

Appendix C - Summary of Strategic Board endorsed Sector Support Fund Projects

Project title	Project description	Endorsed by Strategic Board	SSF allocation to the project	SSF transferred to date	SSF Spend to Date	Expected completion date	Updated/ Actual completion date
England's Creative Coast (formerly Culture Coasting)	The project will create an innovative new immersive visitor experience driven by world class art, which aims to build the volume and value of visitors to the SELEP area. The project will deliver art commissions, itinerary-planning online platforms and an international marketing campaign amongst other outputs. However, due to the outbreak of COVID-19 a decision has been made to suspend the delivery of this project until Spring 2021	Jun-17	£150,000	£150,000	£150,000	Dec-20	Now expected December 2021
Gourmet Garden Trails (Tourism - Colours and Flavours project)	The project will launch a series of tourist trails showcasing England's gardens and unique food and drink. The Gourmet Garden Trails product will be a leisure travel planning resource allowing visitors to plan and book accommodation, courses, wine and brewery tours and visits to English gardens individually or via the Gardens and Gourmet visitor pass. This project is now complete, and an overview was given in the Board paper of March 2020	Jun-17	£60,000	£60,000	£60,000	Mar-19	September 2019
North Kent Enterprise Zone: Enabling and Marketing	The North Kent Enterprise Zone came into operation on 1st April 2017 and this project seeks to take forward two workstreams: - Preparation of Local Development Orders and Masterplan for Innovation Park Medway (reporting to be completed separately by Medway Council); and - Marketing of the North Kent Enterprise Zone and associated collateral	Jun-17	£161,000	£161,000	£161,000	Jun-19	Now expected March 2021
Future Proof – Accelerating Delivery of High-Quality Development across the LEP	The project will create a financial product which will be used to accelerate the delivery of housing developments which are future proofed for 2050. This product will help to overcome the existing barriers to housing delivery by taking a long-term approach to development finance. Project complete and overview was given in the Board paper of March 2020. Next stage is being planned and will involve a live demonstration housing site of 500 units or more in the SELEP area.	Sep-18	£110,000	£110,000	£110,000	Nov-19	Nov-19
Good Food Growth Campaign	The project will support growers, processors, retailers, food businesses and new entrants to raise awareness of the opportunities available within the food and drink sector to develop and enhance their businesses thereby adding both volume and value to the sector. Project complete, but the final conference was cancelled due to the outbreak of COVID-19. Assessment of outcomes may be difficult to measure at this time; it is hoped this will be conducted post COVID-19. This has resulted in an underspend on the project which may result in funding being returned to the SSF pot (£8.646.12). A change to the project in order to look at delivering this element through a virtual medium was agreed by the Board in December 2020	Sep-18	£60,400	£60,400	£60,400	Sep-19	Mar-20
Kent Medical Campus Enterprise Zone – Innovation Centre design work	The SSF funding will contribute towards the design cost for the development of an Innovation Centre on Kent Medical Campus Enterprise Zone. The Innovation Centre will be 30,000 sqft in size and will offer SMEs focussed on life science, healthcare and med-tech activities access to a combination of high-grade office accommodation and business support. SSF element of this project is complete and works onsite have commenced. Construction unaffected by COVID-19 and handover still expected for May 2021	Sep-18	£156,000	£156,000	£156,000	01/09/2019 this element of project. Autumn 2021 for construction works	01/09/2019 this element of project. Autumn 2021 for construction works
Planning and prioritising future skills, training and business support needs for rural businesses across SELEP	The Project will scope, plan and prioritise the future rural skills, training and business support needs. The project will deliver a comprehensive skills evaluation to formulate recommendations for targeting future skills delivery across the SELEP area, setting out priorities for the main rural sectors: agriculture, food and drink production and horticulture production.	Sep-18	£96,000	£96,000	£96,000	Sep-19	Aug-20

Coastal Communities supplement to the SELEP Strategic Economic Statement	The project tackles the specific challenges that face coastal areas and will make a strategic case for investment in these areas. The project will deliver a supplement to the SELEP Strategic Economic Statement. This project is now complete, and a final report presented to Strategic Board in March	Dec-18	£40,000	£0	£0	Sep-19	Jan-20
Delivering skills of the future through teaching: teaching for growth	The project addresses the widespread shortage of tutors, teachers and trainers across the SELEP area as identified in the SELEP Skills Strategy. The project will address the recruitment challenges faced by priority sectors through delivery of an awareness raising campaign and a contribution to teacher training costs. The project successfully bid for additional funding shown below.	Dec-18	£166,600	£166,600	£166,600	Jan-20	Jul-20
Creative Open Workspace Masterplan and Prospectus	The project addresses a gap in suitable available workspace for the Creative, Cultural and Digital Sector across the SELEP area. This will be achieved through a range of interventions including a refreshed South East Creative Economy Prospectus and a Creative Open Workspace report and toolkit.	Mar-19	£49,000	£0	£0	Mar-20	Mar-21
Energy and Clean Growth – Supply Chain Mapping	The project seeks to enable an evidence led approach to identifying and exploiting the opportunities from the energy and low carbon and environmental goods and services (LCEGS) sectors and work towards creating the right conditions for growth and productivity in what is a rapidly evolving sector. A Project Change Request was submitted to the SELEP Secretariat in December 2020 which asked for a project extension. This has been approved by the Chief Executive	Oct-19	£129,500	£0	£0	Sep-20	Jul-21
Accelerating Opportunities within the Newhaven Enterprise Zone	The project focusses on Avis Way which is part of the Newhaven Enterprise Zone. The three key areas of focus are: 1. A business led forum established to with an Estate Audit and Improvement Plan 2. Test and assess options for the creation of a Business Improvement District 3. A plan to promote a plan targeted at the community and business to address some negative perceptions of the area Benefits will be to accelerate the refurbishment of business space – 1,006 sqm Increased take up of industrial space across the Newhaven Enterprise Zone Business to contribute to public realm and place making Acceleration of gross jobs delivery for Avis Way	Dec-19	£115,000	£0	£0	Dec-20	Summer 2021
Delivering Skills of the Future Through Teaching: Teaching for Growth (Extension)	The project addresses the widespread shortage of tutors, teachers and trainers across the SELEP area as identified in the SELEP Skills Strategy. The project will address the recruitment challenges faced by priority sectors through delivery of an awareness raising campaign and a contribution to teacher training costs.	Jul-20	£76,000	£76,000	£76,000	Jul-21	
Buy Local South East	The project will set up a regional website to signpost customers to local food and drink businesses (www.buylocalfoodanddrink.com), offering a centralised food and drink platform at B2C and B2B looking to buy local in the South East. An area wide marketing campaign focussed on local producers, retailers and hospitality and tourism experiences. Create a central database for food and drink. A series of business recovery support activities for food and drink businesses based on a sector Covid-19 impact and recovery survey.	Jul-20	£69,510	£69,510	£34,752	Jul-21	

Rebuilding Confidence and Demand in the Visitor Economy	<p>Covid-19 has impacted the visitor economy, so in order to help address this, partners from Kent, Essex and East Sussex are proposing a significant programme to aid the recovery of the SELEP visitor economy. The project will raise awareness and support sustainable tourism management through visitor dispersal, support consumer confidence in travelling by public transport, use key themes to showcase diverse and high-quality tourism offer to key domestic markets and increase lengths of stay, protect business and safeguard jobs by extending the season and product development and business support to address seasonality</p>	Oct-20	£200,000	£0	£0	Sep-21	
Building Back Better	<p>The project will increase the role of Social Enterprises, to achieve contracts and social investment, establish sustainability & viability through access to specialist navigation and mainstream (Growth Hub) business support. The project proposes a navigator model working across south east, growth hubs and pan-LEP, to ensure that:</p> <ul style="list-style-type: none"> •Drive the delivery of a uniform quality standard across the LEP and overcome any 'postcode lottery' of access to Social Enterprise support across the LEP. •Ensure sustainability of on-going business support by taking learning and expertise into the Growth hubs. <p>The Navigators will:</p> <ul style="list-style-type: none"> •Finance –Create clear pathways and access to debt/equity finance significantly grow seed capital availability. •Networking – Improve connections to supply chains, procurement and influencing policy makers •Training & Support •Information & data sharing around best practice / peer support / member networking. <p>The navigators will be employed as part of the project and we expect them to be based at the three growth hubs in the region.</p>	Dec-20	£192,000	£0	£0	Mar-22	
South East Export Development (SEED2)	<p>SEED will address known export barriers (lack of international contacts and export knowledge/capacity) through an innovative support programme aimed at SELEP-based companies (product and service-based 'new-to-export' companies and existing exporters) in 3 priority sectors with export potential:</p> <ul style="list-style-type: none"> •Health & Life Sciences (including medical devices / technology, (e-)health, pharma, diagnostics) •Food & Drink (including manufacturers, processing, suppliers to the industry e.g. packaging). •Digital & Creative (including software solutions, apps, web services) <p>Target international markets will be finalised taking into account progress with new trade agreements and the Department for International Trade's (DIT) latest advice. Likely focus:</p> <ul style="list-style-type: none"> •France, Ireland, Australia (Food) •USA, Singapore (Health / Life Sciences, Digital) •Scandinavia / Nordic Countries (all sectors) 	Dec-20	£91,500	£0	£0	Feb-22	

Carbon Pathways (C-Path)	<p>Carbon Pathway (C-Path) is a dynamic cloud-based resource that would be used to design, facilitate, accelerate and monitor investment in the LCREE, in partnership with and accessible to public and private bodies across the SE LEP region. Focussed on supporting initiatives across all 4 federated areas, C-Path includes:</p> <p>i. An accessible and constantly evolving data store of multiple relevant data sources, with automated, scheduled updates.</p> <p>ii. A flexible build and appraisal tool enabling stakeholders to develop & invest in energy and related schemes to meet challenging policy and strategic goals</p> <p>iii. Modelling and machine-learning to forecast the full range of impacts – e.g. economic growth, carbon reduction, financial impact, job creation, fuel poverty and local health</p> <p>iv. Automated programme appraisal to enable the monitoring and updating of a scheme in delivery mode, ensuring real-time reporting of actual impacts and a continuous cycle of learning</p>	Dec-20	£99,061	£0	£0	Jun-21	
Catalyst for Culture	<p>The Catalyst for Culture Programme is a new partnership between established performing arts institutions of national and international standing in the SELEP region, providing live and on-line theatre experiences for audiences throughout Kent, Medway, Thurrock, Southend, East Sussex, South Essex and Essex during the Covid crisis, and supporting the creative, production and technical workforce, artists & freelancers across the SELEP region.</p> <p>The partnership is the first of its kind between SELEP performing arts institutions, raising the profile of performing arts in the region and acting as a pilot for future development, as a base for performing arts production and skills development and as the foundation for a wider regional touring circuit.</p>	Dec-20	£181,700	£0	£0	Jan-22	
Gourmet Gardens (Extension)	<p>The amplification of Gourmet Garden Trails will prioritise:</p> <ul style="list-style-type: none"> • Adapting product for and targeting the domestic market by capitalising on the growing trend for enjoying local food, local produce, and local landscapes, with a focus on wine and RHS partner gardens. • Geographical & product expansion including East Sussex, with a focus on the South East. • Developing further seasonal content to expand the year-round offer, supporting local business and jobs at a fragile time. • Making the product self-sustaining through integration with VisitBritain's Tourism Exchange Great Britain (TXGB) distribution platform for individual products and explore other third party booking partnerships for booking 'packages'. • Collaboration with Produced in Kent's Support Your Local and Help Kent, Essex and East Sussex Buy Local campaigns, to cross promote and maximise benefits. • Position Gourmet Garden Trails to be able to leverage more funding 	Dec-20	£35,000	£0	£0	May-21	
Total			£2,238,271	£1,105,510	£1,070,752		