPF. The most popular response from businesses in Bromsgrove was:

- Funding for growth
- Support for innovation

In 2021/22 the local Growth Hub engaged and delivered to over 2000 businesses. The top areas of advice and support sought during that engagement were:

- Finance/loans/grants
- Business growth advice and support
- General advice
- Skills and training
- Innovation and R&D processes
- Energy and resource efficiency
- International trade and exporting

There is clearly a demand amongst local business to access support to enable them to grow, particularly in areas that are key drivers for economic growth such as innovation and digitisation. Current business engagement through Worcestershire's EU funded programmes managed by the

County Council and part funded by district councils will end shortly yet continues to experience a high demand across all areas - Growth, Innovation, Technology, Net Zero. Over the past 4 years over 180 businesses have received direct bespoke support, 181 businesses have received grants totaling over £1.8m, creating over 75 jobs (with more to come) and saving almost 600 tonnes of carbon.

Supporting businesses to innovate and grow will help to address Bromsgrove's relatively low wage economy and drive up productivity.

ARE THERE ANY LOCAL CHALLENGES YOU FACE WHICH FALL UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY? (In Scotland, Wales, and Northern Ireland this should also include challenges relating to Multiply)

(If yes) Describe these challenges, give evidence where possible

The following challenges have been identified under the people and skills priority:

- Levels of Youth Unemployment
- Mismatched Skills
- Loss of ESF Funded Programmes

Levels of Youth Unemployment

Since March 2020, the levels of Youth claimants have been increasing, although efforts to support this cohort have been successful there is more to do.

In Bromsgrove as of May 2022, 63 young people are NEET and unknown within years 12 and 13, representing 2.4 % of school year population in county; equivalent to two school classes. Nationally, the issues that affect young people who become NEET cost over £65,000 each in direct lifetime costs to public finances and £120,000 in wider lifetime costs to the economy and wider community. Current NEET figures would estimate this to cost £7.56M for the current year 12/13 population.

Alongside this, in Bromsgrove, 3.9% of young people are claiming benefits as of May 2022, this equates to 235 young people. The district sees particular challenges in the wards of Charford and Aston Fields.

Mismatched Skills

The Worcestershire LEP Local Skills Report 2022 has identified the following issues:

- Businesses have identified a shortage of skilled staff as a barrier to innovation and growth and is one of the major worries for local employers. Recent analysis of the online vacancies shows a 92% increase in demand for new recruits since December 2020.
- Ongoing Surveys show a growing number of employers reporting challenges in recruiting, with the last quarter of 2021, showing that 74% of employers experienced difficulty recruiting
- The most frequently cited skills deficits are at higher levels in IT, job-specific, and technical skills.
- We have a higher proportion than England of hard-to-fill vacancies: these are highest amongst middle-skill roles, particularly Skilled Trades.
- Worcestershire's employers report a need for understanding of their sectors in education and embedding a greater level of careers support to move successfully into industry post school, further or higher education. Many Employers understand the need to have a role in supporting the long term supply of talent into Worcestershire's employers.
- The impact of automation will be significant, with 10% of low-skilled jobs likely to be affected. This is unlikely to have a significant impact in Bromsgrove due to the relatively low number of roles in process plant, machine operative and elementary occupations. However, it should also be noted that some higher skilled roles (such as those within Finance and Business Services) are also susceptible to automation.

Bromsgrove has a relatively highly skilled population. The proportion of residents with qualifications is higher than both the West Midlands and national average at all levels.

| Qualification | Bromsgrove | West Midlands | Great Britain |
|-----------------------|------------|---------------|---------------|
| NVQ Level 4 and above | 48.3% | 38.8% | 43.5% |
| NVQ Level 3 and above | 69.3% | 57.2% | 61.5% |
| NVQ Level 2 and above | 89.0% | 75.2% | 78.2% |
| NVQ Level 1 and above | 94.4% | 84.9% | 87.6% |

(Source: NOMIS Jan 2021 – Dec 2021)

Despite the high levels of qualifications, businesses in the district report issues recruiting in certain areas. Compounding this problem is the number of residents that commute out of the district. There is a net outflow of 7,216 people for work with 26,108 commuting out and 18,892 commuting in. Of those leaving the district, nearly 40% travel to Birmingham. (Source: NOMIS Census 2011)

Loss of ESF Funded Support Programmes

There are currently a number of ESF funded programmes delivering skills and employment support to residents of Bromsgrove. These include:

- Skills Support for the Unemployed – supported 33 Bromsgrove residents from July 2019 to date.
- Skills Support for the Workforce – supported 114 employees since April 2019.
- Community Grants – 45 grants awarded to community organisations to help Bromsgrove residents furthest from the labour market.
- NEET support – supported 48 young people not in employment, education or training or at risk of become so.
- Building Better Opportunities – supported 206 residents furthest away from the labour market to improve their employability

Collectively, these programmes have supported over 400 people in Bromsgrove.

ARE THERE ANY LOCAL OPPORTUNITIES UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY THAT YOU INTEND TO SUPPORT? (In Scotland, Wales, and Northern Ireland this should also include challenges relating to Multiply)

(If yes) Describe these opportunities, give evidence where possible

The following opportunities have been identified for support under this priority:

- Tailored support for the economically inactive and those furthest away from the labour market including enrichment activities and volunteering
- Increasing the basic skills levels of residents and upskilling the workforce including interventions to increase levels of digital skills

Programmes of support will be developed to address youth unemployment at a district level. Experience of previous and current programmes show that interventions can:

- Increase the levels of social mobility of young people
- Increase the basic skills levels of residents
- Upskills residents in training and education

Specialist interventions will be developed to move young people through a co-ordinated journey, covering the key stages designed to inspire them, explore opportunities, prepare for the move into education or employment, support to apply for apprenticeship or FE/HE courses and follow ups to ensure that momentum is sustained. Programmes will be designed to meet individual needs and provide bespoke journeys that ensure improved outcomes for the individual.

Programmes of support for the economically inactive and those furthest from the labour market provide tailored support to help people into employment, particularly those who are not supported by mainstream provision. Enrichment activities and volunteering also helps to reduce the barrier to economic activity. Addressing issue of digital exclusion will support individuals into employment.

The Worcestershire LEP Skills Report 2022 identifies the local sector strengths as construction, healthcare, and business administration. It anticipates that the greatest employment growth will be within advance manufacturing, cyber security, IT & defence, and agri-tech.

The current acceleration of demand around sustainable business practice and the drive to net zero will be a significant driver for growth. The sector is predicted to grow at a rapid rate, increasing staff levels by around 200%.

Worcestershire has a lower level of employment in the digital sector than the England average; however digital skills remain in the highest demand from employers. This applies equally to those new to the job market, replacement labour or when reskilling existing staff. Digital marketing and cloud-based computing have the greatest current and predicted use locally and salaries within digital skilled roles have increase by 35% over the last year.

Worcestershire has a high proportion of vacancies where management and leadership skills have been identified as essential. Manufacturing continues to have the highest number of vacancies in the county.

With significant growth predicted in areas where there is already a skills deficit, access to high quality, relevant training is essential if residents are to benefit from the growth in business. Focusing on those sectors where high growth is predicted and where more skilled, higher paid roles will be created, will ensure that local residents will be able to access the best opportunities. Support to upskill the existing workforce and new employees will ensure that businesses are able to realise their growth ambitions and local residents will benefit from increased opportunities.

Interventions

In this section, we will ask you about:

- Interventions you've chosen for each year of funding
- Outcomes you want to deliver
- Any interventions that are not listed here
- How these interventions fall under the UKSPF investment priorities, and your rationale for them
- Interventions not included in our list will be assessed before being approved, where you will need to show a clear rationale, how the intervention is value for money, what outcomes it will deliver and how you will monitor and evaluate the intervention. This may include a theory of change or logic chain.

WHAT ARE THE OUTCOMES YOU WANT TO DELIVER UNDER THE COMMUNITIES AND PLACE INVESTMENT PRIORITY? SELECT ALL THAT APPLY.

| Outcome | Tick if applicable |
|---------------------------|---------------------------|
| Jobs created | |
| Jobs safeguarded | |
| Increased footfall | ✓ |
| Increased visitor numbers | ✓ |
| Reduced vacancy rates | ✓ |
| Greenhouse gas reductions | |

| | |
|---|---|
| Improved perceived/experienced accessibility | ✓ |
| Improved perception of facilities/amenities | ✓ |
| Increased number of properties better protected from flooding and coastal erosion | |
| Increased users of facilities / amenities | ✓ |
| Improved perception of facility/infrastructure project | ✓ |
| Increased use of cycleways or paths | ✓ |
| Increase in Biodiversity | |
| Increased affordability of events/entry | |
| Improved perception of safety | ✓ |
| Reduction in neighbourhood crime | ✓ |
| Improved engagement numbers | ✓ |
| Improved perception of events | ✓ |
| Increased number of web searches for a place | |
| Volunteering numbers as a result of support | |
| Number of community-led arts, cultural, heritage and creative programmes as a result of support | |
| Increased take up of energy efficiency measures | ✓ |
| Increased number of projects arising from funded feasibility studies | |
| Number of premises with improved digital connectivity | |
| None of the above | |

SELECT THE INTERVENTIONS YOU INTEND TO USE WHICH MEET THE COMMUNITIES AND PLACE INVESTMENT PRIORITY. YOU CAN SELECT AS MANY AS YOU LIKE.

Intervention E16: Open markets & town centre retail & service sector

A full list of nation-specific interventions is available in the relevant annex to the Prospectus.

E1: Improvements to town centres & high streets

E2: Community & neighbourhood infrastructure projects

E3: Creation of and improvements to local green spaces

E5: Built & landscaped environment to 'design out crime'

E6: Local arts, cultural, heritage & creative activities

E7: Support for active travel enhancements in the local area

E9: Impactful volunteering and/or social action projects

E11: Capacity building & infrastructure support local groups

E13: Community measures to reduce the cost of living

DO YOU PLAN TO USE ANY INTERVENTIONS NOT INCLUDED IN THE COMMUNITIES AND PLACE LIST?

State the name of each of these additional interventions and a brief description of each of these

NO

Explain how each intervention meets the Communities and Place investment priority. Give evidence where possible, including why it is value money and the outcomes you want to deliver.

N/A

Do you consider that any of these interventions may provide a subsidy to potential recipients of the funding under the intervention's planned activity? All bids must also consider how they will deliver in line with subsidy control as [set out in the guidance](#).

| | |
|---|----|
| Yes | No |
| Detail the assessment you undertook to consider whether the intervention is a subsidy and any specific measures you will take to make sure the subsidy is permitted. | |
| N/A | |

HAVE YOU ALREADY IDENTIFIED ANY PROJECTS WHICH FALL UNDER THE COMMUNITIES AND PLACE INVESTMENT PRIORITY?

Describe these projects, including how they fall under the Communities and Place investment priority and the location of the proposed project.

We have received a number of submissions for potential projects. These will be assessed for strategic fit by the Local Partnership Group before decisions are made as to whether the projects will be delivered through the UK Shared Prosperity Fund.

Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity?

All bids must also consider how they will deliver in line with subsidy control as [set out in the guidance](#).

Yes

No

Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted.

All projects will be assessed to ensure that they comply with subsidy control legislation.

WHAT ARE THE OUTCOMES YOU WANT TO DELIVER UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY? SELECT ALL THAT APPLY.

| Outcome | Tick if applicable |
|---|---------------------------|
| Jobs created | ✓ |
| Jobs safeguarded | ✓ |
| Increased footfall | |
| Increased visitor numbers | |
| Reduced vacancy rates | |
| Greenhouse gas reductions | ✓ |
| Number of new businesses created | ✓ |
| Improved perception of markets | |
| Increased business sustainability | ✓ |
| Increased number of businesses supported | ✓ |
| Increased amount of investment | ✓ |
| Improved perception of attractions | |
| Number of businesses introducing new products to the firm | ✓ |
| Number of organisations engaged in new knowledge transfer activity | |
| Number of premises with improved digital connectivity | |
| Number of businesses adopting new to the firm technologies or processes | ✓ |
| Number of new to market products | ✓ |
| Number of R&D active businesses | |
| Increased number of innovation active SMEs | |
| Number of businesses adopting new or improved products or services | |

| | |
|---|---|
| Increased number of innovation plans developed | |
| Number of early stage firms which increase their revenue following support | |
| Number of businesses engaged in new markets | |
| Number of businesses engaged in new markets | |
| Number of businesses increasing their export capability | |
| Increased amount of low or zero carbon energy infrastructure installed | |
| Number of businesses with improved productivity | ✓ |
| Increased number of projects arising from funded feasibility studies | ✓ |
| Increased number of properties better protected from flooding and coastal erosion | |
| None of the above | |

SELECT THE INTERVENTIONS YOU INTEND TO USE WHICH MEET THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY. YOU CAN SELECT AS MANY AS YOU LIKE

| |
|--|
| Intervention <i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i> |
| E16: Open markets & town centre retail & service sector |
| E17: Development & promotion of visitor economy |
| E20: R&D grants supporting innovative product & service development |
| E21: Development of innovation infrastructure at the local level |
| E23: Strengthening local entrepreneurial ecosystems |
| E24: Training hubs, business support offers, incubators |
| E29: Supporting decarbonisation whilst growing the local economy |
| E30: Business support measures to drive employment growth |
| |

DO YOU PLAN TO USE ANY INTERVENTIONS NOT INCLUDED IN THE SUPPORTING LOCAL BUSINESS LIST?

State the name of each of these additional interventions and a brief description of each of these

NO

Explain how each intervention meets the Supporting Local Business investment priority. Give evidence where possible, including why it is value money and the outcomes you want to deliver.

N/A

Do you consider that any of these interventions may provide a subsidy to potential recipients of the funding under the intervention's planned activity? All bids must also consider how they will deliver in line with subsidy control as [set out in the guidance](#).

Yes No

Detail the assessment you undertook to consider whether the intervention is a subsidy and any specific measures you will take to make sure the subsidy is permitted.

N/A

HAVE YOU ALREADY IDENTIFIED ANY PROJECTS WHICH FALL UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY?

Describe these projects, including how they fall under the Supporting Local Business investment priority and the location of the proposed project

We have received a number of submissions for potential projects. These will be assessed for strategic fit by the Local Partnership Group before decisions are made as to whether the projects will be delivered through the UK Shared Prosperity Fund.

Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity?

All bids must also consider how they will deliver in line with subsidy control as [set out in the guidance](#).

Yes No

Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted.

All projects will be assessed to ensure that they comply with Subsidy Control legislation.

WHAT ARE THE OUTCOMES YOU WANT TO DELIVER UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY? SELECT ALL THAT APPLY.

| Outcome | Tick if applicable |
|--|---------------------------|
| Number of economically inactive individuals in receipt of benefits they are entitled to following support | |
| Increased active or sustained participants of UKSPF beneficiaries in community groups [and/or] increased employability through development of interpersonal skills | ✓ |
| Increased proportion of participants with basic skills (English, maths, digital and ESOL) | |
| Number of people in supported employment [and] number of people engaging with mainstream healthcare services | |
| Number of people sustaining engagement with keyworker support and additional services | ✓ |
| Number of people engaged in job-searching following support | ✓ |
| Number of people in employment, including self-employment, following support | ✓ |
| Number of people sustaining employment for 6 months | ✓ |
| Increased employment, skills and/or UKSPF objectives incorporated into local area corporate governance | |
| Number of people in education/training | ✓ |
| Increased number of people with basic skills (English, maths, digital and ESOL) | |
| Fewer people facing structural barriers into employment and into skills provision | |
| Increased number of people familiarised with employers' expectations, including, standards of behaviour in the workplace | ✓ |
| Fewer people facing structural barriers into employment and into skills provision | |
| Number of people gaining a qualification or completing a course following support | ✓ |
| Number of people gaining qualifications, licences, and skills | |
| Number of economically active individuals engaged in mainstream skills education, and training. | |
| Number of people engaged in life skills support following interventions | |
| Number of people with proficiency in pre-employment and interpersonal skills (relationship, organisational and anger-management, interviewing, CV and job application writing) | |

| | |
|--|--|
| Multiply only - Increased number of adults achieving maths qualifications up to, and including, Level 2. | |
| Multiply only - Increased number of adults participating in maths qualifications and courses up to, and including, Level 2. | |
| None of the above | |

SELECT THE INTERVENTIONS YOU INTEND TO USE WHICH MEET THE PEOPLE AND SKILLS INVESTMENT PRIORITY. YOU CAN SELECT AS MANY AS YOU LIKE.

| |
|---|
| Intervention |
| <i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i> |
| E33: Employment support for economically inactive people |
| E34: Courses including basic, life & career skills |
| E35: Enrichment & volunteering activities |
| E36: Intervention to increase levels of digital inclusion |
| E39: Green Skills courses |
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DO YOU PLAN TO USE ANY INTERVENTIONS NOT INCLUDED IN THE PEOPLE AND SKILLS LIST?

| | |
|---|----|
| State the name of each of these additional interventions and a brief description of each of these | |
| NO | |
| Explain how each intervention meets the People and Skills investment priority. Give evidence where possible, including why it is value money and the outcomes you want to deliver. | |
| N/A | |
| Do you consider that any of these interventions may provide a subsidy to potential recipients of the funding under the intervention's planned activity? All bids must also consider how they will deliver in line with subsidy control as set out in the guidance. | |
| Yes | No |
| Detail the assessment you undertook to consider whether the intervention is a subsidy and any specific measures you will take to make sure the subsidy is permitted. | |
| N/A | |

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|---|
| ENGLAND ONLY: People and Skills interventions can only be used in 2022-2023 and 2023-2024 if you have identified a local voluntary and community provision, previously supported by the European Social Fund, at risk of closure. If you have not identified a suitable provision, you will not be able to select interventions for 2022-2023 and 2023-2024 and your investment plan will not be approved. |
| HAVE YOU ALREADY IDENTIFIED ANY PROJECTS for 2024-2025 WHICH FALL UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY? |
| No |
| Describe the projects for 2024-25, including how they fall under the People and Skills investment priority and the location of the proposed project. |
| We have received a number of submissions for potential projects. These will be assessed for strategic fit by the Local Partnership Group before decisions are made as to whether the projects will be delivered through the UK Shared Prosperity Fund. |
| Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity? All bids must also consider how they will deliver in line with subsidy control as set out in the guidance. |
| Yes |
| Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted. |

| | | |
|--|-----------|-----------|
| All projects will be assessed to ensure that they comply with subsidy control legislation | | |
| HAVE YOU IDENTIFIED A LOCAL VOLUNTARY PROVISION AT RISK AS PART OF YOUR PEOPLE AND SKILLS INVESTMENT PRIORITIES? | | |
| Yes | | No |
| (If Yes) Describe the local voluntary provision at risk and your rationale for supporting it. | | |
| N/A | | |
| Provide the European Social Fund Project Names and Project References for this voluntary and community provision at risk. | | |
| What year do you intend to fund these projects? Select all that apply. | | |
| 2022-2023 | 2023-2024 | 2024-2025 |
| Describe the projects for 2022-2023 and 2023-2024, including how they fall under the People and Skills investment priority and the location of the proposed project. | | |
| N/A | | |
| Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity? All bids must also consider how they will deliver in line with subsidy control as set out in the guidance. | | |
| Yes | | No |
| Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted. | | |
| N/A | | |

| | | |
|---|--|----|
| SCOTLAND, WALES & NORTHERN IRELAND ONLY | | |
| HAVE YOU ALREADY IDENTIFIED ANY PROJECTS WHICH FALL UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY? | | |
| Yes | | No |
| Describe the projects, including how they fall under the People and Skills investment priority and the location of the proposed project. | | |
| | | |

| | |
|--|----|
| Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity? All bids must also consider how they will deliver in line with subsidy control as set out in the guidance. | |
| Yes | No |
| Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted. | |
| | |

Approach to delivery and governance

In this section, we will ask you about:

- Structures you have in place to support delivery
- Support you have from stakeholders and the local community
- How you've engaged with MPs as part of your investment plan
- Opportunities you have identified to work with other places

Places need to show how MPs that cover the lead local authority have been engaged on the investment plan and whether they support it. More detail on the role of MPs can be found here.

| STAKEHOLDER ENGAGEMENT AND SUPPORT | | |
|--|--------------------------------|-------------------------------|
| Have you engaged with any of the following as part of your investment plan? Select all that apply. | | |
| Public sector organisations ✓ | Private sector organisations ✓ | Civil society organisations ✓ |
| Describe how you have engaged with any of these organisations. Give examples where possible. | | |
| Details of the UK Shared Prosperity Fund was shared with established partnerships that include public sector organisations, business, business organisations, parish councils, housing associations and the voluntary & community sector. Partners and stakeholders were invited to submit proposals for projects that could be delivered under one of the 3 investment priorities. Questions regarding priorities for the UK SPF were included in the local Chamber of Commerce's quarterly survey. | | |
| Summarise the governance structures you have in place, including how any advisory panels or associated partnership groups are made up | | |
| The UK Shared Prosperity Fund will be overseen by the Local Partnership group that is made up of representatives from the Council, Worcestershire Local Enterprise Partnership, Housing Associations, Public Health bodies, parish councils, education providers, VCS, DWP | | |
| Confirm all MPs covering your lead local authority have been invited to join the local partnership group. | | |
| Yes | No | |
| Are there MPs who are not supportive of your investment plan? | | |
| Yes | No | |
| (If Yes) Who are the MPs that are not supportive and outline their reasons why. | | |

Describe any interventions not included in this list?

N/A

Who are the places you intend to collaborate with?

Malvern Hills District, Redditch Borough, Worcester City, Wychavon District, Wyre Forest District

PUBLIC SECTOR EQUALITY DUTY

How have you considered your public sector equality duty in the design of your investment plan?

Equality and diversity officers have been consulted on this plan.

How will you consider your public sector equality duty when implementing your investment plan, including in the selection of projects?

An equalities impact assessment will be completed prior to the awarding of any contracts funded by the UK SPF and will be monitored throughout delivery.

RISKS

Have you identified any key risks that could affect delivery, for example lack of staff or expertise?

Yes

No

(If Yes) Describe these risks or issues, including the contingency measures you have in place to mitigate them.

Delays in approval of the Investment Plan may impact delivery of projects – the Council will look to fund these, at risk.

Have you identified any key fraud risks that could affect UKSPF delivery?

Yes

No

(If Yes) Describe these risks or issues, including the contingency measures you have in place to mitigate them.

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Capacity and capability

In this section, we will ask you about:

- The capacity and capability of your team to manage funding
- The resources you have in place for work related to UKSPF

Your answers here will help us know how to support you with delivery. They will not affect the amount of funding you will get.

Answer as honestly as possible.

| TEAM RESOURCE |
|--|
| How many people (FTE) will be put in place to work with UKSPF funding? |
| <p>Core team (programme management): Head of North Worcestershire Economic Development and Regeneration (NWedR) – 0.2FTE NWedR Business Growth Manager – 0.5FTE NWedR Communications and Engagement Officer – 0.2FTE UKSPF Project Officer – 1FTE</p> <p>Project teams (delivery): Worcestershire Growth Hub Worcestershire County Council</p> |
| Describe what role these people will have, including any seniority and experience. |
| <p>Head of NWedR – Senior Responsible Owner NWedR Business Growth Manager – Project Manager NWedR Communications and Engagement Officer – comms, promotion and stakeholder engagement, UKSPF Project Officer – day to day programme administration</p> |

- Strong capability: Has extensive experience and/or a proven track record of delivery in this area.
- Strong capacity: High degree of confidence that there is enough staffing/resource to manage funding in this area.
- Some capability: Has previous experience of delivery in this area.
- Some capacity: Confident that there is enough staffing/resource to manage funding in this area.
- Limited capability: Does not have previous experience and/or no track record of delivery in this area.
- Limited capacity: Limited confidence that there is enough staffing/resource to manage funding in this area. Additional resource may be needed to support delivery.

| CAPACITY AND CAPABILITY | | |
|---|-----------------|------------------------|
| How would you describe your team’s current experience of delivering funding and managing growth funds? | | |
| Very experienced | Some experience | No previous experience |
| How would you describe your team’s current capability to manage funding for procurement? | | |
| Strong capability | Some capability | Limited capability |
| How would you describe your team’s current capability to manage funding for procurement? | | |

| | | |
|--------------------------|-----------------|--------------------|
| Strong capability | Some capability | Limited capability |
|--------------------------|-----------------|--------------------|

| | | |
|---|----------------------|--------------------|
| How would you describe your team's current capacity to manage funding for procurement? | | |
| Strong capacity | Some capacity | Limited capacity |
| How would you describe your team's current capability to manage funding for subsidies? | | |
| Strong capability | Some capability | Limited capability |
| How would you describe your team's current capacity to manage funding for subsidies? | | |
| Strong capacity | Some capacity | Limited capacity |

COMMUNITIES AND PLACE CAPACITY AND CAPABILITY

Does your local authority have any previous experience of delivering the Communities and Place interventions you have select?

Yes No

How would you describe your team's current capability to manage funding for Communities and Place interventions?

Strong capability Some capability Limited capability

Describe the key capability challenges (if you have any) for delivering Communities and Place interventions. This may include challenges within your local authority and/or your local/regional delivery system.

N/A

Describe what further support would help address these challenges.

N/A

How would you describe your team's current capacity to manage funding for Communities and Place interventions?

Strong capability Some capability Limited capability

Describe the key capacity challenges (if you have any) for delivering Communities and Place interventions. This may include challenges within your local authority and/or your local/regional delivery system.

N/A

Describe what further support would help address these challenges.

N/A

SUPPORTING LOCAL BUSINESS CAPACITY AND CAPABILITY

Does your local authority have any previous experience of delivering the Supporting Local Business interventions you have select?

| | | |
|---|-----------------|---------------------------|
| Yes | No | |
| How would you describe your team's current capability to manage funding for Supporting Local Business interventions? | | |
| Strong capability | Some capability | Limited capability |
| Describe the key capability challenges (if you have any) for delivering Supporting Local Business interventions. This may include challenges within your local authority and/or your local/regional delivery system. | | |
| <p>Although the Council has limited capability for delivering Supporting Local Business interventions it has a well-established relationship with the Worcestershire Growth Hub and Worcestershire County Council for the delivery of business support programmes.</p> <p>The interventions selected in this Plan will be delivered through the established business support teams at Worcestershire Growth Hub and Worcestershire County Council. Both organisations have an existing team of project managers and project support officers. There will be a dedicated point of contact for the project. Project managers have many years experience of managing large scale externally funded programmes, and a detailed knowledge of procurement, contract management, subsidy control and reporting requirements and publicity rules.</p> | | |
| Describe what further support would help address these challenges. | | |
| | | |
| How would you describe your team's current capacity to manage funding for Supporting Local Business interventions? | | |
| Strong capability | Some capability | Limited capability |
| Describe the key capacity challenges (if you have any) for delivering Supporting Local Business interventions. This may include challenges within your local authority and/or your local/regional delivery system. | | |
| <p>Although the Council has limited capacity for delivering Supporting Local Business interventions it has a well-established relationship with the Worcestershire Growth Hub and Worcestershire County Council for the delivery of business support programmes.</p> <p>The interventions selected in this Plan will be delivered through the established business support teams at Worcestershire Growth Hub and Worcestershire County Council. Both organisations have an existing team of project managers and project support officers. There will be a dedicated point of contact for the project. Project managers have many years experience of managing large scale externally funded programmes, and a detailed knowledge of procurement, contract management, subsidy control and reporting requirements and publicity rules.</p> | | |
| Describe what further support would help address these challenges. | | |
| | | |

PEOPLE AND SKILLS CAPACITY AND CAPABILITY

Does your local authority have any previous experience of delivering the People and Skills interventions you have select?

| | | |
|---|-----------------|---------------------------|
| Yes | No | |
| How would you describe your team's current capability to manage funding for People and Skills interventions? | | |
| Strong capability | Some capability | Limited capability |

Describe the key capability challenges (if you have any) for delivering People and Skills interventions. This may include challenges within your local authority and/or your local/regional delivery system.

Although the Council has limited capability in direct delivery of People and Skills type of interventions, it has a strong track record of collaboration with key deliverers of such interventions, including Worcestershire County Council.

The interventions selected in this Plan will be delivered by a consortium led by the Skills4Partnerships, a well established multi-disciplinary team led by the Worcestershire County Council (WCC). WCC has an existing team of project managers and project support officers. There will be a dedicated point of contact for the project. Project managers have many years experience of managing large scale externally funded programmes, and a detailed knowledge of procurement, contract management, subsidy control and reporting requirements and publicity rules.

| | | |
|---|-----------------|---------------------------|
| | | |
| Describe what further support would help address these challenges. | | |
| | | |
| How would you describe your team's current capacity to manage funding for People and Skills interventions? | | |
| Strong capability | Some capability | Limited capability |
| Describe the key capacity challenges (if you have any) for delivering People and Skills interventions. This may include challenges within your local authority and/or your local/regional delivery system. | | |
| <p>Although the Council has limited capacity to deliver People and Skills interventions, it has a strong track record of collaboration with key deliverers of such interventions.</p> <p>The interventions selected in this Plan will be delivered by a consortium led by the Skills4Partnerships, a well-established multi-disciplinary team led by the Worcestershire County Council (WCC). WCC has an existing team of project managers and project support officers. There will be a dedicated point of contact for the project. Project managers have many years' experience of managing large scale externally funded programmes, and a detailed knowledge of procurement, contract management, subsidy control and reporting requirements and publicity rules.</p> | | |
| Describe what further support would help address these challenges. | | |
| | | |

| SUPPORT TO DELIVERY UKSPF | |
|--|-----------|
| All lead authorities can use up to 4% of their UKSPF allocation to support the delivery of their chosen interventions but by exception, lead authorities will be able to use more than 4%. Are you planning to use more than 4%? | |
| Yes | <i>No</i> |
| (If Yes) Explain why you wish to use more than 4%. | |
| | |

Approvals

Before submitting your investment plan, you should have approval from your:

- Chief Executive Officer

- Section 151 Officer

