

Report to: Cabinet

Date of Meeting: 5 March 2025

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2025/26 UK Shared Prosperity Fund (UKSPF) Plan

Report summary:

An additional year of the UK Shared Prosperity Fund (UKSPF) has been announced by the government, with management of the fund in Devon transferring from district and unitary councils to the new Combined County Authority (CCA).

East Devon has been allocated £465,588 from the CCA to continue funding UKSPF projects linked to communities, business and skills. An indicative Project Plan for 2025/26 was endorsed by the UKSPF Panel and submitted to the CCA.

The purpose of this report is to seek Cabinet endorsement of the 2025/26 UKSPF Programme Plan for East Devon, including specific projects and activities, along with corresponding budgets and output and outcome targets.

Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

Recommendation:

That Cabinet:

1. Approves and adopts the 2025/26 UKSPF Programme Plan, including the indicative budgets and target outputs and outcomes as shown in Appendix 1, and grants delegated authority to the Director of Place to agree any necessary changes to the Programme.
2. Approves the updated terms of reference for the UKSPF Programme Management Panel as shown in Appendix 2 and delegates authority to the Director of Place in agreement with the Panel to:
 - a. Authorise and approve the grant awards for all competitive grant schemes funded through the UKSPF and any top-up funds in accordance with the provisions of the Programme.
 - b. Approve any adjustments to or the cancellation of any projects, programmes and activities identified in the 2025/26 UKSPF Programme Plan (Appendix 1), including grant schemes and discretionary grant payments, and any internal UKSPF budget transfers above £10,000.
 - c. Approve any new projects, programmes and activities, including new grant schemes and discretionary grant payments, funded through the UKSPF and any top-up funds.

- d. Approve any changes necessary to the terms of reference during the life of the Programme which may be necessary
- 3. Delegates authority to the Director of Place in consultation with Director of Finance and Director of Governance to agree terms and conditions for any grant funding agreements with the CCA, or any body acting on its behalf, to unlock UKSPF funding, including any top-up funds.
- 4. Delegates authority to the Assistant Director for Planning Strategy and Development Management to:
 - a. Sign off all grant funding agreements related to any activity funded through the UKSPF and any top-up funds in consultation with the Director of Governance, up to £200,000.
 - b. Authorise procurement activity and approve any new or amended contracts and terms and conditions for procured goods and services funded through the UKSPF and any top-up funds in consultation with EDDC's Legal team, up to £200,000.
 - c. Authorise amendments to any policy documents for grant schemes funded through the UKSPF and any top-up funds in consultation with the UKSPF Panel.
 - d. Authorise any internal UKSPF budget transfers at or below £10,000.

Reason for recommendation:

The reason for recommendations 1 and 3 is to ensure EDDC has a clear and achievable plan to draw down further funding through the UKSPF in a timely and transparent manner. Recommendations 2 and 4 are designed to ensure flexibility is maintained in the delivery of the fund and clear roles and responsibilities are set out in the drafting and signing of contracts and grant funding agreements.

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Portfolio(s) (check which apply):

- ☐ Climate Action and Emergency Response
- ☐ Coast, Country and Environment
- ☐ Council and Corporate Co-ordination
- ☐ Communications and Democracy
- ☒ Economy
- ☒ Finance and Assets
- ☐ Strategic Planning
- ☐ Sustainable Homes and Communities
- ☒ Culture, Leisure, Sport and Tourism

Equalities impact Medium Impact

We do not anticipate any adverse impact on individuals with protected characteristics. Projects proposed within the UKSPF Programme Plan will include funding to increase uptake in cultural and leisure activities for those in marginalised groups, thereby having a (medium) positive impact in regard to equalities.

Climate change Low Impact

Risk: Low Risk; There are no immediate risks associated with the proposed UKSPF activity or the process of drawing down fundings from the CCA.

Links to background information [UK Shared Prosperity Fund 2025-26: Technical note](#), [East Devon UKSPF Evaluation](#).

Link to [Council Plan](#)

Priorities (check which apply)

- ☒ A supported and engaged community
 - ☐ Carbon neutrality and ecological recovery
 - ☒ Resilient economy that supports local business
 - ☐ Financially secure and improving quality of services
-

Background

1.1 EDDC has been managing delivery of the government's UK Shared Prosperity Fund (UKSPF) for the three-year period 2022/23 to 2024/25, for which we were allocated £1,796,368. This was topped-up in 2023/24 and 2024/25 with a £854,298 allocation from the Rural England Prosperity Fund (REPF).

1.2 In the 2024 Autumn Budget, the government announced the continuation of the UKSPF for a single transition year, with the total UK budget reduced to £900m. On 13 December 2024, the government published the 2025/26 allocations, confirming that responsibility for Devon's allocation would now be passed to the newly established Devon and Torbay Combined County Authority (CCA).

1.3 The CCA area was allocated a total of £4,166,670, with an 83% to 17% revenue to capital split respectively.

1.4 No further information has been given on the future of the REPF or any other top-up funds.

Allocations

1.5 In early January, Devon County Council (DCC), who are acting on the behalf of the CCA, confirmed their intention to pass on the majority of Devon and Torbay's allocation to the district/unitary councils. For East Devon, the allocation was set at £465,588. This includes a minimum capital budget of £108,503 and maximum revenue budget of £357,085.

1.6 Prior to the district allocations, a £100,000 topslice was allocated for DCC for the monitoring and administration of the fund. DCC also included a 20% allocation (£811k) for the continuation of Multiply, a DCC programme focusing on adult numeracy skills which previously received a ringfenced UKSPF allocation.

Timetable

1.7 DCC produced a timetable for district councils to submit their UKSPF Project Proposals for 2025/26. The table below includes all of the main deadlines and processes, both for the CCA and for EDDC internal sign-off:

Table 1:

| Milestones | Timeline |
|--|----------------------|
| Present 2025/26 UKSPF Project Proposal to UKSPF Panel of EDDC members, with recommendations for Cabinet. | Tuesday 4 February |
| Deadline for district councils and Torbay Council to submit 2025/26 UKSPF Project Proposals to DCC. | Wednesday 5 February |
| Submission of a combined Devon and Torbay UKSPF Forecast Plan for the CCA Board. | Tuesday 18 February |
| EDDC Cabinet decision on 2025/26 East Devon UKSPF Programme Plan. | Wednesday 5 March |
| Confirmation of approval from the fully commissioned CCA Board. | Wednesday 19 March |
| Submission of a finalised UKSPF Forecast Plan by the CCA to MHCLG. | Early April 2025 |

1.8 Each district was required to submit their 2025/26 UKSPF Plan by 5 February 2025. To ensure members were engaged with the process of submitting the indicative 2025/26 UKSPF Project Proposal, the Proposal was presented to the UKSPF Panel who subsequently endorsed the Proposal for Cabinet approval on 4 February 2025.

1.9 This Project Proposal was subsequently developed into a Programme Plan, with minor changes to the budget and output and outcome targets.

Programme Plan for 2025/26

1.10 The purpose of the 2025/26 allocation is to enable a smooth transition from UKSPF to a new local growth funding framework from 2026/27 onwards. As a result, EDDC are not proposing to include any new projects within its UKSPF Programme Plan, with a focus instead on supporting existing projects where funding is at risk.

1.11 DCC presented proposals for the continuation of two UKSPF projects they have delivered on the behalf of district councils. These include the Prosper business support service and the Employment Hubs programme (including the Honiton Employment Hub). An additional request was made to provide a replacement support service for the Future Farm Resilience programme, a non-UKSPF project for which funding ends on the 31 March 2025.

1.12 The Economic Development team, in partnership with officers across the Place Directorate, have produced a list of proposed projects for EDDC to include in the 2025/26 UKSPF Programme Plan. The following considerations were taken into account when bringing forward this proposal:

- a) Is this an existing UKSPF project?
- b) Is there a good strategic and practical case to continue funding this project?
- c) Does the project have sufficient staff resource to be continued into 2025/26?
- d) Has the project been allocated funding from another internal or external funding source for 2025/26?
- e) Has the project previously demonstrated an ability to deliver against its target outputs and outcomes, within the budget and within the required timescales?
- f) Has the project previously demonstrated good alignment with the five principles of the [UKSPF Evaluation Strategy](#) (effective delivery, good value for money, etc)?

1.13 The table below shows the list of considered projects for East Devon's 2025/26 UKSPF Programme Plan.

Table 2:

| Project Name | Description | Proposed Budget | Lead Local Authority |
|--------------------------------|---|------------------------|-----------------------------|
| Business Support Programme | Delivery of the Prosper generalist business support provision, including ringfenced support for start-ups. | £75,000 | DCC |
| Culture Programme | Delivery of the Creative East Devon Fund grant scheme and financial contribution for Screen Devon and Villages in Action. | £37,985 | EDDC |
| Employment Hubs Programme | Continued delivery of employment support and guidance through the Honiton Employment Hub. | £89,578 | DCC |
| Innovation and Resilience Fund | Capital business grant scheme to increase productivity and stimulate job creation. | £190,000 | EDDC |
| Leisure Programme | Delivery of the Leisure Outreach Programme led by LED | £34,000 | EDDC |
| Sustainable Tourism Programme | Delivery of projects linked to the EDDC Tourism Strategy. | £29,000 | EDDC |
| Admin | To provide support for the delivery, monitoring and reporting of the programme (fixed budget). | £10,025 | EDDC |
| Total: | | £465,588 | |

1.14 When determining the proposed budgets, the following considerations were given:

- a) Running a grant scheme is the most straightforward way to spend our £108,503 capital allocation. From our experience, at least around £200,000 needs to be allocated for a grant scheme to ensure a sufficient number of grant awards can be given.
- b) Continuing the culture, leisure and sustainable tourism programmes are a strategic priority for the administration, each requiring a meaningful budget for small scale projects.
- c) The Economic Development Strategy gives a strategic commitment to ensure businesses and entrepreneurs continue to have access to a free business support provision. The budget proposed should accommodate expected demand for this period.
- d) We have invested a significant amount of UKSPF funding to pump-prime the Honiton Employment Hub. A further financial commitment will enable the Hub to continue its work and to further embed itself in the local community.

1.15 Due to DCC earmarking a significant portion of the overall UKSPF budget to the Multiply programme, East Devon's allocation is insufficient to fund the requested replacement to the Future Farm Resilience programme.

1.16 The UKSPF Panel has confirmed that if EDDC's allocation is topped up beyond £465,588, that any additional funds are prioritised to a new Farm Support Programme in the first instance. The Panel will be asked to consider how any additional funds should be utilised.

Other Projects

1.17 The table below shows the projects previously funded by the UKSPF which are not included the 2025/26 UKSPF Plan, including the main justification.

Table 3:

| Project Name | Primary Justification |
|-------------------------------|--|
| Action on Poverty Fund | Funding for 2025/26 has already been allocated to continue funding this project. Further funding through the UKSPF is not required. |
| Active Travel Programme | There was insufficient time to identify and deliver a new suitable infrastructure project. Funding for 2025/26 has already been allocated to deliver part of the Cranbrook to Mosshayne cyclepath. Further funding through the UKSPF is not required. |
| Council for Voluntary Service | Funding for 2025/26 has already been allocated to continue funding this project. Further funding through the UKSPF is not required. |
| Carbon Action Fund | There is insufficient funding to deliver two capital grant schemes in this period. We anticipate that demand for the Innovation and Resilience Fund is likely to be higher as the previous round of CAF funding only concluded recently. DCC has also recently run a decarbonisation grant scheme across the CCA area in 2024/25, further tapering demand. |
| Towns Feasibility Work | The purpose of this work was to provide feasibility funding for towns not covered by the DCC Urban Renewal Fund. As all towns have now been covered, further funding through the UKSPF is not required. |
| Retrofit Programme | Funding for 2025/26 has already been allocated to continue funding this project. Further funding through the UKSPF is not required. |

Next Steps

1.18 We are expecting confirmation on the approval of the Devon and Torbay Forecast Plan to MHCLG by the CCA Board on 19 March 2025. Submission of the Forecast Plan by the CCA to MHCLG is likely to take place in early April 2025.

1.19 If MHCLG approve the CCA's Forecast Plan, we expect East Devon UKSPF activity to commence in May/June 2025. EDDC's allocation would be issued via a grant funding agreement with the CCA.

Financial implications:

The Council has been awarded £465,588 of UKSPF grant funding for the financial year 2025/26. Of which a minimum of £108,503 is to be spent on capital projects and a maximum of £357,085 on revenue projects. The proposed breakdown of project spend is contained within the body of the report, with more detail in appendix 1. (AB-12/02/2025)

Legal implications:

It is essential that the Council has robust governance arrangements in place in relation the UKSPF grant funding.



East Devon District Council UKSPF 2025-26 Programme Plan

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Programme Overview:

| Project Name | Theme | Total Budget | Project Lead |
|--------------------------------------|-----------------------------|--------------|-------------------------------------|
| Business Support Programme (Prosper) | Supporting Local Businesses | £75,000 | Senior Economic Development Officer |
| Cultural Programme | Communities and Place | £37,985 | Cultural Producer |
| Employment Hubs Programme | People and Skills | £89,578 | Economic Development Officer |
| Innovation and Resilience Fund | Supporting Local Businesses | £190,000 | Economic Development Officer |
| Leisure Programme | Communities and Place | £34,000 | Senior Leisure Officer |
| Sustainable Tourism Fund | Supporting Local Businesses | £29,000 | Senior Economic Development Officer |



Funded by
UK Government

Business Support Programme:

| | |
|---------------------------|--|
| Project Lead: | Senior Economic Development Officer |
| Project Guarantor: | Economic Development Manager |
| Budget: | £75,000 |
| Delivery Method: | Contracted service (managed by Devon County Council) |

Project Summary:

The Business Support Programme, originally delivered from 2023-25 as 'Prosper', provides fully funded, generalist business support to all enterprises in East Devon. This includes 1-2-1 guidance from trained business advisers, workshop sessions, and specialist support for start-ups and entrepreneurs. Businesses can benefit from up to 12 hours of support, with the provision adaptable to business needs. This is a procured provision managed by Devon County Council on behalf of three district areas.

Strategic Case:

The Business Support Programme delivers on the Economic Development Strategy (EDS) commitment to 'ensure that East Devon businesses and start-ups can access free and professional business support services.' This provision has long been available to East Devon businesses through the ERDF-funded 'Thrive' and the 'Prosper' programme supported in previous years of UKSPF.

East Devon is home to over 6,800 businesses, of which 99% are either micro or SMEs. To meet the Council Plan priority to develop a 'resilient economy that supports local businesses', it is key that there are a free and accessible support services to promote the development of our small business economy. East Devon also has more self-employed individuals than both the regional and national averages, necessitating that this support includes a ring-fenced provision for entrepreneurs and start-ups to ensure we foster innovation in the district.

Take-up of previous generalist support provisions has always been high in East Devon, with Prosper support being exhausted three months before the programme end. This demonstrates a clear need for this provision and a business base that is eager to engage with support offered.

Activities to be Delivered:

| Item/Activity | Description | Cost |
|-------------------|---|----------------|
| Procured Contract | Delivery of two lots of support – generalist and start-up support | £51,000 |
| Programme Support | Project Management from DCC and staff overheads | £20,000 |
| Marketing | Promotion of offer including paid social media ads | £4,000 |
| Total | | £75,000 |

Outputs, Outcomes, and Impacts:

| Output | Target |
|--|--------|
| Number of enterprises receiving non-financial support | 50 |
| Number of potential entrepreneurs assisted to be enterprise ready | 12 |
| Outcome | Target |
| Number of enterprises with improved productivity | 10 |
| Number of new enterprises created as a result of support | 5 |
| Number of enterprises adopting new to the firm technologies or processes | 10 |

Impact of the support provision will be recorded via case studies and feedback received from beneficiaries. Delivery of previous support offers indicates that additional impacts on beneficiaries include improved business confidence and wellbeing, networking opportunities via the workshops delivered, and support with developing proposals for grant funding opportunities.

Cultural Programme:

| | |
|---------------------------|---|
| Project Lead: | Cultural Producer |
| Project Guarantor: | Senior Economic Development Officer |
| Budget: | £37,985 |
| Delivery Method: | Internal delivery, including a grant scheme |

Project Summary:

The Cultural Programme is the primary vehicle for delivery of the East Devon Cultural Strategy. It provides support to a number of initiatives including the Arts and Culture East Devon (ACED) network, a group of local creatives championing the sector and Villages in Action (ViA), who empower rural communities via artistic engagement. It also includes ongoing support for Screen Devon, a regional film agency working to strengthen Devon's film industry and improve its attractiveness as a filming location. Funding will also be used for a third round of the Creative East Devon Fund (CEDF) which provides small grants to local arts organisations and events.

Strategic Case:

Delivery of the Cultural Programme is critical to achieving the objectives set out in the 10-year Cultural Strategy. Under the Council Plan priority to create a 'supported and engaged community', delivery against the Strategy is listed as a key action for developing a vibrant district that is an attractive place to live and work. The Programme is also crucial to meeting the EDS Social Policy priority of funding targeted cultural projects to improve and promote the lifestyle offer for young adults.

Activity spans all eight themes of the Cultural Strategy, with a particular emphasis on Theme 1: "Strengthen and support the people-that-do". By funding leading organisations such as Villages in Action and the ACED network, the programme supports cultural practitioners to 'feel connected, resilient, and creatively ambitious'; the fifth goal outlined in the strategy.

There is huge economic potential associated with the development of Screen Devon. Research indicates that average regional spend lies between £17,000 to £32,000 per day when a high-end production arrives on location. In three years of operation, Screen Cornwall created 75 jobs in the film and TV industry, a growing sector in the UK. Development of a regional screen agency enables Devon to capitalise on this growing market and create more jobs in the cultural and creative industries, the fourth objective of the Cultural Strategy.

The CEDF has proved a successful and cost-effective method of meeting multiple themes and objectives of the strategy. Provision of small grants has a proven track record of promoting the district's cultural offer, increasing the number and diversity of events available, investing in our heritage organisations, and using culture to tackle the climate emergency.

Activities to be Delivered:

| Item/Activity | Description | Cost |
|--------------------------|--|-------------|
| Creative East Devon Fund | Grants between £500 and £3,000 to ACED members for activities aligning with the Cultural Strategy. | £20,985 |
| ACED Network | Maintain the ACED website, ACED Volunteer of the Year Award and deliver ACED Network meeting x3 times a year (venue hire and refreshments) | £2,000 |
| Screen Devon | Development of a regional screen agency to support the local film industry and emerging talent. | £10,000 |

| | | |
|--------------------|---|----------------|
| Villages in Action | An uplift to EDDC's core contribution to enable the recruitment of a Culture Network Lead for the area. | £5,000 |
| Total | | £37,985 |

Outputs, Outcomes, and Impacts:

| Output | Target |
|---|---------------|
| Number of local events or activities supported | 8 |
| Number of organisations receiving financial support through grants | 8 |
| Number of organisations receiving non-financial support | 30 |
| Number of volunteering opportunities supported | 45 |
| Number of enterprises receiving non-financial support | 5 |
| Outcome | Target |
| Improved engagement numbers | 150 |
| Number of community-led arts, cultural, heritage and creative programmes as a result of support | 6 |

Previous years of delivery indicate that additional benefits realised include increased happiness and wellbeing, the creation of new places for culture, and support for the natural environment. Participants in CEDF-funded projects reported feeling more connected, joyous, and confident after participating in cultural events and activities. Close working with the Sustainable Tourism Programme enhanced the cultural tourism offer, with both new and established festivals able to increase their reach, increase their accessibility, and provide activities outside of peak season to both visitors and residents. Several CEDF projects used the arts as a tool for encouraging engagement with the climate emergency and promoting appreciation for the natural environment of the district, with arts organisations partnering with climate groups.

These wider impacts are a crucial indicator of success as they link back to the themes and objectives outlined in the strategy. They will be recorded through the monitoring reports for CEDF beneficiaries, presentations at ACED network meetings, and reports from Screen Devon and Villages in Action. These methods were highly effective in previous years at capturing the depth and breadth of the programme's value.

Employment Hubs Programme:

| | |
|---------------------------|--|
| Project Lead: | Economic Development Officer |
| Project Guarantor: | Economic Development Manager |
| Budget: | £89,578 |
| Delivery Method: | Contracted service (managed by Devon County Council) |

Project Summary:

The Employment Hubs Programme funds the operation of the Honiton Employment Hub, the East Devon branch of the wider programme. Managed by Devon County Council, the Employment Hubs provide a 'one-front door' approach to residents looking for education, employment, and training opportunities. Located in the Beehive, the Hub is staffed by experienced case workers who provide 1-2-1, personalised support to connect individuals to opportunities and move them closer to employment pathways. It also includes a supported employment provision for those with specialist needs and those furthest from the labour market.

Strategic Case:

The Honiton Employment Hub meets the Economic Development Strategy (EDS) commitment to 'help coordinate employment support for economically inactive residents of all ages, including specialist support for those with disabilities.' East Devon has a smaller working age population than both national and regional averages and neighbouring authorities. Coupled with the 10th lowest unemployment rate of all lower tier authority areas, East Devon's labour market is becoming increasingly constrained.

Tackling economic inactivity amongst working age residents and providing support to the 21% of economically inactive individuals who do want a job is crucial to increasing the size of the labour pool. These individuals often have significant barriers to employment, such as skills gaps, poor mental health, or additional needs. Intensive and tailored support connecting different services (such as the Jobcentre or NHS programmes) is required to overcome these barriers and create pathways towards employment, education, and training.

Since the Hub opened in 2024, user numbers have steadily increased each quarter, with staff taking on additional hours to cope with rising demand. This shows an evidenced need for the continuation of this provision.

Activities to be Delivered:

| Item/Activity | Description | Cost |
|----------------------|---|----------------|
| Hub Team Staff Costs | Hub Manager and Hub Co-ordinator staff costs for 5 and 4 days a week respectively | £55,500 |
| Premises | Rent for the space in The Beehive, Honiton | £6,078 |
| Supported Employment | Procured contract for specialist provision for supported employment | £28,000 |
| Total | | £89,578 |

Outputs, Outcomes, and Impacts:

| Output | Target |
|---|---------------|
| Number of people supported to participate in education | 72 |
| Number of volunteering opportunities supported | 37 |
| Number of economically inactive people engaging with keyworker support services | 37 |
| Number of people receiving support to gain employment | 29 |
| Outcome | Target |

| | |
|--|-----|
| Number of people reporting increased employability through development of interpersonal skills funded by UKSPF | 105 |
| Number of people in employment, including self-employment, following support | 29 |
| Number of people in supported employment | 8 |

The impact on users has been demonstrated through the production of case studies by the Hub Team. A lack of self-confidence and high levels of anxiety are often cited by the caseworkers as obstacles to becoming economically active, and the development of relationships with Hub staff and the structure provided by Hub visits have been crucial first steps to building resilience.

The Hub Team also liaise with a variety of stakeholders such as DWP, education providers, Learn Devon, job clubs, and supported employment providers to present a cohesive picture of the support offer. By providing a warm handover to other support providers, they help users navigate a fluctuating and patchwork provision and ensure they follow through with signposted offers. This helps avoid duplication of provisions and makes it easier and more likely that individuals take up the full range of support they require to enter education, employment, and training.

Through their frontline experience, the Hub Team have also been gathering important evidence about the barriers experienced by residents and their specific training and education needs to fill jobs available locally. This led to the development of specialised courses in digital skills after it was identified as a skills gap. Continued funding for the hub enables better knowledge and understanding of these gaps so future support offers can be shaped by on the ground experience.

Innovation and Resilience Fund:

| | |
|---------------------------|------------------------------|
| Project Lead: | Economic Development Officer |
| Project Guarantor: | Economic Development Manager |
| Budget: | £190,000 |
| Delivery Method: | Grant scheme |

Project Summary:

The Innovation and Resilience Fund is a capital grant scheme which provides funding to businesses looking to improve their productivity and expand their operations. Over three previous rounds, IRF has supported a diverse range of projects across the district, with sectors supported including food and drink, manufacturing, hospitality, and agriculture. Businesses will be able to apply for grants between £3,000 to £30,000, with a 30% match funding commitment required.

Strategic Case:

The Innovation and Resilience Fund is a key vehicle for delivery of East Devon's Economic Development Strategy. The Industrial Policy highlights grant funding schemes as a mechanism for supporting both traditional and aspirational sectors, with expecting outcomes including job creation and productivity gains. By assigning additional points to priority sectors, the IRF provides specific support to key projects such as clean growth, tech innovation, food and drink, tourism and farm diversification.

Access to capital is a huge barrier to growth for East Devon's business community. As the overwhelming majority are micro or small businesses, sourcing external investment is a challenge, with high interest rates and small profit margins making it difficult to borrow. These constraints contribute to the district's history of low productivity and low wages compared to national averages, with 2022 figures showing GVA per hour and per job below UK averages.

Previous rounds have demonstrated that investment via grants is able to boost productivity, enable a diversification in products and services offered, and create new job opportunities.

The EDS also contains a Workspace Policy, designed to address the deficit of appropriate and available employment spaces in the district. Previous grants have been used to upgrade premises for alternative uses and convert disused spaces into functioning industrial spaces. Intensification, specialisation, and repurposing of existing employment space is crucial to proving the workspace businesses need to thrive, but the high costs associated make it difficult to achieve without grant funding.

For IRF3, 91 businesses submitted Expressions of Interest, with a further 46 completing full applications. The total requested was 272% of the total grant funding pot. This shows a latent demand for grant funding which cannot be met through internal budgets.

Activities to be Delivered:

| Item/Activity | Description | Cost |
|----------------|---|-----------------|
| Grants Awarded | Grants between £3,000 and £30,000 for capital equipment. The average grant award in IRF3 was £16,000, so between 10-12 businesses are expected to receive grants. | £190,000 |
| Total | | £190,000 |

Outputs, Outcomes, and Impacts:

| Output | Target |
|--|--------|
| Number of enterprises receiving grants | 10 |

| | |
|--|---------------|
| Amount of commercial space completed or improved (m2) | 100 |
| Outcome | Target |
| Number of enterprises with improved productivity | 8 |
| Jobs created as a result of support | 4 |
| Number of enterprises adopting new to the firm technologies or processes | 7 |
| Number of enterprises adopting new or improved products or services | 7 |

Previous applicants have indicated that the application process has been beneficial in clarifying their business plans, forecasting productivity gains, and identifying the activities and equipment needed to achieve their goals. Unsuccessful applicants receive comprehensive feedback on the strengths and weaknesses of their application, which helps inform future grant bids and helps them refine their business plans.

Where possible, grant recipients often opt to procure services and items locally, thus supporting other local businesses. Through the monitoring process, the amount of money spent at other East Devon businesses will be tracked to demonstrate the additional economic benefit. Additionally, past projects have brought services in house, reducing the need for products to travel long distances and cutting the business' emissions.

Project Completion Reports will capture the additional benefits realised, including the environmental impact, increased turnover, jobs created, and training or upskilling opportunities created.

Leisure Programme:

| | |
|---------------------------|-------------------------------------|
| Project Lead: | Senior Leisure Officer |
| Project Guarantor: | Economic Development Manager |
| Budget: | £34,000 |
| Delivery Method: | Contracted service (managed by LED) |

Project Summary:

The Leisure Programme is an outreach project that works in the community to encourage participation in sports and wellbeing activities. Its primary aim is to support residents to improve their physical and mental wellbeing through a holistic provision that includes exercise, nutrition advice, mental health support, and help with managing chronic conditions. The programme seeks to improve the leisure offer in the district, especially for the young adult cohort.

Strategic Case:

The Council Plan highlights promoting wellbeing as a key element of its vision to make a positive contribution to the lives of residents. This links to East Devon's Public Health Strategy, which looks to improve levels of physical activity, improve diet and nutrition, tackle mental health problems and social isolation, and support those with long-term health conditions and frailty.

The 10-year Leisure Strategy commits to the development of a coordinated health and wellbeing programme between EDDC, LED, and third sector partners to deliver the aims outlined in the Leisure and Public Health Strategy.

As an outreach programme, the Leisure Programme engages residents who are less physically active and provides them with opportunities to engage in comfortable and familiar spaces to increase the accessibility of their services. With 2023 figures indicating that 29,200 residents qualify as 'inactive', increasing participation in physical activity is crucial to improving health outcomes and reducing pressure on health services.

Additionally, the programme has a strong focus on wellbeing and integrating physical activity with other health promoting behaviours. The clear link between physical and mental health is bolstered by targeted activities, such as men's mindfulness yoga, to encourage participants to consider their mental wellbeing. Furthermore, by facilitating group activities and connecting people through sport, residents have opportunities to meet new people and reduce feelings of isolation and loneliness.

East Devon's demographic imbalance indicates a need to create and publicise an enticing lifestyle offer to working age residents considering relocating to the district. Provision of leisure activities targeting young adults, who are traditionally underrepresented in LED's membership, enhances the overall offering in tandem with other projects such as the Cultural Programme.

Activities to be Delivered:

| Item/Activity | Description | Cost |
|-------------------------------|---|-------------|
| LED Outreach Team Staff Costs | Programme development and delivery for the LED Outreach Team, including travel expenses | £11,250 |
| Digital Health Network | Development of a digital platform where LED will utilise social media to launch specific coaching groups to support 16-45 years with behaviour change, nutrition and exercise. This will link to virtual, in-centre classes to encourage further participation. | £7,000 |

| | | |
|-----------------------|---|----------------|
| Hyrox – Exmouth | Expansion of Hyrox to Exmouth – an innovative fitness programme aimed at young adults. Includes a Hyrox event. | £4,500 |
| Wellbeing Open Days | 4 open days that offer the EDDC community opportunities to access exercise and health checks at Exmouth, Honiton, Seaton and Axminster. | £5,000 |
| Climbing and Swimming | Utilise the climbing wall at Exmouth to access a family session alongside a family swim to get families to be active together. | £2,000 |
| Gymnastics | Gymnastics expansion to Saturday sessions and growing the volunteer program to include memberships for the volunteers and training. | £2,500 |
| Men's Mindfulness | Linking with local groups to develop men's specific Pilates and Yoga sessions to help improve men's mental health. | £1,750 |
| Total | | £34,000 |

Outputs, Outcomes, and Impacts:

| Output | Target |
|--|---------------|
| Number of local events or activities supported | 6 |
| Number of volunteering opportunities supported | 8 |
| Number of people reached | 1050 |
| Outcome | Target |
| Improved engagement numbers | 1350 |
| Increased users of facilities/amenities | 250 |

Case studies and feedback from previous years of the Leisure Programme show the positive impact on participants in outreach activities. This includes a better perception of the leisure offer and continued participation in leisure activities following initial engagement.

The positive impact on participants' wellbeing is also clear. This is particularly visible in programmes focusing on targeted cohorts, where having a dedicated provision has reduced loneliness and created a positive association with physical activity. Once individuals have been engaged in one element of the programme, it opens the door to further conversations on health promoting behaviour and how to improve overall wellbeing.

These additional impacts can be tracked through surveys of participants and the production and publicization of case studies. For Year 4, the LED team aim to produce two case studies for each activity outlines to assess and demonstrate their efficacy.

Sustainable Tourism Fund:

| | |
|---------------------------|--|
| Project Lead: | Senior Economic Development Officer |
| Project Guarantor: | Cultural Producer and Economic Development Manager |
| Budget: | £29,000 |
| Delivery Method: | Internal delivery |

Project Summary:

The Sustainable Tourism Programme is the primary mechanism for the delivery of East Devon's 5-year Tourism Strategy. The strategy is built around core values of sustainability, accessibility, inclusivity, collaboration, and nature connection, with East Devon positioned as an enabler to support the implementation of the strategic vision. The programme builds on previous years' activity to support new promotional themes, improve sustainable travel options for tourists, and connect and market new and emerging tourism offerings.

Strategic Case:

Action 31 of the Council Plan includes the implementation of the Tourism Strategy to ensure the development of high quality, inclusive, and sustainable culture and tourism offers. This is echoed in the Industrial Policy of the EDS which commits to investing in and supporting projects linked to the Tourism Strategy to promote improvements in these values across the sector.

The Tourism Strategy outlines how these values and priorities can be actioned. In an overview of the sector, the strategy states that East Devon has a strong tourism offer, but there are gaps and key opportunities to improve the provision and support businesses in the sector. Visitor-related spend in 2022 contributed £312m to the local economy, with 9% of jobs in East Devon associated with the sector. Continued growth of this sector, along with initiatives to encourage increased spending amongst visitors, is crucial for the local economy and job security.

Areas of opportunity highlighted in the strategy include opportunities to develop a product offer that leverages the strength of East Devon's natural environment, created themed propositions that align with macro trends for visitor experiences, facilitate more sustainable travel options, and attract more visitors outside of the peak season. The activities proposed for Year 4 are developed around the analysis and recommendations outlined in the strategy.

Activities to be Delivered:

| Item/Activity | Description | Cost |
|--------------------------------|--|-------------|
| Taste East Devon | Support the promotion of the district-wide food & drink festival to attract visitors in the shoulder tourism season, engaging with local producers and venues. | £5,000 |
| Sustainable Travel Campaign | Promote sustainable modes of travel for visitors to and around the district: <ul style="list-style-type: none">▪ Coordinating and producing information and itineraries for exploring the district via train with joined promotion with SWR▪ Pilot with Sidmouth Jazz fest to promote train/bus journeys to attend the festival | £10,000 |
| South West Visitor Economy Hub | Support for a new tool designed for tourism businesses to access an array of data from multiple sources to make informed and evidence decisions on marketing and planning. EDDC can also access this data to | £6,000 |

| | | |
|---|---|----------------|
| | report back on core KPIs for UKSPF and TS delivery. | |
| Active Nature theme product development | Coordination and production of information and itineraries for walking and cycling trails and their promotion. Delivered via a software tool, it will encourage greater exploration and highlight local gems, dispersing expenditure across the district. | £8,000 |
| Total | | £29,000 |

Outputs, Outcomes, and Impacts:

| Output | Target |
|--|---------------|
| Number of local events or activities supported | 30 |
| Number of people reached | 5,000 |
| Number of enterprises receiving non-financial support | 30 |
| Outcome | Target |
| Improved visitor numbers | 200 |
| Number of organisations engaged in knowledge transfer activity following support | 25 |

The focus on sustainable travel and promotion of active exploration of site of natural beauty via walking and cycling is linked to East Devon's commitment to reducing carbon emissions and reaching Net Zero. It also promotes appreciation of the natural environment and encourages visitors to reduce their environmental impact.

The programme also seeks to attract visitors outside of peak season, thus supporting the sector year-round and dispersing the financial benefits of the visitor economy. Producing visitor itineraries and providing support to off-season festivals showcases the strength of the offer beyond the summer, attracting a wider visitor base and improving the industry's resilience.

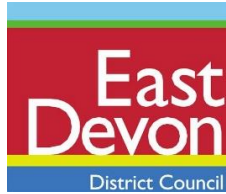
The links to cultural tourism, such as working with Sidmouth Jazz Festival, also contribute to delivery of the Culture Strategy, increasing visitor spend and supporting arts and heritage venues in the district.

Support for the SW Visitor Economy Hub also improves the accuracy and scope of how impacts are measured, enabling decision making and future scheme development to be driven by robust evidence.



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Appendix 2: Updated Terms of Reference for the UKSPF Panel



UK Shared Prosperity Fund

Programme Management Panel - Terms of Reference

1.0 Purpose

1.1 The purpose of the Programme Management Panel (hereafter referred to as the 'Panel') is to provide oversight and approval of all activities funded through the UK Shared Prosperity Fund (UKSPF) and any top-up funds directly linked to the UKSPF (such as the Rural England Prosperity Fund). Hereafter, any reference to UKSPF is taken to also apply to these top-up funds.

2.0 Authorities

2.1 The Panel is responsible for overseeing the deployment of UKSPF funds, including the review and determination of grants funded through UKSPF funded grant schemes.

2.2 Cabinet has given delegated authority to the Director of Place in agreement with the Panel to:

- a) Authorise and approve the grant awards for all competitive grant schemes funded through the UKSPF and any top-up funds in accordance with the provisions of the Programme.
- b) Approve any adjustments to or the cancellation of any projects, programmes and activities identified in the 2025/26 UKSPF Programme Plan, including grant schemes and discretionary grant payments, and any internal UKSPF budget transfers above £10,000.
- c) Approve any new projects, programmes and activities, including new grant schemes and discretionary grant payments, funded through the UKSPF and any top-up funds.

3.0 Membership

3.1 The Panel is to be comprised of a cross-party group of members, comprising the Leader, Deputy Leader, Portfolio Holder for Tourism, Sport, Leisure and Culture, Portfolio Holder for Climate Action & Emergency Response, two Conservative members, one of the Independent members and one Cranbrook Placemaking Group member, to be nominated by the respective Groups.

3.2 Cabinet may wish to revise the composition of the Panel due to changes in political representation resulting from local government elections to EDDC. Any membership changes will be agreed at Annual Council.

4.0 Meetings

4.1 Meetings will be held on an ad hoc basis to decide upon matters relating to the authorities delegated to the Panel, such as amendments to the Programme and to determine and award grant funding.

4.2 Additional meetings may be called for officers to provide a general update on the fund.

4.3 All panel meetings where the Panel exercises its decision-making function must be attended by a minimum of two Panel members which must include at least one Cabinet member.

5.0 Decision making

5.1 Decisions will be made either during Panel meetings or through written responses provided via email within a given timeframe.

5.2. Decisions will be regarded as determined where recommendations have a proposer, seconder and where the majority of voting members are in favour.

5.3 Decision making will, as far as it possible, be by consensus. In the event that this is not possible areas of disagreement and the position of individual Panel members will be recorded and recognised in the subsequent advice/recommendations.

6.0 Administrative Support

6.1 The Panel will be supported by EDDC officers who will prepare a report and agenda for each meeting and keep Panel members regularly updated on the progress of the UKSPF Programme Plan and delivery of the UKSPF funded interventions.

7.0 Declarations of Interest

7.1 Agendas will include a standard item requiring declarations of interests to be made. Members with a disclosable financial or personal interest in respect of a particular matter being considered by the Board should act in accordance with the Councillor's Code of Conduct of the relevant organisation that they represent.



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Appendix 3: UKSPF Project Plan for the CCA

| Priority | Project Name | Spend | | | | | Capital or Revenue | Outputs/ Outcomes | Outputs | Outcomes |
|-------------------------------|---|---|----------|------------|---------|------------|--------------------|--|---------|----------|
| | | Q1 | Q2 | Q3 | Q4 | TOTAL | | | TARGET | TARGET |
| Communities and Place | Leisure Programme (E10) | £0 | £0 | £34,000.00 | £0 | £34,000.00 | Revenue | Number of local events or activities supported | 6 | - |
| | | | | | | | | Number of volunteering opportunities supported | 10 | - |
| | | | | | | | | Number of people reached | 1050 | - |
| | | | | | | | | Improved engagement numbers | - | 1350 |
| | | | | | | | | Increased users of facilities/ amenities | - | 42 |
| | Culture Programme (E6) | £0.00 | £12,521 | £12,521 | £12,521 | £37,563.00 | Revenue | Number of local events or activities supported | 11 | - |
| | | | | | | | | Number of organisations receiving financial support through grants | 9 | - |
| | | | | | | | | Number of organisations receiving non-financial support | 30 | - |
| | | | | | | | | Number of volunteering opportunities supported | 45 | - |
| | | | | | | | | Number of enterprises receiving non-financial support | 5 | - |
| | | | | | | | | Number of community-led arts, cultural, heritage and creative programmes as a result of support | - | 7 |
| | | | | | | | | Improved engagement numbers | - | 150 |
| Supporting Local Business | Prosper (E23) | Amount based on Option 1 in the proposal and three Districts taking up the support, but with a £3k reduction in marketing given the underspend in 24/25. This can be revised if higher numbers choose to participate. We propose this funding is excluded from the amount included in EDDC's grant agreement and is retained by DCC for delivery. | | | | £75,000 | Revenue | Number of enterprises receiving non-financial support | 50 | - |
| | | Number of potential entrepreneurs assisted to be enterprise ready | 12 | - | | | | | | |
| | | Number of enterprises with improved productivity | - | 10 | | | | | | |
| | | Number of new enterprises created as a result of support | - | 5 | | | | | | |
| | | Number of enterprises adopting new to the firm technologies or processes | - | 10 | | | | | | |
| | Sustainable Tourism Programme (E17) | £0 | £9,000 | £10,000 | £10,000 | £29,000.00 | Revenue | Number of enterprises receiving non-financial support | 30 | - |
| | | | | | | | | Number of people reached | 5,000 | - |
| | | | | | | | | Number of local events or activities supported | 30 | - |
| | | | | | | | | Increased visitor numbers | - | 200 |
| | | | | | | | | Number of organisations engaged in knowledge transfer activity following support | - | 25 |
| | Innovation & Resilience Fund (REPF 1.1) | £0 | £190,000 | £0 | £0 | £190,000 | Capital | Number of enterprises receiving grants | 9 | - |
| | | | | | | | | Amount of commercial space completed or improved | 100 | - |
| | | | | | | | | Jobs created as a result of support | - | 4 |
| | | | | | | | | Number of enterprises with improved productivity | - | 8 |
| | | | | | | | | Number of enterprises adopting new or improved products or services | - | 7 |
| | | | | | | | | Number of businesses adopting new to the firm technologies or processes | - | 7 |
| People and Skills | Employment Hubs Programme (E33) | We propose this funding is excluded from the amount included in EDDC's grant agreement and is retained by DCC for delivery. | | | | £90,000.00 | Revenue | Number of people supported to engage in job-searching | 40 | - |
| | | | | | | | | Number of economically inactive people engaging with keyworker support services | 25 | - |
| | | | | | | | | Number of people receiving support to gain employment | 10 | - |
| | | | | | | | | Number of people reporting increased employability through development of interpersonal skills funded by UKSPF | - | 10 |
| | | | | | | | | Number of people in employment, including self-employment, following support | - | 8 |
| | | | | | | | | People gaining a qualification or completing a course following support | - | 20 |
| Monitoring and Administration | N/A | Based on 15% of the remainder of the 4% admin budget | | | | £10,025.00 | Revenue | N/A | | |

Abridged version, submitted to DCC on 5 February 2025