

Appendix 2 Sector Support Fund (SSF) Application Template

| 1. Project Title | |
|---|-------------------------------|
| Gourmet Garden Trails | |
| 2. Project Location | |
| Kent (Incl. Medway), Essex (Incl. Thurrock, Southend), and East Sussex. | |
| 3. Lead point of contact for Project | |
| Name | Deirdre Wells |
| Organisation | Visit Kent |
| Job Title | CEO |
| Telephone | 07751 788606 |
| Email | Deirdre.wells@visitkent.co.uk |
| 4. Lead contact in County Council/ Unitary Authority (if different from above) | |
| Name | Steve Grimshaw |
| Organisation | Kent County Council |
| Job Title | Strategic Programme Manager |
| Telephone | 03000 417084 |
| Email | Steve.Grimshaw@kent.gov.uk |
| 5. Description of Project (No more than 300 words) | |
| <p><i>This narrative should include evidence of impact in at least three of the four SELEP Federated areas and links to sector based working groups</i></p> <p>Gourmet Garden Trails (GGT) was developed as a large-scale Discover England Fund (DEF) funded project to showcase England's beautiful gardens and unique food and drink to the international market. Locations and organisations previously involved in the project include Kent, Essex, Hertfordshire, Cheshire and The Peak District and Derbyshire, with the addition of West Sussex, East Sussex and The RHS for this next phase. This funding would allow us to build on these substantial assets to quickly deliver a thematic domestic campaign showcasing the South East and extend into East Sussex providing coverage for the entire SELEP region.</p> <p>In light of Covid-19, this programme intends to focus on the domestic market to drive the recovery of the visitor economy. It encourages visits to regions outside London over the winter and spring to extend the season and capitalise on emerging trends for local, rural and experiential products.</p> <p>Since the full launch in late 2019, GGT has:</p> <ul style="list-style-type: none"> Engaged 164 businesses across the project areas Delivered an inspirational platform along with 20 multi-day itineraries Built partnerships with 7 distribution partners and collaborated on several in-market campaigns Delivered a B2B travel trade hub with resources for sales team Produced a bank of seasonal imagery and video Secured 10 familiarisation and press trips | |

For full details of previous activity, please see attached SSF report.

The amplification of Gourmet Garden Trails will prioritise:

- Adapting product for and targeting the domestic market by capitalising on the growing trend for enjoying local food, local produce, and local landscapes, with a focus on wine and RHS partner gardens.
- Geographical & product expansion including East Sussex, with a focus on the South East.
- Developing further seasonal content to expand the year-round offer, supporting local business and jobs at a fragile time.
- Making the product self-sustaining through integration with VisitBritain's [TXGB](#) distribution platform for individual products and explore other third party booking partnerships for booking 'packages'.
- Collaboration with Produced in Kent's [Support Your Local](#) and [Help Kent, Essex and East Sussex Buy Local](#) campaigns, to cross promote and maximise benefits.
- Position Gourmet Garden Trails to be able to leverage more funding

As existing members of Gourmet Garden Trails, Peak District and Derbyshire and Cheshire will continue to feature within B2B & B2C platforms as well as being referenced in marketing material, however this funding will focus on the SELEP + region within the South East.

6. Federated Board endorsement

Please indicate which Federated Boards have endorsed the project, including dates of any relevant meetings.

The project has received "in principle" endorsement from four of the federated boards:

KMEP: sarah.nurden@kent.gov.uk

OSE: ilewis@castlepoint.gov.uk

Success Essex: Tristan.Smith@essex.gov.uk

TES: Richard.dawson@eastsussex.gov.uk

We received support in principle from federated board colleagues for the previous submission of this project. Owing to the tight timetable, the Boards have agreed that we may resubmit the bid citing their support, but will confirm their approval once they have had the time to review the final bid in detail.

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

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

Sitting neatly alongside the SSF Visitor Economy project RE-BUILDING CONFIDENCE AND DEMAND IN THE VISITOR ECONOMY, Gourmet Gardens Trails seeks to build upon the successful pilot funded through Visit England's Discover England Fund. Nesting within the wider context of this larger bid Gourmet Garden Trails will take one of the key themes and strengths of the SELEP region, wine/vineyards, and deliver targeted development and marketing activity.

Promoting innovation is a key part of the SELEP strategy and section 2.44 of the "Growth Deal and Economic Plan" states that this will be driven by businesses themselves. The visitor economy is recognised in the strategy as an area where the region has (or could have) strong competitive advantage. The Gourmet Gardens Trails project has developed an innovative tourism platform covering the SELEP areas of Kent, Essex and Medway with the aim of boosting the visitor economy and would extend this to East Sussex if successful.

A substantial proportion of the region's tourism assets are located in rural areas and the Gourmet Gardens Trails, by definition, mainly benefits rural tourism (although not excluding urban destinations). We note from section 2.46 of the SELEP Plan that tourism is recognised as a sector which presents new growth and business opportunities. In addition, regeneration projects linked to the creative sector such as those in Folkestone described on page 158 of the SELEP Plan have been proven to increase visitors and grow the local economy. Regeneration projects and programmes which focus on higher value attract inward investment in recent years by the opening of "boutique" hotels, gastropubs and investment in higher quality accommodation in some pubs. This assists in the revival of 'traditional' resorts which were allowed to decline due to lack of investment, changing trends in tourism and a spiral of decline. We are seeing this being reversed in key places – many coastal resorts are now "on trend" and attracting a new generation of visitors.

Covid-19 has heavily impacted the visitor economy, with footfall across the region reduced by over 90% in April and May and ONS data tells us that rural and coastal areas have been disproportionately impacted by enforced business closures. Therefore, targeted support is needed to ensure that these areas see a quick recovery to help businesses can survive the winter and protect jobs. Data from VisitEngland tells us that the most likely destinations to benefit from early visits will be those with wide open spaces, beautiful landscapes, local produce and engaging and innovative experiences. However, the market will be competitive with destinations from across the country targeting the same pool of visitors to aid recovery. Gourmet Garden Trails will engage high value domestic visitors looking for compelling, high-quality experiences and is therefore an ideal tool to drive visits to the hard-hit coastal and rural areas as well as extend the 2020 season beyond the end of the summer/autumn and into winter/spring.

Through inspirational itineraries, GGT entices consumers off the beaten track into more rural areas of the regions involved where we will seek to increase both visitors and income to these rural areas. This will also aid with the dispersal of visitors away from popular areas that have received large numbers of visitors since lockdown was eased.

Uptake of the TXGB distribution platform will have the effect of connecting SELEP area rural tourism businesses of all sizes particularly SME's with distributors, helping them reach a wider audience and open up new markets. The platform integrates with existing booking systems to increase productivity but also provides a quick and cheap way for smaller businesses to introduce a booking system. Having a booking system has become even more important as a result of social distancing to manage capacity and collect track and trace data. With regards to GGT, the TXGB platform will provide booking functionality for individual experiences with GGT receiving a small commission on all sales, thus creating a sustainable income stream to create legacy and reduce reliance on external funding.

We will also seek to partner with another 3rd party booking provider to facilitate the booking of packages of products by consumers on the GGT B2C platform in one simple transaction. This will see GGT take a small commission to increase sustainability once again.

With a focus on gourmet cuisine and particularly locally produced food we will look to work with businesses who are 'traditionally' in food production but have perhaps diversified into tours and experiences, such as cheese, wine and pick your own. We have seen businesses needing to adapt and

introduce more diverse revenue streams to make their businesses more sustainable as a result of Covid-19 and Brexit. This product will help to drive demand and investment in rural diversification projects, protecting jobs – both directly in the visitor economy of the region and indirectly through suppliers and supporting sectors.

Within this programme we will collaborate with Produced in Kent on their SELEP-wide Support Your Local, Help Kent, Essex and East Sussex Buy Local campaigns and Kent Food Trails, developing a communication strategy to streamline business engagement and cross promote offers to businesses and the consumer. This will further leverage the recent interest in “local” and the support for local supply chains.

Wine and vineyard tours provide a strong product across Essex, Kent and both East and West Sussex providing a region wide shared story and USP with which to take to market. This alongside the high value partnership with RHS will form the basis for our marketing activity. Promoting a high value in demand product where the South East can separate itself from national competitors.

Our strategy is to focus on delivering higher value visitors with a lower impact on the environment to deliver a sustainable recovery. This fits well with the SELEP strategy as tourism is seen as low value in terms of output and reducing carbon emissions. Focusing on programmes and campaigns that promote quality and encourage increased spend per visit is a key goal.

Our partners include key travel organisations covering domestic rail, and cross channel ferry and rail organisations to encourage travel through these SELEP area gateways, capitalising on previous investment in these areas and supporting collaboration between these organisations and our tourism businesses, thus supporting future growth within the SELEP regions.

The Visitor Economy is a significant engine of growth for the SELEP region, worth over £8.6bn, supporting more than 177,000 jobs as of 2015. In West Kent it is recognised as “strong and growing” in the SELEP Plan (page 166) with cultural led investment in Tunbridge Wells identified as a key driver. Leisure and tourism are “important parts of the East Kent economy” (page 46); tourism accounts for 14.5% of all industry in Wealden, the highest percentage in East Sussex (page 106) and tourism is one of the “important contributors towards the employment growth” of East Sussex (page 90). This project will not only contribute towards the protection of these jobs but going forwards the visitor economy has been proven to be a quick job creator in a recession so will be important in underpinning the recovery.

The visitor economy has a significant effect on attracting people to live and work in the region. A vibrant tourism industry supports place making and a region which has a wide range of leisure, cultural and heritage assets has a strong appeal and greatly assists in encouraging businesses to locate or relocate. With the rise in home working, we expect that there will be an opportunity for the SELEP area to attract more skilled workers and businesses outside of the capital looking for reduced rents, good connectivity and a better work life balance.

We note from page 106 that there is a need to establish an intervention fund to upgrade and expand tourist accommodation and facilities to better exploit the growth potential of the tourism sector. We believe that this application falls within the scope of a requirement to assist tourism businesses in the region to improve the quality of their product and the way in which they market their offer.

Through securing this funding we will position ourselves to leverage further funding into the SELEP region.

We are currently awaiting the opportunity to apply for Visit England funding of up to £100,000 from the [Escape the Everyday](#) campaign. This will enable us to amplify the reach and impact of Gourmet Garden Trails and put the South East up front and centre on a nationally significant campaign but also benefit from the in-kind support of VisitEngland. To enable us to apply for this as a South East partnership, SSF

funding will be required to adapt the product for the domestic audience, develop the product geographically and add the booking elements into the platform.

8. Total value (£s) of SSF sought (net of VAT)

£35,000

9. Total value (£s) of project (net of VAT)

£84,000

10. Total value (£) of match funding (net of VAT)

£49,000

11. Funding breakdown (£s)

| Source | 2020/21 | Total |
|--|----------------|----------------|
| SSF | £35,000 | £35,000 |
| Other sources of funding (<i>please list below, add additional rows if necessary</i>) | | |
| <i>Insert name of funding</i> | | |
| Cash Match: Visit Kent Visit Herts Experience West Sussex | £13,000 | £13,000 |
| Monetised in-kind support: Visit Kent Visit Herts Experience West Sussex East Sussex Visit Essex RHS Produced in Kent | £36,000 | £36,000 |
| Total Project Cost | £84,000 | £84,000 |
| Unsecured Cash Match: VE Marketing Fund* | £100,000 | £100,000 |

12. Details of match funding

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

We have secured commitment for **cash co-financing** from the following organisations:

| | |
|------------------------|----------------|
| Visit Kent | £5,000 |
| Visit Herts | £3,000 |
| Experience West Sussex | £5,000 |
| TOTAL: | £13,000 |

Further to this, we have commitment of **monetised in-kind support** from the following organisations:

| | |
|------------------------|----------------|
| Visit Kent | £5,000 |
| Visit Herts | £2,500 |
| Experience West Sussex | £5,000 |
| East Sussex | £1,000 |
| Visit Essex | £5,000 |
| RHS | £15,000 |
| Produced in Kent | £2,500 |
| TOTAL: | £36,000 |

By accessing the SSF, this would put us in a strong position to leverage further funding for the SELEP area which would amplify the reach and impact. The below expenditure breakdown details how this **unsecured cash match** would enhance the planned activity.

* We are applying to VisitEngland for **£100,000** from the Escape the Everyday Campaign Fund to enhance the planned project activities for South East destination partners. As one of VisitEngland's major projects and representing a significant region and number of businesses which provide "Covid friendly" experiences, we expect a positive result from the application. If we are successful, this would result in a major amplification of the project.

Expenditure Breakdown

| Gross Project Budget (including secured third parties co-financing and in-kind): | Cash | In-Kind Match | Unsecured cash match |
|---|----------------|----------------------|-----------------------------|
| | £48,000 | £35,000 | £100,000 |
| Product and content development | | | |
| New itinerary creation | £3,000 | | |
| Website development and booking integration | £5,000 | | |
| Business onboarding East Sussex, West Sussex and RHS | £3,000 | £5,500 | |
| Content & photography curation | £2,500 | £5,500 | |
| Trade and press engagement | | | |
| B2B Trade Hub | £1,500 | | |
| In-Kind trade engagement | | £2,500 | |
| Virtual Sales Calls | £2,500 | | |
| Refresh press pack | £500 | | |
| Domestic press engagement | £2,000 | | |
| Consumer engagement | | | |
| Domestic Campaign | £20,000 | | |
| In-Kind Marketing Campaign | | £22,500 | |
| Escape the Everyday VisitEngland domestic campaign | | | £100,000 |
| Project Management | | | |
| Project Management | £5,000 | | |
| Evaluation and reporting | £3,000 | | |
| TOTAL | £48,000 | £36,000 | £100,000 |

13. Expected project start and completion dates

The project will commence in November 2020 and run until May 31st 2021.

| 14. Key Milestones | | |
|--|---|------------------------|
| Key Milestones | Description | Indicative Date |
| Product Audits | Audits complete for new products focusing on new destination partners | November 2020 |
| Integrate communication and collaboration with Produced in Kent's 'Buy Local South East' and Kent Food Trails programmes | Create an integrated communication strategy, including cross-promotion to maximise benefits and increase efficiency | November 2020 |
| Onboarding of new product | New businesses onboarded onto GGT. Focus on East & West Sussex along with RHS | February 2021 |
| B2C website updated | New destination sections created on B2C website along with pages for each new attraction/experience | February 2021 |
| B2B Trade Hub updated | New destinations Sections added to Trade Hub along with updated database of businesses | February 2021 |
| Photography & video collation and curation | Source high quality images and video assets from destination partners and leading attractions as in-kind support. Assets to be created and used in B2B and B2C comms as well as images added to the B2C website and B2B hub. | Nov 2020 – Feb 2021 |
| New itineraries created | Creation of new seasonal itineraries featuring new destinations and attractions live through B2B and B2C channels | January 2021 |
| Sales of individual products live through B2C website and TXGB program and other booking integrations | Further integration with TXGB for the sale of new individual experiences. GGT will also explore opportunities with partners such as Holidays Extra to white label a 'package' booking system. GGT will take a commission on all sales to reinvest in the sustainability of the programme. | February 2021 |
| Press pack updated | Update current press pack to include reference to new destinations, project partners, funding streams and experiences. | December 2020 |
| Domestic Press Engagement | Proactive pitching of GGT product to domestic and trade press through Travmedia and existing contacts. | Feb - May 2021 |

| | | |
|--|---|---------------------|
| In-kind trade engagement | The GGT product would be presented to tour operators and travel trade through planned GTP travel trade engagement activities including virtual shows, meetings and newsletters. | Nov 2020 - May 2021 |
| Virtual sales calls | Virtual sales calls x 5 minimum Each call will focus on a destination allowing a representative from the destination to work alongside the GTP Travel Trade manager to sell GGT products to the market. There is also the potential for themes sales calls for example themed on wine with a rep from a vineyard from each destination to attend. | Feb - May 2021 |
| Domestic PPC Campaign | Running a domestic market PPC campaign, utilising our video, photography, itineraries, and additional content to direct customers to the B2C GGT website. Promotion will be focused on flagship products such as wine and RHS partner gardens. | March - May 2021 |
| In-kind marketing campaign | Coordinate and deliver an in-kind marketing campaign through project partners own channels and existing databases. It particular utilising the extended reach and targeted promotion of the RHS. A toolkit and assets would be developed to support partner delivery. | March - May 2021 |
| Project Monitoring and Evaluation report | A project Evaluation will produced and distributed to stakeholders detailing the projects successes, learning and reporting against agreed metrics. | May 2021 |
| Amplification activity subject to additional funding application. | | |
| Visit England 'Escape the Everyday' marketing campaign* | Work alongside Visit England to include GGT product within their 'Escape the Everyday' campaign, including; <ul style="list-style-type: none"> • Being part of a collective message to inspire visitors to book this this | Jan - March 2021 |

| | | |
|--|--|--|
| | <p>autumn, winter and spring.</p> <ul style="list-style-type: none"> • Feature in digital, social and PR channels. • Partner in opportunities including print and broadcast. | |
|--|--|--|

15. Benefits created by 2021 (list benefits with number/amount and cash value if applicable)

| Type of Benefit | | Number of benefits created | | Cash value of benefit (£) | |
|--|--|-----------------------------|----------------|---------------------------|--|
| Please refer to table below for details | | | | | |
| Agreed metric | Total achieved up until 30 th June 2020 | Additional outputs expected | Revised Target | Date expect to achieve | Comments |
| New Itineraries developed | 15 | 8 | 23 | January 2021 | |
| B2C/B2B websites updated | 1 | 0 | 1 | N/A | New sections added to B2C and B2B website for new project partners |
| Number of image libraries developed | 5 | 2 | 7 | May 2021 | Further image libraries will be created for new partners. Further seasonal images will be added for all destinations |
| Integration with booking systems | 1 | 1 | 2 | March 2021 | Seek 3 rd party booking provider for Packaged products to sit alongside TXGB |
| Number of businesses onboarded to TXGB | Approx. 70 | 30 | 100 | March 2021 | All new businesses will be onboarded in parallel to TXGB (subject to business agreement) |
| Press toolkit developed | 1 | 0 developed, 1 updated | | December 2020 | Press pack will be updated to accommodate new partners and information |
| Number of Virtual Sales calls | 0 | 5 | 5 | March 2021 | Sales calls for each destination and key themes inc. Wine |
| Number of advertising campaigns arranged and/or live | 3 | 1 | 4 | | 1x domestic B2C |

| | | | | | |
|--|-----|--|--|----------|------------------------------------|
| Number of agents engaging with Trade Hub | N/A | 25 | 25 | May 2021 | |
| Number of domestic visitors to website | | 12,500 | 12,500 | May 2021 | Based upon success of previous PPC |
| Seasonality metrics | N/A | 30% of bookings within shoulder season | 30% of bookings within shoulder season | | |

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

Please note: The above tables are based on initial analysis and expectation of outcomes/impacts. Through the development of the project more insight into the target market and potential limitations of technology will be gained and these metrics will be reviewed accordingly. They also assume no substantial impact by local lockdowns.

Given the unprecedented situation created by the Covid-19 pandemic, previous performance data cannot be accurately used as baselines, as early forecasts indicate it will take a few years for the industry to reach pre-pandemic levels. This in turn, affects our ability to put forward a worked-out projection around additionality. The latest forecast done by VisitBritain for 2020 shows a projected decrease in domestic tourism spending of 49% and a decline of 63% in spend for inbound tourism.

The project activity also comes at a time when safeguarding jobs is more important than ever. If, as forecasted by VisitBritain, tourism revenue decreases by £64.6bn compared to 2019, we can expect around 1m people in the industry to be at risk of being made redundant. Given that a new Full Time Equivalent tourism job is created/protected with every £54,000 increase in tourism revenue, the proposed project activity will contribute to protecting jobs that are at risk.

Although it's not possible to define a target at this stage due to uncertainty in the national forecasts, we are able to calculate the number of bookings the project must achieve to deliver a cost / benefit ratio of 3:1.

The Kent Cambridge Model Economic Impact of Tourism report for 2017 calculates that the average overnight visitor spends £190.73 per trip and each day visitor spends £33.89 per trip. As part of the previous Gourmet Garden Trails evaluation, SQW and VisitEngland calculated that the projected average spend for an international GGT visitor was £219 average spend/visit by 2024 - adjusted in February 2020 - to reflect Visit Britain IPS data (2018) of additional expenditure. This means that on average we would need to generate 283 overnight visitors or 1,593 day visitors, or 246.5 international visitors to protect one FTE visitor economy job.

To achieve a 3:1 ratio in visitor spend, Gourmet Garden Trails would need to generate visits that deliver £252,000 in tourism revenue, thus protecting 4.7 FTE jobs. It should also be noted that this is a conservative estimate in terms of economic benefit as it doesn't take into consideration supply chains and induced jobs.

Based on pre-Covid-19 Kent average spend, this would be equivalent to 7,436 day trips or 1,321 overnight trips. In reality, Gourmet Garden Trails would specifically target the higher value overnight stays over domestic day trips. While attracting international markets is still a priority in the medium to long term, we envisage that this market will take longer to recover. This is equivalent to just 264 persons visiting overnight per destination as a result of this campaign.

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

The project will aim to provide integration with the TXGB distribution platform and a 3rd party Package booking system such as Holiday Extras, this will start to generate a revenue stream therefore making the product self-sustaining for the future.

Support for businesses to become more resilient going forwards by helping them to extend the season, diversifying their business, open up to new markets and increase productivity through TXGB. The project would also support local businesses in the supply chain to the visitor economy that have been hit equally hard by Covid-19.

Supporting a strong recovery for the visitor economy will make the area more attractive for investment especially within the food and drink and horticulture sectors which are a priority across the region.

A vibrant visitor economy has been proven to be a catalyst for regeneration and positive social impact by creating opportunity and increasing quality of life for residents.

Many of these long-term impacts which will deliver wider benefits which are interdependent and will contribute to wider recovery. While we will measure business engagement, it is not within the scope of the project or budget to measure the long-term financial benefits to businesses. The goal to make the product fully self-sustaining is a long-term aim which would not be achieved until after the project is complete.

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

- Covid-19: The pandemic has devastated the tourism industry which is why a quick-win project is needed now. Our focus should be to maximise the domestic footfall over Winter and Spring 2020/21, onboarding and engaging further partners and honing the product. The activity and budget have the ability to adapt to the market conditions and any travel restrictions.
- Staff retention: The loss of key project staff could impact the delivery timescales of the project. All GTP staff engaged on the project are permanent members of staff and all project management is coordinated through Asana to ensure all processes are monitored to allow easy handover.

- Delay in funding approval: This could impact delivery and match funding potential. Onboarding documents will be updated and sent to delivery partners to progress at risk before funding is confirmed.
- State Aid Compliance: GTP will continue to monitor State Aid compliance of all project delivery and will seek assurance from delivery partners and potential beneficiaries to ensure state aid/de minimis compliance.

19. State Aid Implications

Please indicate how your project complies with State Aid Regulations

This programme of activity will be delivered for the support of all relevant businesses in the visitor economy across the SELEP area, therefore the assistance does not give an advantage to one or more undertaking over another or have the potential to distort competition.

We are aware of State Aid exemption for tourism developments but we are aware of the need to ensure that we are not in contravention of the terms set out in the letter dated 22nd November 2013 from DCMS a copy of which can be downloaded from the following web address:

https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/state_aid_letter_from_dcms.pdf

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.

*If the contracting body is **not** one of the SELEP County or Unitary Councils, please detail the organisation that has been chosen, why the organisation has been selected and the benefits this arrangement will bring to the project. Any known risks of this organisation acting as contracting party should be identified here. Essex County Council as Accountable Body will make the final decision on whether any organisation is a suitable contracting partner.*

Kent County Council have agreed to act as the contracting body for the project. Our main point of contact is Steve Grimshaw, Strategic Programme Manager, Economic Development and his contact details as follows:

Email: Steve.Grimshaw@kent.gov.uk

Tel: 03000 417084

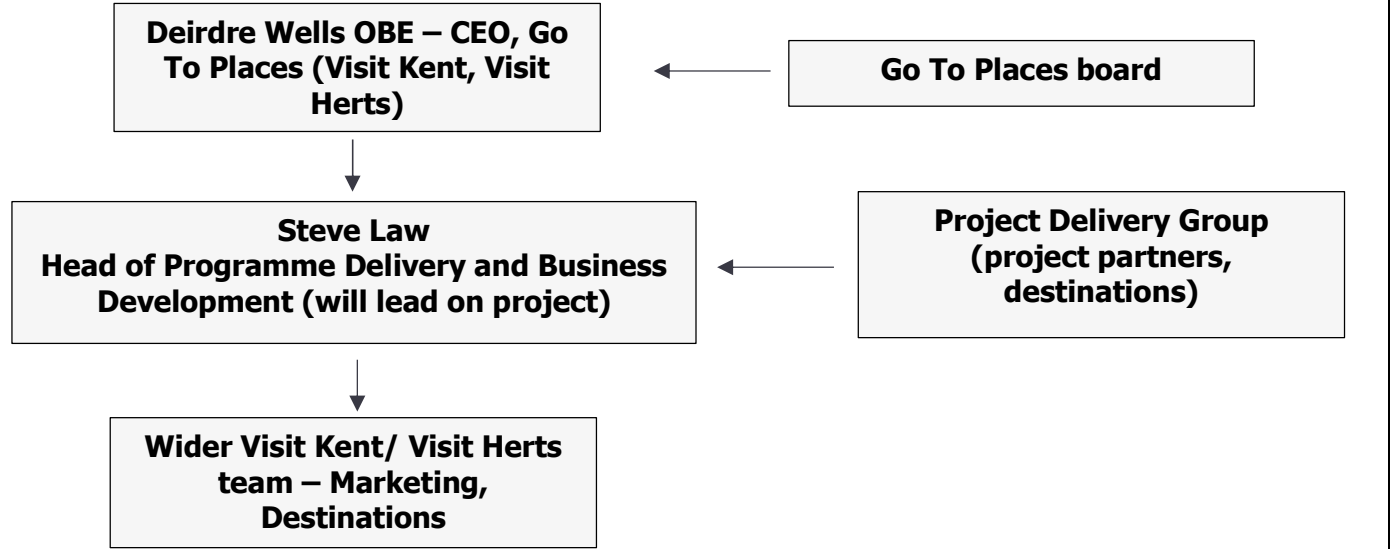
Mobile: 07795 343484

21. Project Governance Structure

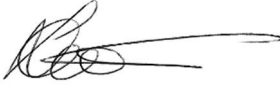
Please explain the project governance structure (ideally as a diagram with accompanying text), including the Project Manager, Senior Responsible Officer.



Steve Law, Head of Programme Delivery and Business Development will manage the project with Deirdre Wells OBE, CEO the senior responsible officer. The overall project performance is overseen by VisitBritain including the monitoring of KPIs and project evaluation.



22. Declaration

| | |
|-----------------------------------|--|
| Declaration | I certify that the information provided in this application is complete and correct |
| Signature (Lead applicant) |  |
| Print Name | Deirdre Wells OBE |
| Organisation | Visit Kent |
| Date | 23rd October 2020 |

A version of this document will be made available on www.southeastlep.com