

Appendix 2 Sector Support Fund (SSF) Application Template

1. Project Title	
Delivering skills of the future through teaching: <i>teaching for growth</i>	
2. Project Location	
LEP wide	
3. Lead point of contact for Project	
Name	Louise Aitken
Organisation	South East LEP Skills Advisory Group
Job Title	Skills Lead
Telephone	07826 531387
Email	Louise.aitken@southeastlep.com
4. Lead contact in County Council/ Unitary Authority (if different from above)	
Name	As above – SELEP Secretariat C/O Essex CC
Organisation	
Job Title	
Telephone	
Email	
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 SELEP Skills Strategy highlights the widespread shortage of tutors, teachers and trainers across the area, also illustrated through vacancies. Training providers, colleges and universities have reported challenges in recruitment. This is particularly the case for priority sectors such as construction, logistics, engineering, health, care, and digital and is therefore a significant impediment to economic growth and productivity. This has created a major obstacle to addressing skills shortages where these sectors themselves are struggling to recruit and can often offer higher salaries.</p> <p>Further research into this has shown that the recruitment challenges stem from:</p> <ul style="list-style-type: none"> Limited budget for educators to compete with industry on salary Misconceptions regarding what working in further education / training involves Lack of awareness around the shortages and broader implications for economic growth Lack of awareness around roles working in education Limited knowledge of positive aspects such as longer holidays, less commuting, flexible working, cutting edge facilities and working environment and rewarding nature of work Requirement for some providers for new recruits from industry to pay for teaching qualifications themselves <p>To this end, in order to address these core challenges, a project is proposed comprising of:</p> <ul style="list-style-type: none"> A high quality awareness raising campaign which will showcase the sector locally, demonstrate 	



the range of innovative and inspirational facilities and articulating the benefits of working in the sector. The campaign will utilise video and targeted digital marketing techniques.

- A contribution to teacher training costs aligned to priority sectors comprising of 40+ grants of up to £4,000 to be issued across the LEP and to raise awareness of the issue and SELEP / partners commitment to addressing it
- Programme management to carry out the project and capture and showcase existing and related support available such as 'Teach-Too' and the tutor CPD work undertaken by local skills boards
- The project would run for 12 months with the intention that it forms a blueprint for the apprenticeship teaching qualification, future ESF and online learning.

6. Project links to SELEP Strategic Economic Plan

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

The SELEP Strategic Economic Plan puts skills as a top priority stating commitments to increasing skills levels and delivering an effective skills capital programme. Skills is a theme running through the entire SEP acknowledging the role it plays in growth and productivity. In order to deliver against the specific ambitions as below, addressing teaching shortages will be essential. This is particularly the case in delivering the sector growth the SEP sets out. Specifically this project will deliver against the following objectives set out in the SEP;

- Apprenticeship growth
- Higher, technical and STEM based qualifications
- Raising skills levels overall
- Delivering against the skills capital projects to meet the training needs of more employers
- Piloting sector based tutor training

The project outlined also addresses one of the key barriers to economic growth identified in the new SELEP Skills Strategy 2018-2023. Moreover, it can utilise innovative practice developing in the skills landscape locally including virtual reality for training and awareness raising of sector opportunities.

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

Aspect of project	Cost
35 grants @ £4000 each	£140,000 (sector support fund)
High quality video / promotion & marketing	£30,000 (sector support fund)
Co-ordination of project	£25,000 (sector support fund)
	£195,000 (total sector support funding sought)

Please note that costs could be scaled down according to availability of funds. So, fewer bursaries could be offered if less money is available.

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

£286,800

9. Total value (£) of match funding (net of VAT)

£91,800 match (32%)

- £20,000 Essex County Council / Essex Employment and Skills Board (Cash)
- £6,000 East Sussex County Council / Skills East Sussex (cash)
- £61,500 teacher training costs (minimum - £1,500 contribution to teacher training costs by colleges and providers per bursary for 41 bursaries).
- £4,300 -East Sussex College have committed to 5-10 free awards in 'Assessing Vocationally Related Achievement (QCF) worth £430 each.

10. Funding breakdown (£s)

Source	2017/18	2018/19	2019/20	Total
SSF		£195,000		
Other sources of funding (please list below, add additional rows if necessary)				
<i>Insert name of funding</i>				
Essex ESB		£20,000		
East Sussex County Council		£6,000		
Provider contribution to training		£61,500		
Awards in Assessing Vocationally related Achievement (QCF)		£4,300		
Total Project Cost		£286,800		

11. Details of match funding

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

- £20,000 Essex ESB cash match for five additional bursaries – written commitment from Essex County Council of this funding. This will be provided to the overall funding pot for the project.
- £6,000 East Sussex County Council cash match for 1.5 additional bursaries – written commitment from East Sussex County Council for this funding. This will be provided to the overall funding pot for the project.
- £1,500 minimum per bursary from industry / education x 41 bursaries = £61,500 projected match. Feedback from colleges and universities has been that a contribution to training costs would be viable and achievable. Based on previous programmes (i.e. Golden Hello through Essex ESB) this is achievable.
- £4,300 -East Sussex College have committed to 5-10 free awards in 'Assessing Vocationally Related Achievement (QCF) worth £430 each. Written commitment from the college. Further details at <http://www.sussexcoast.ac.uk/courses/teacher-training/750-level-3/3660-award-in-assessing-vocationally-related-achievement-qcf.html>

12. Expected project start and completion dates

Based on the project going to the LEP Board and being approved in December 2018, we would aim for a

January 2019 start date, finishing in January 2020.

Regular project group meetings and monitoring will take place with members of the Skills Advisory Group to enable reports to the LEP Board.

13. Key Milestones

Key Milestones	Description	Indicative Date
Appoint project manager	Confirm organisation to project manage, distribute bursaries and arrange campaign / video	December 2018
Formal launch of programme	Programme launches through press with awareness around bursary opportunity and inviting partners to collaborate on video	January 2019
Steady flow of awareness raising / bursary opportunity	Web / online/ press releases / leaflets/ events	January 2019-April 2019
Video launch	Building on publicity already achieved, a formal launch and distribution of the video through social media and an event showcasing the sector and which will form a legacy to the project	April / May 2019
Mid -point review of project	A mid- point review of delivery, bursaries awarded, next steps	June 2019
Continued awareness raising / any final bursaries	Ensuring awareness of opportunity if bursaries remaining	June-Sept 2019
Begin closure of project / legacy planning	Begin wind down for January 2020 closure and ensure related information and support clear and accessible	Sept-Dec 2019
Final review, legacy and outcomes	Full report and analysis of the project with progression and next steps considered and for reporting to LEP Board.	Dec-Jan 2020

14. Benefits created by 2021 (list benefits with number/amount and cash value if applicable)

Type of Benefit	Number of benefits created	Cash value of benefit (£)
Tutors / trainers / teachers recruited through bursary	Minimum of 41	
Tutors / trainers / teachers recruited through awareness raising	200 (minimum)	
Individuals trained through new tutors / trainers / teachers	241 tutors / trainers teaching minimum of 100 people each = 24,100	SELEP average earnings (annual) £31,046 x 24,100 people into these jobs = £748,208,600



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

- Overall, the project will assist at least 24,100 people into work in growth sectors through training delivered by tutors recruited by the programme. As per the calculation above, using the average earnings in SELEP as a measure the earning potential of these individuals collectively is £748,208,700 per annum. Dividing this by the total project cost of £282,500 represents a return on investment of 2648 to 1.

Costs for the work undertaken represent excellent value also considering the reach and impact this will have:

- 241 tutors recruited for a total project value of £282,500 = £1,172 per tutor recruited (over 2 year period)
- 48,000 people trained in growth sectors for total project value of £282,500 = £5.87 per individual trained / upskilled. (over 2 year period)
- Please note that these are conservative estimates. It is likely that a lot more people will be trained by the tutors recruited and that the awareness raising campaign and video will continue to yield results well beyond the life of the project.

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

- This programme will be aligned to the priority sectors as set out in the LEP Skills Strategy. These are all facing skills shortages and represent lost productivity to the local area. Many offer higher than average earnings and therefore supporting individuals into these jobs will improve productivity and earnings across the LEP area.
- This project aims to unlock one of the biggest barriers and bottlenecks to skills training and jobs growth. This stifles productivity and growth locally. It will serve as a pilot and test case which would have national application and as such would clearly offer even greater value for money.
- Over the longer term, SELEP's allocation of European Social Funding can build upon any learning from this programme to continue focus on tutor training and recruitment.

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

Key partners are fully committed to this programme as is evidenced by the match funding provided. This minimises the risk.

The main risk is around finding a suitable delivery partner and ensuring take up of the bursaries. Both are minimised by the strong partnership engagement and evidence that this is support that is required.



In line with all similar projects, a risk register would be produced if the project is successful.

18. State Aid Implications


Any recipients of the bursary would be asked to declare compliance and not to exceed the de minimis regulation.

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

Essex County Council as Accountable body (Louise Aitken, SELEP Skills Lead to lead on securing a delivery partner).

20. Declaration

Declaration	I certify that the information provided in this application is complete and correct
Signature (Lead applicant)	
Print Name	Louise Aitken
Organisation	South East LEP
Date	2 nd November 2018

A version of this document will be made available on www.southeastlep.com