

## Appendix 2 Sector Support Fund (SSF) Application Template

<b>1. Project Title</b>	
Creative Connectivity – Skills Development Programme	
<b>2. Project Location</b>	
University of Essex	
<b>3. Lead point of contact for Project</b>	
Name	Dr Leila Musavian
Organisation	University of Essex
Job Title	Deputy Pro-Vice-Chancellor Research
Telephone	01296 876033
Email	Leila.musavian@essex.ac.uk
<b>4. Lead contact in County Council/ Unitary Authority (if different from above)</b>	
Name	Dawn Redpath
Organisation	Essex County Council
Job Title	Head of Economic Growth
Telephone	079286 680066
Email	Dawn.redpath@essex.gov.uk
<b>5. Description of Project (No more than 300 words)</b>	
<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>This skills development programme will drive growth in job creation and productivity across the region's creative industries. With 5G technologies to become mainstream in the coming years, this project will enable the creative sector to adopt and embed this new technology into their business models, providing the region with a competitive advantage from the outset. With the innovative solution developed at the University of Essex, this project will utilise <b>affordable</b>, <b>scalable</b> and <b>familiar-to-use</b> technologies to simulate 5G connectivity. Creative professionals will receive expert support to explore the opportunities and applications of these and to be trained in their use for co-creation and performance.</p> <p>This project will:</p> <ul style="list-style-type: none"> <li>• Enable small and medium enterprises (SMEs) – particularly freelancers and microbusinesses (FMBs) to reach wider audiences through digital connectivity, increasing their productivity and sustainability.</li> <li>• Upskill SMEs and FMBs to keep pace with rapidly emerging technologies that will empower them with talent development and innovative programming.</li> <li>• Help create the conditions for national and international partnerships, extending the scale of producers of all sizes.</li> </ul> <p>The project activities will:</p> <ul style="list-style-type: none"> <li>• Train 12 superusers with diverse creative networks from across the SELEP region. These will be sourced with support from SECEN and South East Creatives. Each super user will then be supported to train at least 5 other creatives in the region.</li> <li>• Produce a toolkit that includes system integrations of various components to provide high-quality audio and</li> </ul>	

video live streaming along with suitable guidelines for creative users.

- Create sets of transportable pop-up technology to be used in Colchester, Chatham and Southend.
- Provide co-located training and rehearsals between Essex and Kent in order to train businesses and performers in how to a) use the technology; b) use the developed toolkit; c) act in a synchronised fashion with remote rehearsal, auditioning, and performance.
- Deliver a report that includes: a) guidance on technology specification and toolkit; b) methods to overcome the challenges of remote rehearsing, auditioning and co-productions

## 6. Federated Board endorsement

*Please indicate which Federated Boards have endorsed the project, including dates of any relevant meetings.*

*This proposal is tabled to be reviewed by Success Essex on the 2<sup>nd</sup> December and Opportunity South Essex in November.*

## 7. Project links to SELEP Economic Strategy Statement (ESS)

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

The SELEP area has witnessed stronger growth in creative industries employment compared to the country's average of 12.5%. There is also evidence for a talent shift from London to the Thames Estuary due to London's rise in workspace cost and the relative affordability and quality of life. The SELEP areas, however, have not yet realised the scaled economic growth that their strategic location and concentration of assets can deliver due to the challenge of limited capacity of established physical hubs. Digital connectivity can provide a solution to this challenge by facilitating collaboration and connection and reaching beyond the physical space limitations. Also, the region has been historically poor in terms of network coverage, which has influenced the growth of businesses and jobs, however the government is committed to ensuring rural areas benefit from 5G and this project will enable the creative industries to exploit this new technology from the outset. The results of this project can be used to provide a business use-case for fast 5G roll-out in SELEP rural and coastal areas, where creative businesses can benefit from the network coverage.

This project will assist in delivering four of the priority areas outlined in the ESS.

### **PRIORITY 1 Creating ideas and enterprise**

Creating, adapting and adopting new ideas is at the heart of the ESS ambition for a 'smarter' economy. This project aims to support increased productivity and prosperity in the South East by increasing opportunities for creativity across the economy. This will be achieved by enabling creative organisations to adopt and embed affordable digital connectivity technologies (designed to simulate 5G connectivity) into their business models before 5G technologies become mainstream practice.

Investment in this project will directly assist in delivering SELEP's objective to support the process of knowledge exchange. This project will bridge a knowledge gap, allowing the creative and cultural sectors to understand the opportunities afforded by accessible digital technologies and to be trained in their use by experts.

The project aims to create the conditions for greater numbers of jobs and increased productivity within the SELEP region by:

- Diversifying the creative sector's revenue streams through wider audience reach – funds from which can support new/other activities.
- Training directors, producers and makers who will be responsible for commissioning future projects within our cultural and creative sectors.
- Training students in production and performance-use of digital connectivity technologies, to support the next

generation of employees, freelancers and start-up businesses in the creative industries.

- Upskilling SMEs and FMBs to keep pace with rapidly emerging digital technologies that will empower them with talent development and innovative programming.
- Enhancing existing creative programmes, including the Thames Estuary Production Corridor, South Essex Creative Economy Network activities, and the Cultural Development Fund award, to designate the SELEP region as a leading creative cluster.
- Facilitating novel collaborations to attract new and diverse talent, partners, and audiences.
- Creating demand for technicians and engineers to support the delivery of this activity.
- Reducing overheads and increasing productivity (through remote live auditions, collaborations, rehearsals etc.) so funds can be reallocated to other business priorities, including people.
- Supporting the development and growth of the sector.

The project also supports one of the government’s Industrial Strategy challenges - the audience of the future – which aims to bring creative businesses, researchers and technology experts together to create striking new experiences that captivate the public. Our project seeks to enable this activity, and is timed to deliver early-adopters of this technology, resulting in competitive advantage for the creative and cultural industries located in the SELEP region. We intend to demonstrate and train creative professionals in the applications of future 5G-like technologies that facilitate greater workplace flexibility, enabling individuals and businesses to collaborate, rehearse, and perform together from remote locations in ways earlier generations of wireless cellular technologies have not made possible.

**PRIORITY 2 Developing tomorrow’s workforce**

The ESS recognises the importance of equipping employers, adults and young people with the skills that will be in demand in workplaces affected by technology-driven change. The project targets employers and the self-employed within the creative and cultural industries, with a focus on upskilling the existing workforce to confidently embrace and innovate with these new technologies. University of Essex and University of Kent students will also receive training in how to create a 5G-enabled performance. This activity will then become embedded in the delivery of relevant modules across both universities. This will upskill the next generations and increase employability and entrepreneurial talent; subsequently increasing the volume of graduates entering high quality jobs.

**PRIORITY 4 Creating places**

This project hopes to contribute towards a high quality of living for those living and working in the South East by assisting in the development of our rich creative and cultural offering; attracting and retaining talent in the region.

**PRIORITY 5 Working together**

5G technologies offer unprecedented opportunities to work together across time and space. Existing links within SELEP and between its neighbours can be strengthened using affordable 5G technologies, and by extension, 5G connectivity will offer new opportunities for the region’s organisations and businesses to connect and collaborate on a global scale. Our project is designed to demonstrate this potential with a live remote collaborative performance that spans Essex and Kent. This will also be live streamed to a wider audience.

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

£164,093

**9. Total value (£s) of project (net of VAT)**

£262,723				
<b>10. Total value (£) of match funding (net of VAT)</b>				
£98,630 (60%)				
<b>11. Funding breakdown (£s)</b>				
Source	2017/18	2018/19	2019/20	Total
SSF			164,093	<b>164,093</b>
<b>Staff</b> (UoE) Dr Leila Musavian (0.2), Dr Manoj Thakur (0.1), Prof Stuart Walker (0.1), Dr Liam Jarvis (0.1), Technician (FTEx4 months), Martin Jacobs (0.1x4 months)			69,257	<b>69,257</b>
<b>Staff</b> (UoK) Prof Paul Fretwell (0.1), Ruth Herbert (0.1)			14,107	<b>14,107</b>
<b>Equipment</b> 8K recording camera 8K Screen 6x high spec laptops POE Processor 4x Ethernet Radio mics cables/misc UoK equipment			6,652 11,974 19,956 1,996 7,450 1,330 448	<b>49,806</b>
<b>Other (UoE)</b> Toolkit design costs 12xPOE Channels Video Editing Software Ext Film recordist / editor Consumables			1,663 665 333 998 266	<b>3,925</b>
<b>Catering / Room Hire</b> UoE catering UoK catering and room / equipment hire			1,109 9,000	<b>10,109</b>
<b>Travel</b> UoE UoK			1,442 1,600	<b>3,042</b>
<b>Estates / Indirect</b> UoK Estates UoK Indirect			1,477 12,370	<b>13,847</b>
<b>Match Funding</b>			98,630	<b>98,630</b>
Total Project Cost			262,723	<b>262,723</b>
<b>12. Details of match funding</b>				

*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*

Match funding will be provided by both university partners. The breakdown of how the match is being contributed can be seen in the table below. The University of Essex indirect costs include time provided by support staff to the project and university overheads. The use of Studio X (a first-class facility for Digital Creative businesses) will also be offered to superusers participating on the project at no charge.

All steering group representatives will be offering their time contribution for free in support of this project. Only UoK and UoE representatives have been costed in the table.

In addition, the 12 super users will be providing their time in kind to the project. This has been calculated at a day rate of £300. It is expected that each super user will spend 10 days of the 12 month period planning and training other beneficiaries. This total figure is: £36,000.

Lorna Fox O'Mahony (UoE)	5,095
Liz Moran (UoK)	2,289
University of Essex Indirect costs	41,129
CSEE infrastructure technician	1,300
University of Essex Estates Costs	6,644
Existing equipment hire	1,633
Venues for workshop 1, rehearsals and Film suite use	1,866
Venues for steering group meetings	800
Superuser time commitment	36,000
Uok Indirects	1,406
UoK Estates	168
UoK Travel	300

All superusers will sign a Service Level Agreement (SLA) which will stipulate the minimum amount of time they must dedicate to the project. All other costs being contributed by the University partners has had relevant superior authorisation.

### 13. Expected project start and completion dates

1 Apr 20 - 31 March 21

### 14. Key Milestones

Key Milestones	Description	Indicative Date
Appoint super users	Identify and recruit 12 super users from across the SELEP region. Produce service level agreement (SLA) between the University and Super Users.	April 2020
Technician and Learning & Development specialist start	Technician to set up the testbeds in three locations, prepare toolkit and assist in technology training. L&D specialist will support with UI/ UX design	April 2020
Purchase Resource	Purchase equipment and relevant	April 2020

	software	
Toolkit finalised	Deliver and test Toolkit	End June 2020
Workshop 1	Plan and deliver workshop 1 on technical training. Launch toolkit, collect and review feedback.	July 2020
Interim Evaluation	Collect and review feedback from Workshop 1, feed to the next steering and risk management group meetings	July 2020
Workshop 2	Plan and deliver workshop 2 (led by super users) on creative applications and embed learning. Collect and review feedback from the session.	Oct 2020
Project Progress Review	Track outcomes (creative practice) from the workshops. Support superusers to train their peers, as specified in the SLA.	quarterly
Superusers train other creatives	Superusers train connections from their networks and support them developing projects	Oct-Feb
Monitor and evaluation report	Evaluate overall reach of project within 12-month period.	quarterly
Final report and tools finalised	Full report on developed tools and practice, analysis of methods and suggested next steps to be reported to the SELEP federated board	March 2021
<b>15. Benefits created by 2021 (list benefits with number/amount and cash value if applicable)</b>		
<b>Type of Benefit</b>	<b>Number of benefits created</b>	<b>Cash value of benefit (£)</b>
<b>Direct:</b>		
Upskilling the creative workforce to embed the latest technologies into their practice	84 (12 superusers, 12 students, 60 additional creatives)	£300,000
Job creation based on 12 x £37,000 annual income	12 superusers	£440,000
Developed toolkit	2,000 free licensees	£100,000
<b>Indirect:</b>		
Widening the audience reach of creative projects and creating additional revenue streams	120 commissions developed	£180,000
Reducing overheads by enabling remote collaboration	Savings on 120 commissions	£600,000
<b>16. Value for Money – Benefit/Cost Ratio</b>		
<i>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</i>		
<ul style="list-style-type: none"> <li>The project will directly train and equip 60 users in digital connectivity technologies and capabilities (super users from creative industries performance, students and the super user’s networks) valued at £300,000.</li> <li>Due to increased employability and knowledge, USP of students on programme, 12 new jobs will be created. These can be valued at £37,000 each, a total of £440,000.</li> <li>The increased expertise of those participating in the programme will lead to 360 new commissions /</li> </ul>		

collaborative projects which will drive an expected revenue of £1,800,000 (2-year period £5,000 average commission revenue).

- The commissions noted above will be augmented by additional funding (Arts Council and other funding streams) totalling an expected £3,600,000.
- Through using the technologies and delivering auditions, rehearsals and meeting using innovative digital connectivity technologies at least £5,000 will be saved per production for each commission directly benefiting SELEP based creative companies totalling £1,800,000 of unrequired costs.
- The commissions will result in greater creative tourism in the region with an estimated uplift of income into the region of £540,000 (an average of £1,500 per creative performance).
- This technology will become part of modules on all relevant performance degrees at the University of Essex and University of Kent, upskilling an additional 200 students over a 2-year period and increasing their job prospects, enterprise and employability skills.
- The developed toolkit will reach 2,000 user downloads during the project pilot – a cash value could be placed of £50 per user / licensee this totals £100,000

The total cost benefits of the above (24 month period) is £8,580,000 which represents a return of 52:1 for every pound of grant income invested..

- Please note that these are conservative estimates. It is highly likely that through using the extended network and the dissemination of the project and subsequent commissions, a much higher number of creative enterprises and other sectors will increase knowledge as a result and the multiplier effect will continue long after the project completes.

#### **17. 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*

- Through using the networks of all those involved in the project and a project dissemination event and campaign 5000 regional creative practices and secondary sector businesses and entrepreneurs will be introduced to the capabilities of the 5G-like digital connectivity technology and will be more likely to use it in this way, saving money and winning more business as a result. This will make the region much more productive and competitive.
- This technology will become part of modules on all relevant performance degrees, upskilling an additional 200 students over a 2-year period and increasing their job prospects, enterprise and employability skills.
- The skills learned through delivery and dissemination of the project will increase awareness of STEAM careers and support increasing careers in this pivotal area for the SELEP region.

#### **18. 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 risks include low uptake of the programme, and failure to fully comprehend the needs of the target sector. Both would dilute the potential impact of this project. These risks will be mitigated through engaging and consulting with creative industries prior to the project start (including SECEN). We will utilise a two-day EIRA-funded 'hot house' event - to be attended by 80 participants from the sector and taking place in December 2019 - to identify sector needs and foster early engagement. This event will allow us to fine-tune the training, toolkit and support to the sector's exact requirements.

Superusers will be required to sign an agreement with the University to ensure the expectations and impact of this programme are met. This includes the expectation that superusers will train a minimum of 5 additional creatives, after receiving training themselves, and will be supported by the University to do so.

Should Brexit impact the ability to procure equipment from Europe within the allocated budget, suitable alternative international suppliers have been identified.

SSF investment in this project could complement and enhance the outputs of existing sector-specific initiatives, such as the Thames Estuary Production Corridor, South East Creative Economy Network activities, and the Cultural Development Fund award by enabling the creative and cultural sectors to adopt 5G technologies into their practice.

## 19. State Aid Implications

*Please indicate how your project complies with State Aid Regulations*

*State Aid will apply to the superusers participating in the project. The cost of state aid they receive will only apply to the training and mentoring they receive. The laptops will be a pooled resource which will remain the property of the University at the project completion. The exact total of state aid will be worked out prior to project commencement and state aid de minimis declarations will be issued and signed by the participants. Only participants under the EU threshold will be able to take part.*

*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*

## 20. Contracting Body

*Please provide the name of the organisation to act as contracting body and give details of a contact within 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.*

University of Essex

## 21. Project Governance Structure

*Please explain the project governance structure (ideally as a diagram with accompanying text), including the Project Manager, Senior Responsible Officer.*

The Deputy Vice-Chancellor at the University of Essex (Professor Lorna Fox O'Mahoney) is the Senior Responsible Owner. She will Chair a Steering Group which will meet quarterly (4 meetings over the project duration).

Each of the 2 partner universities will nominate a senior representative to sit on the Steering Group, along with a nominated representative from Essex County Council and the programme manager who will be appointed to lead the project. There will be at least one academic member, a member representing SECEN, and other external members drawn from creative hubs across the SELEP region.

The theme leads (distributed across the 3 university leads) will report activity to the Steering Group. Each of the three universities will incorporate the management and reporting of new staff within the reporting structures in their research / enterprise offices.

The delivery team will consist of key academics from both institutes (Computer Science Electronics and





Engineering, Literature, Film and Theatre Studies, East15 and Music and Performance), the Programme Manager, Research and Enterprise Office staff, Marketing Support and for the initial phase of the project technical staff. The delivery team will meet at least monthly for formal Project Progress Meetings where activity, budget and risks will be reviewed but also on an ad-hoc nature as required.

**22. Declaration**

<b>Declaration</b>	<b>I certify that the information provided in this application is complete and correct</b>
<b>Signature (Lead applicant)</b>	
<b>Print Name</b>	
<b>Organisation</b>	
<b>Date</b>	

*A version of this document will be made available on [www.southeastlep.com](http://www.southeastlep.com)*