

Report title: To Agree Sector Support Funding Grant Allocations to the Good Food Growth Campaign	
Report to: Managing Director of the SELEP	
Report author: Rhiannon Mort, SELEP Capital Programme Manager	
Date: 24 th October 2018	For: Decision
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Divisions affected: Pan - LEP	

1. Purpose of Report

- 1.1 The purpose of this report is to set out the recommendations and supporting documentation of the SSF Bid for the Good Food Growth project (the Project) which has been through an Independent Technical Review (ITR) process, to enable £60,400 of Growing Places Fund (GPF) Revenue grant to be devolved to Kent County Council for Project delivery. The bid document is included in Appendix 1.
- 1.2 The ITR report sets out an analysis to demonstrate that the Project meets the criteria for funding. This report is included in Appendix 2.

2. Recommendations

- 2.1 **Approve** the award of £60,400 GPF Revenue grant to Kent County Council to support the delivery of the Project identified in the Funding Bid and which has been assessed as meeting the criteria for funding.

3. Summary of issue

- 3.1. On 9th June 2017 the SELEP Strategic Board (the Board) approved the use of the GPF Revenue grant to fund a programme of works to support the sector focussed activities that are being undertaken on a pan-LEP basis and predominantly led by the SELEP working groups. As such, the SSF was established.
- 3.2. The Board agreed, in 2017, the programme of total funding available in each year would be up to £500,000 of revenue grants per annum for three financial years, beginning 2017/18. Subsequently, at its meeting on the 28th September 2018, the Board agreed to increase the amount of SSF available in 2018/19 to £629,000 to utilise £129,000 unallocated SSF from 2017/18.
- 3.3. The purpose of the SSF is to support one-off, discrete pieces of work of a pan-LEP nature with a sector focus that brings demonstrable benefits and has support across the LEP. All applications must meet the criteria detailed in section 3 of the SSF Guidance and be submitted in line with the process in

section 4 of the same. This process ensures that the funding is allocated in accordance with the requirements of the SELEP Assurance Framework.

- 3.4. The Produced in Kent has submitted a bid for SSF of £60,400 to support the delivery of the Project, which has been endorsed by the Board on the 28th September 2018. The funding bid has also been endorsed by the Kent and Medway Economic Partnership Federated Board on the 18th October 2018.

4. Project Summary

- 4.1. This pan-LEP Project will support growers, processors, retailers, food businesses and new entrants to raise awareness of the opportunities available within the sector to develop and enhance their businesses thereby adding both volume and value to the sector.

- 4.2. The Project will focus on:

- 4.2.1. **Networking - The delivery of four food and drink conferences** (three county-based followed by an over-arching LEP wide conference). These will include key speakers focussing on business development, start-ups, branding, product development, new markets, accessing buyers/suppliers, etc. Business to business networking, access to food champions, and opportunities for producers/retailers to exhibit will be integral elements. LEP-wide conference will act as focal point to share knowledge, expertise and lesson learnt.

- 4.2.2. **Supply chain development - 'Meet the Buyer' Business-to-Business events** will be shaped by the outcomes from the conferences and targeted to address barriers to successful supply chain for both independents and multiples. Three half-day workshops will be delivered to prepare producers and buyers for the event by exposing key barriers and identifying how to overcome them (sharing perceptions and expectations is key). These will be followed by three half-day 'Meet the Buyer' events, which will also include detail on how to win public sector contracts (e.g. East Sussex School Meals Contract). Feedback will be shared and a final follow-up session 9 months later will monitor success.

- 4.2.3. **Strategic scoping study of agri-food related opportunities post Brexit** - consultancy work to set out emerging rural priorities as a result of the Brexit transition period. Headline recommendations to ensure our rural strategy provides clear strategic direction, especially for food productivity and the associated supply chain network and by identifying impactful areas for future SELEP investment.

5. Project Funding

- 5.1. The total cost of the Project is estimated at £98,900, based on the estimated cost of in-kind contributions from the Project partners as set out in Table 1 below.

Table 1: Project Funding breakdown (£s)

Source	2017/18	2018/19	2019/20	Total
SSF	-	£60,400	-	£60,400
Other sources				
Produced in Kent	-	£12,000	-	£12,000
East Sussex County Council	-	£12,000	-	£12,000
Essex Chambers of Commerce	-	£12,000	-	£12,000
Kent County Council	-	£2,500	-	£2,500
Total Project Cost	-	£98,900	-	£98,900

6. Risks and Dependencies

6.1.1. The Project risks and dependencies have been considered as part of the Funding Bid. No substantive Project risks have been identified. The highest risk of the potential for poor engagement from businesses. However, soundings have already been taken with a cross-section of food sector businesses seeking their views on the appropriateness and focus of the Project. Their suggestions have been taken on board in developing the Project.

7. Outcome of ITR Process (*Accountable Body Comments*)

7.1. The Accountable Body has independently assessed the Project Bid Document and has confirmed that the Project meets the criteria for funding, including the Assurance Framework requirement with regard to the expectation that high value for money will be achieved.

7.2. The Value for Money assessment has identified economic benefits as a result of the Project and has made some assumptions about the potential scale of impact that the Project may have. These benefits include:

- 7.2.1. Additional employment - target of 10 full time employee (FTE) posts;
- 7.2.2. Increased product sales – overall target for uplift of 2 – 5% across companies involved;
- 7.2.3. New product development;
- 7.2.4. New business export leads; and
- 7.2.5. Significant improved networks of growers, buyers, producers and retainers across SELEP food and drink sector.

7.3. Based on the potential scale of the benefits listed above, the Project has the potential to generate benefits to the value of £930,000. Relative to the total cost of the Project, it is expected that, given the large number of benefits

identified, the Project will achieve high value for money.

8. Financial implications (*Accountable Body Comments*)

- 8.1. Up to £629,000 of the GPF revenue grant was made available in 2018/19 to support the SSF. There is sufficient funding available to support the request for this Project, as set out in the following table:

Table 2: Sector Support Fund Summary

	Strategic Board Endorsement	2018/19 £
Available Fund Balance		629,000
Total seeking approval following board endorsement		
Kent Medical Campus Enterprise Zone – Innovation Centre Design Work	28-Sep-18	156,000
Good Food Growth Campaign	28-Sep-18	60,400
Future Proof: Accelerating Delivery of High Quality Development across the LEP	28-Sep-18	110,000
Planning and prioritising future skills, training and business support needs for rural businesses across SELEP	28-Sep-18	96,000
Total endorsed		422,400
Balance following approval		206,600

- 8.2. This grant is a fixed maximum contribution to the Project; any Project overspends incurred will be required to be addressed by the Project delivery partner.

9. Legal implications (*Accountable Body Comments*)

- 9.1. The grant will be transferred to the respective upper tier authority via a grant agreement with the Accountable Body; the grant agreement will include a requirement for claw back of the funding if it is not fully expended or not expended in line with the Project Bid Document.

10. Equality and Diversity implications

- 10.1 Section 149 of the Equality Act 2010 creates the public sector equality duty which requires that when a public sector body makes decisions it must have regard to the need to:
- Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act
 - Advance equality of opportunity between people who share a protected characteristic and those who do not.

(c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.

10.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation.

10.3 In the course of the development of the Project funding bid, the delivery of the Project and the ongoing commitment to equality and diversity, the promoting local authority will ensure that any equality implications are considered as part of their decision making process and were possible identify mitigating factors where an impact against any of the protected characteristics has been identified.

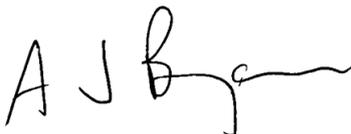
11. List of appendices

- 11.1. Appendix 1 – Project Bid Document
- 11.2. Appendix 2 – Independent Technical Review report

12. List of Background papers

- 12.1. Sector Support Funding Guidance
- 12.2. SELEP Assurance Framework
- 12.3. Minutes of the Strategic Board Meeting 28th September 2018

Role	Date
Accountable Body sign off Stephanie Mitchener (On behalf of Margaret Lee)	04.12.2018

I approve the above recommendations set out above for the reasons set out in the report.  Adam Bryan Managing Director for the South East Local Enterprise Partnership	Date 06/12/18
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