

West Norfolk Shared Prosperity Fund Project Call 2023-24

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Please mute your microphone.

Questions will be invited after a short presentation.

During the question session please use the 'raise hand' function when you have a question and you will be invited to unmute and speak.

Alternatively you can type your question into the chat.

What is the UK Shared Prosperity Fund (UKSPF)?

Funding secured from UK Government to invest across King's Lynn & West Norfolk

Overall aim of UKSPF is to **'Build Pride in Place and Increase Life Chances'**

UKSPF investment is directed through 'investment priorities'

The West Norfolk Grant Scheme invests across two of these priorities; 'Communities & Place', and 'Supporting Local Businesses'

Communities & Place

- **Seed Funding for Arts, Cultural, Heritage and Creative Activities**
- **Town Centre Improvements for King's Lynn, Downham Market & Hunstanton**

Supporting Local Businesses

- **Visitor Economy Development Grants**



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What is the West Norfolk Investment Plan?

Formed the basis of the UKSPF West Norfolk bid

Developed in 2022 in consultation with key stakeholders

Highlights the opportunities and challenges facing King's Lynn and West Norfolk

Sets out where UKSPF investment should be targeted to address local needs

Should be carefully considered when explaining how your project will add value to the borough

More detail can be found at

[Borough Council of King's Lynn and West Norfolk: UK Shared Prosperity Funding](#)



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Priorities for West Norfolk

Leading as a Centre of Excellence for the Visitor Economy

- With a culture-led approach to leverage culture & heritage assets
- Positioning King's Lynn & West Norfolk as Cultural Destination
- Driving innovation & productivity in Tourism & Hospitality

Embedding approaches that are Active, Clean & Green

- With benefits for residents and local businesses
 - Protecting/enhancing natural environment
 - Domestic efficiency/sustainability
 - Transport to get to and from work
 - Business transformation and re-training

Strengthening local enterprise and innovation systems

- Sector wide, but with specific focus on sector/workforce/value chain strengths
 - Food (agriculture, food processing & manufacturing, food service & retail)
 - Manufacturing
 - Health

Supporting people to access opportunities

- Creating better quality, higher skilled jobs across sectors
- Supporting people into employment and volunteering opportunities
- Improving skills that employers need



What grant opportunities are now open?



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Seed Funding Grants: for Arts, Cultural, Heritage & Creative Activities

Opportunity to: invest to grow innovation and new ideas in the local arts, cultural, heritage and creative sector and support the progression of ideas into reality.

This supports **local arts, cultural, heritage & creative** projects that will::

Strengthen social connections

Contribute to a sense of local pride and belonging

Develop activities that enhance physical, cultural and social ties and amenities

Develop community led projects

Types of projects that could be supported:

Creating 'maker spaces'

New exhibitions to showcase local work

New performances, literary events or film screenings

Community engagement programmes & activities

Establishing new cultural & heritage networks

Digitally connecting physical spaces



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Seed Funding Projects: Outputs and Outcomes

Successful local investment of shared prosperity funding into seed funding projects for local arts, cultural, heritage and creative projects will be measured in part against the delivery of outputs and outcomes.



Seed funding projects could:

Support local events or activities

Increase footfall

Increase visitor numbers

Improve the perceptions of facilities / amenities

These are further explained in the West Norfolk grant guidance

Carefully consider which ones your project might be able to deliver over its lifetime

Consider how the outputs and outcomes that you identify can be measured and how you can evidence achievement – this will be requested at quarterly project monitoring stages

A project's ability to deliver UKSPF outputs and outcomes will be considered in the grant approval process



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Town Centre Improvements Grants: for King's Lynn, Downham Market, Hunstanton

Opportunity to: invest in inspiring projects which enhance the character and vibrancy of the town centres and high streets of King's Lynn, Downham Market and Hunstanton.

This supports **town centre improvement** projects that will:

Invest in quality places that people want to live, work, play and learn in

Contribute to a sense of local pride and belonging

Develop activities that enhance physical, cultural and social ties and amenities

Improve community infrastructure and local green spaces

Build accessible, resilient and safe neighbourhoods

Types of projects that could be supported:

Regenerating a town square or high street

Street art and street furniture to enhance public spaces

Improving community facilities

Improved accessibility for people living with disabilities

Improved local green spaces

Outreach programmes for community spaces



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Town Centre Improvement Projects: Outputs & Outcomes

Successful local investment of shared prosperity funding into town centre improvement projects will be measured in part against the delivery of outputs and outcomes.

Town Centre Improvements could:

Rehabilitate premises

Create or improve public realm

Increase footfall

Increase visitor numbers

Improve the perceptions of facilities / amenities

These are further explained in the West Norfolk grant guidance

Carefully consider which ones your project might be able to deliver over its lifetime

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Visitor Economy Development Grants: to improve pride in place

Opportunity to: invest in projects which will support and promote a sustainable, year-round visitor destination.

This supports visitor economy development projects that will:

Be positive for the local community

Build on existing industries and institutions

Support starting businesses

Visibly improve local retail, hospitality and leisure facilities

Create sustainable job opportunities

Types of projects that could be supported:

Enhancing provision to extend the visitor season

Development of visitor trails and tours

Developing and promoting local tourist attractions

New experiences based around the local offer

Improved accessibility

Sustainable tourism employment projects



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Visitor Economy Development: Outputs and Outcomes

Successful local investment of shared prosperity funding into visitor economy development projects will be measured in part against the delivery of outputs and outcomes.

Visitor Economy Developments could:

Create or improve tourism, culture or heritage assets

Create jobs

Safeguard jobs

Increase visitor numbers

Increase visitor spending

- These are further explained in the West Norfolk grant guidance
- Carefully consider which ones your project might be able to deliver over its lifetime
- Consider how the outputs and outcomes that you identify can be measured and how you can evidence achievement – this will be requested at quarterly project monitoring stages
- A project's ability to deliver UKSPF outputs and outcomes will be considered in the grant approval process

What are the guidelines to apply for a grant?

- Projects should meet local areas of need and opportunity, and address local challenges
- UKSPF West Norfolk grant applications are open to local authorities, public sector organisations, private sector enterprises, higher and further education institutions, voluntary organisations, registered charities, social enterprises where they engage in economic activity, organisations representing a specific sector and community organisations located, and operating with **legal UK status**, within the King's Lynn and West Norfolk borough boundary
- Projects should be capable of delivering UKSPF outputs and outcomes
- Can apply for capital and / or revenue funding between £500 - £10,000
- Match funding of 25% of the whole project cost must be provided – could be 'in cash' or 'in kind'
- Projects should be completed by 31 March 2024 – plan head for consents / permissions / planning requirements.
- Applications must be completed in full and all requested evidence provided
- Applications must be received by 21 May 2023. Grant award decisions will be made June 2023.



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What can be included as match funding?

Match funding is the proportion of project costs that are paid from other sources

A minimum of 25% match funding, based on total project costs, is required for your application to be considered. Evidence is requested as part of the application process

In cash and in-kind match funding will be considered as a contribution towards the project

Match funding could be:

- Funding from your organisation
- Funding from third parties
- Employee time financed from a third party source
- Volunteer time

A	B	C	D	E	F
Total number of volunteers	Average hours per week per volunteer	Weeks worked per financial year for project duration only	$A \times B \times C = \text{Total volunteer hours}$	Hourly wage rate (£)	$D \times E = \text{Total volunteer value (£)}$

- or other provision which would result in a direct cost to the delivery of the project were it not provided as a match funding contribution.

Match funded costs must be UKSPF eligible, fully evidenced, essential to the direct delivery of the project and not otherwise be provided

What cannot be funded?

- Expenses arising from the completion or submission of the application.
- Costs where alternative financing means are available.
- Paid for lobbying, entertaining, petitioning or challenging decisions, which means using the Fund to lobby (via an external firm or in-house staff) in order to undertake activities intended to influence or attempt to influence Parliament, government or political activity including the receipt of UKSPF funding; or attempting to influence legislative or regulatory action.
- Payments for activities of a party political or exclusively religious nature.
- VAT reclaimable from HMRC.
- Gifts, or payments for gifts or donations.
- Statutory fines, criminal fines or penalties.
- Payments for works or activities which the lead local authority, project deliverer, end beneficiary, or any member of their partnership has a statutory duty to undertake, or that are fully funded by other sources.
- Contingencies and contingent liabilities.
- Dividends.
- Bad debts, costs resulting from the deferral of payments to creditors, or winding up a company.
- Expenses in respect of litigation, unfair dismissal or other compensation.
- Costs incurred by individuals in setting up and contributing towards private pension schemes.



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Future grant opportunities for rural West Norfolk.

The Borough Council has also secured Capital funding via DEFRA to support **rural businesses and communities**.

This funding will largely be invested via grant opportunities for rural communities and businesses or 23/24 and 24/25.

Community Grants will be available to fund new and improved community infrastructure, providing essential community services and assets for local people and businesses to benefit the local economy :

- Capital costs to support the work of local civil society and community groups in rural areas.
- Capital costs to support impactful volunteering and social action projects in rural areas of West Norfolk.

Business grants will be available to fund new products and facilities that will be of wider benefit to the local economy. This includes farm businesses looking to diversify income streams :

- Small scale investment in micro and small enterprises in rural areas
- The development and promotion of the visitor economy

Schemes are currently being worked on and are expected to launch May/June 2023.

Projects details submitted to the current scheme may be referred to the rural grant scheme.

Questions?

Further information can be found at
www.west-norfolk.gov.uk/UKSPFGrantScheme

Contact email: westnorfolkspf@west-Norfolk.gov.uk



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