

Communities O&S – April 2022

Economic Development Update

The following briefing note provides an update to the Communities Overview & Scrutiny Committee on recent economic development activity in Warwickshire.

It covers work undertaken by County Council officers and partners across a range of services as well as other key pieces of relevant news and information.

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HEADLINES/ KEY SUMMARY POINTS

- Whilst many businesses now have now adapted their business models to remain viable post lockdowns, macro-economic factors causing price increases are starting to impact.
- Appetite for growth currently remains relatively strong however and we continue to see a strong level of enquires for business support, particularly in regard to access-to-finance.
- Demand for skills support continues to be high with training existing staff and exploring local training funds proving valuable to businesses with restricted budgets post pandemic. Early Years, Health and Social Care, Hospitality and Logistics remain the sectors requesting the highest levels of support.
- Delivery of the Community Renewal Fund (CRF) is now expected to be extended until 31 December 2022, giving more opportunity to engage on all three projects including young people on our Warwickshire Brighter Futures programme which officially launched at the start of March 2022.

1. ECONOMIC OVERVIEW

Businesses generally seem to be recovering well post lockdown, many having adapted their business models to ensure they remain viable. Business confidence also generally appears to be increasing post lockdown, with many businesses now focusing on growth rather than just surviving. The cost of materials is starting to become an issue, particularly for construction/development projects; however, this so far does not seem to have put businesses off construction related activities.

Over 100 (access-to-finance) enquiries have been received since the start of the calendar year, coming from an array of industries, but primarily SMEs or start-ups and most have first engaged with a view to applying for the Small Capital Grant or seeking some form of grant. The majority of enquiries have come from the Leamington, Warwick and Nuneaton districts, and most have come through directly to the team via the WCC Business Support line or email, with some enquiries having also coming from the Growth Hub. Where we are unable to assist directly, referrals out are signposted to the Growth Hub or the CW Chamber of Commerce.

In line with national trends, recruitment remains an issue for many businesses and the demand for skills support remains high. Our Community Renewal Fund (CRF) project, Warwickshire Brighter Futures is delivering 5 strands of activity designed to test more innovative ways of engaging young people not in employment, education and training (NEETs) in the jobs market and will help address the demand for staff. However, since this programme was designed in Spring 2021, the anticipated rise in NEETS has not emerged and it is in fact the over 50s age group that is presenting in larger numbers at Job Centres nationally.

2. ECONOMIC RECOVERY INITIATIVES

WCC's loan and grant payments to businesses during 2021/ 2022 exceeded £2.28 million as part of a £5 million investment in access to finance support over the last two years. The funding was directed to businesses at a time when they needed it most through a range of access to finance programmes: Adapt & Diversify, the Business Interruption Loan Scheme, Coventry and Warwickshire Duplex Fund, Retail & Hospitality, Small Capital Grants and the Survive, Sustain & Grow programme. Some schemes were established in response to the pandemic, and they formed a key part of WCC's economic recovery response, whereas others such as Duplex and the Capital Grants programme predate Covid but have continued to provide support. Overall, the economic recovery schemes supported 240 businesses and 1,114 jobs of which 648 jobs were estimated to be at risk of redundancy.

Community Renewal Fund – All three CRF projects in Warwickshire are now contracted and in delivery. WCC is the Lead Authority for the CRF Warwickshire and also the deliverer of the Warwickshire Brighter Futures project. The other two projects are focused on supporting economically inactive and unemployed people into employment using mindset training delivered through mentoring (project delivered by Wise Ability) and assisting people into employment by providing training and support focused on self-employment skills (project delivered by PET-Xi).

The three projects, worth £2.7 million, are among 225 pilots across England designed to test new approaches to supporting local economic growth, prior to the introduction of the UK Shared Prosperity Fund later this year. Government, recognising the impact of the Omicron variant during the Winter months, recently announced that the CRF would be extended until the end of December 2022 and WCC has submitted extension requests on behalf of all three Warwickshire projects. The three projects will collectively support 3,241 economically inactive or unemployed people across all five districts/ boroughs in Warwickshire. For more information, visit: www.warwickshire.gov.uk/crf

Coventry and Warwickshire Reinvestment Trust's "**JumpStart**" project has now engaged 191 Warwickshire residents looking to start a business since April 2021. The community-based project complements the county-wide start-up service delivered by Coventry and Warwickshire Chamber of Commerce on behalf of WCC (part of the ERDF programme below) by focusing on underrepresented groups and hard-to-reach individuals in certain parts of the county. The £300,000 project is funded by £100,000 from WCC's Place Shaping & Economic Recovery Fund. JumpStart is expected to support 315 Warwickshire residents between April 2021 and March 2024.

WCC's dedicated programme to help the county's small businesses in the tourism, hospitality and leisure sectors bounce back from Covid, **Project Warwickshire** is seeing significant demand. The programme provides 12 hours of support made up of one-to-one advice, networking and a range of masterclasses. It also assists businesses to access grants and funding, as well as providing a series of networking events and webinars to share good practice and links. The first 14 businesses are expected to complete their support by the end of March, safeguarding 12 jobs at risk and supporting many others.

Project Warwickshire is funded by £320,000 from WCC's Place Shaping & Economic Recovery Fund and a further £230,000 from the European Regional Development Fund. It is delivered on behalf of WCC by Coventry and Warwickshire Chamber of Commerce working with partners Shakespeare's England and Northern Warwickshire Tourism. For more information, visit: www.cw-chamber.co.uk/business-support/project-warwickshire.

Coventry and Warwickshire Co-operative Development Agency (CWCDa) have supported a further 21 groups in Warwickshire as part of their **Social Enterprise Support** programme which is part funded by WCC. This brings the total number of groups supported to 60 which means CWCDa have now achieved their 2021/ 2022 target for the programme. As a result of the support, four new social enterprises have also been created and four new jobs created within established social enterprises. The CWCDa programme – which is also funded by the European Regional Development Fund – provides support to groups seeking to set up new social enterprises and those already trading. Funding from WCC's Place Shaping & Economic Recovery Fund has bridged the gap between budgets ending in March 2021 and the commissioning of WCC's new third sector support contracts from April 2022. For more information, visit: www.cwcdca.co.uk/Social-enterprise

3. BUSINESS & ECONOMY SUPPORT

Working with the **University of Warwick** and co-working space **1 Mill Street**, we have developed a pilot project to help Digital and Creative businesses access existing business support more readily. This sector has been identified as being under-represented and through **The Exchange Project** we can encourage and support more businesses within the sector. If this model is successful, we could look to replicate this at other hub spaces across the county where we know businesses are already engaged. The soft launch of The Exchange will take place on the evening of the 6th April 2022 at 1 Mill Street through an informal networking session.

A further 29 businesses completed the intensive support provided by the “**CW Business – Start, Grow and Scale**” programme in the third quarter of 2021/ 2022 and over 15 new FTE jobs were created. This brings the total number of businesses supported since 2016 to over 850. 385 new jobs have also been created and 433 Warwickshire residents helped to start their own business. The current phase of the programme (to June 2023) is funded by £1.8 million from the European Regional Development Fund (ERDF) as well as WCC, University of Warwick Science Park, and the District and Borough Councils. The next payment from the Department for Levelling Up, Housing and Local Government will bring the total grant received since January 2019 to over £1 million. For more information including details of the support available, visit: www.warwickshire.gov.uk/cwbsp.

WCC recently commissioned an external evaluation of the programme. The interim findings will be available shortly with a final evaluation due in 2023.

In the meantime, University of Warwick Science Park have published an impact report about the **Business Ready** strand which provides support to ambitious tech-based and other innovation-led small businesses. The report found that, between January 2019 and December 2021, Business Ready:

- interacted with more than 600 companies and new ventures.
- engaged 246 businesses in discovery meetings and provided 12 hours of support to 107 businesses.
- supported over 40 clients to raise over £5.8 million of finance including £4.3 million of equity finance and £1.5 million of debt or grants.
- assisted clients to create over 75 new jobs with further recruitment planned.
- nurtured 27 high growth start-ups through the first year of starting and establishing a business.
- provided 53 clients with incubation support.

Business Ready is funded by ERDF, UWSP and WCC. It received just over £390,000 from ERDF over the three years and WCC made a contribution of £195,000. The extension to Business Ready was featured in last month's Warwickshire Means Business: <https://business.warwickshire.gov.uk/march-2022/news-in-brief/business-ready-programme-extended-for-another-year>

The **Coventry and Warwickshire Duplex Investment Fund** – which provides a combined loan and grant to businesses towards the costs of capital investments – has now supported 15 businesses in Warwickshire with their growth plans. Duplex has provided loans worth £1,071,848 and a further £418,898 of grants to businesses across the county in a range of sectors. This has safeguarded 44 jobs, created 27 new jobs so far and a further 67 jobs are forecasted to be created.

Duplex – which is delivered by Coventry and Warwickshire Reinvestment Trust (CWRT) – is funded by a £2 million loan from WCC’s Capital Investment Fund as well as funding from Coventry City Council, the Growth Deal and CWLEP. It is expected to provide just under £10 million of investment to Warwickshire businesses over the next ten years and to create over 600 jobs. For more information, visit: www.cwrt.uk.com/duplex

WCC’s Small Capital Grants programme is now seeing significant demand from small businesses again. The latest Grants Panel is considering grant requests worth £62,000 from five businesses supported by WCC’s own Business Growth Delivery team as part of investment projects worth over £200,000. 97 projects have been supported since 2015 with grants worth just over £1.9 million, helping create 184 new jobs so far. In March 2022, a Portfolio Holder Decision agreed to allocate a further £600,000 to support the programme. It is expected that the grants, alongside the debt finance and loans available via the WRIF, will play a key role in supporting the economic recovery in Warwickshire and supporting the future growth of our small businesses. There is a healthy pipeline of applications for the next Panel in May.

4. EMPLOYABILITY & SKILLS SUPPORT

Our Community Renewal Fund (CRF) programme, **The Warwickshire Brighter Futures Programme** brings together a consortium of partners to pilot five strands of activity and will look to support over 1,000 hard to reach, unemployed young people, reducing the barriers to employment for some of the most disadvantaged groups in Warwickshire.

1. **Break Away Camps** - an adaptable programme of 4-day youth outreach camps featuring a variety of activities, all with elements of careers support and job readiness. Camps will be shaped to meet the exact needs of the cohort with a variety of activities available

Teams of specially trained youth workers and session coaches will work with small groups of young people to provide careers support and guidance whilst promoting independence, build confidence and invaluable skills such as self-belief.

2. **Warwickshire Community Skills Hubs** - a County wide programme of Skills Hubs designed to sit in the heart of Warwickshire communities, offering a safe space for young people to improve their employability skills. These economically relevant skills hubs will operate a series of collaborative job clubs which will see partners and employers deploy sector specific workshops to

promote nearby, accessible job opportunities. Further workshops will feature sessions to support CV writing and preparation to sit mock interviews and travel training. This programme of weekly activity will take up regular spots at fixed locations in partnership with our Library colleagues at the following Library locations:

Atherstone, Nuneaton, Bedworth, Rugby and Leamington

3. Let's Go Rural - working with internal and external partners to promote rural careers and job opportunities, cohorts of participants will take a tour of rural businesses and explore job opportunities in some of Warwickshire's most beautiful rural locations. Employers will offer mini career talks, site walk-arounds and demonstrate the skills and qualification pathways available to rural careers

4. Extra Ability Jobs Programme - this employer focused project aims to work closely with employers to address barriers to offering a young person with SEND a job opportunity. Building on the successful launch of Inclusive Apprenticeships in Warwickshire, this project will actively run a series of employer workshops followed by 1:1 support in carving job opportunities. Employers will be incentivised with a fund to support a young person with SEND into their workforce with an additional budget for a permanent job opportunity.

5. Esports Mini Leagues - a 2 day digitally creative programme which calls out for young people with a passion for gaming and digital play. This project will take gaming enthusiasts' play skills and turn them into something relevant to entering a career in the digital and creative industry. Participants will work with esports coaches to form esports mini leagues.

Business skills reviews are in high demand, as businesses are more risk adverse as they build back from the negative impact of the pandemic, training existing staff and exploring local training funds is proving to have a positive impact for businesses with restricted budgets. Early Years, Health and Social Care, Hospitality and Logistics remain the sectors which require the highest level of support.

Since the programme launch in November the **Fair Chance Employer Programme** has been greatly received by businesses and partners. With the increase of job vacancies and unemployment returning to low pre-pandemic rates, employers are enthusiastic to explore in a different way and embrace adapting inclusive recruitment practises which helps them to unlock many talent pools such as SEND, Care leavers, young carers, resettlement and armed forces services.

The Fair Chance Employer Programme will help business understand the supportive needs of each talent pool, carve their jobs appropriately and make adjustments to support people into their roles. We do hope to offer employers and those wanting to work supportive funding, IT equipment, clothing and certain mandatory training through existing and future funding opportunities.

In the coming weeks the programme will launch a dedicated jobs portal which will provide a platform for employers to post their Fair Chance jobs and provide links for those interested to plan their journey, view a recruitment film piece and ask the employer a question through the safe messenger system.

With a recent increase in enquiries, employers are keen to engage with the **Future Careers Digital Market Place Programme**, working with the Employability & Skills team to set filming dates in the coming weeks to support recruitment campaigns.

The final phase of the project is underway, and a digital jobs platform is now in design. The jobs platform which will link to the Fair Chance Employer Programme and will be bespoke to Warwickshire, having tailored views and supportive links to meet the needs of the different communities who will access the platform for support.

Some of the key features are:

- Safe chat function to employers – to soften the interaction with employers
- About Me – digital CV including a section specifying any adjustments an employer may need to consider
- Plan my journey – travel training link
- Link to company film – designated place for films to sit next to each vacancy
- The platform is scheduled to go live in March 2022

5. INWARD INVESTMENT

We continue to work closely with partners to maximise opportunities around the **Commonwealth Games** taking place in the West Midlands during the Summer. In partnership with Department for International Trade and the West Midlands Growth Company we are supporting a number of events that are currently in development for the **UK House investment programme** running alongside the games. There are 7 sector focused days of events and the inward investment team are providing information and support for the Createch and Future Mobility strands in particular.

The Investment team participated in an **international panel this week focused on promoting the UK video games sector** to overseas investors and companies. The virtual event was well attended with over 90 participants from across the globe. Invest Coventry & Warwickshire took a stand at **Future Powertrain Conference 2022** at the National Motorcycle Museum to promote the location for further inward investment. We have a similar space at the **Battery Tech Expo 2022** at Silverstone on May 12th.

The inward investment team supported senior colleagues at the 2022 iteration of the development and investment conference **MIPIM 2022** which takes place every year in Cannes, after a two-year hiatus due to the pandemic. The Coventry & Warwickshire partnership showcased 'New Vibe Future High Streets', 'Net Zero Carbon

Technologies in Coventry & Warwickshire' and took with us [the new Coventry & Warwickshire MIPIM guide](#). We also showcased WPDG Warwickshire Property Development Group, with achievements to date and opportunities coming. The [WMCA Investment Prospectus with £15bn of investment projects was also launched](#) by the WMCA Mayor at MIPIM. It includes MIRA Technology Park South Site, Transforming Nuneaton, West Midlands Gigafactory and Creative Quarter Leamington Spa. We have a number of leads we are going to be following up over the next few weeks.

We have space at [UKREiIF – UK Real Estate Investment & Infrastructure Forum](#) on May 17th-19th taking place in Leeds. The show will have a similar focus to MIPIM as Coventry & Warwickshire, and we are also working with Midlands Engine to co-ordinate activity and a common presence at the show.

Warwickshire is well known as a centre for automotive, but [the current competition to locate the offices](#) of the new **Great British Railways (GBR)** has provided a good opportunity for us to showcase our local strengths in the rail sector. A competition has been launched to identify the new site, with initial EOIs submitted by a March 16th deadline. Our joint bid with NBBC put forward Nuneaton town which was [among the other 41 locations submitted from around the UK](#). The shortlist will be revealed in May. In the meantime we will be doing plenty of comms to raise awareness and grow local support for the bid, a key requirement of the successful location.

One of Warwickshire's key rail assets is the [Long Marston Rail Innovation Centre](#), a major centre for rail test and development. It is also home to the rail technology show Rail Live. Until recently it was home to Vivarail (now at Southam) and was the base for the first UK mainline test of hydrogen propulsion in rail. Porterbrook has taken a 15 years lease on the site and on April 29th its senior team led by CEO Mary Grant is hosting the local MP and senior delegations from SDC, CWLEP and WCC to showcase the site and present their outline vision going forwards.

APPENDIX 1: BUSINESS NEWS

Major business headlines from around Warwickshire

Digital Creative sector

[A new initiative is being launched to provide support to creative freelancers across Coventry and Warwickshire.](#) The pilot scheme aims to connect the freelance community from television producers to game developers following the impact of the pandemic.

[An £8 million plan to convert an empty M&S unit in a prominent Leamington Spa shopping centre into prime office space could see up to 400 jobs created in the town centre.](#) The owners of the Royal Priors Shopping Centre in Leamington are aiming to convert the former Marks and Spencer's store into 30,000 sq ft of office space and would add an additional office floor and a new roof terrace.

Automotive/ Future Mobility

Polestar, the Swedish electric performance car maker, which has a major research and development in the Coventry & Warwickshire area, [is to grow to up to 800 in total, in a major boost for UK FDI investment, and UK automotive.](#)

Indian electric vehicle (EV) manufacturer **Ola Electric** is to [invest £100m in a new global hub for automotive design and engineering in Coventry](#) to support its ambition to "build the future of mobility".

Former Jaguar Land Rover CEO, Ralf Speth has been announced as the new chairman for **TVS Motor Company**. TVS Motor is a major Indian manufacturer of motorcycles, and recently opened a new factory for the 'reborn' Norton brand. Ralf Speth began his career at BMW and completed his PhD at the University of Warwick.

Aston Martin Lagonda [cut losses by 75% last year on the back of a boom in retail sales.](#) The company saw its operating deficit drop from £323m in 2020 to £74.3m last year after "significant" growth in the Americas and record sales in China, driven by strong demand for Aston Martin's DBX marque. Revenues shifted to £1.1bn – up almost 80% on 2020. Aston Martin have also revealed plans to move towards EVs, with its first plug-in hybrid electric vehicle planned for 2024 and a first battery electric vehicle to follow in 2025.

European R&D battery technology and manufacturing company **InoBat** [has launched its first UK office at the University of Warwick Science Park's Warwick Innovation Centre as part of its global expansion plan.](#) The Slovakian start-up is at the forefront of the battery industry and designs, develops and manufactures advanced battery cells for electric vehicles. It specialises in the aviation, automotive, light commercial and bus industries. The Vice Chairman of the company is ex-Aston Martin CEO Andy Palmer.

Alliance Transport Technologies (ATT), [has announced the creation of a new R&D centre near Coventry. Although the exact location is not yet in the public domain, it is](#)

[in the Nuneaton & Bedworth area](#). The company has won long term service contracts to manage EV batteries with five of the largest UK national bus groups and is now the largest provider of battery asset management services in the UK. Alliance has pioneered the use of remanufacturing electronic components to allow commercial vehicle operators to decarbonise the maintenance of their fleets.

Other business news

Local commercial real estate agency Bromwich Hardy recently launched [a new report into the state of the property sector across the Midlands - 'The Barometer'](#) – with a message that 'doom-merchants' are wrong to write off the strength of the office market. Bromwich Hardy founding partner Tom Bromwich says the report gave reasons for optimism despite the impact of the pandemic across the region.

APPENDIX 2: SPRING STATEMENT & FUTURE FUNDING SUMMARY

Introduction

This note provides Communities O&S with an update on the funding opportunities coming forward in the 2022/23 financial year which have been announced by Central Government as part of the Spring Statement or at the same time as Levelling Up White Paper. These funding packages are aligned with Warwickshire County Council's (WCC) economic development activities.

The Levelling Up - Round 2 Guidance has been published with £3.1 billion of investment remaining, there is additional investment into the Changing Places Fund (up to £12 million to be released) for bidders in 2022 and, in February, announcements pertaining to the UK Shared Prosperity Fund sees a £2.6 billion fund available up to 2024/25. This paper highlights the key points for the UK Shared Prosperity and Levelling Up Funds, and also provides some initial thinking around the opportunities.

UK Shared Prosperity Fund (UKSPF)

The initial guidance published in early February provides a transformed landscape of funding as the UK transitions from the European Union (EU) Structural Funds. Significant changes to the funding geography will affect Warwickshire County Council's (WCC) ability to access UKSPF funding. The funding will only be allocated to Lower Tier, Unitary and Combined Authorities. The funding announced will be released in stages to coincide with the tapering of EU funding. Projections note that £1.1billion is available from 2022 - 2023/24 and a further £1.4billion in 2024/25. There is also £559million ringfenced for a Department for Education programme (Multiply) and a £300million cap on the overall programme making a total of £2.6billion. The funding programme will only last for circa two years (up to March 2025) and must be aligned to four key strands:

Communities and Place – To strengthen social fabric, build resilience into neighbourhoods and make improvements to the built environment.

Local Businesses – To create jobs, stimulate innovation / growth and increase private sector investment.

People & Skills – Boost core skills, support access to employment for disadvantaged people and promote employment ready activities.

Multiply – Managed by the Department for Education, this is a ringfenced amount to support adult numeracy.

The £2.6 billion of total funding will be invested across the UK to include the devolved administrations of Scotland, Wales & Northern Ireland. There will be questions raised as to the relative levels of funding available across such a significant geographical area.

Levelling Up Fund (Round 2)

Announced in line with the Spring Statement, the remaining funding within the Levelling Up fund is £3.1 billion. It is noted that circa £1.7 billion has already been invested in the first round. There will be diminishing opportunities following this second round of bidding and it is likely that only three rounds in total will be made available if allocations in this round are significant. The deadline for applications is Wednesday 6th July 2022 and all bids will be assessed in a competitive format.

Levelling Up examines the metrics of each Lower Tier Authority and assigns a category weighting to the area. This category determines the respective need to level up and the likelihood of success in the three stages of the application process (Gateway, Assessment against Strands & Ministerial Panel). Category 1 places are most significantly in need of Levelling Up and Category 3 areas have the least amount of deprivation resulting in a lower priority weighting within the funding parameters. The table below shows the relative rankings of Warwickshire’s District & Boroughs:

Levelling Up Rank (out of 363 Local Authorities)	Local Authority	Category
89	Nuneaton and Bedworth	1
216	North Warwickshire	2
241	Stratford-on-Avon	2
318	Rugby	3
350	Warwick	3

Levelling Up funding is aligned to three distinct strands of bidding:

Transport – To upgrade and improve the safety and security of bus and cycling infrastructure to improve access to jobs whilst supporting cleaner air and greener, healthier travel; targeting local road enhancements at congestion pinch points; and repairing bridges to ensure that communities are not isolated from key services.

Regeneration - the regeneration pillar of the Levelling Up Fund welcomes projects which revitalise town centres, help clean growth and the transition to net zero, provide education and support local health and environmental outcomes; to help communities transform derelict, vacant or poorly used sites into vibrant commercial and community hubs that local people can be proud of.

Culture and Heritage - upgrading and creating new cultural and creative spaces including sports or athletics facilities, museums, arts venues, theatres, galleries, libraries, production facilities, film/TV facilities, visitor attractions, prominent landmarks, historical buildings, sites, parks, or gardens. Protecting cultural sites from crime and anti-social behaviour, developing local assets that support the visitor economy and acquiring key cultural and heritage sites for renovation and refurbishment.

District and borough councils in two tier areas in England can submit a number of bids for any of the three investment priorities equivalent to the total number of whole and partial constituencies within their boundaries.

County Councils with transport powers can lodge transport bids but must have 90% of the eligible activity under the Transport strand of funding. In addition, all authorities have a maximum bidding threshold of £20 million.

Summary

Within Warwickshire there are funding opportunities with both the Levelling Up and UK Shared Prosperity Funds. There is now potential for **selective bidding** as each fund has differing priorities. The Levelling Up Fund has much more of a capital and regeneration focus to instil local physical improvements to support the fabric of places and to co-ordinate projects with a focus towards cultural/ heritage assets.

In contrast, UK Shared Prosperity Fund is more holistic, looking at unlocking benefits to people, businesses and encouraging local pride through place-based activity. It is expected that programmes

of social resilience and small-scale physical improvements, business support, and support for people & skills should be progressed as part of UK Shared Prosperity Fund.

Warwickshire County Council will be required to play a strategic role on UKSPF, working with the Districts & Borough Councils on the local investment strategies, ensuring partners are supported appropriately, and that bids are progressed with the appropriate funding opportunity. It is also expected that Warwickshire County Council will look to apply for resources from UKSPF to support some of our own projects or programmes, particularly where co-ordinated and integrated delivery at the county or sub-regional level makes sense or where there are opportunities for critical mass.

Where possible, larger, physical regeneration programmes are expected to be captured as part of the Levelling Up Fund whilst ongoing support activities and added value growth programmes are more suited towards the UK Shared Prosperity Fund.

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