



UK Shared Prosperity Fund in Conwy

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The UK Shared Prosperity Fund (UKSPF) aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business and people and skills.

For 2022-25, a total of £126.46million was allocated from the UK Shared Prosperity Fund (UKSPF) for North Wales, the counties of Conwy, Denbighshire, Flintshire, Gwynedd, Isle of Anglesey and Wrexham.

Conwy County Borough Council received a total of £24,520,120 from the UK Shared Prosperity Fund to deliver results for residents, businesses and communities.

In early 2023, organisations were invited to submit applications, with 33 core projects in Conwy awarded funding.

This funding has supported a wide range of projects covering employability, skills, expansion and delivery of services, business support, carbon reduction, young people, infrastructure and asset improvements, heritage, culture, tourism, and community safety.

"The UK Shared Prosperity Fund has made it possible for funding to be distributed across the county helping ensure local people, businesses and communities could benefit.

The funding has boosted our local economy, supported job creation, and equipped people with the skills they need to succeed. Supporting local businesses to focus on innovation and sustainability will ensure long-term benefits for our communities. Investment in community projects has fostered social cohesion and had a direct impact in the heart of our towns and villages.

I'd like to thank all the groups, organisations and projects that successfully bid for UKSPF funding, for their enthusiasm, work and commitment to making Conwy a vibrant place to live, work, and visit."

Cllr Nigel Smith
Cabinet Member for Sustainable Economy
Conwy County Borough Council



Find out more:

<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

Mae'r ddogfen hon ar gael yn Gymraeg hefyd.

1

Community Regeneration Key Fund

Led by Conwy County Borough Council

Seventy projects in Conwy were awarded funding, and the Key Fund supported the regeneration of our local communities by helping these local groups, public organisations, and enterprises to take a leading role in improving their local areas environmentally, economically, socially and culturally.

By supporting these smaller projects and schemes across the county, the benefits of the UKSPF have reached more residents, communities and visitors.

Trefriw Community Council:

"For the Community Council, this success has been a real confidence boost. It has shown us that we can apply for funding and be successful. Winning the grant gave us the momentum to pursue other opportunities, like the SPF Community and Places Fund. Now we're applying for funding to improve the village hall with insulation and other upgrades."

Community Youth Shedz HQ in Mochdre:

"It's given us a base, strengthened our ties with the community, and helped us take our organisation to the next level."



2

Voluntary Sector Capacity Building Key Fund

Led by Community & Voluntary Support Conwy (CVSC)

The Voluntary Sector Key Fund was used to strengthen the voluntary sector in Conwy by enhancing resilience, sustainability and develop for the future, through grants and training.

The project was made up of three elements:

- Voluntary Sector Key Fund awarded to third sector organisations in Conwy County
- Volunteer Support Fund to assist third sector organisations in Conwy with providing volunteer expenses
- Capacity Building Training Programme for the third sector in Conwy.

CVSC quote:

“Through the Voluntary Sector Key Fund and Volunteer Support Fund, over 60 organisations received funding for their projects. Many of these projects were to maintain vital community services, support volunteering, and to build local organisations’ capacity to respond to the ever-changing economic and social climate.”



“UKSPF funding gave CVSC the opportunity to deliver two third sector conferences, a completely new venture for us. The 2023 and 2024 conferences were hugely successful events, aimed at inspiring Conwy’s third sector, and giving organisations and volunteers the skills and confidence to keep driving change in our communities.”



3

Supporting Local Business Key Fund

Led by Conwy County Borough Council

The Supporting Local Business Key Fund was used to deliver a Business Development Grant for local small and medium-sized enterprises (SMEs) to renew and develop for the future. Larger grants of between £3,000 and £100,000 were offered to support economic growth and sustainability.

Eighty two projects across all sectors were supported including tourism, retail, hospitality manufacturing and food and drink producers. Around £1.5million of private investment was included as match funding. Projects ranged from new attractions, new products and services, to new processes and technology, and included measures to reduce business carbon footprint.

Continental Diamond Tool Ltd quote:

“The process was great, and the support provided alongside the funding was straightforward. Receiving the funding has been a game-changer - it’s given us the boost we needed to scale up, increase output, open up new market opportunities, and create more jobs.”



4

People & Skills Key Fund

Led by Conwy County Borough Council

Applications were invited from training providers and organisations to deliver essential skills and training to upskill Conwy residents and increase their confidence with numeracy.

Eleven projects secured UKSPF, to support Conwy residents. Projects included access

to paid work placements, general skills development, training and qualifications to support future careers. A number of the projects supported those hardest to reach aiming to increase individuals' confidence, improve their skills and provide pre-employment support.

“The UKSPF Conwy People and Skills Key Fund has played a vital role in supporting organisations that make a real difference in people’s lives. Through this funding, we have seen impactful projects that break down employment barriers, enhance skills and improve adult numeracy. The commitment and innovation of local organisations have strengthened our communities, creating meaningful opportunities for individuals across Conwy.”



5

Transforming Young Minds - I2EM

Led by Engineering Education Scheme Wales (EESW)

This project has delivered a range of activities in schools to provide young people with opportunities to develop new work-related skills, and provide an insight into career paths in the science, technology, engineering and maths (STEM) sectors in the North Wales region.

The project included a range of in-school workshops with a focus on digital skills such as coding and 3D printing, design and electronics, and projects with sustainability themes, as well as events to industry partners to encourage girls into STEM.

EESW quote:

“During the workshops, we introduced technology such as coding or renewable energies and linked potential career opportunities to the industries which use them. For example, our wind turbine workshop highlighted the specific career types which this form of renewable energy requires, linked to Welsh Government aim that all energy generated in Wales will be renewable by 2035. This ‘sowed the seed’ of contemporary job opportunities for the next generation of engineers to take advantage of.”



6

Childcare Works

Led by National Day Nurseries Association (NDNA) Cymru

This project offered a 16-week employment programme of training and paid work placements to enable participants to begin careers in childcare and early education as Trainee Nursery Assistants (TNAs).

Aimed at economically inactive adults, the unemployed and people facing barriers to employment - it helped to create a pathway into a career in childcare and early education by supporting participants to become work-ready Trainee Nursery Assistants.

"It is my stepping stone into a career in childcare, one I wouldn't have been able to secure myself."

A spokesperson for the nursery, which has taken on two employees through the scheme, said:

"This NDNA project has been absolutely fantastic, and we are so glad we were a part of it. We are looking forward to seeing the next line up that we welcome into the nursery."



National Day Nurseries Association

"Following their time on the programme, 12 participants entered into employment. 6 entered employment within the childcare sector, 5 participants entered into employment as Teaching Assistants in primary schools (1 of these TNA is also employed and receiving hours as bank staff within the work placement provider nursery), 1 within the care sector and 1 participant has gone on to further learning, enrolling on a childcare degree course."



7

TRAC

Led by Conwy County Borough Council

This project provided support to young people aged 11-16 who were at risk of not being in education, employment or training (NEET) when they left school.

Based in all mainstream secondary schools and pupil referral units, the TRAC wellbeing workers supported young people to overcome barriers associated with becoming NEET.

"They are many valuable aspects to TRAC where our current TRAC worker has been very proactive in gaining courses and qualifications of many different natures to a lot of our pupils which enables them to gain skills for the real world. Wellbeing is another big aspect of the TRAC scheme as well as providing work experience to many of our learners. TRAC is an extremely valuable resource here at Ysgol Dyffryn Conwy."



The Justice in a Day Project used professional actors and partners to examine key issues about the criminal justice system and young people. The workshops aimed to:

- Raise awareness about the criminal justice system
- Understand the consequences of criminal/anti-social activities
- Explore the impact of such behaviour on the offender, victim and the wider community

- Understand the long-term implications of criminal behaviour on themselves and the rest of society
- Encourage healthy relationships and good citizenship.

Five workshops were held with secondary schools that included a visit to the Magistrates Court at Llandudno. Ten workshops were held at local primary schools.

“Justice in a Day gives young people the opportunity to gain an awareness of how the criminal justice system works and really importantly understand the consequences of criminal behaviour on the offender, the victim and also the community as a whole. The workshops are exceptionally powerful and encourage good citizenship at a crucial age in our young people’s development. Seeing things from the viewpoint of both victims and offenders helps young people to understand why a crime has happened and then the impacts of that behaviour.”

Comments from pupils attending:

“We need to educate young people that drugs do no one any good and that many people will be affected by one person’s action.”

“We’ve talked about drugs and their effects in school but today has been different. I’ve learned a lot about how the justice system works and the difference between adult and youth courts.”



9

Improving and Future Proofing the Visitor Economy

Led by Conwy County Borough Council

This project focused on developing the visitor economy in Conwy County through:

- Networking opportunities and further development of the Conwy Tourism Ambassador Programme, including creating Conwy Tourism Ambassador Week
- Developing local trails to support Visit Wales' 2023 Year of Trails campaign including Llandudno Heritage and Alice in Wonderland
- Developing a winter tourism campaign to establish Conwy County as a year-round destination and producing a feasibility study on developing the night-time economy in Conwy County
- Developing and marketing the Tourist Information Centre online shop as a platform for local businesses to sell their produce nationally.

"Our Conwy Tourism Ambassadors' networking events brought over 200 people together to share their knowledge and experience. We helped people become White Badge Tourist Guides. We have also been able to refurbish the statues along the popular Alice Trail and produce a new map and leaflet for visitors."



Creu'r Sbardun: Creating the Spark - A cultural transformation project for Conwy County

Led by Conwy County Borough Council

This project funded delivery plans for two key cultural strategies:

- Creu Conwy, Creating the Spark - a Cultural Strategy for Conwy County Borough 2021-2028
- Conwy Library and Information Strategy 2021-2026.

The activities and delivery included:

- Cultural Projects: Llenwi signage, Winter Sounds, Oriel Colwyn exhibitions, mobile event equipment

- Town Teams in Abergele, Bae Colwyn, Conwy, Llandudno, Llanrwst
- Organisational resilience: NCompass Consultants' support for libraries, museums, and cultural groups
- Skill building: 7 Cultural Apprentice roles
- Wellbeing initiatives: Taith for mental health, Cymunedol for community activities
- Libraries as community hubs: UKSPF funded a dedicated role and capital investment to enhance accessibility through digital infrastructure improvements.

Winter Sounds partner:

"To our group, the project made a big difference. It allowed our group to put on an event in Conwy that was on a bigger scale than we would usually be able to do. We recorded our highest attendee figures thus far in that event."

Mobile event equipment:

"The mobile lift was absolutely brilliant and made a world of difference for Conwy Connect Got Talent at Theatr Colwyn. It enabled a wheelchair user to perform on stage alongside her peers for the very first time, creating a truly inclusive and memorable experience, illustrating beautifully that stages should be accessible to everyone. Seeing her shine with confidence was very special, and it wouldn't have been possible without this fantastic piece of equipment, thank you!"

Cultural Apprentices:

"I have gained a lot of experience in a field I have always wanted to work in. I have had a chance to develop professionally in a way I'm very happy with."

"I have learnt almost everything I need to know on the job through practical means with support if I needed it. I have had training in more specific areas, such as manual handling."



The project provided access to a tailored package of mentoring support for people aged 16-25 transitioning into Further Education, offering a wraparound mental health and wellbeing service, supporting their learning journey through college, and progression into potential employment.

The wraparound support has had a positive impact on learners' wellbeing: promoting healthier lifestyles and relationships; improving resilience and enabling learners to remain engaged in learning; empowering them to make a successful transition to a positive outcome at the end of their studies with Grŵp Llandrillo Menai.

Wellbeing Project Manager:

"By focusing on mental health, wellbeing, and the development of essential life skills, we are not only helping learners remain engaged in education but also building their resilience for the future. The data clearly shows that those accessing this support are now just as likely to succeed and stay on their course as learners who do not require the same level of intervention."

"Learner A was identified as at risk due to low attendance (approx. 65%), particularly on Mondays, linked to weekend travel. At one point, attendance dropped to 22%. After receiving a verbal warning in November, the learner began attending on Mondays and discovered a lunchtime Table Tennis club. Encouraged by peers, they joined and became a regular participant, even helping with setup and pack-down. Since engaging with the club, attendance rose to 73% by January and 79% by March. The learner now consistently attends Monday tutorials and shows increased enthusiasm, with tutors noting a positive change in attitude and engagement."



Grŵp
**Llandrillo
Menai**



The Tourism Talent Network Pathfinder lay the groundwork for the delivery of the Tourism Talent Network (North Wales Growth Deal) to tackle recruitment deficiencies, address negative perceptions and promote career opportunities in the tourism sector.

The Pathfinder developed skills and training provision for partners to accelerate the development of the Centre of Excellence hub at Coleg Llandrillo.

More than two hundred schoolchildren from Conwy have experienced exciting career opportunities in tourism and hospitality. The

project has helped school students across Conwy to discover the vibrant and unique opportunities the sector has to offer in North Wales.

Top chefs and business owners gathered to give inspiring talks, demonstrations and workshops (which included tasting sessions) and pupils benefited from a work experience event at Zip World in Betws-y-Coed. School students were even invited to a once-in-a-lifetime 'Chef's Table' evening with celebrity chef and Great British Menu winner, Bryn Williams.

A pupil who attended the exclusive Chef's Table event hosted by Bryn Williams said:

"I didn't expect to be invited to an event like this, I was so chuffed to be invited. I really enjoyed it - the meals were beautiful, Bryn's really nice. I love the idea of this, and it would be nice to work here one day!"



A pupil who attended the work experience event held at Zip World in Betws-y-Coed, said:

"I found it fun and educational. I have learned lots of new things that go on behind the scenes, and [about] all the jobs and how everything's run. It was quite fun [and] educational - I've learned quite a lot."



This project supported people with mental health needs to find and stay in employment. Being in the right job can help to improve general wellbeing and support recovery from mental health difficulties. The WorkWell programme offers specialist support to help people with mental health needs find suitable employment.

The programme is open to people who live in Conwy, who are currently out of work, and have a mental health condition such as:

- Depression or low mood
- Anxiety
- Panic attacks
- Obsessive compulsive disorder
- Emotional dysregulation.

“Thanks to WorkWell’s support I secured a job as an exam invigilator, and then a part time job at a small local family business. It’s only one day a week, sometimes more, but it was exactly what I needed to help me get in a better place again. WorkWell is a fab service, and Debbie’s approach to engagement and employability has played a significant part in moving me forward. Debbie was just like a friend, and her support and encouragement empowered me to move forward with my life. I’m much more confident now, my confidence has returned. Thank you WorkWell.”



Work Well Conwy

Supporting people with mental health needs to find, and stay in employment in Conwy County

01745 336442

workwell@rcs-wales.co.uk

Scan me to go website

This project delivered a range activities to create and support a number of volunteer roles and community opportunities, including:

- Expanding a network of community litter-picking hubs, volunteer litter champions and litter free zones scheme
- Awareness raising and behaviour change campaigns
- Liaising with local authorities and community groups to identify suitable

trials and campaigns to address Local Environmental Quality (LEQ) issues, such as dog fouling, fly tipping and tourist litter

- Set up and support repair cafes, reuse/ swap shops, waste amnesties, recycling pop-ups and other activities to tackle fly tipping, assist people on low incomes and reduce waste
- Annual litter surveys to identify persistent problems and analysis to inform action.

“The informal nature of the event created a relaxed and welcoming environment, encouraging residents to participate without feeling pressured. This approach helped break down barriers and foster open communication.”



To find out more about the
UK Shared Prosperity Fund in Conwy, visit:

www.conwy.gov.uk/uk-shared-prosperity-fund