

## Appendix 4 UK Shared Prosperity Fund Proposals – Staffordshire Moorlands

Following the webinar held on 15<sup>th</sup> July a considerable number of ideas and proposals were received and some suggestions regarding the interventions.

All agreed with the selected interventions however a number of additional interventions were proposed. Some were only selected by one organisation whereas others received more support. An exercise will be undertaken to see how far the ideas put forward under the below additional interventions can be matched to the original ones proposed.

### **Suggested additional interventions:**

**E2 New, or improvements to existing, community and neighbourhood infrastructure projects including those that increase communities' resilience to natural hazards, such as flooding** (*not generally requested – 1 respondent*)

**E3 Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces** (*not generally requested – 1 respondent*)

**E5 Design and management of the built and landscaped environment to 'design out crime'** (*not generally requested – 1 respondent*)

**E6. Support for local arts, cultural, heritage and creative activities – more than one respondent.**

**E9 Funding for impactful volunteering and/or social action projects to develop social and human capital in local places – more than one respondent – could this be covered in E11?**

**E12 Investment in community engagement schemes to support community involvement in decision making in local regeneration - One respondent.**

**E16 Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses – more than one respondent.**

**E18 and E19 have been missed linked to Made Smarter and R&D and diffusion of innovation. Giving R&D grants E20 is a follow on from E18/ E19 interventions. One respondent.**

**E23: Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks. (also E27) - more than one respondent can it be covered in another E number.**

**E33: Employment support for economically inactive people: Intensive and wrap-around one-to-one support to move people closer towards mainstream provision and employment (more than one respondent).**

**E35 Enrichment and volunteering to improve opportunities and promote well-being more than one respondent can this be covered in E11?**

**E30: Business support measures to drive employment growth, particularly in areas of higher unemployment. One respondent.**

Regarding the opportunities and challenges there was strong support for E6 support for local arts and culture as a way of addressing social isolation and mental health issues for example:-

**Re E6** *“The proposal seems not to take advantage of (the) arts sector, past and present and contains no community-based interventions to support mental well-being. As the local ‘Levelling Up Fund’ application includes improvements to the Nicholson Institute, it would seem sensible to demonstrate that the two Fund applications will complement one another.”*

Arts and culture also featured in submissions from Biddulph.

Overall, there was a greater focus on addressing health and well-being and poverty both in rural areas and pockets of deprivation within the towns as below:-

*“Financial support for rural communities has been significantly lacking since the days of the Rural Development Agency, LEADER and the last Single Regeneration Budget programme in the Moorlands. There is much hidden poverty in the rural areas”.*

*“Staffordshire Moorlands has pockets of urban deprivation there are also no Job Centres in the Moorlands, so support for economically inactive families and individuals is limited.”*

Although improved health and wellbeing is an aim of UK Shared Prosperity and Levelling Up, many commented that the proposed interventions do not directly address this and also that they do not specifically address the issues facing rural communities. This may need further clarification.

**Consultation responses were received from:\***

Dean Howard local Martial Arts business
Staffordshire Moorlands District Council Active Travel Proposal
National Farmers Union (NFU)
Friends of the Royal Oak, Cheadle
Borderland Voices
Sporting Communities CIC
The Foxlowe Arts Centre
Serco Skills Support for the Workforce
Mike Plant, Cheadle
Cllr James Aberley, Churnet Ward
Support Staffordshire
Staffordshire County Council (supported by Support Staffordshire and Your Housing)
Public Health Team at Staffordshire County Council
Staffordshire Chamber of Commerce
Staffordshire University
Blythe Bridge Community Kitchen
Biddulph Town Council
Caldon and Uttoxeter Canal Trust
Staffordshire County Council County Transport Submission
Rebuilding Society
Staffordshire Means Back to Business (Countywide business and skills proposals)
Manufacturing Growth Programme – Oxford Innovation
Staffordshire Business Innovation Centre
Building Better Opportunities Business Enterprise Support
Staffordshire County Council Community Towns proposal

\* As of 21/7/2022

