

# Initiation Form

Summary		Reference:	
		<b>COM003</b>	
<b>Activity Name:</b>	<i>Culture/Heritage-led Regeneration and skills</i>		
<b>Activity Description:</b>	<i>Investment in the creative economy, cultural institutions and development of heritage buildings and assets to regenerate our places and communities. This opportunity will drive pride in place and career opportunities, sustainability and social mobility and support the development, preservation and reimagining of our places and buildings and the cultural and creative economy.</i>		
<b>Investment Priority:</b>	<b>Communities and Place</b>	<b>Intervention:</b>	<i>E4: Enhanced support for existing cultural, historic and heritage institutions that make up the local cultural heritage offer.</i>  <i>E6: Support for local arts, cultural, heritage and creative activities.</i>
<b>Funding Available:</b>	<b>Up to £10.82m (Total)</b>	<b>Up to £7.22m (Capital)</b>	<b>Up to £3.6m (Revenue)</b>
<b>Type of funding opportunity:</b>	This invitation to bid will be open and ongoing during the period outlined below with specific review points. Project applications received before each review point will be considered at that point in time.		
<b>Open Date: Application</b>	<b>05/08/2022</b>	<b>Close Date:</b>	<b>04/08/2023</b>
<b>Review Point 1:</b>	<b>02/09/2022</b>	<b>Review Point 2:</b>	<b>02/12/2022</b>
<b>Review Point 3:</b>	<b>03/03/2023</b>	<b>Review Point 4:</b>	<b>04/08/2023</b>

## Context

**Description:** Description of the activity and what is expected to be achieved

Funding is available to support and enable investment in heritage buildings and cultural institutions and assets to deliver regeneration outcomes in places and communities across Cornwall and the Isles of Scilly. Investment will drive pride in place and support sector skills development, sustainable practises and resilient organisations and support the development, preservation and reimagining of our places and buildings and the cultural and creative economy.

**Heritage-led regeneration** - the conservation, use, and re-use of our heritage assets exemplifies the fundamental principles of the circular economy. Cornwall has a wealth of heritage assets that have survived through the centuries that, with continued imagination and investment can have their useful lifespans extended for many further hundreds of years. Heritage is also inherently sustainable and is an integral part of a low carbon economy; repurposing historic buildings reduces waste from demolition, reduces the consumption of new materials and reduces the overall carbon footprint. The small historic units found in towns and villages have the potential to be more adaptable to a post Covid style of working and living, more so than larger late 20th century units and provide an attractive and characterful focus for regeneration and a rejuvenation of communities.

Our rural, coastal, island and urban historic landscape and assets and the connection with the more intangible assets are what makes Cornwall and IoS culturally distinctive, a place with its own sense of identity, innovation and resilience. That connection can be harnessed to 'build back better' following the Covid-19 pandemic that followed the decades of decline in our high streets and pressures on affordable housing; we will use our understanding of the past, how Cornwall has evolved over the last decade and reinvigorate a sense of pride in place.

Cornwall and Isles of Scilly's rural and island areas also have a key role to play in heritage regeneration. Our distinctive landscape characterised by land use from traditional industries of farming and mining. Yet traditional methods and skills that are required for sympathetic heritage regeneration are declining. All have a role within our working historic landscape and in providing career opportunities within Cornwall, emphasising the importance of a vibrant and supported heritage sector which sits at the heart of rural and island distinctiveness.

**Cultural regeneration** – The creative economy and participatory cultural activity can help connect people to the places in which they live, promoting civic pride, social cohesion and a positive self-image for the community, and even nurturing the development of creative industries as well as improving the attractiveness of places for business investment and providing attractive and flourishing places for residents to live and work. Heritage and cultural asset development and regeneration must sit alongside meaningful and targeted skills and sector development, improved accessibility and aspiration, wider participation ambitions and tackling sustainable and holistic economic development and social mobility.

Activities proposed under this investment opportunity can include capital and revenue elements and should seek to address as many of the following social and economic impacts as possible:

- rejuvenate communities through sustainable heritage regeneration and use of heritage assets
- stimulate and support creative sector growth
- promoting CloS' hidden corners and underappreciated seasons
- develop the skills, knowledge and confidence of residents including young people
- attract inward investment
- enhance an area's image helping to attract and retain skilled people and business investment
- bring enjoyment for residents of all ages
- supporting enhanced resident health
- maximising and prioritising spend with local artists, businesses and supply chain
- enhance community cohesion and pride.

**Strategic Alignment:** Description of how proposals should meet strategic objectives, local need and the programme priorities. Expectations for coordination with other funding programmes.

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

**This opportunity contributes significantly to the achievement of Government’s Mission 8 for Levelling Up:**  
Well-being will have improved in every area.

**This opportunity contributes significantly to the achievement of Government’s Mission 9 for Levelling Up:**  
Pride in place - people’s satisfaction with their town centre will rise.

#### **Communities and Place Objectives:**

- 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.
- Building resilient, safe and healthy neighbourhoods, through investment in quality places that people want to live, work, play and learn in, through targeted improvements to the built environment and innovative approaches to crime prevention

#### **Interventions**

- E4: Enhanced support for existing cultural, historic and heritage institutions that make up the local cultural heritage offer. e.g., development, restoration or refurbishment of local natural, cultural and heritage assets and sites
- E6: Support for local arts, cultural, heritage and creative activities. e.g., Support for outreach/engagement/participatory programmes as part of wider local arts, cultural, heritage and creative activities

Our historic environment and creative economy provides homes, workspaces, community and leisure facilities and thriving places to live and work – resulting in greater sense of place, identity and distinctiveness. Cornwall’s distinctiveness is increasingly valued by the business community and it can be the key to town centre renewal. Heritage density is positively and strongly related to overall movement of businesses into an area, especially linked to the creative industries sector which represents a growth opportunity for Cornwall and Isles of Scilly.

The CloS Good Growth SPF Investment Plan and Cornwall Council’s economic and industrial strategies acknowledge the social and economic value of the cultural sector and its ability to deliver growth and drive regeneration. These impacts can range from growth in tourism creative and cultural sectors to advance enhancing individual skills, talent development, knowledge and confidence, strengthening community pride and improving place image.

Cultural institutions act as a hub and a driving force for regeneration often representing a focal point for cultural investment and activity, particularly in smaller towns and rural areas and this activity is encouraged. Investment in cultural programmes is also encouraged to deliver different types of social and economic impacts, targeted at areas where engagement with the arts has historically been low.

#### ***Please note:***

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

*All funding expended should contribute to the “Good Growth” requirements outlined in the CloS UK SPF Investment plan. Higher levels of funding distribution may be spent on projects, activity or initiatives that*

*deliver the greatest contribution to these objectives especially where they are located and/or target the areas and people of Cornwall and the IoS most in need of levelling up.*

### Route to Market: Open Invitation

Explanation of the chosen route to market:

In order to meet subsidy control requirements and identify the projects that will deliver best value for money an open invitation to bid is viewed as the most appropriate route to market.

This route to market will enable all relevant and interested organisations in Cornwall and the Isles of Scilly the opportunity to apply for funding to deliver their ambitions. Applications are welcomed from partnerships, individual organisations and include voluntary, community, public and private sector organisations. Project(s) must be delivered by a legally constituted organisation that can receive public funds.

### Specific Requirements: Please identify any specific requirements

Principles:

Investment proposals that deliver against the CloS SPF Good Growth principles will be prioritised especially those that can demonstrate sustainable and low carbon approaches to social and economic regeneration through cultural and heritage investment and which have skills development and tackling deprivation at their heart.

A geographical and spatial spread of funding will be considered as part of the overall impact from this call and submissions received, particularly to non-town areas where there has been limited impact from other funding sources such as Town Deal, Future High Streets and Town Vitality.

Investments that respond to a clearly identified and articulated need and deliver against a wide range of economic and social impacts through cultural regeneration and demonstrate aligned organisational sustainability, organisational and business development opportunities will be prioritised.

All investments are expected to consider skills and labour market development and providing opportunities to those furthest from the labour market and young people as a key element of their scheme or proposal. Investment proposals can work with young people of any age as long as need is identified and strategic outcomes are relevant to the project and overall impact. Wider identification of skills and training opportunities and alignment to wider skills and training programmes is also encouraged as well as development of traditional construction skills, apprenticeships, talent development and engagement of those who are economically inactive.

A specific focus on the Isles of Scilly is identified within this invitation to bid recognising the opportunity and need to provide year-round cultural space and catalyse regeneration and community engagement.

Cornwall Council encourages applicants to maximise the leverage of other funding. However, we recognise not all projects, or applicants will be able to secure additional funding for their activity. Applicants should note that value for money, alignment with other provision and efficient delivery will be a selection consideration. Therefore, we will take the overall funding package for each project, including any other sources of funding, into account in making project funding decisions.

### Budget & Spend Profile

<b>Funding Available:</b>	£ 10.82m	£ 7.22m	£ 3.6m
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	(Total)		(Capital)		(Revenue)			
Minimum Award:	£ 150,000		Maximum Award:		£ 7m			
	22/23		23/24		24/25		Total	
Intervention (E)	Capital (£m)	Revenue (£m)	Capital (£m)	Revenue (£m)	Capital (£m)	Revenue (£m)	Capital (£m)	Revenue (£m)
E4: Enhanced support for existing cultural, historic and heritage institutions that make up the local cultural heritage offer	0.75m	0.5m	2.0m	0.75m	3.0m	1.0m	5.75m	2.25m
E6: Support for local arts, cultural, heritage and creative activities	0m	0.9m	0.72m	0.2m	0.75m	0.25m	1.47m	1.35m
<b>Total</b>	0.75m	1.4m	2.72m	0.95m	3.75m	1.25m	7.22m	3.6m
<b>Total per year</b>	2.15m		3.67m		5.0m		10.82m	
<b>Intervention Rate:</b>	% 50-100 (Maximum)			<b>Target Leverage:</b>	£ 2.16m (Total)			
<b>Spend Start:</b>	01/04/2022			<b>Spend End:</b>	31/03/2025			

## Good Growth Principles

All SPF investments must be made in consideration of the Equality Act 2010. It is mandatory for all applications to assess impact of their project between people who share a protected characteristic and those who do not.

**In addition, the following specific good growth principles must be considered for this activity:**

Clean and Green	Business / Economy	Equality/Inclusive growth
C1 Reduction in CO2 emissions	BE1 Increase % of workforce earning real living wage	EQ1 Invest in projects that encourage a healthy lifestyle
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

C2 Circularity - reduction in use of virgin raw materials. Recycle reuse principles	<input checked="" type="checkbox"/>	BE2 Improve productivity of businesses in CloS	<input type="checkbox"/>	EQ2 Reduce gender pay gap	<input type="checkbox"/>
G1 Nature recovery	<input type="checkbox"/>	BE3 Contribute positively to CloS economy, environment and equality through purchasing/procurement	<input type="checkbox"/>	EQ3 Increased levels of functional numeracy and literacy in the adult population	<input type="checkbox"/>
G2 Attracting private sector green finance income to Cornwall	<input type="checkbox"/>			EQ4 Maximise opportunity for people with disability and ill health (including mental health)	<input checked="" type="checkbox"/>
Contribute to the Environmental Growth Strategy for Cornwall and Isles of Scilly	<input type="checkbox"/>			EQ5 Maximise work based opportunities for those with SEND particularly relating to spectrum disorders and dyslexia	<input type="checkbox"/>
				EQ6 support for the ageing population to remain economically active	<input type="checkbox"/>
				EQ7 Support young (under 30) entrepreneurs	<input type="checkbox"/>
				EQ8 Levelling-up of towns and neighbourhoods throughout CloS	<input checked="" type="checkbox"/>
				EQ9 Increased capacity and place-based leadership in communities	<input type="checkbox"/>
				EQ10 Advance equality of opportunity between people who share a protected characteristic and those who do not (Equality Act 2010)	<input type="checkbox"/>
				EQ11 Assist individuals with complex barriers to employment to access opportunities	<input checked="" type="checkbox"/>
				EQ 12 Have a positive impact on children and promote and uphold children's rights under <a href="#">UNCRC</a>	<input checked="" type="checkbox"/>

## Outputs/Outcomes

For this invitation to bid, we are looking for activity that delivers the following outputs and outcomes:

<b>E4 – Enhanced support for existing cultural, historic and heritage institutions that make up the local cultural heritage offer:</b>	<b>Output / Outcome</b>	<b>Total for the period 2022/23 – 2024/25</b>
Number of rehabilitated premises	Output	20
Number of organisations receiving grants	Output	80
Number of facilities supported/created	Output	75
Number of Tourism, Culture or heritage assets created or improved	Output	20
Number of events/participatory programmes	Output	100
Increased footfall (% increase)	Outcome	10
Increased visitor numbers (% increase)	Outcome	10
Improved perception of facilities/amenities (% increase)	Outcome	5
<b>E6 – Support for local arts, cultural, heritage and creative activities</b>	<b>Output / Outcome</b>	<b>Total for the period 2022/23 – 2024/25</b>
Number of organisations receiving grants	Output	36
Number of local events and activities supported	Output	48
Number of volunteering opportunities supported	Output	24
Increased footfall (% increase)	Outcome	7
Improved engagement numbers (% increase)	Outcome	5
Number of community-led arts, cultural, heritage and creative programmes as a result of support	Outcome	14

The outputs and outcomes stated here reflect our Investment Plan submission to Government. Applicants should note Cornwall Council reserves the right to adjust and refine these outputs and outcomes as delivery progresses during the duration of our SPF programme and further national guidance becomes available.

Appraisal Criteria			
Strategic Alignment	Good Growth	Deliverability	Value for Money
30 %	30 %	20 %	20 %
Explanation for criteria weighting			
As the invitation to bid spans across the full 3 year programme, slightly higher weightings for strategic alignment and good growth have been allocated. This will ensure that we secure project(s) that have high levels of strategic fit and contribute to Good Growth.			

For further information on the programme please refer to the [Good Growth website](#). Completed Applications and relevant documentation must be submitted via email to [goodgrowth@cornwall.gov.uk](mailto:goodgrowth@cornwall.gov.uk) before the deadline stated on this Form.

Support and guidance to assist applicants through the application process is available at [Good Growth website](#).

More information on Shared Prosperity Fund can be found on the UK Government website; <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

<b>Date Updated:</b>	<b>02/08/2022</b>	<b>Lead:</b>	<b>Good Growth Team</b>
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