

## Appendix 9

<b>Local Investment Priority Programme</b>	- UK Shared Prosperity Fund 2025 - 2026
<b>Delivery Partner</b>	- overarching workstreams
<b>Timescale</b>	- TBC
<b>Funding</b>	- 1-year programme 2025/26
<b>Outcomes</b>	- £405,095
	- see table below

## UKSPF investment priorities and the government's Missions

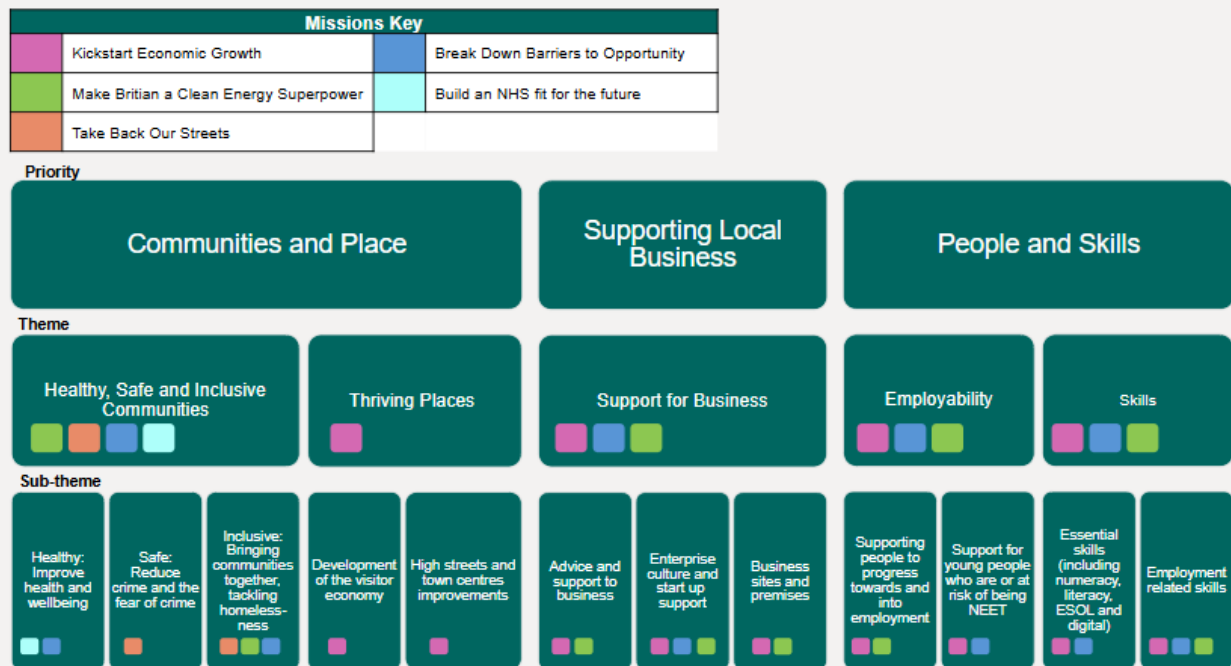




Image description: This picture sets out the 5 government Missions.

- Mission 1: Kickstart economic growth
- Mission 2: Make Britain a clean energy superpower
- Mission 3: Take back our streets
- Mission 4: Break down barriers to opportunity
- Mission 5: Build an NHS fit for the future

NDC Workstream	UKSPF Priority	UKSPF Theme	UKSPF Sub Theme	Output	Output Measure	Outcome	Outcomes Measure
Destination Marketing <b>£40,000</b>	Communities & Place	Thriving Places	Development of the Visitor Economy	Number of enterprises receiving non-financial support	Number of enterprises	Improved engagement numbers	Number of people (including digital engagement)
Address fuel poverty and carbon reduction by support to households. <b>£25,000</b>	Communities & Place	Healthy, Safe and inclusive communities	Healthy: Improve health and well being	Number of households supported to take up energy efficiency measures	Number of households	Improved engagement numbers	Number of people (including digital engagement)
Placemaking activities in towns and other service centres <b>£210,095</b>	Communities & Place Support for Local Business	Thriving Places	High Street and Town Centre Improvements	Number of amenities/facilities created or improved Number of local events or activities supported	Number of amenities or facilities  Number of events/activities	Increased visitor numbers	Number of people
Business Support and Engagement <b>£130,000</b>	Support for Business	Support for business	Advice and support to business	Number of enterprises receiving non-financial support	Number of enterprises	Improved engagement numbers	Number of people (including digital engagement)

-  Mission – Kickstart Economic Growth
-  Mission – Breakdown Barrier to Opportunity

The four workstreams to be developed and delivered from 1 April 2025 are outlined below.

### Destination Marketing - £40,000

Support for the Destination Marketing Organisation (DMO) to implement targeted campaigns aimed at increasing footfall, attracting visitors, and promoting local destinations. This includes driving traffic to digital platforms featuring local businesses and attractions with bookable links. Assistance for visitor economy businesses through the creation of marketing materials, including photography and video content, as well as enhanced promotion of the Deep History Coast (DHC). Ongoing sector support and insights are provided through an annual conference, regular training sessions, workshops, and one-on-one assistance. The continuous development of the Visit North Norfolk (VNN) website serves as a central hub for campaigns, offering access to bookable accommodations, attractions, events, tours, and other hospitality services. Collaboration with the Norfolk and Suffolk Local Visitor Economy Partnership (LVEP), Visit Britain (VB), Visit East of England (VEE), and Visit Norfolk (VN) is also part of the strategy for this workstream, and monitoring plans will define tangible results.

## Outputs and outcomes

NNDC Workstream	UKSPF Priority	UKSPF Theme	UKSPF Sub Theme	Output	Output Measure	Outcome	Outcomes Measure
Destination Marketing <b>£40,000</b>	Communities & Place	Thriving Places	Development of the Visitor Economy	Number of enterprises receiving non-financial support	Number of enterprises	Improved engagement numbers	Number of people (including digital engagement)

### Address Fuel Poverty and Carbon Reduction through Support for Households - £25,000

In recent years, NNDC has achieved considerable success in ensuring local residents can take advantage of the fuel poverty schemes, largely due to the dedicated role of an Energy Officer. This position plays a key role in ensuring that eligible households in North Norfolk are well-positioned to access available funding, thereby maximizing the benefits of various initiatives aimed at improving energy efficiency. The Norfolk Warm Homes consortium has submitted an Expression of Interest (EoI) for the Warm Homes: Local Grant Scheme. It is proposed that appointing a North Norfolk-specific officer to promote these grants, this will help leverage in external funding. This workstream focusses on support for an Energy Officer at NNDC, who will be tasked with promoting energy efficiency measures for local households. They will provide advice, guidance, and referrals to both current and upcoming funding schemes, such as ECO4 Flex and the Warm Homes: Local Grants Scheme (delivered by the Norfolk Warm Homes Consortium).

### Outputs and outcomes


NNDC Workstream	UKSPF Priority	UKSPF Theme	UKSPF Sub Theme	Output	Output Measure	Outcome	Outcomes Measure
Address fuel poverty and carbon reduction by support to households. <b>£25,000</b>	Communities & Place	Healthy, Safe and inclusive communities	Healthy: Improve health and well being	Number of households supported to take up energy efficiency measures	Number of households	Improved engagement numbers	Number of people (including digital engagement)

### Placemaking Activities in Towns and Commercial Centres - £210,000

This workstream focuses on collaborating with stakeholders to identify, enable and implement projects that promote local economic growth and enhance the vitality of our towns. Projects would be commissioned in partnership with established groups and organisations, aligning with their growth aspirations for their individual town centres and commercial areas. The funding could also support district-wide initiatives aimed at increasing footfall and dwell time. It will be important to fund projects designed to improve experiences and functionality for businesses, communities, residents, and visitors. Potential projects might include a digital platform to encourage spending in town centre businesses, town centre wayfinding, small-scale upgrades to amenity spaces, accessibility improvements, and rural business and community events. Should a REPF grant programme

become available, there may be opportunities to expand some of these efforts through additional grants. It may also be possible to leverage in other grants through similar programmes, aligning with other initiatives. All projects will need to be completed within the financial year, so careful consideration must be given to any pre-commencement requirements, including procurement, planning permission, land acquisition/licences, and material lead times.


### Outputs and outcomes

NNDC Workstream	UKSPF Priority	UKSPF Theme	UKSPF Sub Theme	Output	Output Measure	Outcome	Outcome Measure
Placemaking activities in towns and other service centres  <b>£210,095</b>	Communities & Place  Support for Local Business	Thriving Places  	High Street and Town Centre Improvements	Number of amenities/facilities created or improved Number of local events or activities supported	Number of amenities or facilities  Number of events/activities	Increased visitor numbers	Number of people

### Business Support and Engagement - £130,000

A comprehensive business and engagement package will include business advice, one-on-one assistance, networking opportunities, skills development, training workshops, sector-specific support, and access to business grants and funding programmes. This fund may also cover administration costs associated with delivering a possible REPF grant scheme. The allocation will ensure the continuation of the Business Engagement programme, delivered under UKSPF 2024/25 which delivered valuable business guidance, support, and events. The transitional year programme will specifically target key sectors, including tourism, manufacturing, and creative industries. It will build upon the momentum generated by the previous UKSPF business engagement initiative and further strengthen NNDC's Invest North Norfolk brand, fostering investment within the district. Additionally, by close collaboration, this programme will guide businesses to support, and funding opportunities offered and managed by our partners.

### Outputs and outcomes

NNDC Workstream	UKSPF Priority	UKSPF Theme	UKSPF Sub Theme	Output	Output Measure	Outcome	Outcomes Measure
Business Support and Engagement  <b>£130,000</b>	Support for Business	Support for business  	Advice and support to business	Number of enterprises receiving non-financial support	Number of enterprises	Improved engagement numbers	Number of people (including digital engagement)

### Proposed Business Support Plan

### **Visitor Economy Sector Conference**

Annual large scale business engagement with Visitor Economy businesses. This conference will be the opportunity to share insights and feedback; plan for the year ahead; support business members with networking and stakeholder and exhibitor engagement.

### **Manufacturing Event**

NNMG (North Norfolk Manufacturing group) supported by NAAME (New Anglia Advanced Manufacturing & Engineering) is our delivering mechanism to supporting manufacturing businesses in our district. Key to engagement is to bring the relevant businesses together to network, share ideas and information and to launch the new MADE SMARTER grant fund programme due for delivery from April 1<sup>st</sup> 2025.

### **Inspire North Norfolk celebration event 2026 (with new case studies)**

Following the hugely successful event (March 2025) the aim will be to continue and expand this network and document another selection of businesses journeys by telling their stories. These could be by adding to the existing categories (Innovation, Sustainability, People and Rural Diversification) whilst adding new categories, such as Culture, Manufacturing, Digitisation and Small businesses. All the collateral supports the Invest North Norfolk Brand and can be added to the [refreshed website](#). Part of NNDC's main site.

### **Training and workshop opportunities**

Support for businesses by offering them bespoke training and workshops around a variety of topics. These could be day-long events or shorter bespoke courses. Research and information will inform the programme offered but could include subjects such as marketing, social media, GA4 (Google Analytics), Ai and others. It is important that all businesses can access these and so should be agile, bespoke in appropriate venues and led by industry experts. They should be available at times that make sense to businesses, whether that be day/evening specific or seasonally appropriate.

### **Apprenticeship event**

Co-branded face-to-face event @North Norfolk District Council offices. Confirmed date of May 14<sup>th</sup>. Apprenticeship Norfolk are organising an employer event aimed at employers with apprentices and also those thinking about taking on an apprentice. Monthly sessions already happen in Norwich – looking to have an inaugural event looking to expand this network.

### **Monthly E-shot**

Businesses around the district will be encouraged to sign up for the monthly e-shot alert. This communication – part of the INN suite of collateral will have a series of useful articles, topics, grants and funding, inspiring business stories, recent news links and workshop and training opportunities. To date over 350 businesses have already signed up. First release April 2025.

### **Annual Business Form – networking event**

Building on the highly successful and oversubscribed event from 2025, this will continue to be a large networking opportunity for businesses and stakeholder exhibitors. Creating an opportunity to touch base, engage with many of our large key account businesses and to share insights and funding opportunities. The event will be planned to take place outside the offices in an external venue.

### **Partner Networking Events**

A series on ongoing opportunities to collaborate with existing networks of business meets, breakfasts, sessions and events. These will be linked to partner organisations such as the Norfolk

Chamber of Commerce, Federation of Small Businesses and other successful existing networks such as the business breakfast at Gresham.

### **Cultural Sector support events**

Determined by the feedback from the 2025 event, small scale networking events and/or a possible forum opportunity to engage with this specific sector. Supporting and facilitating networking opportunities and linking together disparate members of this sector. It will most likely be in a workshop format ensuring that the key members of a North Norfolk Cultural Partnership can come together to share ideas, knowledge and support for each other.

### **Growth Hub support**

Norfolk County Council will continue to provide specialist business support to North Norfolk businesses with services from the Growth Hub. This will deliver bespoke services such as 1:1 engagement, planning and growth services, grant support, workshops and training and possible administration of any grant schemes.

### **Collateral, marketing and contingency**

Business engagement will continue to include opportunities to share stories and recognise businesses with plaques and website inclusion. There may be a need to provide information collateral to partners for inclusion in their marketing and events, and to fund keynote speakers, venues and catering.