

# Initiation Form

Summary		Reference:	GG001
Activity Name:	Final open opportunity for the Good Growth Programme		
Activity Description:	<p>The Good Growth Programme is looking to build a reserve list of projects that can be mobilised with very short notice and deliver at pace. Projects can deliver across any of the Good Growth programme priorities, and we are inviting projects to come forward that will enable CloS to capitalise on our economic opportunities, that will promote pride in place, that support local communities, that will support people and skills in CloS and that will support the rural economy and rural communities.</p>		
Investment Priority:	<p><b>Supporting Local Businesses</b></p> <p><b>Communities and Place</b></p> <p><b>People and Skills</b></p> <p><b>Rural</b></p>	<p><b>Intervention:</b></p>	<p>The following SPF interventions are permitted: E1-E4, E6-E9, E11-E15, E16-E32 and E33-41</p> <p>See description of these interventions <a href="#">here</a>.</p> <p>The following Rural Prosperity Fund interventions are permitted:</p> <p>1.1 Capital grants for small scale investments in micro and small enterprises in rural areas</p> <p>1.2 Capital grants for growing the local social economy and supporting innovation</p> <p>1.3 Capital grant funding for developing and promoting the visitor economy</p>

			<p><i>2.2 Capital grant funding for investment in capacity building and infrastructure support for local civil society and community groups</i></p> <p><i>2.3 Capital grant funding for creation and improvements to local rural green spaces</i></p> <p><i>2.4 Capital grant funding for existing cultural, historic and heritage institutions that make up the local cultural heritage offer</i></p> <p><i>2.6 Capital grant funding for active travel enhancement in the local area</i></p>
<b>Funding Available:</b>	<p><b>This open invitation is a reserve list opportunity. We are looking for project bids to come forward in order for us to build a reserve list of projects that at short notice can deliver SPF funded activity during the period until March 2025. Both capital and revenue funding is available. Ability to mobilise and spend the funding at speed will be critical for projects wishing to be added to the reserve list.</b></p>		
<b>Type of funding opportunity:</b>	Open invitation to bid		
<b>Open Date: Application</b>	11/12/2023	<b>Close Date:</b>	11/03/2024
<b>Review Point 1:</b>	22/01/2024	<b>Review Point 2:</b>	11/03/2024
<p>We strongly encourage project applicants who want to be considered for the reserve list to attempt to meet the review point 1 deadline (22 January 2024) in order to allow as much time as possible for delivery. All projects must factor in time for approval and contracting into their milestones.</p>			

## Context

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

The Good Growth Programme is looking to build a reserve list of projects that can be mobilised with very short notice and deliver at pace. Therefore, any project that wants to be considered for the reserve list must have the following in place;

- Match funding secured (evidence to be submitted with application)

- Financial accounts for the last two financial years from lead applicant (submitted with application)
- Lease agreement and landlord permissions for activity to take place and/or ownership of site as well as any street work licences where relevant (evidence to be submitted with application)
- Relevant internal organisational approvals needed to deliver the project
- For capital projects/builds all need to have in place statutory consents including but not limited to planning permission and consents (evidence of planning permission in the form of a planning application (PA) reference number which must be submitted with the Good Growth application form), environment agency permits/licences and any marine management organisation licence
- Projects that involve delivery partners must have draft partnership agreements/Memorandum of Understanding (MoUs) in place or support letters from intended delivery partners (submitted with application)
- Job descriptions of any staff that will be funded by SPF will need to be in place, as well as clear plans for recruitment (evidence to be submitted with application)
- Clear milestones for project activity will need to be in place for all projects, including ability to scale the project given the uncertainty around start date. All projects must factor in time for approval and contracting into their milestones and note the programme end date of March 2025.

The above listed bullet points are gateway criteria that all projects must have in place in order for their application to be considered for the reserve list. Applicants that do not have the above in place will not be considered. We reserve the right to ask projects to develop a business case (for capital projects) or a delivery plan (revenue projects) prior to contracting.

We are inviting projects looking for a minimum SPF grant of £200,000 to come forward with bids that can be fully delivered prior to March 2025. Projects that are already on the reserve list do not need to reapply. Projects that have previously been rejected should only apply if they have addressed feedback. Projects can deliver activities across the Good Growth programme priorities, including the Rural Prosperity Fund, and we are inviting projects to come forward that will:

- **Enable CloS to capitalise on our economic opportunities** - Projects that can contribute to supporting the green industrial revolution and Cornwall unique sectors opportunities. This will include Clean Energy Resources, Geo Resources, Data and Space, Visitor Economy and Agri-food. Support to organisations involved in research and development (R&D) will be welcomed. Projects must demonstrate how it addresses the issues presented in the CloS Good Growth Investment Plan in particular how the project will enhance business productivity, competitiveness and skill attainment in CloS.
- **Promote pride in place and that support local communities** – Projects that will contribute to supporting local communities to tackle deprivation, skill attainment, generate new or added economic activity beneficial to these local communities and deliver activities that will increase the sense of pride in place that local residents feel about the place they live are invited to come forward.
- **Support the rural economy and rural communities** – Projects that will support the diversification of the rural economy including diversification and commercialisation of non-agricultural activity, whilst delivering against our Good Growth principles which are underpinned by decarbonisation, environmental growth and nature recovery. Projects will have a positive impact on rural business and communities by strengthening community infrastructure and assets

We are expecting all projects to contribute to the [Good Growth principles](#) as outlined in the CloS Good Growth Investment Plan.

Projects can select outputs and outcomes from across the entire programme, and we expect all projects to demonstrate good value for money. We reserve the right to prioritise projects that deliver outputs and outcomes that will help us to strengthen areas of the programme that reflect programme need, geographical (currently North Cornwall) and strategy gaps at any given time.

**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 strategic fit and how the proposal links to local community, social and/or economic needs.

**This opportunity contributes significantly to the achievement of the following Government Missions for Levelling Up:**

- **Mission 1:** Improve productivity and pay, closing the gap between regions.
- **Mission 2:** Public investment in R&D will increase significantly.
- **Mission 6:** 200,000 more people per year completing high quality skills training.
- **Mission 7:** Narrow the gap in Healthy Life Expectancy between local areas where it is highest and lowest
- **Mission 8:** By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing
- **Mission 9:** By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between top performing and other areas closing.

The UK SPF has been launched by UK Government's as part of its wider commitment to level up all parts of the UK and on the key metrics identified in the Levelling Up White Paper Cornwall and the Isles of Scilly is one of the areas in the UK that is most in need of levelling-up. In its Levelling Up White Paper Government outlined that at national level the UK SPF will have a particular focus on the following objectives:

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

**This invitation to bid is aimed at building a reserve list of projects for the Good Growth Programme that can be mobilised with very short notice and deliver at pace. Projects can deliver across any or several of the Good Growth programme priorities:**

**1. The Communities and Place Investment priority has the following 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 access to

amenities, such as community infrastructure and local green space, and community-led projects.

- 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.

**Interventions E1-E4, E6-E9, E11-E15 are allowed under the Community and Place priority - See full description of these interventions [here](#):**

- 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.
- 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
- 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
- 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.

With sea on three sides, low population density, no large city and no agglomeration benefit from proximity to a large metropolitan area, Cornwall and the Isles of Scilly (CloS) has particular and unique productivity challenges and opportunities at 'place' level.

Distinctive local communities are the backbone of CloS. Over half a million residents live in small settlements stretched across our peninsula and islands and each has its own unique identity. Our outstanding natural environment is an unrivalled asset but with our population dispersed across 20 market towns, of which only six have a population greater than 20,000, as well as coastal, rural and islands communities, villages and hamlets of varying size, addressing our economic challenges requires a local approach that will differ in each community.

As a predominantly rural area, CloS has a wealth of invaluable assets that make it a very special place to live and work. However, some of these unique characteristics also present challenges for meeting changing needs and delivery of key infrastructure to support population and economic growth. Cornwall's beautiful but peripheral location and the remoteness of the Isles of Scilly pose particular challenges which are evident in terms of social deprivation, an absence of large employers, out of reach house prices and difficulties in travelling to learn and work, all of which impact on skills development and a resulting lack of progression opportunities. Our towns, high streets and villages,

once dominated by retail shops, local service provision and local employers, are changing fast in response to evolving shopping habits, new lifestyles and working patterns and the impact of the Covid-19 pandemic. The areas outside our towns and villages are also changing with an increase in residents of non-working age and a change in the structure of the local economy.

We are inviting projects to come forward that can address these challenges by supporting local communities and strengthening pride in place.

**2. The Supporting Local Business Investment priority has the following objectives:**

- Creating jobs and boosting community cohesion building on existing industries and institutions, from support for starting businesses to visible improvements to local retail, hospitality and leisure sector facilities.
- Bringing together businesses and partners within and across sectors to share knowledge, expertise and resources, and stimulate innovation and growth.
- Increasing private sector investment in growth - enhancing activities, through targeted support for small and medium –sized businesses to undertake new-to-firm innovation, adopt productivity- enhancing, energy efficient and low carbon technologies and techniques, and start or grow their exports.

**Interventions E16-32 are allowed under the Supporting Local Business Investment Priority- See full description of these interventions [here](#):**

- 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
- E19: Increasing investment in research and development at the local level.
- 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: Enterprise infrastructure & employment / innovation sites.
- 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)
- 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.
- 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.
- 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.

Low productivity and low wages are a key challenge for businesses in CloS. The productivity gap between CloS and the rest of the country is widening. In 2021 total workplace median annual full-time earnings in CloS were £25,013 in (79% of the UK average). Of particular concern in our economy is the fact that 29.3% of all employee jobs are paid below the Real Living Wage compared to 20.3% for the UK as a whole.

A number of key strategies and plans including the Cornwall Local Plan and Local Industrial Strategy identifies the issue of limited infrastructure in Cornwall alongside ambitions for full green infrastructure and support to the R&D sector, as a low area of investment.

Cornwall Council Business Plan 2022 – 2026 recognises the need for ‘good jobs’ in the high growth sectors. By facilitating growth and investment in Cornwall’s green economic, can help to achieve the ambition of a decent income for all.

Our business base consists of 24,825 enterprises, 99.8% of these are SMEs and 88.8% are classed as micro businesses. Almost a third of total employment is in micro businesses which is the highest of any LEP area in England. In contrast we also have the lowest number of large businesses of any LEP area in England. Smaller businesses face larger restrictions in opportunities for growth enabled by investment in infrastructure. Projects that can help to facilitate growth for SMEs and micro businesses will be welcomed.

CloS’ business base has historically had low levels of innovation with research and development spend at 0.35% of GDP in 2018, the second lowest share of any region in the UK, compared to a UK figure of 1.73%. Investment made that supports research and development will be a priority.

We are inviting projects to come forward that can address these challenges by capitalise on our economic opportunities, supporting the green industrial revolution and CloS’s unique sectors opportunities.

### **3. The Rural Prosperity Fund has the following objectives:**

The Rural Prosperity Fund (RPF) supports the aims of the Government’s Levelling Up White Paper and Future Farming Programme. The RPF builds on and is complementary to the UK Shared Prosperity Fund (SPF) and supports the wider commitment to level up all parts of the UK. On the key metrics identified in the Levelling Up White Paper Cornwall and the Isles of Scilly is one of the areas in the UK that is most in need of levelling-up. The RPF will in particular have a focus on supporting rural areas, including CloS, to address challenges around:

- lower productivity rates
- poorer connectivity
- poorer access to key services

Projects coming forward can be linked to the Supporting Rural Business and/or Supporting Rural Communities priorities where the Rural Fund will make capital funding available with the aim of:

- support new and existing rural businesses to develop new products and facilities that will be of wider benefit to the local economy. This includes farm businesses looking to diversify income streams

- support new and improved community infrastructure, providing essential community services and assets for local people and businesses to benefit the local economy

**The following interventions are allowed under the Rural Prosperity Fund Investment Priority:**

- 1.1 Capital grants for small scale investments in micro and small enterprises in rural areas
- 1.2 Capital grants for growing the local social economy and supporting innovation
- 1.3 Capital grant funding for developing and promoting the visitor economy
- 2.2 Capital grant funding for investment in capacity building and infrastructure support for local civil society and community groups
- 2.3 Capital grant funding for creation and improvements to local rural green spaces
- 2.4 Capital grant funding for existing cultural, historic and heritage institutions that make up the local cultural heritage offer
- 2.6 Capital grant funding for active travel enhancement in the local area

The Cornwall and Isles of Scilly [Rural Prosperity Fund Investment Plan Addendum](#) outlines local challenges and priorities for the Rural Prosperity Fund. Rural Cornwall and the Isles of Scilly (CloS) is a very special place to live and work with a wealth of invaluable assets. However, some of the unique characteristics of CloS also presents challenges for meeting changing needs and delivery of key infrastructure to support population and economic growth. Cornwall's beautiful but peripheral location and the remoteness of the Isles of Scilly pose particular challenges in terms of social deprivation, an absence of large employers, high house prices compared to average earnings and higher transport costs with implications for travelling to learn and work. All of these challenges have an impact on businesses and local communities with low productivity and low wages being the overarching challenge for CloS. Projects which will address these challenges by strengthening infrastructure and assets in rural community throughout CloS are welcomed to put forward bids. Projects should articulate how the activities within their project will have a positive impact on rural business and communities with a particular focus on improving productivity and pay within local businesses and on strengthening belonging and a sense of pride in place for local residents.

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**

This is an open invitation for projects to come forward with bids to be included in the Good Growth Programme reserve list. Selecting an open invitation as the route to market is deemed the most appropriate way to ensure a fair and transparent process, value for money and compliance with subsidy control.

The open invitation will enable all relevant and interested organisations in Cornwall and the Isles of Scilly the opportunity to apply for funding to deliver their ambitions. Project(s) must be delivered by a legally constituted organisation that can receive public funds, and all applicants should note the gateway criteria outlined elsewhere in the initiation form.

#### **Specific Requirements:** Please identify any specific requirements

All projects must be able to mobilise with very short notice and deliver at pace with all SPF funded activity completed prior to March 2025. Therefore, any project that wants to be considered for the reserve list must have the following in place;



- Match funding secured (evidence to be submitted with application)
- Financial accounts for the last two financial years from lead applicant (submitted with application)
- Lease agreement and landlord permissions for activity to take place and/or ownership of site as well as any street work licences where relevant (evidence to be submitted with application)
- Relevant internal organisational approvals needed to deliver the project
- For capital projects/builds all need to have in place statutory consents including but not limited to planning permission and consents (evidence of planning permission in the form of a planning application (PA) reference number which must be submitted with the Good Growth application form), environment agency permits/licences and any marine management organisation licence
- Projects that involve delivery partners must have draft partnership agreements/Memorandum of Understanding (MoUs) in place or support letters from intended delivery partners (submitted with application)
- Job descriptions of any staff that will be funded by SPF will need to be in place, as well as clear plans for recruitment (evidence to be submitted with application)
- Clear milestones for project activity will need to be in place for all projects, including ability to scale the project given the uncertainty around start date.

The above listed bullet points are gateway criteria that all projects must have in place in order for their application to be considered for the reserve list. Applicants that do not have the above in place will not be considered. We reserve the right to ask projects to develop a business case (for capital projects) or a delivery plan (revenue projects) prior to contracting.

All projects should refer to the [guidance on the Good Growth website](#) and ensure that project proposals are in line with Good Growth policy.

While the maximum intervention has been set at 100% of total project costs for both capital and revenue requests, all projects must be compliant with UK Subsidy Control rules and we expect all projects to demonstrate good value for money. For most projects, good value for money will be demonstrated by including match funding of the project from other sources. Cornwall Council encourages applicants to maximise the leverage of other funding. However, we recognise not all types of projects, or applicants will be able to secure match funding. Applicants should note value for money will be a selection consideration as it has a number of benefits, including enhanced alignment with other provision and efficient delivery which increases value for money. Therefore, we will take the overall funding package for each project, including any match funding, into account. Any match funding for the remaining of costs must be secured prior to application.

Market evidence will be required that supports the need for the investment and demonstrates demand. Displacement without growth is not acceptable.

All projects must demonstrate how activity will be coordinated with existing activity, including but not limited to activity already funded via the Good Growth programme, in order to avoid duplication and ensure additionality.

## Budget & Spend Profile

<b>Funding Available:</b>	<b>This open invitation is a reserve list opportunity. We are looking for project bids to come forward in order for us to build a reserve list of projects that at short notice can deliver SPF funded activity during the period until March 2025. Both</b>
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	<b>capital and revenue funding is available. Ability to mobilise and deliver at speed will be critical for projects wishing to be added to the reserve list.</b>		
<b>Minimum Award:</b>	£0.200m		
<b>Delivery period:</b>	April 2024 to March 2025		
<b>Intervention Rate:</b>	<b>Up to 100% (Maximum). Note that all projects are expected to demonstrate value for money, which in most cases will include leveraging in other sources of funding.</b>	<b>Target Leverage:</b>	<b>50%</b>
<b>Spend Start:</b>	<b>01/04/2024</b>	<b>Spend End:</b>	<b>31/03/2025</b>

## 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, applicants are asked to consider how their project will impact the following specific good growth principles:**

Clean and Green		Business / Economy		Equality/Inclusive growth	
C1 Reduction in CO2 emissions	<input checked="" type="checkbox"/>	BE1 Increase % of workforce earning real living wage	<input checked="" type="checkbox"/>	EQ1 Invest in projects that encourage a healthy lifestyle	<input checked="" type="checkbox"/>
C2 Circularity - reduction in use of virgin raw materials. Recycle reuse principles	<input checked="" type="checkbox"/>	BE2 Improve productivity of businesses in CloS	<input checked="" type="checkbox"/>	EQ2 Reduce gender pay gap	<input checked="" type="checkbox"/>
G1 Nature recovery	<input checked="" type="checkbox"/>	BE3 Contribute positively to CloS economy, environment and equality through purchasing/procurement	<input checked="" type="checkbox"/>	EQ3 Increased levels of functional numeracy and literacy in the adult population	<input checked="" type="checkbox"/>
G2 Attracting private sector green finance income to Cornwall	<input checked="" type="checkbox"/>			EQ4 Maximise opportunity for people with disability and ill health (including mental health)	<input checked="" type="checkbox"/>

Contribute to the Environmental Growth Strategy for Cornwall and Isles of Scilly	<input checked="" type="checkbox"/>			EQ5 Maximise work based opportunities for those with SEND particularly relating to spectrum disorders and dyslexia	<input checked="" type="checkbox"/>
				EQ6 support for the ageing population to remain economically active	<input checked="" type="checkbox"/>
				EQ7 Support young (under 30) entrepreneurs	<input checked="" type="checkbox"/>
				EQ8 Levelling-up of towns and neighbourhoods throughout CloS	<input checked="" type="checkbox"/>
				EQ9 Increased capacity and place-based leadership in communities	<input checked="" type="checkbox"/>
				EQ10 Advance equality of opportunity between people who share a protected characteristic and those who do not (Equality Act 2010)	<input checked="" type="checkbox"/>
				EQ11 Assist individuals with complex barriers to employment to access opportunities	<input checked="" type="checkbox"/>
				EQ 12 Have a positive impact on children and promote and uphold children's rights under <a href="#">UNCRC</a>	<input checked="" type="checkbox"/>

## Outputs/Outcomes

Projects can select outputs and outcomes from across the entire programme – See full description of these interventions and linked outputs and outcomes [here](#). Please also see application form for full list of outputs and outcomes and note the guidance on outputs and outcomes published on the Good Growth [website](#). Regardless of which outputs and outcomes projects choose to focus on, we are expecting all projects to demonstrate good value for money. We reserve the right to prioritise projects that delivery outputs and outcomes that will help us to strengthen areas of the programme that reflect programme need at any given time.

Appraisal Criteria			
Strategic Alignment	Good Growth	Deliverability	Value for Money
20%	15%	50%	15%
Explanation for criteria weighting			
<p>At this point in the programme deliverability is the primary priority for assessment of project bids. All projects that come forward must be able to <i>mobilise with very short notice and deliver at pace</i>. All projects must also demonstrate strategic alignment with the CloS Good Growth Investment Plan, including the Good Growth principles, and be able to demonstrate good value for money..</p>			

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>05/12/2023</b>	<b>Lead:</b>	<b>Good Growth Team</b>
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