

UKSPF Cheshire East Investment Plan

Interventions linked to challenges, opportunities & strategy

Communities and Place Priority

Challenges	UK SPF Priority Interventions	Link to Local Strategy	Potential Areas for Action	UK SPF Outputs
<p>Inequalities in life chances</p> <p>Changing role of Town Centres</p> <p>The climate emergency, carbon emissions, energy usage and active travel</p>	<p>E1 - Funding for Improvements to town centres & high streets including better accessibility for disabled people, including capital spend & running costs</p> <p>E6 - Support for local arts, cultural & creative activities</p> <p>E7 - Support for active travel enhancements in the local area</p> <p>E8 - Funding for the development & promotion of wider campaigns which encourage people to visit & explore the local area</p>	<p>The Corporate Plan states that by 2025 we want to deliver strategic regeneration plans for Crewe and Macclesfield and successful town centres in our other key towns. The Draft Cheshire East Economic Strategy 2019-2024 sets as Strategic Objective 1 - Improving quality of place, with a focus on regenerating town centres.</p> <p>The Corporate Plan states that the Council will continue to grow the Cheshire East visitor economy and will deliver a Cultural Strategy and Place Marketing</p> <p>The Corporate Plan sets as a priority” A transport network that ... promotes active travel” and the LTP states that we will continue to reduce barriers for multimodal active travel</p>	<p>Town Centre Marketing and Promotion campaign(s) - funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area</p> <p>Town Centre Public Realm schemes and projects to improve visitor offer - including enhanced maintenance and supporting trials for new outdoor seating areas, pocket parks/town centre greening and introduction of measures to start to support a transition to less car dominated centres</p>	<p>Increased footfall</p> <p>Reduced vacancy rates</p> <p>Increased use of cycleways/paths</p> <p>Improved engagement numbers</p> <p>Increased number of web search for a place</p> <p>Volunteering numbers</p>
<p>Opportunities</p>	<p>E9 - Funding for impactful volunteering and/or social action projects to develop social & human capital in local places.</p> <p>E11 - Investment in capacity building & infrastructure support for local civil society & community groups</p> <p>E13 - Community measures to reduce the cost of living, including through measures to improve energy efficiency, & combat fuel poverty & climate change</p> <p>E14 - Funding to support relevant feasibility studies</p>	<p>The Corporate Plan states that the Council will continue to grow the Cheshire East visitor economy and will deliver a Cultural Strategy and Place Marketing</p> <p>The Corporate Plan states that we want to build trusting and constructive relationships between the council and the voluntary sector, promoting community activities and to develop a strong local social impact structure through the Cheshire East Social Action Partnership, to underpin a thriving Voluntary Community Faith Social Enterprise Sector</p>	<p>Community Grants - supporting volunteering and/or social action projects to develop social and human capital in local places and investment in capacity building and infrastructure support for local civil society</p>	<p>Outcomes</p>
<p>Reclaiming streets for people</p> <p>Boosting the visitor economy and cultural offer</p> <p>Making more of natural assets and green spaces</p> <p>Harnessing Social and Community Infrastructure</p> <p>Active travel</p>		<p>The CEC Environment Strategy recognises that the Council has a role to play as partner and facilitator in reducing borough wide carbon emissions amongst the wider community</p> <p>Without feasibility funding, the deliverability of numerous projects aligned to a variety of Council Strategies cannot be progressed</p>	<p>Active Travel - for the delivery of schemes to support active travel improving access to work, town centre and other key destinations</p> <p>Feasibility Funding - to support the development of a range of projects, including opportunities to improve local pride, sense of belonging, and healthy lifestyles, utilisation of existing community assets and working with communities to unlock affordable housing opportunities</p> <p>Creative Culture Fund - to enhance local pride and generate both economic and wellbeing benefits through culture and arts provision</p> <p>Macclesfield town centre public realm scheme: potential to provide match funding to LUF bid (if successful)</p>	<p>Enhanced vitality of our town centres</p> <p>Increased use of our assets</p> <p>Increased community engagement</p> <p>Increased pride in place and communities</p>

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Supporting Local Businesses Priority

Challenges	UK SPF Priority Interventions	Link to Local Strategy	Potential Areas for Action	UK SPF Outputs
<p>Limited employment opportunities in town centres</p> <p>Productivity gap in SMEs</p> <p>Lack of an Innovation Eco-System</p> <p>Responding to the Decarbonisation Agenda</p>	<p>E19 - Increasing investment in R&D at the local level. Investment to support the diffusion of innovation knowledge and activities.</p> <p>E22 - Investing in enterprise infrastructure & employment/innovation site development projects.</p> <p>E23 - Strengthening local entrepreneurial ecosystems and supporting businesses at all stages of their development including through local networks.</p> <p>E24 - Funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators' for local enterprise.</p> <p>E29 - Supporting decarbonisation and improving the natural environment whilst growing the local economy.</p> <p>E30 - Business support measures to drive employment growth, particularly in areas of higher unemployment</p>	<p>The Corporate Plan includes a Priority to create 'Thriving urban and rural economies for all'. Cheshire East Economic Strategy 2019-2024 sets as Strategic Objective 8 - Strengthen business support, particularly for our key businesses</p> <p>The Corporate Plan includes a Priority to create 'Thriving urban and rural economies for all'. An Economic & Growth Committee Report in March 2022 set recommendations to develop the business case for public sector investment in new business start-up space and an incubation support offer</p> <p>The Corporate Plan includes a Priority to create 'Thriving urban and rural economies for all'. Cheshire East Economic Strategy 2019-2024 sets as Strategic Objective 8 - Strengthen business support, particularly for our key businesses</p> <p>Cheshire East Digital Strategy includes an action to develop a digital cluster programme and business support offer.</p> <p>The Corporate Plan has an objective to be carbon neutral by 2025 and the C&W Sustainable & Inclusive Growth Commission identifies an aim to improve the natural environment whilst growing the local economy.</p> <p>The Corporate Plan a Priority to create 'Thriving urban and rural economies for all'.</p>	<p>Town Centre Workspaces - Investing in enterprise infrastructure & employment/innovation site development projects & funding for new & improvements to existing training hubs, business support offers, 'incubators' & 'accelerators' for local enterprise to support entrepreneurs & start-ups through the early stages of development & growth</p> <p>Productivity Improvement Programme - could include a Supply Chain Development Programme that would help smaller businesses to improve their processes & systems in order to be able to be ready to bid for contracts with larger companies & institutions making large-scale investments in the borough.</p> <p>Innovation Programme - develop greater links with universities & other knowledge-based institutions to build a collaborative support system & knowledge exchange and encourage greater take up of Knowledge Transfer Partnerships (KTPs), Innovate UK projects, Innovation Grants & R&D Funding etc.</p> <p>Sustainable & Inclusive Growth Programme - This could include development of online tools & resources, best practice information & guidance as well as 1-2-1 consultancy support to help businesses develop sustainable & inclusive growth plans which identify opportunities for growth whilst reducing emissions, improving energy efficiency & providing fair employment practices.</p>	<p>Jobs created</p> <p>New businesses created</p> <p>Businesses supported</p> <p>Improved productivity and innovation</p> <hr/> <p>Outcomes</p> <p>Improved workspace in town centres</p> <p>Improved productivity</p> <p>Increased innovation and R&D</p> <p>Response to climate emergency</p>

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People and Skills Priority

Challenges	UK SPF Priority Interventions	Link to Local Strategy	Potential Areas for Action	UK SPF Outputs
<p>Pockets of Deprivation/ Inequality</p> <p>Mismatch between needs of local businesses and skills</p> <p>Ability to recruit is key sectors</p> <p>Costs of living</p>	<p>E33 - Employment support for economically inactive people</p>	<p>The Corporate Plan states we will prioritise care experienced adults as part of our recovery work to improve employment and training opportunities, that we will increase opportunities for children, young adults and adults with additional needs, developing meaningful employment opportunities to improve life chances for young adults</p>	<p>Tackling Long Term Unemployment including people (especially young people) at risk of long-term unemployment</p>	<p>Increased economic activity</p> <p>Increased basic skills</p> <p>People in education and training</p>
<p>Opportunities</p> <p>Working with local businesses to better respond to their needs</p> <p>Support to specific groups in need</p> <p>Attract talent</p>	<p>E34 - Courses including basic, life & career skills</p> <p>E36 - Increase levels of digital inclusion, essential digital skills</p>	<p>One of the Corporate Plan priorities is to “work together with residents and partners to support people and communities to be strong and resilient.” E34 is integral to this by ensuring that residents are supported to have the right skills that are aligned to growth sectors in our area</p> <p>A specific skills gap related to the above measures and Corporate Priorities relates to digital skills. Employers are reporting challenges in sourcing applicants with relevant digital skills. The E36 intervention is designed to tackle this head on</p>	<p>Specialist support provision (e.g. for people with learning disabilities and/or autism, mental health issues, physical/sensory disabilities, care leavers, NEETs, veterans, ex-offenders and carers). This will align to economic inactivity interventions</p> <p>Tackling the skills gaps (e.g. digital)</p> <p>Tackling the recruitment challenges in key sectors</p>	<p>People gaining qualifications, licenses and skills</p> <p>Outcomes</p> <p>Improved employment, pay and productivity</p> <p>Improved skills and qualifications</p> <p>Reduced inequalities</p>