



Funded by
UK Government

West Norfolk Prosperity Fund 2025/26 Programme

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West Norfolk Prosperity Funding UK Shared Prosperity Funding and Rural England Prosperity Funding 2025/26 Priorities

Background: 1 year extension to UKSPF approved by MHCLG in Dec 2024 for a ‘transition year’ while government establishes a new, future funding framework for April 2026 onwards.

Recommendations to Cabinet to ensure;

- Timely and impactful delivery of an additional year of UKSPF funding stream in line with government guidance, the West Norfolk Economic Strategy, the West Norfolk Investment Plan and Corporate Business Plan objectives.
- Swift commencement of a REPF investment programme *should* additional funding be allocated.
- Continuation of delivery of high priority projects to support residents and business aimed to; build pride in place, provide high quality skills training, support employment opportunities, growth in productivity and increase life chances.

UK Shared Prosperity Fund: 2025/26 Allocation

	UKSPF Allocation	Capital	Revenue
2025/6	£600,773	£110,922	£489,852
2024/25	£1,350,112	£268,408	£1,081,704

- **55.5% reduction** from 2024/25 allocation.
- Total includes 9% management and administration allowance.
- “Lead local authorities will continue to have flexibility to invest across a range of activities that represent the right solutions for their areas”
- Opportunity to align investment with the recently adopted **West Norfolk Economic Strategy**.
- 2025/26 programme simplified with flexibility to allocate budget across interventions as per local need.
- “UKSPF can still support the wide range of activity it has since 2022”.
- [UK Shared Prosperity Fund 2025-26: Technical Note](#)

Rural England Prosperity Fund: 2025/26

- No funding announced for 2025/26 yet.
- 24/25 allocation of £1,395,525 can only be spent on activity until 31 March 2025.
- Scope of current funding is supporting delivery of:
 - West Norfolk Rural Business Capital Grant Scheme (administered by New Anglia Growth Hub)
 - West Norfolk Rural Communities Capital Grant Scheme (administered by Norfolk Community Foundation)
 - Active Travel investment
- If further allocation of Rural Funding is received, a continuation of the above schemes is proposed for 2025/26 to ensure deliverable and impactful investment.

UKSPF Priority Projects: Achievements to Date

Proposed Priorities for 2025/26

- Cabinet asked to support continuation of projects in the current UKSPF programme.
- Prioritisation exercise completed to inform allocation of reduced budget across the projects.
- Priority projects may need to adapt delivery within scope of reduced funding.

BOOST provides individual support for 16-30 year olds across West Norfolk. Tailored to the persons situation, BOOST can offer a range of opportunities to support young people, providing employability support, basic skills, training, and mentoring.

**“day in the life of” - Watatunga Wildlife Experience
In partnership with VENI**

After recently being selected for an interview, one BOOST participant’s main barrier to being accepted was his lack of work experience on his C.V. The coordinator suggested attending the Wildlife Experience day which was delivered in conjunction with VENI, another UK SPF funded project. This is where he witnessed and learnt about different species of deer and antelope, rare birds within their woodland habitat and discussed the importance of conservation and how to continue supporting wildlife. All participants took part in a team building exercise to create a bird sanctuary and enjoyed a ride around the park to find out about the career opportunities available at Watatunga.

The participant then accepted a 2-week work experience at the park to learn in depth the practical skills needed to care for wild animals and run a reserve, including using woodland machinery.



Black Cat Cycle Maintenance Workshops

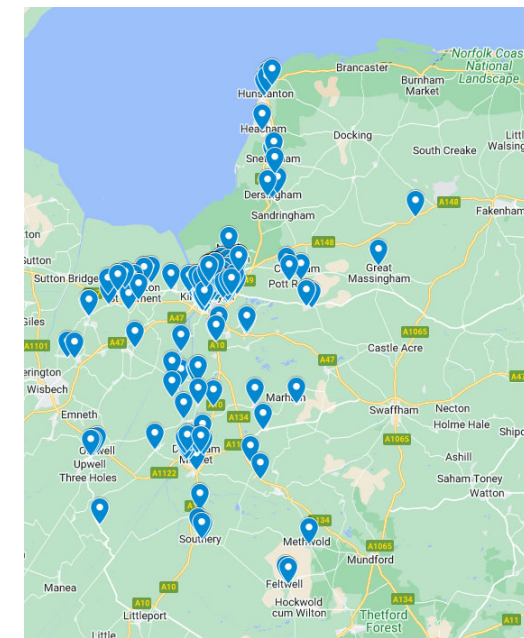
Learning the basics of how to repair and maintain a bike has not only given this participant a life skill, it has also provided an opportunity to interact with other people who have similar interests, building his confidence and self esteem.



He enjoyed it so much that he stayed to support the trainer to deliver further sessions throughout the day. He is now looking at opportunities to learn and work in bike or motor mechanics.

STATS to date (Feb 2025)

- Number of people taking part – 154
- Number of people accessing basic skills - 4
- Number of people engaged in job searching -89
- Number of people engaged in life skills – 66
- Number of people in vocational education - 38
- Number of people in employment - 33
- Number of people gaining quals - 31



Geographical distribution of Boost contact with young people across the borough.

St George's Guildhall Activity Programme

HOW UK SPF IS BENEFITING OUR AUDIENCES

As the project is being developed, we have been working with our local community to trial and evaluate an activity programme designed to attract new audiences and share our project vision.

HEADS & TAILS EXHIBITION 9TH SEPTEMBER TO 28TH OCTOBER 2023



WORKING WITH YOUNG PEOPLE

We have a dedicated Learning Officer who has developed a wide range of learning workshops for schools and school holiday activities.

Our schools programme offers exciting and unique visits that meet the national curriculum across a range of subjects from early years to A level. Our workshops focus on the Guildhall's links to Shakespeare, local history and the Tudor period with an emphasis on performing arts and drama. We also offer sessions for the home education community, adapting school sessions to suit the requirements of the group.

We welcome school groups to our art galleries and offer bespoke workshops themed to the current exhibition. We also offer CPD opportunities for teachers as part of the Heritage Education Network.



We are also hosting work experience for college students through links with the College of West Anglia.

820 young people aged under eighteen engaged with St. George's Guildhall through our schools programme between September 2023 and February 2024.

DRAGON FESTIVAL

The first Dragon Festival event took place on Saturday 4th November, and was designed to build on the successes of an earlier two-day event in April - Shakespeare's Birthday Bash - by incorporating a wide range of free family activities across the entire site. The aim was to drive footfall, raise the project profile and engage audiences with the Guildhall's links to St. George and the Dragon in creative and fun ways.



Evaluation carried out at the event (78 in-depth, face-to-face surveys were conducted) showed that our audiences were mainly local, (from PE30). The majority, two thirds, had never visited the Guildhall before, with 88% saying they would be likely to return for other events. People said they were attracted by the theme, the range of things to do on offer, and the free entry.

Volunteer it Yourself

Project Summary :

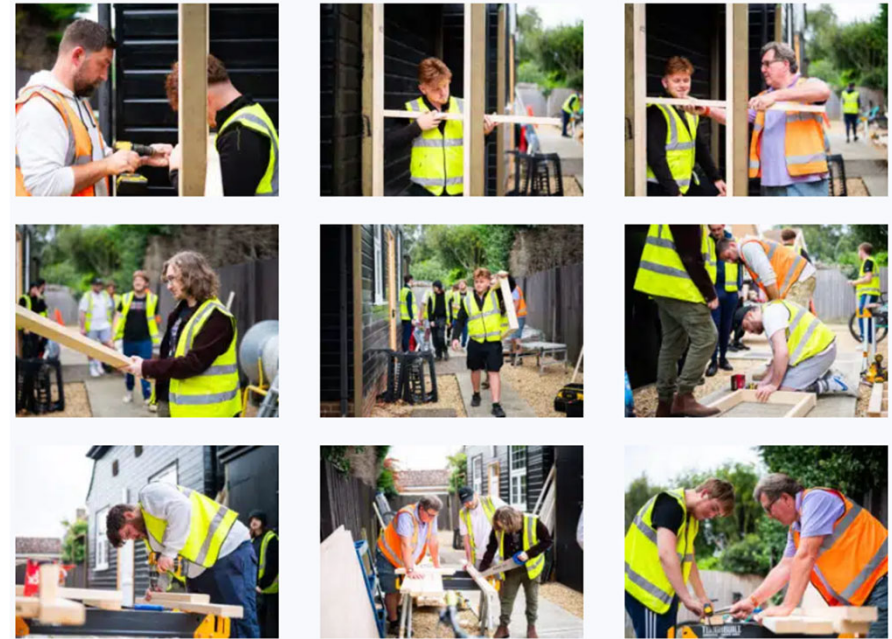
The VIY delivery model involves young people (aged 16+ and economically inactive/NEET) developing new vocational trade and construction skills, and improving their broader employability skills, whilst helping to refurbish and retrofit local community facilities.

The project:

Here VIY were helping North Wootton Village Hall to double the size of their storage space for their vital maintenance equipment by building a new external storage unit, and decorating parts of the venue externally.

The impact:

- Over 15 local young people volunteered on the project, referred from local youth partners including **YMCA Norfolk, Norfolk Youth Justice Service and Headway**
- 10 young people gained an **Entry Level 3 City & Guilds accreditation** in either Carpentry or Painting & Decorating
- VIY work closely with Boost, referring young people to this project and others locally, and supporting young people post-project with further employability and job-searching support.



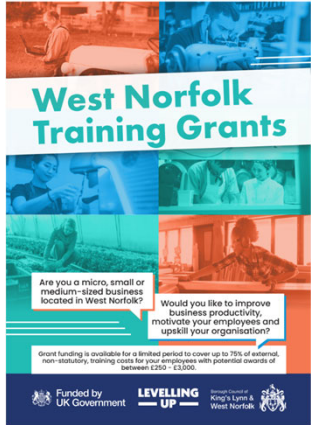
Bob Angell, in charge of maintenance at North Wootton Village Hall:

"The team have completed a fantastic job on the tasks set out. They have been a pleasure to have working here. It is so important today to have an organization such as yours, that can give young adults the opportunity to try their hand at construction. Having run a business myself in the locksmithing profession for over thirty years, I know that first hand, as some of that I employed had not even used a screwdriver when they joined us as young men. Teaching is invaluable and from my and Dom did just that. Brilliant.

Maintenance on a village hall such as ours, which is now over 87 years old, is continuous. In the last seven years since the management team took on the task, we have brought an almost derelict building back into our village community, so VIY have enormously. A job very well done." [North Wootton Village Hall - Volunteer It Yourself : Volunteer It Yourself](#)

New Anglia Growth Hub

The Growth Hub is a service provided by Norfolk County Council incorporating a team of business advisors who provide a 'one stop shop' to support and advise West Norfolk businesses.



Project Summary: West Norfolk delivery through UKSPF from July 2023 to 31 December 2024:

- **187 businesses** supported, receiving 768 hours of business support averaging 4 hours per business.
- **9 businesses were engaged** in the Scale Up programme receiving 21 hours of Scale Up support.
- **177 referrals** were made to other business support programmes or organisations.
- **Small Grant Scheme:** 4 projects approved with total grant value of £53,234 and total project costs of £244,890. 5 jobs have been created.
- Training workshops across a range of topics to support businesses
- Delivery of the West Norfolk Rural Business Capital Grant Scheme in partnership with the Borough Council and front-end work to deliver West Norfolk Training Grants.

The average client score of the initial GH support during the GH registration process is 4.8 out of 5:

"Mags made contact when booked, discussed and explained registration process. Relayed to me info I needed to know and allowed me to ask questions and confirm answers to my questions."

"Jamie was very thorough in his explanations and I was made to feel listened to and appreciated. He was very quick to respond to questions as well"

Norfolk stats:

- 100+ businesses attending the autumn workshop programme.
- Monthly newsletter to businesses database has 548 subscribers.
- During Q3 2024/25 an average of 587 new users visited the GH website per month.



KL Heritage Volunteering Collective

This project aims to build a sustainable model for volunteering at King's Lynn's heritage sites. We will increase the diversity of the volunteer base and develop skills, which will facilitate wider opening of the town's historic sites.

EOI submitted to National Lottery Heritage Fund to secure match funding to deliver;

- Set up a Steering Group of partners
- Recruit a project officer to lead the co-ordination of the Volunteers and Steering Group, and delivery of the Activity Plan.
- Develop a physical and/or virtual Volunteer Hub
- Develop and deliver a 2-year Activity Plan to diversifying the volunteer base in King's Lynn informed by user-led best practice. This may include events aimed at public engagement with volunteering, volunteer networking to facilitate shared learning and collaboration between heritage sites and partners.
- Deliver basic training including Health and Safety, Customer Service, Safeguarding and bespoke heritage training.
- Create and deliver a marketing and communications plan.



Visitor Economy Network Initiative (VENI)

Project Summary : working together to achieve regional impact, with a focus on skills development across all the sectors that make up the visitor economy.

VENI aims to inspire young people, those outside the labour market as well as people already in the workforce. VENI is about building people's confidence to find a job in the visitor economy which is made up of many sectors – all providing services to and for visitors. VENI runs short courses that act as a springboard towards a future career. In particular we try to inspire people to take pride in their local environment – to become VENI ambassadors for their local town.

WorldHost Certificate

Introduction to Hospitality programme

Cookery Theatre programme

Apprenticeship engagement

Pride in Place - Local Ambassadors through VENI

Engaging with potential college students

Choose Hospitality Course

Employability Skills

Video documentary filming

Business Breakfasts

[VENI in Kings Lynn & West Norfolk – VENI Skillful – Towards a Skills Academy for the Visitor Economy in the East of England](#)



On Track – The Matthew Project

On Track supports young people through 1:1 motivational coaching to develop their social and employability skill set and group-based enrichment sessions which support vulnerable young people to develop vital work skills and build community with their peers.

CASE STUDY

This young person was initially allocated to an On Track coach after engaging with a different project the previous year. When the coaching process began last year, the young person exhibited reluctance and fear of change, feeling stuck and uncertain about their future. These feelings of hesitation were addressed through personalised coaching sessions that fostered a safe, supportive environment, encouraging the young person to explore their goals and develop confidence.

They valued the frequency of sessions and the coach's dedication to helping them discover various opportunities, saying, *“I like the frequent sessions and how you go out of your way to help me find different things to help.”*

Through ongoing support this year, the young person gained clarity on their aspirations and began taking proactive steps toward personal and professional growth. They obtained a CSCS card, which opened doors to employment opportunities in the construction sector. They stated *“On Track has helped me to gain a new qualification, has helped me with my confidence. I'm talking more confidently; still a bit anxious when meeting new people, but still ok”*

The young person also participated in a confidence-building workshop, which helped improve their self-esteem and assertiveness. This was demonstrated when they attended a Local Authority Jobs Fair and confidently communicated their skills and interests to potential employers. Although their initial application did not lead to employment, the young person persisted and applied for two additional positions, both of which resulted in interview offers. They also took a step toward personal development by booking their motorcycle and moped test.

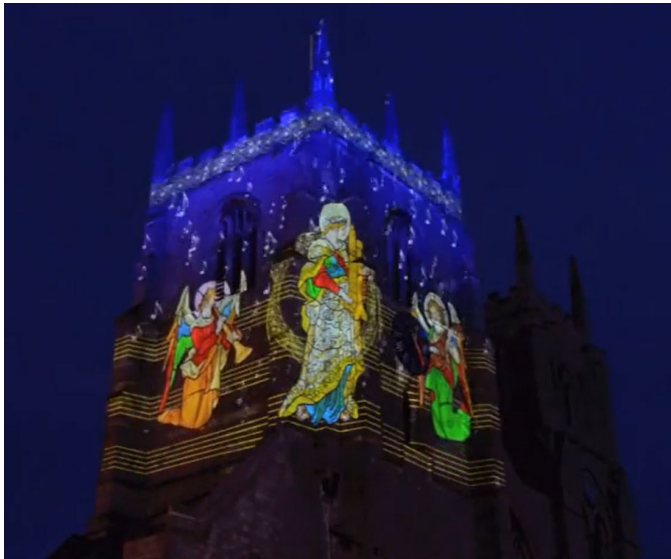
With newfound confidence and experience, the young person is now focused on seeking full-time employment, looking forward to the future with excitement and optimism. The coaching journey not only helped them overcome initial fears but also equipped them with essential skills for success, proving the transformative impact of personalised, consistent support in overcoming barriers to employment.

Reflecting on the journey, they shared,

“I would like the sessions to continue for as long as possible and would prefer to have weekly sessions.”

Light Projection Programme

UKSPF investment is enabling the upgrading of historic building projectors across King's Lynn in 2024/25.



Lynn Lumiere, King's Lynn Minster



Collusion: Sound Mirrors Project, Greyfriars Tower
(Funded by UKSPF)



Lynn Lumiere, Corn Exchange

This provides an opportunity for the curation of a Light Projection Programme to complement the wider cultural offer across the borough. Aligned with draft KL Culture & Heritage Strategy

Contact us for more info at
community@alivewestnorfolk.co.uk



Active Communities Programme

The Active Community programme delivers activities across the borough at AWN leisure sites, community centres and outdoor spaces with a focus on reaching rural and deprived areas. The project works to engage hard to reach participants by making sessions locally accessible and free of charge.

Tackling health inequalities by taking activity to people in their communities, removing barriers of cost and transport.

Health and Wellbeing outcomes have been greatly enhanced for residents

A place based approach with key system partners such as the NHS, PHE, QEH and Active Norfolk has enhanced the offer for residents

“Making sure we are getting out there and embedding ourselves in the community and delivering lots of different activities is really important.” AWN Active Community Manager.

“I think its extremely important that its convenient to get to because otherwise you get put off. And the fact that its free of charge makes it even more attractive” Anne – Community Yoga member

“What I love about Ability is the support I get there.”

“My communication has definitely been better since I joined this club”

Lewis & Patrick – Ability Counts membership

Accessible to all
Developing life skills
Meeting new people
Problem solving
Learning new things
Building confidence and resilience

“It’s something that I needed to do...so I thought I would give it a go.”

Kim – Community Yoga member



The Place Pop Up Shop and Business Hub

2022-2025 Providing affordable pop-up space in King's Lynn for developing businesses to test markets and receive business support, the provision of hot desk and meeting facilities, cultural activities and a one stop shop for multi-agency provision.



Proposal for 2025/26 to:

- Fund a smaller unit to support pop up traders in 25/26.
- Continuation of start-up business support.
- Subsidised lease costs for traders.
- Support progression of traders towards self-supported trading location.
- Develop a business plan and model for a sustainably funded pop-up space that is managed by its users.

Additional business support opportunities through mentoring from the wider business community being explored.