SELEP – SSF Project Background Information

<table>
<tr><td>Name of Project</td><td>Rebuilding Confidence and Demand in the Visitor Economy</td></tr>
<tr><td>Sector Support Fund (SSF)</td><td>The Project is seeking £200,000 SSF</td></tr>
<tr><td>Need for Intervention</td><td>Re-building confidence and demand in the visitor economy during and post Covid-19</td></tr>
<tr><td>Description of what Project delivers</td><td>Covid-19 has heavily impacted the visitor economy, with a huge dropped forecast compared to 2019. Therefore, targeted support is needed to help businesses survive the winter, protect jobs and support a sustained recovery. This requires support over and above business as usual as the market will be competitive with destinations from across the country targeting the same pool of visitors to aid recovery in their areas. The emerging economy recovery plans across the SELEP region all identify that visitor economy as a sector mostly badly effected by Covid-19.
To 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 seeks to address key opportunities and challenges, including:
● Raising destination awareness and supporting sustainable tourism management through visitor dispersal
● Support consumer confidence in travelling by public transport
● Using key themes to showcase the diverse and high-quality tourism offer to key domestic markets and increase length of stay
● Protect businesses and safeguard jobs by extending the season
● Product development and business support to address seasonality
● Build positive engagement and confidence among SELEP residents</td></tr>
<tr><td>Project benefits</td><td>
<table>
<tr><th colspan="3">Benefits created by 2021</th></tr>
<tr><th>Type of Benefit</th><th>Number of benefits created</th><th>Cash value of benefit (£)</th></tr>
<tr><td>Secondary consumer sentiment and trend report</td><td>1</td><td>We have assessed the benefit value om the programme activity as a whole using data from the industry standard economic model which is used to calculate the impact of the visitor economy.</td></tr>
</table>
</td></tr>
</table>

	Number of businesses engaged through resilience workshops	160	
	Development of campaign plans using an insight-led approach	6	
	Creation of inspirational campaign assets including: Image libraries Inspirational video Campaign content	 3 3 30	
	Total campaign reach across all digital media spend	6,000,000 impressions	
	B2C newsletters sent to support campaign activity	6	
	Number of press releases issued	6	
	Number of press influencers/press contacts engaged	12	
	Local reboot campaign businesses engaged	200	
	Local reboot campaign toolkits	3	
	Local reboot campaign websites	3	
	Local reboot campaign residents reach	2,000,000 page views	
	Local reboot post-campaign surveys to businesses and residents with reports	3	
	Project evaluation report	1	

Financial Information

Financial Breakdown (£'s)			
Source	**2020/21**	**2021/22**	**Total**
SSF	85,000	115,000	200,000
Other sources of funding			
Visit Essex match in-kind	10,000	20,000	30,000
Essex County Council cash match	10,000	10,000	20,000
Sussex Modern match in-kind	11,700	14,040	25,740
Sussex Modern cash match	20,000	8,000	28,000

	East Sussex County Council match in-kind	548	547	1,095
	Visit Kent match in-kind through Interreg Experience	20,000	0	20,000
	Visit Kent match in-kind	16,000	16,000	32,000
	Total Project Cost	**173,248**	**183,587**	**356,835**

Project constraints	1. Level of disruption caused by Covid-19 through the winter 2. The effects of Brexit going into 2021 3. How crowds are managed as the Pandemic continues 4. That all the organisations offering up staff resource as match in kind have the appropriate skills necessary.
Confirmation that alternative options have been considered and brief overview	*N/A*
Project Timeline	*Start date: October 2020* *Completion date: October 2021*
Outcome of ITE Review	*The Project provides a BCR of 2.0:1* *There is supporting evidence provided to demonstrate value for money.*
Evidenced compliance with Assurance Framework?	*Yes/No – if no details provided*
Link to Project page on the website with full business and links to any previous decisions by Accountability Board and/or Strategic Board	*Re-Building Confidence and Demand in the Visitor Economy*