

# Initiation Form

<b>Summary</b>		<b>Reference:</b>		<b>BUS005b</b>
<b>Activity Name:</b>	Trade and Investment Programme			
<b>Activity Description:</b>	Targeted development support required in order to increase levels of Foreign Direct Investment, Business Growth and development of investment networks.			
<b>Investment Priority:</b>	<b>Supporting Local Business</b>	<b>Intervention:</b>	E23: Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks  E25: Grants to help places bid for and host international business events and conferences that support wider local growth sectors  E27: Funding to develop angel investor networks nationwide	
<b>Funding Available:</b>	<b>£960,000 (Total)</b>	<b>£ 0 (Capital)</b>	<b>£ 960,000 (Revenue)</b>	
<b>Type of funding opportunity:</b>	Direct delivery by Cornwall Council Economy and Skills Service.			
<b>Open Date: Application</b>	<b>02/03/2023</b>	<b>Close Date:</b>	<b>10/03/2023</b>	

<b>Context</b>
<b>Description:</b> Description of activity and what is expected to be achieved
<p>The Trade and Investment Programme will deliver activity aimed at encouraging increased levels of trade by CloS businesses, facilitating new investment into CloS and supporting CloS businesses to engage in outward investment, including through acquisitions. Businesses that engage in trade, whether on the international market or across the UK market, tend to be more productive and investment by businesses into CloS, as well</p>

as outward investment by CloS businesses, can accelerate the expansion of our budding high-potential sectors. The Trade and Investment Programme should contribute to achieve the Government's levelling up missions around improving pay, employment and productivity. We are particularly interested in activity that will deliver investment in our strategic sectors, increase average wages, improve the productivity of businesses, increase the number of jobs in high value sectors and reduce CO2 emissions.

£0.96m has been made available to put in place a Trade and Investment Programme that will encourage increased levels of Foreign Direct Investment (FDI), facilitate the growth of indigenous businesses through investment and support CloS businesses to expand their market reach and engage in increased trade on UK and international markets. The Trade and Investment Programme will facilitate and support enterprises to access existing sources of private and public funding including funding through the British Business Bank.

Targeting high value and high growth business and sectors in particular will help to diversify our economy, improve our overall productivity levels whilst also improving the productivity of the businesses in our existing business base through the supply chains they generate.

Initial delivery, to June 2023 will dovetail with the ESIF funded Cornwall Trade and Investment project and early delivery is therefore likely to focus on the following activity:

- Trade and Investment programme will deploy direct resource to work with businesses outside of the ESIF programming and develop a Trade and Investment programming for Year2 and 3 which is aligned with other SPF funded activity such as strategic sector development, the R,D& I programme and wider business support through the Good Growth Hub.
- Investor Network development element of the programme will see funds deployed to support:
  - Further animation of existing local angel network groupings (e.g. CIIN, FSE, OI, Launchpad, PBS, TechSouthWest)
  - Targeted campaign activity to promote angel investment involvement – directed towards High Net Worth individuals
  - In-house coordination resource
- International Events element will see funds deployed to research and develop a 2-year programme with activities across the key sector programming areas.

Investor Network development and International Events activities for Year 1 will be commissioned by the Trade and Investment resource based within the Economy and Skills service in Cornwall Council.

The Trade and Investment Programme will include the following non-exhaustive list of activity that will be ramped during year 2 and 3 as the ESIF funded Cornwall Trade and Investment project comes to an end:

- Developing and executing focused and highly competitive inward investment strategies
- Employing effective inward and outward investment campaigns, fuelling a strong pipeline of investment-ready businesses including expansion opportunities benefitting Cornwall
- Providing excellence in client management, leveraging existing local, national, and international networks to unlock incentives for businesses to invest, including diaspora and angel investor networks
- Assessing and supporting business strategies for private investment to assist inward investment and trade decision making
- Developing place and industry specific marketing campaigns and branding to enhance Cornwall's reputation on an international scale
- Successfully selecting, preparing, and supporting businesses to explore and trade in new international markets across a wide range of industries
- Providing strong aftercare support to businesses to nurture further growth and employment

- Campaigning for national recognition and resulting support for key industries (e.g. securing the Department of International Trade's 'High Potential Opportunity' award for Tech Metals)
- Providing bespoke export training workshops, and grant application support to businesses to encourage increased trade

The Trade and Investment Programme will be delivered by the Good Growth Hub and must be coordinated with other activity delivered through SPF, including the wider Good Growth Hub business support offer and activity that materialises as a result of the open invitation for bids under the Cultural Events and Talent Programme (initiation form COM002).

**Strategic Alignment:** Description of strategic objectives, local need and the programme priorities. Will there be coordination with other funding programmes?

Proposals should demonstrate strategic fit and link to local community, social or economic needs.

**This opportunity contributes significantly to the achievement of Government's Mission 1 for Levelling Up:** Improve productivity and pay, closing the gap between regions.

**This opportunity contributes significantly to the achievement of Government's Mission 2 for Levelling Up:** Public investment in R&D will increase significantly.

The UK SPF has been launched by UK Government's as part of its wider commitment to level up all parts of the UK and on the key metrics identified in the Levelling Up White Paper Cornwall and the Isles of Scilly is one of the areas in the UK that is most in need of levelling-up. In its Levelling Up White Paper Government outlined that at national level the UK SPF will have a particular focus on the following 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
- To increase levels of functional numeracy in the adult population

**This initiation form describes activity which is part of the Supporting Local Business Investment priority which has the following objectives:**

- Creating jobs and boosting community cohesion building on existing industries and institutions, from support for starting businesses to visible improvements to local retail, hospitality and leisure sector facilities.
- Bringing together businesses and partners within and across sectors to share knowledge, expertise and resources, and stimulate innovation and growth.
- 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.

#### **Interventions**

- E23 - Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks.
- E25 - Grants to help places bid for and host international business events and conferences that support wider local growth sectors.
- E27 - Funding to develop angel investor networks nationwide.

Our Good Growth Investment Plan identifies the potential of increasing Foreign Direct Investment (FDI), the growth of indigenous businesses through acquisition and expand existing angel investment networks as a means to improve productivity of CloS businesses.

Through this proposed Trade and Investment Programme we will prioritise activity that will encourage increased levels of Trade and Investment that will help to achieve the Government's levelling up missions around improving pay, employment and productivity. We are particularly interested in activity that will deliver investment in our strategic sectors, increase average wages, improve the productivity of businesses, increase the number of jobs in high value sectors and reduce CO2 emissions. Applications that are unable to contribute to these ambitions will not be supported.

The Trade and Investment programme will need to be coordinated with and delivered as part of the SPF activity delivered in parallel, including:

- Good Growth Hub as described in initiation form BUS001 and BUS001b and BUS001c
- The RD&I Programme as described in initiation form BUS002, BUS002b, BUS002c and BUS002d
- Strategic Sector Development as described in initiation form BUS004 and BUS004b
- Activity that materialises as a result of the open invitation for bids under the Cultural Events and Talent Programme (initiation form COM002).

All funding expended should contribute to the "Good Growth" requirements outlined in the CloS UK SPF Investment plan. Higher levels of funding distribution may be spent on projects, activity or initiatives that deliver the greatest contribution to these objectives especially where they are located and/or target the areas and people of Cornwall and the IoS most in need of levelling up.

**Please note:**

- **Cornwall Council reserves the right to allocate more or less funding than the values set out in this initiation form.**

**Route to Market: In-house Delivery** Explanation of the chosen route to market

The Trade and Investment Programme will be delivered through the Good Growth Hub team based in the Economy and Skills Service in Cornwall Council. Delivery will build on the current ESIF Cornwall Trade and Investment project and CC staff currently delivering the remainder of this ERDF funded project (see [Cornwall Trade & Investment - Invest in Cornwall - Business Support \(cornwallti.com\)](https://cornwallti.com)) will pick up on the SPF funded Trade and Investment programme to ensure coordination and avoid any duplication of activity. Whilst the UK SPF funded activity will be different (in scope and scale) to the ERDF activity, the current Cornwall Trade and Investment team will be resourced to deploy this new activity in order to avoid duplication, loss of expertise and momentum.

**Specific Requirements:** Please identify any specific requirements

As part of the response to this initiation form we want to see a delivery plan submitted alongside the application form. This delivery plan should articulate how the Trade and Investment Programme will be nestled within the wider Good Growth Hub. We expect a particular focus on the key sectors identified in the CloS Local Industrial Strategy (clean energy resources, geo-resources, data and space, visitor economy and agri-food) for Trade and Investment activity, and the delivery plan must articulate how this will be achieved.

The delivery plan must also outline how the Trade and Investment Programme will deliver on the Good Growth ambitions articulated in the CloS Good Growth Investment Plan. Cornwall Council and the Council of the Isles of Scilly are committed to ensure that projects supported through the Shared Prosperity Fund deliver

green and inclusive economic growth. That the jobs created are well paid, quality jobs, that all our communities are able to access the opportunities available through this fund and that our environment benefits from this economic prosperity.

The good growth outcomes have been designed to ensure that all SPF applicants consider the impact of their project and identify what contribution it will make towards good growth. Whilst we accept that not all projects can contribute to every good growth outcome, we will expect the Trade and Investment Programme to:

1. encourage businesses and projects that it supports to contribute the good growth outcomes
2. use the good growth outcomes within their assessment criteria
3. report on the good growth contribution of the projects they have funded

We therefore expect the delivery plan for the single Trade and Investment programme to articulate how the above Good Growth principles will be carried into the delivery activity.

We furthermore expect the delivery plan to outline the in-house resource required to initiate the Trade and Investment programme as part of the wider Good Growth Hub offer. We will want to see it articulated how any activity dovetails with the offer available to businesses from the Good Growth Hub as well as Strategic Sector Development activity and the Cultural Events and Talent activity that will also be funded by the UKSPF will be required.

The delivery plan proposal in response to this initiation form should:

1. Set out how people and skills and talent development opportunities are included as part of wider project delivery
2. Demonstrate how activity will complement and not duplicate mainstream, existing and other funded activity. Highlighting the wrap-around support being proposed, and how communities and beneficiaries to be supported will be identified and engaged.
3. Respond to a clearly identified need and clearly describe the need.
4. Not conflict with national policy or local strategies.

Budget & Spend Profile								
Funding Available:		£ 960,000		£ 0		£ 960,000		
		(Total)		(Capital)		(Revenue)		
	22/23		23/24		24/25		Total	
Intervention (E)	Capital (£m)	Revenue (£m)	Capital (£m)	Revenue (£m)	Capital (£m)	Revenue (£m)	Capital (£m)	Revenue (£m)
E23: Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks	0.000	0.060	0.000	0.300	0.000	0.300	0.000	0.660
E25: Grants to help places bid for and host international business events and conferences that support wider local growth sectors	0.000	0.025	0.000	0.025	0.000	0.025	0.000	0.075
E27: Funding to develop angel investor networks nationwide	0.000	0.075	0.000	0.075	0.000	0.075	0.000	0.225
Total	0.000	0.160	0.000	0.400	0.000	0.400	0.000	0.960
Total per year	0.160		0.400		0.400		0.960	
Intervention Rate:	flexible			Target Leverage:	£ 0.960 (Total)			



Spend Start:	01/04/2022	Spend End:	31/03/2025
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## Good Growth Principles

*All SPF investments must be made in consideration of the Equality Act 2010. It is mandatory for all applications to assess impact of their project between people who share a protected characteristic and those who do not.*

*In addition, the following specific good growth principles must be considered for this activity:*

Clean and Green		Business / Economy		Equality/Inclusive growth	
C1 Reduction in CO2 emissions	<input checked="" type="checkbox"/>	BE1 Increase % of workforce earning real living wage	<input checked="" type="checkbox"/>	EQ1 Invest in projects that encourage a healthy lifestyle	<input type="checkbox"/>
C2 Circularity - reduction in use of virgin raw materials. Recycle reuse principles	<input checked="" type="checkbox"/>	BE2 Improve productivity in all sectors	<input type="checkbox"/>	EQ2 Reduce gender pay gap	<input checked="" type="checkbox"/>
G1 Nature recovery	<input checked="" type="checkbox"/>	BE3 Contribute positively to CloS economy, environment and equality through purchasing/procurement	<input type="checkbox"/>	EQ3 Increased levels of functional numeracy and literacy in the adult population	<input type="checkbox"/>
G2 Attracting private sector green finance income to Cornwall	<input checked="" type="checkbox"/>	BE4 Upskilling the workforce	<input checked="" type="checkbox"/>	EQ4 Maximise opportunity for people with disability and ill health (including mental health)	<input checked="" type="checkbox"/>
Contribute to the Environmental Growth Strategy for Cornwall and Isles of Scilly	<input checked="" type="checkbox"/>			EQ5 Maximise work based opportunities for those with SEND particularly relating to spectrum disorders and dyslexia	<input checked="" type="checkbox"/>
				EQ6 support for the aging population to remain economically active	<input checked="" type="checkbox"/>
				EQ7 Support young (under 30) entrepreneurs	<input type="checkbox"/>
				EQ8 Levelling-up of towns and neighbourhoods throughout CloS	<input checked="" type="checkbox"/>
				EQ9 Increased capacity and place-based leadership in communities	<input type="checkbox"/>
				EQ10 Advance equality of opportunity between people who share a protected characteristics	<input checked="" type="checkbox"/>

				and those who do not (Equality Act 2010)	
				EQ11 Assist individuals with complex barriers to employment to access opportunities	<input type="checkbox"/>
				EQ12 Have a positive impact on children and promote and uphold children's rights under United Nations Convention on the Rights of the Child (UNCRC)	<input type="checkbox"/>

## Outputs/Outcomes

The response to this initiation form will need to articulate how activity will deliver the overall outputs and outcomes anticipated from the Trade and Investment programme during the period 2022/23-2024/25:

E23: Strengthen local entrepreneurial ecosystems	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of enterprises receiving financial support other than grants*	Output	6
Number of enterprises receiving non-financial support*	Output	26
Number of enterprises receiving grants*	Output	6
Number of potential entrepreneurs provided assistance to be business ready	Output	13
Jobs created	Outcome	6
Jobs safeguarded	Outcome	3
Number of new businesses created	Outcome	6
Number of businesses introducing new products to the firm***	Outcome	2
Number of enterprises adopting new to the firm technologies or processes*	Outcome	2
Number of enterprises with improved productivity*	Outcome	2
Number of enterprises engaged in new markets*	Outcome	2



E25: Bid for & host international business events & conferences	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of events/participatory programmes	Output	3
Increased amount of investment (£)	Outcome	14,850
E27: Develop angel investor networks	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of angel investors engaged	Output	200
Increased amount of investment	Outcome	500,000

\*Output/outcome has changed slightly compared to original outputs/outcomes published by government: [UK Shared Prosperity Fund: outputs and outcomes definitions \(2\) - GOV.UK \(www.gov.uk\)](#)

\*\* Output/outcome has changed substantially compared to original outputs/outcomes published by government: [UK Shared Prosperity Fund: outputs and outcomes definitions \(2\) - GOV.UK \(www.gov.uk\)](#) and alternative output/outcome figure will be agreed at contracting stage.

\*\*\* Output/outcome discontinued compared to original outputs/outcomes published by government: [UK Shared Prosperity Fund: outputs and outcomes definitions \(2\) - GOV.UK \(www.gov.uk\)](#) and alternative output/outcome will be agreed at contracting stage.

The outputs and outcomes stated here reflect our Investment Plan submission to Government. Applicants should note Cornwall Council reserves the right to adjust and refine these outputs and outcomes as delivery progresses during the duration of our SPF programme and further national guidance becomes available.

Appraisal Criteria			
Strategic Alignment	Good Growth	Deliverability	Value for Money
25 %	25 %	25 %	25 %
Explanation for criteria weighting			
Equal weighting for each as strategic alignment and adherence to Good Growth principles are viewed as equally important to deliverability and value for money.			

For further information on the programme please refer to the [Good Growth website](#). Completed Applications and relevant documentation must be submitted via email to [goodgrowth@cornwall.gov.uk](mailto:goodgrowth@cornwall.gov.uk) before the deadline stated on this Form.

Support and guidance to assist applicants through the application process is available at [Good Growth website](#).

More information on Shared Prosperity Fund can be found on the UK Government website;  
<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

<b>Date Updated:</b>	<b>31/01/2023</b>	<b>Good Growth Team Lead:</b>	<b>Good Growth Team</b>
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