

# UK Shared Prosperity Fund

## Investment Plan Drafting Template

Cambridgeshire and Peterborough Combined Authority

**Working Draft**

July 2022

### **Your location**

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

Select the lead authority

### **Your details**

Name:

Email address:

Phone number:

Organisation name: Cambridgeshire and Peterborough Combined Authority

## Are there any challenges you face which fall under the **Communities and Place** priority?

The Cambridgeshire and Peterborough Combined Authority region contains three distinct but overlapping economies: Greater Peterborough, Greater Cambridge and The Fens. Each has very different strengths, opportunities and challenges. In many ways Cambridgeshire and Peterborough is representative of the wider UK economy, with strong economic growth in the south and lower wage jobs, deprivation and lower skills levels in the north.

**Figure 1. The three sub-economies of the Cambridgeshire and Peterborough region**



This economic geography and its consequent unequal social and health outcomes is key to identifying the required spatial and community impacts of interventions. Our towns, two cities and rural areas face very different challenges and opportunities, which is reflected in our investment plan.

The main challenges we face which fall under the Communities and Place priority are:

- Significant pockets of long-standing deprivation, which inhibits prosperity and social mobility and entrenches poor outcomes, particularly relating to health. Although there are pockets of deprivation throughout the Combined Authority region, particularly in city areas, deprivation is particularly concentrated in the north of the region.

- High street activity in the cities of Cambridge and Peterborough has not recovered from the effects of the pandemic, although our more rural areas have fared relatively better. Making our town centres and high streets more attractive as places to visit and accessible to more people is essential to their long-term health.
- We need to do more to build community cohesion and regeneration, particularly in our most deprived communities, to support those at risk of social and economic exclusion and reduce exposure to harm, crime and anti-social behaviour. We must target investment at the areas which need it most and must empower the community to co-design solutions to local challenges.
- Transport barriers, particularly in more rural areas, inhibit economic activity and entrench deprivation.
- Per capita carbon emissions across Cambridgeshire and Peterborough are higher than the national average and falling slower than they must to meet net zero goals.

The table below rates performance against UK Shared Prosperity Fund indicators for Community and Place for Cambridgeshire and Peterborough's six local authorities, comparing performance against the nation. Key points are elaborated on below.

**Figure 2. Summary of evidence for CPCA LA performance against 'Communities and Place' indicators**

Indicator	Cambridge	East Cambs	Fenland	Huntingdonshire	Peterborough	South Cambs	England
Access to services (% LSOAs where at least 5 out of 7 services have longer journey times than national average) (2020)	3%	74%	56%	50%	12%	64%	17.3%
% cycle / walk at least once a week (2019/20)	80.6%	80.2%	64.4%	74.4%	63.7%	76.0%	69.0%
Aged 25 - 39 % (2020)	21.1%	17.1%	17.9%	18.5%	21.9%	16.9%	20.0%
Aged 65+ % (2020)	13.3%	20.7%	23.3%	20.4%	15.1%	19.8%	18.6%
Arts/development expenditure per head (2020)	1.4	0.0	0.3	0.0	0.0	0.0	1.4
Life satisfaction score (2020/21)	7.9	8.0	7.4	7.3	7.2	7.5	7.4
Community assets index rank (out of 311 authorities, 1=best, 311=worst) (2020)	8	246	264	303	270	285	158.5
Transport emissions per head (t) (2019)	0.8	3.1	1.8	4.0	2.2	3.8	1.9
% buildings with EPC rating (A-C) (2021)	61.1%	62.2%	53.6%	53.4%	64.5%	61.1%	50.7%
Retail movement (compared to pre pandemic levels) (7 day rolling average), %, (May 2022)	-20.0%	-7.6%	-5.9%	-7.0%	-16.7%	14.3%	-11.3%
Workplace movement (compared to pre pandemic levels) (7 day rolling average), %, (May 2022)	-20.0%	-17.1%	-15.9%	-16.1%	-15.6%	-5.7%	-17.7%
% LSOAS bottom 2 deciles living environment domain (2019)	22.0%	2.0%	9.0%	6.0%	8.0%	5.0%	20.0%
% LSOAS bottom 2 deciles housing domain (2019)	17.4%	30.0%	18.2%	18.1%	26.8%	33.3%	20.0%
% LSOAS bottom 2 deciles crime domain (2019)	18.8%		9.1%		46.4%	2.1%	20.0%
Population growth (2015-2020)	0.0%	2.7%	3.3%	2.1%	4.6%	4.2%	3.0%
Visitor numbers % change (2014-2019)	2.1%	26.4%	14.2%	6.3%	-1.3%	2.4%	-0.6%

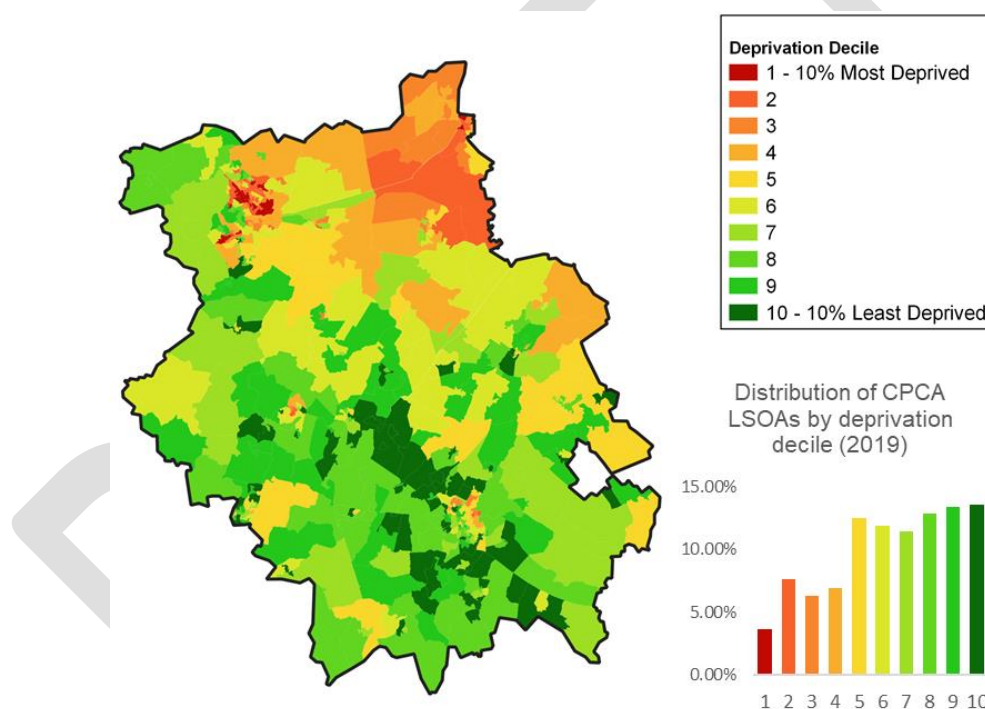
% physically active adults (2019/20)	75.0%	70.9%	62.7%	71.4%	58.8%	74.9%	66%
% of residents experiencing hunger (2020)	1.1%	1.5%	1.6%	1.1%	1.5%	1.2%	4.1%
Life expectancy (2016-2018)	82.3	83.2	80.4	82.9	80.3	84.2	81.1
Full fibre broadband coverage (2021)	40.9%	27.9%	31.3%	10.7%	80.9%	20.1%	27%
Median broadband speeds Mbit/s (2021)	80.0	52.5	48.0	58.1	68.2	60.3	58.3

*Note: Table shows value rated against the national average. If a local authority performs better than nationally for an indicator, it is highlighted in green, and in red if it performs worse.*

### Significant pockets of long-standing deprivation, which inhibits prosperity and social mobility and entrenches poor outcomes, particularly relating to health

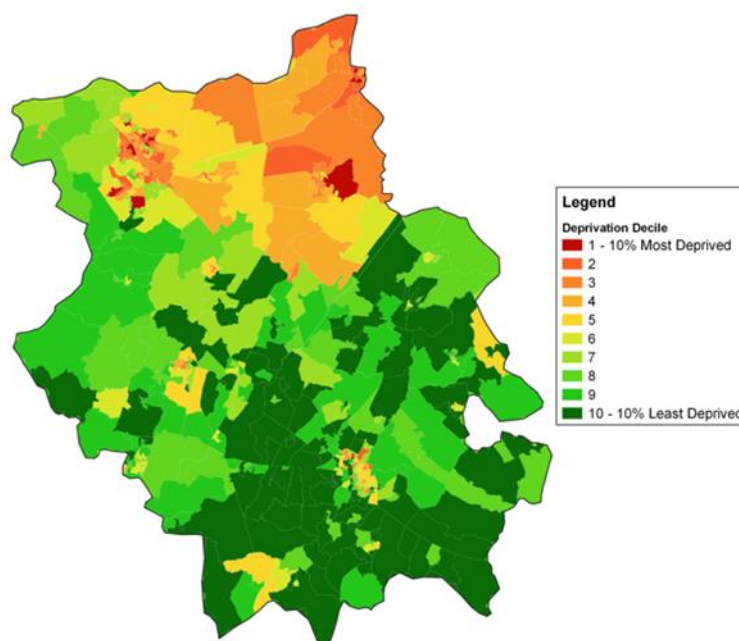
The Index of Multiple Deprivation clearly illustrates the variance across C&P's three sub-economies. Deprivation is concentrated in Peterborough and Fenland, though there are pockets in all parts of the region including in Cambridge.

**Figure 3. Index of Multiple Deprivation across Cambridgeshire and Peterborough (2019)**



The same pattern can be seen when looking specifically at health deprivation, using the Health domain of the IMD. Variations in life expectancy across districts are stark, from 84.2 years in South Cambridgeshire to 80.3 years in Peterborough. However, even within districts there are substantial differences in life expectancy which is correlated with deprivation – in Cambridge there is an 11 year gap in life expectancy between the most and least deprived wards, a pattern which plays out across the whole CA region. Delivering good economic growth that can help tackle these longstanding issues of spatial inequality and healthy life expectancy is a major priority for the Combined Authority and its constituent members and partners.

**Figure 4. Index of Multiple Deprivation: Health Domain, across Cambridgeshire and Peterborough (2019)**



**We need to do more to build community cohesion and regeneration, particularly in our most deprived communities, to support those at risk of social and economic exclusion and reduce exposure to harm, crime and anti-social behaviour.**

- Crime is relatively low in all LAs (where data are available) other than Peterborough, where 46.4% of neighbourhoods are in the bottom 2 deciles of the crime domain. However, at a local neighbourhood level the picture can often be quite different, with higher rates of crime linked to areas of greater deprivation. So, while overall rates of ASB and criminal activity are relatively low there remains a need for us to embed community safety into our approaches. A particular priority for the CA is to support young people and prevent their exposure to anti-social or criminal activity.
- Investment must be targeted at the areas where it is most needed and must empower the community to co-design solutions to local challenges.

**High street activity in the cities of Cambridge and Peterborough has not recovered from the effects of the pandemic, although our more rural areas have fared relatively better. Making our town centres and high streets more attractive as places to visit and accessible to more people is essential to their long-term health.**

- Retail footfall is almost back to pre-pandemic levels in the more rural districts of East Cambridgeshire, Fenland and Huntingdonshire. But in Cambridge and Peterborough retail footfall remains 15% - 20% below baseline levels. As consumers adjust to higher living costs throughout 2022 there is a risk that retail activity will fall further as consumers cut back on unnecessary spending. This risks the already-fragile state of high street activity in our city areas and points to the need for intervention in our most affected communities.

- Workspace use remains subdued across most of the Combined Authority. Across CPCA a consistent pattern has emerged where use of workspaces is around 15% below where it was before the pandemic (and slightly lower at -19% in Cambridge). The exception is South Cambridgeshire, where in May 2022 use of workspaces was only 4% below the pre-pandemic baseline.
- Most CPCA Local Authorities rank towards the bottom of the Local Authority Community Assets Index - East Cambridgeshire (246<sup>th</sup> out of 311), Fenland (264<sup>th</sup>), Peterborough (270<sup>th</sup>), South Cambridgeshire (285<sup>th</sup>) and Huntingdonshire (303<sup>rd</sup>). Cambridge is the exception, ranking 8<sup>th</sup> overall on the index. Additional support for local arts, cultural, heritage and creative activities and institutions will foster city centre activity and help to revitalise our high streets and market towns.

**Transport barriers, particularly in more rural areas, inhibit economic activity and entrench deprivation**

- 74% of neighbourhoods in Cambridgeshire, 56% in Fenland, 50% in Huntingdonshire and 64% in South Cambridgeshire have longer than average journey times to key services.
- Lack of accessibility to employment centres by public transport and prohibitive journey times are particular concerns.

**Per capita carbon emissions across Cambridgeshire and Peterborough are higher than the national average and falling slower than they must to meet net zero goals.**

- Transport emissions are a large contribute to total emissions across the CA. However, the per capita rate of emissions (measured in tonnes per capita) varies across districts - in 2019 Cambridge (0.8) and Fenland (1.8) were lower than the national average of 1.9, whereas Peterborough (2.2), East Cambridgeshire (3.1), South Cambridgeshire (3.8) and Huntingdonshire (4.0) have higher transport emissions per capita.
- Cambridge is the only area where transport emissions per capita have fallen at a faster rate over the last five years than nationally. Emissions increased in East Cambridgeshire and Huntingdonshire, going against the national trend, highlighting the need for increased support for active transport infrastructure, including feasibility studies into potential routes.

## Are there any local opportunities under the **Community and Place** theme you intend to support?

The major opportunities for us under the Communities and Place investment priority are:

- Growing our visitor economy and supporting revitalised, active town centres.
- Building community wealth with support targeted at the local areas where it is needed most to support everyone - particularly our young people - to live happy, healthy, safe lives.
- Enhancing our green spaces to connect more people to the natural world, beautify our town centres, and support environmental goals.



- Investment in active travel could connect people to jobs and services, reduce transport emissions and help alleviate health inequalities.

### **Growing our visitor economy and supporting revitalised, active town centres**

- We experienced stronger growth in visitor numbers between 2014-19 than the national average (-0.6%) in all our Local Authorities other than Peterborough (-1.3%) – growth was particularly strong in East Cambridgeshire and Fenland. But the recovery from the effects of the pandemic is ongoing. ‘Visit’ campaigns and concerted branding efforts would help to showcase the region’s visitor economy strengths and diverse offering.
- Arts and development spend per head is below the national average except for Cambridge so support should be enhanced for local arts and creative activities to further improve the cultural offer to residents and visitors. Particular opportunities have been identified in Fenland, Huntingdonshire, Peterborough and South Cambridgeshire.
- We need to invest in improvements to our high streets and town centres in some areas to attract more visitors back to them, to improve access, and to create more liveable communities and places for our residents. We have identified priority investment opportunities in Huntingdonshire and South Cambridgeshire.

### **Building community wealth with support targeted at the local areas where it is needed most to support everyone - particularly our young people - to live happy, healthy, safe lives.**

- We will invest in programmes and community spaces to provide creative and engaging ways of diverting young people from anti-social behaviour and promoting community inclusion. We will embed a joined-up approach across partners including local authorities, youth groups and sporting teams, community centres, social workers, the police and others, to provide the services required.
- We recognise the opportunity to enhance community engagement (including through digital means) and to support community cohesion by promoting localised decision making about regeneration priorities and activities, including community measures to reduce the cost of living.

### **Enhancing our green spaces to connect more people to the natural world, beautify our town centres, and support environmental goals**

- Supporting more communities in areas of identified need to acquire, design, build and maintain high-quality greenspaces will enhance civic pride, improve community cohesion and bring measurable health benefits. We have identified opportunities in East Cambridgeshire, Huntingdonshire, Peterborough and South Cambridgeshire.
- At the same time, we need to improve our neighbourhood-level infrastructure to increase communities’ resilience to natural hazards and climate risks. We have identified opportunities for investment in Peterborough and in the deprived ward of Abbey in Cambridge.

- We need to engage communities in looking after the environment. A particular priority is to prevent undesirable fly-tipping activity via a programme of better messaging about its consequences, and sharing best practice for preventing across districts and involved partners.

**Investment in active travel will connect people to jobs and services, reduce transport emissions and help alleviate health inequalities**

- The percentage of physically active adults is higher than it is nationally (66%) for all LAs except Peterborough and Fenland, where the percentage has also fallen over the last five years in both Fenland (-2.0%) and Peterborough (-3.2%) compared with a national increase of 0.2%.
- This correlates with the percentage who cycle or walk at least once a week, which is lower in Fenland and Peterborough than it is nationally (69.0%). Improving active transport use can therefore help to raise physical activity, connect people to jobs and services, and help to reduce emissions. Active transport feasibility studies will help us to determine where active transport routes would be most effective, with potential routes already identified in East Cambridgeshire and Huntingdonshire.

**Are there any local challenges you face which fall under the Supporting Local Business investment priority?**

The main challenges we face which fall under the Supporting Local Business priority are:

- Targeted, prioritised investment is required to help businesses recover from the ongoing effects of the pandemic and navigate the current highly challenging business environment.
- Productivity across all districts is lower than the national average and has been growing more slowly. In The Fens productivity has been declining.
- Differences in earnings, jobs density and business growth demonstrate that business support is needed particularly where growth has been slower.
- Business support programmes are required to help spread innovation activity throughout the region.

The table below rates performance against UK Shared Prosperity Fund indicators for Supporting Local Business for Cambridgeshire and Peterborough's six local authorities, comparing performance against the nation. Key points are elaborated on below.



**Figure 5. Summary of evidence for CPCA LA performance against ‘Supporting Local Business’ indicators**

Indicator	Cambridge	East Cambs	Fenland	Huntingdonshire	Peterborough	South Cambs	England
Employees (2020)	122000	33000	38000	76000	111000	86000	25,805,000
Jobs Density (2020)	1.5	0.8	0.7	0.8	1.1	1.0	0.85
Total Businesses (2021)	5075	4050	3725	7890	7835	8365	2,405,965
Micro (0 to 9)	4355 (85.5%)	3655 (90.2%)	3380 (90.7%)	7105 (90.1%)	7060 (90.1%)	7420 (88.7%)	2,161,050 (89.8%)
Small (10 to 49)	550 (10.8%)	325 (8.0%)	285 (7.7%)	645 (8.2%)	600 (7.7%)	755 (9.0%)	199,325 (8.3%)
Medium-sized (50 to 249)	135 (2.7%)	55 (1.4%)	55 (1.5%)	115 (1.5%)	130 (1.7%)	150 (1.8%)	36285 (1.5%)
Large (250+)	40 (0.8%)	15 (0.4%)	5 (0.1%)	25 (0.3%)	45 (0.6%)	40 (0.5%)	9305 (0.4%)
GVA Per hour worked (2019)	33.97	31.77	27.29	34.53	34.22	35.06	35.15
Number of Innovate UK grants awarded (total 2011-21)	1042	87	23	150	123	955	134
Number of Patents per 10,000 population (2016)	1930	352	111	415	509	2557	431
Innovation jobs (2020)	14670 (12.0%)	1870 (5.5%)	395 (0.9%)	4390 (5.7%)	4450 (3.9%)	23265 (26.9%)	1317470 (5.0%)
High Growth biz / 1000 biz (2020)	10.0	3.6	2.8	4.3	4.7	7.0	4.4
5 year business survival rate	41.8	47.6	41.6	42.0	38.0	42.2	39.5
UK CI rank in england (2021)	38	157	279	111	130	44	
£ retained from business rate retention scheme (2022) (£000s)	4,271	4,362	2,059	8,256	30,361	9,140	34,909
Covid business support (total payments, £000s)		£28,012	£37,108	£58,170		£44,772	£22,535,134
Average covid payment per business (£)		5,614	5,144	5,260		5,806	5012

*Note: Table shows value rated against the national average. If a local authority performs better than nationally for an indicator, it is highlighted in green, and in red if it performs worse.*

**Targeted, prioritised investment is required to help businesses recover from the ongoing effects of the pandemic and navigate the current highly challenging business environment.**

- Property vacancy rates have been increasing throughout the CA over the past two years, particularly so for retail property, illustrating the scale of losses suffered by hospitality, retail and wider visitor economy businesses. Our businesses are still recovering and adapting to changes in consumer behaviour, impacts of hybrid working, the major decline of international visitors and continue to grapple with cost inflation and uncertainty created by the cost of living crisis and the global situation in Ukraine and Brexit impacts.
- Wider research by Grant Thornton into the local economy revealed a difference in the resilience of growth orientated SMEs versus larger corporates in that SMEs did not have the

capacity to access borrowing in order to ride the storm/grasp opportunities and local Chambers of Commerce are reporting that SMEs across the board are now considering job losses in order to survive.

**Productivity across all districts is lower than the national average and has been growing more slowly. In The Fens productivity has been declining.**

- GVA per hour worked is lower than it is nationally (£35.15) for all local authorities and varies considerably across the area – Fenland has the lowest GVA per hour at £27.29 compared to South Cambridgeshire (£35.06), which matches the national average.
- GVA per hour worked has grown over the last five years in all LAs except Fenland, where it fell by -6%. Although GVA per hour increased in Cambridge and South Cambridgeshire by 2% and 7% respectively, this is lower than the 10% nationally. In East Cambridgeshire (11%), Huntingdonshire (13%) and Peterborough (17%) GVA per hour increased faster than it did nationally.

**Subdued growth in businesses and jobs density demonstrate that support for local businesses is urgently needed, particularly in areas where growth has been slower.**

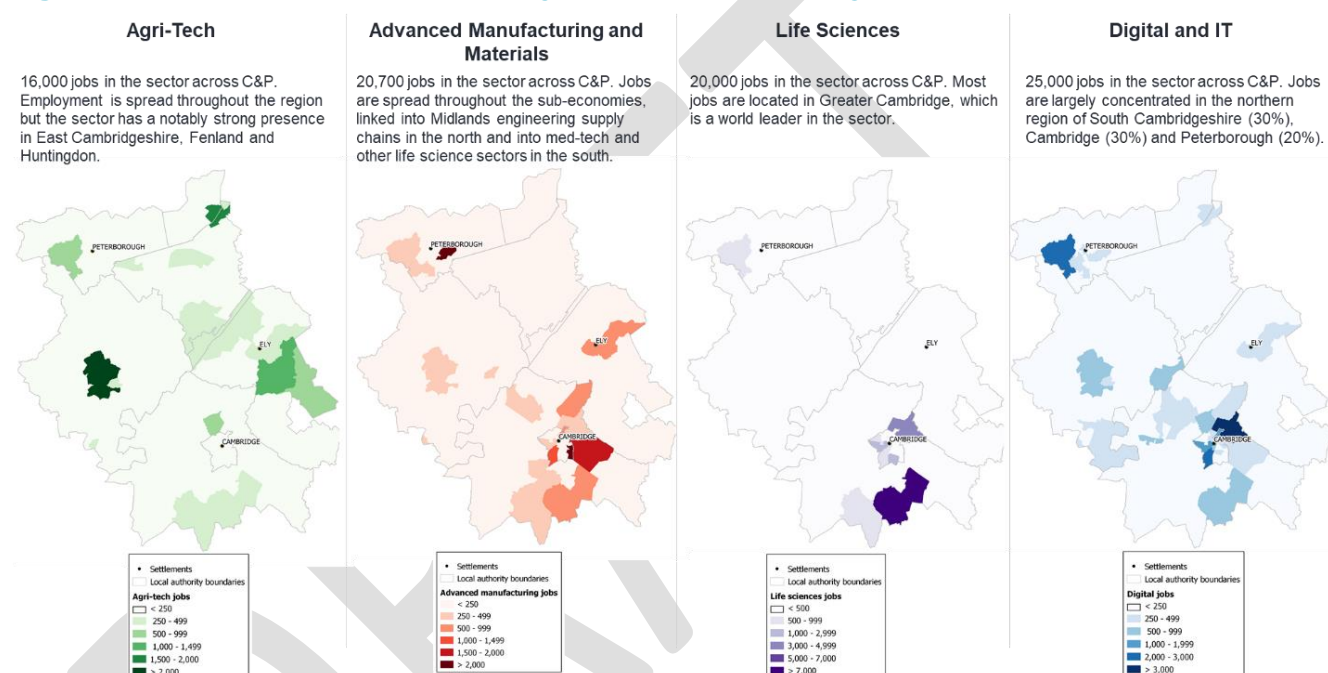
- We need to support our local businesses most impacted by the pandemic and the rise in the costs of doing business, by linking them into GrowthWorks and other business support programmes, in order to safeguard jobs, raise wages and boost productivity across the CA region. We will support businesses at all stages of their development to start, sustain, grow and innovate.
- The number of businesses and business start-up rates varies significantly, with businesses concentrated in our cities, science parks and enterprise zones. Variable change in micro businesses in the region, with strong growth in Peterborough above the national change of 9%, yet generally lower than the average across other areas.
- Job density is above the national average of 0.85 in Cambridge, Peterborough and South Cambridgeshire and above 1 in Cambridge and Peterborough, meaning there are more jobs available than working age populations. However, job density is lower than the national average for East Cambridgeshire, Fenland and Huntingdonshire.
- Recent data from the Legatum Institute suggests that affordability and commercial space issues have reduced the number of successful start-up and business locations in Greater Cambridge.

**Support is required to spread innovation activity throughout the region**

- Cambridge, South Cambridgeshire and increasingly Huntingdonshire form one of the most innovative parts of the country, but elsewhere much lower levels of innovative business activity are recorded.

- Peterborough performs relatively well in terms of patents however relatively poorly on Innovate UK grants. East Cambridgeshire and Fenland both perform relatively worse in terms of Innovate UK grants and patents, with Fenland performing the most poorly of all the LAs.
- We must support our local businesses to join up our innovation ecosystem and proliferate innovative activity throughout the whole CA region.
- The maps below show concentrations of employment across the CA in the region's four 'priority' sectors: Agri-Tech, Advanced Manufacturing and Materials, Life Sciences, and Digital & IT. A challenge/opportunity for us is to join up and spread our priority sectors more widely across the CA region, radiating success from Greater Cambridge into other sub-economies.

**Figure 6. Cluster locations for employment in C&P's Priority Sectors**



## Are there any local opportunities under the **Supporting Local Business** investment priority that you intend to support?

The major opportunities for us under the Supporting Local Business investment priority are:

- Capitalise on the success of our high-tech business clusters to strengthen local entrepreneurial systems, build stronger local supply chains and engage more local firms in R&D and innovation through targeted support programmes, R&D grants, and support to develop innovation infrastructure at local levels
- Support more businesses throughout Cambridgeshire and Peterborough to integrate into the region's innovation ecosystem, spreading activity further and wider, building on the globally significant Greater Cambridge innovation ecosystem.

- Changing consumer sentiment and behaviour resulting from the pandemic has created opportunities for more open air markets, activated high streets, and events and activities in market towns and villages which will support visitor economy vitality.
- Targeted support to increase the impact of our vitally important local social economy, including community business, cooperatives and social enterprises.

**We must capitalise on the success of our high-tech business clusters to strengthen local entrepreneurial systems, build stronger local supply chains and engage more local firms in R&D and innovation through targeted support programmes, R&D grants, and support to develop innovation infrastructure at local levels**

- Greater Cambridge is a jewel in the crown of the UK economy and is the country's driving force for discovery in human science and digital fields, with the world-renowned University of Cambridge as the economy's anchor. It is also a global hub of advanced manufacturing, which increasingly extends into Huntingdonshire, Ely and the Fens with growing investment by supply chain firms seeking well connected locations with sufficient space to grow.
- Greater Peterborough is one of the fastest growing cities in the UK by business and population metrics, and is home to an expanding cluster of green engineering and manufacturing firms, with important supply chain links to the wider Midlands automotive and engineering cluster. Funding for new and improved business support offers, including incubators and accelerators for local enterprise, will see us build upon recent success.
- The Fens is at the forefront of global and UK climate change adaptation, high tech agriculture and environmental management. The Fens is a diverse area playing several roles in the broader CA economy, although currently it has a lower proportion of high-skilled innovation-focused jobs than nationally. We have identified opportunities to support increased exports, R&D and entrepreneurial activity in the region, including for advanced manufacturing via Made Smarter adoption.
- An essential part of supporting more of our businesses to grow and innovate, particularly SMEs, is to ensure adoption of modern digital technologies and practices as a means of raising productivity and higher-skilled employment. Our business support programmes will focus on ensuring businesses are digitally-enabled and have the support required to adopt new technologies and practices.
- As our businesses grow we must also ensure they are able to decarbonise. We will take a whole systems approach to maximise our emerging local strengths in low carbon technologies and services, particularly in The Fens and Greater Peterborough, where local businesses are at the forefront of the UK's net zero transition.

**Greater Cambridge is a centre for globally significant innovation. A major opportunity is to support more local businesses throughout Cambridgeshire and Peterborough to form part of the region's innovation ecosystem, spreading activity further and wider.**

- GVA and employment in the innovation-based growth sectors is strong and growing – maintaining Cambridgeshire and Peterborough’s role as an economic growth centre. GVA is also growing faster than average in these sectors across the area – at 9.4% compared with 8.6% nationally. Peterborough has the fastest growing GVA at 15%. However, overall productivity across all sectors has fallen slightly by -1.1%, pointing to the need for investment in local R&D, business networks and entrepreneurial ecosystems.
- There is a high concentration of innovation jobs in Greater Cambridgeshire, which contains the highest share of employment in scientific research and development in the country. We have identified opportunities to increase investment in R&D at local levels and, importantly, to support the diffusion of innovation knowledge and activities to other businesses in the region.
- In South Cambridgeshire, 26.9% of jobs are classified as innovation jobs (one of the highest levels in the country), as are 12% of jobs in Cambridge. Huntingdonshire and East Cambridgeshire also have a higher proportion of innovation jobs than the 5.0% nationally, with an increasing presence in and around Ely in East Cambridgeshire. And although Peterborough has a lower proportion of innovation jobs than nationally, there has been an increase of 20% over the last five years, with an increasing number of jobs in Peterborough’s engineering cluster.
- We will capitalise on this strength in innovation jobs to drive employment growth, support the commercialisation of ideas, encourage collaboration throughout the CA region, and accelerate the path to market so that more ideas translate into practice.

**Changing consumer sentiment and behaviour resulting from the pandemic has created opportunities for more open air markets, activated high streets, and events and activities in market towns and villages which will support visitor economy vitality.**

- The pandemic spurred demand for open air markets with access to locally sourced sustainable produce and places to meet outside in both cities and more rural areas and prompted communities to support local business. This creates an opportunity to provide a focussed programme linked to wider recovery support and assist new and existing businesses to grow sustainably, as well as for funding for the development and promotion of the visitor economy throughout the CA region, including support for local attractions, place branding and tourism products more generally.

**Our local social economy, including community business, cooperatives and social enterprises is of vital and increasing importance. Targeted support will increase its impact.**

- The pandemic has demonstrated the value of the social economy to community cohesion, the provision of essential services, and opportunities for employment for disadvantaged people and those furthest from the labour market. We have identified opportunities to support the social economy in Cambridge City, East Cambridgeshire, Peterborough and South Cambridgeshire.

## Are there any local challenges you face which fall under the **people and skills** investment priority?

The main challenges we face which fall under the People and Skills priority are:

- Low skills attainment levels in Greater Peterborough and The Fens which prevents workers from accessing higher-paid employment, and inhibits business growth
- Progression into HE, FE and apprenticeships is lower than average outside Greater Cambridge so targeted support is needed to help people in employment who are not supported by mainstream provision.
- Our growing population is older than average and ageing faster, while the proportion of working age residents is declining relative to the national picture. Though economic activity rates exceed national averages in all districts bar Peterborough the pandemic, among other factors, has led to an increase in the number of older workers leaving the workforce.

The table below rates performance against UK Shared Prosperity Fund indicators for People and Skills for Cambridgeshire and Peterborough's six local authorities, comparing performance against the nation. Key points are elaborated on below.

**Figure 7. Summary of evidence for CPCA LA performance against 'People and Skills' indicators**

Indicator	Cambridge	East Cambs	Fenland	Huntingdonshire	Peterborough	South Cambs	England
Employment rate - aged 16-64 (2021)	80.5	83.6	74.7	77.4	74.9	81.2	75.1
Employment rate - aged 16-64 (5 year change)	3.3	8.2	0.8	-2.8	0.2	-1.6	0.9
% aged 16-64 who are self employed (2021)	3.5	11.4	8.6	6.4	8.0	8.5	9.5
% aged 16-64 who are self employed (5 year change)	-7.7	-6.3	-5.8	-1.6	0.5	-3.5	-1.3
Unemployment rate - aged 16-64 (2021)	2.6	4.1	7.3	2.0	2.5	4.4	4.6
Unemployment rate - aged 16-64 (5 year change)	-0.6	-3.2	1.3	-0.7	-3.1	2.7	-0.4
% who are economically inactive - aged 16-64 (2021)	17.4	12.8	19.3	21.0	23.2	15.1	21.3
% who are economically inactive - aged 16-64 (5 year change)	-2.8	-5.9	-2.1	3.4	2.4	-0.7	-0.6
% with NVQ4+ - aged 16-64 (2021)	63.4	34.9	17.4	37.6	36.0	62.7	43.1
% with NVQ4+ - aged 16-64 (5 year change)	-3.3	1.4	-3.4	2.6	8.8	11.5	5.3
% with NVQ3 - aged 16-64 (2021)	14.3	27.3	24.3	23.0	22.6	14.7	18.2
% with NVQ3 - aged 16-64 (5 year change)	3.2	4.7	5.5	4.3	7.8	-0.8	-0.7
% with NVQ2 - aged 16-64 (2021)	13.4	18.0	20.4	17.5	15.3	9.8	16.9
% with NVQ2 - aged 16-64 (5 year change)	8.1	-4.5	0.5	-0.7	-2.6	-6.4	-0.6



% with NVQ1 - aged 16-64 (2021)	3.1	13.4	9.9	13.0	11.6	6.7	9.6
% with NVQ1 - aged 16-64 (5 year change)	-3.1	1.7	-15.8	-1.9	-2.7	-3.5	-1.7
% with no qualifications (NVQ) - aged 16-64 (2021)	3.4	5.0	12.8	6.6	6.6	3.2	6.4
% with no qualifications (NVQ) - aged 16-64 (5 year change)	-0.9	-1.9	5.4	0.7	-7.0	1.0	-1.4

*Note: Table shows value rated against the national average. If a local authority performs better than nationally for an indicator, it is highlighted in green, and in red if it performs worse.*

**Low skills attainment levels in the north of the CA inhibit workers from accessing higher-paid employment.**

- Fenland, East Cambridgeshire, Huntingdonshire and Peterborough all have a higher than average proportion of residents whose highest qualification attainment level is NVQ 1, which reflect the five highest employing occupations across the area: sales and retail assistants, administrative occupations, care workers and home carers, elementary storage occupations, and nurses.
- Low skills levels are linked to low wages. There is large disparity in residents' earnings across the area: Peterborough (with Fenland) has the lowest average earnings in the area, at £23,973 compared with £31,673 in Cambridge and South Cambridgeshire.
- Despite progress in recent years, skilled residents in Peterborough and Fenland still have limited job opportunities and progression pathways available to them in the local area. While skills support is crucial to ensuring that workers are well equipped to take opportunities when they emerge, expanding the supply of good jobs in places across the region is equally important to reducing inequalities in wages.
- Fenland, Huntingdonshire and Peterborough all have a higher proportion of the working age population with no qualifications than the national average of 6.4%, and in Fenland the proportion is double the national average at 12.8% of the working age population without qualifications.

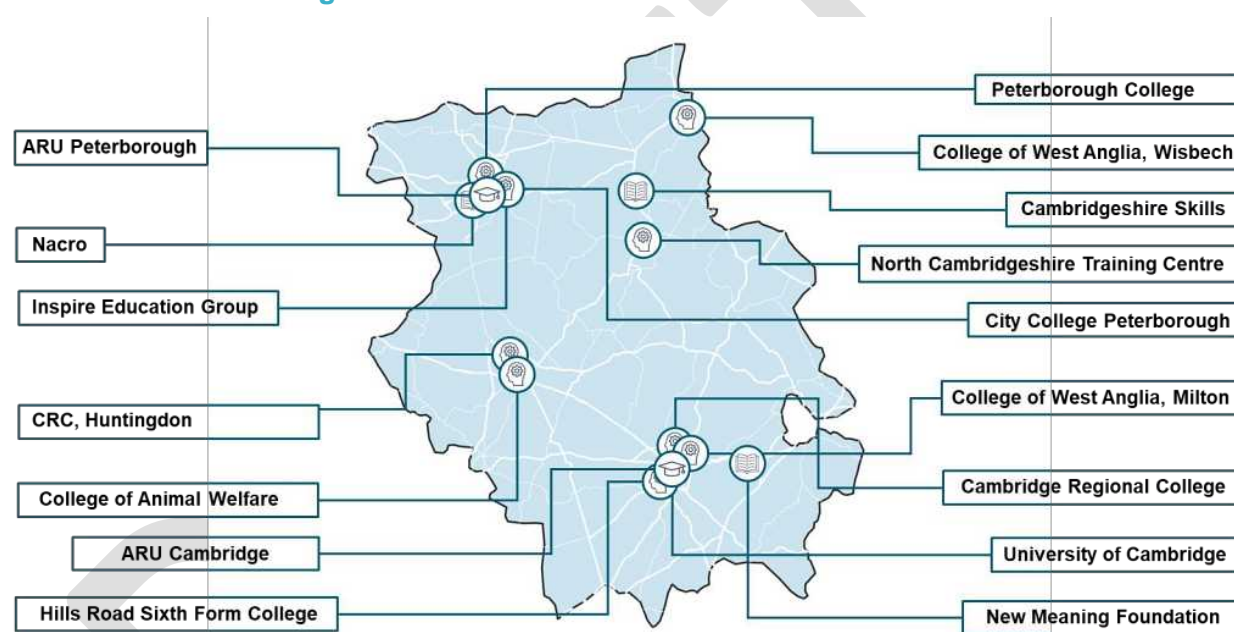
**Progression into HE, FE and apprenticeships is lower than average outside of Greater Cambridge, so targeted support is needed to help people in employment who are not supported by mainstream provision.**

- Districts across the CA area generally record lower than average rates of progression from school into Higher Education, Further Education and apprenticeships. Current participation in Higher Education varies across the area. Huntingdonshire has 8% of its working population currently participating in HE, compared with 6.7% in Peterborough, 5.6% in East Cambridgeshire, 5.2% in Cambridge, 4.4% in South Cambridgeshire and 3.2% in Fenland.
- As a whole, CPCA recorded a sharper decline in apprenticeship starts between 2019/20 and 2020/21 of -25%, compared with -18% nationally following the introduction of the Apprenticeship Levy. Manufacturing apprenticeship starts declined from 16% in 2019/20 to 11% in 2020/21, but apprenticeship starts in construction, planning and the built

environment doubled from 4% in 2019/20 to 8% in 2020/21, increasing to meet national levels.

- We need to encourage more learners to take-up apprenticeships, particularly those from disadvantaged backgrounds. Support must include personal skills analysis to guide individuals in understanding their opportunities for reskilling, upskilling and retraining, real-world experience through funded internships, and Training Needs Analysis to improve recruitment practices within businesses.
- Limited engagement with post 16/18 education is exacerbated by cold-spots in physical and digital access to FE, particularly notable in the rural areas of Fenland and East Cambridgeshire.

**Figure 8. Education institutions and AEB providers across Cambridgeshire and Peterborough**



**Our growing population is older than average and ageing faster, while the proportion of working age residents is declining relative to the national picture. Though our rates of economic activity remain consistently high across all districts the pandemic, among other factors, has led to an increase in the number of older workers leaving the workforce and transitioning into different jobs.**

- Although population growth in the CA area is projected at 2.6% by 2040 against a national projected fall of -13.6%, only two of the local authority areas are projected to grow – Peterborough and Fenland – at 11.7% and 9.1%.
- The working age population in the area is growing more slowly than average at just 0.1%, compared with 1.5% growth nationally. This trend is uneven across the area - only South Cambridgeshire has working age population growth above average, at 2% whereas in

Cambridge and Huntingdonshire the working age population is falling, and faster than the overall projected population change by 2040 (-3.4% and -0.3% respectively).

- Additionally, East Cambridgeshire, Fenland, Huntingdonshire and South Cambridgeshire have a higher proportion of the population aged 65+ than the national average, with the proportion increasing at a faster rate than national average over the last five years in all these places. Work habits for older residents are changing as a result of the pandemic, with large numbers appearing to leave the workforce entirely, and others making transitions into different workplaces and career paths.
- These changes in our workforce necessitate provision of an expanded, all ages careers service across Cambridgeshire and Peterborough to support careers information, advice and guidance for all people making transitions into and between employment.

### Are there any local opportunities under the **People and Skills** investment priority that you intend to support?

For all the People and Skills opportunities we intend to support, needs based analysis will be utilised to inform the design of projects, the delivery mechanism and deployment on the ground, the targeting of outputs which factors in the potential added costs of achieving the same outputs/outcomes in different parts of the geography, to ensure the projects deliver the impact where there is highest need and inequality within the Combined Authority's whole geography.

The major opportunities for us under the People and Skills investment priority are:

- Boosting core skills and supporting more adults to progress in work, particularly leveraging our strengths in knowledge-based innovative sectors
- Employment and economic activity rates exceed national averages, however substantial increases in Universal Credit claims throughout the pandemic highlight the need for ongoing support for the unemployed and economically inactive
- Providing basic skills support to those furthest from the labour market, including NEETs

#### **Boosting core skills and supporting more adults to progress in work, particularly leveraging our strengths in knowledge-based innovative sectors**

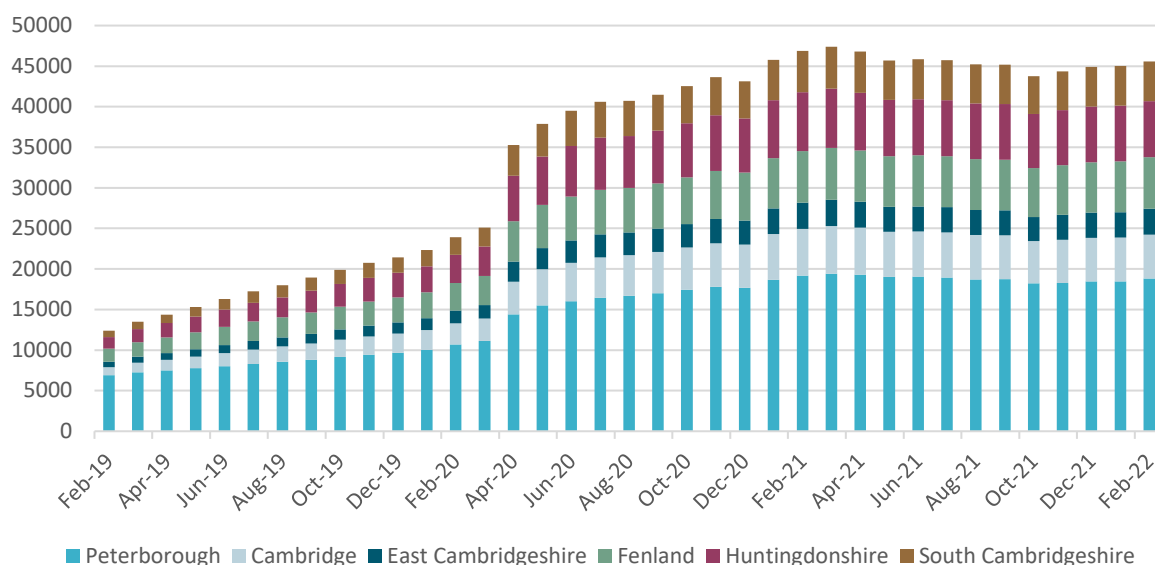
- Employment in innovation-based growth sectors is rising faster in the area than average at 17.4% compared with 6.6% nationally. Clusters of employment in CPCA priority sectors are growing in life sciences in South Cambridgeshire and Cambridge, advanced manufacturing and digital in Peterborough and Cambridge, and AgriTech in Huntingdonshire, East Cambridgeshire and Fenland. This provides opportunities for residents to benefit from growth with the right skills provision and support.
- South Cambridgeshire and Cambridge have some of the highest concentrations of knowledge-based and innovative workers in the country. In Cambridge, 53% of residents are

working in occupations at skill level 4 (jobs which typically require a degree or equivalent period of relevant work experience), compared with 31% nationally.

**Employment and economic activity rates exceed national averages, however substantial increases in Universal Credit claims throughout the pandemic highlight the need for ongoing support for the unemployed and economically inactive.**

- Of a total population of 860,000, around 405,000 working age residents are in employment, slightly above the national average at 76% compared with 75%. Employment rates are particularly high in Cambridge, South Cambridgeshire and East Cambridgeshire. Fenland and Peterborough are both slightly below the national average.
- Economic inactivity is lower than the national average of 21.3% across all LAs except for Peterborough.
- Our workforce has been resilient throughout the Covid-19 pandemic. However our foundation sectors continue to face recruitment demand issues as a result of Covid-19 and Brexit. For example, retail and hospitality vacancies have risen by 40.2% and construction by 25% from February 2020 to May 2021.
- Overall in Cambridgeshire and Peterborough, job postings in September 2021 were 3% higher than across the UK, and 13% higher than pre-pandemic levels, and higher in every area except Cambridge (-5% lower).
- However, Covid-19 has triggered significant increases in Universal Credit and Jobseekers Allowance claimants, weakening the past strength of the area having below average levels of claimants. Claimants (JSA and UC) has risen by 96%, affecting 4.2% of the working age population, compared with 5.3% nationally between March 2020 and August 2021.
- This, with the raft of changes facing employers in Covid-19 recovery, Brexit, transition to net zero and Industry 4.0, point to a need for life-wide and lifelong learning and careers support, along with strengthened links between employers and providers to support careers advice and education beyond school and outside an educational setting, and a redoubled focus on health and wellbeing.
- We have identified the opportunity via our Regions of Learning programme to provide an on-ramp for people with low skill to access credentials that demonstrate their capability - providing them with opportunity to transition into further or higher education or into work or self-employment. Regions of Learning is currently aimed at young people, but would be expanded to cover all people who are not yet in work - whether they be young, returning to work or simply yet to engage in economic activity.

**Figure 9. Universal Credit claimants in C&P districts, Feb 19 – Feb 22**



### Providing basic skills support to those furthest from the labour market, including NEETs

- The rate of NEETs across the area is relatively low, at 2.5% across Cambridgeshire, and 4.3% in Peterborough, compared with 9.3% across the UK.
- Learner participation in courses funded by CPCA's Adult Education Budget grew from the first year of devolution in 2019/20, from 8,421 to 9,097, this is despite the disruption to learning caused by Covid-19.
- Higher workplace training rates in Peterborough and Fenland (with 25.4% and 27.8% reporting receiving training in the last quarter, compared with 11.9% in Cambridge) demonstrate that residents can, and do, access up to date work experience and skills including digital, technical and soft skills at work.
- However, linked to lower progression from school into FE, HE, and apprenticeships, this also signals that pre-work education is leaving residents in Fenland and Peterborough with gaps in job related, technical, and/or soft skills that employers need, and there is a lack of range in the offer of work-related training from providers.
- This highlights the need to provide one-to-one support to move people closer towards mainstream provision and employment, including providing courses on basic and career skills and work-related training based on employer needs. Extra support will improve skills levels and generate an increase in high quality jobs allowing for an increase in employment.
- Digital inclusion is an important consideration throughout the CA region. There is an important opportunity for us to ensure digital inclusion initiatives improve people's digital skills so that they can use online services, by supporting access, skills, motivation and trust. In more deprived areas IT equipment must be provided as well to ensure access to publicly available computers for more people.

# Interventions

In this section, we will ask you about:

- Interventions you've chosen for each year of funding
- Outcomes you want to deliver
- Any interventions that are not listed here
- How these interventions fall under the UKSPF investment priorities, and your rationale for them
- Interventions not included in our list will be assessed before being approved, where you will need to show a clear rationale, how the intervention is value for money, what outcomes it will deliver and how you will monitor and evaluate the intervention. This may include a theory of change or logic chain.

## WHAT ARE THE OUTCOMES YOU WANT TO DELIVER UNDER THE COMMUNITIES AND PLACE INVESTMENT PRIORITY? SELECT ALL THAT APPLY.

Outcome	Tick if applicable
Jobs created	✓
Jobs safeguarded	✓
Increased footfall	✓
Increased visitor numbers	✓
Reduced vacancy rates	✓
Greenhouse gas reductions	✓
Improved perceived/experienced accessibility	✓
Improved perception of facilities/amenities	✓
Increased number of properties better protected from flooding and coastal erosion	✓
Increased users of facilities / amenities	✓
Improved perception of facility/infrastructure project	✓
Increased use of cycleways or paths	✓
Increase in Biodiversity	✓
Increased affordability of events/entry	✓
Improved perception of safety	✓
Reduction in neighbourhood crime	✓
Improved engagement numbers	✓
Improved perception of events	✓



Increased number of web searches for a place	✓
Volunteering numbers as a result of support	✓
Number of community-led arts, cultural, heritage and creative programmes as a result of support	✓
Increased take up of energy efficiency measures	
Increased number of projects arising from funded feasibility studies	
Number of premises with improved digital connectivity	
None of the above	

**SELECT THE INTERVENTIONS YOU INTEND TO USE WHICH MEET THE COMMUNITIES AND PLACE INVESTMENT PRIORITY. YOU CAN SELECT AS MANY AS YOU LIKE.**

**Intervention**

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

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.

**DO YOU PLAN TO USE ANY INTERVENTIONS NOT INCLUDED IN THE COMMUNITIES AND PLACE LIST?**

**State the name of each of these additional interventions and a brief description of each of these**

No.

<b>Explain how each intervention meets the Communities and Place investment priority. Give evidence where possible, including why it is value money and the outcomes you want to deliver.</b>	
Not applicable.	
<b>Do you consider that any of these interventions may provide a subsidy to potential recipients of the funding under the intervention's planned activity?</b>	
All bids must also consider how they will deliver in line with subsidy control as.	
Not applicable.	
<b>Detail the assessment you undertook to consider whether the intervention is a subsidy and any specific measures you will take to make sure the subsidy is permitted.</b>	
Not applicable.	

**HAVE YOU ALREADY IDENTIFIED ANY PROJECTS WHICH FALL UNDER THE COMMUNITIES AND PLACE INVESTMENT PRIORITY?**

**Describe these projects, including how they fall under the Communities and Place investment priority and the location of the proposed project.**

*Projects delivered within the Cambridge City Council area*

- Digital Platform to Build Social and Human Capital in Cambridge (E9, E11):** 2% of clients accessing Cambridge City Council's homelessness advice service are unemployed and the high cost of housing in Cambridge and shortage of affordable housing means that many of our residents who are in low paid or insecure work are constantly at risk of homelessness or are tipped into homelessness due to a change in their lives e.g. relationship breakdown or poor mental health. There are also an unacceptable number of young and older people from disadvantaged backgrounds who have left school with few qualifications who go straight into low paid work with no prospects for progression without an opportunity to retrain or upskill. e.g. Cambridge has the lowest levels of progression at 18 into FE in CA area at just 2.8% compared with 9% nationally and apprenticeships at 4.8% compared with 9.3% nationally, and an educational attainment gap – only 43% of disadvantaged pupils achieved the benchmark in GCSE English and Maths, vs. 75% of children not eligible for free school meals. This is a threat to community cohesion in Cambridge, with the city being named as one of the UK's most unequal cities, eroding pride in place whilst the city continues to contribute to the UK economy via High-tech growth and salaries grow in other parts of the local economy. This project uses crowdfunding as a tool to build pride of place by engaging the community in helping those who are at risk of homelessness and the homeless to achieve their ambition. Building on the work of Cambridge City Council's Homelessness prevention service which has a track record of using digital innovation to tackle homelessness. The project will provide a platform which offers the functionality for local charities and public services to build a supportive and engaged community around a causes or beneficiaries over time and additional resource to help those at risk of homelessness due to low paid insecure work.
- Abbey Community Wealth (E2, E5, E9, E11, E12):** Cambridge has its own significant and worsening levelling up challenges. Overall, the city continues to make a net contribution to national GVA and projections of continued growth in our knowledge intensive sectors, mask the fact that wards in the north and east of the city are some of the most deprived in the UK, with life expectancy being 11 years lower than more affluent areas. According to the Government's Index of Multiple Deprivation (IMD), Abbey ward was in the most deprived 20% of LSOAs in the country in 2019. Abbey benefits from an active and committed community sector and co-ordinated work across the public sector has provided community development and welfare support, however little improvement in the IMD has resulted. The project will pilot a systems approach to community wealth building at neighbourhood level to strengthen community access to services, build pride of place and aspiration and to empower people to achieve their ambitions for themselves and their families. With significant physical regeneration of the area planned over the next decade there is potential to use this as an opportunity to catalyse change and build human and social capital alongside investment in physical infrastructure and community safety approaches.

- **Neighbourhood Improvement Feasibility to accelerate delivery (E14):** This project is based on the need to build resilient neighbourhoods and a balanced local economy through investment in quality places that people want to live and work, focussing on how industrial land and underused spaces could further enhance community and place. The lack of commercial space in Cambridge is pushing businesses out of the city, increasing rents to levels which essential service industries and small businesses cannot afford, leading to poor perceptions of the Cambridge business environment. Many of Cambridge's existing industrial estates are part of local neighbourhoods, contribute to the vibrancy and quality of life, job creation and place making. However, some are not fit for purpose in terms of meeting the needs of new industrial uses, meeting future environmental standards or offering good integration with nearby housing and public spaces. Cambridge City Council has property and landholdings on many of these estates, which provides an opportunity to curate future uses and carry out strategic feasibility work to leverage investment into sites for projects that otherwise would not be commercially viable. We are also owners and stewards of culturally significant buildings in the city which if restored and sensitively developed can offer unique and distinct spaces for business and community use. Subject to the results of feasibility, two of these studies would facilitate delivery within 2-3 years with longer term masterplan looking to deliver within 5-8 years as leases fall although phasing could see some development come forward sooner.

***Projects delivered within the East Cambridgeshire District Council area:***

- **Explore East Cambridgeshire (E4, E6, E7, E8):** Marketing of East Cambridgeshire as a place to visit and explore. Develop the 'Explore' brand digitally through Web, App and other hard assets. Develop a network of street/road signage and connected map/wayfinding assets such as Tourist information collateral. Carry out market analytics to develop and define marketing strategy that connects East Cambridgeshire as a place/destination for tourists, visitors and residents. Promote and flag green space/ wildlife areas, cultural and heritage centres, sustainable travel links and points of interest. Connect promotional place marketing activity with other UK regions, stakeholders such as rail networks and connected partners. Provision of pilot interactive digital assets (touch screens).

**Pride of Place Grant Scheme (E3, E9):** To enable Parishes to create local green spaces that local residents are proud of and can access to improve their health and well being. The funding would be split into two projects:

1. A small-scale community nature related grants fund, supporting applications of £250-£2,500. The pot could be split into revenue and capital, depending on the grant required and project proposed.
2. A Project to appoint a person for one year who will develop a 'Community Champions' programme, which recruits and trains local volunteer people to enable them in turn to lead nature recovery projects where they live, and also training and advice, opportunities for skills development, and networking opportunities that enable

knowledge sharing and information exchange for communities across East Cambridgeshire (and potentially beyond).

- **Sustrans Cycle Route Feasibility Studies (E14):** Commission Sustrans to produce 5 route feasibility studies to support funding bids for new cycling routes in East Cambridgeshire. These studies are an important step forward in making the case for future investment as they will ensure that we have developed proposals to put forward when funding is announced. They also put the Council in a strong position during developer negotiations to ensure that new development is designed to support and deliver active travel measures.

***Projects delivered within the South Cambridgeshire District Council area:***

- **Develop a South Cambridgeshire Brand/Identity (E8):** Create a 'South Cambridgeshire Brand'. This would involve cost of concept, design and implementation of signage in prominent locations in South Cambridgeshire. Funding would also include marketing/promoting identity/brand and would include South Cambridgeshire promotional video/s, social media promotion etc.
- **Improving South Cambridgeshire High Streets (E1):** SCDC would consult with parish councils and residents of our 8 larger High Streets, in partnership with parish councils and community building/village hall committees and land owners implement changes agreed on dependant on consultation.
- **Rural Hub Development (E1, E14):** In this project we would work closely with parish councils, CambsAcre and local businesses to launch and support events and activities within communities (for example Arts and Culture, Skills, Environmental events) At the same time, we would ensure that businesses are invited to trade and can benefit from increased visitor numbers. An early illustrative case study is new town Northstowe where a community café is run. During opening hours, local businesses are invited in to come and trade. Funding would be allocated towards event costs such as marquee hire, creating arts materials, promotion cost etc. Indicative funding allocated towards 6 events (£10,000 per event) in areas of greatest deprivation in South Cambridgeshire.
- **Community gardens and greenspaces (E3, E7, E9, E13):** This project will allow communities in areas of identified need to acquire, design, build and maintain community parks and growing spaces with professional support and coordinated community action. Two projects will be supported per year to deliver high quality greenspace which will enhance civic pride, improve community cohesion and bring measurable health benefits.
- **Northstowe Community Centre (E7):** Financial contribution towards supporting community, business and resident amenities/provision in healthy new town Northstowe. There are two anchor buildings the Council must build for the Enterprise Zone to be successful i.e. they will serve the needs of those employed there as well as the resident community. Ambitious, exemplar and true to our net 0 objectives, these buildings will become lynchpin place-making markers jumpstarting the masterplan and setting the tone, feel and vision for EZ development in its entirety.

### *Projects delivered within the Fenland District Council area*

- **ASB (E4, E6):** Working with Blackfield Creatives, Clarion Housing, Clarion Futures, local schools and the police to develop creative and engaging ways to divert young people from ASB.
- **Safer Wisbech - Addressing perceptions of low level crime and ASB in Wisbech (E6, E9, E14):** Following public consultation Wisbech has been identified as an area where residents feel 'unsafe' and therefore the Safer Wisbech group has been formed including partners such as Clarion, Cambridgeshire Police, Fenland District Council and Cambridgeshire County Council. Three projects have been identified to work with young people using detached youth work as well as art/culture activities to divert them from ASB. Using these relationships and connections with young people the Safer Wisbech group would work with partners to work with young people over the next three years to develop innovative ways to encourage other young people away from crime and ASB. Working with the Community Safety Partnership we would fund various projects over the next three years to address this issue. Some additional things the group will be looking at over the next three years include:
  - Re-evaluating peoples fear of safety after three projects are complete later this year.
  - Funding 3 more projects over the next three years to engage with our communities and divert people from ASB and crime.
  - Engage young people in projects and involve them in design processes. Utilising opportunities for restorative justice working with the police following ASB incidents where property is damaged and allowing community partners opportunities to engage with offenders or perceived offenders of ASB and low-level crime.
  - Build in budget to act on engagements e.g. funding for our young people to highlight gaps in provisions and help set something up.
- **Amplifying Community Arts and Culture (E6, E9, E14):** The local creative and culture steering group would utilise the funding to engage local creative providers to develop more opportunities for the local community to engage in creative activities. This work would include upskilling the creative community with regard to communication and advertising of creative opportunities to ensure activity remains sustainable through an increased number of attendees. further the project will upskill the creative community with regards to grant funding - both searching for and applying successfully for such funding to further amplify what is available to Fenland's local community. A small capital funding element will be used to purchase necessary assets used for display and performance purposes; these to be available to the creative community across Fenland to facilitate community activities.

### *Projects delivered within the Peterborough City Council area*



- **Local resilience: flood and climate risks (E2, E3):** This proposal seeks to fund the development of an adaptation plan for Peterborough to address the predicted local impacts of climate change, ensuring health, financial stability of residents and businesses, delivery of public services and protection of the local environment including both natural and built environments. The adaptation plan will focus on activity to be undertaken across the city, and may feature actions for a number of stakeholders and/or co-led projects. The development of this adaptation plan will be undertaken by external consultants following a procurement exercise. Officers across the council and external stakeholders will be invited to develop the scope of the adaptation plan.
- **Community Carbon Literacy (E9, E12, E13):** This proposal seeks to fund the development of an adaptation plan for Peterborough to address the predicted local impacts of climate change, ensuring health, financial stability of residents and businesses, delivery of public services and protection of the local environment including both natural and built environments. The adaptation plan will focus on activity to be undertaken across the city, and may feature actions for a number of stakeholders and/or co-led projects. The development of this adaptation plan will be undertaken by external consultants following a procurement exercise. Officers across the council and external stakeholders will be invited to develop the scope of the adaptation plan.
- **Lincoln Road Regeneration (to confirm):** This is a £2m Towns Fund project to rejuvenate the Public realm in the Millfield area of Peterborough. This element of the project would support the capital infrastructure elements and add additional value by supporting a community art project to create a sense of pride in the local community.
- **Youth Zone for Peterborough (to confirm):** OnSide Youth Zones aren't youth centres as you may know them. These are inspirational hubs of energy and support packed with state-of-the-art facilities. They're a message to young people that someone really believes in them and has invested in their future. OnSide work in partnership with local authorities, young people, communities and the private sector (including businesses and philanthropists), OnSide puts in place five key foundations to create a new local charity which will go on to support thousands of young people for years to come. Youth Zones are:- Open 7 days a week, Open to all young people, Kitted out with state-of-the-art facilities, Staffed by skilled and dedicated youth workers, Over 20 activities on offer each session, Provide targeted support with an entry fee of 50p.

#### *Projects delivered within the Huntingdonshire District Council area*

- **Active Travel Feasibility Studies (E7, E14):** Commission to produce up to five route feasibility studies to support future external funding bids for new sustainable travel routes across Huntingdonshire.
- **Ramsey Great Whyte Improvements (E1):** HDC have submitted a CPCA LGF bid to deliver improvements to the Great Whyte High Street in Ramsey, a project consisting of two complementary elements that will significantly enhance the overall physical, economic, and social vitality of this section of the Great Whyte. The first element includes a proposed

new Market / Agriculture Produce Hub delivering up to 10 retail units for local producers, retailers and businesses in appropriate dedicated retail space appropriate for twenty first century agri-food producers, and the second element is for delivery of circa 600 m2 public realm improvements wrapping around the Produce Hub. This revenue investment will provide funding for the first three years to promote the facility, to support community development and events and activities.

- **Vibrant Communities (E4, E6, E8):** Revenue funding to support events (arts, culture, skills, seasonal & environmental events) in town centres and large villages as part of a wider package of activity to increase footfall. This is linked to a broader range of capital focussed interventions.
- **Visit Huntingdonshire (E2, E4, E8):** Visitor economy promotion to build on increased footfall and tourism previously achieved through the Welcome Back Fund. Potential to include promotion of existing farmers and artisan markets; further development of a new high street pop-up retail experience, marketing and promotion of the countryside, heritage assets, waterways and sporting activities of the district to drive footfall and tourism.
- **Community-based Employment and Skills (E9, E11):** Employment & Skills Support engaging economically inactivity via key community nodes, such as food hubs, via housing associations, providing tailored and targeted support, including focus on mental health & wellbeing, volunteering as a route to employment and progression pathways to further develop skills and employment through existing mainstream provision.

#### *Projects delivered across all of Cambridgeshire County*

- **Scrap It Research Pilot (E2, E5, E9, E11):** SCRAP IT is a group set up specifically to tackle Fly Tipping within communities with representatives from all the local councils from Cambridgeshire and Peterborough, as well as the NFU, CLA, Police and the Environment Agency. This group reviews fly tipping activity and shared best practice for enforcement. Each District will be provided with access to a unique research pilot looking at the causes of small scale fly tips in urban environments with the research being carried out by the University of Cambridge as well as signage, barrier tape and monitoring equipment.

**Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity?**

**All bids must also consider how they will deliver in line with subsidy control as [set out in the guidance](#).**

Yes

No

**Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted.**

It is proposed that a detailed assessment of Subsidy Control will be carried out on each project via an external subsidy control expert. Where procurement is part of the project deliver this will be in

line with all current regulations and will be monitored by the central team at the CPCA if being managed by individual local authorities and organisations.

The grant agreements include a requirement that all funds are subject the Subsidy Control checks.

Cambridgeshire and Peterborough Combined Authority (CPCA) and its constituent Local Authorities will analyse all funding awards to individual project delivery organisations and the beneficiaries of those projects to ascertain compliance with the proposed new UK Subsidy Control Bill measures.

Where any subsidy is found in relation to any UKSPF grant being issued the Combined Authority and its constituent Authorities will determine whether it is permissible under current rules, then either decide to proceed but notifying reasons through the Government subsidy database or work with the project to adjust delivery to comply with subsidy control measures, or if required refuse the funding to the project and divert into another project.

**WHAT ARE THE OUTCOMES YOU WANT TO DELIVER UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY? SELECT ALL THAT APPLY.**

Outcome	Tick if applicable
Jobs created	✓
Jobs safeguarded	✓
Increased footfall	✓
Increased visitor numbers	✓
Reduced vacancy rates	✓
Greenhouse gas reductions	✓
Number of new businesses created	✓
Improved perception of markets	✓
Increased business sustainability	✓
Increased number of businesses supported	✓
Increased amount of investment	✓
Improved perception of attractions	✓
Number of businesses introducing new products to the firm	
Number of organisations engaged in new knowledge transfer activity	
Number of premises with improved digital connectivity	
Number of businesses adopting new to the firm technologies or processes	
Number of new to market products	
Number of R&D active businesses	

Increased number of innovation active SMEs	
Number of businesses adopting new or improved products or services	✓
Increased number of innovation plans developed	✓
Number of early stage firms which increase their revenue following support	✓
Number of businesses engaged in new markets	
Number of businesses engaged in new markets	
Number of businesses increasing their export capability	
Increased amount of low or zero carbon energy infrastructure installed	✓
Number of businesses with improved productivity	✓
Increased number of projects arising from funded feasibility studies	
Increased number of properties better protected from flooding and coastal erosion	
None of the above	

**SELECT THE INTERVENTIONS YOU INTEND TO USE WHICH MEET THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY. YOU CAN SELECT AS MANY AS YOU LIKE.**

**Intervention**

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

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.

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

**DO YOU PLAN TO USE ANY INTERVENTIONS NOT INCLUDED IN THE SUPPORTING LOCAL BUSINESS LIST?**

**State the name of each of these additional interventions and a brief description of each of these**

No.

**Explain how each intervention meets the Supporting Local Business investment priority. Give evidence where possible, including why it is value money and the outcomes you want to deliver.**

Not applicable.

**Do you consider that any of these interventions may provide a subsidy to potential recipients of the funding under the intervention's planned activity?**

**All bids must also consider how they will deliver in line with subsidy control as [set out in the guidance](#).**

Not applicable.

**Detail the assessment you undertook to consider whether the intervention is a subsidy and any specific measures you will take to make sure the subsidy is permitted.**

Not applicable.

**HAVE YOU ALREADY IDENTIFIED ANY PROJECTS WHICH FALL UNDER THE SUPPORTING LOCAL BUSINESS INVESTMENT PRIORITY?**

**Describe these projects, including how they fall under the Supporting Local Business investment priority and the location of the proposed project.**



### *Projects delivered within the Cambridge City Council area*

- Business Resilience - small business resilience, productivity and sustainability:** The Cambridge economy has had mixed fortunes since the COVID crisis first hit in 2020. Our Life Science and High Tech clusters and wider knowledge intensive industries have experienced growth and remain on a growth trajectory resulting in overall employment growth in Greater Cambridge, albeit at a slower rate than pre-pandemic. However, employment in service and non-knowledge intensive foundation sectors has declined with the largest drop observed for 'Other services' – e.g. hotels, pubs and restaurants. (Greater Cambridge Employment Update, Centre for Business Research, University of Cambridge, Cosh/Caselli Feb 2022). Our city centre vacancy rates have risen to 9% which is lower than the national average, but hospitality and retail and the wider visitor economy suffered major losses during lock downs and are still recovering and adapting to changes in consumer behaviour, impacts of hybrid working, the major decline of international visitors and continue to grapple with cost inflation and uncertainty created by the cost of living crisis and the global situation in Ukraine and Brexit impacts. Wider research by Grant Thornton into the local economy also revealed a difference in the resilience of growth orientated SMEs versus larger corporates in that SMEs did not have the capacity to access borrowing in order to ride the storm/grasp opportunities and local Chambers of Commerce are reporting that SMEs across the board are now considering job losses in order to survive. In Cambridge we have a rich innovation eco-system to foster growth in our Knowledge Intensive sectors and a vibrant business network community for businesses of all sizes. However, there is a need for on the ground support which this project will provide via provision of 1:1 support to local businesses in our wider service economy, most impacted by COVID and struggling with rise in cost of doing business, to improve productivity and safeguard jobs across the city. Signposting and support to access services provided by Growth Works to increase productivity and uptake of adult education and skills
- Greater Cambridge Visitor Economy / Markets and Tourism Development:** Developing the Economic, Environmental and Social Impact of the visitor economy through local markets and visitor economy development to contribute to place making in new communities and city centres and address impacts of decline in international tourists. Visitor economy and markets development programme including: Current markets Economic and Social impact assessment and development plan; Start Up and Growth Programme for existing and new Market Traders linked accredited training by the environmental health team, support on carbon reduction and social impact; use of meanwhile space and market stalls as route to market; marketing and destination promotion to drive footfall and wider tourism development plan.
- Green Business Grant Programme:** Although emissions in Cambridge per capita fell by a third over the last 10 years, in the driest part of the UK we face increased flood risk; water shortages and droughts; and higher summer temperatures and the region has 6 years left of UK's 2050 emissions allowance. Cambridge City Council has worked with local

businesses over the past 5 years to reduce their carbon footprint as part of our commitment to addressing Climate Change. From our work we know that local SMEs struggle to prioritise the practical steps they can take to decarbonise their businesses and although there is a plethora of free advice and the strong incentive to reduce energy bills and waste caused by rising energy prices, they also need direct support and access to revenue grant funding for advice to develop and implement net zero plans. This project will therefore offer Grants for Net Zero Planning advice and capital match funding grants to support SMES in Cambridge to reduce carbon emissions and improve productivity by reducing energy costs. Grants for Net Zero Planning advice and capital grants continuation to support SMES in Cambridge to reduce carbon emissions and improve productivity by reducing energy costs.

### *Projects delivered within the East Cambridgeshire District Council area*

- **Business Growth Fund:** Develop a local business grants fund to provide support for growth enhancing initiatives, introduce new technologies, support research and development and to enable businesses to become more energy efficient and low carbon. Focus of the fund will be on start up – step up and smaller firms with less than £5.0m t/o. Follows on from ECDC similar programme which has been highly successful with output of developing innovation and creating employment/skills as part of grant funding arrangements with applicants.
- **Local Enterprise Support Scheme:** Whilst there is plenty of business advice services and practical support for businesses, employers, job seekers and other stakeholders further afield, there are currently significant gaps in provision of such services in our district. Building on the newly formed Ely Skills and Employment Hub, in collaboration with the BIPC and Library services, we will further develop points of access for skills development, apprenticeships and business support at a community level in libraries across East Cambridgeshire. They will provide advice, support and mentoring to the community, including existing businesses and those looking to start a business. Integral to this programme will be support provided to the Business and IP Centre which currently offer services within East Cambridgeshire and works with neighbouring LA's and their business communities. BIPC also fills the gaps in support provided by growth works by providing additional vital market intelligence/data and support services to earlier stage new start ups, start ups and SMEs. This is of particular importance within our district.

### *Projects delivered within the South Cambridgeshire District Council area*

- **Green Business grant programme - net zero accelerator:** Work has commenced this year with SCDC officers engaging with businesses to understand their knowledge and steps that can be taking to reduce their carbon footprint. Many are faced with rising fuel/energy costs concerns and this scheme could help accelerate their move towards carbon net zero by providing match funding to help them on their journey, which will also help by reducing longer term energy bills.
- **Greater Cambridge Visitor Economy and Markets Development:** Visitor economy and markets development programme including: Current markets Economic and Social impact

assessment and development plan; Start Up and Growth Programme for existing and new Market Traders linked accredited training by the environmental health team, support on carbon reduction and social impact; use of meanwhile space and market stalls as route to market; marketing and destination promotion to drive footfall and wider tourism development plan.

- **Grant scheme to support new start-ups:** Micro/SME make up around 95% of the businesses in South Cambridgeshire. Whilst there is plenty of business advice and practical support for new start-ups in this sector, there is currently a gap in Growth Works funding eligibility criteria to help get these businesses off the ground, which is postcode specific in not supporting CB micro start-ups. This scheme would look to support new start-ups with the view to aligning some businesses with the opportunity to utilise space in South Cambridgeshire Hall (Council Office) for 3/6/12 months to help them at the very beginning of their journey. Support would also be available for businesses looking to set up within the retail/hospitality and leisure sectors.
- **BIPC support for under represented groups:** Business and IP Centre currently offer services from Cambridge and Peterborough Libraries, and work with neighbouring LA's supporting businesses in Huntingdon, Ely and Wisbech through hubs. They fill additional gaps in support provided by growth works by providing additional vital market intelligence/data and support services to earlier stage new start ups, start ups and SMEs. They have had successes particularly in supporting new start ups in the under represented Female/ethnic minority groups. Working with SCDC Business Support and Development team, this scheme would be to provide in person appointment 1-2-1 support 1-2 days a month from our Cambourne Hall premises culminating to help businesses right from concept to those looking at growth. The funding also encompasses the launch of a 20k grant scheme competition to support 4 new start ups run by females/ethnic minority groups.

#### *Projects delivered within the Fenland District Council area*

- **Fenland - Investment in Business:** This project will provide access to the appropriate expertise and pump-priming grant funding for Fenland businesses to drive local economic growth, productivity, R&D, energy saving and business innovation to secure access to market opportunities. The project will proactively prioritise sectors that are important drivers for economic growth in Fenland including food processing and its supply chain, distribution and precision engineering sectors, however, there will be no sectoral restrictions for the project. The project will bring together all the best practice learned delivering recent grant based projects. It will bring skills development and business investment together in one scheme through a 'pre-qualification' process for grant awards. We will seek the involvement of the North Cambridgeshire Place Development Board in assessing grant bids. Moreover, the project also includes providing the administrative support to assist the incipient North Cambridge Place Development Board in putting local business development at the core of its work. The project is designed to deliver on the

Council's corporate objective of supporting economic growth and is one of the key workstreams in the Council's refreshed Economic Growth Strategy 2022-2025.

### *Projects delivered within the Peterborough City Council area*

- **Culture Alliance:** The new Cultural Strategy for Peterborough, developed with partners, is needed to assist growth plans, encourage investment and promote community and economic development. This is a 10-year strategy that will be a live developing piece of work using a micro-site to share the consultation process, emerging recommendations and commissions to date. Peterborough's cultural infrastructure has come a long way in the last decade. The Culture Forum, the multiple examples of independently driven work of creative practitioners, the impact of Peterborough Presents and new National Portfolio organisations working in the city, the audience loyalty for the theatres, music venues and heritage assets are all crucial. Now we need to build a stronger platform for the future: one which promotes the area, helps artists to grow, brings communities together and enables everyone to take part. This project will deliver an effective, inclusive body which provides the structure to strengthen the broad cultural infrastructure of Peterborough and positions the area to maximise both financial input and the quality and range of cultural life. The Alliance needs to be supported by a small team, including a Director role and two FTEs to facilitate activities, including one with a focus on engaging young people.
- **Peterborough Digital Incubator:** Peterborough Digital Incubator would be a virtual programme, delivered online and through the use of facilities such as the ARU Peterborough Living Lab and The Vine, providing much needed support to students, entrepreneurs, and early stage businesses with digital specialisms. It would do this through the provision of networking, events, workshops, seminars, and mentoring designed to increase the business acumen of participants, and support them regarding the continued development of their technical expertise as well as providing mechanisms to improve access to finance. It would also provide a service introducing students with digital expertise into businesses from outside the digital sector in order to assist those students in increasing their employability and finding employment opportunities, as well as increasing the digital literacy of those businesses, assisting them to improve the productivity and competitiveness through the adoption of new products, services, and processes.

### *Projects delivered within the Huntingdonshire District Council area*

- **Reaching for net zero implementation:** Huntingdonshire businesses are increasingly concerned with rising energy costs and the environmental impact of their operations. SMEs require expert support in understanding how they can take steps to reduce their carbon footprint, increase efficiencies and lower their utilities costs. This project will support SMEs with a diagnostic programme delivering knowledge and expertise, a bespoke net zero plan with a capital contribution grant for implementation.
- **Start-up and Entrepreneurship programme:** There is a gap in the market of current business support for entrepreneurs in pre-start-up and early stage ventures. HDC will implement a programme of intensive series of workshops designed to help candidates

<p>through the process, equipping them with the skills and knowledge they need to apply for funding and launch their new business idea. Through interactive sessions, they will learn about everything from developing a business plan to marketing their new venture. With the expert guidance on offer, they will have everything they need to take those first vital steps towards setting up their own business.</p> <ul style="list-style-type: none"> <li>• <b>BIPC Support:</b> Business and IP Centres across Cambridgeshire and Peterborough Libraries provide vital market intelligence/data and support services to earlier stage new start ups, start ups and SMEs. They have had successes particularly in supporting new start ups in the under represented Female/BAME groups. HDC would seek to support this with a bespoke funding competition to support 4 new start ups in the female/BAME sector.</li> <li>• <b>Manufacturing Digitisation:</b> Manufacturing is the foundation sector for the Huntingdonshire economy. This project seeks to improve productivity and efficiencies of local SMEs. Through a partnership with MAKE UK we have a dedicated manufacturing sector workstream to support the digitisation and supply chain development for our local economy. Providing 12 hours free consultancy to provide diagnostic and consultancy advice on integrating new technologies for Industry 4.0. Supply chain resilience and UK centric focus to support volatility in global supply chains post Brexit and pandemic.</li> </ul>	
<p><b>Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity?</b></p> <p><b>All bids must also consider how they will deliver in line with subsidy control as <a href="#">set out in the guidance</a>.</b></p>	
Yes	No
<p><b>Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted.</b></p>	
<p>It is proposed that a detailed assessment of Subsidy Control will be carried out on each project via an external subsidy control expert. Where procurement is part of the project deliver this will be in line with all current regulations and will be monitored by the central team at the CPCA if being managed by individual local authorities and organisations.</p> <p>The grant agreements include a requirement that all funds are subject the Subsidy Control checks.</p> <p>Cambridgeshire and Peterborough Combined Authority (CPCA) and its constituent Local Authorities will analyse all funding awards to individual project delivery organisations and the beneficiaries of those projects to ascertain compliance with the proposed new UK Subsidy Control Bill measures.</p> <p>Where any subsidy is found in relation to any UKSPF grant being issued the Combined Authority and its constituent Authorities will determine whether it is permissible under current rules, then either decide to proceed but notifying reasons through the Government subsidy database or work with the project to adjust delivery to comply with subsidy control measures, or if required refuse the funding to the project and divert into another project.</p>	

WHAT ARE THE OUTCOMES YOU WANT TO DELIVER UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY? SELECT ALL THAT APPLY.	
Outcome	Tick if applicable
Number of economically inactive individuals in receipt of benefits they are entitled to following support	
Increased active or sustained participants of UKSPF beneficiaries in community groups [and/or] increased employability through development of interpersonal skills	✓
Increased proportion of participants with basic skills (English, maths, digital and ESOL)	
Number of people in supported employment [and] number of people engaging with mainstream healthcare services	
Number of people sustaining engagement with keyworker support and additional services	✓
Number of people engaged in job-searching following support	✓
Number of people in employment, including self-employment, following support	✓
Number of people sustaining employment for 6 months	
Increased employment, skills and/or UKSPF objectives incorporated into local area corporate governance	
Number of people in education/training	✓
Increased number of people with basic skills (English, maths, digital and ESOL)	
Fewer people facing structural barriers into employment and into skills provision	✓
Increased number of people familiarised with employers' expectations, including, standards of behaviour in the workplace	✓
Fewer people facing structural barriers into employment and into skills provision	✓
Number of people gaining a qualification or completing a course following support	✓
Number of people gaining qualifications, licences, and skills	✓
Number of economically active individuals engaged in mainstream skills education, and training.	✓
Number of people engaged in life skills support following interventions	✓



Number of people with proficiency in pre-employment and interpersonal skills (relationship, organisational and anger-management, interviewing, CV and job application writing)	✓
<b>Multiply only</b> - Increased number of adults achieving maths qualifications up to, and including, Level 2.	
<b>Multiply only</b> - Increased number of adults participating in maths qualifications and courses up to, and including, Level 2.	
None of the above	

**SELECT THE INTERVENTIONS YOU INTEND TO USE WHICH MEET THE PEOPLE AND SKILLS INVESTMENT PRIORITY. YOU CAN SELECT AS MANY AS YOU LIKE.**

**Intervention**

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

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

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

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

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

E37: Tailored support 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.


**DO YOU PLAN TO USE ANY INTERVENTIONS NOT INCLUDED IN THE PEOPLE AND SKILLS LIST?**

**State the name of each of these additional interventions and a brief description of each of these**

No.

**Explain how each intervention meets the People and Skills investment priority. Give evidence where possible, including why it is value money and the outcomes you want to deliver.**

Not applicable.

**Do you consider that any of these interventions may provide a subsidy to potential recipients of the funding under the intervention's planned activity?**

**All bids must also consider how they will deliver in line with subsidy control as [set out in the guidance](#).**

Not applicable.

**Detail the assessment you undertook to consider whether the intervention is a subsidy and any specific measures you will take to make sure the subsidy is permitted.**

Not applicable.

**ENGLAND ONLY:** People and Skills interventions can only be used in 2022-2023 and 2023-2024 if you have identified a local voluntary and community provision, previously supported by the European Social Fund, at risk of closure. If you have not identified a suitable provision, you will not be able to select interventions for 2022-2023 and 2023-2024 and your investment plan will not be approved.

**HAVE YOU ALREADY IDENTIFIED ANY PROJECTS for 2024-2025 WHICH FALL UNDER THE PEOPLE AND SKILLS INVESTMENT PRIORITY?**

Yes

**Describe the projects for 2024-25, including how they fall under the People and Skills investment priority and the location of the proposed project.**

### *Projects delivered within the Cambridge City Council area*

- **Cambridgeshire and Peterborough Region of Learning:** The Region of Learning is a digital, evidenced based approach to engaging young people from less advantaged backgrounds to reduce inequality and improve social mobility. It is an interactive web portal, digital app, and smart card that together provides young people with a 'universal passport to learning, skills and opportunity'. It has been specifically designed to support a system-wide and evidence-based approach to improving outcomes for children and young people that utilises existing local authority assets and new technologies. In addition to the Holistic Online skills support incorporating Growth Works with Skills (GWwS) and Region of Learning described below, the Cambridge specific project will address the city's local market needs by engaging young and disadvantaged people with up-to-date information on growth sectors, occupations and sought-after skills by working with employers who are actively recruiting to create accessible digitally badged pathways to businesses, sectors, or job roles where there are high rates of unfilled vacancies and skills shortages.

### *Projects delivered within the East Cambridgeshire District Council area*

- **Digital Inclusion Scheme:** Digital inclusion initiatives to help improve people's digital skills so that they can use online services. The scheme will address the main challenges that people face to going online:
  - access - the ability to go online and connect to the internet
  - skills - to be able to use the internet
  - motivation - knowing the reasons why using the internet is a good thing
  - trust - a fear of crime, or not knowing where to start to go online.

We will also provide IT equipment to areas that do not have publicly available computers.

### *Projects delivered within the South Cambridgeshire District Council area:*

- **CPCA Skills Collaboration & Regions of Learning:** SCDC operational implementation of the CPCA Employment and Skills Strategy, and the Region of Learning project within the City.

### *Projects delivered across all of Cambridgeshire and Peterborough*

For the projects outlined below, needs based analysis will be utilised to inform the design of projects, the delivery mechanism and deployment on the ground, the targeting of outputs which factors in the potential added costs of achieving the same outputs/outcomes in different parts of the geography, to ensure the projects deliver the impact where there is highest need and inequality within the Combined Authority's whole geography.

- **Holistic Online skills support incorporating Growth Works with Skills (GWwS) and Region of Learning:**
  - Growth Works with Skills was designed to deliver an alternative to the traditional skills brokerage models, using a Maturity Index and consultative conversations to connect employers and individuals to opportunities that enable growth. Continuing

Growth Works with Skills, maintaining the Digital Talent Platform with access to resources, diagnostic tools, vacancy listing and candidate matching will maintain support for employers large and small across all six districts. Integrating Regions of Learning will provide an on-ramp for people with low skill to access credentials that demonstrate their capability - providing them with opportunity to transition into further or higher education or into work or self-employment. Regions of Learning is currently aimed at young people, but would be expanded to cover all people who are not yet in work - whether they be young, returning to work or simply yet to engage in economic activity. The Regions of Learning platform will continue to develop online credentials via Open Badges, and host opportunities, such as internships and early careers vacancies, on the Talent View platform.

- Continuing the work with EmsiBG, the Skills Extractor will be used to create common language between employer, education provider and individual to link into work around careers ladders and, potentially, an all age careers service. Activity to support NEETs will be focussed on providing destinations for those already well served by existing providers in CPCA, and we will seek to integrate additional providers to offer progression into technical and vocational learning routes, including Traineeships, T-Levels and Apprenticeships - as well as independent training providers and others providing non-accredited short courses that support progression into, and within, the workplace.
- Critically, and unlike traditional skills brokerage services, Growth Works with Skills is a proactive service, driving demand and generating interest in training and apprenticeships, without a single training or apprenticeship product to sell. Growth Works with Skills is the honest broker - taking a principled approach, using evidence to identify the solution that is most likely to work for the employer; meanwhile creating opportunity for individuals committed to learn, and employers committed to their development. Through a combination of online, automated access to support and resources and a key account management approach that encourages deep and ongoing conversations, Growth Works with Skills provides a 'no wrong door' approach to all employers of all sizes, across all sectors and all geographies of Cambridgeshire & Peterborough - by incorporating Regions of Learning we feed the talent pipeline that employers are seeking and link it with existing academic and vocational opportunities to showcase an end-to-end skills journey for Cambridgeshire & Peterborough Residents, irrespective of their age, employment status or skill level.
- **Supported Internships across Cambridgeshire & Peterborough:** Working closely with key stakeholders this project will identify those individuals most in need. There will be three main activities:
  - Personal Skills Analysis to guide individuals in understanding and identifying opportunities for re-skilling, up-skilling and re-training. This will involve working directly with individuals to identify opportunities to transition into or back into work

following an extended period of economic inactivity; into new roles with their existing skills, or to identify training that will support them in transitioning to a new role.

- Delivering real-world experiences of work through funded internships. Funding will be provided to employers to provide new work opportunities. To support these internships activities will include: Workshops and webinars on a 1-to-many basis to highlight the benefits of, and ways to implement, internships; 1-to-1 meetings for companies to explore the opportunities for and benefits of internships; securing and matching 3 month paid internships; and 'Learning Mentor Training' for the host organisation.
- Training Needs Analysis to identify re-skilling, up-skilling and inclusive recruitment practices within a business. This will include working with (1) businesses to identify skills development opportunities and inclusive recruitment practices to meet skills shortages, and (2) businesses looking to develop or expand into key areas such as Net-zero or Digital by training their current staff.
- **All Age Careers Service across Cambridgeshire & Peterborough:** Working within the current funding boundaries of the National Careers Service (NCS) and the Careers and Enterprise Company (CEC), the service would be expanded to support careers related learning in primary school settings. Primary provision would mirror the employer engagement element of the CEC contract allowing for sustainable relationships to be developed.
  - We will use new technology to align the service offering and allow for individuals to navigate career transitions. Digital tools and data will be a key focus to the service and will act as the digital thread to tie the provision together. Employers will be front and centre of the service and a holistic approach will be taken to the relationship to ensure it is maximised at all points. Both CEC and NCS have resources that are suitable for multiple audiences, yet rarely capitalised on outside of their target market. For better value to the public placing these resources in a central location will allow multiple service users to access and benefit from them.
  - Employers will be at the heart of the enhanced provision offer; the CPCA have successfully delivered the Mid-life MOT programme on behalf of DWP which maximised stakeholder relationships and took a holistic approach to health, wealth and working lives. Not only will employers drive the development of CEIAG within schools, they will be encouraged to support their own workforce. Best practice identified from the CEC contract will be applied to the delivery of NCS provision.
  - Tackling bias, raising awareness and promoting the service will support the cultural changes that are needed to tackle some of the misconceptions around careers education and guidance. A localised campaign will be launched working with key stakeholders that seeks to increase awareness of technical routes, whilst tackling bias within the education setting and with parents.

<ul style="list-style-type: none"> <li>Enhanced provision would be offered to schools allowing them to access provision such as workshops, STEM events, employability skills etc. The NCS L6 careers advisor provision would be expanded to year 11 students to support their decision-making process.</li> <li>The CPCA is responsible for the delivery and outcomes of the Careers Hub and CEC contract and has a close working relationship with NCS in the region. Using our influence, delivery of NCS in Cambridgeshire and Peterborough will be aligned to the All Age Careers Service breaking the traditional mould delivered through the rest of the East of England.</li> </ul>	
<p><b>Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity?</b></p> <p>All bids must also consider how they will deliver in line with subsidy control as <a href="#">set out in the guidance</a>.</p>	
<p>No.</p>	
<p><b>Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted.</b></p>	
<p>It is proposed that a detailed assessment of Subsidy Control will be carried out on each project via an external subsidy control expert. Where procurement is part of the project deliver this will be in line with all current regulations and will be monitored by the central team at the CPCA if being managed by individual local authorities and organisations.</p> <p>The grant agreements include a requirement that all funds are subject the Subsidy Control checks.</p> <p>Cambridgeshire and Peterborough Combined Authority (CPCA) and its constituent Local Authorities will analyse all funding awards to individual project delivery organisations and the beneficiaries of those projects to ascertain compliance with the proposed new UK Subsidy Control Bill measures.</p> <p>Where any subsidy is found in relation to any UKSPF grant being issued the Combined Authority and its constituent Authorities will determine whether it is permissible under current rules, then either decide to proceed but notifying reasons through the Government subsidy database or work with the project to adjust delivery to comply with subsidy control measures, or if required refuse the funding to the project and divert into another project.</p>	
<p><b>HAVE YOU IDENTIFIED A LOCAL VOLUNTARY PROVISION AT RISK AS PART OF YOUR PEOPLE AND SKILLS INVESTMENT PRIORITIES?</b></p>	
<p>Yes</p>	<p>No</p>
<p><b>(If Yes) Describe the local voluntary provision at risk and your rationale for supporting it.</b></p>	
<p>Not applicable.</p>	

Provide the European Social Fund Project Names and Project References for this voluntary and community provision at risk.		
What year do you intend to fund these projects? Select all that apply.		
2022-2023	2023-2024	2024-2025
Describe the projects for 2022-2023 and 2023-2024, including how they fall under the People and Skills investment priority and the location of the proposed project.		
N/A		
Do you consider these projects may provide a subsidy to potential recipients of the funding under the proposed planned activity?		
All bids must also consider how they will deliver in line with subsidy control as <a href="#">set out in the guidance</a> .		
Yes	No	
Detail the assessment you undertook to consider whether the proposed projects constitute a subsidy and any specific measures you will take to make sure the subsidy is permitted.		
N/A		



# Approach to delivery and governance

In this section, we will ask you about:

- Structures you have in place to support delivery
- Support you have from stakeholders and the local community
- How you've engaged with MPs as part of your investment plan
- Opportunities you have identified to work with other places

Places need to show how MPs that cover the lead local authority have been engaged on the investment plan and whether they support it. More detail on the role of MPs can be found here.

## STAKEHOLDER ENGAGEMENT AND SUPPORT

**Have you engaged with any of the following as part of your investment plan? Select all that apply.**

Public sector organisations <b>yes</b>	Private sector organisations <b>yes</b>	Civil society organisations <b>yes</b>
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**Describe how you have engaged with any of these organisations. Give examples where possible.**

We have engaged the Cambridgeshire Public Service Board as our UKSPF Advisory/Partnership Board and on this Board sits all the CEOs of the key public sector bodies in Cambridgeshire: County Council, All District and City Councils, Police and Fire, NHS, Clinical and Care Commissioning Group, and the Cambridgeshire and Peterborough Combined Authority.

We have introduced and consulted on the UKSPF widely through local structures and the opportunity it presents for our area and invited contributions to develop the Investment Plan. The groups, Committees and Boards we have engaged are:

Cambridgeshire and Peterborough Combined Authority Board

Cambridgeshire Council Leaders Strategy Group

Combined Authority Skills Committee

Cambridgeshire and Peterborough Business Board

Cambridgeshire Employment and Skills Board

Cambridgeshire Business Advisory Partnership

Cambs and Peterborough ESF providers Forum

All local MP's

The constituent Authorities within the Combined Authority have also used their local networks with some Civil Society groups, Parish Councils and Councillors to engage and inform the plan development.

**Summarise the governance structures you have in place, including how any advisory panels or associated partnership groups are made up**

Cambridgeshire and Peterborough Combined Authority Board has ultimate oversight of the whole programme as the Accountable Body and Lead Authority, making the decision on final approval of the Investment Plan, approving budget and grant payments, also utilising its Local Assurance Framework processes to approve and manage delivery of projects, regularly reviewing performance reports to the Board.

The six Local Authorities within the Combined Authority will also each approve, oversee, and report operational performance of the UKSPF projects within their Council area to their Cabinet.

The Cambridgeshire and Peterborough Public Service Board made up of the CEO's of all key public sector agencies will monitor operational performance of the projects within the Investment Plan and collectively provide advice and direction to the programme, also keeping their local MP's appraised and included in the delivery performance of the UKSPF projects in each constituency area.

The Cambridgeshire and Peterborough Business Board made up of a majority private sector Business members and the Combined Authority Skills Committee made up of constituent Council Members will be the advisory groups through which operational performance will be reported.

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

**Yes**

**No**

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

**Yes**

**No**

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

**PROJECT SELECTION**

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

Yes	No
(If Yes) Describe your approach to selecting projects, and why you intend to do it this way.	

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

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

Intervention	Tick if applicable
<i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i>	<b>N/A</b>
<b>Describe any interventions not included in this list?</b>	
N/A	

[illegible]

<b>Describe any interventions not included in this list?</b>	
N/A	
<b>Who are the places you intend to collaborate with?</b>	
N/A	

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

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

Intervention	Tick if applicable
<i>A full list of nation-specific interventions is available in the relevant annex to the Prospectus.</i>	<b>N/A</b>

<b>Describe any interventions not included in this list?</b>
N/A
<b>Who are the places you intend to collaborate with?</b>
N/A

<b>PUBLIC SECTOR EQUALITY DUTY</b>
<b>How have you considered your public sector equality duty in the design of your investment plan?</b>
<b>How will you consider your public sector equality duty when implementing your investment plan, including in the selection of projects?</b>

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## RISKS

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

**Yes**

No

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

Recruitment of the new role UKSPF Programme Coordinator is a risk in current tight labour market – mitigation is exploring all options to begin recruitment through as many platforms as possible, with agency and interim cover a fall back.

Project delivery risks of several types, such as delayed start or delivery slippage, these mitigated by tight project control using the Combined Authority proven processes and its 10-step project delivery guide, involving not only the Combined Authority but the constituent Local Authorities as well in the operational management.

Delayed payment of the first tranche of UKSPF from Government to Combined Authority – mitigate by working at risk to lay groundwork for projects to begin without delay when funds are received for example sorting out contracts or funding agreements whilst waiting for funds to arrive.

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

Yes

No

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

## Capacity and capability

In this section, we will ask you about:



- The capacity and capability of your team to manage funding
- The resources you have in place for work related to UKSPF

Your answers here will help us know how to support you with delivery. They will not affect the amount of funding you will get.

Answer as honestly as possible.

TEAM RESOURCE
<p><b>How many people (FTE) will be put in place to work with UKSPF funding?</b></p> <p>At the Combined Authority level there will 2 FTE assigned to work directly on UKSPF, this will be in conjunction with access to equivalent support of 0.5 FTE at each constituent Local Authority within the Combined Authority area.</p> <p>Total = 5 FTE's</p>
<p><b>Describe what role these people will have, including any seniority and experience.</b></p> <p>At the Combined Authority:</p> <p>Senior Responsible Officer for Strategic Funds – 0.5 FTE – Overall management responsibilities for the Lead Authority and has been managing Growth Funds, Getting Building Fund, CRF, ESIF and LUF.</p> <p>Strategic Funds Programme Lead – 0.5 FTE – Provide oversight and programme management, including contracting and reporting. Experience covers Growth Funds, Getting Building Fund, CRF, ESIF and LUF.</p> <p>UKSPF Project Coordinator – 1.0 FTE – Operational day to day project management, contracting support, reporting and monitoring with all project delivery organisations and Local Authorities. New role but Job description will seek experience of working with similar funded programmes.</p> <p>At the Local Authorities:</p> <p>Economic Development Officers and Programme Support Officers – equivalent 3 FTE's - experience of delivering local programmes at local authority level, for example ESIF, ARG, Covid grants, Opening High Streets fund, Future High streets fund, Towns fund and other community led/focussed funds.</p>

- Strong capability: Has extensive experience and/or a proven track record of delivery in this area.
- Strong capacity: High degree of confidence that there is enough staffing/resource to manage funding in this area.

- Some capability: Has previous experience of delivery in this area.
- Some capacity: Confident that there is enough staffing/resource to manage funding in this area.
- Limited capability: Does not have previous experience and/or no track record of delivery in this area.
- Limited capacity: Limited confidence that there is enough staffing/resource to manage funding in this area. Additional resource may be needed to support delivery.

CAPACITY AND CAPABILITY		
How would you describe your team's current experience of delivering funding and managing growth funds?		
Very experienced	Some experience	No previous experience
How would you describe your team's current capability to manage funding for procurement?		
Strong capability	Some capability	Limited capability
How would you describe your team's current capability to manage funding for procurement?		
Strong capability	Some capability	Limited capability
How would you describe your team's current capacity to manage funding for procurement?		
Strong capacity	Some capacity	Limited capacity
How would you describe your team's current capability to manage funding for subsidies?		
Strong capability	Some capability	Limited capability
How would you describe your team's current capacity to manage funding for subsidies?		
Strong capacity	Some capacity	Limited capacity

COMMUNITIES AND PLACE CAPACITY AND CAPABILITY	
Does your local authority have any previous experience of delivering the Communities and Place interventions you have select?	
Yes	No
How would you describe your team's current capability to manage funding for Communities and Place interventions?	
Strong capability	Some capability
Describe the key capability challenges (if you have any) for delivering Communities and Place interventions. This may include challenges within your local authority and/or your local/regional delivery system.	
N/A	

Describe what further support would help address these challenges.		
N/A		
How would you describe your team's current capacity to manage funding for Communities and Place interventions?		
Strong capacity	Some capacity	Limited capacity
Describe the key capacity challenges (if you have any) for delivering Communities and Place interventions. This may include challenges within your local authority and/or your local/regional delivery system.		
N/A		
Describe what further support would help address these challenges.		
N/A		

#### SUPPORTING LOCAL BUSINESS CAPACITY AND CAPABILITY

Does your local authority have any previous experience of delivering the Supporting Local Business interventions you have select?		
Yes	No	
How would you describe your team's current capability to manage funding for Supporting Local Business interventions?		
Strong capability	Some capability	Limited capability
Describe the key capability challenges (if you have any) for delivering Supporting Local Business interventions. This may include challenges within your local authority and/or your local/regional delivery system.		
N/A		

<b>Describe what further support would help address these challenges.</b>		
N/A		
<b>How would you describe your team's current capacity to manage funding for Supporting Local Business interventions?</b>		
Strong capability	<b>Some capability</b>	Limited capability
<b>Describe the key capacity challenges (if you have any) for delivering Supporting Local Business interventions. This may include challenges within your local authority and/or your local/regional delivery system.</b>		
N/A		
<b>Describe what further support would help address these challenges.</b>		
N/A		

#### PEOPLE AND SKILLS CAPACITY AND CAPABILITY

<b>Does your local authority have any previous experience of delivering the People and Skills interventions you have select?</b>		
<b>Yes</b>	No	
<b>How would you describe your team's current capability to manage funding for People and Skills interventions?</b>		
Strong capability	<b>Some capability</b>	Limited capability
<b>Describe the key capability challenges (if you have any) for delivering People and Skills interventions. This may include challenges within your local authority and/or your local/regional delivery system.</b>		
N/A		
<b>Describe what further support would help address these challenges.</b>		

N/A		
<b>How would you describe your team's current capacity to manage funding for People and Skills interventions?</b>		
Strong capability	<b>Some capability</b>	Limited capability
<b>Describe the key capacity challenges (if you have any) for delivering People and Skills interventions. This may include challenges within your local authority and/or your local/regional delivery system.</b>		
N/A		
<b>Describe what further support would help address these challenges.</b>		
N/A		

#### SUPPORT TO DELIVERY UKSPF

All lead authorities can use up to 4% of their UKSPF allocation to support the delivery of their chosen interventions but by exception, lead authorities will be able to use more than 4%. Are you planning to use more than 4%?

Yes

**No**

**(If Yes) Explain why you wish to use more than 4%.**

## 1 Approvals

Before submitting your investment plan, you should have approval from your:

- Chief Executive Officer
- Section 151 Officer
- Leader of your lead authority

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

- ☒ **Yes**
- ☐ No

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

- ☒ **Yes**
- ☐ No

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

- ☒ **Yes**
- ☐ No

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

<p><i>(This area is for explaining why approval was not obtained from any of the listed individuals.)</i></p>
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## 2

### Additional documents

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

- UKSPF Expenditure Profile spreadsheet
- UKSPF Indicative Deliverables spreadsheet

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

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

- ☐ Yes
- ☐ No

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