

# Initiation Form

Summary		Reference:	COM004
Activity Name:	Community Levelling Up Programme		
Activity Description:	Targeted support and investment to help tackle deprivation and assist with levelling up across Cornwall and Isles of Scilly through the implementation and delivery of investment plans and projects in Community Networks (or successor area model). In-house programme delivered by Economy & Skills Service.		
Investment Priority:	Communities and Place	Intervention:	E1: Improvements to town centres & high streets  E2: Community & neighbourhood infrastructure projects  E12: Community engagement schemes, local regeneration
Funding Available:	£ 2,210,000 (Total)	£ 100,000 (Capital)	£ 2,110,000 (Revenue)
Open Date: Application	19/08/2022	Close Date:	16/09/2022

Context
<p><b>Description:</b> Description of activity and what is expected to be achieved</p> <p>This programme will support the implementation and delivery of community level investment plans for Good Growth across Cornwall and the Isles of Scilly to help create sustainable communities and places where everyone can start well, live well and age well.</p> <p>The Community Levelling Up Programme will put communities at the heart of delivery and funding is available to enable locally based projects and skills investments that tackle deprivation and level up communities across Cornwall and Isles of Scilly, including, capital investment, community-based interventions, small grant schemes, Town Centre investments and rural and coastal innovation and rejuvenation and skills provision. It will be designed, developed and delivered by the Economy and Skills Service and will be delivered through Community Network, or the successor area model, together with investment in community engagement schemes to support community involvement in local regeneration.</p>

A 'one size fits all' approach to place-based regeneration is not appropriate given the differing size, scale and needs of communities across Cornwall and Isles of Scilly, therefore a local approach to place development is required. An intention of this programme is to build on the experiences learnt through the Town Centre Revitalisation Fund and community led EU programme delivery to help other areas and communities in Cornwall and the Isles of Scilly develop their place shaping ambitions and through locally led delivery and increased levels of community facilitation, empower them to drive the necessary changes they need for their future.

Support for smaller communities, such as parishes and villages, is strongly encouraged, particularly where there has been limited impact from other funding sources such as Town Deal, Future High Streets and Town Vitality. This programme is seeking to encourage activity that will deliver against these aims and encourage local regeneration and levelling up across Cornwall and Isles of Scilly.

A 'non exhaustive' list of potential activity is outlined below:

- Dedicated officer support to focus on areas of greatest need and identify and develop projects. This could include developing area based economic strategies and investment plans as well as specific projects designed to deliver the agreed strategies.
- Funding for improvements to town centres and high streets i.e. regenerating a town square or high street, public realm improvements and better accessibility for disabled people.
- Delivery of outreach, engagement and participatory programmes and events programmes for community spaces e.g. youth centre and public libraries
- Funding for new or improvements to existing, community and neighbourhood infrastructure projects including those that increase community resilience to natural hazards.
- Investment in community engagement schemes to support community involvement in decision making in local regeneration, participation in local democracy and youth participation.
- Commissioning of innovative opportunities with delivery partners e.g. skills provision.
- Development of a business case to help develop and shape the programme for Year 2 and 3.

An intention of the programme is to create a true and meaningful process where the local community can input & be involved in the development of projects designed to deliver "Good Growth" in their area. Projects that can evidence need and that will have the greatest impact will be prioritised and could be offered a higher level of funding. Delivery could include a mix of open calls, grants, strategic commissions etc, and could consist of the delivery of 'shovel ready' projects that resonate with the requirements of this programme and were perhaps not eligible to be undertaken through the former EU programmes.

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

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

This opportunity contributes significantly to the achievement of Government's Mission's 8 and 9 for Levelling Up.

- **Mission 8:** By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing

- **Mission 9:** By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between top performing and other areas closing.

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

**This initiation form describes activity which is part of the Communities and Place Investment priority which has the following objectives:**

The communities and place investment priority will enable places to invest to restore their community spaces and relationships and create the foundations for economic development at the neighbourhood-level. The intention of this is to strengthen the social fabric of communities, supporting in building pride in place.

#### **Interventions:**

- E1: Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs.
- E2: Funding for new, or improvements to existing, community and neighbourhood infrastructure projects including those that increase communities' resilience to natural hazards, such as flooding. This could cover capital spend and running costs.
- E12: Investment in community engagement schemes to support community involvement in decision making in local regeneration.

The Cornwall and Isles of Scilly Investment Plan outlines how we plan to invest the UK SPF and one of the priority areas is the Community Levelling Up Programme. This programme will be very closely linked to the SPF Community Capacity & Facilitation Programme and delivery plans coming forward in response to this initiation form must outline how activity will be coordinated across the two programmes as well as activity arising from the open invitations around Town, Rural and Coastal high street regeneration and the Cultural Events and Talent programme.

One of the recommendations from the Cornwall Council Economic Vitality of Rural and Coastal Areas inquiry related to improving rural and coastal vitality to help address overall economic performance levels of communities. This includes providing specific provision and targeting of support for non-town areas to enable villages in rural and coastal areas throughout Cornwall and the Isles of Scilly to work with their rural hinterlands more closely on the place shaping agenda, and/or, to identify and communicate the economic needs and opportunities of their areas, with a particular focus on supporting areas to develop potential projects. It is envisaged that more communities in non-town areas will want to explore opportunities and bring forward visions, investment plans and projects for their place.

In November 2020 Cornwall Council developed a Covid 19 Economic Recovery Plan. This plan agreed a set of key principles and a range of interventions to implement to aid recovery and these have been used to help shape considerations for community and place. Those principles include developing a successor programme

to replace the EU Programmes with local decision making and those that accelerate support to encourage Town Centre and High street recovery.

The Town Centre Revitalisation Fund has enabled many of our communities and places to make a step forward in realising local aspirations and opportunities by articulating concrete projects that will make a difference to their local area. It has restored a strong sense of pride in place and has brought people together locally, galvanising ambition around prioritised investment opportunities. This SPF programme will take a step forward to reaching those aspirations and providing further support to other non-town areas. The Town Economic Vitality Index provides town level data for 22 Cornish towns and can be used as a useful tool to review performance across various strands and show which areas are performing well and where there is room for improvement. This can help consider where targeted support and intervention should be directed, and which towns might be best suited to any future project or service delivery.

Discussions within the Economic Growth and Development Overview and Scrutiny Committee highlight the importance of place and the geographical spread. A recommendation is that the levelling up impact for CloS be measured by how well growth and opportunities were created and shared across the whole population and place. This will be achieved through giving an equal weighting to communities and place and devolving decision making outside of Cornwall Council, significantly increasing the percentage of SPF managed by the equivalent of local action groups that previously managed only 5% of structural funds. The financial allocation for the Community Area Partnership Levelling Up Programme represents almost 9% of available funds.

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.

All SPF funded projects will contribute to Good Growth, in particular:

- The aim that by 2030 the CloS creative and carbon-neutral economy will be realising opportunities for its people, communities and businesses to thrive, benefiting the environment and providing an outstanding quality of life for all.
- Deliver inclusive growth, clean and circular economic development, drive innovation, improve productivity, diversify our economy and deliver environmental growth to all communities.
- Progress towards Net Zero, create jobs that pay at least the Real Living Wage (RLW), avoid the use of zero hour/minimum hour contracts, and provide equality of outcome and ensure nature recovery
- Reducing the gap in healthy life expectancy, a healthy start in life and maximising opportunities for people with disabilities and health conditions.

***Please note:***

- **Cornwall Council reserves the right to allocate more or less funding than the values set out in this initiation form.**
- **This funding of activity described in this initiation form is subject to DLUHC sign-off of the CloS Good Growth SPF Investment Plan**

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

To achieve this aim and spend, Cornwall Councils Economy & Skills team will have responsibility for the delivery of the programme across Cornwall. The delivery mechanism for the Isles of Scilly will need to be agreed with the Council of the Isles of Scilly. It will involve close liaison with the Community Services

(Neighbourhoods Directorate) and their Community Capacity and Facilitation programme, to help deliver projects that have been locally articulated and developed by communities to achieve local ambitions.

This route to market will enable Cornwall Council to manage the fund and have greater control to achieve a geographical and spatial spread of funding, taking into account previous levels of investment injected into places from other funding programmes, such as Town Deals, Future High Streets, High Street Heritage Action Zones, the CLLD programme and Town Vitality Funding, as well as using other available data and evidence about those places to inform decision making.

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

A Delivery Plan which sets out the indicative activity and associated costs/budget is required by the 16<sup>th</sup> September 2022, for a project start of in autumn 2022. This delivery plan will need to set out the details of governance arrangements including how funding decisions will be made within the Community Levelling Up Programme with a view to ensure appropriate geographical spread of funding while also contributing to strengthening capacity and participation in these decisions at a local level. The delivery plan will need to outline the suggested approach to staffing over the 3-year programme period. The delivery plan will need to outline the link to the work around the Community Networks (or successor area model) and how this link with operation during Year 1 (2022-23). The Economy & Skills team will need to navigate their own internal processes to deliver activity at pace and within SPF timeframes. It is essential that spend in Year 1 is achieved.

Cornwall Council and the Council of the Isles of Scilly are committed to ensure that projects supported through the Shared Prosperity Fund deliver clean (with a particular emphasis on Net Zero and Nature Recovery) 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 projects to:

- encourage projects that contribute the good growth outcomes
- use the good growth outcomes within their assessment criteria
- report on the good growth contribution of the projects they have funded

We therefore expect the delivery plan for the Community Levelling Up programme to articulate how the above Good Growth principles will be carried into the delivery of this Year 1 activity under the CloS Good Growth Hub. The good growth policy will provide further detail and support will be provided to Project Managers from within the PMO.

The Community Levelling Up Programme will need to be designed with community at the heart of its delivery. It will provide a process that is less bureaucratic, more cost effective to deliver and more focused on driving better outputs and outcomes and leaving a legacy for the local communities. It will work in a way that seeks further delegation and decentralisation of powers and funding to create a bottom-up approach, empowering the people at the heart of the communities to have the freedom, autonomy, greater influence and accountability to seize new opportunities and respond to the challenges unique to each of their communities.

A 100% geographical and spatial spread of funding across Cornwall and Isles of Scilly will be a key consideration of the levelling up programme and the aspirations is that villages in rural and coastal areas and communities with lower population density, particularly to North and Southeast Cornwall, can access funds and support to develop their own locally led ambitions and investment priorities in order to level up with

areas that have received the most support. It is envisaged this would align with the Community Networks (or the successor area model) to allow for more effective and geographical local delivery of funding and services to Cornwall and Isles of Scilly. Use of available data and evidence should inform decision making to contribute to this aim. An interim arrangement for achieving a geographical and spatial spread will need to be developed in Year 1 while the review work of the current Community Network Areas is being finalised.

1. Investment proposals that deliver against the CloS SPF Good Growth principles will be prioritised especially those that can demonstrate sustainable and low carbon approaches to community and place regeneration that tackle deprivation and assist with levelling up places.
2. Investments that respond to a clearly identified and articulated need and deliver against a wide range of economic and social impacts through place regeneration to tackle deprivation and levelling up and demonstrate aligned organisational sustainability, organisational and business development opportunities will be prioritised.
3. Investment proposals should set out how people and skills opportunities can be included as part of wider project delivery and how the proposals will link to existing people and skills activities for example, Multiply, apprenticeships, traineeships, work placements and work experience opportunities. It is important that the proposal articulates how this requirement around skills opportunities is passported to grant recipients through the single grant funding service.
4. Projects will need to demonstrate how activity will complement and not duplicate mainstream and other funded activity. Highlighting the wrap-around support being proposed, and how communities and beneficiaries to be supported will be identified and engaged.

The good growth policy will provide further detail and support will be provided to Project Managers from within the PMO.

The delivery plan will need to:

1. Include how the decision process will operate
2. Clearly state how duplication with other areas of the Shared Prosperity Fund will be avoided.

Please note:

- Cornwall Council encourages applicants to maximise the leverage of other funding. However, we recognise not all projects, or applicants will be able to secure match funding. Applicants should note value for money will be a selection consideration as it has a number of benefits, including enhanced alignment with other provision and efficient delivery which increases value for money. The overall funding package for each project, including any match funding, should be taken into account in the approval process.
- Activity cannot duplicate existing services/activities already being supported.

Budget & Spend Profile								
<b>Funding Available:</b>	£ 2,210,000		£ 100,000		£ 2,110,000			
	<b>(Total)</b>		<b>(Capital)</b>		<b>(Revenue)</b>			
<b>Minimum Award:</b>	£ N/A		<b>Maximum Award:</b>		£ N/A			
	<b>22/23</b>		<b>23/24</b>		<b>24/25</b>		<b>Total</b>	
<b>Intervention (E)</b>	<b>Capital (£m)</b>	<b>Revenue (£m)</b>	<b>Capital (£m)</b>	<b>Revenue (£m)</b>	<b>Capital (£m)</b>	<b>Revenue (£m)</b>	<b>Capital (£m)</b>	<b>Revenue (£m)</b>

<i>E1 Improvements to town centres &amp; high streets</i>	0.05	0.7					0.05	0.7
<i>E2 Community &amp; neighbourhood infrastructure projects</i>	0.05	0.71					0.05	0.71
<i>E12 Community engagement schemes, local regeneration</i>	0	0.7					0	0.7
<b>Total</b>	<b>0.1</b>	<b>2.11</b>					<b>0.1</b>	<b>2.11</b>
<b>Total per year</b>	<b>2.21</b>					<b>2.11</b>		
<b>Intervention Rate:</b>	<b>% 100 (Maximum)</b>			<b>Target Leverage:</b>	<b>£ N/A (Total)</b>			
<b>Spend Start:</b>	<b>01/04/2022</b>			<b>Spend End:</b>	<b>31/03/2023</b>			

## 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 checked="" type="checkbox"/>
C2 Circularity - reduction in use of virgin raw materials. Recycle reuse principles	<input checked="" type="checkbox"/>	BE2 Improve productivity for businesses in CloS	<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 checked="" 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 type="checkbox"/>			EQ4 Maximise opportunity for people with disability and ill health (including mental health)	<input type="checkbox"/>

Contribute to the Environmental Growth Strategy for Cornwall and Isles of Scilly	<input type="checkbox"/>			EQ5 Maximise work based opportunities for those with SEND particularly relating to spectrum disorders and dyslexia	<input type="checkbox"/>
				EQ6 support for the ageing population to remain economically active	<input 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 checked="" type="checkbox"/>
				EQ10 Advance equality of opportunity between people who share a protected characteristic and those who do not (Equality Act 2010)	<input checked="" type="checkbox"/>
				EQ11 Assist individuals with complex barriers to employment to access opportunities	<input type="checkbox"/>
				EQ 12 Have a positive impact on children and promote and uphold children's rights under <a href="#">UNCRC</a>	<input type="checkbox"/>

## Outputs/Outcomes

The response to this initiation form will need to articulate how year 1 spend will contribute to the overall outputs and outcomes anticipated from the Community Levelling Up programme during the period 2022/23-2024/25:

E1: Improvements to town centres & high streets	Output / Outcome	Total for the period 2022/23 – 2024/25
Amount of public realm created or improved * <sup>1</sup>	Output	96
Improved perception of facilities/amenities* <sup>2</sup>	Outcome	481

<sup>1</sup> The output has changed from 'amount of public realm created or improved (m2)'

<sup>2</sup> The outcome has changed from 'improved perception of facilities/amenities (% increase)'. The metric is now measured by 'improved perception of facilities/amenities' rather than % increase

<b>E2: Community &amp; neighbourhood infrastructure projects</b>	<b>Output / Outcome</b>	<b>Total for the period 2022/23 – 2024/25</b>
Number of organisations receiving grants	Output	10
Number of neighbourhood improvements undertaken	Output	7
Improved perception of facility/infrastructure project * <sup>3</sup>	Outcome	194
<b>E12: Community engagement schemes, local regeneration</b>	<b>Output / Outcome</b>	<b>Total for the period 2022/23 – 2024/25</b>
Number of organisations receiving grants	Output	14
Improved engagement numbers * <sup>4</sup>	Outcome	50

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

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

<b>Appraisal Criteria</b>			
<b>Strategic Alignment</b>	<b>Good Growth</b>	<b>Deliverability</b>	<b>Value for Money</b>
25 %	25 %	30 %	20 %
<b>Explanation for criteria weighting</b>			
As this initiation form related to year 1 spend a slightly higher weighting for deliverability has been allocated. We also have a high weighting towards strategic alignment and good growth which reflects the programme and wider SPF ambition to achieve higher levels of strategic fit and a pipeline of projects which contribute to Good Growth.			

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.

<sup>3</sup> The outcome has changed from 'improved perception of facilities/amenities (% increase)'. The metric is now measured by 'improved perception of facilities/amenities' rather than % increase.

<sup>4</sup> The outcome has changed from 'improved engagement numbers (% increase)'. The metric is now measured by 'engagement numbers' rather than % increase.

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>09/08/2022</b>	<b>Lead:</b>	<b>Good Growth Team</b>
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