

Appendix 1 - UK Shared Prosperity Fund – Application Summary

Communities and Place

1. Benholms Tower - £167,112 request

The recommendation is to reject the request to the project. Officers will redirect Tillydrone Community Development Trust to bid for the Community Ownership Fund Round 2, or Place Based Investment Programme which offer a better fit with the project objectives.

The overall project vision is to revitalise the derelict Benholm's Tower by community ownership and developing it into a facility with a community café on the ground floor, a multipurpose meeting/exhibition hall on the first floor and flexible workshop/office space on the upper floor. The hall will be available for hires, community groups, events etc and the office space is intended for small business start-ups or artists to be able to have affordable workspaces within the community, helping to develop the local economy.

The area around the tower will be developed to include a sensory, all-inclusive play trail – the first of its kind in the North of Scotland. By opening the Tower and providing facilities within Seaton Park this also allows the community and visitors to remain in the park area for longer and to make use of the greenspace and the proposed sensory play trail equipment.

At this point funding is sought for the development of the Great Hall, this middle floor restoration will create a meeting and event space within the tower which will be bookable and available to the community as desired. This flexible space will allow events such as exhibitions, celebrations or meeting to take place within the community and taking advantage of the catering in the café downstairs. Meeting rooms within the Tillydrone area are currently heavily oversubscribed so the addition will compliment other facilities in the area while providing a unique venue. Works to develop the rest of the plans will require separate funding but the trust have already successfully achieved funding for the ground floor café facility. This proposal has been developed by Tillydrone Community Development Trust over several years and has attracted significant media and community interest resulting in letters of support from Tillydrone and Old Aberdeen Community Councils, Donside Village, Friends of Seaton Park, The University of Aberdeen and St Machar's Cathedral. A community Asset Transfer application has been submitted and while it has been significantly delayed, a positive outcome is expected this year.

The Tower is now on a main arterial route since the opening of the Diamond Bridge and given the high traffic past the site this is very much a Place-making opportunity with the intent to help Benholms Tower identify the community of Tillydrone, help in economic regeneration and define the area as a destination, not just a transit corridor.

2. Greyhope Bay Phase 2 Feasibility Project - £79, 506 request

The request for grant funding is to fund a 9-month strategic master planning and feasibility project for phase 2 of the Greyhope Bay project: co-designing a sustainable future for Greyhope Bay and the monument of Torry Battery that meets the need of the community of Torry and Aberdeen.

Greyhope Bay in its current form includes the operation of the Greyhope Bay Centre which opened in April of 2022 and has since received over 40,000 visitors to the café and community space. This phase has been granted 5 years planning permission (Aberdeen City Council) and scheduled Monument Consent (Historic Environment Scotland) for the purpose and opportunity to establish the monument of Torry Battery as a destination for connecting communities with our coastal and built heritage and to demonstrate the viability of a permanent facility at this location. With the 5-year time limit the project now has two significant programmes of work:

1. Operations of the centre, including café management, community events, workshops and education programme delivery and building revenue models and capacity to take advantage of growing opportunity
2. Strategy and master planning/feasibility design work of what a permanent solution for the monument could be post 5 years, informed by operations, and continued identified opportunities and needs of the community. This would also include the establishment of partnerships for delivery of phase two.

The small team at Greyhope Bay do not currently have the capacity to run both programmes of work and are focused on operating the centre. Funding from the UK Shared Prosperity fund will allow Greyhope Bay to resource the second programme of work to ensure there is an informed, strategic and progressed plan for the growth of the project and its role in placemaking and designing a sustainable future for Torry Battery.

To do this they want to:

- Fund a strategic growth and partnership manager within the Greyhope Bay team with remit to lead a 9-month project that will deliver a strategic growth plan and feasibility and study for phase 2.
- Fund the development of a concept design and associated feasibility for phase 2
- Deliver a dedicated open participatory process and engagement events to shape the plans for phase two of the development

Outcomes

- Developed conceptual design and masterplan for phase 2 informed by programming and operations and direct engagement with their community
- Established Partnerships and Development Group for phase 2
- A cost estimate to deliver on the concept designs
- Identified Funding/Funders to progress phase 2 development

- A developed revenue model for operations

3. VisitAberdeenshire – Make a day of it in Aberdeen - £124,800 request

VisitAberdeenshire’s application aligns to the following intervention:

Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area.

Delivery

This would be achieved through VisitAberdeenshire delivering a **dedicated, promotional campaign** for Aberdeen city, targeting local audiences in Aberdeen and Aberdeenshire, encouraging them to make a day of it and rediscover their local communities and regional attractions. The campaign will use targeted digital media outlets, as well as using proven offline channels such as regional print and radio.

Content

The campaign would highlight the **abundant range of attractions and experiences for days out in Aberdeen**, using the hooks of recent renovations such as Aberdeen Art Gallery, Provost Skene’s House, and the imminent reopening of Union Terrace Gardens that in itself will act as a connector between our retail, cultural and dining offers in the city center. The promotion will not be limited to the headline.

Benefits

Economy - Their plan would drive more **footfall and expenditure into Aberdeen city businesses** during the spring and autumn holiday periods. This will help to extend the tourist season for providers of attractions and experiences in Aberdeen. By extending the season, more small businesses and associated jobs will be supported in the tourism and hospitality sector.

People Exploring the city can open a window on other worlds of opportunity to citizens of all ages and backgrounds. It can inspire creativity and aspiration leading to happier and more fulfilling lives. Evaluation of previous, similar campaigns has demonstrated that local tourism promotion breeds civic pride.

Place Civic pride breeds respect for the community, and greater respect for the life of the city’s natural and built assets.

Evaluation

VisitAberdeenshire has an established evaluation methodology for visitor-facing campaigns. The evaluation is about finding out what people “think, feel and do”. They explore campaign recall, short and longer term actions and capture ROI.

In practice:

- Each campaign has data capture element – prize draw
- We survey eight weeks after campaign has finished (it will be shorter for a local-facing campaign)
- The survey includes recall and campaign messaging examples
- Surveys emailed to engaged audience, live for 10 days with email reminders to complete
- Full analysis of results to understand what the audience felt, thought and did as a result of being exposed to the campaign
- Calculate ROI using a calculation model that was developed by VisitBritain.

4. Home-Start – Supporting vulnerable families - £82,468 request

A trained volunteer will visit the family in their own home, weekly, for around 2.5 hours.

They will provide bespoke emotional and practical support, according to each family's circumstances.

Home-Start's key components are:

- They will customise emotional and practical support to each family's needs
- Listen and encourage, offer parenting advice, helping with routines, and setting boundaries
- Model good parenting practice
- Advise on budgets and finances, arrange money advice support
- Arrange deliveries of food, toiletries, and nappies
- Arrange take-up of other services
- Reduce isolation and loneliness

Support usually runs for a year.

A co-ordinator regularly reviews developments with each family, monitoring progress and ensuring compliance with policies and national QA standards

Outcome:

- Families will be more resilient and able to cope with the challenge they face
- Parents will have enhanced parenting capacity
- Children will experience a more nurturing and stimulating family environment
- Children will have improved health and wellbeing

Home-Start use a family-centred bespoke evaluation system, which evidences the journey of change for each family and outcomes achieved.

The project is an excellent investment for the UKSPF Communities and Place fund as it achieves the outcomes above, directly supporting community and infrastructure improvement. The proposal also creates additional value in supporting the UKSPF requirements.

Families will be eligible to attend family support groups or become involved in Recipe for Life, our healthy eating project for low-income families. This offers additional family support, further developing resilience, at no extra cost to the council.

They will also create significant social capital by:

- Reducing loneliness and isolation
- Connecting families with their local communities
- Facilitating take-up of other services
- Using a volunteer-led workforce
- Partnership working with other local agencies.

There work also contributes to 3 Scottish Government National Outcomes:

- Children and Young People – specifically regarding the child’s social and physical development
- Communities – specifically regarding Social Capital and the work of our volunteers
- Health – specifically regarding Mental Wellbeing

As a charity, Home-Start never have sufficient funds to deliver our services, especially in the current economic climate.

There fundraising is a continual programme of research and applications. The project is a strong fit within the Communities and Place funding, matching the criteria and aims, while the funding helps them to continue their core work in supporting vulnerable young families.

At a time when a growing number of families in Aberdeen are at breaking point, excluded, stressed, and isolated our support can make a real difference.

Funding will enable Home-Start to make timely interventions, helping families avoid crisis and breakdown.

They will provide 1:1 home visiting support for 40 additional vulnerable, struggling families over the next 2 years.

They will improve each family’s ability to cope through increased resilience, enhanced parenting capacity, support for early years development, improved skills and confidence, and increased knowledge and use of local services.

They believe stronger families build stronger communities.

Family resilience is an essential building block; fundamental to improving the social fabric and infrastructure of our local communities.

5. Aberdeen Performing Arts – Lemon Tree Redevelopment – Design Development – £300,000

The recommendation is to reject the request of up £300,000. There is insufficient evidence provided at this time of future capital sources of funding for the large-scale redevelopment. Officers will support APA to identify alternative sources of funding.

Aberdeen Performing Arts is leading the proposed redevelopment of The Lemon Tree, a much-loved venue and cultural asset at the heart of the city. This proposal would deliver the critical next stage of design development, therefore meeting the criteria for leveraging additional funding and preparing for construction.

They have completed RIBA Stage 3 (Spatial Coordination) and the overall fundraising target for the redevelopment is £8.3 million. They are requesting £300,000 from this fund towards the costs of RIBA Stage 4 (Technical Design) in readiness for RIBA Stage 5 (Manufacturing and Construction). Richard Murphy Architects, appointed late 2021 following an appointment process via Public Contracts Scotland in line with public procurement processes, are leading the design development. Work would commence on Stage 4 from February 2023 and be complete by October 2023.

The specific tasks undertaken as part of this phase of design development will include:

- Submitting planning consent application.
- Undertaking any pre-construction surveys and identifying future requirements.
- Undertaking full technical design, including architectural, civil and structural, services, acoustics, fire safety, conservation and sustainability, and others as required.
- Preparing and coordinating specialist subcontractors' information.
- Updating the cost plan iteratively to a level of detail, including elemental analysis of cost, full bill of quantities, and pricing schedules, to establish a pre-tender cost estimate.
- Preparing the tender documentation, reviewing tender returns or contractor's proposals against cost and quality aspirations, building regulations and project strategies.
- Reviewing risks ensuring these are designed out where possible, appropriate mitigations put in place, and all health and safety risks reduced or eliminated.
- Preparing any supplementary design information to confirm details required before the planning permission is implemented.
- Recruiting a client-side project manager to assist with overall oversight and scrutiny of the designs as developed.

As guardians of iconic and much-loved venues they have a responsibility to manage, maintain and ensure the spaces we occupy and share are fit for purpose and capable of delivering our ambitious artistic vision, extensive community support and significant contribution to the region's cultural scene and economy.

This major capital project will transform the venue, improving and expanding performance facilities, creating rehearsal space, improving social space and customer journey, and providing a home for youth arts, early career artists and performers. Future sustainability is embedded in our plans.

The objectives of this fund align well with the wider objectives of The Lemon Tree redevelopment. It will benefit communities, businesses, the cultural sector, the city, region and local economy. The project will allow us to embed further our community engagement programmes, which help transform quality of life for individuals and communities. It has an important role to play in placing community centred, cultural renewal at the heart of the regeneration and re-imagining of the Queen Street area bringing tangible economic and social benefits.

They will help drive footfall into the city through creative placemaking, benefitting business and bringing economic benefit. The plans have a significant role to play in Aberdeen's vision to be a vibrant, creative and ambitious city with a strong cultural identity.

People and Skills

6. Additional Keyworker support for economically inactive people - £275,000 request

This will be used to pay for the delivery of employability activity and associated activity costs of additional employability keyworkers; two in year one, and five (2+ 3) in year two. This will enable the Council to offer additional support to economically inactive people.

Expenditure

| Expenditure | Amount |
|-------------------------------------|----------------------|
| Employability keyworker x 11 | £820,173.86 |
| Barrier removal activity | £200,000 |
| | |
| | |
| Total Expenditure (£) | £1,020,173.86 |

| Total Costs | 2022/23 (£) | 2023/24 (£) | 2024/25 (£) | Total (£) |
|-----------------------|--------------------|--------------------|--------------------|------------------|
| Revenue | £0 | £510,081.76 | £510,081.76 | £1,020,173.86 |
| Total | | | | |
| Of which UKSPF | 2022/23 (£) | 2023/24 (£) | 2024/25 (£) | Total (£) |
| Revenue | | £79,561.26 | £195,438.74 | £275,000 |
| Total | | | | |

Number of citizens supported by UKSPF.

Year 1: up to 50 people, based on a caseload of 25 per keyworker.

Year 2: up to 125 people, based on a caseload of 25 per keyworker.

UKSPF Additionality

Aberdeen City Council have considered a variety of options to enable a broader and more person-centred approach to the delivery of employability activity, which will support delivery of activity for those requiring longer-term interventions and are identified as priority target groups by the Local Employability Partnership.

This option enables ongoing delivery of activity to people throughout the city, albeit with a primary focus on priority areas of Aberdeen to enable upskilling, reskilling, early and ongoing engagement and support to help them to reach positive outcomes across employment, education, training, financial position, and mental and physical health.

UKSPF funding will be used to provide additionality to current services. The city is facing increasing demand for employability support and interventions, with significant year on year rises in referrals from agencies and individuals, without this UKSPF funding we will not be able to provide the level of support required to support people into sustained destinations including education, training, employment, and out of poverty.

This project will support the delivery of employability interventions across Aberdeen, with a particular focus on priority areas and tackling poverty. The delivery of the activity proposed here will not only support people into employment, better paid employment/more hours, business start-up and self-employment, but also support local organisations by ensuring that people are ready, able, and willing to participate in more advanced employability activity.

The upskilling opportunities provided through this project will help people to move into employment and out of poverty, thus supporting business development and growth, tackling skills shortages, ensure the city has a skilled workforce and support community cohesion, development and community wealth building. It will lead to better mental and physical health outcomes, thus reducing reliance and pressure on other public sector services including health and justice.

2. Additional courses for economically inactive people, Green Skills courses and development of grass-roots projects - £355,000

Funding will be used for:

Courses including basic skills for those not economically inactive

This will be used to pay for a range of activity to upskill individuals experiencing in-work poverty, with a view to supporting them into better-paid roles, or to secure more hours and thus increasing their income. It will complement Parental Employability Support Fund activity, which is exclusively for parents who meet set criteria.

Delivery will be a mix of internal provision and contracted provision procured via the Dynamic Purchasing System, including accredited provision, and will require some project officer input to manage the procurement and contract management activity.

Grass-roots employability projects

This funding will be used to support development of and to procure true grass-roots employability projects across the city, with particular focus on Aberdeen's priority areas. This will include the need for project officer support to upskill and support true grass-roots communities understand what is required in terms not only of development, but also securing funding, delivery, and reporting. This may include mainstreaming of pilot projects currently being delivered in priority areas, particularly in Year One while we work to prepare the grass-roots organisations to develop, bid, deliver, and report.

Green skills courses

Green skills courses will be procured to support the just transition, and with a particular focus on those at risk of redundancy or who are not in education, employment, or training as well as parents experiencing in-work poverty.

Procurement, contracting and contract management requirements:

It will include support to upskill and support true grass-roots communities understand what is required in terms not only of development, but also securing funding, delivery, and reporting. This may include mainstreaming of pilot projects currently being delivered in priority areas, particularly in Year One while we work to prepare the grass-roots organisations to develop, bid, deliver, and report.

UKSPF Additionality

Aberdeen City Council have considered a variety of options to enable a broader and more person-centred approach to the delivery of employability activity, which will support delivery of activity for those requiring longer-term interventions and are identified as priority target groups by the Local Employability Partnership.

This option enables ongoing delivery of activity to people throughout the city, albeit with a primary focus on priority areas of Aberdeen to enable upskilling, reskilling, early and ongoing engagement and support to support them to reach positive outcomes across employment, education, training, financial position, and mental and physical health.

The use of the Dynamic Purchasing System for procurement of services will enable a rapid and flexible approach to emerging need and support local training providers.

UKSPF funds will be used to provide additionality to current services, particularly through procurement of employability services and development of new activity to meet emerging needs. The city is facing increasing demand for employability support and interventions, with significant year on year rises in referrals from agencies and individuals, without this UKSPF funding we will not be able to provide the level of support required to support people into sustained destinations including education, training, employment, and out of poverty.

Third sector training providers are facing increasing challenges and through the use of these funds we will make opportunities available, via the employability services, to training providers to bid to deliver employability services which align with the Local Employability Partnership Delivery and Action Plan.

This project will support the delivery of employability interventions across Aberdeen, with a particular focus on priority areas and tackling poverty. The delivery of the activity proposed here will not only support people into employment, better paid employment/more hours, business start-up and self-employment, but also support local organisations by ensuring that people are ready, able, and willing to participate in more advanced employability activity.

The upskilling opportunities provided through this project will help people to move into employment and out of poverty, thus supporting business development and growth, tackling skills shortages, ensure the city has a skilled workforce and support community cohesion, development, and community wealth building. It will lead to better mental and physical health outcomes, thus reducing reliance and pressure on other public sector services including health and justice.