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UKSPF  
Stakeholder  
Update



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**West Midlands  
Combined Authority**

# Welcome

Clare Hatton

Director of Employment and Skills

West Midlands Combined Authority

# Agenda



- UKSPF Activity Update
- Regional Business Support Update
- Local Authority Updates
  - Birmingham
  - Coventry
  - Dudley
  - Sandwell
  - Solihull
  - Walsall
  - Wolverhampton
- Questions



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Combined Authority**

# UKSPF Update

Clare Hatton

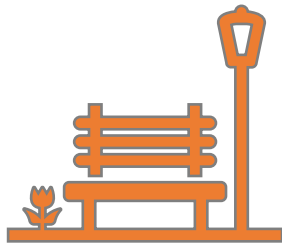
Director of Employment and Skills

West Midlands Combined Authority

# Background

The UK Shared Prosperity Fund is a central pillar of the UK Government's Levelling Up agenda. £2.6 billion funding for local investment with a primary goal to build pride in place and increase life chances across the UK.

3 key investment priorities:



Community and Place



Supporting Local Business



People and Skills

# Investment Priorities



## Communities and Place



- Strengthening social fabric
- Fostering a sense of local pride and belonging
- Building resilient and safe neighbourhoods

## Local Business Support



- Creating jobs and boosting community cohesion by supporting local businesses
- Promoting networking and collaboration and stimulating innovation and growth
- Targeted support to help business growth e.g. innovation, productivity, energy efficiency, low carbon and exporting

## People and Skills



- Boosting core skills and supporting adults to progress in work
- Supporting disadvantaged people to access the skills they need
- Funding local skills needs and supplementing adult skills provision
- Reducing level of economic inactivity and supporting those furthest away from the labour market.

# Investment Plan

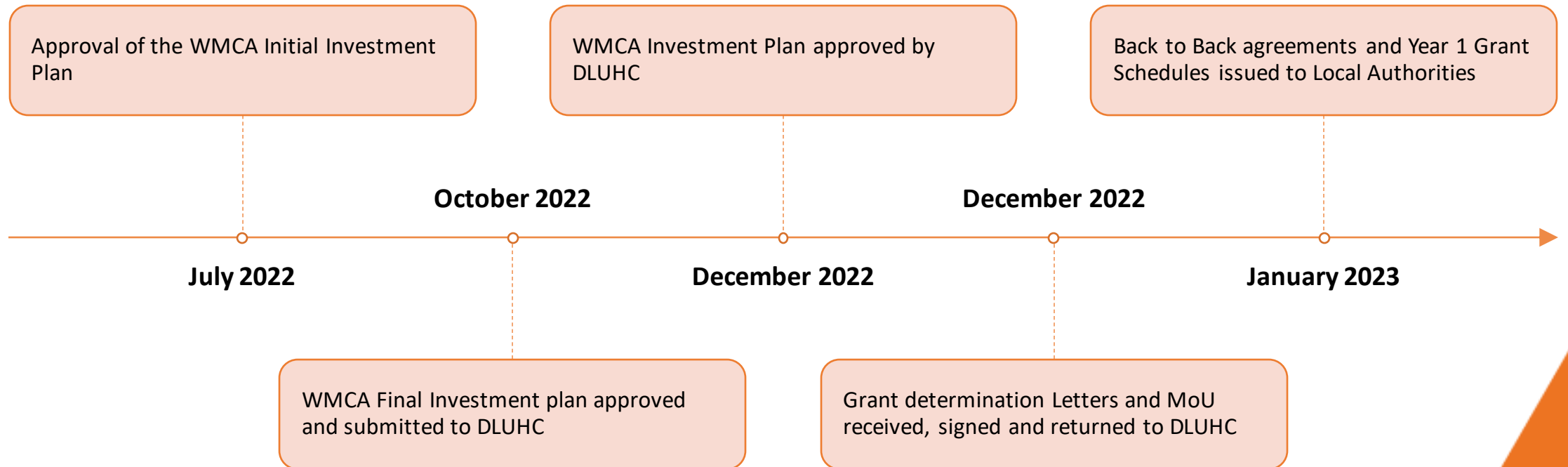
Regional Allocation	Year 1 2022-2023	Year 2 2023-2024	Year 3 2024-25	Total
	£10,729,170	£21,458,339	£56,220,848	£88,408,357

- 50% will focus on ‘Regional Business Support’ - to provide support to local businesses.
- 50% prioritised individually by local authorities, particularly in terms of directing local place and communities, and people and skills provision

## Local Allocation

	Year 1 (22/23)	Year 2 (23/24)	Year 3 (24/25)	Total
Birmingham	£2,118,950	£4,237,899	£1,620,971	£17,460,145
Coventry	£66,101	£1,320,203	£3,458,931	£5,439,235
Dudley	£545,674	£1,091,348	£2,859,332	£4,496,354
Sandwell	£571,877	£1,143,755	£2,996,637	£4,712,269
Solihull	£309,346	£618,691	£1,620,971	£2,549,008
Walsall	£487,827	£975,654	£2,556,214	£4,019,695
Wolverhampton	£456,226	£912,452	£2,390,625	£3,759,303

# Timeline





# Next steps

- Working with Local Authorities to prepare performance data for reporting to DLUHC pending further guidance from DLUHC
- Working with Local authorities to understand Year 2 Programme and Project Delivery in preparation for issuing of Year 2 Grant Schedules
  - Local Community and Place Activity
  - Regional Business Support
- Forecasting Year 3 Delivery

# Challenges

- Tight timescales
- Funding Quantum
- Year 3 – People and Skills





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# Regional Business Support

Paul Edwards

Head of Economic Development and Delivery

West Midlands Combined Authority

# Overall approach to business growth

WMCA has clear mandate to lead a partnership-driven economic growth agenda to maximise investment in the West Midlands – both public and private. This complements our work on physical transport, energy & digital infrastructure.




# What are we trying to achieve?


The business support system needs to address medium-term challenges across the West Midlands economy:




Productivity (GVA per hour worked) is 11% lower than the UK but this varies across the area. Growth rates\* below national average in Walsall, Dudley, Wolverhampton



Growing business base at a higher rate (11%)\* than national average (9%), except for Coventry, Dudley, Solihull. But high growth firms declining (-10%)\* compared to national rates (-8%)




Below national average 5-year business survival rate in Coventry, Sandwell, Walsall and Wolverhampton

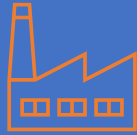


Declining proportion of innovation jobs\* (-5%) compared to a 11% national increase


\*5year change



Job density below national average everywhere except Solihull and overall has reduced by 1%, slightly below the national average



Manufacturing remains important to the economy with the highest GVA of all sectors, but total employees has fallen (-10%)



Information & communication and professional, scientific and technical sectors are the two fastest growth sectors in GVA terms with strong employment growth

# Business Growth – design principles – working in partnership

## a) Follow the recommendations of the (2021) business support review

- A high-quality, consistent core offer across the region
- Fully integrated business support ecosystem
- Premium products targeted at regional priorities
- Campaign to drive take-up

## b) Focused on the needs of West Midlands businesses and not provider-driven

- Provide access to advice and specialist services
- Target firms with potential to improve growth and productivity
- Integrate support with recruitment and skills

## c) Build on what works but not being beholden to it (e.g. new technology and delivery models)

## d) Focused on delivering real-world outcomes rather than ticking boxes

### Priorities underway:

- Detailed work with Growth Hubs, LAs and delivery partners to determine what works and develop future models
- Near future - broadening the offer to encompass private sector support, national programmes, universities and integration with clusters, innovation and FDI activity

# Business Support & UK Shared Prosperity Fund

- Central pillar of Levelling Up agenda with three key investment priorities:

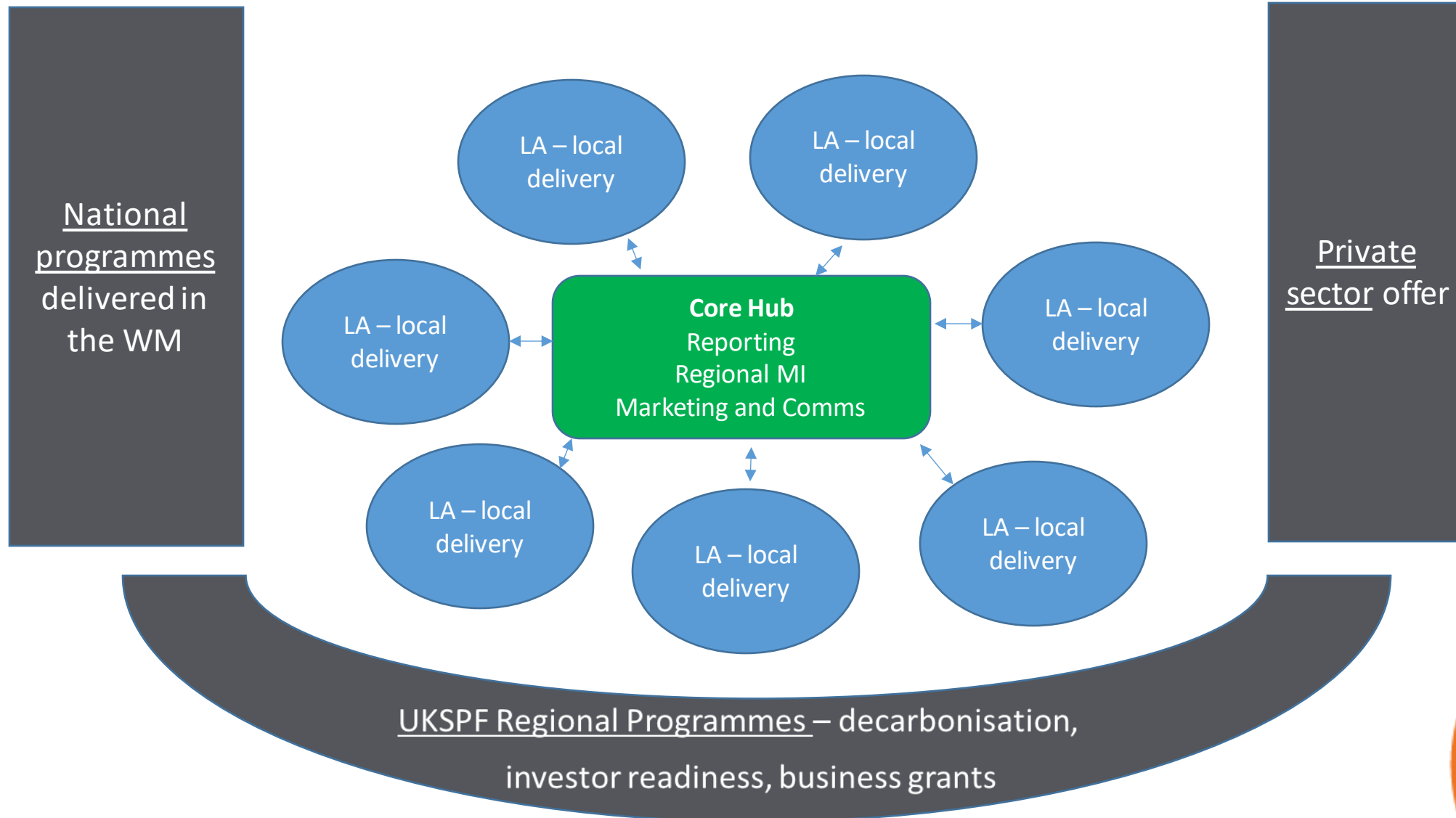
1. Community and Place

2. Supporting Local  
Business

3. People and Skills

- Approved by CA Board on 28 Oct. - £42.4m allocated to supporting businesses to Mar. 2025
- Focus is on delivering local “generic” support through hub-and-spoke model focused on local delivery **and** WM-wide added value programmes through (e.g.) decarbonisation, investment readiness, grants to businesses etc.
- Immediate focus to mobilise this new model, but with a clear eye on future opportunities to better embed / devolve national programmes, cluster work, private sector and university offer, FDI and trade activity.

# UKSPF Business Support – Hub & Spoke model schematic







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**Local  
Authority  
Activity**



# Birmingham City Council

Lloyd Broad

Head of European and International Affairs

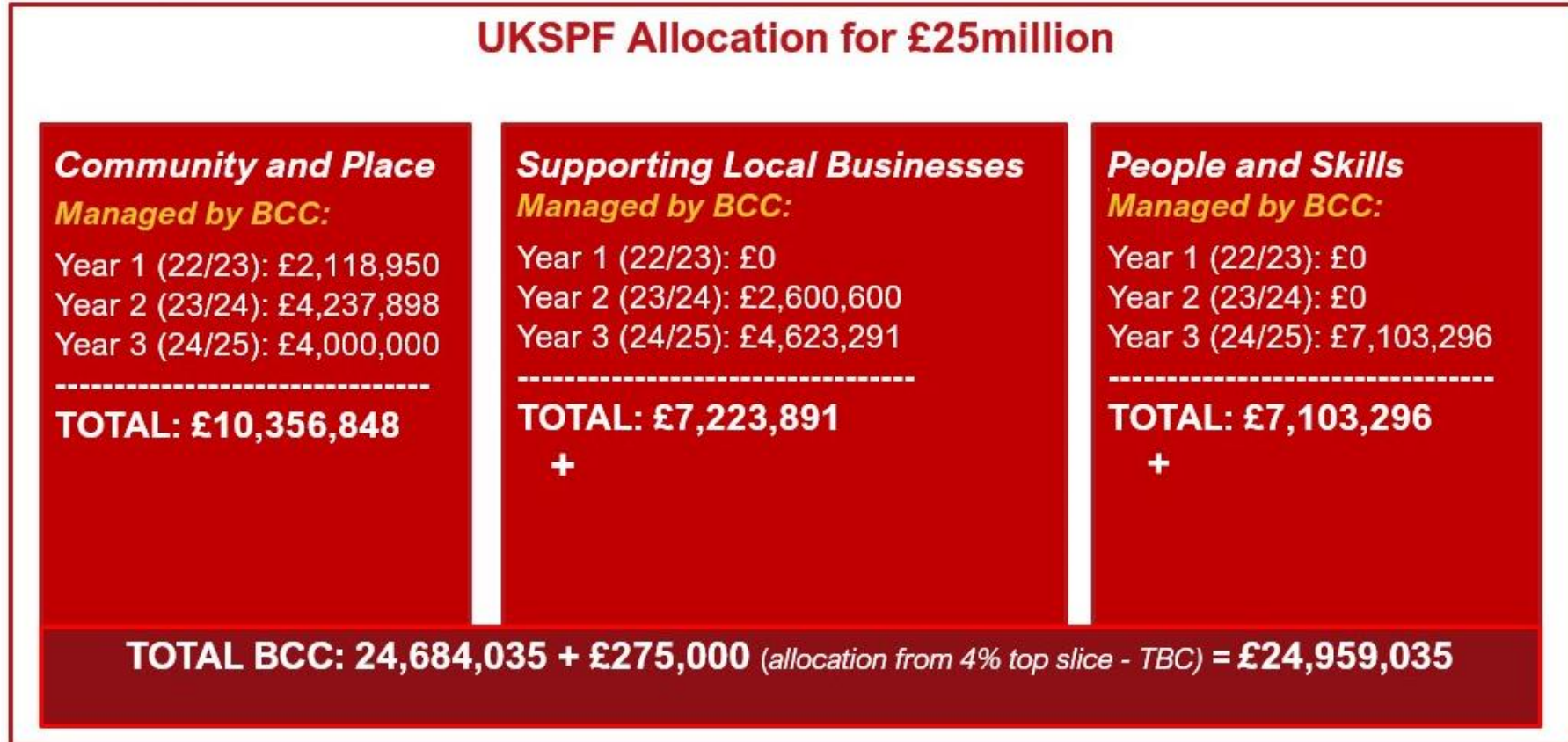
# UKSPF – Birmingham City Council

## Lloyd Broad

Head of European & International Affairs  
European & International Affairs  
Birmingham City Council



# UKSPF 2022-2025 - Funding Allocation Birmingham



# Devolved Funding Breakdown into Activity\*

## £25million

Programme: UKSPF	Reponsible Directorate	Ward	2021 - 2025 £	TOTAL £
<b>Community &amp; Place Pillar (Yr 1 - 3)</b>			<b>10,356,848</b>	<b>10,356,848</b>
Improvements to town centres & high streets	City Operations (Neighbourhoods)	Citywide but will be targeted in certain neighbourhoods, (North) Erdington/ Stockland Green, (South) Druids Heath and Northfield, (East) East Birmingham Regeneration Area, (West, Central) Ladywood/ Newtown/ Aston for example	2,909,000	<b>2,909,000</b>
Community & neighbourhood infrastructure projects			2,978,048	<b>2,978,048</b>
Local arts, cultural, heritage & creative activities			1,078,000	<b>1,078,000</b>
Capacity building & infrastructure support local groups			1,245,200	<b>1,245,200</b>
Community engagement schemes, local regeneration			1,821,600	<b>1,821,600</b>
Local sports facilities, tournaments, teams & leagues			325,000	<b>325,000</b>
<b>Local Business Support Pillar (Yr 2 - 3)</b>			<b>7,223,891</b>	<b>7,223,891</b>
Grants to SMEs to improve their business	Places, Prosperity, and Sustainability	City wide	3,612,000	<b>3,612,000</b>
Provision of Specialist Business Advisors			3,611,891	<b>3,611,891</b>
<b>People &amp; Skills Pillar (Yr 3 only)</b>			<b>7,103,296</b>	<b>7,103,296</b>
Employment support for economically inactive people	Adult Social Care & Children and Families (Employment and Skills)	City wide	4,730,000	<b>4,730,000</b>
Courses including basic, life & career skills			1,870,000	<b>1,870,000</b>
Enrichment & volunteering activities			503,296	<b>503,296</b>
<b>Admin 4% top slice (Yr 1 - 3 only)</b>			<b>275,000</b>	<b>275,000</b>
Admin	Places, Prosperity, and Sustainability	Internal use only	275,000	<b>275,000</b>
		<b>TOTAL</b>	<b>24,959,035</b>	<b>24,959,035</b>

\*(all figures are indicative and may be subject to change)

# Community & Place Pillar

## £10.3million

### Targeted Assistance

- Builds upon work already being developed and supported in Birmingham through our approach and focus on “Working Together in Birmingham’s Neighbourhoods” Policy Statement – 2019 and Localism
- Place based with a focus on priority areas within the city – for example, Northfield and Druids Heath, East Birmingham Regeneration area, Newtown and Aston, and Erdington
- Recognising the value of neighbourhood organisations, many who act as community anchors in their neighbourhood
- Co-produced – Local community organisations and residents need to be able to develop their own ways of getting involved in their local area and the democracy of the city needs strong community participation as well as elected representation
- Focus on holistic place-based interventions using asset based community development (ABCD) ways of working and that are bottom up, coproduced and community powered in neighbourhoods – more likely to be bespoke and relevant solutions to local issues, a sense of ownership and belonging to interventions and sustainability
- Interventions with centre on Community and Neighbourhood Infrastructure projects, capacity building and infrastructure support and community engagement

### Citywide Assistance

- Looks for opportunities to fund shovel-ready projects that improve the public realm, leisure, sport and/or business mix within local centres across Birmingham
- Provide funding to develop new and enhance existing cultural and event programmes





# Supporting Local Business Pillar

£7.2million

- West Midlands Grants Programme
  - Grants given to SME's to improve their businesses using a similar model to our own successful Business Growth Programme 1 & 2
- Provision of Specialist Business Advisors
  - Lift & Shift Greater Birmingham & Solihull Growth Hub services into the UKSPF programme
- Continuity of service at least for the first year with a larger programme to be delivered in Year 3



# People & Skills Pillar

## £7.1million

### Children & Families £4.6million

#### Support for Vulnerable Young People -

- Aged 16 – 25 who are NEET (Not in employment Education or Training)
- Especially targeting Inactive young people (those who are not actively seeking work or available to work) with and;
- Unemployed young people (those actively seeking work/ supported by JCP) where they have complex barriers to progression.
- This will be delivered through BCC services and externally commissioned services to include:
  - Qualified careers advice and guidance and integrated mentoring /life coaching to meet individual needs, with local delivery focus
  - Community based outreach and engagement
  - Co-location of services at local hubs
  - Employer partnerships for pre-employment & recruitment

### Adult Social Care £2.5million

- **Commission support for Vulnerable Adults -** providing intensive support to inactive citizens who have complex and multifaceted needs such as learning disabilities/difficulties, mental health conditions and physical disabilities. The learning from the current ESF funded - PURE project will be taken into consideration when deciding on the best options to provide this intensive level of support.
- **This will also include support for citizens who are over the age of 50, economically inactive and have health conditions.**
- We intend to provide intensive wrap around support to bring them back into the traditional labour market. **Support around learning new skills and bridging any digital exclusion issues** would also be part of the offer of the support.



## Key Dates\*

- BCC Cabinet Approval – **March 2023**
- Community & Place Pillar (Community Anchor Organisation Consultation) – **April 2023**
- Community & Place Pillar (Art & Culture, Public Realm and, High Streets/Local Centre works) go live – **April 2023**
- Business Support Pillar Services go live – **April 2023**
- People & Skills commissioning – **Autumn 2023**
- People & Skills go live – **April 2024**

*\*(all dates are indicative and may be subject to change)*

# Further enquiries



Email: [UKSPF@birmingham.gov.uk](mailto:UKSPF@birmingham.gov.uk)



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[www.distinctlybirmingham.com](https://www.distinctlybirmingham.com)

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# Solihull Metropolitan Borough Council

Natalie Goulding

Employment and Skills Strategic Programme Manager

# UK Shared Prosperity Fund

## Solihull Priorities

Natalie Goulding

Employment and Skills Programme Manager

# Communities and Place – Year 1-3

- Investment in Family Hubs and Community Buildings
- Kingshurst village centre re-development
  - Groundworks
  - Community capacity building
- Cultural Hub
  - Entrepreneurship
  - Cultural events
- Digital Hub
- Town centre improvements
  - Marketing campaigns
  - Seasonal events
  - Local markets
- Wildlife Ways

# People and Skills — under development

- Supporting economically Inactive residents
- Enhanced digital access and training
- Supporting residents with additional needs

# Coventry City Council

Glen Smailes

Skills and Partnership Lead



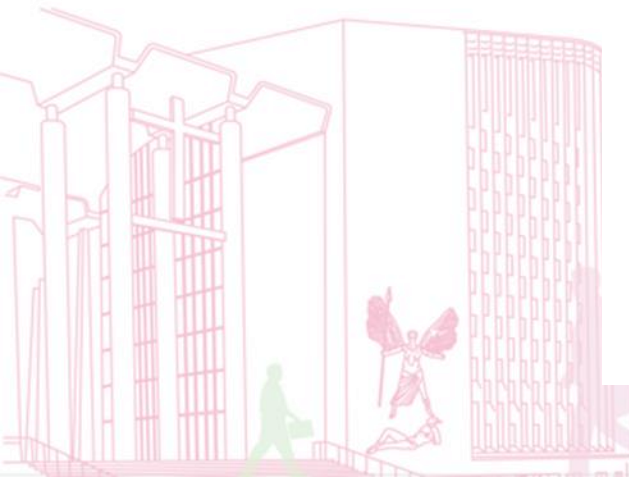
UK Shared Prosperity Fund (UKSPF)

Coventry City Council





# CCC Job Shop Delivery Model



# Broad Outputs and Outcomes (whole project)

## Community and Place April 2023- April 2025

- 335 people reached through events and community outreach
- 100 people supported into volunteering

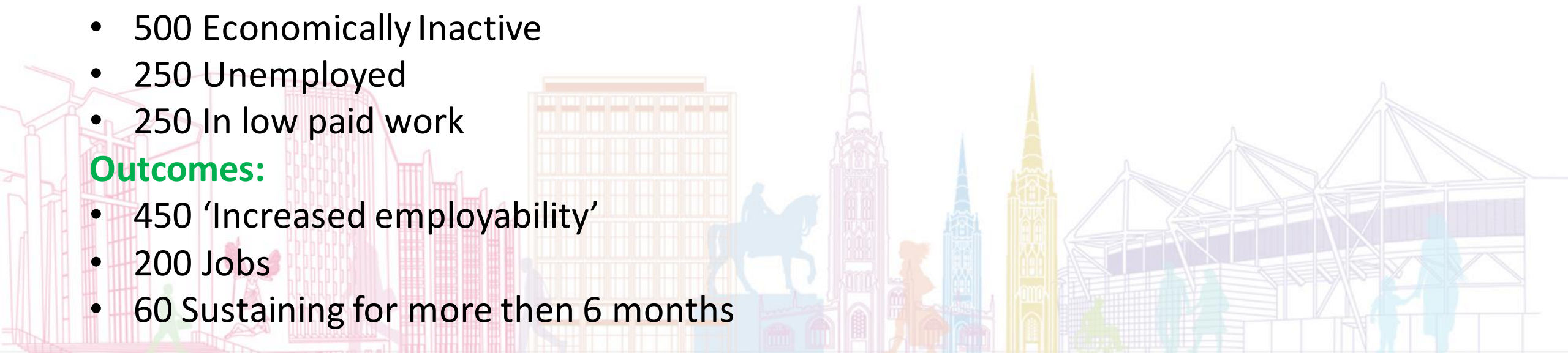
## People and Skills April 2024 – April 2025

### Outputs:

- 1000 Participants
- 15 Receiving 'supported employment' support (LD/ASD)
- 500 Economically Inactive
- 250 Unemployed
- 250 In low paid work

### Outcomes:

- 450 'Increased employability'
- 200 Jobs
- 60 Sustaining for more than 6 months



# Dudley Metropolitan Borough Council

Paul Mountford

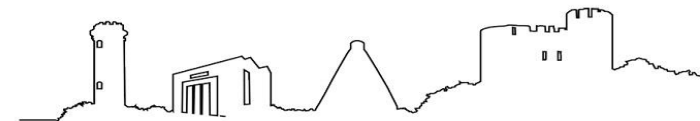
Head of Economic Growth and Skills

# UK Shared Prosperity Fund (UKSPF) Webinar 10.02.2023

Dudley Council Update  
Paul Mountford



**Working as One Council in**  
the historic capital of the Black Country



# Dudley Priority Interventions

## Communities & Place

### 1. Building pride in Place

- Town Centre Vibrancy
- Public realm / green space improvements

### 2. Visit

- Discover Dudley
- Culture & Heritage

### 3. Strengthening Social Fabric

- Community capacity building
- Feasibility funding

### 4. Building resilient & safe neighbourhoods

- Community engagement
- Increasing levels of digital inclusion
- Targeted interventions aligned to employment & skills
- In work employment support
- Support for voluntary and community sector organisations



**Working as One Council in**  
the historic capital of the Black Country



# Dudley Priority Interventions

## Local Business Support

- Pre and post Business start up support

## People & Skills

- Dudley Impact Programme



**Working as One Council in**  
the historic capital of the Black Country



# Sandwell Metropolitan Borough Council

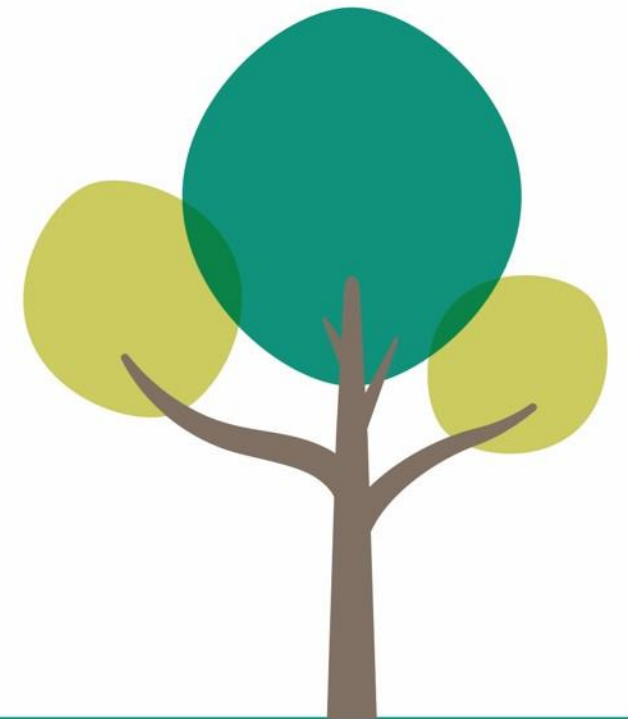
Gareth Owens

Business Growth Team Leader



# Sandwell MBC UKSPF

Gareth Owens



# Communities and Place (VCS)

## Year 2

- Activity focussed on community engagement, volunteering, breaking down barriers to employment, reducing social isolation
- Proposals targeted at disadvantaged communities and or cohorts
- Provision which complements other activities in Sandwell such as cost of living provision, Adult Education budget, Community learning and Multiply
- Year 2 preparation for larger commissioning in year 3 for People and Skills
- Commissioning ringfenced to Voluntary Community sector organisations, expression of interest process
- VCS information session in partnership with SCVO 28<sup>th</sup> February
- Lead contact – [kelly\\_harris@sandwell.gov.uk](mailto:kelly_harris@sandwell.gov.uk)



# People and Skills

## Year 3

- Community based employment support provision
- Different strands targeted at local needs reflective of current needs of the labour market eg youth unemployment, over 50's, economically inactive
- Partnership approaches – multi agency
- Complementary to existing provision/funding streams
- Specifications developed towards end of 2023
- Range of routes to market – Intend/community grants
- Lead contact – [kelly\\_harris@sandwell.gov.uk](mailto:kelly_harris@sandwell.gov.uk)



# Communities and Place: Green Spaces

## Year 1 and Year 2

- New education and outreach facilities at Forge Mill Farm and Sandwell Valley Visitor Centre to support green space education and development.
- Green space infrastructure improvements to The Railer/Cracker.
- New Education and Outreach Officer and Gardens Charge Hand to support education placements and visits to green space projects.

## Year 3

- Green space infrastructure improvements to a key Green Corridor, The Railer (Princes End Walkway) in Tipton.
- Pilot education and outreach programme to support green space career pathways for grounds maintenance and urban forestry.



# Walsall Council

Kaye Davies

External Funding and Business Development Manager

# Walsall - UK Shared Prosperity Fund

*Kaye Davies, External Funding & Business Development Manager*  
*Amanda Spratt, Programme Manager*

## Resources and Transformation

February 2023



**Walsall** Council

**PROUD** OF OUR **PAST** OUR **PRESENT** AND FOR OUR **FUTURE**

# Walsall UKSPF

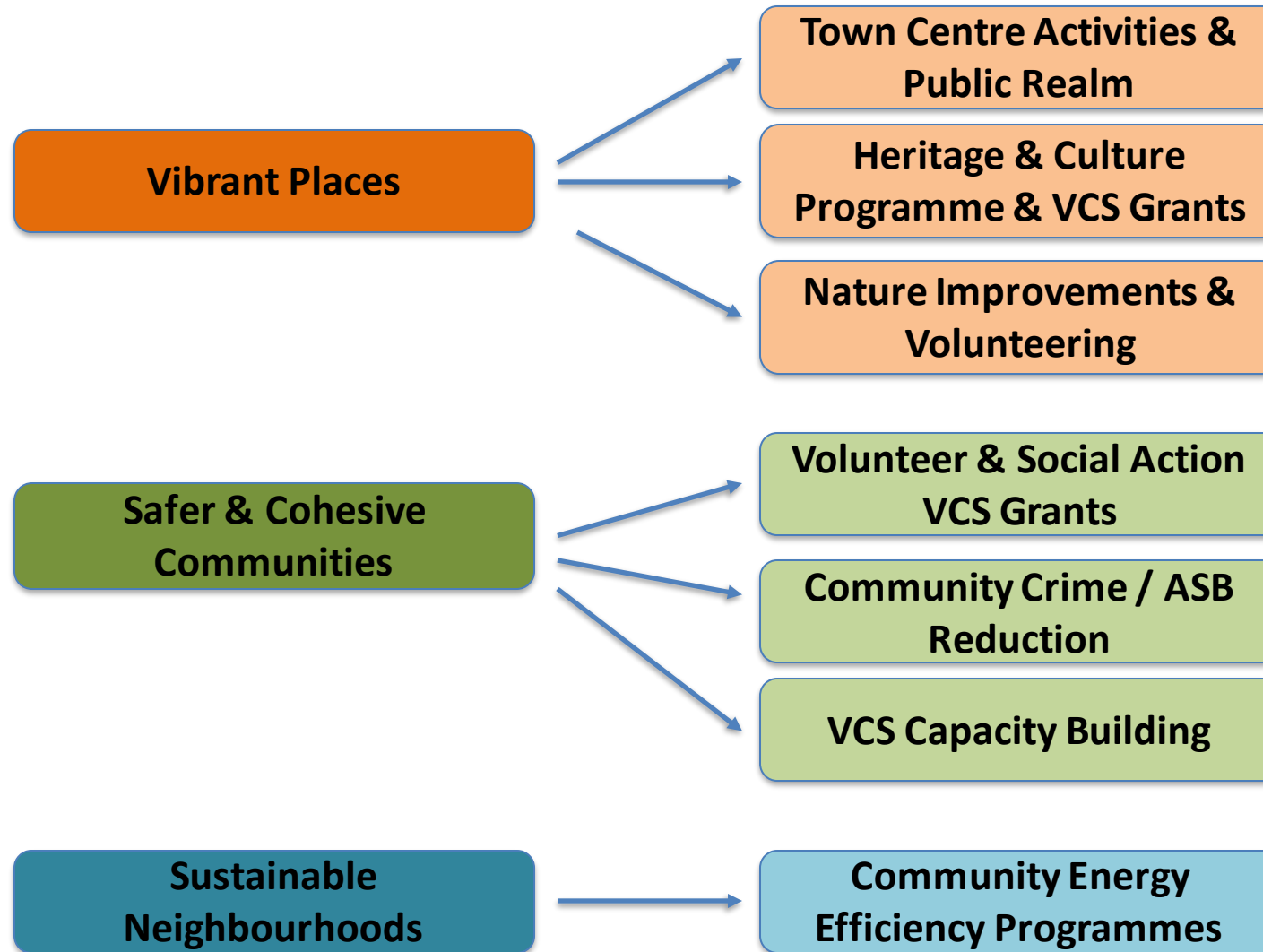
**Allocation:** For Walsall, £8,252,409m UKSPF funding and £1.78m Multiply to 24/25. Revenue with limited capital.

Communities and Place	£2,947, 776
Business inc regional	£4,232,714
People and Skills (24/25 only)	£1,071, 919

## Funding will:

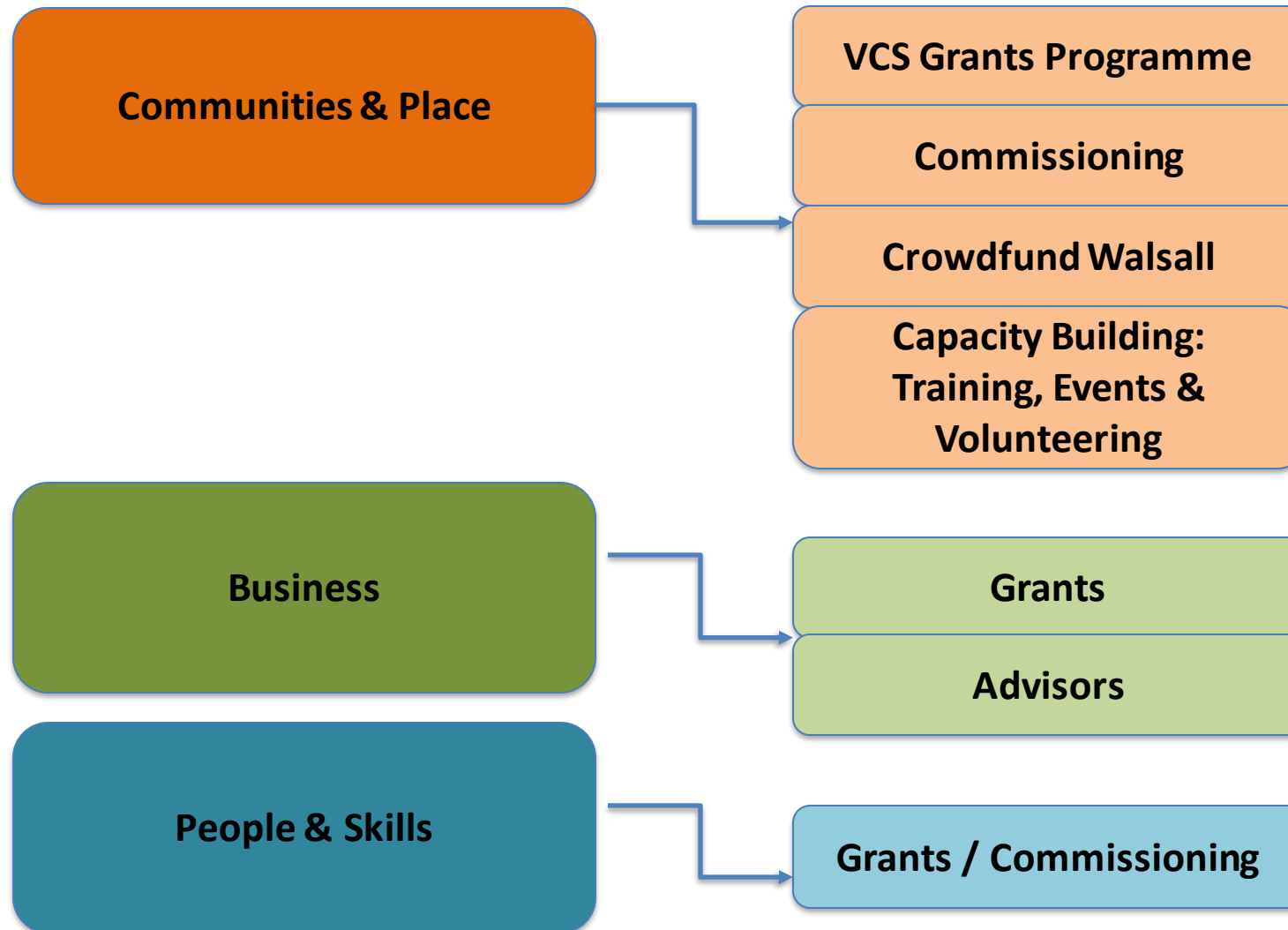
- Build on priorities set out in the Council Plan & other Council strategic documents inc Economic Plan, Heritage Strategy, Green Space, Climate.
- Build on what has worked well & seek opportunities to pilot new projects.
- Align to Levelling Up ambitions, Town's Fund Programmes, Walsall 2040 Vision.

# Communities and Place





# Accessing Walsall UKSPF



- **Programme:**
  - Funding for new, or improvements to existing, community and neighbourhood infrastructure projects.
  - Projects must contribute to improving places, spaces or residents quality of life.
  - Match funding grants of up to £5,000.
  - Workshops & support available.
- 
- **Benefits of crowdfunding:**
  - Residents & communities take part & benefit from decisions made about their local area.
  - Grassroots ideas can be realised.
  - Projects only receive funding if the community 'back it'.

# Wolverhampton City Council

Heather Clark

Head of External Funding and Digital Projects

# UK Shared Prosperity Fund

Communities and Place Interventions

10 February 2023

Presenter:

**Heather Clark**  
Head of External Funding

[wolverhampton.gov.uk](http://wolverhampton.gov.uk)

## Wolverhampton's Communities Interventions

- Interventions aligned with key local priorities including place-based activities that support financial resilience, digital inclusion and employment and skills activities that protect VCS capacity at risk from the end of ESF.
- In 2022/23, focus of activities on supporting cost of living crisis including community grant funding for Community Shops and Cost of Living Hub in the city centre and public WiFi in community settings.
- In 2023/24, proposing mix of community grants and commissioning through a DPS to fund VCS led activities that support key local priorities avoiding silo approach.
- VCS briefing planned 23 February.



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[wolverhampton.gov.uk](https://www.wolverhampton.gov.uk)



## Wolverhampton's Vibrant High Street Interventions

- **Improvements to town centres and high streets:** activities that improve physical spaces and create a sense of local pride including improved public realm, lighting, local legibility and identity installations.
- **Local arts, cultural, heritage and creative activities:** pipeline of activities developed in partnership with the BIDs that create vibrancy in high streets including events and arts activities resulting in increased footfall and visitor numbers. Our approach will be based on the principle of commissioning local artists/creatives to deliver to maximise local benefit to the sector.



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[wolverhampton.gov.uk](http://wolverhampton.gov.uk)



UKSPF Programme  
Team

[ukspf@wmca.org.uk](mailto:ukspf@wmca.org.uk)

[UK Shared Prosperity Fund](http://wmca.org.uk)  
[\(\[wmca.org.uk\]\(http://wmca.org.uk\)\)](http://wmca.org.uk)

A graphic on the right side of the slide featuring a white diamond shape with the text 'UKSPF' written inside it in a bold, black, sans-serif font. The diamond is set against a background of overlapping orange and light orange geometric shapes.

UKSPF