

Appendix 2 Sector Support Fund (SSF) Application Template

1. Project Title	
Coastal Communities Supplement to the SELEP Strategic Economic Plan	
2. Project Location	
Pan-LEP	
3. Lead point of contact for Project	
Name	Simon Hubbard (or nominee)
Organisation	Hastings Borough Council
Job Title	Director of Operational Services
Telephone	01424-451753
Email	shubbard@hastings.gov.uk
4. Lead contact in County Council/ Unitary Authority (if different from above)	
Name	Richard Dawson
Organisation	East Sussex County Council
Job Title	Head of Economic Development, Skills and Infrastructure
Telephone	01273 482305
Email	Richard.Dawson@eastsussex.gov.uk
5. Description of Project (No more than 300 words)	
<p><i>This narrative should include evidence of impact in at least three of the four SELEP Federated areas and links to sector based working groups</i></p> <p>The particular challenges facing coastal economies have been well documented by various research studies and has shaped government policy through initiatives such as the Coastal Communities Fund, Coastal Communities Teams, and the current House of Lords Select Committee inquiry.</p> <p>The SELEP SEP makes reference to the need for a bespoke package of investment to support coastal economies; however the economic case for such a bespoke package has yet to be articulated.</p> <p>Coastal areas have of course received benefits from existing programmes such as the Local Growth Fund & Growing Places Fund; however these funding streams favour interventions that deliver direct economic outputs at a large scale. They do not favour SME-led economies nor address some of the wider issues referred to in the SEP; particularly around place-shaping and the need to invest in the wider social infrastructure in order to attract private sector investment in capital, jobs and skills. Coastal communities need to grow SME business and encourage investment by larger businesses as the opportunities arise.</p> <p>This project is intended to prepare a coastal supplement to the revised SEP, to act as an investment prospectus that will articulate the economic opportunities and priorities specific to coastal areas and make a strategic case for investment, based on an evidence-led approach that demonstrates the potential economic outcomes, benefits and the comparative costs of investing on the coast compared to areas of the region better connected to transport and economic infrastructures.</p> <p>Consultants will be appointed to:</p> <ul style="list-style-type: none"> consider the current and future opportunities of the Coastal Communities and their potential purpose in the regional economy; analyse the opportunities and barriers to investment and growth; 	

- identify a number of key strategic interventions that may accelerate growth;
- recommend to SELEP a limited number of strategic priorities for action, identifying key outputs and outcomes that will enable success to be measured

The project prospectus will be thematically led, focussing on those areas which are of particular relevance and importance to coastal economies; building on research carried out by Sheffield Hallam University and other relevant studies. The research identified the variation in economic and social conditions along the coast and forms the basis for both prioritisation and a flexible approach.

6. Project links to SELEP Strategic Economic Plan

Please identify which objectives within the current SEP that this project will assist in delivering

Sections 2.49 – 2.51 of the SEP refers explicitly to the need for bespoke and co-ordinated investment into coastal towns:

2.49

The SE LEP recognises that its coastal communities are a defining feature of South East England and require bespoke, co-ordinated programmes of investment to enable them to generate the returns available from the enterprise and employment, culture and heritage that their location provides.

2.50

The SE LEP coast hosts a number of key locations for the offshore renewables industry. It is home to one of the nation's six Centres of Offshore Renewable Engineering (CORE) in Kent and work is in hand in Essex to establish Harwich/Tendring as the nation's seventh CORE. Major opportunities for development and manufacturing are available at or in close proximity to the SE LEP's Ports, many of which are already at the leading edge of supplying, installing and servicing the wind farms around our coast.

2.51

Many of our coastal towns have benefited in recent years from regeneration and placeshaping programmes that have started a process of restoring coastal towns to provide attractive and vibrant places to live, work and visit. These have included significant investments in the coast's cultural offer, but further intervention is required if the SE LEP is to unlock key sites for development and to bring empty or under-performing assets back into economic use.

8 of the 12 Growth Corridors identified in the SEP are either centred upon, or include one or more coastal towns. The success of these corridors as drivers of the regional economy is dependent on economic growth being achieved in these coastal anchors.

The prospectus that will be produced as a result of this project will articulate quantifiable estimates of the economic impact of targeted investment in coastal communities, in relation to job creation, skills development (and net growth / GVA?) - in effect a mini 'growth deal' for the coastal economies.

7. Total value (£s) of SSF sought (net of VAT)

£40,000

8. Total value (£s) of project (net of VAT)

£60,000



9. Total value (£) of match funding (net of VAT)																
£20,000																
10. Funding breakdown (£s)																
Source	2017/18	2018/19	2019/20	Total												
SSF		£20,000	£20,000	£40,000												
Other sources of funding (<i>please list below, add additional rows if necessary</i>)																
Local Authority Contributions		£10,000	£10,000	£20,000												
11. Details of match funding																
<p><i>Insert details of match funding, including who is providing match, at what value, on what terms and what assurances are there that the match will be provided</i></p> <p>Match funding will be provided through participating local authorities within the Coastal Communities Group. Local councils signed up to this approach are:</p> <table border="0"> <tr> <td>Thanet</td> <td>Dover</td> </tr> <tr> <td>Rother</td> <td>Folkestone + Hythe</td> </tr> <tr> <td>Tendring</td> <td>Malden</td> </tr> <tr> <td>Rochford</td> <td>Lewes + Eastbourne</td> </tr> <tr> <td>Eastbourne</td> <td>Hastings</td> </tr> <tr> <td>Southend</td> <td>Essex</td> </tr> </table> <p>Both East Sussex and Essex County Councils have indicated their support for this approach but regrettably no financial commitment as yet.</p>					Thanet	Dover	Rother	Folkestone + Hythe	Tendring	Malden	Rochford	Lewes + Eastbourne	Eastbourne	Hastings	Southend	Essex
Thanet	Dover															
Rother	Folkestone + Hythe															
Tendring	Malden															
Rochford	Lewes + Eastbourne															
Eastbourne	Hastings															
Southend	Essex															
12. Expected project start and completion dates																
<p>Project start: August 2018 Project completion: September 2019</p>																
13. Key Milestones																
Key Milestones	Description	Indicative Date														
Consultancy brief shared & approved by stakeholders		August – November 2018														



SELEP Board approval	SELEP Board approval	November 2018
Offer of grant		December 2018
Selection of consultant	Tender opens	January 2019
	Award of contract	February 2019
Stage 1 completion – stakeholder engagement & research	(Subject to consultancy project programme)	April 2019
Second stage – draft recommendations & consultation	(Subject to consultancy project programme)	June 2019
Final draft submitted to SELEP board for approval	(Subject to consultancy project programme)	September 2019

14. Benefits created (list benefits with number/amount and cash value if applicable)

Type of Benefit	Number of benefits created	Cash value of benefit (£)
The chief benefit will be enhancing the ability of SELEP partners to identify and focus on schemes that will grow coastally based business		It is not possible to identify this but coastal economic inactivity and isolation is a very significant drag factor on the regional economy. The coastal areas offer potentially immense benefits in terms of wealth creation and housing with the right interventions.

15. Value for Money – Benefit/Cost Ratio

Please insert your Benefit/Cost Ratio (i.e total value of benefits divided by total costs). Please indicate how you have quantified your benefits and over what period those benefits are expected to realised

The coastal region is made up of over 40 smaller and medium communities. It is clearly VFM for SELEP to consider the interests of these communities jointly rather than through the commissioning of separate studies at a local or regional level.

16. Value for Money – Other Considerations

Please detail benefits that cannot be quantified or cannot be quantified without lengthy or expensive analysis. This narrative should include details on why the benefit can't be quantified. If your BCR does not meet the standard 2:1 – please use this section to set out why the investment should be considered

The completed prospectus will make the economic case for targeted investment in coastal communities, having regard to their specific opportunities and constraints. It will show how targeted investment can generate value for money in the form of economic growth and employment as measured by jobs, skills, and capital investment. It will identify sectors which have the potential to increase productivity and the investments that are needed to attract and grow those sectors. It will also be necessary to identify where intervention cannot achieve the simple VFM in comparison to other parts of the region. It will be necessary to consider the social return on investment as well as the impact of VFM.

This points towards investing in key economic sectors where coastal communities can offer the greatest potential for growth. In addition there are numerous examples where public investment in wraparound infrastructure such as public realm, cultural and leisure facilities generates confidence in the private sector and creates the conditions whereby they will invest. This long-term strategic approach is essential if coastal towns are to become and remain competitive into the future.

Currently seaside towns are enjoying partial renaissance but nationally and locally there is no strategic blueprint which is aimed at often medium sized urban settlements for a variety of reasons of underlying uncompetitiveness.

17. Dependencies and Risks

Please detail any scheme dependencies, risks and delivery constraints which may impact on the delivery of the project and or the benefits achieved through SSF investment in the Project

Dependencies

Match funding

Degree of engagement with stakeholders and potential investors – the greater the participation by coastal authorities the more robust the results will be.

Availability of robust data for economic modelling

Risks

The project itself is a straightforward consultancy commission which carries little risk in terms of delivery. All of the local authorities currently involved have considerable experience in managing consultancy work of this nature.

Commissioning will be carried out by the Lead Organisation by way of a tendering process in accordance with their financial procedure rules. Tenders will be assessed on the strength of the methodology, evidence of recent relevant work and the experience of the individuals involved; as well as value for money.

Failure to engage with the project by other coastal authorities will limit the breadth of the report and weaken its potential value in making the case for investment.

18. State Aid Implications

Please indicate how your projects complies with State Aid Regulations

This bid is not impacted by State Aid Regulations

NB: A declaration of compliance with EU or other State Aid Regulations will be required prior to any SSF being provided. If your project is awarded SSF it will be subject to a condition requiring the repayment of funding in the event that the European Commission or UK Government determines that the funding constitutes unlawful State Aid

19. Contracting Body

Please provide the name of the organisation to act as contracting body and a give details of a contact with the organisation, including phone number and email.

*If the contracting body is **not** one of the SELEP County or Unitary Councils, please detail the organisation that has been chosen, why the organisation has been selected and the benefits this arrangement will bring to the project. Any known risks of this organisation acting as contracting party should be identified here. Essex County Council as Accountable Body will make the final decision on whether any organisation is a suitable contracting partner.*

Hastings Borough Council has agreed to act as contract manager.

20. Declaration

Declaration

I certify that the information provided in this application is complete and correct

Signature (Lead applicant)



Print Name	
Organisation	
Date	

DRAFT

