Sector Support Funding Application – Independent Evaluation

Appraisal Guidance:

Bids will be appraised by the SELEP Secretariat and the SELEP Accountable Body. This is to ensure that the requirement of the SELEP Assurance Framework to ensure that all investments are independently evaluated, is met. The appraisal will be proportionate to the value of the investment. The appraisal will be made to ensure the bid fits with the criteria as laid out below. If the project does not meet all of the criteria, it is not suitable for this funding.

Applicant	Visit Kent
Lead Contact for Project	Deirdre Wells, CEO
Project	RE-BUILDING CONFIDENCE AND DEMAND IN THE VISITOR ECONOMY
Reviewed by	Amy Bernardo
Date	25/08/2020
Outcome:	Met

Criteria for Funding

All funding applications must meet the following criteria:

Criterion	Notes	Reviewer Comments & RAG
Scope must be pan LEP	The project must be able to demonstrate impact in at least three of the SELEP federated areas, preferably all four	Pan LEP project

Federated areas must support the project	Project sponsors must discuss the project with Federated Boards or their lead officer/Director for every federated area impacted	The Project is endorsed by Team East Sussex, Opportunity South Essex, Success Essex, and Kent and Medway Economic Partnership. All endorsement at Aug 2020 is in principle and will need to receive formal approval at September Federated Board meetings.
The outcomes must align with SELEPs overarching objective to *create the conditions* for increased jobs and homes, safeguarding existing jobs and raising skill levels	Given the low investment levels of this fund, it is not expected that the projects will directly deliver greater numbers of jobs and homes but applicants must be able to demonstrate how the project will be part of creating the conditions for greater numbers of jobs and homes	The Project seeks to increase jobs and secure existing jobs by strengthening the local tourism industry and dispersing across sites and seasons
The project must align with the SELEP priorities as defined in the Strategic Economic Plan / Economic Strategy Statement	Applicants should highlight which objective(s) that their project supports. If you are unable to identify an objective to align to, this would suggest your project is not suitable for this funding	Aligns to ESS priority 4; **Create places** by putting the area's towns, cities and rural communities on the front foot in responding to new technology and changing work patterns; supporting quality of life and quality of place; and supporting businesses' role in the community
The project must be for a discrete piece of work, not ongoing or business as usual (BAU) costs	This funding is project based, that is a stand-alone piece of work, with defined start and finish dates and clearly identified inputs and outputs.	The project is discrete.
Minimum application value is £25,000 and maximum application value is £200,000	Bids outside of this range will not be considered	£200,000

Funding will be awarded as a grant to support revenue spending only	Capital bids will not be considered	Revenue project
Match funding of 30% must be demonstrated	Applicants must be able to evidence at least 30% of match funding at time of application. This match can be either cash or non-cash. The source of this match must be identified and other SELEP funding or SELEP resource (including SELEP working group time) **cannot** be submitted as match	£156,835 (44%) of match-in-kind resources
Projects are expected to be a maximum of 12 months duration. Exceptions will be considered on a case by case basis	Funding can be provided in more than one financial year if the 12 month period straddles two financial years	12 month delivery across 2020/21 & 2021/22
The project must demonstrate Value for Money and comply with the SELEP Assurance Framework	Further guidance on demonstrating Value for Money in a proportional manner can be found in Annex A	The Project provides a BCR of 2.0:1 There is supporting evidence provided to demonstrate value for money.
The project must be supported by a lead County/Unitary Authority or equivalent	The preferred route of contracting would be with one of the County/Unitary authorities. Other contracts will be considered on a case by case basis	The Accountable Body is Essex County Council who would be the contracting authority with SELEP.

SELEP Assurance Framework Value for Money Requirements:

To receive a recommendation for approval, projects should have a Benefit Cost Ratio of at least 2:1 or comply with one of the two exemptions listed below:

Exemption 1: This may be applied where a project does not present High Value for Money (a Benefit Cost Ratio of over 2:1); but

- has a Benefit Cost Ratio value of greater than 1.5:1; or
- where the project benefits are notoriously difficult to appraise in monetary terms.

Exemption 1 will only apply if the following conditions are satisfied:

(1) The funding sought from SELEP in relation to the project must be less than £2.0m and to conduct further quantified and monetised economic appraisal would be disproportionate; and

(2) where there is an overwhelming strategic case (with minimal risk in the other cases); and

(3) there are qualitative benefits which, if monetised, would most likely increase the benefit-cost ratio above 2:1.

Exemption 2: This may be applied where a project does not demonstrate a High Value for Money (a Benefit Cost Ratio of over 2:1), but has a Benefit Cost Ratio of over 1:1, and only if the following conditions are satisfied:

(a) there is an overwhelming strategic case that supports the prioritisation of this project in advance of other unfunded investment opportunities identified in the SEP; and

(b) there is demonstrable additionality which will be achieved through investment to address a clear market failure; and

(c) there are no project risks identified as high risk and high probability after mitigation measures have been considered; and

(d) there are assurances provided from the organisations identified below that the project business case, including value for money, has been considered and approved for funding through their own assurance processes.

(1) A Government Department;

(2) Highways England;

(3) Network Rail;

(4) Environment Agency; or

(5) Skills Funding Agency.