

Appendix B - 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)	<p>Over the last few months considerable work has been taking place to ensure that the project is on course and is now at delivery stage. Key delivery milestones are being achieved, including the announcement of the launch dates and titles of the works to press on 10 February 2020. A successful press trip with international media from France and the Netherlands took place in October 2019, generating a number of articles encouraging people to visit England's Creative Coast (ECC) and garnering very positive feedback. 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 of ECC is planned for 16 April 2020 with the opening of Michael Rakowitz's art commission in Margate with Turner Contemporary, followed by the sequential openings and launches of the 6 further art commissions and the GeoTour until the end of July. The GeoTour is being finalised with the Local Engagement Programmes by each partner now underway.</p> <p>Expenditure so far in Year 2 is all within budget.</p> <p>NOTE This Project has been postponed until Spring 2021 due to COVID-19</p>	<p>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</p> <ul style="list-style-type: none"> • 738 pageviews • 218 sessions • 3.39 pages per session • Average session duration: 2 minutes 10 seconds <p>B2B project learning site launched November 2017:</p> <ul style="list-style-type: none"> • 5871 pageviews • 2416 visitors <p>Exhibition at Turner Contemporary 10 April to 1 September 2019 promoting England's Creative Coast - received 186,188 visits</p> <p>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.</p> <p>Local Engagement Programme evaluation underway with Delivery Partners"</p>	

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2. Gourmet Garden Trails (Tourism – Colours and Flavours project)	<ul style="list-style-type: none"> • 165 businesses form the Gourmet Garden Trails (GGT) product, spread across 5 counties. Full GGT website, with new developments being launched February 2020 including enhanced filtration, blog features and more. Over 24,500 views on the website have been recorded since going live • 11 videos created - 1 x 'Hero' (for all counties) showing all GGT offers, 1 x 'Hub' (summary video) for each county, 1 x Ambassador for each county. • Social media video cuts of the above videos • Image library of summer imagery (created at start of project) and Autumn photography (created in late 2019) to promote seasonality • 5 trade training events - Taking England to the World workshops delivered • 115 travel agents have been trained to sell GGT products; • Meeting its target, GGT created 15 itineraries throughout the 5 project counties (3 per county) • 10 x familiarisation trips - press & trade • Travel Trade Hub - a database of all GGT products • 8 trade shows • 2 PPC campaigns, 3 social influencer campaign, 2 B2C domestic campaign, 3 in market awareness campaigns. Marketing campaigns with project partners - • 1 press toolkit • 2 UK Inbound event • 5 new business networks <p>Project now complete</p>	<p>SQW & GGT have recently signed off on updated agreed metrics (GGT Interim report) for the current project lifespan and up to 2024. This is due to be sent in February 2020 to VisitEngland by SQW.</p> <ul style="list-style-type: none"> • 5 Familiarisation trips by 2020 - 10 completed. This is both trade and press. • 20 Itineraries featured on B2C site and TXGB by 2020 (9 on B2C, 0 on TXGB - as mentioned, we are currently in process of signing up) • 60 business trained by 2020 - 54 trained at workshops in Kent & Herts. • 100 overseas agents trained on GGT by 2020 - 115 travel agents have been trained to sell GGT products; 66 have passed our Online Travel Trade Training and a further 12 have started • 12,500 booked by end 2024 • £293 average spend/visit by 2024 <p><u>Impacts</u></p> <p>Increased Visitor spend average increase per region of £0.5m by 2024</p> <p>Increased visitor numbers from Germany & Netherlands to rural England</p> <p>German & Dutch visitors report improved perceptions of England's Food, Drink and Horticulture offer</p> <p>GGT product is available in a further 2 counties by 2024 (0, but as mentioned we are onboarding other destinations currently)</p>	

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<p>3. North Kent Enterprise Zone: Enabling and Marketing</p>	<p><u>Innovation Park Medway – Masterplan and Local Development Orders</u> Medway Council funding allocation of £141k towards preparation of Local Development Order for Innovation Park Medway. The LDO has recently completed the public consultation and is being prepared for adoption by both Medway Council and Tonbridge & Malling Borough Council.</p> <p><u>Marketing of the North Kent Enterprise Zone and associated collateral</u> Medway Council funding allocation of £141k towards preparation of Local Development Order for Innovation Park Medway. The LDO has recently completed the public consultation and is being prepared for adoption by both Medway Council and Tonbridge & Malling Borough Council. Preparation work included a vast amount of evidence base documents and studies including a Masterplan which was also publicly consulted. Public consultation now complete</p> <p>The marketing campaign for NKEZ has been signed off by board and is currently active. We have actioned a number development action to the website and completed filming of the NKEZ promotional video and this we be activated on social channels as of February 17th.</p> <p>Major risk to project is agreement from Highways England around the LDO. This is expected October 2020</p>	<p><u>Innovation Park Medway – Masterplan and Local Development Orders</u> Project benefits will not be realised until the Local Development Orders have been adopted by both Medway Council and Tonbridge and Malling Borough Council.</p> <p><u>Marketing of the North Kent Enterprise Zone and associated collateral</u> We have actioned a number of development actions to the website to help the user journey on the site function more effectively. We have also completed the filing of the NKEZ promotion video. This will be promoted on social channels as of w/c 17th February.</p>	

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<p>4. Future Proof – Accelerating Delivery of High Quality Development across the LEP</p>	<p>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.</p> <p>Project now complete</p>	<p>1. The final report will be made available on the SELEP website and the Haven Gateway Partnership and Daedalus websites at a time agreed with SELEP to ensure that public sector bodies have access to the work. The team will also continue to work with the SELEP Housing and Development Group, Homes England and other Local Authorities as appropriate to share progress on and secure funding and support for implementing the model;</p> <p>2. Our research and the FutureProof model has shown that it is possible to build out the 500 unit site within 3 years and for this to be fully occupied within 4 years: the FutureProof approach is less constrained by perceived market absorption rates than traditional volume build models which would usually take 4-5 years longer to build out;</p> <p>3. The model has shown that it is possible to include high quality public realm and sustainable forms of utilities provision within a market drive and independently assessed Gross Development Value. Alternative and more creative forms of utilities management and delivery can deliver commensurate benefits to the end user and the application of innovative energy technology will alleviate some abnormal costs of the development process, whilst generating the required income streams;</p> <p>4. The model has embraced a wholly off-site manufactured approach which favours volumetric solutions enabling it to build efficiently and faster than traditional techniques, increasing construction productivity and at the scale of 500 units becomes cost competitive with traditional construction whilst delivering far better levels of energy efficient performance;</p>	
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		<p>5. It assumes the implementation of a new micro-grid and extensive building integrated renewables and centralised energy storage;</p> <p>7. It has successfully shown how a much more flexible tenure/ownership model underpinned by shared equity principles can offer wide access to ownership to occupiers at different life stages e.g. starting with low equity stake and increasing this or by reducing equity later in life or by renting;</p> <p>6. The model however has not been able to accommodate the provision of smaller land parcels for SME developers due to the fact that the scale (500+ units) needed for the use of off-site methods and institutional investors, and the focus on accelerated delivery, is not compatible with smaller developments. Volumetric manufacturers supply and assemble the units themselves in order to provide a requisite 75 year building warranty, which limits potential traditional SME developer involvement. Innovating SMEs could be included within the wider supply chain and could be supported by the I-Construct project to develop links with the off-site and technology sectors offering hybrid solutions and the Homes England Housing Delivery Fund (as part of the local economic development support around the delivery of a FutureProof development).</p>	

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5. Good Food Growth Campaign	<p>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.</p> <p>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</p>	<p>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.</p>	
6. Kent Medical Campus Enterprise Zone – Innovation Centre design work	<p>"All outputs have been primarily delivered.</p> <p>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."</p>	<p>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.</p>	

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<p>7. Planning and prioritising future skills, training and business support needs for rural businesses across SELEP</p>	<p>Project completion date is now confirmed as 31 August 2020</p> <ul style="list-style-type: none"> • Hadlow have formally withdrawn for the project • Howard Lee is working on the project part time through Plumpton College • The Hadlow sectors have been apportioned to other partners • Plumpton College is absorbing the skills work for Forestry and Arboriculture as requested by the RWG. • Skills evaluations are reviewing across industry groups and skills reports for the last 5 years to ensure that a complete skills record is achieved • The emerging evaluations are setting skills into three main priorities <ul style="list-style-type: none"> Current technical skills (to make sure these are not overlooked) Future technical skills (to flag these for investment in resources and delivery) Wider non-technical skills (now becoming increasingly more critical and for many employers, on par with technical skills) • The presentation of the findings is being set out to include... <ul style="list-style-type: none"> Introduction Sector by sector chapters addressing Background to the sector Skills SWOT Current limitations Future needs Delivery strategies Annex of the long list of skills <p>Summary sections for</p> <ul style="list-style-type: none"> L3+ technical skills Business improvement techniques and knowledge transfer Skills pipeline, recruitment and progression challenges (skills related) Skills to improve sustainability 	<p>All outputs are progressing and will be delivered by the end of the project.</p> <p>Notable deliverables to date include</p> <ol style="list-style-type: none"> 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 	

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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	
9. Delivering skills of the future through teaching: teaching for growth	<p>Project outputs achieved exceed the anticipated minimum number expected and include:</p> <p>The handling of 92 applications for bursaries and the awarding of 82</p> <p>Foundations laid for marketing campaign to raise awareness of the sector as an employer</p> <p>Production of case study videos across a range of sector skills areas where labour is short. This part of the project has been delayed due to COVID-19</p>	<ul style="list-style-type: none"> • A total of 82 bursaries towards the costs of teacher training have been awarded. This number exceeds the original target of 40+ by 42. This represents 100% over target performance. We are confident the number of bursaries awarded in the forthcoming Q3 will continue to grow as the project expands to encompass Level 3 awards. • Match funding attracted is also running above profile • Much work has been undertaken to move towards meeting the expected project outputs of 'delivering a high quality awareness raising campaign which will showcase the sector, demonstrate the range of innovative and inspirational facilities and articulate the benefits of working in the sector.' A total of six case study videos have been filmed, edited and verified. This are now ready for release. Additionally, social media campaigns have been developed using platforms such as Facebook, Instagram and LinkedIn. • The dedicated project website is in the final stages of preparation and will be live by 14th February. https://www.becomealecturer.org/become-a-lecturer/ 	

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10. Creative Open Workspace Masterplan and Prospectus	At the point of lockdown the project was 90% complete with partners working on case studies. The Steering Group decided to pause the project. SECEN will judge when it is appropriate to revisit and revise the document. The network will need to take into account the collateral damage to the sector caused by COVID-19 and how to reflect both this and the new opportunities and recovery plans for the sector as they emerge. This will undoubtedly have budget implications.	90% complete, but delays due to COVID-19	
11. Energy and Clean Growth – Supply Chain Mapping	This project does not have a legal agreement in place yet. The project is now due to start on the 6 th February 2020, hence no update this quarter. Start date delayed due to COVID-19	No project benefits delivered at this stage	
12. (Accelerating Opportunities within the) Newhaven Enterprise Zone	Project has received full approval and the legal documents have been sent to East Sussex County Council Consultants have been commissioned to undertake Avis Way Estates Improvement Plan and Business Improvement District (BID) feasibility, a detailed engagement plan has been put on hold due to COVID-19, however a desktop assessment of the transport challenges and issues is progressing. Work is also progressing on the marketing work stream, particularly refining and refreshing marketing activities in line with the developing Newhaven 'narrative'. Timing is an issue particularly how and when the Newhaven business community is engaged with in a way that ensures effective input and support to the project at a time when clearly there are more pressing priorities.	No Updates at this stage	