

Appendix B - Update on delivery of Sector Support Fund projects

Project	Update on project progress	Update on delivery of expected project benefits	RAG Rating
1. England's Creative Coast (formerly Culture Coasting)	<p>All seven artworks have been installed and are open to the public. We have seen great reception from the public and the press with estimated thousands of views on online articles. Since project launch, the website has received 38,014 page views. Plans are being made for closing events for the Folkestone piece (part of Folkestone Triennial and taking place on 2nd November) and the Margate piece (to end the project, taking place on 14 November)</p> <p>All seven partners have delivered their geocaches and continue to maintain them, often receiving positive feedback from users and 'favourites': Favourite points are awarded by geocaches to exceptional caches they find. The GeoTour as a whole continues to be promoted by all seven partner organisations, often targeted as a family friendly activity for the summer holidays, with printed and digital resources available.</p>	<p>Training: Geocaching Training with USA App developers</p> <p>Press benefits to date (July 2021):</p> <ul style="list-style-type: none"> - 106 pieces of coverage - 1.37B online readership - 3.48M estimated coverage views - 12.2K social shares <p>Featured in publications including, but not exclusive to:</p> <ul style="list-style-type: none"> - The Independent with an estimated 90.8M monthly visits and 79.7K monthly views - i news with an estimated 10.7M monthly visits and 30.2K coverage views - Forbes with an estimated 104M monthly visits and 76.7K coverage views, references a feature in National Geographic - The Art Newspaper with an estimated 675K monthly visits and 2.14K coverage views <p>As well as this, articles have appeared in the local press in: Eastbourne, Bexhill, Hastings, Margate and Essex encouraging visits throughout the summer.</p> <p>New tourism activity benefits (May - July 2021):</p> <p>Activity report for England's Creative Coast GeoTour (GT4A5):</p> <ul style="list-style-type: none"> - 316 Number of accounts (accounts often represent more than one person) - 304 visitors from the UK; - 4 from the US - 2 from France - 2 from Spain - 1 from Isle of Man - 1 from Latvia - 1 from Netherlands - 1 from Poland - 869 total logs - 833 found it - 477 total visitor days - 1.5 average day per account on GeoTour 	

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2. Gourmet Garden Trails (Tourism – Colours and Flavours 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>	
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	
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	
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>	<p>Project Extension for Underspend Funds - Virtual Meet the Buyer - 9th September - Currently 10 buyers and 50 suppliers are signed up to the event. We are continuing to market the event to all 3 counties. Take up has been slower than expected in part due to continued staffing issues across the sector. We see this as a trail to evaluate how well the technology works, the buyer and supplier response. The event will take place in the same month as some face to face events restart so we will also look for feedback from those attending both to gauge future interest in retaining virtual / hybrid events. The latter being much more sustainable.</p>	

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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.	All outputs have been primarily delivered. Construction has been delayed by the 'pingdemic' and issues with supplies which are the same across the industry. A practical completion date has been confirmed as September 24th. The business support programme has been rebranded as South East Innovation. Programme to increase take up, focusing on businesses supported who have received investment. 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.	
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	
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 in the process of being signed by all parties	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.	

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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. Project is now complete and has an underspend of £7.25 which will be returned to the SSF pot.</p>	<ul style="list-style-type: none"> • The awarding of 130 bursaries to support new tutors into FE • The production of videos highlighting different areas of teaching and showcasing SELEP's investment in facilities (e.g. Stansted Airport college) • A dedicated website – www.becomealecturer.org hosting the videos, vacancies and supporting information • Delivered by FE Sussex, working with other FE and provider networks • Click for Tutor Bursary Programme Headlines for more information 	
10. Creative Open Workspace Masterplan and Prospectus	<p>SECEN Prospectus: Completed. Final version due to be shared at Federated Board ahead of Strategic Board, in December.</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 Cultural Opportunity Zones (COZ) papers approved, now in development. First pilot workspace project in East Sussex under consideration to pursue. General call out for workspaces in need of support is currently live.</p> <p>The project is applying for an extension at this meeting.</p>	<p>SECEN Prospectus completed - to be shared at Federated area level ahead of the Strategic Board.</p> <p>Preferred option for a cultural infrastructure map has been agreed and a specification has been 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, Planners and Creative Peer Challenge workshops scheduled to test content.</p> <p>An open call out for workspace projects to support is live.</p>	

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<p>11. Energy and Clean Growth – Supply Chain Mapping</p>	<p>Phased plans being successfully implemented via Opergy, see summary document supplied herewith. First stage mapping continuing as more businesses engage, having now passed 6,282 companies and against target of 6,000. Monthly newsletters support agenda and develop themes from completed Economic Impacts Summary Report. Meanwhile, a full array of 16 workshops & refreshed 'STEM' rollout plus other partner/stakeholder events/activity around the SELEP. Final 5 Opergy-led seminars complete the range from managing environmental impacts, supply chain workshops on 'roadmap to Net Zero' through to green building solutions and transport. Also included are solar/battery storage, off/onshore wind, hydrogen, circular economy, nuclear and net-zero/social value community's topics. There's a further suite of content and resources available online to support project delivery. This includes recordings and clips from sessions and will suit intended use as part of an environmental toolkit for 'general SMEs' as well as the sector-led approach. Opergy have agreed to extend delivery of these engagement events up until September. To complement business feedback on their own growth, Opergy will complete an updated economic analysis of growth of the LCREE+ Sector definition to 2019-20. This will highlight the change in total GVA and employment across the sector, indicating performance by county, by subsector and benchmarking growth against national economic performance of comparable regions.</p>	<p>Further to the progress update section, we continue to see a great response to the project ideals/aims from all Clean Growth Working Group partners to collaborate and combine when designing and implementing linked strategies and project proposals. This included KCC/ECC combining to assess potential synergies of exploring supply chain barriers to delivering the Green Homes Grant scheme and ultimately led to the Low Carbon Homes event being something of a soft launch of the project, certainly to the retrofit house supply chain in the region and linked accreditation/trade bodies such as the Federation of Master Builders, Considerate Construction, Trustmark and the Microgeneration Certification Scheme. The 2,830 businesses identified in the first stage of mapping has reached over 4,000 cleansed entries as promotion and engagement avenues continue to ramp up (April Thinking Business article reached 1,500 SMEs regionally). This had led to 3,864 unique contacts signing up to the CGSE newsletter. Over 300 LCREE/EGSS sector delegates have attended seminars, their feedback helped shape the raft of support of the Clean Growth Programme pilot. The Economic Impacts Report helps sell the concept and 'size of the prize' for all in the region in this final phase, including not just clean growth sector but LA and supply chain audiences. Working with SELEP (and C2C/EM3) partners on skills</p>	
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		opportunities, especially with a view to LAD2 supply chain training with MCS and Trustmark should deliver more real outcomes. The COP26 event on 2nd September will showcase the SELEP/tri-LEP/BEIS/Low Carbon Kent and LoCASE collaboration to further show the synergism created to date.	
12. Accelerating Opportunities within the Newhaven Enterprise Zone (NEZ)	Request to Strategic Board to extend project timeline to September 2021, revised Grant Agreement sent to ESCC 26/7/21. The majority of activities have been delivered, specifically those associated with the marketing component. The capital enhancement works at Avis Way have been commissioned although there is a slight delay in undertaking the works due to the requirement to secure planning permission for certain elements of the works (which is being addressed).	The delays in the delivery of the project mean that benefits are still to be quantified.	

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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>The project will complete in September 2021</p>	<p>The awarding of 130 bursaries to support new tutors into FE</p> <p>The production of videos highlighting different areas of teaching and showcasing SELEP's investment in facilities also (e.g. Stansted Airport college)</p> <p>A dedicated website – www.becomealecturer.org hosting the videos, vacancies and supporting information. This will remain live.</p> <p>Delivered by FE Sussex, working with other FE and provider networks</p> <p>There is one video to film</p>	

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14. Buy Local South East	<p>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-19 pandemic.</p> <p>There have been minor changes to the spend profile- major milestones were impacted by contract delays. Savings on legal fees have been reallocated to delivery of marketing. The match spend on the survey will now fall in the final quarter. Otherwise spend remains on target and within budget. Due to the challenges in engaging businesses the remaining business support budget was diverted to a final B2C marketing campaign to boost businesses as economy opened up. There is a small underspend due to reduced match in Essex and budget savings in Kent.</p>	<p>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-19 pandemic. The project worked hard to deliver the benefits despite the challenges. Obtaining realistic sales data has not been possible. Businesses are currently over stretched and disengaged from all but essential activity - Demonstrated by only 15 responses out of 728 to the survey.</p>	

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15. Rebuilding Confidence and Demand in the Visitor Economy	<p>The first stage of delivery was the secondary research into Key Consumer Trends and Sentiment insights providing a series of key findings and recommendations on Communication & inspiration, bookings, Staycations, Sustainability, Local and authentic, the great outdoors and wellness and wellbeing, the report of which can be shared if requested and is available on the VK business website. FABRICA were commissioned to run 7 months of Social listening reports along with a final report for all project regions. Reports have been used to hone content for campaigns and to tweak future reports. We have been able to track the impact of Covid, Brexit and other national, regional and local news and marketing campaigns on the perceptions of our destinations and monitor the change in sentiments over time. All reports are available upon request.</p> <p>All destinations confidence campaigns were delayed due to Covid lockdowns in early 2021 effecting the ability to reach businesses and in response to the likelihood to encourage behaviour change as suggested by the Social Listening element of the programme. However, Kent ran a successful resident's campaign (Big Weekend) in June with Essex running theirs from 18th September. Sussex Modern have also run a confidence campaign using local offers from businesses. All of these campaigns were cross sold to all residents in the SELEP region.</p> <p>PR an influencer activity has also taken place across all regions. The confidence campaigns across all regions are now either starting to be delivered or are in the final stages of preparation.</p> <p>4 x virtual resilience workshops have been delivered using materials produced by Visit Kent's Interreg Experience programme and delivered to businesses and organisations across the SELEP region.</p>	<p>1x Consumer sentiment and trend report 5 x monthly social listening report 116 engaged through resilience workshops 4 x campaign plans using insight led approach 1 x image library</p>	

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16. Building Back Better	Endorsed by Strategic Board December 2020 and Chief Executive Officer January 2021. The Grant Agreement was signed in April 2021. Issues have been raised about the project and how it can be delivered. A project change request is expected and a request for this change will be considered by the Strategic Board in December.	N/A	

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<p>17. South East Export Development (SEED 2)</p>	<p>The project partners began promoting the project to businesses in the SELEP area in February/March 2021, although company recruitment is still ongoing due to the continuing struggle to secure interest from companies in participating in the project because of the impacts of the pandemic and Brexit which has affected the ability of small businesses to focus resource on export activity at the present time. Through partners such as the Chambers (Kent Invicta & Sussex) and the Department for International Trade it was found that there are still various issues businesses are having to face, and therefore these partners recommended that the SME recruitment phase (and therefore project end date) be extended for an additional 5 months to 31 October 2022. This would mean that as businesses have now reopened as restrictions have been 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 34 expressions of interest from companies wishing to participate in the project, but this is lower than anticipated.</p> <p>The partners have been working closely with the Department for International Trade (SE and East) and local stakeholders to make an informed decision about the final selection of target markets for the project. Currently these are: Food & Drink – US, Hong Kong, Vietnam, UAE, Life Sciences – Ireland, UAE, South Korea, Digital & Creative – USA. Since May 2021, partners have been in regular contact with in-market contacts obtained through the international Chamber network, DIT's overseas posts and other connections and have now received formal proposals from contacts from each market for partners to review offers, scope, potential outputs and make a decision on the final offering to SEED businesses.</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 recruitment 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 promotional videos for different sectors and target markets for sending to contacts in international markets - this video work is nearing completion and will be finalised by August 2021. - Bespoke international market insight reports - partners have been in regular contact with 'experts' in the international markets (UAE, Hong Kong, South Korea, Vietnam, Malaysia, Ireland, USA). Each of these 'in-market' contacts have provided a proposal for the support they can offer for the various SEED activities. Partners are in the process of assessing all of these proposals. <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>	
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	<p>Partners are continuing to use the MS Teams channel which was 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 SEED project logo which was designed by Kent County Council at the beginning of the project.</p> <p>A change request has been received to extend the project to extend this project to October 2022, this is 5 months beyond the original completion date. It has been difficult to engage with companies due to the extended pandemic and export issues. The additional time will allow a better coverage of the project, thus increasing chances of meeting the benefits.</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: Food & Drink – US, Hong Kong, Vietnam, UAE Life Sciences – Ireland, UAE, South Korea Digital & Creative – US</p> <p>Since organising the HOFEX programme (7-9 Sept 2021) DIT in Hong Kong have made introductions with a local distributor and one of the SEED Food & Drink companies - additional product samples from this company were sent to Hong Kong for this local distributor who was very interested in stocking the products. We will update further on the outcome once this is known.</p>	
18. Carbon Pathways (C-Path)	<p>The project is now complete.</p> <p>The platform is now accessible, via secure login, at platform.c-path.com. Every local and county authority within the SELEP can now request a login from the project team. The project team at Daedalus/Via are continuing to make updates and improvements beyond the project period, responding to requests and updates from local authorities and in response to ongoing testing, but this is above and beyond the original project scope and spend. In terms of functionality and underpinning technology, the end product considerably outperforms the original proposal, enabling greater responsiveness, speed and ability to develop the platform for wider audiences and sectors.</p>	<p>The benefits identified in the bid will come to fruition once each LA has access to, and uses, the C-Path platform. C-Path is now available to every LA, with county-level (Tier 1) access for Essex, Kent and East Sussex being developed. The platform has, for example, already been used by Sevenoaks DC to support a bid under the Sustainable Warmth fund (LAD3 and HUG), with the data analysis and targeting undertaken in less than one day.</p>	

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19. Catalyst for Culture	<ul style="list-style-type: none"> • The Marlowe re-opened with three weeks of sold out, socially distanced performances of SIX The Musical. • Ten artists from SELEP region awarded seed commissions of £1000 each plus in-kind space at Mercury or Marlowe. • Project Europa announced as resident company at The Marlowe. First & second R&D week completed of Our Towns project. • Half a String and Christmas Goblins R&D for potential future festive productions developed. • Marlowe hosted Perfect Pitch for development work and sharing to invited audience. Shared via national digital platform. • Glyndebourne launched Open House - free digital platform for opera performances continuing until September 2021. • Announced Hound of The Baskervilles, outdoor performance supporting freelancers & visitor economy in Kent. • Mercury announced and put Sirens on sale as the launch of the Mercury Originals programme in Essex. 	<ul style="list-style-type: none"> • 90,000 audience members (online) December panto reach and 14,140 audience members for SIX live socially distanced performances until the end of June. • 11 new creative commission (Ben Dickson - audience cut outs and 10 artist seed commissions announced) • 12 young dancers recruited for Cygnet School plus 3 Arts Management Trainee placements to be delivered at The Marlowe • To date 92 artist/freelancer opportunities supported. 	
20. Gourmet Garden Trails (Extension)	<p>Project delivery was initially impacted by lockdown across Christmas and early 2021. Businesses have been under increased pressure and although many more wanted to get involved, they felt they did not have the capacity available to be involved with the programme. Businesses could also not operate in the time that the original marketing was due to take place meaning messaging could not be effective. As the programme was about recovery the marketing element has subsequently been pushed back to maximise the match funding from the ETE campaign but to also support businesses in extending their seasons into Oct and beyond. To date all resources have been created and the marketing campaign is having its final touches put together to run across Sept and Oct, a change request has been submitted.</p>	<p>New Itineraries developed 8</p> <p>Number of image libraries developed 2</p> <p>Integration with booking systems 1</p> <p>Number of businesses onboarded to TXGB 12</p> <p>Press toolkit developed 1</p> <p>Number of Virtual Sales calls 1</p> <p>Number of advertising campaigns arranged and/or live 1 planned</p> <p>Number of domestic visitors to website 12,500 additional outputs</p>	

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21. Accelerating Climate Based Solutions	<p>1) A steering group has been established with key partner representations, has agreed a set of Terms of Reference, and has met 3 times.</p> <p>2) A wider stakeholder map has been produced and agreed with the steering group.</p> <p>3) 2 out of 4 local authority case study areas have been agreed (Swale in Kent and Lewes in East Sussex).</p> <p>4) Discussions are taking place with landowners/farmers and businesses within the target areas to participate in the project.</p> <p>5) The key challenges and opportunities to investment in natural capital carbon off-setting within the region is being researched through discussions with key stakeholders (e.g. the CLA and NFU).</p>	Benefits realisation will begin later in the project, as identified in the original project plan.	