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# SELEP Sector Support Fund

**1<sup>st</sup> August 2018 – Workshop Meeting**

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## Purpose and Structure of the Workshop

### Part 1

- Sector Support Fund application process
- Assessment of bids
- Project approvals
- Delivery

### Part 2

- Detail of application form

### Part 3

- Workshop discussions



## SELEP Working Groups

- Rural
- Coastal/CORE
- U9
- Growth Hubs
- Skills Advisory Group
- Creative Economy Network
- Tourism
- Housing and development
- Social Enterprise
- Energy Group





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# Introduction

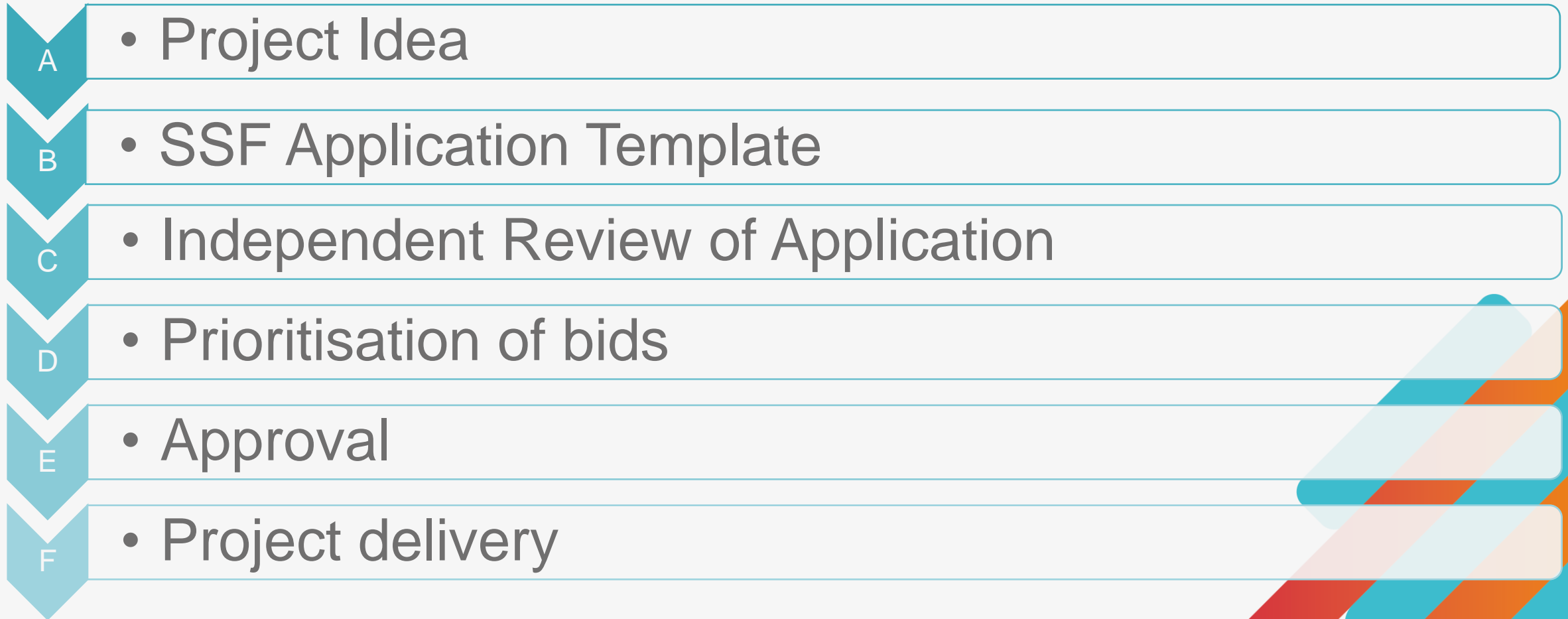
## Part 1 - Introduction to Sector Support Fund

- Financial support for SELEPs working groups
- £500,000 available per year
- Aim to support pan LEP activities





## Application Process





A

## • Project Idea

- Clearly defined idea
- Pan LEP project
- Costs, project milestones and project management approach are clearly understood





B

## • SSF Application Template

- Complete template
- Mindful of the guidance note on how projects will be assessed
- Seek endorsement for the bid from at least one Federated Board





C

## • Independent Review of the Application

- Assessment of the application by the SELEP Accountable Body
- Does the project comply with the eligibility criteria?

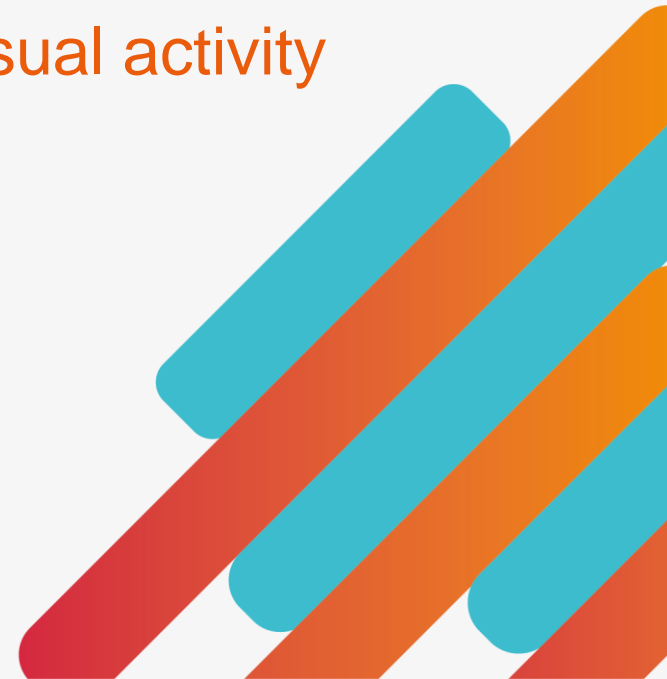






## Eligibility Criterion

- Scope must be pan LEP
- Federated areas must support the project
- Outcomes must align with the SELEP overarching objectives – jobs, homes, skills
- Project must align with SELEP priorities as defined in the SEP
- Must be a discrete piece of work, not business as usual activity
- Minimum value of £25,000 and max of £200,000
- Revenue funding
- Match funding of 30%
- Maximum of 12 months in duration
- Demonstrate high value for money
- Supported by lead County or Unitary authority





D

## • Prioritisation of bids

- If the total value of bids exceeds the funding available then projects will be prioritisation by SELEP Directors Group
- Prioritisation based on the following criteria:
  - Strategic fit
  - Scale of benefits
  - Delivery
  - Rationale for SSF investment
  - Sector support fund available





## Prioritisation Criterion

<b>Strategic Fit</b>	Reference to SELEP objectives and how the project meets with SELEP objectives
<b>Scale of the benefits</b>	Project benefits should be quantified where possible and should be specific to the SELEP area. The application should also consider how quickly the project benefits can be realised.
<b>Delivery</b>	Clear plan of how the project will be delivered, including project milestones and consideration for project risks
<b>Rationale for SSF investment</b>	Justification for why public sector funding investment is required. This should include detail of other funding sources which have been considered
<b>SSF available</b>	Availability of funding at point of application



E

## • Approval

- Consideration of the project by the SELEP Strategic Board
- Funding agreement between Essex County Council, as the SELEP Accountable Body, and the lead Unitary/ County Council





F

## • Monitoring and Evaluation

### Monitoring

- Spend of the grant and match contributions
- Completion of project milestones
- Monitoring of project risks

### Evaluation

- Delivery of the expected project benefits
- Lessons learnt from project delivery



# Timescales

<b>Timescales for applications</b>	<b>September 2018 Strategic Board</b>	<b>December 2018 Strategic Board</b>	<b>March 2019 Strategic Board</b>
<b>Bid Submission</b>	10 <sup>th</sup> August 2018	2 <sup>nd</sup> November 2018	8 <sup>th</sup> February 2019
<b>Independent Review of bid by the SELEP Accountable Body</b>	w/c 13 <sup>th</sup> August 2018	w/c 5 <sup>th</sup> November 2018	11 <sup>th</sup> February 2019
<b>Prioritisation by SELEP Directors Group</b>	w/c 27 <sup>th</sup> August 2018	w/c 12 <sup>th</sup> November 2018	w/c 25 <sup>th</sup> February 2019
<b>Strategic Board report to be published</b>	20 <sup>th</sup> September 2018	29 <sup>th</sup> November 2018	14 <sup>th</sup> March 2019
<b>Strategic Board Meeting</b>	28 <sup>th</sup> September 2018	7 <sup>th</sup> December 2018	22 <sup>nd</sup> March 2019



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# Questions so far ?



## Completion the application form

- **Project Title**
- **Project Location**
- **Lead point of contact for the Project**
- **Lead contact in County Council/Unitary Authority (if different)**
- **Project Description**





## Completion the application form

- **Total value of SSF sought (should be between £25,000 - £200,000)**
- **Total value of the project**
- **Total value of match funding**
- **Detail of match funding**
- **Funding breakdown - table**





## Funding breakdown (£)

Source	2017/18	2018/19	2019/20	Total
<b>SSF</b>				
<b>Other sources of funding (please list below, add additional rows if necessary)</b>				
<b>Insert name of funding</b>				
<b>Total Project Cost</b>				

## Funding breakdown (£) - example

Source	2017/18	2018/19	2019/20	Total
<b>SSF</b>	-	200,000	-	200,000
<b>Other sources of funding (please list below, add additional rows if necessary)</b>				
<b>Local Authority</b>	-	20,000	40,000	60,000
	-	-	-	-
	-	-	-	-
<b>Total Project Cost</b>	-	220,000	40,000	260,000

## Project Milestones Example - *for study*

Key Milestones	Description	Indicative Date
<b>Agree study brief</b>	Agree with the project team the scope of the study and the consultancy brief	w/c 14 <sup>th</sup> Jan 2019
<b>Issue Brief</b>	Issue brief to potential consultancy firms (following public procurement guidance).	w/c 21 <sup>st</sup> Jan 2019
<b>Tender responses</b>	Deadline for tender responses to the consultancy brief to be received	1 <sup>st</sup> March 2019
<b>Tender Assessment</b>	Assessment of the submitted tender responses and appointment of consultant	w/c 4 <sup>th</sup> March 2019
<b>Inception Meeting with consultant</b>	Meeting with the appointed consultant to re-affirm expectations for the study	w/c 18 <sup>th</sup> March 2019
<b>Draft Report</b>	Completion of a draft report for comment	3 <sup>rd</sup> May 2019
<b>Final Report</b>	Completion of final report	31 <sup>st</sup> May 2019

## ➤ **Benefits created by 2021**

- **Reduced cost through working on a pan LEP basis**
- **Acceleration of benefits being achieved (eg business rates yield, creation of jobs)**
- **Economic impact of increased skills levels, visitor economy benefits etc.**
- **Potential growth of the sector**

**Approach will be different for each project**



## Benefits Created Example - *project to increase visitor numbers*

Type of Benefit	Number of Benefits Created	Cash value of benefit
<b>Increase in visitor numbers</b>	2,050 additional visitors per year	£175,480 per year (£85.6 x 2,050)
		Total value to 2021 = £526,440

\*Average spend per visit was £85.6 per day in 2017  
Source - <https://www.visitbritain.org/2017-snapshot>

## Value for Money

- Value for Money – Benefit/Cost Ratio
  - Quantitative analysis
- Value for Money – Other considerations
  - Qualitative analysis



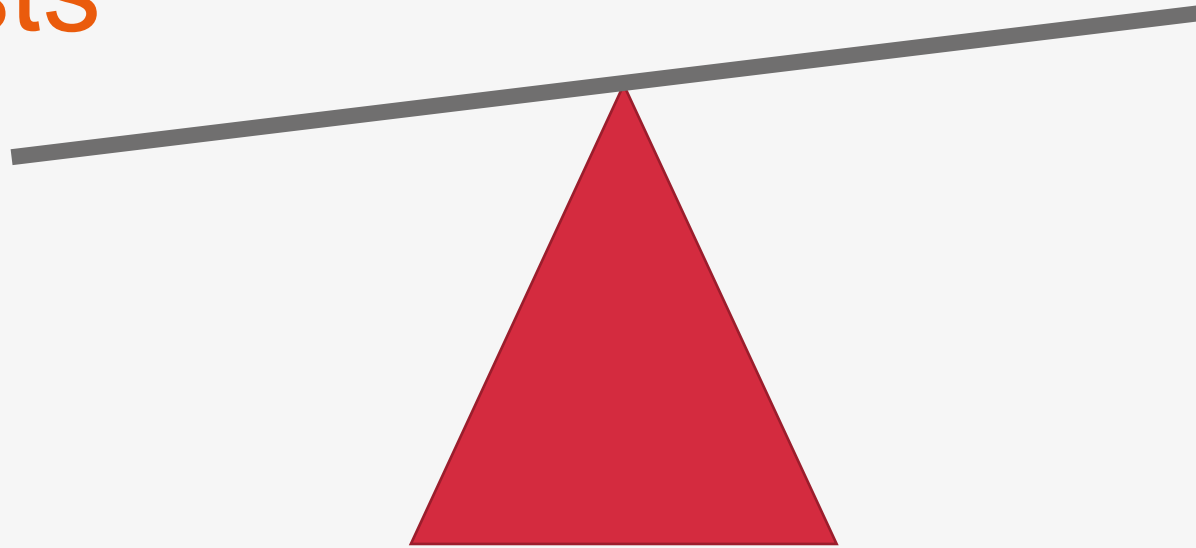


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# Application Form

Costs

Benefits





## Value for Money Example – *Project to increase visitor numbers*

- Value for Money – Benefit/Cost Ratio - **Quantitative analysis**

**Total benefits (£526,440)/ Total Cost (£260,000)**

**BCR= 2.025:1**

- Value for Money – Other considerations - **Qualitative analysis**

**Promotion of the sector, potential for return trips**

## Completion the application form

- **Dependencies and Risk**
- **State Aid Implications**
- **Contracting Body**
- **Project Governance**
- **Declaration**

Application will be made available on the SELEP website





A

- Project Idea

B

- SSF Application Template

C

- Independent Review of Application

D

- Prioritisation of bids

E

- Approval

F

- Project delivery

Project Example – Support for Enterprise Zones

Preparation of Masterplan, Local Development Order and site marketing

Links to SEP and Government Industrial Strategy

42% match funding contribution

Clear timescales and delivery plan

Acceleration of business rate yield

<http://www.southeastlep.com/project/north-kent-enterprise-zone-enabling-and-marketing/>





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## Federated Board – lead contacts

**Team East Sussex (TES)** – Dave Evans

[Dave.Evans@eastsussex.gov.uk](mailto:Dave.Evans@eastsussex.gov.uk)

**Essex Business Board (EBB)** – Dawn Redpath

[dawn.redpath@essex.gov.uk](mailto:dawn.redpath@essex.gov.uk)

**Kent and Medway Economic Partnership (KMEP)** – Sarah

Nurden [Sarah.Nurden@kent.gov.uk](mailto:Sarah.Nurden@kent.gov.uk)

**Opportunity South Essex (OSE)** – Ian Lewis

[ilewis@castlepoint.gov.uk](mailto:ilewis@castlepoint.gov.uk)





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## Contact details

Applications to be sent to - [hello@southeastlep.com](mailto:hello@southeastlep.com)

Guidance note and application form can be found on SELEP website -

<https://www.southeastlep.com/opportunities/sector-support-fund/>

The main contact for each of the working groups can also be found on the SSF page of the SELEP website

