

Appendix B - Update on delivery of Sector Support Fund projects

Project	Update on project progress	Update on delivery of expected project benefits	Expected Completion
1. England's Creative Coast (formerly Culture Coasting)	<p>The project is moving forward well. Most of the artworks are either complete or in production, and a few are complete, ready for installation. Partners are at varying degrees of completion of their Local Engagement Programmes, but they have all started working on them. Press agency Pickles PR will be sharing details of the project, artists and artworks w/c 22nd February and are pitching to arts journalists for coverage in the lead-up to the project launch. England's Coast are also working to promote the project to travel and tourism agencies, with a focus on local, safe and naturally socially distanced art and outdoor activities. The project will launch publicly on 1st May 2021.</p>	<ul style="list-style-type: none"> • World class art featuring a minimum of 7 art commissions creating a connected South East coast trail; <ul style="list-style-type: none"> - Margate - 1 artwork installed and open to the public (see attached in email) - Southend-on-Sea - artwork being installed to open to public on 22nd May - Remaining artworks - Fabrication complete, awaiting installation throughout May • Two itinerary-planning online platforms which aim to increase income opportunities for tourism businesses across the South East; - IN PROGRESS • A multifaceted international and national tourism marketing campaign; - IN PROGRESS (Due to COVID -19 uncertainty around travel, and to adhere to government guidelines, we are focusing on local and national audiences) • Local engagement programmes capturing a "sense of place" delivered by the cultural partners; - IN PROGRESS An example of some of the outputs from these local people is linked here: https://youtu.be/22G1WVBHBJY • Artists' "bnb" audit, training and toolkit; -ArtHomes workshop will take place on 10th March 2021 to reengage with interested independents and encourage new participants; - IN PROGRESS These are still underway and Quality in Tourism have agreed to widen the scope of this pilot to also include East Sussex and Essex 	Dec 2021

Appendix B - Update on delivery of Sector Support Fund projects

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2. Gourmet Garden Trails (Tourism – Colours and Flavours project) And Extension project	The project has completed	<p>The project has completed an evaluation report which can be viewed on this LINK, and a success overview.</p> <p>All outputs have been completed within the project, however outcomes relating to bookings are obviously delayed, partly due to in project timescales but also the impacts of Covid-19 on the visitor economy. This is being closely monitored.</p>	September 2019
3. North Kent Enterprise Zone: Enabling and Marketing	The LDO has now been adopted by all parties.	Benefits should start to be seen later in 2021	Mar 2021
4. Future Proof – Accelerating Delivery of High-Quality Development across the LEP	The project is complete.	The final report can be viewed on the website page HERE	Nov 2019
5. Good Food Growth Campaign	<p>Project update - Underspend £8648 – A Project Change for the Project was endorsed by Strategic Board in December 2020 and approved by the Chief Executive Officer in February 2021. Variation Agreement will be signed shortly. The proposed change would impact the delivery of the project and as tasks are front loaded it is proposed the project will complete in July 2021 which may extend to September 2021, this extension is under discussion. The reasoning behind this extension is subject to the Governments roadmap to reopening of the economy. Many businesses are focussing on opening up in the first instance, so a virtual conference would be more effective if it took place a little later in the year.</p>	The project is complete barring the circa £8k mentioned adjacent. This was to fund an end of project conference. It is now planned to be undertaken as a virtual conference which is being organised.	Sep 2021

Appendix B - Update on delivery of Sector Support Fund projects

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6. Kent Medical Campus Enterprise Zone – Innovation Centre design work	The Innovation Centre is due to open mid-July 2021 with occupancy rates higher than previously forecast. Currently have 50 businesses signed up for the business support with several led to investment ranging between £1.5m to £6m.	Jobs have been created onsite with up to 70 contractors on site at peak periods. At current sign up rates, an initial 45 jobs will be supported on site on opening, this figure is expected to increase as the opening comes closer.	Sep 2019 for SSF. July 2021 for building works
7. Planning and prioritising future skills, training and business support needs for rural businesses across SELEP	Report was completed in November 2020, including a Knowledge store section of similar skills-based reports.	All outputs have been delivered - final report was completed in Nov 2020. Executive summary completed and can be viewed HERE	Mar 2021
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. The legal agreement is outstanding meaning that no SSF has currently been draw down. Following discussion between East Sussex County Council (ESCC) and the Accountable Body revised wording has been included in the document and is currently with (ESCC)	The project prepared an investment prospectus that articulated the economic opportunities and priorities specific to coastal areas. The prospectus was presented to the Strategic Board in March 2020. The prospectus can be found HERE Project now complete.	Jan 2020

Appendix B - Update on delivery of Sector Support Fund projects

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9. Delivering skills of the future through teaching: teaching for growth	<p>Project management has continued across the consortia which meets approximately every 4 to 6 weeks dependant on need. All bursary funding has now been allocated, processed, and paid to colleges and ITPs.</p>	<p>All key performance indicators regarding establishing and maintaining a dedicated website have been met and, in some cases, exceeded.</p> <p>A total of six case study videos and one introductory video have been filmed, edited, verified, and released.</p> <p>Social media campaigns using Facebook, Instagram and LinkedIn were suspended due to Covid-19 restrictions and lockdowns but are scheduled to restart in May 2021, Covid-19 restrictions permitting.</p>	Jul 2020
10. Creative Open Workspace Masterplan and Prospectus	<p>SECEN Prospectus: a holding draft version is currently in design phase. Content will reflect the period of uncertainty in the face of the pandemic and will be revisited in the future.</p> <p>SECEN Creative Open Workspace: Contract in place. Creative Peer Challenge Group and Planners Challenge Group in place. Draft Map options appraisal and scorecard produced. Preferred option agreed and map specification in development. Scope of Masterplan and COZ papers approved, now in development. First pilot workspace project in East Sussex under consideration to pursue.</p> <p>A Project Change Request was submitted to the SELEP Secretariat in December 2020 which asked for a project extension. The scheme promoter had agreed an extension until May 2021, this may need to be extended further and discussion is ongoing.</p>	<p>A refreshed SECEN Prospectus has been drafted and is the final stages of sign off. A preferred option for a cultural infrastructure map has been agreed and a specification is now being developed.</p> <p>Scope of Masterplan and Creative Opportunity Zone reports has been agreed and they are now in development and a toolkit is now being scoped for the steering group to agree. A Planners Challenge Group has been established to inform the development of the Toolkit, Masterplan and Creative Opportunity Zone reports. They have also informed the specification for the map.</p>	May 2021

Appendix B - Update on delivery of Sector Support Fund projects

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11. Energy and Clean Growth – Supply Chain Mapping	Phased plans being successfully implemented via Opergy. First stage mapping continuing as more businesses engage, having now passed 4,000 companies and on track for target. Monthly newsletters support agenda and develop themes from completed Economic Impacts Summary Report. Meanwhile, a full array of workshops diarised & linking with refreshed 'STEM' rollout plus other partner/stakeholder events/activity around the SELEP. Next Opergy-led seminar 6th May on managing environmental impacts, followed by supply chain workshops on 'roadmap to Net Zero', green building solutions and transport. Also included are solar/battery storage, off/onshore wind, hydrogen, circular economy, nuclear and net-zero/social value communities' topics. There's soon to also be a further suite of content and resources available online to support project delivery. A Project Change request has been agreed and the revised Legal Agreement has been agreed and signed.	4,000 (fully vetted and verified) companies already added to CRM ahead of next phase of engagement and seminar/workshop delivery. Many have already been supported by projects such as LoCASE, SEBB and iConstruct in realising potential GVA increases ahead of formal follow up. Report completed summarising the economic impacts of the Clean Growth Sector in the SELEP region now and its potential for growth into the future. Project team have been highly encouraged by feedback from across SELEP regarding effectiveness of synergy and feeding into planned activities/impacts of this project. This supports the strategic co-operation desires.	Aug 2021
12. Accelerating Opportunities within the Newhaven Enterprise Zone (NEZ)	Project Change Request has been received by the SELEP Secretariat to extend the programme for the project until September 2021. The Covid-19 pandemic has made meaningful engagement with businesses very difficult, if not impossible.	Despite the difficulties with engagement the commissioning of capital works on Avis Way are underway and marketing activities are being framed by the 'Newhaven Story'	Autumn 2021

Appendix B - Update on delivery of Sector Support Fund projects

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13. Delivering Skills of the Future through Teaching: Teaching for Growth (Extension)	<p>Although this project has taken place against a backdrop of the Covid-19 pandemic it has managed to stay largely on track although the realignment of deadlines has been necessary to cope with the lockdown periods. Publicity and delivery plans were reprofiled, resulting in all targets being met on time and budget. Consortia meetings have been held via Zoom every 4 to 6 weeks with all partners participating fully and delivering their commitments for publicity within their own membership.</p> <p>In round two of the project the average amount of bursary funding requested from each applicant was much greater than in round one. This necessitated a reprofiling of the original targets. Hence the target number of bursaries was reduced but the average amount per bursary granted increased.</p> <p>Prior to lockdown two additional videos were produced - Logistics and Engineering. The production of two further tutor videos has been temporarily suspended due to the Covid19 lockdown until May 2021.</p>	<p>Feb21 - Apr21:</p> <ul style="list-style-type: none"> - Project team meetings have been regularly held every 4-6 weeks - Bursary applications have now all been processed, and all funding has been paid to providers by SELEP. - An extensive final project report with case study has been produced as requested by SELEP - Three of five additional videos have yet to be filmed due to the Covid19 delay. Plans have been made for these for to be produced in May. This will be followed by the social media campaign. 	July 2021

Appendix B - Update on delivery of Sector Support Fund projects

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14. Buy Local South East	The initial delays in approving the project and subsequent delays in obtaining a signed agreement have significantly impacted on the project. (Electronic vote 8th July, CEO sign off 22 July, Contract signed off November 2020.) Since the inception of the project and the submission the business and consumer landscape has changed and continues to change due to the ongoing impacts of the Covid-15 pandemic	The website www.buylocafoodanddrink.co.uk is live with 696 businesses listed and over 79,000 pageviews. Marketing and social media activity has taken place across the region with e-newsletters going to over 122,000 consumers, social media account followers in excess of 41,000 have been targeted and over 2M impressions made. A series of 9 virtual workshops have been held and recordings are available on the website for businesses unable to attend. 32 out of 40 available one to ones have been booked/taken place. It has been challenging for businesses to attend due to business demands but the workshops all received positive feedback and the one to ones are also offering direct support. The final project campaign will be a new initiative - The Picnic Club encouraging consumers to go outside (at home or away) and buy local. Supports direct sales, retail, catering, and hospitality and will span the period to the end of restrictions.	July 2021
15. Rebuilding Confidence and Demand in the Visitor Economy	Awaiting update	Legal Agreement signed 23 April 2021	Oct 2021
16. Building Back Better	Endorsed by Strategic Board December 2020 and Chief Executive Officer January 2021	Legal Agreement signed by ESCC, the document is now with SELEP/AB for signing.	Mar 2022

Appendix B - Update on delivery of Sector Support Fund projects

<p>17. South East Export Development (SEED 2)</p>	<p>During the first few months of SEED, the project partners have been busy meeting virtually to prepare the programme of virtual support activities to help businesses from East Sussex, Kent & Medway, Essex and South Essex to get into overseas markets.</p> <p>The project partners began promoting the project to businesses in the SELEP area in February/March 2021. Through partners such as the Chambers (Kent Invicta & Sussex) and the Department for International Trade it was found that there were still various issues businesses were having to face in the last few months relating to the third Covid-19 lockdown as well as impacts from Brexit, and these partners recommended that the SME recruitment phase (and therefore project end date) be extended for an additional 3 months to May 2022. This means that as businesses are beginning to reopen as restrictions are slowly lifted, partners will be able to focus efforts on continuing to promote SEED to the target groups and inviting as many expressions of interest as possible in this time from eligible beneficiary companies to participate in the project. To date, the partners have received 15 expressions of interest from companies wishing to participate in the project.</p> <p>The partners worked closely with the Department for International Trade and local stakeholders to make an informed decision about the final selection of target markets for the project. These are: Food & Drink – US, Hong Kong, Ireland, Life Sciences – SE Asia, Middle East, Digital & Creative – US, Canada. Partners will begin to contact in-market contacts in the coming weeks.</p> <p>A channel on MS Teams has been set up for the project so that partners can share management documents and promotional materials such as images, articles, press releases, project & event flyers and various other documents, as well as the new SEED project logo which was recently designed by Kent County Council.</p>	<p>The project has not yet delivered on the expected project benefits as per the SSF application as we are very much in the initiation stage but partners have been meeting virtually on a monthly basis since January 2021 to organise and schedule the virtual activities which will support these benefits in the upcoming months.</p> <p>Activities that are progressing as planned, relating to project expected benefits:</p> <p>2) International exposure for SMEs (At least 100 SMEs exposed to new contacts and opportunities international markets). Partners have now prepared the following:</p> <ul style="list-style-type: none"> - Production of 3-5 promotional videos for different sectors and target market for sending to contacts in international markets - partners have finalised and sent out a 'request for quotation' (RFQ) document to digital and creative companies and are now expecting to receive 3 quotes in total for this work. Quotes will be reviewed and scored at the end of April and the chosen company will then begin with the video work as soon as possible. - Bespoke international market insight reports - partners have now written the RFQ document which will be sent out for quotes once companies have signed up to the project. <p>6) No. of new active international markets (SMEs trading in 1 or 2 new export markets as a result of the project's support). International</p>	<p>May 2022</p>
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	<p>In the meantime, partners are still working hard to plan for virtual activities and trade missions. The project will be launched initially to business support organisations in the SELEP area via a planned webinar in May 2021 to find out more about SEED and share information about the project with local businesses. In July 2021, partners will then hold a virtual launch event for SELEP-based businesses so that they can find out what the SEED project will be offering and how the project can benefit them, and plans are underway to organise this.</p> <p>With a new webpage in place https://www.kentinternationalbusiness.co.uk/ and a range of virtual activities and events being planned for businesses, the SEED project has got off to a good start and the partners are looking forward to supporting companies in the SELEP area to make new virtual connections overseas.</p>	<p>target markets have now been chosen based primarily on feedback from the Department for International Trade. These target markets per SEED sector will be:</p> <p>Food & Drink – US, Hong Kong, Ireland Life Sciences – SE Asia, Middle East Digital & Creative – US, Canada</p>	

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18. Carbon Pathways (C-Path)	The project is now two thirds of the way through and is on target in terms of the originally agreed project plan and the works completed to date. The data/evidence base has been created; the overlaid intelligence and algorithms related to the desired KPIs have all been created and implemented; and the working prototype of the platform is now in place. April saw the completion of 4 workshops with 26 different local authority officers from across the LEP to demonstrate functionality of C-Path and to garner as much detailed feedback as possible, which is informing the final two months of the project. Monthly update meeting reports have been provided to KCC and our project advisory group have also met to help guide the project. We remain on target to complete the work by the end of June 2021.	<ol style="list-style-type: none"> 1. Core datasets and ETL build 2. Models built and evidence base operational including rules based approach 3. Enhanced datasets, overlaid intelligence and algorithms 4. Prototype dashboard design and mapping functionality <p><u>Note from Scheme Promoter</u> We had hoped to secure additional LA datasets to enhance the platform further but to date none of these have been forthcoming (although this has not prevented the completion of the database. We continue to engage as actively as possible, having also put in place the requisite DPIA documentation, to facilitate better data sharing. LA participation started slowly but has rapidly increased as the platform prototype has been developed. 26 different officers attended the workshops in April and are seeking to build on this over the final two months as testing and actual logins are provided, and the 'word gets round' about the capabilities and benefits of the platform.</p>	Jun 2021
19. Catalyst for Culture	Endorsed by Strategic Board December 2020 and Chief Executive Officer January 2021	Legal Agreement signed 23 April 2021	Jan 2022
20. Gourmet Garden Trails (Extension)	Endorsed by Strategic Board December 2020 and Chief Executive Officer January 2021	Legal Agreement signed 23 April 2021	May 2021
21. Accelerating Climate Based Solutions	Endorsed by Strategic Board March 2021 and Chief Executive Officer April 2021	Legal Agreement signed April 2021. Project due to commence May 2021	Apr 2022