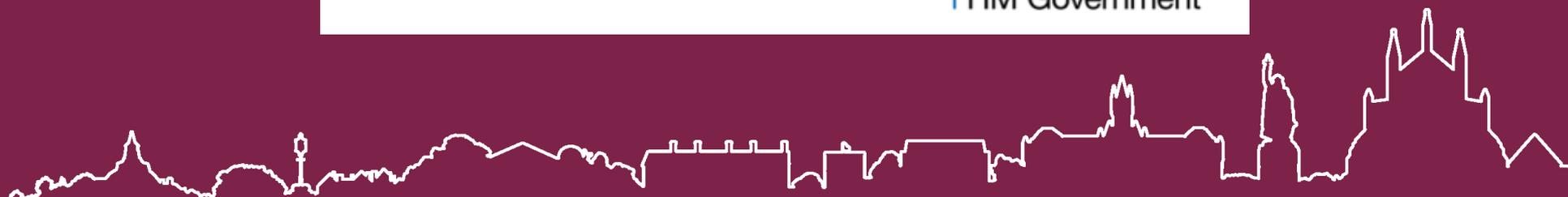


Business & Housing Policy Committee 19 September 2023

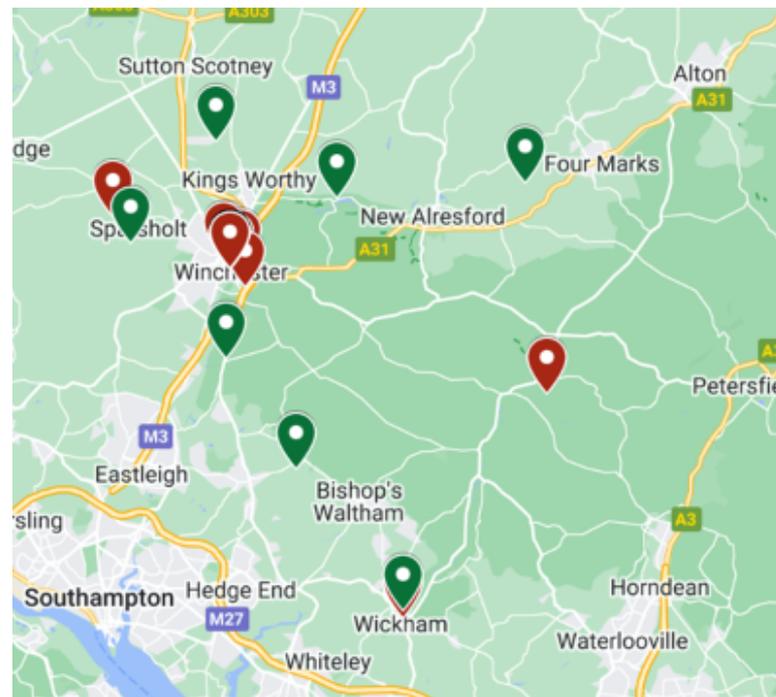
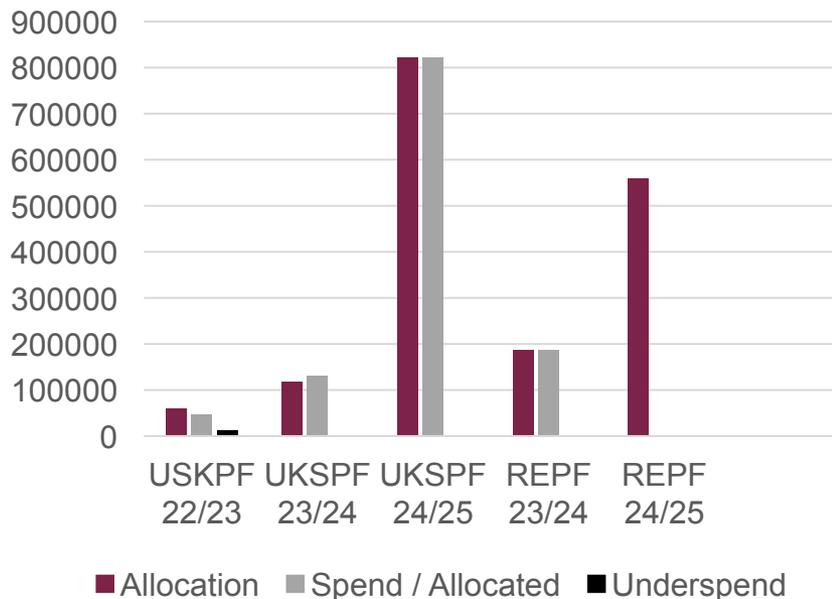
# UK Shared Prosperity Fund (UKSPF) Rural England Prosperity Fund (REPF) Update September 2023



# Fund Approval and Governance Overview



# Finance & Location Overview

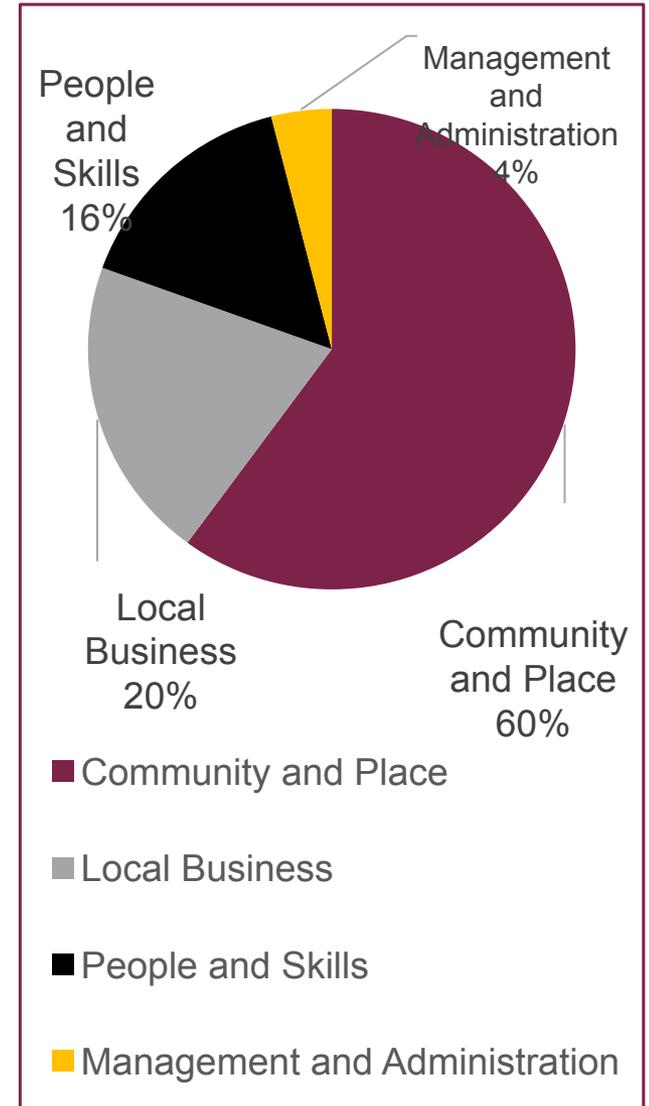
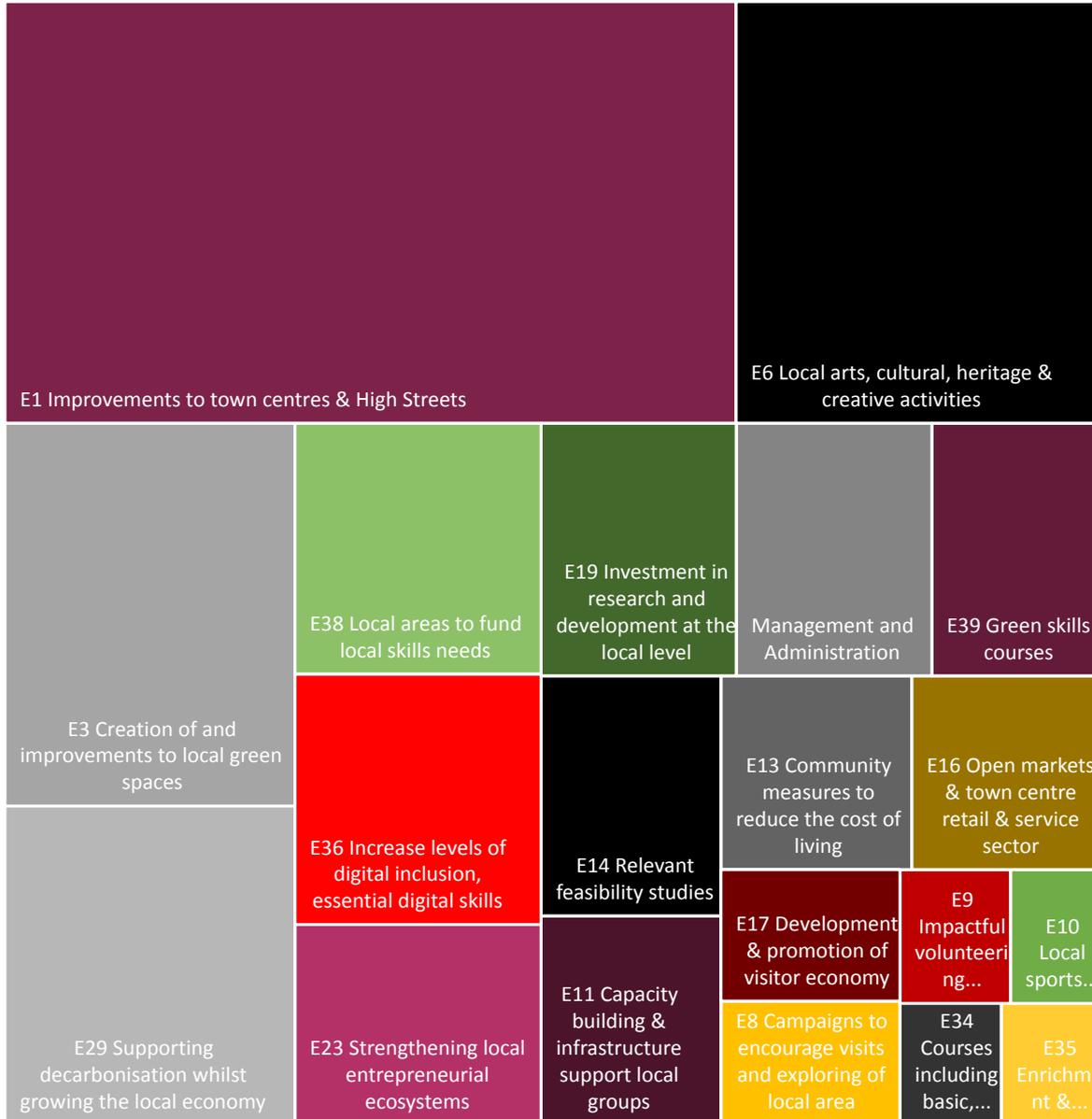


**UKSPF**  
**£1m**  
**REPF**  
**£745k**

	Allocation	Spend / Allocated	Underspend
UKSPF 22/23	£59,195	£46,704	£12,491
UKSPF 23/24	£118,390	£130,881	
UKSPF 24/25	£822,415	£811,415	
REPF 23/24	£186,274	£186,274	
REPF 24/25	£558,822		

# UKSPF investment split

Chart Title



# UKSPF 22/23 OVERVIEW OF DELIVERED PROJECTS



Date	May – June 2023
Budget	£7,000
Location	Advertising outside of the area
Target Audience	Public Engagement
Type of Activity	Tourism
Carbon & Inclusivity	Promotion of sustainable travel options

## Sustainable Tourism

National Rail advertising across six UK stations to encourage visitors to adopt sustainable travel and leisure choices, Project was planned and procured in year one – but advertising will be going live in May 2023 due to the pre-election period.



Date	May 2023 Onwards
Budget	£4,000
Location	Businesses throughout Winchester District
Target Audience	Public
Type of Activity	Tourism, Business
Carbon & Inclusivity	Encouraging purchase of local produce

## Made in Winchester

Video marketing campaign to promote businesses whose products are 'Made in Winchester'. Project was planned and procured in year one – but will be going live in May 2023 due to the pre-election period.

# UKSPF 22/23 OVERVIEW OF DELIVERED PROJECTS



Date	Feb – March 2023
Budget	£25,000
Location	Abbey Gardens – Central Winchester
Target Audience	Public Engagement
Type of Activity	Tourism, Culture, Arts
Carbon & Inclusivity	Accessible venue, Free of Charge

## Enchanted Light Garden

Designed to increase footfall in shoulder month. An early evening free event with live performances aimed at young families. Secondary spend in shops and restaurants

Date	Ongoing
Budget	£8,600
Location	Central Winchester
Target Audience	Public Engagement
Type of Activity	Tourism, Culture, Arts
Carbon & Inclusivity	Improving accessibility at the theatre for patrons with a protected characteristic

## Hearing Loop

Updating Theatre Royal's out of date hearing loop wider sharing of prosperity in terms of cultural experiences widen access to services, enhancing people's sense of inclusion in their community and place.

# UKSPF 2023/24 – APPROVED PROJECTS

Intervention and Project	Budget	Location	Target Audience	Carbon & Inclusivity
<b>E8 – Sustainable Tourism</b> - Marketing campaign to increase sustainable tourism to Winchester by train	£5,000	Outside area	Tourism	Sustainable travel
<b>E9 – Volunteer Programme</b> – Training programme for new front of house volunteer team at City and Westgate Museums	£10,000	Central Winchester	Tourism / Cultural	EID a focus
<b>E13 – Community Sustainability</b> - Deliver assistance to community buildings (halls, schools, scout huts etc) to install solar panels.	£10,000	Winchester District	Community / Sustainability	Carbon reduction
<b>E17 – Made in Winchester</b> – Marketing campaign to support local makers with a call to action to purchase from VIC or direct from the makers.	£1,500	Winchester District	Tourism / Business	Buying local produce
<b>E6 – Enchanted Light Garden</b> - An early evening free event with live performances aimed at young families.	£20,000	Central Winchester	Public / Tourism / Culture	Free event for local people
<b>E6 – Hat Fair Community Engagement</b> – Supporting the Hat Fair to increase outreach through pre-event community engagement activities with local artists and community hubs	£15,000	Winnall/ Stanmore	Community	Inclusive workshops and activities
<b>E11 – Support to Community Hubs</b> – Engagement with local community organisations, groups and residents to establish a sustainable partnership of organisation(s) which will form an effective community hub	£15,000	Stanmore	Community	EID focus
<b>E16 – Market Town Improvement</b> - Improve the visual identity of the Winchester city centre street market, to increase footfall, dwell time and visitor experience.	£19,000	Central Winchester	Tourism / Business	
<b>E29 – South Downs National Park.</b> - Working with Revere and Palladium, engage with the Winchester Farm Cluster to produce a woodland plan which aims to enable landscape-scale nature enhancement, primarily through woodland creation.	£25,000 (plus £50,000 in 24/25)	Winchester District (Hinton Ampner)	Business	Project centred around carbon reduction

# UKSPF 24/25 – Look Forward

Project	Budget	Location	Target Audience	Type of Activity	Carbon & Inclusivity
E1 – Wickham Square	£50,000	Wickham	Public	Tree Planting	Tree planting for carbon reduction
E1 – Central Winchester Regeneration	£191,000	Central Winchester	Public	Public Realm Improvement	A core element of the regeneration
E3 – Parish Council Projects	£30,000	Winchester District	Public		
E3 – North Walls	£30,000	Central Winchester	Public	Public Realm Improvement	
E3 – St Giles Hill	£30,000	Central Winchester	Public	Public Realm Improvement	
E6 – History Festival	£10,000	Winchester District	Public	Tourism & Cultural	
E6 – Jane Austen 250	£10,000	Winchester District	Public	Tourism & Cultural	
E6 – Hat Fair	£35,600	Winchester District	Public	Tourism & Cultural	
E8 – Sustainable Tourism	£5,000	Outside area	Public	Tourism	
E9 - Volunteering	£2,000	Central Winchester	Public	Tourism & Cultural	

# UKSPF 24/25 – Look Forward

Project	Budget	Location	Audience	Type of Activity	Carbon & Inclusivity
E10 – Sports Holiday Clubs	£10,000	TBC		Sports holiday clubs / Coach training	
E11 –Community Hub	£15,500	Stanmore	Public	Creating community hub for Stanmore	
E13 – Sustainability Action	£20,000	Winchester District	Parish Councils	Enabling parish councils to access sustainability initiatives	Carbon reduction key
E14 – Community Wellbeing Strategy	£35,000	Winchester District	Public	Creating strategy for community wellbeing	
E16 - Market	£10,000	Central Winchester	Tourism / Business	Rebranding and updating of the Winchester market	
E17 – Made in Winchester	£15,100	Winchester District	Tourism / Business	Video marketing campaign cont.	
E19 – Digital Growth Factory	£40,000	Winchester District	Business	Business start-up accelerator	
E23 – City of Festivals	£40,000	TBC			
E29 – South Downs National Park	£50,000	Winchester District	Business	Ecosystem Services	

# UKSPF 24/25 – Look Forward

<b>Project</b>	<b>Budget</b>	<b>Location</b>	<b>Audience</b>	<b>Type of Activity</b>	<b>Carbon &amp; Inclusivity</b>
E34 – Digital Basic Skills	£10,000	Winchester District	Public	Digital Basic Skills	
E35 – Sustrans Health Walk	£10,000	TBC		Sustrans Health Walk	
E36 – Digital Skills for Winchester Residents	£50,000	Winchester District	Winchester Residents	Digital Skills for Winchester Residents	
E38 – County Wide Skills Scheme	£50,000	Winchester District (in partnership with HCC)	Public	County Wide Skills Schemes	
E39 – Ultra-low-carbon Vehicles Training	£35,000	Winchester District		Ultra-Low-Carbon Vehicles Training	Ultra low carbon

# Rural England Prosperity Fund

**2023/24 £186k**  
**2023/24 £558,882**

**2023/24 round**  
 Application window  
 June - July 2023

**Engagement & support**  
 Drop in surgeries  
 Bishops Waltham &  
 Micheldever  
 2 virtual workshops

**Oversubscribed**  
 10 applications received

**Assessment and Evaluation**  
 Scoring  
 Ranking  
 Deliverability weighting

**Grant Approval**  
 August 2023  
 8 projects approved  
 2 subject to conditions/  
 reduced allocation\*

**2024/25**  
 Open call  
 October – December 2023

**2024/25**  
 Evaluation  
 January – March 2024

**2024/25**  
 Approvals and commence  
 April 2024

Intervention	Company Name	Project description	Approved Grant
E9/E3	Jolly Moon	Jolly Moon Market Garden and Outdoor Kitchen	£10,306.97
E11	Twyford Parish Council	Installation of Electric Vehicle (EV) charging points	£12,000.00
E6	Wickham Community Association	Improving our hall equipment	£21,525.18
Micro Enterprise / E11	Oakridge Smallholdings*	Farm Diversification into Holiday Letting, Sustainably Powered	£24,182.50
Micro Enterprise	Zen Forge*	Establishment of Zen Forge	£25,000.00
E11	Itchen Abbas and Avington Village Hall	Ground Source Heating	£28,000.00
Micro Enterprise / E11	River Coffee Roasters Ltd	Coffee Roastery Production Expansion with Employment Opportunity & Net Zero	£32,713.00
E6 / E9 / E3	Winchester District Scout Council	Barn project	£38,000.00

# Questions

