

Background

- The SELEP Sector Support Fund (SSF) is a revenue grant funding pot to support one-off, discrete pieces of work of a pan-LEP nature with a sector focus. It uses Growing Places Fund (GPF) Revenue Grant to fund a programme of works to support the sector-focussed activities being undertaken, predominantly led by the SELEP Working Groups. Each SSF project must be hosted by an upper-tier authority which acts as the Local Accountable Body (responsible for the grant agreements). Each project must also have endorsement from at least one Federated Board, including the one most relevant to the lead upper-tier authority according to the geographic location of the project lead/promoter. To date 16 SSF project applications have been successful.
- With the SSF pot nearing its full allocation, at the SELEP Strategic Board meeting on 12 Jun 2020 it was agreed that a further £1m of GPF monies would be redirected into the SSF pot to create an extended SSF programme to operate in 2020/21 to 21/22, and to add an additional criterion to the programme that requires projects to demonstrate their contribution to Covid-19 recovery.

Current SSF submissions

- SELEP accepts SSF project applications in a series of tranches throughout the year. Within the current open bidding period, five new SSF applications have been submitted:
 - **Building Back Better** – £192,000 bid, lead authority East Sussex CC
 - **Carbon Pathways (C-Path)** – £99,198 bid, lead authority Kent CC
 - **Catalyst for Culture** – £181,700 bid, lead authority Kent CC
 - **Creative High Streets** – £200,000 bid, lead authority Southend Borough Council
 - **South East Export Development (SEED 2)** – £99,000 bid, lead authority Kent CC
- Summary information on all of the above bids is given in *Appendix 1*. The project proposals will be fully assessed by the SELEP Secretariat and then taken to the SELEP Strategic Board meeting on 11 Dec 2020 for a funding decision.

TES endorsement by electronic procedure

- As usual for SSF bids, the above projects are now seeking federated board endorsement. The federated boards are asked to consider the 'strategic fit' of the projects in helping to deliver SELEP's strategic objectives, and to choose whether to endorse each project proposal on that basis only.
- *Team East Sussex (TES) members are asked to consider the strategic fit of each project in helping to deliver SELEP's strategic objectives, and to choose whether to endorse each project proposal on that basis.*

Building Back Better Lead authority: East Sussex County Council		Total project cost: £285,065 SSF ask: £192,000 Match: £93,065																								
Summary and Aims	Outcomes and Added Value																									
<p>UK government announced from Jan 2021 social value will be part of their procurement process, opening £46bn annual procurement to wider businesses. Our aim is to increase the role of social enterprises, to achieve contracts and social investment, establish sustainability and viability through access to specialist navigation and mainstream (Growth Hub) business support. We will embed Social Enterprise specialist support in future Growth Hub delivery. We propose to enable access to effective business support to social enterprises as key drivers to inclusive jobs and local economic recovery.</p> <p>Social enterprises are important to the SELEP economy, forming part of the SME economic engine driving the UK economy and have been adept at supporting Covid-19 recovery. Tackle economic inequality by creating new businesses, jobs (including inclusive job creation), local employment, skills as well as increasing supply chain resilience. Drivers of inclusion, including reducing employment gap and workforce inequality, while focusing on health and wellbeing and community cohesion.</p> <p>Social enterprises contribute over £2.2bn to SELEP's economy, employing 62,000 people across 4,000 businesses in a broad range of sectors.</p> <p>We propose a navigator model working across south east, growth hubs and pan-LEP. This model specifically ensures that:</p> <ul style="list-style-type: none"> • We drive the delivery of a uniform quality standard across the LEP and overcome any 'postcode lottery' of access to Social Enterprise support across the LEP. • Ensure sustainability of ongoing business support by taking learning and expertise into the Growth hubs. <p>The project aims to influence:</p> <ul style="list-style-type: none"> • Finance – Create clear pathways and access to debt/equity finance significantly grow seed capital availability. • Networking – Improve connections to supply chains, procurement and influencing policy makers. • Training & Support. • Information & data sharing around best practice/peer support/ member networking. <p>Outputs of the programme to be spread equitably across the SELEP region and to the development of social enterprise in each federated board area.</p>	<ul style="list-style-type: none"> • Uniform Quality standard of enterprise support across the LEP. • Unified working integrating local delivery partners, Growth hubs, critical local partners. • Saving and or growing employment opportunities. • Measuring social impact of enterprise and growth alongside economic impact. • Increase access to local supply chain. • Increase awareness of financial, business, training support that exists. • Bolster/create supportive structures that help individuals to start enterprise or scale enterprise locally. <table> <tr> <th>Type of Benefit</th><th>Number created</th><th>Cash value (£)</th></tr> <tr> <td>Access to Private and Public Sector Contracts via SC brokerage</td><td>10 businesses brokered into accessing local contract opportunities</td><td>Uncapped revenue potential target aim for project is unlocking £300,000 contracts locally across LEP</td></tr> <tr> <td>Social Investments</td><td>Target minimum 3 investments from Social investors into local SEs</td><td>Up to £150K per enterprise. Total value £450,000</td></tr> <tr> <td>Enterprises Support</td><td>300 Individuals</td><td>£171,903</td></tr> <tr> <td>Jobs created, jobs saved or retained over project</td><td>30 Jobs</td><td>@10 Per/Q from Q2 using HACT value calculator outside London weighted – deadweight £391,941</td></tr> <tr> <td>SROI benefits from upskilling and training created via direct and indirect support</td><td>70 Individuals</td><td>HACT value calculator outside London weighted – deadweight £40,111</td></tr> <tr> <td>Volunteering opportunities enhanced or created</td><td>50 Opportunities</td><td>HACT value calculator outside London weighted – deadweight £63,451</td></tr> <tr> <td>Consolidated database of Social Enterprises in SELEP region</td><td>Circa 6,000 strong database of industry sectors (estimate)</td><td>Value TBC using GH methodology</td></tr> </table> <p>Inward Investment: Support the attraction of more investment into GH / LEP support programmes through successful evidence-based project beyond the 12-month life cycle. This model can be leveraged into increasing and influencing regional applications for funding and underpin future calls for support.</p>		Type of Benefit	Number created	Cash value (£)	Access to Private and Public Sector Contracts via SC brokerage	10 businesses brokered into accessing local contract opportunities	Uncapped revenue potential target aim for project is unlocking £300,000 contracts locally across LEP	Social Investments	Target minimum 3 investments from Social investors into local SEs	Up to £150K per enterprise. 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Carbon Pathways (C-Path) Lead authority: Kent County Council		Total project cost: £141,710 SSF ask: £99,198 Match: £42,512
Summary and Aims	Outcomes and Added Value	
<p>Local authorities are currently required to undertake laborious manual data collection and analysis of projects in order to evidence the development of <i>Low Carbon & Renewable Energy Economy</i> (LCREE) programmes. Securing funding for these programmes is heavily dependent on this evidence being up to date, accurate and complete. Assessing the ongoing success of a programme requires automated monitoring and benchmarking, which rarely exists.</p> <p>Estimates suggest that c £14bn investment will be required annually across the domestic and non-domestic retrofit sectors in order to meet the challenge of net-zero emissions by 2050. Recent government incentives have seen millions of pounds worth of funding made available to not only encourage local authorities to utilise retrofit schemes to help them on their net-zero pathways, but also “build back greener” after months of low investment during the Covid-19 crisis.</p> <p>The current approach to LCREE programme development can often result in fragmentation, a lack of coordinated action, weak investment and insufficient growth, despite the acknowledged urgency.</p> <p><i>Our proposed solution is to build C-Path: a dynamic cloud-based resource that would be used to design, facilitate, accelerate and monitor investment in the LCREE across the SELEP region.</i></p> <p>C-Path aims to completely replace the data gathering and analysis work required to build an evidence base for a bid for funding. Local authorities would be given access, <i>free of charge</i>, to an automatically updated, maintained evidence base. We will also build a model framework to assess the financial and carbon-reduction impacts of LCREE programmes, presenting outputs in efficient, visually impressive, easy to access cloud-based dashboards.</p> <p>C-Path will initially focus on retrofit programmes within the domestic and non-domestic property sectors, but will be built to be scalable to allow expansion into other complementary areas key within a net-zero pathway, such as transport and health.</p>	<p>Focussed on supporting initiatives across all of the federated areas, C-Path includes:</p> <ul style="list-style-type: none"> • A centralised evidence base – an accessible and constantly evolving data store of multiple relevant data sources, with automated, scheduled updates. • A flexible build and appraisal tool enabling stakeholders to develop and invest in energy and related schemes to meet challenging policy and strategic goals. • Modelling to forecast the full range of programme impacts. • Suitably calibrated GIS mapping features and development of the capability to monitor and update a scheme in delivery mode. <p>There is a clear market need for such a resource, and the development of C-Path would also directly support delivery of a key ‘Grand Challenge’ within the SELEP Economic Strategy Statement (ESS): the drive towards ‘<i>decarbonisation, energy security and the need for greater resource efficiency</i>’.</p> <p>The key outcomes and value attached to C-Path are that it would enable stakeholders to:</p> <ul style="list-style-type: none"> • Work smarter – retrofit programmes could be designed, funded and monitored based on an accessible and constantly evolving data store of multiple relevant data sources, with data modelling and machine learning techniques applied to forecast the full range of impacts of a proposed scheme. • Deliver faster – more tailored and complete data sets combined with automated data updating would vastly reduce the time spent collating and understanding scheme data. Better quality, automatically updated information would allow stakeholders to make better informed, faster investment and funding decisions. • Work together – the C-Path data store would collate information sets from across the SELEP region, facilitating analysis of impacts at any of the LEP, economic partnership or local authority levels. Creating and monitoring domestic and non-domestic retrofit programmes across local authority boundaries would become significantly easier. 	

Catalyst for Culture Lead authority: Kent County Council		Total project cost: £268,200 SSF ask: £181,700 Match: £86,500
Summary and Aims	Outcomes and Added Value	
<p><i>A new collaboration between 3 major established cultural institutions in the SELEP region to create a shared programme of socially-distanced live performances, digital events and investment in the region's performing arts infrastructure, jobs & development of creative talent.</i></p> <p>Prior to the pandemic, the creative industries were the fastest growing sector of the UK economy, contributing £111.7 bn GVA (Gross Value Added) to the UK economy (Govt figure). It has been hit hard by the Covid-19 crisis, particularly for live performance. As a result, venues across the country are facing redundancies and even permanent closure. Work for freelance artists, writers, performers and technicians has dried up and many are leaving the industry. A likely extended period of social distancing means that venues will not be financially viable for the foreseeable future and producers will be unable to create work or tour. Culture should be at the forefront of the regional social and economic recovery, but instead may take years to recover if not supported. This bid is a regional sector-specific response to the crisis.</p> <p>The <i>Catalyst for Culture</i> programme is a new partnership between 3 established performing arts institutions of national and international standing. The project provides a socially-distanced season of over 80 live/online theatre experiences for audiences throughout the SELEP region between Dec 2020 and Aug 2021. It supports and develops the region's creative, production and technical workforce, artists and freelancers.</p> <p>The partnership is the first of its kind between The Marlowe in Kent, Glyndebourne in East Sussex and Mercury Theatre in Essex, raising the profile of performing arts in the region and acting as a pilot for future development as a base for performing arts production and skills development.</p> <p>Catalyst for Culture supports venues to stay open, retain their existing workforce and provide opportunities for regional freelancers and artists. It develops industry knowledge in the creation, presentation and dissemination of socially-distanced performance to existing and new (including marginalised) audiences and invests in the future with talent development opportunities for young people and growth driven through a series of new regional productions.</p> <p>The programme brings the added value of national project partners, including Matthew Bourne's New Adventures, Snape Maltings, The Lowry, Salford, Theatre Royal York, Engine House and regional project partners including Applause Rural Touring, Smart Film Company and 6 commissioned artists. Digital outputs and regional talent call-outs allow for further regional venues to get involved as the project develops.</p>	<p><i>Catalyst for Culture</i> provides benefits in line with the following SELEP Economic Strategy priorities: <i>Creating ideas & enterprise</i>; <i>Developing tomorrow's workforce</i> (and safeguarding existing jobs); <i>Accelerating infrastructure</i>; <i>Creating places</i>; <i>Working together</i>.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • A season of socially-distanced live performance originating in and shared between the 3 hubs (Dec 2020 – Aug 2021) including opera (Glyndebourne), site specific, promenade, large/mid-scale theatre, family shows and pantomime (Mercury & Marlowe). • Reaching audiences of 328,832 drawn from all SELEP regions, live & online. • 440 local jobs in the cultural sector safeguarded. • 10 creative commissions for regional artists including small-scale theatre & large-scale open-air street theatre. • 15 one-year placements open to young dancers from across the region with Matthew Bourne's Cygnet School launched in Canterbury. • First stage development of premieres, including new musical with the producers of Six, Maria Aberg Projekt Europa. • 198 opportunities for artists. <p>Value added:</p> <ul style="list-style-type: none"> • Aiding recovery which will safeguard large and mid-scale presenting, producing & touring capability in the region for the future. • Investing in future creative product at a time when most production development has stopped. • Helping restore audience confidence. • The complex network of cultural organisations involved (3 main partners and at least 8 project partners) provide incalculable added value of expertise, resources, networks, profile and reach. • The wider context of this project's value is in supporting 3 key regional venues towards a V-shaped post-Covid-19 recovery, enabling the continuation of cultural activity that supports wellbeing, quality of life and place. • In addition, the combined economic impact in the SELEP region of Marlowe, Mercury & Glyndebourne in a normal year is over £57m p/a. This includes income generated for local businesses and suppliers, city centre restaurants and bars, carparks, retail etc. Retaining jobs and creating opportunities for freelancers contributes to the region as a great place to live, work and study. • This pilot project has an important value as a catalyst for future partnership activity around production, touring and skills development in the performing arts in the SELEP region, linking into wider regional initiatives driving growth in the creative industries. 	

Creative High Streets Lead authority: Southend Borough Council		Total project cost: £310,000 SSF ask: £200,000 Match: £110,000
Summary and Aims	Outcomes and Added Value	
<p>The Creative Industry sector is a crucial part of the SELEP economy and also has a strong role to play in the future of towns and high streets. This is particularly crucial given the impact that Covid-19 has had on the creative sector as well as the challenges facing high street retail and town centres. Creative High Streets will target six High Streets across the SELEP region. The purpose of this project is aligned with initiatives such as the Future High Streets Fund, Towns Fund and Historic High Streets Recovery. The exact location of the six high streets is to be determined following EOIs from SELEP Federated Boards.</p> <p>The Arts, Entertainment and Recreation sector have been one of the most affected, and nationally 45% of eligible employments in the sector were furloughed. Across SELEP that means that over 18,000 of the 40,000 jobs in the sector could be at risk.</p> <p>The aim of this project, developed by the South East Creative Economy Network (SECEN), is to develop and test methodologies for creative use of both meanwhile and long-term creative space in high streets and help to develop understanding and economic modelling. The project will therefore continue to support outcomes after the 12-month period, including to:</p> <ul style="list-style-type: none"> • Protect businesses, safeguard jobs and create the conditions for the recovery of the creative sector; • Increase business opportunities for creatives and freelancers within local town centres and high streets; • Provide product development and business support to address market failure within the High Streets; • Maximise the opportunities of High Streets/Town Centre Investment plans; • Ensure creative sector involvement in the development of new social and community spaces in order to reimagine and revitalise the role of the high street. <p>The project will build upon the existing work of South East Creatives and Creative Workspace Plan, and will also support the delivery of an Arts Council England project to coordinate the cultural and creative offer within a range of High Street developments.</p>	<p>The project will support a number of economic priorities, particularly around the future of places and supporting the recovery of the creative sector and other businesses in the retail and service industries in a post Covid-19 economy. <i>Project benefits will be pan-SELEP with at least one high street selected per federated area.</i></p> <p>The learning will benefit places across SELEP and not only in the 6 high streets identified, providing an evidence-based approach that can help ensure our towns and cities are attractive places to live, work and invest. The research carried out within the project will help to inform and direct future initiatives to ensure that maximum cultural and economic benefits can be realised. So while it's difficult to quantify all of the impacts of this 12-month project, the longer-term benefits will be significant:</p> <ul style="list-style-type: none"> • Research and evidence emerging from this project will be used to support high street initiatives and development across the SELEP area, including 'tool kits' for how to work effectively in these complex public environments as part of the final report. • Support SELEP to attract future funding/investment. • Help create the conditions for a greater number of jobs by improving the creative offer within the 6 high streets, safeguarding jobs for freelancers & existing SMEs in the creative industries & creating additional employment opportunities within the sector. • Within the scope of the project, creatives will also be paid consultancy fees, contributing to their earned income as freelancers or SMEs. Direct outcomes would therefore include approximately 30 fixed term commissions for artists (5 per area), helping to safeguard the income of the large number of self-employed within the creative sector. • For each additional job created in the sector, an average benefit of £32,507 will be delivered (based on way per job in SELEP's creative sector skills profile, 2018). • Enable greater facilitation between town centre planners, strategy teams and the creative sector to deliver initiatives to improve high street experience. • A programme of commissioned works will test impact and evidence the economic benefit through greater footfall to other businesses in Town Centres. <p>The 2015 Cebr report on the economic contribution of the arts & culture industry states that:</p> <ul style="list-style-type: none"> • For every £1 in turnover directly generated by the arts & culture industry, an additional £1.24 in output is supported in the wider economy. • For every £1 of GVA generated by the arts & culture industry, an additional £1.14 of GVA is supported in the wider economy. • It's also estimated that for every 1 job directly created by the arts & culture industry, an additional 1.65 jobs are supported in the wider economy. 	

South East Export Development (SEED 2) Lead authority: Kent County Council		Total project cost: £131,500 SSF ask: £99,000 Match: £32,500
Summary and Aims	Outcomes and Added Value	
<p>Exporting helps businesses grow and innovate, but export levels in the SELEP area are relatively low. Accessing export opportunities can help firms build resilience and spread risk across different markets but with current uncertainties caused by Covid-19 and the UK's EU withdrawal, extra help for firms is needed.</p> <p>The approach to exporting is changing; traditional activities such as trade missions remain uncertain, but the pandemic has accelerated companies' use of digital technologies which provides new export opportunities.</p> <p>SEED addresses known export barriers (a lack of international contacts and export knowledge/capacity within firms) through an innovative support programme aimed at SELEP-based companies (product and service-based 'new-to-export' companies and existing exporters) in 3 priority sectors with export potential:</p> <ul style="list-style-type: none"> • Digital & Creative (including software solutions, apps, web services) • Food & Drink (including manufacturers, processing, suppliers to the industry e.g. packaging) • Health & Life Sciences (including medical devices/ technology, (e-)health, pharma, diagnostics) <p><i>The first 2 sectors are particularly relevant to East Sussex and companies from these sectors will be targeted.</i></p> <p>Target international markets will be finalised, taking into account progress with new trade agreements and the Department for International Trade's (DIT) latest advice. The likely focus will be:</p> <ul style="list-style-type: none"> • France, Ireland, Australia (Food) • USA, Singapore (Health / Life Sciences, Digital) • Scandinavia / Nordic Countries (all sectors) <p>The project will be implemented by Kent CC, Essex CC, Medway CC, South Essex Councils, Sussex Chamber of Commerce and Kent Invicta Chamber of Commerce. Advisors from DIT and Enterprise Europe Network will also assist with the implementation of the project.</p>	<p>Activities:</p> <p><u>Business Engagement:</u></p> <ul style="list-style-type: none"> • Communication activities to recruit around 150 companies from which 80 will be selected to take part in virtual trade missions. <p><u>Export Readiness:</u></p> <ul style="list-style-type: none"> • Online 1-2-1 and group training activities to ensure companies are 'export-ready' with input from market experts, DIT (overseas posts), Chambers of Commerce and their International Chamber Network. Training topics will include 'trade regulations after Brexit', 'product adaption for overseas markets', new export documents & customs requirements etc. <p><u>4 x Virtual Trade Missions:</u></p> <ul style="list-style-type: none"> • Meetings connecting SELEP companies to potential international buyers, distributors, customers. • Virtual exhibitions in International Chambers/ Embassy premises for potential buyers to see products and interact with companies online. <p>Main outputs:</p> <ul style="list-style-type: none"> • 150 SMEs (including 30 in East Sussex) to participate in an intensive virtual programme of support including 50 x 1-2-1 export readiness meetings and 6 online training workshops. • 80 SMEs (18 from East Sussex) participating in virtual trade missions to connect to contacts/ distributors/ buyers in the target international markets. <p>It is anticipated that companies participating in the virtual trade missions will secure export orders of around £5,000 in the year following the implementation of the project. The export turnover of beneficiary firms will increase.</p> <p>The programme complements the current offer from the Chambers, Department for International Trade and Enterprise Europe Network.</p>	