

Appendix A

UKCRF Investment Priorities

1. Skills

To include initiatives which equip people with the skills they need to capitalise on the opportunities and needs of their local area and meet the needs of an increasingly green and digital economy. Proposals should form part of the broader local growth bid and be clearly distinct from funding provided through other funding streams. Examples given:

- **Work-based training**
- **Retraining, upskilling or reskilling members of the workforce**
- **Promoting the advancement of digital skills and inclusion**

2. Local Business

To include targeted support for local business can help local residents through increased employment, better training and in-work opportunities and creating new entrepreneurial ventures. The Fund is interested in projects that target support for under-represented groups and community-level interventions that can increase opportunity for all, including coastal and rural enterprises. Examples given:

- **Supporting entrepreneurs and helping businesses with potential to create more job opportunities for current employees or take on new employees**
- **Encouraging businesses to develop their innovation potential**
- **Supporting decarbonisation measures**

3. Communities & Place

Looking to maximise opportunities to bring people together, build our social fabric and boost recovery and resilience, creating places where people want to work, visit and live. The Fund is looking for proposals for innovative pilots and projects that address community needs and support local places. Examples given:

- **Feasibility studies for delivering net-zero and local energy projects**
- **Exploring opportunity for promoting culture-led regeneration and community development**
- **Improving green spaces and preserving important local assets**
- **Promoting rural connectivity**

4. Supporting People into Employment

Geared towards providing local, tailored, wrap-around support to those furthest from the labour market – focusing on individuals who find it difficult to engage with mainstream provision. This will support people in overcoming a variety of additional barriers to employment or mainstream programmes. This should be additional to other public support and may support but not duplicate, other government initiatives and core departmental provision

Pilots should draw upon and enhance multi-agency delivery teams, including the community and voluntary sector along with public provision. They should bring together a range of service

providers. These pilots should support those most disengaged from the labour market. Examples include:

- **Supporting people to engage with local services which support them on their journey towards employment**
- **Identifying and addressing any potential barriers these individuals may face in gaining employment or moving closer to the labour market**
- **Raising aspirations, supporting individuals to access Plan for Jobs employment support, jobs and find sustainable employment**
- **Supporting people to gain the basic skills they need to develop their potential for sustainable work**
- **Testing what works in helping people move towards work**

They should test ways of working collaboratively at a local level, taking a multi-agency approach, working with Jobcentre Plus and including the community and voluntary sector to provide the complete suite of support that those with additional or complex barriers might face.

All proposals within each theme should demonstrate evidence as to their strategic fit.