

UK Shared Prosperity Fund

Investment Plan Drafting Template

Warwick DC

28 July 2022_FINAL

Your location

To be eligible for funding, you will need to be applying on behalf of a lead authority in one of the [delivery geographies](#).

Select the lead authority

For Scotland and Wales only: Who else is this investment plan being submitted on behalf of? Select all that apply

Your details

Name Andrew Jones

Email address Andrew.jones@warwickdc.gov.uk

Phone number 07504110896

Organisation name Warwick 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

Warwick District is a prosperous area. However, despite the District's overall prosperity, there are significant pockets of deprivation and disadvantage where access to opportunities and services is limited – with some significant economic and social gaps between more and less affluent areas.

This investment plan reflects our ambition to boost social cohesion, better life chances across the District (by targeting and investing in specific wards and communities), and thus foster a sense of local pride and belonging for all. The investment plan aims to:

- Address existing and emerging pockets of deprivation and social and economic inequalities**
- Ensure that communities (including new ones) are well-connected, integrated and well-served**
- Uphold, strengthen and promote our vibrant, creative and entrepreneurial economy**
- Support vibrant town centres and our cultural, leisure and heritage assets** to enhance quality of life, health and well-being and develop our visitor economy

Overview of local context

The District's economy is healthy and vibrant, supported by high-value added, innovative industries and R&D assets including high value manufacturing and engineering and automotive and creative industries including one of the UK's largest games clusters in Leamington/South Warwickshire. The District's economic strengths are reflected in a number of indicators:

- High GVA per head (£45,000 vs £34,000 in Warwickshire and £30,000 in England)
- High GVA per job (£74,000 vs £63,000 across Warwickshire and £64,000 for England)
Above average resident earnings - 17.1% higher than the national average (Annual Survey of Hours and Earnings 2022, Nomis)
- High-skilled employment - 62% of residents are employed in higher level occupations (SOC 2010 Major Group 1-3) compared to 50% across England
- Below average unemployment - 3.9% compared to 4.6% for England (Annual Population Survey Jan 2021 to Dec 202, Nomis)
- High economic activity rates for women (82% vs 79% in Warwickshire and 75% in England)
- High self-employment rates for women (11% vs 7% in Warwickshire and in England)
- A large under and post-graduate student population of approximately 6,000
- Average life expectancy is longer than the national average (by 1.5 years for men and 1.1 years for women) (Public Health England 2020)

However, despite the District's overall prosperity, it faces some significant challenges:

- **Deprivation in some neighbourhoods and communities** (Lillington East and Brunswick in Leamington and Packmore East & The Cape in Warwick).
- **Poor health outcomes for some residents** with a significant gap in life expectancy between the most and least affluent parts of the District and growth in the incidence of mental health issues and dementia.
- **Issues of social isolation and barriers to access and engagement with amenities and services** that support health and well-being, including public and green spaces, sports and physical activity and active travel routes (walking and cycling) - particularly in deprived areas and amongst vulnerable, including older, and rural residents.
- **Pressures on services and amenities associated with high rates of household growth** - 15.7% between 2015 and 2020 compared to 7.8% across Warwickshire and 2.5% across the West Midlands.
- **Low housing affordability** - median house price are 10.73 times the median annual wage (above the national average of 9.05).
- **Issues of youth inclusion and safeguarding** - particularly in deprived neighbourhoods – linked to issues of substance misuse, anti-social behaviour, crime, educational attainment and unemployment.
- **Cost of living pressures on low income household**, including increased risks of fuel poverty, and poverty in some households.
- **Voluntary and community sector capacity constraints** particularly to address increased levels of need since the covid-19 pandemic and with the cost of living crisis.
- **Threats to our town centres' vitality and viability** relating to the accelerated shift to online shopping and competition from other locations including out-of-town retail - as of April 2021 Leamington, Kenilworth and Warwick town centres had seen an increase in vacancy rates of +3.8%, +0.9% and +0.5% respectively– with opportunities to develop town centre and other visitor offers including culture, leisure and creative industries in Leamington town centre and the Warwick café quarter, and via a Canalside Development Plan.
- **Road congestion and air pollution in our town centres** – with potential opportunities to build on the experience of the pandemic to encourage a sustained shift to active travel (walking and cycling).
- **Crime and poor perceptions of community safety** in some places, including in Leamington and Warwick town centres.
- **Threats to the District's heritage assets** e.g. rising maintenance costs - and opportunities to enhance their contribution to the local economy, including by improving visitor access to and between them (including between Kenilworth and Warwick Castles and the town centres).

Some of the priority issues that need addressing with the support of this Fund are discussed below.

a) **Deprivation in some neighbourhoods and communities including as regards education, skills and training, employment, income, crime, living environment and health – including gaps in social infrastructure to support community health and well-being:**

In Leamington:

Lillington East LSOA is ranked amongst the 20% most deprived nationally on the IMD 2019 (overall deprivation index) and amongst the worst 10% for:

- Education, skills and training
- Employment

In 2016, over a third (33.9%) of children in Lillington East and over a quarter (27.8%) in Lillington South lived in a low income household (Personal tax credits: Children in low-income families local measure: 2016 snapshot as at 31 August 2016, ONS, 2018, <https://www.gov.uk/government/statistics/personal-tax-credits-children-in-low-income-families-local-measure-2016-snapshot-as-at-31-august-2016>).

The Warwickshire *Joint Strategic Needs Assessment (JSNA) Place-based Assessment for Cubbington, Lillington and Warwick District East* (Feb 2019) identifies a lack of community venues in the area to assist with improving health and well-being and recommends improving access to information and support for those experiencing poverty; tackling social and rural isolation, particularly among older people living with long term health conditions and their carers; and improving community safety.

Brunswick LSOAs rank amongst the 10% or 20% most deprived on the IMD 2019 for:

- Crime: Brunswick South West & Kingsway (worst 10%) and Brunswick North West & Foundry (worst 20%)
- Health: Brunswick South West & Kingsway (worst 20%)
- Education, skills and training: Brunswick South West & Kingsway, Brunswick North West & Foundry and Brunswick South East (all worst 20%)
- Living Environment: Brunswick North East (worst 20%)

In 2016, **almost a third (33.2%) of children in Brunswick South West & Kingsway and over a fifth (21.2%) in Brunswick South East lived in a low income household.**

The *JSNA Place-Based Assessment for South Leamington, Whitnash and Bishop's Tachbrook* (Feb '19) identifies that men in Brunswick have significantly lower life expectancy than the England average – with a gap of around 10 years in relation to disability free and healthy life expectancy compared to other parts of the locality. Whilst the JSNA identifies a range of community assets in the area providing a variety of activities, advice and support from a number of key locations including the Brunswick Healthy Living Centre, the JSNA recommends the development of more opportunities for inclusive and inter-generational community activities and events and increasing opportunities for physical activity including through active travel (walking and cycling) and use of parks and green spaces.

In Warwick:

'Packmores West & The Cape' LSOA ranks amongst the worst 20% nationally on the IMD 2019 for education, skills and training. In 2016, nearly a quarter (24.1%) of children in the area lived in a low income household.

The *JSNA Place-Based Assessment for Warwick and Warwick District West* (Feb '19) identifies good access to green spaces / parks and a good number of sports clubs and facilities within the area. However, the JSNA recommends increasing the range of opportunities for physical activity including safe walking and cycling routes, use of parks and green spaces and community-based activities, and improving access to information and support for those experiencing food and fuel poverty.

b) Cost of living crisis

With the rapid rise of inflation and energy prices, alongside policy changes as regards tax and benefits, pressure on low income households nationally has increased dramatically in recent months. The National Institute of Social and Economic Research (Niesr) report that in 2022/23 1.5 million households face a choice between heating and eating ([Niesr 'Measuring the Effect of the Cost-of-living crisis on low income households'](#)).

c) Poor health outcomes and barriers to health and well-being affecting some groups and communities, including gaps in social infrastructure to support health and well-being including with regards to household growth:

- **Gap in life expectancy between most and least affluent areas** - the JSNA identifies a gap in life expectancy within the district between the most and least affluent areas of over 11 years. In Brunswick in particular (where Brunswick South West & Kingsway is within the worst 20% of areas nationally for health deprivation) there is a 10-year gap in disability free and healthy life expectancy specifically, compared to more affluent parts of the district.
- **Increase in mental health issues** – the JSNA identifies an increase in mental health issues including adult depression during the past decade with particularly high rates of depression in some communities. The local voluntary and community sector has identified

a rise in mental health issues amongst adults and young people since the covid-19 pandemic (source: Warwickshire CAVA).

- **Social isolation and loneliness** – particularly amongst those living in areas of deprivation where access to services is more limited, those aged over 65, and rural dwellers. (source: South Warwickshire Local Plan scoping consultation).
- **Issues regarding the capacity and condition of community healthcare facilities and services to meet current needs and needs associated with housing growth** (source: South Warwickshire Local Plan consultation). A particular gap is identified in Lillington where there are significant levels of deprivation – particularly in Lillington East (ranked within the worst 20% of areas nationally) – where the JSNA identified a lack of community venues to support health and well-being.

The **Warwickshire Health & Well-Being Strategy 2020-2025** identified the need for a population health approach to tackle health inequalities by addressing the social determinants of health such as education, employment, income, housing, transport and a healthy environment. This includes working with communities and the voluntary and community sectors to mobilise solutions, including by increasing levels of volunteering and social action.

Overall, there is a need **for a population health approach to tackle health inequalities by addressing the social determinants of health such as education, employment, income, housing, transport and a healthy environment, including measures to encourage healthier lifestyles including by increasing access to cultural and sporting experiences, open spaces, active travel options including safe walking and cycling routes and community facilities and activities**. This includes working with communities and the voluntary and community sectors to mobilise solutions, including by increasing levels of volunteering and social action.

d) Issues of youth engagement and inclusion, particularly in deprived areas:

Within the District's most deprived neighbourhoods (Lillington East and Brunswick in Leamington and Packmores West and The Cape in Warwick) a significant proportion of children come from low income households and there are issues of deprivation with regards to education, training and employment. The school-age attainment gap for disadvantaged school children in Warwickshire is greater than the national average (19% at Early Years Foundation Stage and rising to 24% in Year 6, compared to 17% and 19% for England) (source: Warwickshire Social Inequalities Strategy 2021 to 2030). Associated issues have been identified such as disengagement amongst some young people including issues of substance abuse, anti-social behaviour, crime and safeguarding. Disadvantaged young people have been particularly disadvantaged by the pandemic which has seen a 54.3% increase in the number of young people in the District claiming unemployment benefit (Six month average for October 2021 to March 2022 compared to the same period in 2019/20 - data source: Nomis).

Voluntary and community sector capacity constraints

Mapping undertaken by the voluntary and community sector in Warwickshire (source: Warwickshire Community and Voluntary Action – Warwickshire CAVA) has identified significant capacity constraints on the sector's ability to support vulnerable groups and communities within an increasingly challenging context since the covid-19 pandemic and with the cost of living crisis. This includes constraints on the sector's ability to engage and support people into volunteering; to offer support to vulnerable and excluded groups including young people, elderly people, those experiencing social isolation and mental ill-health and those in financial hardship.

e) Crime and poor perceptions of community safety in some places, including parts of Leamington and in Warwick town centre:

The south of Warwickshire (including Warwick District) has relatively low levels of recorded crime compared to county, regional and national averages, including for 'violence against the person' and theft (compared to regional and national averages) (Source: Crime in England and Wales: Police Force Area data tables, ONS, April 2022). However, there are locations within the district where there are issues of crime deprivation and poor perceptions of safety and crime.

In Leamington:

Parts of **Brunswick** (Brunswick South West & Kingsway and Brunswick North West & Foundry) are amongst the worst 20% of areas nationally for crime deprivation (Brunswick South West & Kingsway is amongst the worst 10%). There are also poor perceptions of community safety as

regards the area around the **railway station**, and particularly routes into the Old Town which has a range of vacant and boarded frontages (Warwick District Council Retail and Leisure Study, 2018).

In Warwick:

Perceptions of crime and fear of crime, particularly in the town centre, is an identified issue (source: Local Plan 2017).

f) Threats to Town Centres' Vitality and Viability:

As elsewhere in the country, the District's town centres are facing challenges relating to the accelerated shift to online shopping and competition from other locations including out-of-town retail. [Springboard](#) have reported a worsening of the footfall gap nationally as of the final week of June 2022 as consumers start to pull back on spending and also due to the ongoing impact of hybrid working. Furthermore, Springboard expect footfall in the second half of this year (2022) to remain at least 10% to 15% below pre-pandemic levels. Issues of road congestion and air pollution, vacant units and concerns around crime and safety may discourage town centre visitors.

Warwick town centre:

In Warwick town centre, the town centre vacancy rate (Ground floor non-residential units with an entrance onto the street) rose from 7.0% in January 2020 to 7.5% in April 2021 (file:///C:/Users/WECD04/Downloads/AuthorityMonitoringReport2020_21.pdf).

From a transport perspective, issues identified in the town centre (Warwick District Council Authority Monitoring Report 2020/21) include road congestion and poor air quality, lack of sensitivity in the road layout to historic buildings, lack of facilities for pedestrians and cyclists, poor connectivity across the town resulting in footfall to parts of the town not being maximised, and a high proportion of through-traffic and local trips, with the potential to encourage local trips to be switched to sustainable modes.

Perceptions of crime and fear of crime, particularly in the town centre, is also an issue (source: Local Plan 2017).

A survey of households in the district (comprising 1,005 interviews across and asking specific questions regarding the views and perceptions of the main town centres (to inform the WDC Retail and Leisure Study 2018) identified a low frequency of visits to Warwick town centre in particular with the majority of respondents stating that they never visit the town centre.

These findings indicate a need and opportunity to increase the number of resident visits to the town centre in order to ensure that the town centre is fulfilling its role fully and its future viability. Survey responses indicate a number of town centre assets on which to draw including, in particular, the quality of the town centre environment, and also the range of independent shops, and the town centre's food and drink offer – which is being further enhanced through plans for the development of the town's café quarter.

Leamington town centre:

In Leamington, the town centre vacancy rate rose from 6.2% in January 2020 to 10.0% in April 2021 (source: Warwick District Council Authority Monitoring Report 2020/21). Vacant and boarded frontages along routes into the Old Town contribute to poor perceptions of safety and there are poor perception of safety around the railway station (source: Warwick District Council Retail and Leisure Study, 2018).

According to the findings of the Warwick District Council Retail and Leisure Study 2018 the frequency of visits amongst households in the District to Leamington town centre is more positive than for Warwick town centre and indicates potential to increase resident visits, drawing on the town centre's attractive environment, retail and food and drink offer and accessibility (as reported by respondents to the survey for this study) and through schemes such as the regeneration of Spencer's Yard for creative uses.

Air quality is perceived as a concern in Leamington town centre, particularly on the Parade (source: WDC Retail and Leisure Study 2018). However, active travel measures introduced during the Covid-19 pandemic were found to boost visitor numbers to the town centre, increased footfall and an increase in cycling – indicating a potential opportunity for the future (<https://www.bbc.co.uk/news/uk-england-coventry-warwickshire-60375232>).

Kenilworth town centre:

The town centre vacancy rate in Kenilworth town centre increased from 4.6% in January 2020 to 5.5% in April 2021 (source: Warwick District Council Authority Monitoring Report 2020/21). **Traffic congestion, including air quality concerns, was identified as the main concern in the Kenilworth Neighbourhood Plan 2017 to 2029 consultation process** (source: Kenilworth Neighbourhood Plan 2017-2029).

Development of the visitor economy:

The District has an attractive visitor offer including significant heritage assets, most notably Warwick and Kenilworth Castles, and attracts significant visitor spend (£72 million pre-pandemic total visitor spend between 2017 and 2019, representing 38.5% of Warwickshire's total which represents nearly 1% of the England total – source: Destination Specific Research, VisitBritain, 2019, <https://www.visitbritain.org/destination-specific-research>). The Local Plan seeks to promote and deliver tourism in a proactive and positive way, by supporting the district's cultural assets and visitor facilities to grow and improve in ways that maintain their attractiveness and integrity - particularly those assets associated with the historic environment.

However, there are challenges to be addressed in seeking to develop the visitor economy:

- Maintenance and safeguarding of heritage visitor assets including with regards to increasing costs and specific threats such as increasing flood risk; and
- To improve links between tourism sites and also with other locations, particularly town centres, in order to improve the visitor experience and maximise value for the local economy (including to support the vitality and viability of the District's town centres) e.g. to improve links between Kenilworth and Warwick Castles and the town centres.

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

Opportunities that we intend to support to build resilience, safe and healthy neighbourhoods and to strengthen our social fabric and foster a sense of local pride and belonging – with a particular, but not exclusive focus, on our deprived communities in Leamington (Lillington and Brunswick) and Warwick (Packmores West & The Cape) include:

- **Development of a 'Lillington Health Hub'** - a new facility for the North Leamington community from which delivery of sustainable healthcare and health promotion can be easily accessed. Providing a modern facility, the Hub will give a point of community focus to support the health improvement aspirations of the community, leading the drive in managing long term condition prevalence growth and supporting an ageing community to retain wellbeing and independence. The Hub will include the provision of a new medical centre occupied by the current Cubbington Road Practice and community services provided by South Warwickshire NHS Foundation Trust and the George Eliot Hospital. In addition, there will be space to support community groups and provide space to provide health and wellbeing support services for the surrounding community. In particular we intend to use UKSPF to develop community infrastructure and capacity building including, for example:
 - A volunteering base and volunteer engagement at/from the Hub for the local health Trust's 'Back to Health' programme which mobilises community volunteers to support patients through their treatment pathway and as part of their recovery and discharge from patient care (E6).
 - Flexible community space for use in delivering a range of services and support for local community groups including physical activity programmes (E2 and E11).
 - Physical activity programmes that support people most in need of improved health and well-being outcomes (E10).
- **Strengthening the existing [Brunswick Health Living Centre](#)** In particular, we intend to use UKSPF to improve the space and resources, for example:
 - Exploring better use of the existing space (E2).
 - Improve capacity and capabilities to improve the offer (E11).
 - Offer support to reduce the cost of living (E13).

- **Initiatives focused on encouraging and enabling increased participation in outdoor, physical and cultural activity** – with a particular focus on groups and communities with lower levels of participation and social infrastructure - including:
 - Enhancements to external public spaces, including 'The Crest' in Lillington, to make them more attractive and user friendly including via tree planting and public art commissions targeting non-traditional spaces, particularly in suburban and rural areas (E3) (All also in line with the provisions made in the *Warwick District Local Plan* for the development of green infrastructure including parks, open spaces and playing pitches via a sub-regional approach with Coventry and the rest of the county – with a sub-regional *Coventry, Solihull & Warwickshire Green Infrastructure Strategy* currently in place. As part of the approach, there is also recognition of the need to ensure accessible green spaces on the periphery of the District's towns and villages that can be easily accessed via walking and cycling, including from deprived areas. Such a network of green spaces also offers the opportunity to develop 'wildlife corridors' that support biodiversity).
 - Marketing and promotional activities to encourage engagement in grass-roots, community-led cultural activities, with a particular focus on those organised by smaller, community cultural organisations and businesses (E6).
 - Physical activity sessions for people with dementia and mental health issues including volunteering opportunities for disadvantaged residents (E10, E11).
 - Targeted activities for disadvantaged and disengaged young people e.g. non-contact boxing and music-making and recording (E6).
 - development of active travel including via the development of a local cycling and walking infrastructure plan and establishment of one or more 'active neighbourhoods' than prioritise the movement of people over motor traffic (akin to 'Low Traffic Neighbourhoods', LTNs) (E7).
- **Fuel poverty/cost of living measures** e.g. energy efficiency take-up campaigns (E13)
- **Support for our cultural and heritage assets to support their sustainability and enhance their contribution to residents' health and well-being and the development of the district's visitor economy** – for example via:
 - Enhanced signage to and from cultural and heritage venues and sites, particularly to, from and within our town centres (E4).
 - An audit of heritage buildings to identify their use potential e.g. as creative workspaces (E4).
- **Community safety and crime prevention measures within our towns including improvements to lighting in parks and open spaces, introduction of additional emergency contact points and enhanced CCTV** (E5) (These measures and other proposed interventions reflect and support the 'Safer South Warwickshire' Community Safety Partnership for Stratford on Avon and Warwick District 'problem-oriented partnership (POP)' approach to crime reduction focusing on the fundamental problems than underpin crime and crime prevention solutions. They also reflect and support the Safer Warwickshire Community Safety Agreement 2022-2026 which is focused on addressing the causes of violence, tackling discrimination in all its forms and safe, healthy and empowered communities – preventing harm and protecting the most vulnerable. They are also supported by the district Local Plan which makes provision for crime prevention through the design and layout of development - Policy HS7).

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

We have identified the following local challenges based on analysis of economic data, business intelligence and engagement with Warwickshire County Council and other local partners and stakeholders. We have also considered a recent review of business support in the West Midlands commissioned by West Midlands Combined Authority and the three local enterprise partnerships in the region including Coventry and Warwickshire LEP.

- **Business start-up and survival** – Warwick District has a high business birth rate per head of population with 70 births per 10,000 head of population in 2020 compared to West Midlands and England averages of 49.8 and 56.9. Furthermore, businesses started in the district are more likely, compared to regional and national averages to survive for three years, with 54% of businesses formed in 2017 still operating in 2019 compared to 46.5% across the region and 53% across England. The survival rate at five years is similar to the national average with 39.4% of businesses formed in 2015 still operating in 2019 compared to 39.5% across England (above the West Midlands regional average of 38.5%). However, despite these positive figures, there is a need to support new enterprise as a key driver of the local economy and local employment. In particular, there is a need to support groups who experience particular barriers in relation to enterprise and self-employment including young people (including graduates), women, lone parents, carers, people with health conditions, ex-offenders and older people.
- **Barriers to business growth** – Warwick District is the location for the largest proportion of large businesses (employing 250 or more) in the county (45 or 37.5% of large businesses in Warwickshire). However, a report by the Enterprise Research Centre at Warwick Business School has found that Warwickshire and Coventry is below the national average in terms of business start-ups scaling up. Furthermore, it is widely recognised that businesses face a number of barriers to growth. These include access to finance (both the availability of finance at different stages of business growth and the management skills to access it), access to knowledge, access to skills including digital skills, and access to the property or land needed to grow.
- **New and emerging economic conditions** – The above long-standing barriers to growth are exacerbated by the “perfect storm” (or “new norm”) of fresh challenges facing businesses in Warwick District (and all areas of Warwickshire for that matter). These include recovery from the pandemic, rising costs, skills shortages, and changes to international trade arrangements post-Brexit. Inflation rose to a 40 year high of 9.4% in June 2022, and the global economic shocks that have come as a result of the war in Ukraine are impacting on energy and other prices. The most recent Coventry and Warwickshire Quarterly Economic Survey (QES) found that 70% of businesses actively engaged in recruitment are currently experiencing difficulties with the majority seeking workers of a skilled or technical nature. The QES for 2022 Q1 also found that overseas orders (exports) remain subdued, particularly in the local manufacturing sector.
- **Automotive industry** - the automotive industry is of particular significance for Warwick District, with global firms in close proximity including Aston Martin Lagonda and Jaguar Land Rover, as well as key R&D assets including Warwick Manufacturing Group at the University of Warwick. Manufacturing accounts for 6.9% of local jobs (BRES, 2020) and 7% of local economic output (ONS regional accounts). The Society for Motor Manufacturers and Traders (SMMT) reported that UK car manufacturing declined -32.4% during the first three months of 2022, with almost 100,000 fewer units made than in the same period last year (<https://www.smmt.co.uk/2022/04/global-supply-challenges-wipe-100000-cars-from-uk-automotive-output-in-first-quarter/>). Production volumes remain constrained by the ongoing global shortage of semiconductors and other components, with the crisis in Ukraine exacerbating parts supply challenges – overall, manufacturers are facing an increasingly challenging economic environment with rising energy costs and other inflationary factors.
- **Retail and hospitality** – the accelerated impact of the shift to online shopping, an increase in hybrid working and the squeeze on household incomes is damaging the recovery of the retail and hospitality industries following the pandemic and threatening the future of high streets. Springboard report a worsening of the footfall gap nationally compared to pre-pandemic levels as of the final week of June 2022 and expect footfall in the second half of this year (2022) to remain at least 10% to 15% below pre-pandemic levels. The district’s three main towns have also seen a rise in town centre vacancy rates since the outbreak of the pandemic (+3.8% in Leamington, +0.9% in Kenilworth and 0.5% in Warwick as of April 2021)- as noted in the Warwick District Council Authority Monitoring Report 2020/21.
- **Climate change** – the impact of climate change on businesses and households and the imperative to transition to a net zero carbon economy represent major challenges, as well as opportunities, for the district and county. Supporting businesses to adopt low carbon

technologies and reduce their carbon impact is critical to their resilience and competitiveness, particularly in the face of energy price rises. Furthermore, there is a need to manage the impacts of climate change on businesses including the increased risk of flooding impacting on key economic assets within the district, including heritage assets. There is a need and opportunity to rapidly develop the districts capability and capacity to use renewable and new forms of energy including solar and hydrogen.

Some of the foregoing issues are exacerbated in the District due to:

- **The median house price being 10.73 times the median annual wage** (the highest in the county) (source: ONS 2022)– in an area of ageing population, this could mean that young people or young families (including with good jobs and in employment) will be finding it increasingly challenging to locate in the area (worth noting that the working population is steadily decreasing in the area).
- Although the District ranks high in the UK Competitiveness Index (UKCI) among other local authorities - **ranking 26th in the UKCI 2021, this is down from UKCI 2018** when Warwick was ranked 22nd (source: <http://cforic.org/wp-content/uploads/2021/11/UKCI-2021.pdf> and <http://cforic.org/downloads/>).
- **Tightening labour market** - The District reports/records a relatively large number of vacancies (in comparison with the other Districts and Boroughs in Warwickshire – source: Labour Insight 2022).

ARE THERE ANY LOCAL OPPORTUNITIES UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY THAT YOU INTEND TO SUPPORT?

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

In terms of local business opportunities to be supported it needs to be noted that Warwick District Council will work with Warwickshire County Council and the other four UKSPF lead authorities in Warwickshire to identify specific opportunities and develop, design and commission a small number of joint business support programmes. This joint approach will build on Warwickshire and Coventry's current strategic and co-ordinated approach to the commissioning and delivery of business and innovation support. It will also help implement one of the recommendations in the recent review of business support in the West Midlands about simplifying and streamlining the offer for businesses/ residents and delivery organisations alike.

It is expected that programmes will be commissioned jointly where it makes sense for them to operate at county level (or potentially higher) whilst tackling the specific local opportunities identified in this plan which are as follows:

1) Development of the creative economy and creative design skills across a range of sectors

Creative industries and creative skills are important drivers of the local economy and its growth (past and future). In 2017, the creative industries contributed £0.5bn GVA to the local economy. Creative design skills and techniques that exploit emerging digital technologies including AR/VR are driving growth across wide industries in the district including automotive and health tech – with 70% of those working in creative occupations employed outside the creative industries. Furthermore, creative design skills are driving business innovation and productivity gains (including by enhancing customer experience, engagement with customers, beneficiaries and stakeholders, prototyping and piloting new ideas, and developing of agile, collaborative working). This includes innovations that support the development a more circular economy.

Leamington Spa ('Silicon Spa'), ranked 17th by nesta in the 'Geography of Creativity in the UK' in 2016 is home to the UK's third largest games cluster with around a tenth of the UK's games developer workforce in 34 companies including leading names such as SEGA HARDlight, NaturalMotion, Playground Games, Sumo Digital and Mediatonic (with an estimated total £350 million annual turnover among them). This is an industry whose economic contribution to the UK has nearly double in the last three years from £2.91bn in 2016 to £5.26bn in 2019 and £5.1bn of corporate investments publicly reported between 2017 and 2020, with £2.79bn occurring in 2020 alone – see: <https://ukie.org.uk/news/screen-business-report-games-industry-s-economic-contribution-to-uk-economy-nearly-doubles-in-three-years>.

Furthermore, the district has a high concentration of creative services employment including creative, digital, marketing and communications agencies and 120 design agencies. The district also has a substantial arts and culture asset base and a generally high level of cultural participation, with 40% of the population identified as 'highly engaged'.

There are also a number of creative events and networks operating in the district which we propose to turn into annual events e.g. '[Interactive Futures' conference & expo in Leamington](#) – a celebration of the talent and creativity within the area (E25).

The District's 'Creative Framework' (<https://www.warwickdc.gov.uk/wdcreativeframework>) sets out a five-year strategy for accelerating creative sector growth and maximising its impact across the district through partnership and collaborative working. It seeks to establish the district's reputation as a thriving creative cluster of national significance, known for its distinctive blend of cultural heritage and cutting-edge creative businesses, at the same time as inspiring residents, boosting pride in the area and support regeneration and prosperity. We intend to use UKSPF for a creative sector support programme based on these themes involving activities such as:

- promotion of creative organisations, heritage and cultural assets, festivals and events – particularly smaller community cultural organisations and businesses that do not have the resources or expertise to reach their audiences (see 'Communities & Place' priority E6).
- activities that build upon and sustain the district's successful creative sector conferences (Spark and Ignite) including a new training and development programme for creative practitioners focused on community engagement with socially excluded groups; building relationships between institutions and creative practitioners; developing volunteer pools and fundraising and business skills for the self-employed; (E6, E23, E30).
- a programme of public art commissions (E6).
- support for the development of a 'Makers Hub' in Leamington Spa (e.g. including a public gallery, studios, shared resources and equipment) as a focus for South Warwickshire creatives and delivering community workshops and events (E6).

We will also work with our university partners to identify ways of enhancing the area's attractiveness and offer to graduates of creative and digital disciplines to encourage them to stay on in the district and to increase the number of creative start-ups and growth businesses in the district. Warwick District has three influential and high performing universities in the area. Only 6% of University of Warwick students stay in the Warwick area after graduation. With new housing, and employment development in the area this retention rate could increase and improve the skills base for the area. We will undertake a piece of scoping/feasibility work to explore the opportunities, with regards to research evidence regarding the barriers facing young entrepreneurs ((see: <https://www.enterpriseresearch.ac.uk/publications/what-do-we-know-about-youth-entrepreneurship-in-the-uk-a-review-of-evidence-sota-review-no-44/>) and current provision (e.g. Warwick Enterprise's 'Graduate Accelerator Programme').

We will also consider the specific support needs of female tech entrepreneurs/leaders, noting that female self-employment is significantly higher than average in the district (11.2% of working age females are self-employed compared to 6.9% across England and 5.8% across the West Midlands) and that female entrepreneurs often face particular challenges (including as regards their access to human, social and financial capital), giving rise to a potential need for targeted provision such as female business mentors and advisers, gender-aware business support information and signposting, targeted support for access to finance, and greater access to networking opportunities.

- 2) **Supporting decarbonisation and improving the natural environment whilst growing the local economy (E29)** – in line with our commitment, with Stratford-on-Avon District Council to become a carbon neutral organisation by 2025 and for South Warwickshire to be as close to carbon neutral as possible by 2030.

As part of this activity, we commissioned a 'Low Carbon Energy Feasibility Report' (file:///C:/Users/WECD04/Downloads/RINA_Warwick_District_Council_Low_Carbon_Energy_Feasibility_Report_Rev03.pdf) to examine the potential for renewable energy generation, hydrogen production for Council vehicles, district heating for the Myton area and micro-generation opportunities for Council-owned residential property. The report identified the opportunity for a combination of solar PV, battery storage, wind and hydro development, and for associated further

generation capacity bolstered by battery storage development, such as production of green hydrogen fuel. The report recommended further work to identify potential demand for hydrogen fuel, beyond the Council's own needs, noting that industry is demanding more infrastructure to enable the use of hydrogen as a fuel. We therefore intend to use UKSPF to fund further feasibility work into the development of a 'hydrogen hub'.

We will also consider other opportunities and intervention requirements to boost low carbon energy generation and supply in the district, building on the district's cluster of energy companies including renewable energy companies which has been a key driver of local growth (contributing around a fifth of GVA growth between 2012 and 2019 – ONS Regional Accounts), and to support businesses to transition to net zero.

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

Key local challenges falling under the People and Skills investment priority include:

a) Employment, education, skills and training deprivation in:

- **Lillington** (in Leamington) – Lillington East ranked amongst the worst 10% of LSOAs nationally for education, skills and training (1,715) and employment (2,203) on the *IMD 2019*. Lillington South ranked amongst the worst 20% for education, skills and training.
- **Brunswick** (in Leamington) - Brunswick South West & Kingsway, Brunswick North West & Foundry and Brunswick South East ranked amongst the worst 20% of LSOAs nationally for education skills and training on the *IMD 2019*.
- **Packmores West & The Cape** (in Warwick) - ranked amongst the worst 20% of LSOAs nationally for education, skills and training on the *IMD 2019*.

The school-age attainment gap for disadvantaged school children in Warwickshire is greater than the national average (19% at Early Years Foundation Stage and rising to 24% in Year 6, compared to 17% and 19% for England) (source: Warwickshire Social Inequalities Strategy 2021 to 2030).

Increase in claimant unemployment amongst young people aged 16 to 24 which has increased significantly since the pandemic – with a 54.3% increase in the number of claimants (compared to 62.9% across the 16+ population as a whole; the figures are based on six-month average for October 2021 to March 2022 compared to the same period in 2019/20; source: Nomis).

Skills gaps and barriers to employment - although working age residents are on average more highly qualified than average, with nearly half (49.5%) of residents qualified to NVQ Level 4 or above, there are a significant proportion of residents who are qualified to a relatively low level with 17.2% qualified to a maximum of NVQ Level 2, 8% to a maximum of NVQ Level 1 and 3.7% with no qualifications (source: Annual Population Survey, Nomis).

- b) Labour/skills shortages in key sectors of the local economy** including Manufacturing (13.3% of employment), Accommodation & Food Services (6.6%), Construction (6%), Education (5%) and Health & Social Care (4.4%). Nationally, disruption in labour markets relating to the pandemic and EU Exit mean that as of late November 2021, a third of businesses with ten or more employees nationally were experiencing a shortage of labour (source: ONS - Changing trends and recent shortages in the labour market, UK: 2016 to 2021).
- c) Recruitment challenges** - housing affordability issues and an ageing population present some issues for lower-waged employment sectors which are important to the local economy such as the tourism and hospitality sectors, indicating the need for a mix of demand and supply side interventions relating to business support, employment and skills, transport access and housing.
- d) Skills gaps (current and future) to support the development of the creative economy** – particularly in terms of combined design and digital skills as well as entrepreneurial skills to exploit the potential at the interface of design and emerging digital technologies across a range of industries.

- e) **Digital skills gaps and digital exclusion**, particularly amongst older workers and residents, with 30% of Warwickshire residents identified as having very low levels of digital engagement (as stated in the Warwickshire's Social Inequalities Strategy 2021 to 2030).
- f) **Changing skills needs to support the transition to net zero.**

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

Complementing our priorities for 'Communities & Place' and 'Supporting Local Businesses' and building on the capacity and learning of the Coventry & Warwickshire ESIF programme, we intend to support the following opportunities as regards 'People and Skills':

- **Employment support for economically inactive people:** Intensive and wrap-around one-to-one support to move people closer towards mainstream provision and employment, supplemented by additional and/or specialist life and basic skills (digital, English, maths(*via Multiply) and ESOL) support where there are local provision gaps. (E33).
- **Basic, life and careers skills support for those furthest from the labour market** where this is not available via other provision (E34), including enrichment and volunteering opportunities (E35) and digital skills support (E36).
- **Support for digital skills development** including to complement our goals as regards development of the creative economy, including development of creative/design skills, including targeted provision for lower qualified residents to increase their potential to access employment opportunities in the creative economy (E41). As noted in the earlier sections, research undertaken by the Design Council (<https://www.designcouncil.org.uk/what-we-do/research/design-economy>) showed that design contributed £85.2bn Gross Value Added (GVA) to the UK economy in 2016, 68% of which is produced by designers working outside of design agencies, such as automotive and aerospace. The equivalent figure in 2018 was £209bn. The Design Council has also reported (<https://www.designcouncil.org.uk/resources/report/design-economy-2018>) that designers were 29% more productive than the average UK worker, each delivering £50,328 in output (GVA per worker, 2016), compared to £39,111 across the rest of the economy. Yet there are concerns across the design economy that the future pipeline of these design skills is narrowing while at the same time employers reporting skills gaps among staff working in design – in particular as demand for these skills is growing. Furthermore, investment in the creative quarter in Leamington Spa can build on the strong connections between local universities and business. Looking forward with the development of more high-skilled and attractive employment opportunities there can be increased graduate retention, raising the skill profile of the area. With continued collaboration these benefits can be magnified. As with Laval in France – which has become a centre for the skills needed in VR and AR – Leamington Spa has the potential to become a hub for the development of skills in the computer games business arena.
- **Investment in upskilling the workforce and to fill gaps in training provision to support the transition to net zero** (E39 and E40). **Improving green skills** can serve a broad set of goals for instance the Coventry and Warwickshire Enterprise and Business Growth Package from the CWLEP is a package aimed at enabling innovation and growth sector development. Part of this programme is intended to work with employment support and skills providers providing the potential for local people to develop skills and take advantage of new job opportunities in the low-carbon economy. These opportunities provide a foundational constructive asset in aims such as reducing economic inactivity and breaking down barriers to employment in addition to addressing sustainability objectives.
- **Investment in addressing evidenced skills gaps and labour shortages in foundation, growth and emerging sectors** of importance to the local economy and employment and **where skills/training gaps act as a barrier to employment and/or in-work progression amongst lower paid/qualified workers** (E38).

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
<i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i>
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.
E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.
E4: Enhanced support for existing cultural, historic and heritage institutions that make up the local cultural heritage offer.
E5: Design and management of the built and landscaped environment to 'design out crime'.
E6: Support for local arts, cultural, heritage and creative activities
E7: Support for active travel enhancements in the local area

E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places.
E10: Funding for local sports facilities, tournaments, teams and leagues; to bring people together.
E11: Investment in capacity building and infrastructure support for local civil society and community groups.
E13: Community measures to reduce the cost of living, including through measures to improve energy efficiency, and combat fuel poverty and climate change
E14: Funding to support relevant feasibility studies

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.	
Not applicable (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 .	
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.
<p>Yes – examples of project proposed to be funded below (and as noted earlier):</p> <ol style="list-style-type: none"> Building on the construction of the 'Lillington Health Hub' – including: <ul style="list-style-type: none"> Capital investment at the Crest for improvements and for better accessibility – including sensory features alongside the wheelchair accessible/step free design A volunteering base and volunteer engagement at/from the Hub for the local health Trust's 'Back to Health' programme which mobilises community volunteers to support patients through their treatment pathway and as part of their recovery and discharge from patient care (E9) – including attract, train and support volunteers to use the community garden/allotment, adopt healthier lifestyles and to take up/enhance physical activity through use of the outdoor gym or programme. This will require revenue funding (including for out of office hours support) and a small amount of capital investment for fitting out an area of the new hub as a base. Flexible community space for use in delivering a range of services and support for local community groups including physical activity programmes (E2 and E11). Physical activities (see also below) and strength and exercise balance programmes that support people most in need of improved health and well-being outcomes including preventive wellbeing programmes for older generation in deprived settings (e.g. falls at home prevention) (E3 and E10).

<p>2. Strengthening the existing Brunswick Health Living Centre. In particular, we intend to use UKSPF to improve the space and resources, for example:</p> <ul style="list-style-type: none"> - Exploring better use of the existing space (E2). - Improve capacity and capabilities to improve the offer (E11). - Offer support to reduce the cost of living (E13 and E9). <p>3. Initiatives focused on encouraging and enabling increased participation in outdoor, physical and cultural activity – with a particular focus on groups and communities with lower levels of participation and social infrastructure - including:</p> <ul style="list-style-type: none"> - Enhancements to external public spaces, including 'The Crest' in Lillington, to make them more attractive and user friendly including via tree planting and public art commissions targeting non-traditional spaces, particularly in suburban and rural areas (E3). - Marketing and promotional activities to encourage engagement in grass-roots, community-led cultural activities, with a particular focus on those organised by smaller, community cultural organisations and businesses (E6). - Physical activity sessions for people with dementia and mental health issues including volunteering opportunities for disadvantaged residents (E10, E11). - Targeted activities for disadvantaged and disengaged young people e.g. non-contact boxing and music-making and recording (E6). - Development of active travel including via the development of a local cycling and walking infrastructure plan and establishment of one or more 'active neighbourhoods' than prioritise the movement of people over motor traffic (akin to 'Low Traffic Neighbourhoods', LTNs) (E7). <p>4. Fuel poverty/cost of living measures e.g. energy efficiency take-up campaigns and advice offered by community centres such as Brunswick Health Living Centre (E13).</p> <p>5. Support for our cultural and heritage assets to support their sustainability and enhance their contribution to residents' health and well-being and the development of the district's visitor economy – for example via:</p> <ul style="list-style-type: none"> - Enhanced signage to and from cultural and heritage venues and sites, particularly to, from and within our town centres (E1 and E4). - An audit of heritage buildings to identify their use potential e.g. as creative workspaces (E4). - Promotion of creative organisations, heritage and cultural assets, festivals and events – particularly smaller community cultural organisations and businesses that do not have the resources or expertise to reach their audiences (E6). - A programme of public art commissions (E6). <p>6. Community safety and crime prevention measures within our towns including improvements to lighting in parks and open spaces, introduction of additional emergency contact points and enhanced CCTV (E5)</p>	
<p>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.</p>	
	No
<p>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.</p>	
<p>At this stage, an early high-level review of proposed projects has been undertaken following early discussions with project sponsors and officers within Warwick District Council. On the basis of the information provided or available at this stage, projects have been assessed against the Government's proposed four-limbed test as defined in the DBEIS guidance (https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1088607/draft_statutory_guidance_on_the_subsidy_control_act_2022_for_consultation.pdf). This early assessment indicates that the proposed projects do not provide a subsidy to potential recipients. At this stage we also believe that:</p>	

- None of the projects proposed under the Communities and Place Investment priority is related to any international obligations nor in scope of UK-EU Trade and Cooperation Agreement; and
- The likelihood of triggering a dispute under the World Trade Organisation Agreement on Subsidies and Countervailing Measures rules and/or other FTAs is zero/infinitesimal.

Following further detailed discussions with project sponsors and development of implementation and financial plans, the authority will undertake legal advice as/where needed.

Warwick District Council will comply with the Subsidy Control Act 2022 (becoming operational in Autumn 2022) and the accompanying Government guidance. It is expected that certain processes will need to be in place and become known to grant recipients. These will include, for example, making relevant information and guidance available to grant recipients and inclusion of terms related to Subsidy Control in grant offer agreements (including a Subsidy Allowance declaration or other, as specified in the forthcoming Government guidance).

Warwick District Council will also ensure that the terms of reference and all involved in the Governance and Management of the UK SPF programme conform with legal requirements with regard to equalities, social value, environment, procurement, Subsidy Control etc and full and detail records are kept as required.

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

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

E18: Supporting Made Smarter Adoption: Providing tailored expert advice, matched grants and leadership training to enable manufacturing SMEs to adopt industrial digital technology solutions including artificial intelligence; robotics and autonomous systems; additive manufacturing; industrial internet of things; virtual reality; data analytics. The support is proven to leverage high levels of private investment into technologies that drive growth, productivity, efficiency and resilience in manufacturing.

E19: Increasing investment in research and development at the local level. Investment to support the diffusion of innovation knowledge and activities. Support the commercialisation of ideas, encouraging collaboration and accelerating the path to market so that more ideas translate into industrial and commercial practices.

E20: Research and development grants supporting the development of innovative products and services.

E21: Funding for the development and support of appropriate innovation infrastructure at the local level.

E22: Investing in enterprise infrastructure and employment/innovation site development projects. This can help to unlock site development projects which will support growth in places.

E23: Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks.

E24: Training hubs, business support offers, incubators & accelerators.

E25: Grants to help places bid for and host international business events and conferences that support wider local growth sectors.

E28: Export Grants to support businesses to grow their overseas trading, supporting local employment.

E29: Supporting decarbonisation and improving the natural environment whilst growing the local economy. Taking a whole systems approach to invest in infrastructure to deliver effective decarbonisation across energy, buildings and transport and beyond, in line with our legally binding climate target. Maximising existing or emerging local strengths in low carbon technologies, goods and services to take advantage of the growing global opportunity.

E30: Business support measures to drive employment growth, particularly in areas of higher unemployment.

E31: Funding to support relevant feasibility studies.

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](#).

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.

Warwick District Council will follow a hybrid approach in terms of provision: design and develop some bespoke projects while also working with Warwickshire County Council, Coventry & Warwickshire Chamber and the other four UKSPF lead authorities in Warwickshire to develop, design and commission joint business support programmes. It is expected that programmes will be commissioned jointly where it makes sense for them to operate at county level (or potentially higher) whilst tackling the specific local challenges or opportunities identified in this plan. The combination of these interventions are likely to include:

District-located specific projects we have identified to date include:

- Annual event to promote globally the creative talent in the District and attract local exhibitors and participants e.g. ['Interactive Futures' conference & expo in Leamington](#) – a celebration of the talent and creativity and global promotion (E23 and E25).
- Proactive support for reviving our support for provision of flexible office space and business support in the District, seriously affected by the impact of pandemic but with increasing demand in the light of changing working patterns of various groups of professionals (see <https://wdcbusinessenterprise.co.uk/spaces/cowork>) (E22, E23 and E24).
- Activities that build upon and sustain the district's successful creative sector conferences (Spark and Ignite) including a new training and development programme for creative practitioners focused on community engagement with socially excluded groups; building relationships between institutions and creative practitioners; developing volunteer pools and fundraising and business skills for the self-employed; (E23, E30).
- Set up a local network and support female self-employed entrepreneurs to grow and innovate (E23).
- Broker and establish a 'local' – Warwick-based - partnership between design/new product development teams in creative, automotive and aerospace sectors as well as a dragons den style competition for graduates/students (E19).
- Funding for the development of innovation infrastructure at local level (e.g. working with the private sector for local solar energy provision and hydrogen plant development to first pilot with refuse collection vehicles in the District) (E21 and E29).

Joint commissions:

- **Starting a business** – A programme of support for people looking to start a business and new businesses in their first two of years of trading. This is expected to focus on increasing start-up rates; increasing the sustainability of new businesses; and supporting new start-ups with the growth potential. (**WDC is particularly keen to support specific groups with strong presence in the local economy to be supported and promoted e.g. self-employed and in particular self-employed female entrepreneurs and young people including graduates living locally – under intervention E26**).
- **Addressing barriers to growth** – A programme of support to help established businesses address a wide range of barriers to growth. This is expected to be open to businesses in all sectors, but with a focus on those businesses with the greatest potential for growth. It is also expected to focus on early-stage businesses and micro & small businesses looking to scale up as this is recognised as one of the main areas of market failure and a particular issue for the local economy.
- **Responding to climate change and achieving net zero** – A programme of support to help established businesses in all sectors respond to climate change and to support the growth of the local low carbon sector. This is expected to include support with improving energy & resource efficiency and the adoption of renewable energy as well as specific

support for businesses in the local low carbon sector. It is also expected to include support to develop the “Circular Economy”.

- **Addressing barriers to innovation** – A programme of support to help established businesses address initial barriers to innovation. This is expected to include support with developing new products, processes or services; knowledge transfer; encouraging collaboration between local businesses and our world class universities on research & development (R&D); and the commercialisation of R&D. **(WDC is particularly keen to support specific groups with strong presence in the local economy e.g. graduates and young people living locally through local provision under intervention E24).**
- **Supporting international trade** – A programme of support to increase the number of local businesses exporting or engaged in new overseas markets. This is expected to be a small, targeted programme aimed at new or inexperienced exporters and small businesses looking to expand into new markets. It will complement the Department for International Trade’s current services including the UK Export Academy **(WDC is particularly keen to support specific groups with strong presence in the local economy to be supported and promoted e.g. female self-employed entrepreneurs and young people including graduates living locally – under intervention E28).**
- **Support for key sectors** – A programme of dedicated, specialist, sector support which will complement the more general support designed to help businesses in all sectors address barriers to growth. This is expected to build on and maximise Warwickshire’s economic strengths (e.g., automotive & manufacturing, digital creative, tourism, hospitality & leisure) and support other sectors key to the local economy (e.g., retail, the rural economy, social economy, transport/ logistics).
- **A business support review to be commissioned by Warwickshire County Council** on behalf of the six local authorities in Warwickshire and to be undertaken in the second half of 2022/ 2023 will determine the detailed design of these programmes, how they will be implemented, the most appropriate commissioning route or routes (including consideration of the availability of match funding), and the exact contribution from the five local UKSPF allocations. It will also consider the alignment of UKSPF with other funding programmes.

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](#).

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.

At this stage, an early high-level review of proposed projects has been undertaken following early discussions with project sponsors and officers within Warwick District Council.

On the basis of the information provided or available at this stage, projects have been assessed against the Government’s proposed four-limbed test as defined in the DBEIS guidance (https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1088607/draft_statutory_guidance_on_the_subsidy_control_act_2022_for_consultation.pdf), and with consideration to the following seven principles:

- **Principle A:** Subsidies should pursue a specific policy objective in order to remedy an identified market failure or address an equity rationale (such as local or regional disadvantage, social difficulties or distributional concerns).
- **Principle B:** Subsidies should be proportionate to their specific policy objective and limited to what is necessary to achieve it.
- **Principle C:** Subsidies should be designed to bring about a change of economic behaviour of the beneficiary. That change, in relation to a subsidy, should be conducive to achieving its specific policy objective, and something that would not happen without the subsidy.

- **Principle D:** Subsidies should not normally compensate for the costs the beneficiary would have funded in the absence of any subsidy.
- **Principle E:** Subsidies should be an appropriate policy instrument for achieving their specific policy objective and that objective cannot be achieved through other, less distortive, means.
- **Principle F:** Subsidies should be designed to achieve their specific policy objective while minimising any negative effects on competition or investment within the United Kingdom.
- **Principle G:** Subsidies' beneficial effects (in terms of achieving their specific policy objective) should outweigh any negative effects, including in particular negative effects on competition or and investment within the United Kingdom, and/or international trade or investment.

On the basis of the information provided or available at this stage, it is assessed that all types of organisations and any individuals will fall outside the scope of subsidy control with the possible exception of businesses that may benefit from the programme. For example, support for businesses (including new business start-ups and sole traders) benefitting from the UK SPF programme could constitute a subsidy. However, at this stage, it is expected that any such subsidy will be well below the UK Subsidy allowance threshold (and well below £100, 000 over a three year period for any recipient), i.e. Small Amounts of Financial Assistance (SAFA) under Article 364 in the UK-EU Trade and Cooperation Agreement (TCA), which remains applicable while the Subsidy Control Act 2022 has not come into force. Under SAFA, businesses can receive up to £325,000 Special Drawing Rights (SDR), which is an IMF unit, over a three-year period (consisting of the current financial year and the previous two years). On 27 July 2022, this amount of SDR equated to £352, 177.71.

A detailed assessment of the projects to establish whether they provide a subsidy to potential recipients of the funding under the proposed planned activity will be undertaken following detailed work on project proposals during Summer 2022.

For example, processes will be put in place on all programmes to ensure that all businesses complete an SAFA declaration on engagement and that the SDR limit is not exceeded for any business receiving support. An initial SAFA support letter will also confirm the expected, maximum value of the support to be received and an end-of-support letter will confirm the final value of this support. All forms will be retained as evidence.

Warwick District Council will also comply with the Subsidy Control Act 2022 (becoming operational in Autumn 2022) and the accompanying Government guidance, and will ensure that appropriate process are in place for full compliance with the new subsidy control framework.

For programmes to be delivered jointly with Warwickshire County Council and other lead authorities and public organisations, Warwick District Council will seek specialist legal advice as programmes are developed and specific commissioning routes are identified. An initial, high-level assessment of whether any of the proposed joint activities will constitute a subsidy and the type measures needed to make sure the subsidy is permitted, has identified five potential recipients of the funding (this will need to be reviewed when the Subsidy Control Act 2022 comes into force):

1. Another local authority commissioning joint services or projects
2. Suppliers providing services
3. Grant recipients delivering projects
4. Individuals benefitting from the programmes (e.g., start-up)
5. Businesses benefitting from the programmes

At this stage, it is assessed that all types of organisations and any individuals will fall outside the scope of subsidy control with the exception of businesses benefitting from the programme (as discussed above). For example:

- Another local authority – Any UKSPF funding will primarily 'flow through' the other local authority commissioning joint services or projects and, therefore, there is not a market for this activity. The other local authority would also enter into back-to-back grant agreements with

grant recipients or service contracts with suppliers and pass down the UKSPF grant requirements in full.

- Suppliers providing services – All suppliers providing services, either directly or for another local authority, will be procured (or have been procured) following competitive procurement processes in line with UK procurement law and the Public Procurement Regulations 2015 (and the new Procurement Bill once in force). Market prices will be paid for such services against an agreed set of contractual outcomes. Therefore, the funding to these suppliers will fall outside the scope of subsidy control as market value will be paid and, as such, there will be no distortion in competition.
- Grant recipients delivering projects – Grant recipients selected after open and competitive calls for projects will be paid against evidenced, actual costs. All grant recipients would be required to maintain full and accurate records on an open book basis and in accordance with the terms of the UKSPF grant funding. Warwick District Council or another local authority commissioning joint services or projects would also have full right of audit over such records. Therefore, the funding to grant recipients selected after open and competitive calls for projects is expected to fall outside the scope of subsidy control as it will not provide any 'advantage' or subsidy.
- Individuals – Individuals benefitting from the programmes (e.g., to start a business) will fall outside the scope of subsidy control as the rules only apply to businesses or other entities engaged in economic activities. Appropriate processes will be put in place to manage the subsidy when an individual is supported to start a business and they continue to receive UKSPF funded support (see below).
- Businesses – Similarly to the approach for bespoke interventions as described above, business support from these programmes could constitute a subsidy. However, it is expected that this is very likely to be in the form of SAFA. As described earlier, processes will be put in place on all programmes to ensure that all businesses complete an SAFA declaration on engagement and that the SDR limit is not exceeded for any business receiving support. An initial SAFA support letter will also confirm the expected, maximum value of the support to be received and an end-of-support letter will confirm the final value of this support. All forms will be retained as evidence.

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

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

E33: Employment support for economically inactive people: Intensive and wrap-around one-to-one support to move people closer towards mainstream provision and employment, supplemented by additional and/or specialist life and basic skills (digital, English, maths* and ESOL) support where there are local provision gaps.

E34: Courses including basic skills (digital, English, maths (via Multiply) and ESOL), and life skills and career skills** provision for people who are unable to access training through the adult education budget or wrap around support detailed above. Supplemented by financial support for learners to enrol onto courses and complete qualifications.

E35: Activities such as enrichment and volunteering to improve opportunities and promote wellbeing.

E36: Intervention to increase levels of digital inclusion, with a focus on essential digital skills, communicating the benefits of getting (safely) online, and in-community support to provide users with the confidence and trust to stay online.

E37: Tailored support for the employed to access courses.

E38: Support for local areas to fund local skills needs. This includes technical and vocational qualifications and courses up to level 2 and training for vocational licences relevant to local area needs and high-value qualifications where there is a need for additional skills capacity that is not being met through other provision.

E39: Green skills courses targeted around ensuring we have the skilled workforce to achieve the government's net zero and wider environmental ambitions.

E40: Retraining support for those in high carbon sectors.

E41: Funding to support local digital skills.

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 .	
	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	

<p>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.</p>
<p>HAVE YOU ALREADY IDENTIFIED ANY PROJECTS for 2024-2025 WHICH FALL UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY?</p>
<p>Yes</p>
<p>Describe the projects for 2024-25, including how they fall under the People and Skills investment priority and the location of the proposed project.</p>
<p>Similarly to the business support initiatives, we propose to run District-located specific projects alongside working closely with Warwickshire County Council and the other four UKSPF lead authorities in Warwickshire to develop, design and commission a small number of joint employment and skills programmes.</p> <p>Specific projects we have identified to date and wish to deliver locally are listed below and we will seek to develop detailed proposals over summer 2022:</p> <ul style="list-style-type: none"> • Employment support for economically inactive specifically in Lillington, Brunswick and Packmores - through existing and newly developed or better resourced provision (as described in Community & Places priority) (E33). • Volunteering activities to improve employability of opportunities and well-being (through the centres supported under the Communities & Place priority) – (E35). • Explore partnering with an education provider to create a physical space to increase digital skills provision in particular for increasing levels of digital inclusion, with a focus on essential digital skills, communicating the benefits of getting (safely) online, and in-community support to provide users with the confidence and trust to stay online (E22 and E36 and E41). • Tailored and locally provided support to help local people in employment (in particular female and young entrepreneurs), who are not supported by mainstream provision to address barriers to accessing education and training courses (E37 and E38). • Retraining support for those in high carbon sectors – in particular agriculture, forestry and land use that directly account for 18.4% of greenhouse gas emissions (GHGs) globally and in the UK the 2021 Farm Practices Survey (FPS) indicated that 67% of farmers thought it important to consider GHGs when making farm business decisions (in collaboration in particular with Stratford-on-Avon District Council and NFU) (E40). <p>In addition, additional joint employment and skills programmes will be undertaken where specific data and needs are providing further evidence following a review of People and Skills activity across Warwickshire (led by Warwickshire County Council). A Skills Provision review will be commissioned by Warwickshire County Council on behalf of the six local authorities in Warwickshire to start in 2022/23. This will support the VCS commissioning in 2023/24 and lead to a defined route for activities in 2024/25. The review will determine the detailed design of the programmes, how they will be implemented, the most appropriate commissioning route or routes (including consideration of the availability of match funding), and the exact contribution from the five local UKSPF allocations. It will also consider the alignment of UKSPF with other funding programmes and partners who operate across the area.</p>

It is expected that programmes will be commissioned jointly where it makes sense for them to operate at county level whilst tackling the specific local challenges or opportunities identified in this plan.

It is also expected that one local authority will lead on either Warwickshire-wide procurement or a small number of competitive calls for projects. Existing contracts will be used where available, when it is possible to extend them, and where there is a track record of successful delivery.

The current indicative joint programme would address:

(Additional) Support for Inclusive Growth – Unemployed & Economically Inactive

A multi partner programme which works with a range of local employment specialists in a co-ordinated way. The programme is expected to develop strands of work which support individuals who are unemployed or economically inactive in moving into employment/work based training or closer to employment.

The programme is expected to be inclusive, diverse and support high priority groups of people. Each priority group present with specific barriers into employment, a programme of activity should acknowledge this and offer solution based and effective activity with measurable interventions and outcomes.

High Priority Groups

- Care Leavers
- Resettlement
- Special Educational Needs and Disabilities (SEND)
- Young offenders
- Mental Health
- Young Carers
- Armed Forces Resettlement
- Drugs Alcohol and Substance Abuse

(Additional) support for Young People including Youth Unemployment

A youth programme which is reflective of local need and acknowledges the challenges young people face in a post-pandemic world. Accessibility should be a priority consideration and provision should be community based with relatable themes.

The programme is expected to engage with “hard to reach” communities with innovative activities and interventions which will appeal to young people and attract high levels of engagement.

- Raise aspirations
- Support to engage with barrier breaking support (Mental Health, Confidence, Motivation)
- Increase employability skills (Interview Techniques)
- Improve social mobility
- Reduces or offers positive interventions against criminal activity

Support for Skills and Workforce Development (linked with Business Support activities)

A programme of activity which represents economic/employer needs with a series of workforce development opportunities. The programme is expected to offer workforce development opportunities with a number of themes:

- **New talent** – support businesses to understand the various routes of attracting new talent and incorporate new talent streams which align with business growth plans and business support activity.
- **Upskill** – Training and development to support employees to gain new skills to progress within the organisation.
- **Re-skill** -Training and development opportunities to support employers to re-train and retain existing employees.

Support for Green and Other Future Skills (automation etc)

A programme which acknowledges the new and growing Green Skills Agenda and harnesses opportunities to invest in emerging skills which should contribute to a local Future Skills Investment plan.

The programme should offer opportunities to lead in the development of green skills and work in collaboration with education providers, sectors and industry specialists.

- New Green Skills and Careers of the Future
- Transferring old to new Skills (Automation)
- Support the development of Green Qualifications

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](#).

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.

At this stage, an early high-level review of proposed projects has been undertaken following early discussions with project sponsors and officers within Warwick District Council.

On the basis of the information provided or available at this stage, projects have been assessed against the Government's proposed four-limbed test as defined in the DBEIS guidance (https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1088607/draft_statutory_guidance_on_the_subsidy_control_act_2022_for_consultation.pdf), and with consideration to the following seven principles:

- **Principle A:** Subsidies should pursue a specific policy objective in order to remedy an identified market failure or address an equity rationale (such as local or regional disadvantage, social difficulties or distributional concerns).
- **Principle B:** Subsidies should be proportionate to their specific policy objective and limited to what is necessary to achieve it.
- **Principle C:** Subsidies should be designed to bring about a change of economic behaviour of the beneficiary. That change, in relation to a subsidy, should be conducive to achieving its specific policy objective, and something that would not happen without the subsidy.
- **Principle D:** Subsidies should not normally compensate for the costs the beneficiary would have funded in the absence of any subsidy.
- **Principle E:** Subsidies should be an appropriate policy instrument for achieving their specific policy objective and that objective cannot be achieved through other, less distortive, means.
- **Principle F:** Subsidies should be designed to achieve their specific policy objective while minimising any negative effects on competition or investment within the United Kingdom.
- **Principle G:** Subsidies' beneficial effects (in terms of achieving their specific policy objective) should outweigh any negative effects, including in particular negative effects on competition or and investment within the United Kingdom, and/or international trade or investment.

On the basis of the information provided or available at this stage, it is assessed that all types of organisations and any individuals will fall outside the scope of subsidy control with the exception of businesses benefitting from the programme.

For example, support for businesses (including new business start-ups and sole traders) benefitting from the UK SPF programme could constitute a subsidy. However, it is expected that any such subsidy will be below the UK Subsidy allowance threshold, i.e. Small Amounts of Financial Assistance (SAFA) under Article 364 in the UK-EU Trade and Cooperation Agreement (TCA), which remains applicable while the Subsidy Control Act 2022 has not come into force. Under

SAFA, businesses can receive up to £325,000 Special Drawing Rights (SDR), which is an IMF unit, over a three-year period (consisting of the current financial year and the previous two years). On 27 July 2022, this amount of SDR equated to £352, 177.71.

A detailed assessment of the projects to establish whether they provide a subsidy to potential recipients of the funding under the proposed planned activity will be undertaken following detailed work on project proposals during Summer 2022.

For example, processes will be put in place on all programmes to ensure that all businesses complete an SAFA declaration on engagement and that the SDR limit is not exceeded for any business receiving support. An initial SAFA support letter will also confirm the expected, maximum value of the support to be received and an end-of-support letter will confirm the final value of this support. All forms will be retained as evidence.

Warwick District Council will also comply with the Subsidy Control Act 2022 (becoming operational in Autumn 2022) and the accompanying Government guidance, and will ensure that appropriate process are in place for full compliance with the new subsidy control framework.

For programmes to be delivered jointly with Warwickshire County Council and other lead authorities and public organisations, Warwick District Council will seek specialist legal advice as programmes are developed and specific commissioning routes are identified. An initial, high-level assessment of whether any of the proposed joint activities will constitute a subsidy and the type measures needed to make sure the subsidy is permitted, has identified five potential recipients of the funding (this will need to be reviewed when the Subsidy Control Act 2022 comes into force):

6. Another local authority commissioning joint services or projects
7. Suppliers providing services
8. Grant recipients delivering projects
9. Individuals benefitting from the programmes (e.g., start-up)
10. Businesses benefitting from the programmes

At this stage, it is assessed that all types of organisations and any individuals will fall outside the scope of subsidy control with the exception of businesses benefitting from the programme (as discussed above). For example:

- Another local authority – Any UKSPF funding will primarily ‘flow through’ the other local authority commissioning joint services or projects and, therefore, there is not a market for this activity. The other local authority would also enter into back-to-back grant agreements with grant recipients or service contracts with suppliers and pass down the UKSPF grant requirements in full.
- Suppliers providing services – All suppliers providing services, either directly or for another local authority, will be procured (or have been procured) following competitive procurement processes in line with UK procurement law and the Public Procurement Regulations 2015 (and the new Procurement Bill once in force). Market prices will be paid for such services against an agreed set of contractual outcomes. Therefore, the funding to these suppliers will fall outside the scope of subsidy control as market value will be paid and, as such, there will be no distortion in competition.
- Grant recipients delivering projects – Grant recipients selected after open and competitive calls for projects will be paid against evidenced, actual costs. All grant recipients would be required to maintain full and accurate records on an open book basis and in accordance with the terms of the UKSPF grant funding. Warwick District Council or another local authority commissioning joint services or projects would also have full right of audit over such records. Therefore, the funding to grant recipients selected after open and competitive calls for projects is expected to fall outside the scope of subsidy control as it will not provide any ‘advantage’ or subsidy.
- Individuals – Individuals benefitting from the programmes (e.g., to start a business) will fall outside the scope of subsidy control as the rules only apply to businesses or other entities

<p>engaged in economic activities. Appropriate processes will be put in place to manage the subsidy when an individual is supported to start a business and they continue to receive UKSPF funded support (see below).</p> <ul style="list-style-type: none"> Businesses – Similarly to the approach for bespoke interventions as described above, business support from these programmes could constitute a subsidy. However, it is expected that any such subsidy will be below the UK Subsidy allowance threshold. As described earlier, processes will be put in place on all programmes to ensure that all businesses complete an SAFA declaration on engagement and that the SDR limit is not exceeded for any business receiving support. An initial SAFA support letter will also confirm the expected, maximum value of the support to be received and an end-of-support letter will confirm the final value of this support. All forms will be retained as evidence. 		
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.		
No		
Provide the European Social Fund Project Names and Project References for this voluntary and community provision at risk.		
N/a		
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		
<p>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.</p>		
		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.		
N/a		
<p>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.</p>		
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		

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.		
<p>In developing our investment plan, we have engaged extensively with, and obtained support for our proposals from, a wide range of stakeholders – from the public sector, private sector and civil society. We actively reached out to the stakeholders to describe what the UKSPF was seeking to achieve; to encourage the submission of innovative proposals for funding; and emphasised the importance of the initiatives being outcomes focussed. Organisations that have contributed to this plan to date include:</p> <ul style="list-style-type: none"> • Warwickshire County Council • The five Local Authorities of the County (weekly meetings) • Representatives of the local Chamber of Commerce • Warwickshire & West Midlands Association Of Local Councils • Innovate Healthcare Services • Brunswick Health Living Centre • Warwickshire Community & Voluntary Action • Everyone Active (the Council's leisure operator) • South Warwickshire Foundation Trust CS (A social enterprise) • South Warwickshire NHS Foundation Trust Hospital • Coventry and Warwickshire Clinical Commissioning Group <p>In terms of the delivery of the UK SPF programme, Warwick District Council have clear and robust systems and processes in place to ensure programmes meet our aims and objectives, decisions are made on a transparent basis, by the appropriate persons or groups and based on appropriate skills and capability. Systems, processes and protocols to manage programmes are designed to provide the Warwick District Council with a consistent yet bespoke approach for appraisal, assurance, risk management and performance through the lifecycle of a programme. This includes processes for ensuring accountability, probity, transparency and legal compliance and for ensuring value for money is achieved across investments. This high level UKSPF Investment Plan has been taken through this process, providing initial internal assurance and oversight.</p> <p>As we move into detailed project planning and delivery, a consistent approach to project businesses cases, assessment and monitoring will be developed.</p> <p>Individual projects will be fully developed over summer 2022. However, some have already involved co-designing by a number of stakeholders/partners working together. For example, as briefly described in the Community & Places priority, the approach adopted to design and deliver activities around the Lillington and Brunswick communities is encouraging a more empowered community is through a resident led service design by listening to residents' voices to ensure activities match the need. This includes collaboration of the Everyone Active team with SWFT CS (a Social Enterprise Company) and existing groups in Lillington such as North Leamington Primary Care Network, St Mary Magdalene's Church and Lillington Primary School. Insight from the North Leamington Primary Care Network will also be utilised to understand the changing needs of the local community.</p>		
Summarise the governance structures you have in place, including how any advisory panels or associated partnership groups are made up		

The main elements of the programme's Governance structure are:

- The Programme Coordinator - This role is the main point of contact for the overall programme and is the interface between the governance and technical work.
- The Programme Coordinator will also be the main point of contact for DHLUC. The post will be funded from our UKSPF allocation. This role will also oversee inputs from technical areas including Programme Support (Financial, Procurement, External Consultants etc.) and be the main contact for the various project managers (and project partnerships involved in the delivery of projects).
- The Programme Sponsor (Deputy Chief Executive), Warwick District Council Cabinet, an independent Advisory Group consisting of local Members and Independent secondees from the sectors covered by this plan. A Programme Board will also be formed to oversee and support delivery.
- A UK SPF Local Assurance Framework. This sets out how Warwick District Council will effectively undertake its role in relation to good governance and allocation of these public funds it is responsible for. It identifies our roles (including the specific roles listed above) and the roles and relationships with others (grantees and partner organisations including Warwickshire County Council and the other four UKSPF lead authorities in Warwickshire) involved in the Warwick District Council UK SPF. It also outlines the process of ensuring value for money, prioritisation and appraisal of the programme of activities under UK SPF, monitoring and auditing requirements, compliance with legal requirements and this framework, and risk management.

Warwick District Council will also ensure that the terms of reference and all involved in the Governance and Management of the UK SPF programme conform with legal requirements with regard to equalities, social value, environment, procurement, Subsidy Control etc. and full and detail records are kept as required.

Awards of funding will be accompanied by a written grant offer agreement between Warwick District Council and the grantees. As a minimum, these agreements will include:

- Details of the project and outputs to be delivered in a specified timescale
- Arrangements for payment
- Arrangements in the event of non-delivery or mismanagement
- Monitoring requirements, including the metrics and frequency of reporting (and auditing)
- Recording requirements
- Publicity obligations and arrangements
- Various legal requirements with regard to equalities, social value, environment, procurement, Subsidy Control etc.

Confirm all MPs covering your lead local authority have been invited to join the local partnership group.

Yes

Are there MPs who are not supportive of your investment plan?

No

(If Yes) Who are the MPs that are not supportive and outline their reasons why.

N/a

PROJECT SELECTION

Are you intending to select projects in any way other than by competition for funding?

Yes

(If Yes) Describe your approach to selecting projects, and why you intend to do it this way.

Warwick District Council will work with Warwickshire County Council and the other four UKSPF lead authorities in Warwickshire to develop, design and commission some joint business and people and skills support programmes.

It is expected that programmes will be commissioned jointly where it makes sense for them to operate at county level (or potentially higher) whilst tackling the specific local challenges or opportunities identified in this plan. It is also expected that one local authority will lead on either Warwickshire-wide procurement or competitive calls for projects. Existing contracts will be used where available, when it is possible to extend them, and where there is a track record of successful delivery and willingness for targeted interventions to benefit the groups and communities identified as priorities by Warwick District Council. Warwick District Council will require evidence that subsidy control is adhered to.

Independent project business case assessor may be called to review the project documents and provide an appraisal on compliance to the UK SPF programme. This should allow impartiality between different project leads and lead authority.

DO YOU INTEND TO WORK WITH OTHER PLACES ON ANY OF THE INTERVENTIONS WHICH FALL UNDER THE COMMUNITIES AND PLACE INVESTMENT PRIORITY?

Which interventions do you intend to collaborate on? Select all that apply.

Intervention	Tick if applicable
<i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i>	
E5: Design and management of the built and landscaped environment to 'design out crime'.	✓

Describe any interventions not included in this list?

N/a

Who are the places you intend to collaborate with?

Over summer 2022 we will pursue joining up on interventions that are already developed between Warwick District Council and Stratford-on-Avon DC such as for example crime related interventions identified in the South Warwickshire Community Safety Partnership.

DO YOU INTEND TO WORK WITH OTHER PLACES ON ANY OF THE INTERVENTIONS WHICH FALL UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY?

Which interventions do you intend to collaborate on? Select all that apply.

Intervention	Tick if applicable
<i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i>	
E29: Supporting decarbonisation and improving the natural environment whilst growing the local economy. Taking a whole systems approach to invest in infrastructure to deliver effective decarbonisation across energy, buildings and transport and beyond, in line with our legally binding climate target. Maximising existing or emerging local strengths in low carbon technologies, goods and services to take advantage of the growing global opportunity.	✓
E31: Funding to support relevant feasibility studies.	✓

Describe any interventions not included in this list?

N/a

Who are the places you intend to collaborate with?

We intend to collaborate with all four other places in Warwickshire and Warwickshire County Council to commission a small number of joint business support programmes as described earlier – in particular in Year 1 for the Business Support Review (E31) across Warwickshire.

We will also explore potential collaboration with West Midlands Combined Authority (WMCA). We recognise that some support such as innovation support or international trade is typically delivered at a regional or national level, and we will explore potential collaboration with WMCA where common challenges or opportunities have been identified and there is an opportunity to collaborate on larger scale or specialist programmes which require a critical mass not possible in Warwick or Warwickshire alone.

For E29, over summer 2022 we will pursue joining up on interventions that are already developed between Warwick District Council and Stratford-on-Avon DC such as for example interventions identified in the South Warwickshire Climate Change Action Programme.

DO YOU INTEND TO WORK WITH OTHER PLACES ON ANY OF THE INTERVENTIONS WHICH FALL UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY?

Which interventions do you intend to collaborate on? Select all that apply.

Intervention	Tick if applicable
<i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i>	
E40 Retraining support for those in high carbon sectors	✓
Possibly others as described earlier and below	✓
E33: Employment support for economically inactive people: Intensive and wrap-around one-to-one support to move people closer towards mainstream provision and employment, supplemented by additional and/or specialist life and basic skills (digital, English, maths* and ESOL) support where there are local provision gaps.	✓
E34: Courses including basic skills (digital, English, maths (via Multiply) and ESOL), and life skills and career skills** provision for people who are unable to access training through the adult education budget or wrap around support detailed above. Supplemented by financial support for learners to enrol onto courses and complete qualifications.	✓
E35: Activities such as enrichment and volunteering to improve opportunities and promote wellbeing.	
E36: Intervention to increase levels of digital inclusion, with a focus on essential digital skills, communicating the benefits of getting (safely) online, and in-community support to provide users with the confidence and trust to stay online.	
E37: Tailored support for the employed to access courses.	
E38: Support for local areas to fund local skills needs. This includes technical and vocational qualifications and courses up to level 2 and training for vocational licences relevant to local area needs and high-value qualifications where there is a need for additional skills capacity that is not being met through other provision.	
E39: Green skills courses targeted around ensuring we have the skilled workforce to achieve the government's net zero and wider environmental ambitions.	
E41: Funding to support local digital skills.	

PUBLIC SECTOR EQUALITY DUTY

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

We have considered the public sector duty in the design of our investment plan, particularly with regards to stakeholder engagement and in the selection of our interventions and outcomes.

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

Our investment plan outlines our approach to UKSPF. As we refine and finalise a detailed investment plan, we will consider the public sector equality duty for each of the projects in line with the Equality Act 2010. In developing projects, we will set out information on equalities impact, identification of affected groups based on protected characteristics, and what, if any, measures have been identified in response to these impacts. This will enable us to ensure equality considerations shape the design of projects and appropriate mitigations are put in place. As we move into delivery, through our monitoring and evaluation processes we will seek supporting qualitative and quantitative data against these impacts. in order to review how these are being delivered and managed.

RISKS

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

Yes

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

We have in-house staff who will be able to ensure the delivery of the Plan can begin on time. We will be recruiting a Programme Co-ordinator as soon as possible. However, as detailed in the Plan, recruitment is a challenging area. Therefore, there is a risk that this essential resource may not be immediately available.

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

No

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

N/a

Capacity and capability (Authority)

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?

We already have two in-house teams to help deliver the investment plan. We have a Projects and Economic Development Team consisting of 6 FTE and a Community Well-being team consisting of 3 FTE. Whilst both of these teams currently have respective work programmes, we will ensure that resources are appropriately deployed to ensure that the outputs from the investment plan can be delivered.

Describe what role these people will have, including any seniority and experience.

The specific roles depend upon the nature of the projects. However, the proposed teams to be involved in the management and delivery of the programme consist of experienced officers with a track record of project delivery and so we have no concern with regard to the necessary competence and skills..

- 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		
How would you describe your team's current capability to manage funding for procurement?		
Strong capability		
How would you describe your team's current capability to manage funding for procurement?		
Strong capability		
How would you describe your team's current capacity to manage funding for procurement?		
Strong capacity		
How would you describe your team's current capability to manage funding for subsidies?		
Strong capability		
How would you describe your team's current capacity to manage funding for subsidies?		
Strong 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		
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.		
<p>The interventions will be delivered by established teams with Warwick District Council and there will be a dedicated point of contact. Examples of similar programme we have run successfully include:</p> <ul style="list-style-type: none"> • Commissioning of Voluntary and Community Sector contracts for the provision of a variety of services focussed on building social capital; addressing areas of inequality; and engendering pride in place and community spirit; • Commissioning and project managing the construction of community centres throughout the District. 		
Describe what further support would help address these challenges.		
<p>We strongly believe that a combination of our current in-house resource, staff to be recruited and working with our partners will enable us to deliver the interventions.</p>		
How would you describe your team's current capacity to manage funding for Communities and Place interventions?		
Strong capacity		
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.		
<p>We strongly believe that a combination of our current in-house resource, staff to be recruited and working with our partners will enable us to deliver the interventions.</p>		

As mentioned earlier, We already have two in-house teams to help deliver the investment plan. We have a Projects and Economic Development Team consisting of 6 FTE and a Community Well-being team consisting of 3 FTE. Whilst both of these teams currently have respective work programmes, we will ensure that resources are appropriately deployed to ensure that the outputs from the investment plan can be delivered.

Describe what further support would help address these challenges.

In addition to the resources listed above, we will be recruiting a Programme Co-ordinator as soon as possible.

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

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.

We do not anticipate challenges. The interventions will be delivered through the established networks that the Council already has in place. There is an Enterprise Team, a Business Support Team and a Strategic Economic Development Officer in post at Warwick District Council working closely with Warwickshire County Council and other delivery partners (for example, Coventry and Warwickshire Chamber of Commerce, the Growth Hub, the FSB and the Local Enterprise Partnership. All these organisations have an existing team of project managers and project support officers.

There will be a dedicated point of contact for the Fund at Warwick District Council which is a new post of Programme Co-ordinator for UK Shared Prosperity Fund. This post will act as the Council's lead contact for the Business Support (and the People and Skills) components of the UKSPF allocation and will also be responsible for ensuring the stated interventions, outcomes and outputs are achieved through regular liaison and monitoring with the above delivery partners.

Describe what further support would help address these challenges.

N/a

How would you describe your team's current capacity to manage funding for Supporting Local Business interventions?

Strong capacity

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.

As described above, there will be a dedicated officer for this element of the UKSPF working in partnership with the above established organisations. The dedicated post together with the partner organisations will be created to deliver the interventions for Local Businesses and also the People and Skills interventions.

As such we do not envisage capacity to deliver as a challenge.

Describe what further support would help address these challenges.

N/a

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

How would you describe your team's current capability to manage funding for People and Skills interventions?		
Strong 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.		
<p>These interventions will be delivered in collaboration with partner organisations (Warwickshire County Council and the other four UKSPF lead authorities in Warwickshire). This partnership arrangement will provide the required capacity to deliver the People and Skills interventions. This will include the dedicated UKSPF resource at Warwick District Council – a new post.</p> <p>We do not therefore envisage any capacity challenges.</p>		
Describe what further support would help address these challenges.		
N/a		
How would you describe your team's current capacity to manage funding for People and Skills interventions?		
Strong capacity		
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>These interventions will be delivered in collaboration with partner organisations as described earlier. This partnership arrangement will provide the required capacity to deliver the People and Skills interventions. This will include the dedicate UKSPF resource at Warwick District Council – a new post.</p> <p>We do not therefore envisage any capacity challenges.</p> <p>We do not therefore envisage any capacity challenges.</p>		
Describe what further support would help address these challenges.		
N/a		

SUPPORT TO DELIVERY UKSPF	
<p>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%?</p>	
	No
(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

- Leader of your lead authority

Do you have approval from your Chief Executive Officer for this investment plan?

☒ Yes

☐ No

Do you have approval from your Section 151 Officer for this investment plan?

☒ Yes

☐ No

Do you have approval from the leader of your lead authority for this investment plan?

☒ Yes

☐ No

If you do not have approval from any of these people, please explain why this is:

--

Additional documents

You will have received an email giving you access to a folder where you will need to upload supporting evidence to your investment plan. All applicants must complete and upload the following spreadsheet to the folder prior to submitting their investment plan:

- UKSPF Expenditure Profile spreadsheet

- UKSPF Indicative Deliverables spreadsheet

Your investment plan submission will be considered incomplete without the required documents.

Have you completed and uploaded the two spreadsheets to the SharePoint folder as requested?

☐ Yes

☐ No