

# Rural England Prosperity Fund

## North Yorkshire

Rural England Prosperity Fund  
Executive Report 29 November 2022  
Appendix 1.



**LEVELLING  
UP**



**North Yorkshire  
County Council**

# North Yorkshire - Local Context

North Yorkshire covers approximately 805,220 hectares with a population of around 617,521 people and it is the largest county geographically in England. North Yorkshire brings together an extensive and predominantly rural area with close economic links with West Yorkshire and Humber economies to the South, and the Tees Valley to the North.

## Key Challenges and Opportunities:

- **Rurality, Accessibility & Inequalities:** North Yorkshire is predominantly defined by its rural landscape. Although a beautiful backdrop for tourism and a strong USP for living on the patch (particularly for older demographics), it also creates deep-rooted challenges linked to accessibility, isolation and climate change. Alongside this, the rurality of the sub-region has resulted in widespread isolated pockets of poverty, whilst deprivation is concentrated on the coast.
- **Low Productivity:** Like most areas of the north of England, North Yorkshire faces a productivity deficit against the UK average, based on output per hour worked. The low productivity has partly been a result of low levels of export and inward investment and reliance on low-skilled jobs, resulting in an economy mostly defined by low wages. North Yorkshire includes areas where the proportion of people with no qualifications is double the English average.
- **Challenging & Changing Labour :** During the pandemic, forecasters expected a major increase to unemployment. However, the current labour market is shrinking, both at a local and national level, with people choosing to retire earlier, young

people staying in education for longer and the proportion of working-age people that are economically inactive increasing. This has serious implications for recruitment and retaining employees.

- **Climate Change:** With two national parks, three Areas of Outstanding Natural Beauty, over 70% of the geography being used for agriculture and unique marine and coastal assets, North Yorkshire is uniquely positioned to use its natural assets to capture and store carbon. As a leader in decarbonisation and world class innovation assets, North Yorkshire can harness the economic opportunities of the transition, creating jobs and attracting investment to the region.
- **Pride in Place:** Despite these challenges, North Yorkshire is an extremely attractive place to live for many, with current residents highly satisfied with their area and a strong sense of community. There is an opportunity to maximise on these strengths and level-up those towns that are lagging behind within the sub-region.



# RURAL PROSPERITY FUND INTERVENTIONS

**Capital Grants Funding to Support Local Rural Business** — Creating and safeguarding rural jobs, raising rural productivity and contributing to net zero and nature recovery objectives.

Interventions	Business Grant Themes	Outputs	Outcomes	ERPF Spend Profile	
				2023-24	2024-25
1.1. Funding (capital grants) for <b>small scale investment in micro and small enterprises in rural areas.</b>	<p><b>Rural and micro Business Capital Grants</b> – linked to advice and support provide through SPF business support measures.</p> <p>Applications will be through a Register of Interest that will trigger a visit from a business adviser. The Adviser will provide assistance and advice on the capital investment and its business case.</p> <p>This will also consider how the investment will contribute to net zero and nature recovery objectives.</p>	<ul style="list-style-type: none"> <li>Number of businesses supported</li> <li>Number of farm businesses supported</li> <li>Number of farm diversification projects supported</li> <li>Number of micro businesses supported</li> <li>Number of visitor experiences supported</li> </ul>	<ul style="list-style-type: none"> <li>Jobs created</li> <li>Jobs safeguarded</li> <li>Number of new businesses created</li> <li>Number of businesses adopting new to the firm technologies or Processes</li> <li>Number of businesses with improved productivity</li> <li>Number of businesses experiencing growth</li> <li>Number of businesses increasing their export capability</li> <li>Number of businesses increasing their turnover</li> </ul>	£375,000	£1,125,000
1.2. Funding (capital grants) for <b>growing the local social economy and supporting innovation.</b> (SPF E26)	<p><b>Capital Grants to support Rural Community businesses</b> – linked to social enterprise revenue through SPF. E.G. Support for community shops, co-working space etc.</p> <p>Again as per the Business Grant Scheme an adviser will support and assist the business.</p>			£150,000	£450,000
1.3. Funding (capital grants) for the <b>development and promotion (both trade and consumer) of the visitor economy</b> (SPF17)	<p><b>Grants for Visitor infrastructure</b> – capital funding for tourism/ visitor economy infrastructure such as trails, visitor boards, signs, and visitor centres.</p> <p>These will be aimed at projects that have the wider benefit beyond the business itself, such as improving a cycle infrastructure in an area. Tourism attractions/businesses will be assisted through 1.1 and 1.2.</p>			£150,000	£450,000
				£675,000	£2,025,000
				£2,700,000	

# RURAL PROSPERITY FUND INTERVENTIONS

## Capital Grants Funding to Support Rural Communities and Places – Tackling inequalities, addressing rural accessibility and climate resilience

Interventions	Community Grant Themes	Outputs	Outcomes	ERPF Spend Profile	
				2023-24	2024-25
2.2. Funding (capital grants) for investment in <b>capacity building and infrastructure support for local civil society and community groups.</b> (SPF E11)	<b>Capital grants for community resilience infrastructure</b> Capital grants for provision of infrastructure for rural communities that supports resilience and nature-based solutions.	<ul style="list-style-type: none"> <li>Number of projects supported</li> <li>Number of organisations receiving grants</li> <li>Number of organisations receiving financial support other than grants</li> </ul>	<ul style="list-style-type: none"> <li>Improved perception of facilities or amenities</li> <li>Increased users of facilities or amenities</li> </ul>	£117,000	£350,000
2.3. Funding (capital grants) for <b>creation of and improvements to local rural green spaces.</b> (SPF E3)	<b>Capital grants to support ‘green and blue’ infrastructure</b> community gardens <ul style="list-style-type: none"> <li>green spaces</li> <li>watercourses and embankments</li> <li>greening of streets and paths</li> <li>incorporating natural features into wider public spaces</li> </ul>	<ul style="list-style-type: none"> <li>Number of EV charging points</li> <li>Number of visitors or locals using charging points</li> <li>Number of Community energy projects funded</li> <li>Amount of land or premises</li> <li>Square metres (m2) of land made wheelchair accessible or step free</li> </ul>	<ul style="list-style-type: none"> <li>Improved perceived or experienced accessibility</li> <li>Number of businesses created</li> <li>Increased footfall</li> <li>Increased visitor numbers</li> <li>Increased use of cycleways or paths</li> <li>Jobs created</li> </ul>	£100,000	£300,000
2.4. Funding (capital grants) for <b>existing cultural, historic and heritage institutions that make up the local cultural heritage offer</b> (SPF E4)	<b>Capital grants to develop, restore or refurbish local natural, cultural and heritage assets and sites.</b> Improving visitor experience and accessibility of these assets.	<ul style="list-style-type: none"> <li>Amount of public realm created or Improved</li> <li>Number of facilities supported or created</li> </ul>	<ul style="list-style-type: none"> <li>Jobs safeguarded</li> <li>Improved engagement numbers</li> <li>Number of community – led arts, cultural, heritage and creative programmes as a result of support</li> </ul>	£83,000	£250,000
2.5. Funding (capital grants) for <b>local arts, cultural, heritage and creative activities</b> (SPF E6)	<b>Capital grants for cultural and heritage activities</b>  Potential to support venues to enable events and activities to take place.	<ul style="list-style-type: none"> <li>Amount of green or blue space created or improved</li> <li>Number of tourism, culture or heritage assets created or improved</li> </ul>	<ul style="list-style-type: none"> <li>Improved perception of events</li> <li>Improved perception of local facilities or amenities</li> </ul>	£83,000	£250,000
2.7. Funding (capital grants) for <b>rural circular economy projects.</b>	<b>Capital Grants to support circular economy projects</b> – link to community businesses. to enable setting up or enhancement of rural community-led repair cafes or mend workshops. This includes: <ul style="list-style-type: none"> <li>provision of premises</li> <li>tools or equipment to support</li> </ul>	<ul style="list-style-type: none"> <li>Number of potential entrepreneurs provided assistance to be business ready</li> <li>Number of local events or activities supported</li> <li>Number of people reached</li> </ul>	<ul style="list-style-type: none"> <li>Number of community – led programmes as a result of support</li> <li>Volunteering numbers as a result of support</li> </ul>	£179,279	£537,835
2.8. Funding (capital grants) for <b>impactful volunteering and social action projects to develop social and human capital in local places.</b> (SPFE9)	<b>Capital grants for community facilities</b> – Enabling events and activities to take place. <ul style="list-style-type: none"> <li>purchase of equipment</li> <li>improvements to premises to enable local volunteering groups such as youth charities, carers groups or refugee support groups</li> </ul>			£117,000	£350,000
				£679,279	£2,037,835
				£2,717,114	



# North Yorkshire Rural Prosperity Fund Investment Plan SUMMARY

Delivering the North Yorkshire RPF Investment Priorities of:

Addressing Rurality, Accessibility and Tackling Inequalities

Building Pride in our rural communities

De-carbonising our Rural communities and economy

Boosting Rural Productivity

## Communities and Place

## Supporting Local Business

### RURAL BUSINESS CAPITAL GRANTS

1. Rural micro and small business grants (Intervention 1.1)
2. Rural Community business grants (Intervention 1.2)
3. Visitor Infrastructure Grants (Intervention 1.3)

### RURAL COMMUNITIES AND PLACES GRANTS

1. Circular economy project grants (Intervention 2.7)
2. Rural Community facilities grants (Intervention 2.8)
3. Rural Cultural and Heritage assets and Activity grants (Intervention 2.4/2.5)
4. Net zero community infrastructure Grants (Intervention 2.2)
5. Blue and green infrastructure grants (intervention 2.3 and 2.6?)

**2023-24**  
Capital £1.4m

**2024-25**  
Capital £4m

**TOTAL:**  
Capital **£5,417,114**