

# SECCADS

[ South East Creative,  
[ Cultural and Digital Support

## Announcing the South East Creative, Cultural and Digital Support programme

**(SECCADS)**



## Why are we running the SECCADS Programme?

*“The Creative Industries are a success story, playing a key role in the UK’s economic recovery. They contributed £87.4bn in GVA in 2015, 5.3% of the UK economy (comparable to the Construction and Information sectors) and between 2010 and 2015 grew by 34% - faster than any other sector. They have also outperformed other sectors in terms of employment growth: between 2011 and 2016, employment in the sector increased by 25.4% (circa 400,000 jobs) compared to 7.6% average across the wider UK. The sector is a net exporter of services (£11.3bn surplus in 2015)”*

Independent Review of the Creative Industries, Sir Peter Bazalgette 2017

The South East Local Enterprise Partnership (SELEP) wishes to ensure that it supports and benefits from this growth sector. Aware that the Creative, Cultural and Digital Sector does not tend to access mainstream business support, SELEP has supported the South East Creative Economy Network to develop SECCADS. SECCADS is designed to specifically attract and meet the needs of the sector.

## What is SECCADS?

SECCADS will be a two-year business support programme designed to support Creative, Cultural and Digital Businesses (2018 – 2020). There will be three categories of support on offer:

- Cluster-it: support to encourage cluster development across the SELEP area and into key markets such as London
- Design-it: support for business start-ups in the sector
- Grow-it: support for business growth

There will be:

- One local Coordinator located in each of the three areas: Essex, Kent and East Sussex.
- Local cultural hubs which will be the principle venues for the SECCADS programme
- Events, networking opportunities, training, grants and a digital platform.

## Who will be providing the business support?

The Lead Partners will secure a “main supplier” who will provide the bespoke business support suitable for the sector. They supplier will also fulfil a Project Director role to the programme. Whilst the monitoring of the legal and financial framework and all final decision making will be managed by Thurrock Council, the main supplier will direct the overall vision of the project, the way it is marketed and

communicated and the way it is designed to ensure the outputs are met and a legacy is achieved.

## **What are local Cultural Hubs?**

The local Cultural Hubs will be existing local visible organisations who are trusted by the creative, cultural and digital community and have a credible reputation for expertise in the creative, cultural and/or digital sector. The Hubs will provide a flagship location at the heart of the SECCADS programme. Hubs will be secured via an open procurement process.

Local Cultural Hubs will work closely with the SECCADS local Co-ordinator to provide space for meetings and events and an occasional hot desking facility for the SECCADS local Co-ordinator.

Hubs will maintain close relationships with the main supplier of business support and the Coordinators. Hubs will be required to use their local knowledge and credibility with the sector to achieve local traction and ownership of SECCADS and be ambassadors for the SECCADS programme.

## **What is the role of the local Co-ordinators?**

The local Co-ordinators will work closely with the local Cultural Hubs to programme networking and platforming events to engage the Creative, Cultural and Digital sectors locally. In addition to the core SECCADS provided by the main supplier, each Coordinator, in collaboration with the Hubs and main supplier, will have the option to offer a more tailored business support offer or event(s) if a particular local issue, opportunity or need is identified.

## **Is there a grants programme for SECCADS?**

Grants will be available for facilities and equipment which are to be shared by two or more businesses. Grants will be for up to 30% of overall costs.

## **What will the legacy of SECCADS be?**

- Creative, cultural and digital companies becoming more productive, realising their own ambitions for growth.
- New creative, cultural and digital companies start up
- Entrepreneurs are supported to develop their ideas and are more likely to succeed
- New sector specific networks grow
- New collaborations take place

- SELEP area is freelance friendly
- New resources are available to the sector
- Current business support programmes adapt and serve the sector more effectively

## How is SECCADS funded?

This is a partnership project supported by:

- European Regional Development Fund (ERDF)
- Kent County Council
- East Sussex County Council
- Thurrock Council
- Southend Borough Council
- Medway Council
- University of Essex
- Colchester Borough Council
- Essex County Council

## Who runs SECCADS?

SECCADs is a partnership of seven organisations across the South East Local Enterprise Partnership (SELEP) region: Thurrock Council (lead partner), Kent County Council, East Sussex County Council, Colchester Borough Council, Southend-on-Sea Borough Council, Medway Council (Note Thurrock, Essex, Southend and Colchester are collectively referred to as BEST – Business Essex, Southend and Thurrock) and University of Essex.

The lead partner is Thurrock Council who will oversee the delivery of SECCADS and will ensure that the programme is delivered to achieve the agreed ERDF outputs. They will also develop a central digital platform.

## What's happening now? How do I find out more?

The partners are busy:

- Appointing the Project Manager and local Coordinators
- Procuring the main supplier and local Cultural Hubs
- Preparing the Grants Manual

## How do I find out more?

If you received this information directly you will hear when the programme goes live.

If you received this information via a friend then please do contact me and I will put you on the list for further details when they are ready:

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