

Initiation Form

Summary		Reference:	BUS001
Activity Name:	Good Growth Hub Year 1 Delivery		
Activity Description:	Business & Skills Support		
Investment Priority:	Supporting Local Business	Intervention:	<i>E18: Supporting made smarter adoption</i> <i>E23: Strengthen local entrepreneurial ecosystems</i> <i>E24: Training hubs, business support offers, incubators</i> <i>E26: Growing the local social economy</i> <i>E28: Export grants to grow overseas trading etc.</i> <i>E30: Business support measures to drive employment growth</i> <i>E31: Support relevant feasibility studies</i>
Funding Available:	£ 0.75m (Total)	£ 0.25m (Capital)	£ 0.5m (Revenue)
Open Date: Application	18/08/2022	Close Date:	02/09/2022

Context
Description: Description of activity and what is expected to be achieved
<p>Good Growth Hub: Targeted and focussed green and socially responsible business support to deliver Cornwall and the Isles of Scilly's Good Growth ambitions. We want to target businesses that have the ambition and capacity to grow/scale and improve productivity or deliver improvements in their environmental</p>

sustainability or social responsibility through a 'single point of contact' that will offer triage, diagnostic and commissioning of provision and specialist support.

From April 2023, the Good Growth Hub will commission and co-ordinate the provision of business support in CloS from across the public, private and third sectors including skills and training providers to meet local business needs and support entrepreneurs. It will link skills information advice and guidance, employer dialogue and inclusion in design of curriculum and pathways, careers and include a pathfinder single grant funding service. Year 1 delivery (2022-23) will focus on this pathfinder single grant funding service which will go live in Autumn 2022 to deploy smaller scale capital and revenue grants to businesses across Cornwall and the Isles of Scilly.

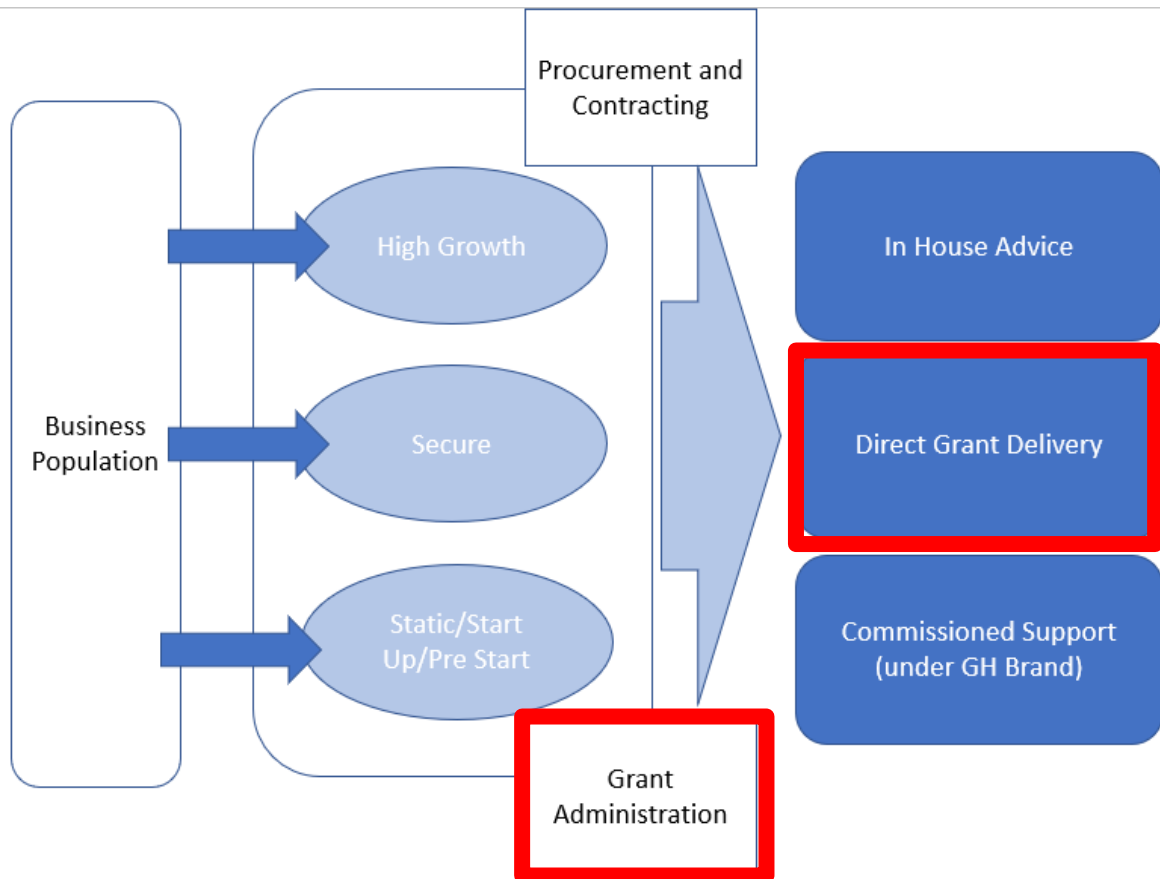


Figure 1 outlines full Good Growth Hub offer with Year 1 Good Growth Hub delivery indicated by red boxes.

Year 1 Direct Grant Delivery will see a single Grant Funding Service delivered by Cornwall Council's Economy & Skills Service, channelling various business focussed intervention allocations, both capital and revenue, within a single application process. This will include business and skills grant delivery for Net Zero, Business/Employment Growth, Productivity Improvements, Digital, Export, Feasibility, Advanced Manufacturing, RD&I, and Social Enterprise. Specific intervention rates will be attributed to ensure appropriate leverage across grant areas, with grant values ranging from £5000 to £250,000 depending on intervention.

Year 1 delivery of the Grant Funding Service will maximise SPF expenditure whilst allowing for the final delivery stage of ESIF funded business support, requiring a staged approach to the delivery of the wider Good Growth Hub model. Grant deployment will be subject to a number of checkpoints including Good Growth principles, ESIF availability (primary route) and applicant engagement in existing support provision.

Year one grant service development, administration and facilitation costs will be provided through Intervention E23 with expenditure impacting on number of grants delivered. Average grant sizes will be based on comparative estimates from previous programming. Leverage requirements will be based on SPF programme Joint Committee imperatives and Good Growth thresholds, with default intervention at 50%:

Grant Area	Average Grant value	Business Leverage requirement
Business/Employment Growth	£33,000	0% - 50%
Productivity Improvements	£33,000	0% - 50%
Digital	£33,000	0% - 50%
Export	£5,000	0% - 50%
Feasibility	£33,000	0% - 50%
Advanced Engineering	£33,000	0% - 50%
Research, Development and Innovation	£33,000	0% - 50%
Social Enterprise	£20,000	0% - 25%
Net Zero	£33,000	0% - 25%

Subsidy control will be managed through applicant declaration from as part of beneficial application process.

Strategic Alignment: Description of strategic objectives, local need and the programme priorities.
Description of need to coordinate 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 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:

- E18: Supporting made smarter adoption
- E23: Strengthen local entrepreneurial ecosystems
- E24: Training hubs, business support offers, incubators
- E26: Growing the local social economy
- E28: Export grants to grow overseas trading etc.
- E30: Business support measures to drive employment growth
- E31: Support relevant feasibility studies

Our Good Growth Investment Plan identifies the need to invest in local businesses through a streamlined and coordinated business support offer in order to drive productivity improvements throughout the CloS economy.

The existing Growth and Skills Hub and a variety of ESIF grant funding to business is delivered by Cornwall Council. In order to ensure coordination and eliminate any duplication the single Grant Funding Service will be deployed as part of the UK SPF Good Growth Hub offer, in parallel with the provision of IDB and wider ESIF business support provision, alongside the subsequent facilitation of transition from existing provision (ESIF) and the co-ordination of procured delivery bodies.

Continued alignment will also be required, through national Growth Hub Funding (BEIS), with a wide range of related activities including Innovate UK (IUK), UK Edge (formerly Enterprise Europe Network), Knowledge Transfer Network (KTN), Department for International Trade (DIT), British Business Bank (BBB), Intellectual Property Office (IPO), Be the Business (Productivity Leadership Group), Banks, ICAEW / Accountants, PBS sector, Angel Networks, Universities/Business Schools, Business Intermediaries (e.g. Chambers, FSB etc), Catapults/Incubators and Accelerators, Better Business for All (BBfA)/Regulators, Government Departments e.g. DCMS, DWP, HMRC and Cabinet Office (SME procurement) and National Cyber Security Centre.

The year 1 Grant Funding Service will also be required to facilitate grant deployment from other SPF activity delivered in parallel, including:

- Research, Development and Innovation skills and business support programme as described in initiation form BUS002
- Trade and Investment Programme as described in initiation form BUS005

All funding expended should contribute to the “Good Growth” requirements outlined in the CloS SPF Good Growth 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.**
- **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 Explanation of the chosen route to market

The existing Growth and Skills Hub and a variety of ESIF grant funding to business is delivered by Cornwall Council. Therefore, in order to ensure coordination and to eliminate duplication direct delivery by Cornwall Council has been chosen as the most appropriate route to market as Cornwall Council is uniquely placed to put in place a streamlined and fully coordinated business support offer. The Grant Fund Service will be deployed as part of the UK SPF Good Growth Hub offer, in parallel with the provision of IDB and wider ESIF business support provision, alongside the subsequent facilitation of transition from existing provision (ESIF) and the co-ordination of procured delivery bodies.

This model of a single Grant Funding Service with a single access point, avoids multiple external costs for administration, a single Customer Relationship Management (CRM) system for beneficiary tracking with direct approach to performance monitoring, audit and deployment changes.

Specific Requirements: Please identify any specific requirements

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 single Grant Funding Service 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.

We furthermore expect the delivery plan to outline the in house resource required to initiate Grant Funding Service to deploy grants by October 2022. It is anticipated that CC's procurement team support will be required to support external commissioning which must be in place by April 2023 and the delivery plan must set out steps to engage with this team as well as the in house resource required for Growth & Skills Hub redesign.

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

1. 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.

2. 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.
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:	£ 0.75m	£ 0.25m	£ 0.5m
	(Total)	(Capital)	(Revenue)
Minimum Award:	£ 5000	Maximum Award:	£ 250,000

	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)
18	0.025	0.025					0.025	0.025
23	0.05	0.15					0.05	0.15
24	0.1	0					0.1	0
26	0.05	0.1					0.05	0.1
28	0	0.05					0	0.05
30	0.025	0.1					0.025	0.1
31	0	0.075					0	0.075
Total	0.25	0.5					0.25	0.5
Total per year	0.75						0.75	

Intervention Rate:	50-100% (Maximum)	Target Leverage:	£ 0.25m (Total)
Spend Start:	01/04/2022	Spend End:	31/03/2023

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
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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 checked="" 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 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 ageing population to remain economically active	<input checked="" type="checkbox"/>
				EQ7 Support young (under 30) entrepreneurs	<input checked="" type="checkbox"/>
				EQ8 Levelling-up of towns and neighbourhoods throughout CloS	<input 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 checked="" type="checkbox"/>
				EQ 12 Have a positive impact on children and promote and uphold children's rights under UNCRC	<input type="checkbox"/>

Outputs/Outcomes

This initiation form for direct delivery covers delivery within year 1 and as such we are looking for activity that delivers the following outputs during 2022-2023:

Interventions	2022/23 Total	2022/23 Capital	2022/23 Revenue	Outputs
E18 - Supporting Made Smarter Adoption: Providing tailored expert advice, matched grants and leadership training to enable manufacturing SMEs to adopt industrial digital technology solutions.	£50,000	£25,000	£25,000	Number of businesses receiving grants (2)
E23 - Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks.	£200,000	£50,000	£150,000	Number of businesses receiving grants (6)
E24 - Funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators' for local enterprise (including social enterprise) which can support entrepreneurs and start-ups through the early stages of development and growth by offering a combination of services including account management, advice, resources, training, coaching, mentorship and access to workspace.	£100,000	£100,000	£0	Number of businesses receiving grants (3)
E26 - Support for growing the local social economy, including community businesses,	£150,000	£50,000	£100,000	Number of businesses receiving grants (5)
E28 - Export Grants to support businesses to grow their overseas trading, supporting local employment.	£50,000	£0	£50,000	Number of businesses receiving grants (10)
E30 - Business support measures to drive employment growth, particularly in areas of higher unemployment.	£125,000	£25,000	£100,000	Number of businesses receiving grants (6)
E31 - Funding to support relevant feasibility studies	£75,000	£0	£75,000	Number of feasibility studies supported (2)
Total	£750,000	£250,000	£500,000	Number of businesses receiving grants (32) Number of feasibility studies supported (2)

These year 1 outputs will need to contribute to the overall outputs and outcomes anticipated from the Good Growth Hub during the period 2022/23-2024/25:

E18: Supporting made smarter adoption	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of businesses receiving non-financial support	Output	80
Number of businesses receiving grants	Output	22
Number of people attending training sessions	Output	250
Increased amount of investment (£)	Outcome	800,000
Number of businesses introducing new products to the firm	Outcome	11
Number of businesses adopting new to the firm technologies or processes	Outcome	11
E23: Strengthen local entrepreneurial ecosystems	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of businesses receiving financial support other than grants	Output	92
Number of businesses receiving non-financial support	Output	400
Number of businesses receiving grants	Output	100
Number of potential entrepreneurs provided assistance to be business ready	Output	200
Number of businesses introducing new products to the firm	Outcome	25
Number of businesses adopting new to the firm technologies or processes	Outcome	25
Number of businesses with improved productivity	Outcome	25
Number of businesses engaged in new markets	Outcome	25
E24: Training hubs, business support offers, incubators	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of businesses receiving non-financial support	Output	400
Number of businesses receiving grants	Output	100
Jobs created	Outcome	40
Jobs safeguarded	Outcome	20

Increased amount of investment (£)	Outcome	800,000
Number of businesses introducing new products to the firm	Outcome	10
Number of businesses adopting new to the firm technologies or processes	Outcome	10
E26: Growing the local social economy	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of businesses receiving non-financial support	Output	170
Number of businesses receiving grants	Output	40
Number of potential entrepreneurs provided assistance to be business ready	Output	30
Number of people attending training sessions	Output	200
Jobs created	Outcome	30
Jobs safeguarded	Outcome	15
Number of new businesses created	Outcome	20
Increased amount of investment (£)	Outcome	300,000
E28: Export grants to grow overseas trading etc.	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of businesses receiving grants	Output	105
Number of businesses engaged in new markets	Output	105
Jobs created	Outcome	20
Jobs safeguarded	Outcome	10
Number of businesses increasing their export capability	Outcome	105
E30: Business support measures to drive employment growth	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of businesses receiving non-financial support	Output	88
Number of businesses receiving grants	Output	34
Jobs created	Outcome	34
E31: Support relevant feasibility studies	Output / Outcome	Total for the period 2022/23 – 2024/25
Number of feasibility studies supported	Output	100

Increased number of projects arising from funded feasibility studies (% increase)	Outcome	33
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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
30 %	30 %	30 %	10 %
Explanation for criteria weighting			
As this initiation form only covers Year 1 activity a higher weighting has been given to deliverability, strategic alignment and good growth. This reflects that the fully fledged future Good Growth Hub model will not be fully operational until April 2023 and that key Year 1 priority will be deliverability against spend targets.			

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 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>

Date Updated:	09/08/2022	Lead:	Good Growth Team
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