

# Investment Priorities: Communities

Improvements to town centres and high streets, including better accessibility	10 commercial buildings developed or improved/ 500 m2 public realm created or improved/ 5 jobs created/ 20 jobs safeguarded/10% increase in footfall  reduction in CO2
Support for local arts, cultural, heritage and creative activities	10 local events or activities supported/2 jobs created. increase in footfall/3 community-led arts, cultural, heritage and creative programmes
Support for active travel enhancements	10 new or improved cycleways or paths/10% increased use of cycleways or paths
Funding for the development and promotion of wider campaigns which encourage people to visit	5000 people reached/20% increase in number of web searches for a place/10% increase in footfall/10% increase in visitor numbers
Investment in capacity building and infrastructure support for local civil society	6 organisations receiving non financial support /4 organisations receiving grants/50 people attending training sessions/10% increase in (community) engagement numbers
Community measures to reduce the cost of living	3 organisations receiving grants/200 households receiving support/50 households supported to take up energy efficiency measures/500 people reached/ 10% increased take up of energy efficiency measures
Funding to support relevant feasibility studies	1 feasibility study/20% increase in number of projects arising from funded feasibility studies
Investment and support for digital infrastructure for local community facilities	Organisations receiving grants/ facilities supported/created/5 premises with improved digital connectivity

# Investment Priorities: Business

Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses	local markets supported/20 businesses receiving non-financial support/jobs created/safeguarded/ new businesses created/increased footfall/reduced vacancy rates
Funding for the development and promotion (both trade and consumer) of the visitor economy	10 businesses receiving non-financial support/10,000 people reached/10% increased visitor numbers/10% increased footfall
Research and development grants supporting the development of innovative products and services	20 businesses receiving grants/5 businesses introducing new products to the firm/5 businesses adopting new to the firm technologies or processes/5 businesses adopting new or improved products or services
Investing in enterprise infrastructure and employment/innovation site development projects. This can help to unlock site development projects which will support growth in places	Commercial buildings developed or improved/1000 m2 of commercial buildings developed or improved/1000 m2 of rehabilitated land/20 jobs created/20 jobs safeguarded/10 new businesses created
Funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators'	Businesses receiving non-financial support/20 potential entrepreneurs provided assistance to be business ready/20 jobs created/20 jobs safeguarded/10 new businesses created
Support for growing the local social economy, including community businesses, cooperatives and social enterprises	Businesses receiving grants/10 potential entrepreneurs provided assistance to be business ready/20 jobs created/20 jobs safeguarded/10 new businesses created
Funding to support relevant feasibility studies (Supporting business)	1 feasibility study supported/20% increase in number of projects arising from funded feasibility studies

# Investment Priorities: Skills

<p><b>Employment support for economically inactive people</b></p>	<p><b>100 economically inactive people engaging with keyworker support services/20 socially excluded people accessing support/20 people supported to engage in job-searching</b></p>
<p><b>Support for local skills needs. Technical and vocational qualifications and courses up to level 2 and training for vocational licences relevant to local area needs</b></p>	<p>50 people receiving support to gain a vocational licence/50 people in in education/training</p>
<p><b>Green skills courses</b></p>	<p>40 people gaining a qualification or completing a course following support/50 people gaining a qualification or completing a course following support</p>
<p><b>Funding to support local digital skills.</b></p>	<p>50 people gaining a qualification or completing a course following support/50 people engaged in life skills support following interventions</p>