

## Appendix 1 – Shared Prosperity Fund Proposal and Projects

Trafford Borough Council

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The Inclusive Economy and Communities Team engaged with appropriate teams and external partners in June 2022 to start to build a programme of activity to form the basis of Trafford's Investment Plan. In developing the proposals, the Council has closely aligned its aspirations to the overarching interventions.

Specifically, when considering the Communities and Place proposal the following interventions are the focus of Trafford's focus:

E1 – Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs. (capital and revenue).

E3 – Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.

E6 – Support for local arts, cultural, heritage and creative activities.

Set out below is an overview of the Council's approach to the Communities and Place focus for the UKSPF.

### **Inclusive and Vibrant Town Centres Investment Programme**

There is an ongoing need to assist our town centres to remain resilient and sustainable. The Covid pandemic proved a significant challenge to the health and resilience of the town centres within Trafford which further compounded the challenges previously faced such as the effects of online shopping. There is now a need to recreate these spaces as more than just retail spaces and to provide safe, welcoming spaces that people wish to visit for both retail and social needs.

The need for support is evident in some of the statistics, for example vacancy rates across each of the 4 town centres and Partington remain higher than the average vacancy rates. Footfall remains subdued and the continued increase in online sales is having an impact on the physical stores.

It is proposed that an Inclusive Vibrant Town Centres Programme is developed and delivered to address the needs of our town centres which will be supported through a mix of revenue and capital investment.

The programme will have a revenue funding element and will include enhanced marketing and promotion activity building on the activity funded by the Welcome Back Fund and will utilise town centre performance analytics to help inform the programme and future activities. In addition, a night-time economy audit will be undertaken and an action plan will be delivered to support the growth of the night-time economy. A comprehensive review of the Council's Invest in Trafford website will be undertaken to ensure a greater focus on town centre activities and encouraging greater inward investment and enhanced marketing of the area for visitors.

The capital elements of the programme will include funding accessibility improvements identified in the accessibility audit of town centres along with funding smaller capital schemes such as hard and soft landscaping, improved signage identified recently by the review of the Sale Public Realm and Movement Strategy and potential capital improvements identified by the updating of the Sale Moor and Hale Place Plans from April 2023. The programme will also support a town centre capital improvement fund, including investment in refurbishment of retail premises and public realm. The capital elements will be supported by a dedicated project management resource.

### **Creative Trafford**

The Creative Trafford project will comprise of three linked elements which will see the delivery of community festivals, provision of creative spaces and the creation of a talent development programme. Creative Trafford will aim to bring about pride in the area through the engagement of communities across Trafford who will be supported to develop and deliver their own events and build on existing plans to develop a greater art offering within Trafford including through the provision of arts spaces and performances.

### **Public Health through Art**

The Public Health Through Art project would be delivered through two elements:

- **Art Installations:** Artwork to be created in a number of locations within the borough with a local artist in collaboration with community groups/schools with guidance from Public Health, supported by the Community Engagement team. Each piece of artwork to have a focus on a decided health priority for that area. To be displayed in community spaces - Hubs, Libraries, GPs, Schools.
- **Sexual Health Educational Films:** Educational films to be produced using local film makers. Films to target ethnic minority communities to address the subjects of LARCs and STIs/HIV. Films to include the experiences from members of the targeted communities and advice from trusted community leaders and professionals

### **Libraries Community Engagement Programme**

The Libraries Community Engagement Programme will see the enhancement of the Trafford Libraries community engagement offer which will include provision for a temporary community engagement and events/activities role (18months) to build on what libraries already offer and expand this provision, while working towards embedding more sustainable and efficient planning and delivery for cultural events and activities within the service (upskilling existing staff within our services in the process).

### **Trafford Heritage Programme**

The Trafford Heritage Programme will be delivered through three connected approaches:

- **Archives and Local Heritage Exhibition programme:** Partner with local history and/or community groups to identify and co-curate material to appear in both permanent and temporary displays in Local Studies. With an emphasis on equality, diversity, and inclusion, these exhibitions would provide interactive and accessible platforms for engaging with the history of Trafford and its communities.
- **Community Heritage Partnership programme:** Foster a deeper engagement with local history and Trafford community groups through a formal research and community lecture programme. Organised by Local Studies and available to all members of the public, this programme will create new opportunities for the archive and heritage collections to be studied, and for new perspectives to be shared.
- **Archives and Local Heritage Internship programme:** Employ interns at a Further Education and/or University level to catalogue and repackage Local Studies Archive collections. This summer programme would provide students with paid employment, and the opportunity to gain critical professional skills in the GLAM (Galleries, Libraries, Archives and Museum) sector. It would also provide staff with the opportunity to establish and/or further develop mentorship skills. Outputs would be published on the Local Studies department website and appear in the collections catalogue, which in the long-term would provide increased accessibility for the Trafford community.

### **Active Trafford**

The project's aim will be to develop clear pathways into active travel through social prescribing, specifically linking areas with high levels of deprivation and health inequalities into local walking and cycling infrastructure. The project will help promote behaviour change support via social prescribing link workers; access to cycles, equipment and cycle training; and improve the public realm for pedestrians. In addition, resources are to be made available to help the co-ordination of a placed based approach to sport, physical activity and movement and wider health and wellbeing outcomes.

### **Cycle Hub**

The project would enable a leisure centre to become an active travel hub through the creation of a cycle hub. This would support onward active travel journeys and footfall into the leisure centre. The provision of the cycle hub would promote and help embed the active travel agenda and behaviour change.

### **Greening Trafford Park**

Following on from the low Carbon studies recently undertaken on Trafford Park, the project will have a focus on supporting a number of actions to create green vibrant spaces, reducing emissions and improve the general environment in Trafford Park.

### **Social Value Co-ordination**

This project will see the creation of a social value coordination role in Trafford to manage, deliver and monitor Trafford's Social Value Charter and action plan. The role would increase the benefits of social value for the VCFSE sector and our communities by delivering a brokerage service between businesses and VCFSE organisations/

communities ensuring identified needs were prioritised to be met from social value offers from businesses.

- *Aligns with other elements of the UK Shared Prosperity Fund*
- *Support the Greater Manchester Strategy (GMS) Shared Commitments and Ways of Working Delivers against your Local Strategic Priorities*
- *Complements other funding streams*
- *Maximises leverage*

The proposals Trafford Council has formed have a strong alignment to the other elements of the UK Shared Prosperity Fund.

In developing the proposals Trafford has been mindful of the Government's intention to level up all parts of the UK and as such, the proposals that Trafford has developed meet the needs of the UK Shared Prosperity Fund and the Government's Levelling Up Objectives:

- Boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging
- Spread opportunities and improve public services, especially in those places where they are weakest
- Restore a sense of community, local pride and belonging, especially in those places where they have been lost
- Empower local leaders and communities, especially in those places lacking local agency

Trafford's proposals are wholly aligned with the Government's primary UKSPF goal 'to build pride in place and increase life chances across the UK'.

The Council has also been cognisant of Greater Manchester's Strategy (GMS) Shared Commitments and Ways of Working when considering how to formulate its proposals. In particular the proposals that have been generated have close alignment to the following commitments:

- Create a carbon neutral city region by 2038, with better air quality and natural environment
- Realise the opportunities from our world-class growth and innovation assets, enabled by specific plans including Places for Everyone plan, Local Growth Plans, and Industrial Strategy to open up opportunities in all parts of the city-region
- Support our businesses to grow sustainably, to become as prosperous as they can be
- Support the creation of better jobs and good employment that has a purpose beyond growing shareholder value, utilising the opportunity to make a positive difference to our communities.
- Tackle food and fuel poverty experienced by Greater Manchester residents
- Reduce health inequalities and improve both physical and mental health
- Drive investment into our growth locations, and use that to create opportunities in adjacent town and local centres
- Enable resilient, safe, and vibrant communities where everyone has access to essential services, with local centres and high streets which are successful and reflective of their populations, and access to high quality leisure spaces

The proposals also complement a range of other funding streams the Council has used to deliver against the proposals including Future High Streets Funding, Welcome Back Funding, Reopening High Streets Funding and there are strong links with the three

funding bids the Council has submitted to the Levelling Up Fund in August 2022. In developing the proposal and projects the Council has also been mindful of the Five Foundations which underpin the GM Local Industrial Strategy.

- *Move Greater Manchester closer to its 2038 Net Zero Carbon target*
- *Reduce the inequalities that exist within GM, including as outlined in GMS*
- *Will deliver social value*

The Council will ensure that all proposals that it seeks funding for under the Shared Prosperity Fund will move Greater Manchester closer to its 2038 Net Zero Carbon budget through considering opportunities for reduction of carbon as a core element within its project management approach. Each project put forward will be assessed against the opportunity to reduce carbon emissions and in addition, the Council has included a number of specific projects including the Greening Trafford Park project which will have as their overriding objective to minimise and offset carbon emissions.

In addition, when considering which proposals to put forward, the Council has had a strong focus on addressing inequalities as a focus for all of its proposals ensuring that activities will be focussed on those geographies and areas that need the most assistance. A number of the projects put forward seek to promote community cohesion and are built with an inclusive approach as their foundation to success.

As part of the proposal, the Council seeks to establish itself as a beacon of good practice in relation to Social Value and will utilise the funding to appoint specialist Social Value co-ordination support to deliver actions contained in the emerging Social Value Charter and Action Plan. The Action Plan will see strong co-ordination of the needs of Trafford's communities being highlighted to businesses who contract with the Council and as such, will ensure that the prioritised needs are addressed through Social Value activities.

*Please describe how you have engaged with local stakeholders (public, private, HE/FE, civil society orgs, MPs etc) in the development of your proposal and how you will consider the potential role of the VCSE sector in delivery of your proposals, in line with the GM Accord.*

The Council has shared its proposals being put forward under the Shared Prosperity Fund with a wide range of public, private and VCSE sectors to ensure that its proposals were reflective and responsive to their needs.

The Council will endeavour to provide regular updates to partners throughout the three year term of delivery to ensure that they have ongoing opportunities to be updated of progress and to ensure their input in to how the projects can be delivered and improved can be recognised.

The proposal and associated projects has been shared with the local MPs to gain their feedback.

*How will you deliver your public sector equality duty in implementing your proposal and specific projects?*

The Council in delivering against the proposals it has put forward, will ensure the objectives as set out in the Equality Act 2010 with regards to its Public Sector Equality Duty are adhered to, the Council will ensure that it seeks to:

(a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;

- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

*All proposals must also consider how they will deliver in line with subsidy control as set out in the guidance.*

*All projects will need to be delivered in line with the Subsidy Control Act and this will be part of your responsibilities in the Grant Funding Agreement.*

*Please confirm you have considered this as part of your proposal.*

In developing the proposal and associated supporting projects, the Council has considered Subsidy Control as part of the development of the schemes. It is envisaged that the vast majority of the projects which support the proposal will not be considered to have any implications under the Subsidy Control Act 2022. The limited number of projects that may have to consider the Subsidy Control Act 2022, such as the town centre capital improvement fund, will consider how best to address the implications of Subsidy Control during the scheme's detailed development where specialist legal advice may be sought to ensure the scheme is in compliance with the Subsidy Control Act 2022.

Please explain what processes you will have in place to ensure that your proposal will :

- Deliver within the required timescales (particularly in relation to delivery in Year 1 – 22/23)
- Meet the agreed UKSPF outputs and outcomes
- Meet the agreed expenditure profile

The proposal and associated projects have been developed to take account of the need to deliver the programme within a three-year timeframe. Where possible, funding of projects will commence in the last quarter of 2022/23 and is primarily focussed on revenue expenditure. Projects which have a greater focus on capital delivery have been planned to be delivered in the last two years of the three-year programme to take account of the longer lead in time to deliver on capital projects. Through careful forward planning of the projects, the Council is confident it will meet the agreed expenditure profile required under SPF.

Each of the projects put forward has been assessed against how they will contribute to the GM outputs and outcomes prescribed with data, where available, put forward as to how Trafford will play a strong role in helping GM meet its wider targets that it is negotiating with Central Government.

*To ensure that all UKSPF proposals are compliant with government guidance, contribute to the required outputs and outcomes set out in the GM UKSPF Investment Plan, and enable GMCA to fulfil the reporting and performance management guidelines as set out by DLUHC, GMCA will need to collect a range of information on all UKSPF projects that will be delivered across GM.*

*Whilst specific reporting and monitoring requirements set out by DLUHC will be detailed as part of the grant funding arrangements and confirmed by Government later this year, capturing a level of information on specific projects that make up LA proposals at this stage will help GMCA to ensure we can achieve the expenditure and outcomes and outputs profiles we submitted within the GM UKSPF Investment Plan.*

*This includes.*

- *Project name*
- *Overview of project*

- *Likely impact of the project*
- *Expenditure profile (cap/rev)*
- *Output and outcome profile*
- *Delivery timescales and risk management*

*Please note, while there is no expectation that the information provided at this stage in the process will cover the full 3-year delivery period, an outline of projects to be delivered in the first 18 months would allow GMCA UKSPF team to refine the indicative expenditure/output and outcome profile submitted within the GM UKSPF Investment Plan.*

*This will then be reviewed and updated on a regular basis (likely to be 6-month review points) to ensure GMCA is fulfilling DLUHCs reporting and forecasting requirements for UKSPF.*

Please detail the internal governance approval/sign-off process for this proposal

The proposal and associated projects have been considered by the Council's Corporate Leadership Team and by relevant Executive Members. The proposal and the associated projects will be considered at a formal meeting of the Council's Executive in October 2022.