Appendix B

Outcomes and Outputs for Each Theme within the East Herts UKSPF Investment Plan

	Cultural Strategy objectives				
	Project	*Brief description of project*	*Interventions*	*Outputs*	*Outcomes*
1	*Arts trial in at least three localities (to be identified with at least one being a rural area/group of villages)*	*Creation of physical and virtual trails in localities linking existing facilities/groups/activities to promote visitors/foot fall in key areas*	*E4: Enhanced support for existing cultural, historic and heritage institutions that make up the local cultural heritage offer.* *E6: Support for local arts, cultural, heritage and creative activities.*	*Number of facilities support/created* *Number of events/participatory programmes* *Number of Tourism, Culture or heritage assets created or improved*	*Increased visitor numbers* *Increased footfall* *Improved perception of facilities/amenities* *Increased users of facilities/ amenities*
2	*East Herts Pride event*	*Develop the fledging Pride event in Bishop's Stortford (and potentially roll out to Hertford) to become a larger, annual event with a park-based festival which can provide commercial opportunities for local businesses*	*E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places.* *E11: Investment in capacity building and infrastructure support for local civil society and community groups*	*Number of volunteering opportunities supported* *Number of local events or activities supported*	*Increased visitor numbers* *Improved perceived/experienced accessibility* *Improved engagement numbers (% increase)* *Volunteering numbers as a result of support*
3	*Young Curators group*	*Project with the aim of encouraging young people to participate in shaping the future arts and heritage landscape of the town*	*E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places.*	*Number of events/participatory programmes* *Number of local events or activities supported*	*Improved engagement numbers* *Volunteering numbers as a result of support*

			E11: Investment in capacity building and infrastructure support for local civil society and community groups	Number of volunteering opportunities supported	Improved perception of facilities/amenities Increased users of facilities/ amenities
4	Inclusive Theatre project	Arts and wellbeing project to build confidence, develop skills and give participants and their families memorable, enjoyable life experiences especially for people with special needs	E6: Support for local arts, cultural, heritage and creative activities. E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places. E11: Investment in capacity building and infrastructure support for local civil society and community groups	Number of events/participatory programmes Number of local events or activities supported	Improved perception of facilities/amenities Increased users of facilities/ amenities Increased affordability of events/entry Number of new or improved community facilities as a result of support Improved engagement numbers (% increase)
5	Intergeneratio nal arts and cultural activities	Facilitated events specifically bringing residents of different ages together to share experience and perspectives through sporting, arts, cultural activities such as cycling, cooking and the like	E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places. E11: Investment in capacity building and infrastructure support for local civil society and community groups	Number of facilities support/created Number of Tourism, Number of events/participatory programmes Improved engagement numbers	Increased visitor numbers Improved perception of facilities/amenities Increased users of facilities/ amenities Improved perceived/experienced accessibility Improved engagement numbers (% increase) Volunteering numbers as a result of support

6.	*Digital Inclusion Project*	*Focused support for older people with accessing the internet safely (building on previous projects delivered by the CDA). Support will be available to all older people in East Herts, although those in the most rural areas would be a priority to help reduce social isolation and loneliness.*	*E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places* *E11: Investment in capacity building and infrastructure support for local civil society and community groups* *E15: Investment and support for digital connectivity for local community facilities*	*Number of people attending training sessions (numerical value)* *Number of volunteering opportunities supported* *Number of local events or activities supported*	*Improved engagement numbers (% increase)* *Volunteering numbers as a result of support*
7.	*Asset mapping*	*Maintenance of a digital asset register of cultural opportunities to enable delivery of the above projects*	*E6: Support for local arts, cultural, heritage and creative activities.*	*Number of people reached (numerical value)*	*Increased number of web searches for a place (% increase)* *Improved engagement numbers (% increase)*

		Climate Change Strategy objectives			
	Potential project	Brief description of project	Interventions	Outputs	Outcomes
1	Solar canopies	Installation of solar canopies to increase renewable energy generation at (surface level) key sites	E13: Community measures to reduce the cost of living, including through measures to improve energy efficiency, and combat fuel poverty and climate change. E29: Supporting decarbonisation and improving the natural environment whilst growing the local economy. E3: Creation of and improvements to local green spaces	Amount of low or zero carbon energy infrastructure installed	Greenhouse gas reductions Increased take up of energy efficiency measures
2	Pilot Community heat pump	Installation of community heat pump scheme serving off grid households		Amount of low or zero carbon energy infrastructure installed	Greenhouse gas reductions
3	Training of surveyors and installers for green energy infrastructure	Skills upgrade and training to address limited capacity currently among surveyors and installers for green measures		Number of decarbonisation plans developed Number of households receiving support	Number of businesses adopting new to the firm technologies or processes Increased take up of energy efficiency measures
4	Sustainable development - potentially a community build scheme	Development of sustainable development good practice (eg. Passivhaus properties) on land currently owned by the council, potentially including an element of community build		Amount of low or zero carbon energy infrastructure installed	Greenhouse gas reductions
5	Community chest for hyper-local sustainability projects	Grant scheme linked to community grants		Number of businesses receiving non-financial support Number of households supported to take up	Greenhouse gas reductions Increased take up of energy efficiency measures

				energy efficiency measures	
6	*Tree planting/ greening of the district*	*Projects to encourage more tree planting (carrying on legacy of HCC led Queen's Canopy project) and mor greening (eg. Wildflower planting) in the district*		*Amount of green or blue space created or improved (m2)*	*Number of trees planted (numerical value)*

	Town and Village Centres objectives				
	Project	*Brief description of project*	*Interventions*	*Outputs*	*Outcomes*
1.	*Town and village centre improvement grant scheme*	*Match-funded pot available to towns/ villages that identify projects which meet UKSPF outputs and outcomes.* *Projects need to be identified through a jointly agreed local improvement plan or strategy* *Please note that for the RPF element of this scheme, Herford and Bishop's Stortford based projects are ineligible*	*E1: Improvements to town centres & high streets* *E3: Creation of and improvements to local green spaces* *E4: Enhancing existing cultural, historic & heritage institutions offer* *E7: Support for active travel enhancements* *E15: Investment support for digital infrastructure for local community facilities* *E17: Development & promotion of visitor economy*	*Number of commercial buildings developed or improved (numerical value)* *Amount of commercial buildings developed or improved (m2)* *Amount of public realm created or improved (m2)* *Number of low or zero carbon energy infrastructure installed (numerical value)* *Number of Tourism, Culture or heritage assets created or improved (numerical value)* *Amount of green or blue space created or improved (m2)* *Amount of new or improved cycleways or paths (m2)*	*Increased footfall (% increase)* *Increased visitor numbers (% increase)* *Reduced vacancy rates (% decreased)* *Increased number of web searches for a place (% increase)* *Number of premises with improved digital connectivity (numerical value)* *Improved perception of facility/ infrastructure project* *Increased use of cycleways or paths* *Improved perception of safety* *Reduction in neighborhood crime*

2.	Monitoring of footfall and perception surveys	Software and manual surveys to support measurement and collection of data to track improvements against UKSPF measures. The data will also be used to measure improvement in other themes as well as town centres	N/A – part of monitoring outcomes and outputs	N/A	N/A

		Business support objectives			
	Project	*Brief description of project*	*Interventions*	*Outputs*	*Outcomes*
1.	*Herts Growth Hub*	*The Growth Hub, commissioned by Herts LEP offers non-financial support for existing businesses to grow. Traditionally East Herts businesses have a high rate of engagement with the growth hub.*	*E30: Business support measures to drive employment growth*	*Number of businesses receiving non-financial support (numerical value)*	*Jobs created (numerical value)* *Jobs safeguarded (numerical value)*
2.	*Start up and Enterprise*	*The Start Up and Enterprise programme, commissioned by Herts LEP offers advice and support for individuals seeking to start their own businesses. Traditionally we have had high rates of business start ups and entrepreneurial activity and wish to sustain this.*	*E30: Business support measures to drive employment growth*	*Number of businesses receiving non-financial support (numerical value)* *Number of potential entrepreneurs provided assistance to be business ready (numerical value)*	*Jobs created (numerical value)* *Number of new businesses created (numerical value)*
3.	*Film and creative industry inward investment*	*LEP led initiative to support inward investment around the film industry and related supply chain*	*E17: Development & promotion of visitor economy*	*Number of businesses receiving non-financial support (numerical value)*	*Jobs created (numerical value)* *Increase in visitor spending (% increase)*
4.	*Business grants – new premises*	*Match funded grants for new businesses to open up premises or for existing*	*E1: Improvements to town centres & high streets*	*Number of businesses receiving grants (numerical value)*	*Jobs created (numerical value)*

		businesses to expand their premises. Maximum amount available will be £5k	*E17: Development & promotion of visitor economy*	*Number of commercial buildings developed or improved (numerical value)* *M2 of commercial buildings developed or improved (m2)*	*Jobs safeguarded (numerical value)* *Number of new businesses created (numerical value)*
5.	*Business grants – larger projects*	*Match funded grants for businesses to develop new products/ services, enter new export markets or diversify business model (eg. By developing/ re-purposing infrastructure)* *Please note that for the RPF element of this scheme, Herford and Bishop's Stortford based businesses are ineligible*	*E19: Investment in research and development at the local level* *E20: R&D grants supporting innovative product & service development* *E28: Export Grants to grow overseas trading etc.* *E29: Supporting decarbonisation whilst growing the local economy*	*Number of Tourism, Culture or heritage assets created or improved (numerical value)* *Number of commercial buildings developed or improved (numerical value)* *M2 of commercial buildings developed or improved (m2)* *Number of businesses engaged in new markets (numerical value)*	*Number of businesses introducing new products to the firm (numerical value)* *Number of premises with improved digital connectivity (numerical value).* *Number of businesses adopting new to the firm technologies or processes (numerical value)* *Number of new to market products (numerical value)* *Increased amount of low or zero carbon energy infrastructure installed (% increase)* *Number of businesses increasing their export capability (numerical value)*

		Projects to be delivered/ started in in 2022/23			
	Project	Brief description of project	Interventions	Outputs	Outcomes
1.	Asset mapping	As per (7) in the Cultural Strategy. We will begin procuring this work now so that it can underpin delivery of other objectives	E6: Support for local arts, cultural, heritage and creative activities.	Number of people reached (numerical value)	Increased number of web searches for a place (% increase) Improved engagement numbers (% increase)
2.	Theatre Listening Project	Delivery of the 'Building a Common Framework for Schools' programme (focusing on using drama as a tool for change and mitigating mental health challenges for young people). First phase of work to be in partnership with Sele Secondary School, Millmead Primary School and Herford Regional College SEN learners with the additional asset support of Haileybury ready to begin	E6: Support for local arts, cultural, heritage and creative activities. E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places. E11: Investment in capacity building and infrastructure support for local civil society and community groups	Number of events/participatory programmes Number of local events or activities supported	Improved perception of facilities/amenities Increased users of facilities/ amenities Increased affordability of events/entry Number of new or improved community facilities as a result of support Improved engagement numbers (% increase)

3.	Digital Inclusion Project	As per (6) in the Cultural Strategy. This project is ready to begin this financial year	E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places E11: Investment in capacity building and infrastructure support for local civil society and community groups E15: Investment and support for digital connectivity for local community facilities	Number of people attending training sessions (numerical value) Number of volunteering opportunities supported Number of local events or activities supported	Improved engagement numbers (% increase) Volunteering numbers as a result of support
2.	LCWIP	Creation of a local cycling and walking infrastructure plan (LCWIP) to underpin delivery of the Climate Change Strategy and any transport interventions outlined by the County Council in LTP4. The plan will be delivered in partnership with the County Council	E14: Relevant feasibility studies	Number of feasibility studies supported (numerical value)	Increased number of projects arising from funded feasibility studies (% increase)
3.	Creation of community influencer roles	Creation of 'community influencer' roles to enable delivery of the Climate Change Strategy. These individuals will be employed through the District Council initially and	E29: Supporting decarbonisation whilst growing the local economy	Number of decarbonisation plans developed (numerical value) Number of households receiving support	Increased take up of energy efficiency measures

		can begin working this financial year			
4.	Support for developing town/ village centre improvement plans	In order to access the town/ village centre grant funding an area needs an agreed plan in place which sets out joint priorities agreed by local stakeholders. We will make consultancy support available for any town or village that needs this support. This support could be as simple as providing funding for local stakeholders to have some facilitated workshops to agree priorities or more detailed approaches such as public consultation, putting in place different governance arrangements and agreeing formal strategies.	E14: Relevant feasibility studies	Number of feasibility studies supported (numerical value)	Increased number of projects arising from funded feasibility studies (% increase)
5.	Sawbridgeworth Jubilee Gardens	This is the land adjacent to Bell Street car park owned by East Herts and the project will involve landscaping and change of use to create more	E1: Improvements to town centres & high streets E3: Creation of and improvements to local green spaces	Amount of public realm created or improved (m2) Amount of green or blue space created or improved (m2)	Increased footfall (% increase) Increased visitor numbers (% increase)

		community space. A public consultation has been undertaken and design work commissioned by the Town Council who would lead on this project	E17: Development & promotion of visitor economy	Amount of new or improved cycleways or paths (m2)	Improved perception of facility/ infrastructure project
6.	Bishop's Stortford VMS	Bishop's Stortford town centre parking virtual signage (VMS). This has been a project the BID and HCC have wanted to support for some time in order to help manage traffic flows in Bishop's Stortford. Full installation quotes have been obtained and the project is ready to commission through the parking team with HCC and BID funding alongside UKSPF	N/A – part of monitoring outcomes and outputs		
7.	Film and creative industry inward investment	As per (3) in the business support theme. This project is ready to begin this financial year and has LEP match funding	E17: Development & promotion of visitor economy	Number of businesses receiving non-financial support (numerical value)	Jobs created (numerical value) Increase in visitor spending (% increase)
8.	Monitoring of footfall and perception surveys	As per (2) in the town and village centre theme. Project is ready to deliver this financial year	N/A – part of monitoring outcomes and outputs		

9.	Business grants – new premises	As per (4) in the business support theme. There is a pipeline of businesses who would be eligible to apply for this grant. Should there be a risk that we underspend this financial year on the allocated £216,186 these grants can be awarded quickly to avoid this happening and reduce risk of having to return money to DLUHC	E1: Improvements to town centres & high streets E17: Development & promotion of visitor economy	Number of businesses receiving grants (numerical value) Number of commercial buildings developed or improved (numerical value) M2 of commercial buildings developed or improved (m2)	Jobs created (numerical value) Jobs safeguarded (numerical value) Number of new businesses created (numerical value)