

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

<b>1. Project Title</b>	
Accelerating Opportunities within the Newhaven Enterprise Zone	
<b>2. Project Location</b>	
Newhaven	
<b>3. Lead point of contact for Project</b>	
Name	Corinne Day
Organisation	Newhaven Enterprise Zone
Job Title	Programme Director
Telephone	07712 411066
Email	<a href="mailto:Corinne.day@lewes-eastbourne.gov.uk">Corinne.day@lewes-eastbourne.gov.uk</a>
<b>4. Lead contact in County Council/ Unitary Authority (if different from above)</b>	
Name	Richard Dawson
Organisation	East Sussex County Council (Accountable Body and Contracting Organisation)
Job Title	Head of Service Economic Development, Skills and Infrastructure
Telephone	01273 482305
Email	Richard Dawson < <a href="mailto:Richard.Dawson@eastsussex.gov.uk">Richard.Dawson@eastsussex.gov.uk</a> >
<b>5. Description of Project (No more than 300 words)</b>	
<p>Launched in 2017 and covering approximately 79 hectares, the Newhaven Enterprise Zone is a catalyst for positive growth in Newhaven and the wider sub region. The overall objective is to deliver sustainable regeneration and a shift towards a higher value economy in Newhaven. Whilst the focus is on eight sites dispersed throughout the town, the ambition to create 70,000m<sup>2</sup> of new and refurbished employment floor-space and 2,000 FTE jobs over a 25-year timeframe will impact across the SELEP region as well as supporting enterprise growth and jobs creation in East Sussex.</p> <p>Considerable progress has been made since the strategic framework was launched and a real dialogue with local business leaders and landowners established. Newhaven now needs to create some quick wins to capitalise on the momentum created and to leverage the investment that the EZ can generate.</p> <p>The focus is on Avis Way, a key industrial estate in the NEZ, and will work in three ways, each directly responding to the coastal communities and growth hub agenda, but indirectly delivering against infrastructure, skills, and social enterprise.</p> <ol style="list-style-type: none"> <li><b>1. Avis Way Estates Improvement Plan.</b> A business led forum has already been established and estate audit and improvement plan drafted. The objective will be to refine the plan and design and deliver improvements to the built estate that encourage productivity, competitiveness and attract new investment to the area.</li> <li><b>2. Avis Way Business Improvement District.</b> The project will test and assess options for creating an Industrial Business Improvement District to build on the business forum and create a sustainable model to continue investment in the estate and enhance the trading environment.</li> <li><b>3. Marketing of the Newhaven EZ.</b> A creative and coherent plan will be prepared and delivered, targeting both the community and business. The objective is to address and overcome the town's negative perception, and simultaneously promote the town for investment.</li> </ol>	

**6. Federated Board endorsement**

The project has been endorsed by Team East Sussex, the local federated board for the SELEP. 30<sup>th</sup> September 2019.

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

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

Newhaven is fast emerging as a key local growth hub for the south east. The Enterprise Zone is a key regeneration priority for SELEP and this project aligns with the **Smarter, Faster, Together** aims of the Strategic Economic Statement.

**Priority 1 – Creating Ideas and Enterprise**

Newhaven is one of SELEPs four enterprise zones created to drive economic growth, focused on the creatives and marine industries and linked into the Newhaven Growth Quarter. This project will create an environment and support infrastructure to enable businesses to achieve sustainable growth and high value jobs and support Newhaven and the wider sub region to become a more productive and prosperous economy.

**Priority 2 – Developing tomorrows workforce**

This project will contribute to raising peoples' awareness of employment opportunities available locally and to engage them in what the employment and skills offer of a future Newhaven could be.

**Priority 3 – Accelerating Infrastructure**

This project will directly support an evidence base and delivery plan that identifies infrastructure investment required, the business case for that investment and lobbying for that investment. Critically, the estate improvements will boost land values and confidence to refurbish and invest in new industrial development at Avis Way. It will target both public and private sector for funding, along with investment of its own EZ business rate uplift.

**Priority 4 – Creating Places**

This project will specifically support quality of place and connect business and people to drive forward plans that enhance the work space, cultural and natural assets, and Newhaven being a great place to both live and work and visit. The marketing dimension is crucial

**Priority 5 – Working Together**

Having suffered from years of stagnation and decline, there is now widespread policy support and enabling investment to accelerate Newhaven's transition from an economy based on low value manufacturing and processing, to a higher value economic role. There is a genuine 'coalition for growth' between businesses and public agencies and this project aims to take collaboration and partnership working to a new level by testing and developing new models and governance arrangements to involve businesses in estate renewal.

Newhaven has been identified as a key economic growth point across the SELEP region, with the potential to become a hub for innovative businesses linked to clean-tech sectors. The project will make a significant contribution to countywide growth priorities, specifically enabling business growth, particularly of 'high value' businesses and becoming a significantly valued asset to the East Sussex economy.

These objectives are further supported by the Lewes Local Plan which sets out a vision that by 2030 Newhaven will have undergone significant regeneration, which will have developed and strengthened its economic base.

<b>8. Total value (£s) of SSF sought (net of VAT)</b>				
£115,000				
<b>9. Total value (£s) of project (net of VAT)</b>				
£197,500				
<b>10. Total value (£) of match funding (net of VAT)</b>				
£82,500				
<b>11. Funding breakdown (£s)</b>				
<b>Source</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>	<b>Total</b>
SSF			£115,000	£115,000
Other sources of funding ( <i>please list below, add additional rows if necessary</i> )				
ESCC			£40,000	£40,000
Newhaven EZ business rate up-lift			£42,500	£42,500
<b>Total Project Cost</b>			<b>£197,500</b>	<b>£197,500</b>
<b>12. Details of match funding</b>				
<i>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</i>				
Match funding will be contributed as follows:				
(1) East Sussex County Council - £40,000 <sup>1</sup>				
£40,000 has been committed by East Sussex County Council to support delivery of enhancements to Avis Way Industrial Estate, specifically to:				
Conduct a vehicular entry point signage audit building upon the indicative map produced by the Enterprise Zone of where business signage is required.				
Manufacture and installation of additional signage and replacement of old signage for amenities and businesses				
Manufacture and installation of anti-idling signage around the ring road and the major approaches, to proactively encourage drivers to switch off their engines when in queues of traffic.				
This resource will be committed and spent by 31 <sup>st</sup> March 2020:				
(2) Newhaven EZ business rate uplift.				
NEZ Strategy Board have committed to provide direct grant funding to the projects as a method to pump prime future investment into Newhaven.				
In addition, support in-kind is also contributed through officer time and resources from both NEZ and Lewes District Council.				

<sup>1</sup> Mix of capital and revenue

**13. Expected project start and completion dates**

The project is in a position of readiness to start on receipt of grant notification.

Start date:

December 2019 with the focus on procuring professional support for the Estates Improvement Delivery Plan and marketing activities

Estates improvements from February 2020

BID assessment form February 2020

Marketing action plan from March 2020

Project completion:

December 2020

**14. Key Milestones**

Key Milestones	Description	Indicative Date
<b>Avis Way Estates Improvement Plan</b> <b>Project Cost: £90,000</b>		
Estate Improvement Action Plan	Professional technical support to refine existing audit and improvement plan into costed delivery plan for implementation specifically: <ul style="list-style-type: none"> <li>Existing land uses</li> <li>Existing movement networks</li> <li>Open spaces and amenity</li> <li>Business need</li> </ul>	Dec 2019 – Jan 2020
Secure business support	Engaging with the Business Forum, secure consensus to the Estate Improvement Delivery Plan	Jan 2020
Define scopes of work	Establish the scope of works for the implementation plan e.g.: <ul style="list-style-type: none"> <li>public realm improvements</li> <li>signage</li> <li>connectivity</li> <li>public amenity spaces</li> </ul>	Feb 2020
Procure works	Procure technical support to implement priority actions identified in the Estate Improvement Delivery Plan	March 2020 – on-going (Implementation of priority phases by Dec 2020)
Management and maintenance	Investigate the most effective means of coordinating the management and maintenance of public spaces in Avis Way through revised local service agreements	April 2020
Monitoring and Evaluation	In-house evaluation of Estates Improvement Delivery Plan and implementation	Nov 2020

Additional funding streams	Secure additional funding streams for the Estates Improvement Delivery Plan	On-going
<b>Avis Way Business Improvement District</b> <b>Project Cost: £32,500</b>		
Define scope of works	Define scope of work with Business Forum	Dec 2019
Business support to BID	Technical advice and support to assess and establish business sentiment through extensive consultation for BID development process	Jan – March 2020
Financial model	Technical support to establish a financial model looking at costs and income	April – May 2020
Development Plan	Draft a Development Plan for consideration by the Business Forum regarding setting up an Estate BID	June 2020
<b>Marketing of the Newhaven EZ</b> <b>Project Cost: £75,000</b>		
Strategic Marketing and Communications Plan	Refine Marketing and Communications Delivery Plan	Dec 2019
Raising awareness	Commission specialist marketing and communications experts to design and implement awareness raising campaign to promote living and working in Newhaven	Feb 2020 – ongoing
Media / social media	Commission specialist marketing and communications experts to design and launch new media campaign including: <ul style="list-style-type: none"> <li>design and launch new website</li> <li>launch e-newsletter</li> <li>Implement social media campaign (twitter, facebook etc)</li> </ul>	April 2020 – ongoing
Partnership marketing	Create a communications plan to help promote relevant businesses and their stories	May 2020
Monitoring evaluation and review	Performance targets set for each campaign and reviewed as the campaign progresses	Nov 2020
<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>
1. Acceleration of refurbished business space (Avis Way Industrial Estate enhancement – 26.7ha)	1,006 sqm (20% of 5,034 sqm of refurbished business space to higher value manufacturers and services)	£905,400 (Average refurbishment cost for industrial premises £900 sqm)

2. Increased take up of industrial space across NEZ	1,500 sqm	£105,000 (Average £70 sqm)
3. Businesses contribution to public realm / place-making	73 businesses	£36,500
4. Acceleration of Gross Jobs delivery target for Avis Way	35 Gross Jobs  (assumes 30% of 116, which is the total Gross Jobs projected for Avis Way)	£870,520

### 16. Value for Money – Benefit/Cost Ratio

*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*

**BCR = 9.71:1**

Benefits are calculated on basis of accelerating delivery at between 24-36 months earlier with support from SSF

- (1) 1,006 sqm of refurbishment of space at Avis Way (total projected refurbishment is 5,034 sqm) @ average refurbishment cost of £900 sqm
- (2) Assumes take-up of 1,500 sqm of vacant space across the NEZ. Cash value of benefit assumes average rental of £70 sqm
- (3) Move to pre-BID status assumes contribution of £500 per business for future public realm improvements
- (4) Gross Jobs delivery target for Avis Way is 116. Project assumes 30% accelerated delivery of Gross Jobs targets. GVA per head (£) adopted is £24,872, which reflects the average for all jobs in Newhaven.

### 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*

Enquiries from businesses across the region, and from elsewhere, indicate that there is demand for commercial space in Newhaven but the delivery of new commercial development projects and investment by existing occupiers is constrained by the effect of imperfect competition, poor perceived connectivity and poor perception and image of the town. Much of the value derived from this discrete piece of work is to enable and attract investment into Newhaven and act as a catalyst for growth. This work pre-empts the cash value that can be attributed to that growth so is difficult to quantify or project. The success of this project enables the success of the EZ and the ambition set out. This discrete piece of work will establish a baseline of community and business perception, of current performance and GDP/GVA locally, and enable us to set our KPI's that will measure the future success of Newhaven and its contribution to the wider SELEP economy to which it is intrinsically linked as a Gateway, a key port, an employment area and growth area for housing.

The project has over the expected 30% match funding which demonstrates a shared risk and reward with the EZ and SELEP. If supported, much of this work will support the investment decisions required by the

EZ to acquire and develop sites, and to promote this opportunity to the private sector and the considerable potential investment. Last year alone, the EZ attracted 13 companies to locate and/or expand in the EZ and the private sector investment in that year was £3.8m, and created 108 jobs.

### 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*

The design and delivery of estate improvements may not secure an up-lift in investment interest, which may in part be caused by external factors.

The difficulty in measuring outcomes from communications and marketing campaigns is well known. As well as creating campaigns to change perceptions of Newhaven as an investment location, the plan will target future occupiers with clear branding and tailored sector propositions, matching the sector strengths of the NEZ. We will put in place robust techniques to monitor and evaluate the impact of this component of the project.

There is a risk that businesses might not vote yes to the proposed BID. The value in this work stream is to assess and test new ways of partnership and collaboration. Business have demonstrated their commitment to this idea. The current Forum has grown from 10 – 35 business engaged from the estate in a space of 6 months and we are keen to explore how to ensure business commitment to sustain the up-keep of Avis Way.

### 19. State Aid Implications

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

Investment in infrastructure and estate improvements at Avis Way and the design and delivery of a marketing programme will provide a significant up-lift in investment interest in the NEZ. There would be no direct assistance to future occupiers from this funding. The project complies with State Aid rules.

*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.*

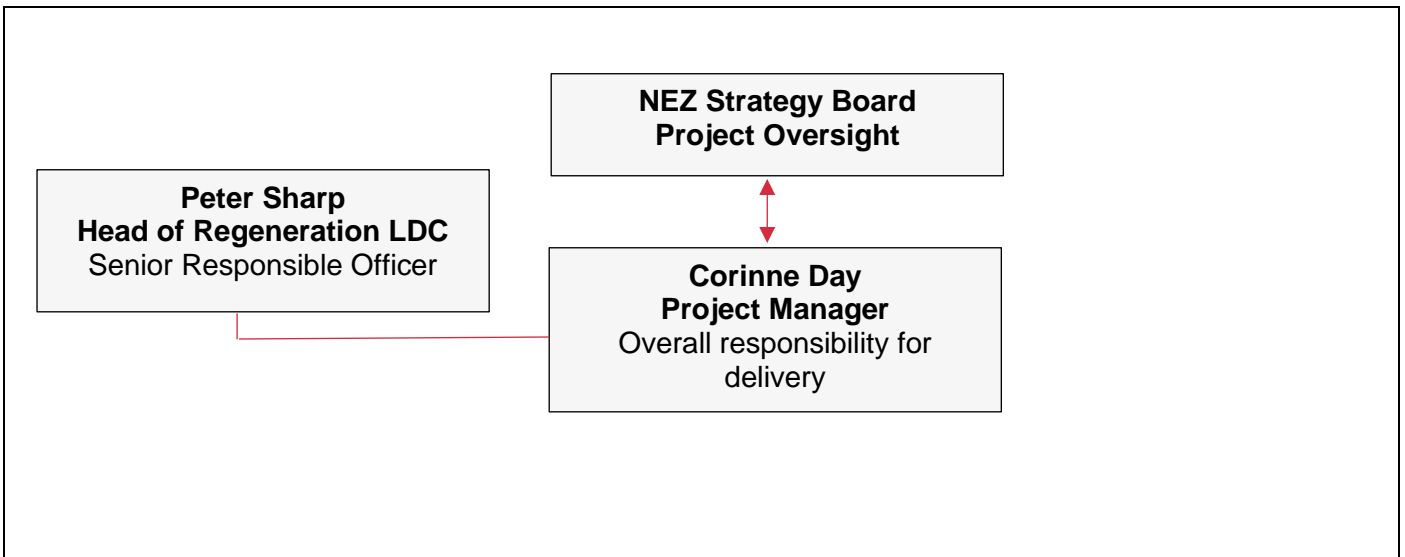
The contracting body will be East Sussex County Council who will enter into a legal agreement with Essex County Council (as Accountable Body for SELEP) in relation to this funding.

The primary project contact during delivery is:

Corinne Day  
NEZ Programme Director  
Lewes and Eastbourne Councils  
Southover House, Lewes,  
07712 411066  
[Corinne.day@lewes-eastbourne.gov.uk](mailto:Corinne.day@lewes-eastbourne.gov.uk)

### 21. Project Governance Structure

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



**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>	CORRINE DAY
<b>Organisation</b>	LEWES AND EASTBOURNE COUNCILS
<b>Date</b>	18 <sup>th</sup> October 2019

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