STOKE-ON-TRENT'S COMMUNITY RENEWAL FUND SUBMISSION

The Proposed Projects

HM Government

City of
Stoke-on-Trent

A number of selected shortlisted projects for funding have been put forward to Government consideration as Stoke-on-Trent's proposed portfolio of Community Renewal proposals. It is anticipated that we will find out at the end of July whether these proposals have been successful following further appraisal by Government. These projects which make up Stoke-on-Trent City Council's submission are outlined below:

Applicant; Wavemaker Community Interest Company
Project: Stoke-on-Trent Digital Innovation and Education Hub

This local consortium project would include the creation of a Digital Innovation and Education Hub that will serve to promote research and innovation investment in the region. In addition, the project will enable citizens to be digitally upskilled to take advantage of the new technologies and to be able to participate more fully in a digitised economy. There will be particular emphasis on use of digital technology to support health and social care services. Participating citizens and employees will become digital champions and promote further inclusion, activities will include:

- Digital training
- Use of digital equipment for health, wellbeing and care support
- Enabling healthier lifestyles through the use of technology
- Creation of an Innovation Hub to highlight digital issues/challenges and find solutions

---

Applicant: Young Enterprise
Project: Enterprising Stoke-on-Trent

The project will deliver a series of programmes enabling enterprise and employability skills development for young people at secondary schools, special schools, pupil referral units, colleges and youth organisations in Stoke-on-Trent. Focusing on the goals set out in the Powering Up Stoke-on-Trent prospectus, and centred on a comprehensive Education and Skills Challenge programme over 5 years, the project will deliver unique, time-critical opportunities for young people to gain real-world skills and experiences that enhance their employability and financial capability. Evidence demonstrates that in terms of skills and employment opportunities young people have been disproportionally impacted and so a project that addresses these issues is very much supported.

Applicant Stoke-on-Trent YMCA
Project: Youth, Employment and Skills (YES) Consortium

Working across Stoke-on-Trent, the YES (Youth Employment and Skills) Consortium would bring together a dynamic partnership of local organisations, offering innovative and creative ways to break down barriers to learning and employment so that young people, aged 16-24, are positively engaged and positively contributing to society. The project will provide activities directly within communities that engage people, building confidence and trust so that people have the self-belief and resilience to take the next steps towards education/employment. Working with individuals furthest from the labour market and through a network of community organisations the project will engage and support individuals in finding training and employment opportunities on a 'tailor-made' basis.

Applicant; Acacia Training Ltd
Project: Sector Hub Action Research Project (SHARP)

This proposal contributes to levelling up through skills, infrastructure and innovation. This pilot will inform how providers can work collaboratively to address skills shortages in the adult, child and domiciliary care sector. Co-created by members of the Staffordshire Partnership for Employment and Skills (SPES) the project includes three strands:
- Promoting care as a career
- Navigating the route to employment
- Staff retention in the care sector

Pre-pandemic the care sector was struggling to promote itself as an exciting and valued career path. The pandemic highlighted this issue and therefore more than ever the sector needs support to bolster recruitment and well-being within the sector.

Applicant: Staffordshire University
Project: Boosting Digital Inclusion in Stoke-on-Trent

The project will raise the bar of digital inclusivity across Stoke-on-Trent, ensuring the most disadvantaged, disengaged and digitally excluded members of the city are engaged, supported and empowered to operate on an equal footing to those who are already accessing digital services. It would focus our activities across four key areas of delivery:
- Engagement – the project will take a collaborative approach to engaging the most digitally excluded individuals by working through a diverse range of community-based partners
- Discover grants scheme – with the aim of ensuring digitally excluded individuals have access to equipment either in their local communities or by providing people with the equipment and connectivity they need
- Knowledge and Skills – upskilling digitally excluded people so they feel able, confident and want to access digital support and services online

---

Applicant: Disability Solutions
Project: Support to Work

The project will work with local businesses to advocate for employment of people with disabilities, negotiate work placement opportunities for project beneficiaries and to support employers to become Disability Confident Employers. Hands on, one-to-one support to enable beneficiaries to move closer to employment. Beneficiaries will be people of working age who have disabilities or significant physical or mental ill-health. Although a relatively small project it is vital that individuals with disabilities are able to gain support from a dedicated service which understands their needs. It is anticipated that the projects will start breaking down barriers and enable more employers to appoint individuals with wider needs.

Applicant: New Vic Theatre
Project: Stoke Creates - Cultural Action Zones

Through a pilot place-making scheme involving different local cultural organisations, Stoke Creates will work with the arts and cultural sector, communities, community partners, and Stoke-on-Trent City Council to activate and enthuse co-ownership of the development of Cultural Action Zones across the city. By working with six groups that include residents, community organisations, volunteers, businesses, and support organisations, the project will develop six projects to use the urban spaces in our town centres and city centre, introducing art and technology. Together, the project will create a framework that builds capacity for artistic animation and experimentation in our city and town centres around themes that are specific to each place's identity and development.

HM Government

City of
Stoke-on-Trent