Appendix D - Update on delivery of Sector Support Fund projects

Project	Update on project progress	Update on delivery of expected project benefits	Project RAG rating
1. England's Creative Coast (formerly Culture Coasting)	Promotion to international markets has continued with the media agencies in France and Holland, including dedicated social media campaigns. A partnership has been brokered with fellow DEF project England's Coast to widen the reach of ECC, this includes presence at trade shows abroad and inclusion in all their marketing. Individual communications meetings with all partners have taken place. The technical management of the artworks is fully underway with most artworks in production. The launch and opening of the 7 commissioned pieces of work has been postponed until spring 2021, due to Covid-19. So far in Year 2 all is within budget.	Training and skills: Travel trade training for tourism businesses and cultural partners, geocaching training for partners, Art Homes research workshop for tourism businesses - 82 individuals and businesses reached International travel trade tour operator/media agencies reach (stats so far): 37,226 Facebook blog links reach, 1719 press, 70,117 Facebook ads reach. Press announcement Feb 2020: coverage currently being compiled following release on 10 February. 116 businesses uploaded to website www.englandscreativecoast.com website reach July to Sept 2019: www.englandscreativecoast.com (consumer site) Launched 11 July 2019 • 738 pageviews • 218 sessions • 3.39 pages per session • Average session duration: 2 minutes 10 seconds B2B project learning site launched November 2017: • 5871 pageviews • 2416 visitors Exhibition at Turner Contemporary 10 April to 1 September 2019 promoting England's Creative Coast - received 186,188 visits Interim reflective session and 1-2-1 interviews held in January 2020 with partners and funders, report findings to be circulated in early March 2020. Local Engagement Programme evaluation underway with Delivery Partners"	

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2. Gourmet Garden Trails (Tourism – Colours and Flavours project)	The project was completed in September 2019. An application for additional funding was submitted to VisitEngland in January and has since been adapted to focus on the domestic market to support destination recovery and was resubmitted to VisitEngland in early July. The bid is for a total of £175,000 with a match fund requirement of 20% for activity through to March 2021. As of writing, we have yet to hear back, but a decision is expected in August 2020. A further bid has been received by SELEP for an additional £25,000 of SSF and will be presented to the Strategic Board in October 2020. The bid to VisitEngland mentioned above is match for this SSF bid.	Due to the decline in travel and pandemic, outputs are similar to those posted in February 2020 and which metrics were agreed with SQW in February. SQW and VisitBritain/VisitEngland agreed to postpone the evaluation activity in April 2020. They anticipated this was to be for a period of three months, to July 2020, however it may be that the work will be moved back further, depending how the situation evolves.	
3. North Kent Enterprise Zone: Enabling and Marketing	Medway Council received SSF funding of £141k towards the preparation of the masterplan and LDO for Innovation Park Medway. The masterplan was adopted subject to HE comments in March 2019 and the LDO was consulted on in June/July 2019. Comments from Highways England and Natural England are being addressed prior to a re-consultation period, after which both authorities will be able to adopt the LDO. Further highways modelling and mitigation design has been undertaken in consultation with HE and Kent Highways. Further work has been carried out to satisfy NE concerns regarding local impacts and a way forward has been agreed. It is expected consultation can take place in 2020 with adoption by the end of the calendar year.	<u>These benefits will come into force when the LDO has been adopted by both Medway and Tonbridge & Malling Councils.</u>	

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4. Future Proof – Accelerating Delivery of High Quality Development across the LEP	The project is complete. Benchmarking against Homes England current approach to development in the SELEP region has been carried out. Extensive stakeholder interviews have been held to test and refine the FutureProof concept and to devise the financial model. The financial and viability modelling of a generic project model has been completed. A final stakeholder workshop was held on 17th September to feedback the main findings from the Proof of Concept study and following this the near final draft of the Report was written in October. Overall the financial model has been well received by investors and stakeholders and is seen as potentially game changing in that it offers a different model that could deliver a high level of additional positive environmental, social and economic outcomes to that of volume builders who often operate a near monopoly on supply. The next stage of work is now being planned by the team to take the concept to a live demonstration housing site of 500 units or more in SELEP and to put the collaborative legal and governance frameworks in place for delivery, secure an institutional investment partner and develop routes to procure delivery partners for construction. The team are in the process of securing additional funding for the next stage of work and plan to publish the Final Proof of Concept Report from the SFF funded feasibility work by the end of March.	We await receipt of the final report	

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5. Good Food Growth Campaign	3 scoping workshops held - one in each area. 3 Training workshops held - one in each area. 2 out of 3 MTB events held in Sussex and Kent, Essex due 24th Feb. 4 management team meetings held to date. Three County Conference being planned, chaired by Radio 4 presenter, Sheila Dillon. Unfortunately, this conference was cancelled due to COVID-19. Otherwise the project is complete. Due to the conference being cancelled there is a small underspend on the project and possibilities are being considered. Perhaps an additional meet the buyer workshop might be held.	86 attendees to 3 networking events held to date. Benefits not quantifiable till completion of project. 75 attendees at 3 workshops. Feedback on numbers for the MTB is outstanding.	
6. Kent Medical Campus Enterprise Zone – Innovation Centre design work	All outputs have been primarily delivered. Rydon Construction are starting on site March 23rd, 2020, post pre-commencement planning conditions being met with a projected handover date May 27th, 2021 and opening to businesses summer 2021. Further work has been carried out to satisfy NE concerns regarding local impacts and a way forward has been agreed. It is expected consultation can take place in 2020 with adoption by the end of the calendar year. This is not expected to delay the delivery.	None of the Project Benefits have been delivered upon as the project is still only in commencement phase. Benefits should start to be realised soon during the beginning phase of the build and business support delivery from Autumn 2020.	

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7. Planning and prioritising future skills, training and business support needs for rural businesses across SELEP	The project is now at a stage to share the emerging findings as part of consultation. Consultation was hampered by CV19 but is now progressing. We are trying to encourage more business support, better skills pipelines and more working across LEPs. From the majority of discussions, the clear view from employers is that there is a need to develop a more innovative workforce that can support the change required of businesses over the next ten years. This requires all of us to do more than just keep delivering the practical skill components, although they still remain very important. Perhaps the key punchline is ……. the focus has to be on technical skills PLUS an equal focus on behavioural and 'soft' skills development.	All outputs are progressing and will be delivered by the end of the project. Notable deliverables to date include 1. Establishment of Senior skills advisory group for agriculture (with Agriculture and Horticulture Development Board 2. Establishment of first apprenticeship cohort as consequence of skills identification need in viticulture 3. Partnership developed with Agriculture and Horticulture Development Board and the Skills leadership group of the Food and 4. Drink Sector Council (developing a skills pipeline platform at national level) 5. Identification of primary skills and technology needs by the rural industries to inform the LISs for SELEP and C2C 6. Identification of skills needs in robotics for the horticulture industry has led a to joint successful PhD studentship between Plumpton and King's College London, funded by AHDB	
8. Coastal Communities supplement to the SELEP Strategic Economic Statement	The Prospectus was endorsed by Strategic Board at their meeting in March 2020 as a completed document. It will be used to champion the coastal communities, promoting and assisting actions outlined in the prospectus.	Endorsed by Strategic Board March 2020 Project now complete	

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9. Delivering skills of the future through teaching: teaching for growth	The project group continues to meet regularly via Zoom to review progress and work jointly with the marketing company to maximise publicity coverage of opportunities. Project delivery has been suspended due to the Corona virus shut down. The project team will start delivery from September 2020 when the Facebook ad campaign will be run to drive demand. SSF spend remains unaltered from the time of the previous report due to this. During the shutdown period the website www.becomealecturer.org has continued to be active but to a lesser extent than when underpinned by the Facebook campaign. Headline statistics are - 5,719 visitors - 29,332-page views - The views led to 4,808 Clicks onto college website careers pages	The project website has been live since February. See www.becomealecturer.org. In the period March 4 – July 15 no Facebook ads were run. As these ads are an essential part of driving enquiry to becomeaLecturer website hits the number has declined. The suspension of the social media campaign has resulted in reduced traffic: - 5,719 visitors (+656 since previous report) - 29,332-page views (+3071 since previous report) - which led to 4,808 clicks onto college website careers pages (+552 since previous report) Leaflet content has been agreed.	

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10. Creative Open Workspace Masterplan and Prospectus	SECEN prioritised the production of the Prospectus to align with the production of the LIS. A consultant was recruited, and the Prospectus was almost at final draft when Covid 19 lockdown occurred. SECEN steering group paused production but are now resuming the work and are planning to publish a simplified version of the Prospectus as a working document with a view to refreshing the content once we start to emerge from the pandemic. The Creative Open Workspace project was out for procurement when lockdown occurred. SECEN steering group took the view that the project should be paused whilst the impact of the Pandemic became clearer. On recommencement of the project the brief was adapted to respond to the changing circumstances with greater emphasis on High Street repurposing, increase in desire for businesses to relocate outside of cities, and more direct support for emerging workspace projects. An open procurement process has been overseen by a SECEN working group and a preferred contractor has been identified. Once the cooling off period is complete the name of the contractor will be announced.	Draft Prospectus to be published as a working document	
11. Energy and Clean Growth – Supply Chain Mapping	Revised start date of 1st July 2020. The advert has been advertised on the Kent Business Portal and reads: Through the Sector Support Fund, Kent County Council is looking to appoint a suitably qualified and experienced consultancy to undertake an in-depth analysis of the supply chain for the energy and Low Carbon Environmental Goods and Services (LCEGS) sectors to support clean growth and green recover...nity and express your interest. Once you have expressed an interest, you will be emailed an invitation to submit a tender. Tenders must be received by 12 noon on the 18th September 2020. Details have also been shared with the Low Carbon Kent Network, LoCase and the SELEP Clean Growth Group. 11 expressions of interest have been received to date	No project benefits delivered at this stage	

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12. (Accelerating Opportunities within the) Newhaven Enterprise Zone	Avis Way Improvement Plan Over the past 3 months, *the means* has been working with the NEZ Executive Team to support work to undertake the Avis Way Estates Improvement Plan and BID feasibility study. Following the inception meeting (4th March), plans were in place for a detailed engagement programme including meeting the Avis Way North Quay Forum (18th March). Clearly, this component of the study has been put on hold since lockdown. Work has progressed on a number of fronts, including a detailed report to assess transport, access and movement issues facing the estate undertaken by WSP. We are about to start a comprehensive consultation programme (during September) with all businesses on Avis Way and North Quay to ensure business input and 'ownership' of the Improvement Plan. Marketing of the Newhaven EZ Work is continuing on the marketing work stream, particularly refining and refreshing marketing activities in line with the developing Newhaven 'narrative' prepared by *thinking places*. The intention is to develop a clear and coherent plan targeted at both the community and business to address and overcome the town's negative perception and promote the town for investment. A draft Strategic marketing and Communications Plan is currently being accessed by the Executive Team, which includes a range of actions to raise awareness and change perceptions of Newhaven as a place to live, work and invest.	No Updates at this stage The Project will be extended to March 2021 to allow for delays caused by Covid-19	

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13. Delivering Skills of the Future through Teaching: Teaching for Growth	Too early for updates	Too early for updates	
14. Buy Local South East	Too early for updates	Too early for updates	