

**UK Shared Prosperity Fund:  
Local engagement workshop -  
Sunderland West Area  
15 June 2022**

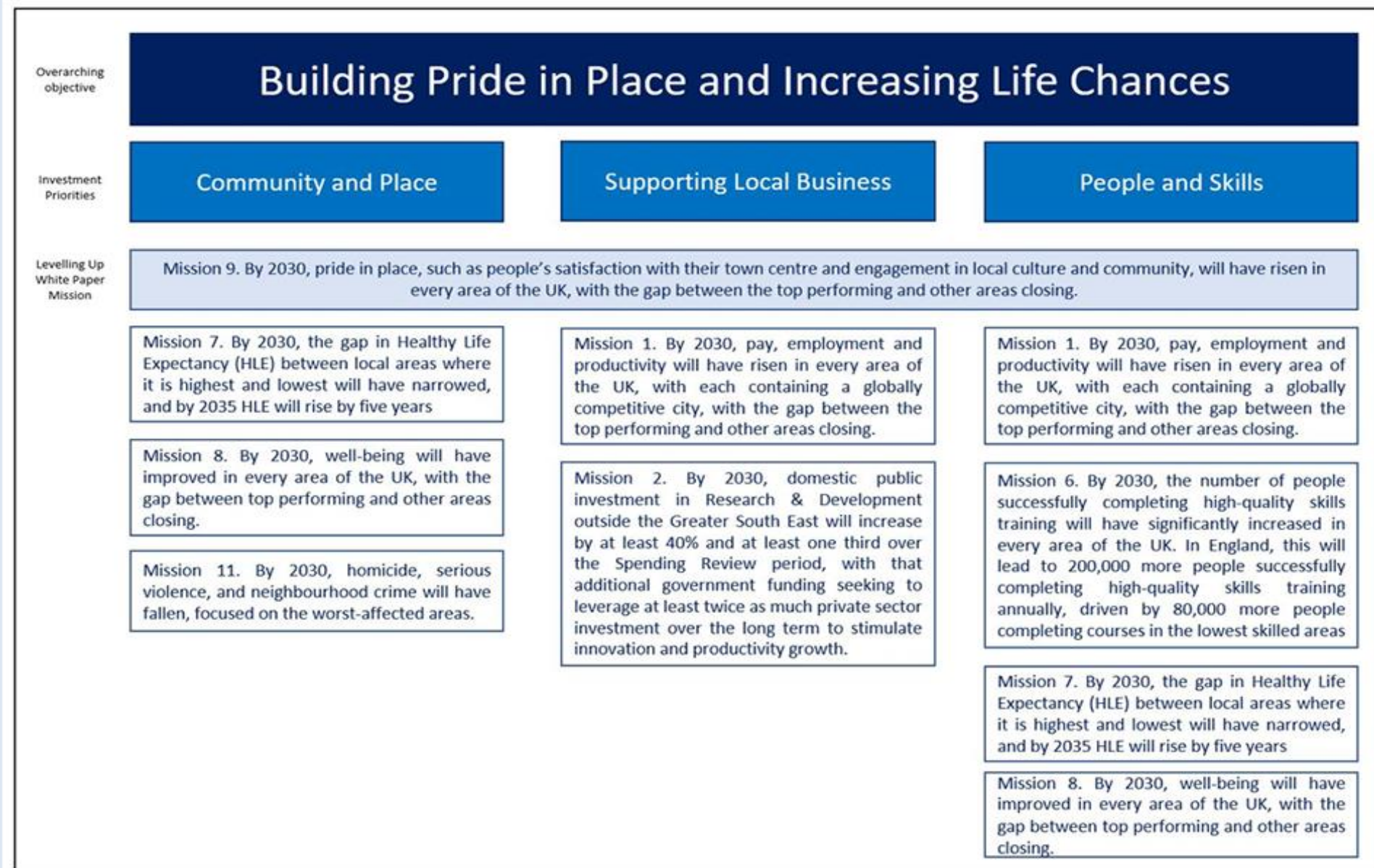
**LEVELLING  
— UP —**

*Sunderland City Council*

# Purpose of today's session

- Set out the context for UKSPF and Multiply
- Outline the delivery approach and timetable
- Review the evidence base, local/neighbourhood priorities, lessons learned and opportunities for collaboration
- Discuss the three investment priorities – Communities and Place, Supporting Local Business, and People and Skills - identifying the challenges, opportunities and priorities for Sunderland and its communities
- Explain the Expression of Interest process
- Workshop discussion

# Links to Levelling Up White Paper



# UKSPF Overview

## Vision

Building Pride in  
Place and Increasing  
Life Chances

## Type of Project

Revenue & (some)  
Capital

## Investment Priorities

Communities & Place  
Supporting Local  
Business  
People & Skills

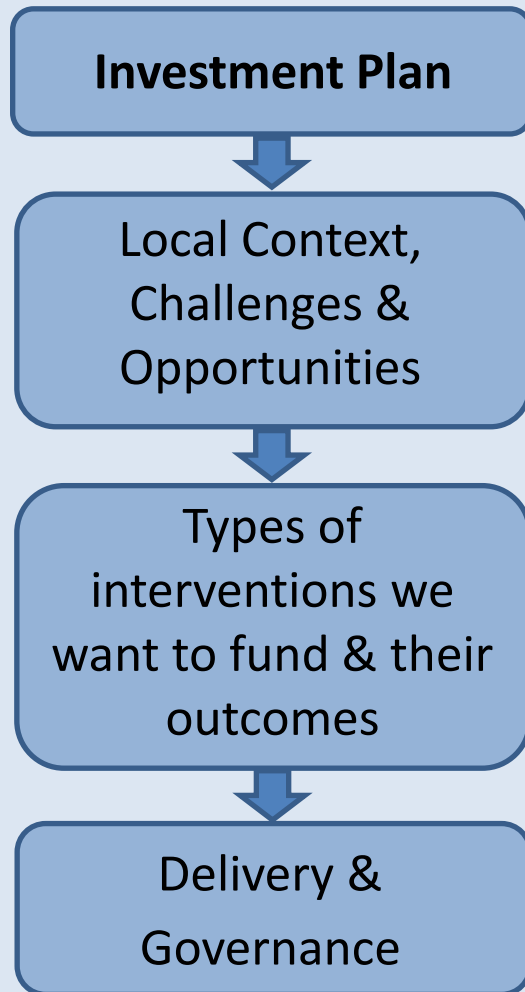
## Funding

- £2.6bn nationally, including £559m for Multiply
- 22/23: £440m, 23/24: £700m, 24/25: £1500m

## Government Objectives

- **Boost productivity, pay, jobs and living standards** by growing the private sector, especially in those places where they are lagging
- **Spread opportunities and improve public services**, especially in those places where they are weakest
- **Restore a sense of community, local pride and belonging**, especially in those places where they have been lost
- **Empower local leaders and communities**, especially in those places lacking local agency

# Implications for Sunderland



## Conditional allocation for Sunderland

- £16.58m - £14.94m for UKSPF and £1.64m for Multiply
- UKSPF Core - 22/23: £1.81m, 23/24: £3.63m, 24/25: £9.5m
- This includes programme management and administration resource (4% of the UKSPF Core allocation – c.£600,000)
- Multiply - 22/23: £0.5m, 23/24: £0.57m, 24/25: £0.57m

## Largely Revenue

- Opportunity for some capital funding potentially starting at 10% in 22/23 and rising to 20% by 24/25 in line with national profile

## Match Funding

- Not required but could boost Value for Money and impact of interventions

## Investment Plans

- As a Lead Authority, Sunderland City Council has been tasked with developing Investment Plans for both UKSPF and Multiply

# Delivery arrangements

**Lead Authority Responsibilities**

**Includes managing, assessing & appraising applications, processing payments and day-to-day monitoring**

**Business Processes**

**Option to use competition for grant, procurement, commissioning or deliver some activity in house**

**Role of Local Partnership Groups**

**To support delivery of the fund, including engagement and prioritisation of interventions**

**Assurance Arrangements**

**Robust programme management and project assurance processes**

**Eligibility**

**Start/end dates, ineligible costs, subsidy control, procurement, outcomes/outputs**

**Branding & Communication**

**Further guidance due in Summer 2022**

**Monitoring & Evaluation**

**Specific SPF indicators, national and local led evaluation – process & impact**

# Timeline

DATE	ACTIVITY
April – June 2022	Lead Authorities work with stakeholders to develop local investment plans
27 May – 21 June 2022	Sunderland Expression of Interest process to inform the investment plans for both UKSPF and Multiply
Summer 2022	Government publishes further guidance on monitoring benefits and evaluation, assurance, subsidy control, branding & publicity
30 June 2022	Multiply investment plan submitted + UKSPF investment plan window opens
1 August 2022	UKSPF investment plan window closes
September / October 2022	Anticipated date for first Multiply and UKSPF investment plans to be approved by Government
September / October 2022 onwards	Programme delivery
March 2025	Three-year funding period ends



# Engagement plans

Local engagement on UKSPF will take place through the following mechanisms covering each investment priority area:

- **Communities and Place** - engagement with the VCS through the Sunderland VCS Alliance, City Board and its sub-groups (Health and Wellbeing Board, Vibrancy Board, Community Wealth Building Partnership and Independent Advisory Groups)
- **Supporting Local Business** – engagement through targeted consultation with representatives of the business community and business support organisations
- **People and Skills** – engagement through targeted workshops with education and training providers, employment support organisations, DWP and local employers
- Local MPs will also be engaged to help identify priorities from their constituents.
- Discussions are also taking place across the North East region to identify opportunities to collaborate on joint priorities and projects.



# Role of the City Board in UKSPF

- Carry out the role of 'local partnership group' for UKSPF
- Provide local insight and expertise
- Identify local needs, challenges and opportunities
- Support the lead authority with advice on strategic fit and deliverability of priority interventions / projects
- Ensure engagement mechanisms are in place to enable collaboration with a diverse range of local, regional and national stakeholders
- Endorse the Investment Plans prior to submission in June / July 2022

# Communities and Place

Objectives	Activities
<p>Strengthening our social fabric and fostering a sense of local pride and belonging, through investment in activities that enhance physical, cultural and social ties and amenities, such as community infrastructure and local green space, and community-led projects.</p>	<p>Example interventions may include, but are not limited to, visual improvements to town centres and high streets, cultural/visitor economy interventions, litter, waste and graffiti reduction, projects to fight antisocial behaviour, and capital funding to improve neighbourhoods or community projects and initiatives</p>
<p>Building resilient, healthy and safe neighbourhoods, through investment in quality places that people want to live, work, play and learn in, through targeted improvements to the built and natural environment innovative approaches to crime prevention.</p>	
Link to Missions	
Improve 'pride in place' (9) Pay, employment and productivity (1) R&D investment (2)	

# Communities and Place – Interventions

**E1: Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs.**

E2: Funding for new, or improvements to existing, community and neighbourhood infrastructure projects including those that increase communities' resilience to natural hazards, such as flooding. This could cover capital spend and running costs.

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.

E8: Funding for the development and promotion of wider campaigns which encourage people to visit and explore 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.**

E12: Investment in community engagement schemes to support community involvement in decision making in local regeneration.

**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.

**E15: Investment and support for digital infrastructure for local community facilities.**

# Supporting Local Business

Objectives	Activities
<p>Creating jobs and boosting community cohesion, through investments that build on existing industries and institutions, and range from support for starting businesses to visible improvements to local retail, hospitality and leisure sector facilities.</p>	<p>Example interventions may include, but are not limited to, support to increase town centre footfall, outdoor markets, the development of cultural, visitor and heritage assets, targeted business growth and innovation support</p>
<p>Promoting networking and collaboration, through interventions that bring together businesses and partners within and across sectors to share knowledge, expertise and resources, and stimulate innovation and growth.</p>	
<p>Increasing private sector investment in growth-enhancing activities, through targeted support for small and medium-sized businesses to undertake new-to-firm innovation, adopt productivity-enhancing, energy efficient and low carbon technologies and techniques, and start or grow their exports.</p>	
Link to Missions	
Improve 'pride in place' (9) Pay, employment and productivity (1) R&D investment (2)	

# Supporting Local Business – Interventions (1)

E16: Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses.

E17: Funding for the development and promotion (both trade and consumer) of the visitor economy, such as local attractions, trails, tours and tourism products more generally.

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: Funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators' for local enterprise (including social enterprise) which can support entrepreneurs and start-ups through the early stages of development and growth by offering a combination of services including account management, advice, resources, training, coaching, mentorship and access to workspace.

# Supporting Local Business – Interventions (2)

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

**E26: Support for growing the local social economy, including community businesses, cooperatives and social enterprises.**

**E27: Funding to develop angel investor networks nationwide.**

**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.**

**E32: Investment in resilience infrastructure and nature based solutions that protect local businesses and community areas from natural hazards including flooding and coastal erosion.**

# People and Skills

Objectives	Activities
<p>Supporting people to engage with local services which support them on their journey towards employment, identifying and addressing any potential barriers these individuals may face in gaining employment or moving closer to the labour market, supporting people to gain the basic skills they need to develop their potential for sustainable work, testing what works in helping people move towards work</p>	<p>Boosting core skills and support adults to progress in work, by targeting adults with no or low level qualifications and skills in maths, and upskill the working population, yielding personal and societal economic impact, and by encouraging innovative approaches to reducing adult learning barriers (In England, this is delivered through the Department for Education’s <b>Multiply</b> programme).</p>
	<p>Reducing levels of economic inactivity through investment in bespoke intensive life and employment support tailored to local need. Investment should facilitate the join-up of mainstream provision and local services within an area for participants, through the use of one-to-one keyworker support, improving employment outcomes for specific cohorts who face labour market barriers.</p>
	<p>Supporting people furthest from the labour market to overcome barriers to work by providing cohesive, locally tailored support including access to basic skills.</p>
	<p>Supporting local areas to fund gaps in local skills provision to support people to progress in work, and supplement local adult skills provision e.g. by providing additional volumes; delivering provision through wider range of routes or enabling more intensive/innovative provision, both qualification based and non-qualification based. This should be supplementary to provision available through national employment and skills programmes.</p>

## Link to Missions

Improve ‘pride in place’ (9) Pay, employment & productivity (1) Increase training (6) Narrow gap in healthy life expectancy (7) Improve wellbeing (8)



# People & Skills– Interventions (1)

**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.**

**This provision can include project promoting the importance of work to help people to live healthier and more independent lives, alongside building future financial resilience and wellbeing. Beyond that, this intervention will also contribute to building community cohesion and facilitate greater shared civil pride, leading to better integration for those benefitting from ESOL support.**

**Expected cohorts include, but are not limited to people aged over 50, people with a disability and health condition, women, people from an ethnic minority, young people not in education, employment or training and people with multiple complex needs (homeless, care leavers, ex/offenders, people with substance abuse problems and victims of domestic violence).**

**\*via Multiply.**

**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.**

Beyond that, this intervention will also contribute to building community cohesion and facilitate greater shared civil pride, leading to better integration for those benefitting from ESOL support.

\*\*where not being met through Department for Work and Pensions provision.

**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.**

# People & Skills – Interventions (2)

E37: Tailored support to help people in employment, who are not supported by mainstream provision to address barriers to accessing education and training 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 cannot be met through mainstream funding

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.**

# Multiply

All local areas in the United Kingdom will receive funding to deliver bespoke adult numeracy programmes in their area from April 2022

Adults who don't already have a GCSE grade C/4 or higher in Maths will be able to access free courses that fit around their lives – whether that be in person or online, at work or in the evening, part time or intensive – with additional support to meet their needs.

Employers who could benefit from boosting their workforce's skills will be able to work with their Local Authority and training providers to deliver Maths GCSEs or work-ready Functional Skills Qualifications and design and deliver bespoke programmes for their workforce – at no cost to them

# Multiply

Vision	Objectives
<p>To increase the levels of functional numeracy in the adult population</p>	<p>More adults achieving maths qualifications courses up to and including Level 2 Functional Skills and increase participation in numeracy courses.</p>
	<p>Improved labour market outcomes e.g. fewer numeracy skills gaps reported by employers, and an increase in the proportion of adults that progress into sustained employment and/or education</p>
	<p>Increased adult numeracy across the population – this impact reaches beyond achieving certificates or qualifications. It will track both the perceived and actual difference taking part in the programme makes in supporting learners to improve their understanding and use of maths in their daily lives, at home and at work – and to feel more confident when doing so.</p>

## Link to Missions

Improve 'pride in place' (9) Pay, employment & productivity (1) Increase training (6) Narrow gap in healthy life expectancy (7) Improve wellbeing (8)

# Developing the investment plan for Sunderland

Our UKSPF investment plan will:

- Build on our existing priorities, as set out in the City Plan
- Seek opportunities to pilot new projects, identify priority interventions and accelerate new investment
- Align to Sunderland's Levelling Up ambitions

Our UKSPF consultation process will include consideration of:

- Existing local needs, priorities and how they align to UKSPF interventions
- The local evidence base and what has worked well across European and other programmes
- How we maximise outcomes and deliver value for money

# Reviewing the local evidence base

- Engagement with all key stakeholders across the city and regionally
- NE Intelligence Hub – drawing on regional analysis across the 3 investment priorities
- Local analysis of key socio-economic and demographic indicators
- Identification of key challenges and opportunities that UKSPF can help us address and deliver
- Programme / project evaluations and lessons learned / what works well
- Strong rationale and logic model for meeting local need and demand

# West Neighbourhood Investment Plan – Priorities

- Invest in the voluntary and community sector
- Work with Private landlords across the West
- Improve the feel and look of neighbourhoods
- Enhance green spaces
- ‘Love where you love’ and In Bloom
- Invest in Highways, pavements and street lighting
- Support the Voluntary and Community sector
- Improve Health and Wellbeing and financial resilience
- Improve activities for young people
- Increase 5G access and support digital learning to improve employment opportunities and basic skills
- Create job clubs and education centres
- Invest in local shopping centres and support local business
- Event, Culture and heritage
- Supporting Low Carbon Sunderland







# Sunderland

Total Area  
**53 sq. miles**

Total Population  
**277,846**

Economic Activity  
**72.6% (NE 74.7%)**

NVQ Level 4  
Qualifications and Above  
**24.7% (NE 34.4%)**

Employee Jobs in  
Manufacturing  
**16.9% (NE 10.0%)**

Gross Weekly Pay  
**£483.80 (NE £548.80)**

Under 75 mortality rate from  
cardiovascular diseases  
considered preventable per  
100,000 population  
**37.8 (NE 33.6)**

Male Healthy Life  
Expectancy from Birth  
**56.1 yrs (NE 59.1 yrs)**

Female Healthy Life  
Expectancy from Birth  
**56.9 yrs (NE 59.7 yrs)**

# Place and Communities

- Housing is relatively affordable in the North East compared to England, despite a slight decrease in affordability since Covid-19
- The North East experiences proportionately more crime than England excluding London, although less violent crime
- Small area deprivation is more common in the North East than nationally, particularly health and employment related deprivation
- North East visits to workplaces are still about 16% below pre-Covid levels, visits to retail and recreation locations are still about 9% lower
- Participation in cultural activities in the North East is generally lower than nationally, but there is variation across the North East
- The North East LEP is connected by commuting flows across the region, especially flows into Newcastle upon Tyne. The Travel to Work areas in the region cross many local authority boundaries
- Commuting flows redistribute income across the North East, with more rural areas benefiting from jobs in urban centres. This is partially because highly skilled workers commute further across the North East LEP than workers with lower qualification levels
- The North East LEP has strong access to employment centres via public transport due to its primarily urban geography
- Broadband access varies across the LEP, with properties with full-fibre connectivity and low speed broadband in the same areas

# Supporting Local Business

- The North East LEP has a low number of businesses per head reflecting the small size of the private sector in the region
- Over 99% of private sector enterprises in the North East LEP are SMEs, a similar share to nationally. The North East has more sole proprietors
- The North East LEP area has consistently low business birth and death rates, limiting the potential for private sector growth. Scale-up rates for new and existing enterprises in the North East are relatively similar to most of the other Core Cities
- All local authorities in the North East LEP have a specialisation in at least one of the five areas of strategic importance
- North East goods exports increased by 5% in Q4 2021, but exports for 2021 overall were 12% below exports in 2019. Relative to 2014 North East export levels are lower than all comparator regions
- Relative to before Covid-19 levels of job adverts in the North East have increased more quickly than in England. North East businesses are finding it more difficult to fill vacancies due to low application numbers and a lack of qualified applicants
- The North East region has a low share of 'better jobs' and degree educated workers across all sectors. The North East LEP also has a high share of underutilised workers
- The North East LEP saw strong growth in more and better jobs until the onset of Covid-19
- Prior to Covid-19 employment in the North East LEP was projected to increase by 15,000 from 2017 to 2027, with the largest increases projected to be in Health and social work; professional services; support services and information technology
- The North East has a high proportion of innovation active businesses, but low levels of R&D spend and patents granted

# People and skills

- North East employers report a range of technical and soft skills gaps, with the largest gap compared to nationally being specialist skills or knowledge. North East employers report a need to upskill their existing workforce in light of these skill shortages
- The North East has a lower qualifications profile than England excluding London
- The number of further education and apprenticeships achievements has decreased in the last two years. 51,000 adult learners achieved an education or training course in the North East LEP area in 2018/19, while approximately 9,000 learners achieved an apprenticeship
- Approximately 40% of graduates from the four regional universities were still living in the North East after five years, a slightly higher proportion than were originally from the North East. North East students are more likely to attend an within region university than students across the whole of the UK
- The North East experiences poor health outcomes compared to nationally and there is considerable variation between areas in the LEP
- The North East LEP has a greater proportion of disabled residents than England excluding London
- Ethnic minorities account for 5.4% of the North East LEP's population and are disproportionately from other ethnic groups. Newcastle is the most ethnically diverse local authority in the North East LEP

# Call for Expressions of Interest

- Optional process – not a formal call for projects
- To inform development of Investment Plans by:
  - Providing intelligence on local challenges and need
  - Identification of the key local priorities and opportunities
  - Informing range of potential indicators – type & number
  - Indication of balance between local, city-wide and regional/cross-boundary delivery to address needs
- One expression of interest per project. A single project may include a package of interventions across more than 1 theme excluding Multiply which should be standalone

# The EOI Form

- 6 Sections plus Annex A
  - Applicant information (plus delivery partners)
  - Investment priorities – select those that apply
  - Project details (name, delivery area, indicative timescales, the what, who & how)
  - Project impact (benefits, strategic fit, target groups, other interventions)
  - Costs & funding (incl. split by theme)
  - Declaration – to inform investment plan process
  - Outputs and outcomes – indicative numbers for those indicators that apply

# Points to consider when preparing an EOI

- Familiarise yourself with the Prospectuses and Outputs and Outcomes Guidance
- What local evidence of need can you provide to support proposals
- Strategic fit – UKSPF/Multiply & City Plan objectives plus other local/regional priorities
- Partnership working, project scale, innovation & previous experience
- Delivery geography
- Match funding – adding value & impact
- Deadline: 5pm Tuesday 21<sup>st</sup> June



# Other considerations

- Once a formal call for projects and/or commissioning process is launched (expected late summer 2022), you will also need to consider:
  - That the usual list of ineligible expenditure headings will apply
  - Projects will need to comply with Subsidy Control rules
  - Projects will need to comply with Publicity & Branding requirements
- Project proposals must be deliverable between 1 April 2022 and 31 March 2025, except for People & Skills (2024-2025 unless VCSE exception rule applies)
- The call for Expressions of Interest is an information gathering exercise

# Workshop session: Key Questions for discussion

## EXERCISE 1 (20 mins)

1. What are the top 3 **local challenges** that we face which fall under the investment priorities for a) Communities & Place, b) Supporting Local Business and c) People & Skills (including Multiply)?

## EXERCISE 2 (20 mins)

2. What are the top 3 **local priorities** and **opportunities** that we would want to support through UKSPF and Multiply?

- Which priorities highlighted would have the **biggest impact** and deliver the **best local outcomes** for Sunderland?

# Key Questions for discussion

## EXERCISE 3 – OPTIONAL / IF TIME PERMITS (15 mins)

3. What could we do differently, what has worked in the past and what hasn't worked? Based on your experience, are there any other issues or comments that you think should be considered?
4. What are the best **methods** of delivering the interventions? (regional/local authority level/neighbourhood)
5. How should activities be **structured** over the UKSPF delivery period? (duration of existing delivery, capacity and capabilities)
6. Where are the opportunities to **collaborate**?

# Key documents and further information

- Further information, including the EOI call, is available on the UKSPF webpage of the Council's website: [UK Shared Prosperity Fund \(UKSPF\) in Sunderland - Sunderland City Council](#)
- For further information, project ideas and general enquiries please contact - [ukspf@sunderland.gov.uk](mailto:ukspf@sunderland.gov.uk)
- Further information on the UKSPF – including UKSPF Prospectus, Interventions, outputs and indicators guidance, Allocation methodology, and Privacy notice – is available on the [UK Shared Prosperity Fund: prospectus - GOV.UK \(www.gov.uk\)](#) webpage.
- Further information on the Multiply programme - including prospectus and technical guidance - is available on the [Multiply: funding available to improve adult numeracy skills - GOV.UK \(www.gov.uk\)](#) webpage.