

# South East LEP

January 2019



# Delivery

**160** Schools supported by  
Careers Enterprise Company

Secured  
**£570m**  
Investment for  
**97**  
projects

**23** LGF project  
completions

**£257m**  
LGF spend to date

Increase of  
**£54%**  
in delivery of  
housing  
completions

**£90m**  
EU funding for  
business support

**16,000**  
Businesses  
supported by our  
Growth Hub

**86 projects**  
Awarded LGF funding  
by SELEP  
Accountability Board

**4,519**  
Homes delivered  
to date

**3,635**  
Jobs delivered  
to date

**£80m**  
EU funding  
supporting  
people into  
and in work

**£37m** For industry relevant  
training facilities (22k  
sqm), 7.3k apprenticeships



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# Capital programme



HM Government

## Local Growth Fund

- £570m LGF allocation
- £265.8m LGF spend to date
- 86 LGF Projects awarded funding
- 23 projects completed
- 3,635 Jobs delivered to date
- 4,519 Homes delivered to date

## Growing Places Fund

- £58m has been allocated as loans
- 8 projects completed
- 1,865 Jobs delivered to date
- 613 Homes delivered to date

## Sector Support Fund

- A new £500,000 per year pot, from GPF pot, to support one-off, pan-LEP projects with a sector focus
- Significant interest has seen £1m fully allocated to date against 8 projects



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# Local Growth Fund

## Delivery Example



HM Government

### North Bexhill Access Road

- Connectivity to the Bexhill-Hastings Link Road
- Provides direct access into employment land with capacity for circa 38,000sqm
- Road infrastructure to unlock the proposed urban extension in North East Bexhill with potential to directly unlock land for in the order of 780 new homes.

Contribution

**£18.6m**

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# Growing Places Fund

## Delivery Example



HM Government

### Fitted Rigging House

25,000sq ft high quality office space at Priory Quarter in Hastings town centre to meet expressed needs of private sector employer to expand their operation in the town with the potential to create over 400 jobs.

Contribution

**£7m**

# European Funding



## European Regional Development Fund

Delivering business support programmes for SMEs.

**Funding pot - £74.1m**

£43.7m contracted to deliver 17 business support, innovation and research, and low carbon initiatives.

£26.4m is committed to deliver 10 business support projects (inc incubation & innovation centres).

## European Agricultural Fund for Rural Development

Delivering economic growth in rural areas.

**Funding pot - £14.5m**

£6m contracted to deliver 17 projects.

## European Social Fund

Supporting people into and in work.

**Funding pot - £80m**

£50m has been contracted £30m to be contracted in 2019.



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# European Rural Development Fund

## Delivery Example



### Business support projects

Launched 2 high-value priority sector business support projects:

- **The South East Creative Cultural and Digital Sector project**
- **Transportation and Logistical Efficiencies project (Tale)**

These projects will run for 3 years, support 570 businesses, creating over 100 jobs and offering £3 million in SME grants.

ERDF Value  
**£5.5m**

# European Agricultural Fund for Rural Development

## Delivery Example

### Packing Warehouse, Gregorio's Produce Ltd

Funding to help build a newer, larger packaging and storage warehouse enabling expansion and the correct accreditation required by supermarkets.

In addition the new facility provides extra space for new packaging machinery and the storage of increased amount of produce in the cold store, enhancing business growth for the foreseeable future.

EAFRD Value  
**£102k**



The European Agricultural Fund  
for Rural Development:  
**Europe investing in rural areas**



# European Social Fund

Delivery Example



## Essex Rural Skills Project

Delivering skills training and employment opportunities to economically inactive and isolated people in rural areas and market towns.

ESF funding  
**£483k**

# Skills

## **New Skills Strategy**

An employer led strategy focussed on action, effectiveness, collaboration with industry bodies with strong foundations for new Skills Advisory Panels.

## **Skills Capital**

£37m to deliver industry relevant training facilities over 30 projects, 7,300 additional apprenticeships and 22,000 sqm of new learning space.

## **ESF**

£80m supporting people into and in work (see previous).

## **Careers Enterprise Company**

Enterprise Adviser Network linking industry and schools with over 160 schools engaged. One of the first pilot areas for 'Careers Hubs' launched in East Sussex in November.

## **Apprenticeships and T-levels**

Working with Growth Hub and partnership to roll out training. Supporting the Apprenticeship Ambassador Network across the LEP. Plans to work with ESFA and local partners on T-level engagement.

# Skills Capital

## Delivery Example

### Stansted Airport College

The first purpose-built on-site college at a major UK airport. A brand new £11m technical skills facility which will help tackle skills shortages in the local economy.

LGF contribution

**£3.5m**

# Housing

## Housing Completions

An increase of 54% in the rate of delivery from 7,990 in 2012/13 to 12,330 in 2017/18. More than any other LEP area outside of London.

## Garden Communities

With five sites in our area we are at the forefront of the Government's Garden Communities programme. That's 96,500 homes, nearly half of the 200,000 homes identified by Government as new garden settlements.



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# Housing - delivery example

## Housing Infrastructure Fund

13 projects are to receive a share of more than £82m of the Government's Housing Infrastructure Fund (HIF) to help deliver 13,443 new homes.

HIF allocation

**£82m**

# Coastal Communities

## Coastal Communities Working Group

Working hard to close the gap between the coastal and regional economy.

## House of Lords Select Committee Inquiry on Coastal Towns

Adam Bryan provided oral evidence highlighting both the challenges faced and SELEP's commitment to coastal communities.



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# Coastal - delivery example



## Coastal Communities investment prospectus

This project is intended to prepare a coastal supplement to the revised SEP, to act as an investment prospectus that will articulate the economic opportunities and priorities specific to coastal areas and make a strategic case for investment.

This follows on previous £2m LGF project to pilot new approaches to housing based regeneration.

Sector Support  
Fund allocation

**£40k**

# Rural economy

## Economic strength

Rural areas provide a huge variety of enterprise and opportunity based on thriving agriculture and horticulture, thousands of small businesses from food production to high technology from forestry to pharmaceuticals, world leading scientific research, colleges and skills, renewable energy and more.

## Rural Working Group

We have provided strategic direction for the rural agenda by working in partnership with a cross section of rural organisations to deliver a rural strategy. SELEP is one of a few LEPs across the country with a rural strategy which it originally developed to support the work of the European Strategic and Investment Fund Strategy (ESIF).++

## £14.5m European Agriculture Fund for Rural Development (EAFRD)

Providing funding support for micro and small businesses with £6m contracted to date to deliver 17 projects. will shortly be reflected in the launch of a prospectus and activity plan.



# Rural - delivery example



## Rural business expansion, Gibson's Farm Shop

Funding has facilitated new products for both Biddenden and other businesses locally and nationally on a contract basis.

EAFRD allocation

**£151k**

# Social Enterprise

## **Board Social Enterprise champion**

To ensure the sector is fully represented.

## **Social Enterprise working group**

Set up to champion the social enterprise agenda providing a regional voice and network for the sector.

## **Prospectus and activity plan**

We are currently scoping out how we will bring added value and support in this sector and will shortly be reflected in the launch of a prospectus and activity plan.

# Growth Hub

## Light touch triage

Information and/or signposting support (excluding website traffic).

**7,479** businesses, **5030** sole traders

## Medium intensity

Information, diagnostic and brokerage support.

**3265** businesses

## High intensity support

Account management/intensive support directly provided by the Hub or partner organisation.

**168** businesses

## Growth potential

Businesses receiving 'Medium' and 'High intensity' support that, have the opportunity, ambition and greatest potential to grow (including Scale-Ups).

**357** businesses

## Businesses referred to further specialist support

Mentoring, skills or training programmes for example.

**1,338** businesses

## Referrals

To finance and/or funding programmes and/or R&D programmes.

**2,379** businesses



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# Growth Hub - delivery example

A close-up photograph of a firefighter in full protective gear, including a tan jacket with reflective yellow stripes and yellow gloves. The firefighter is focused on working on the engine compartment of a vehicle, with various mechanical parts and hoses visible.

## Vimpex – fire alarm and evacuation technology

Vimpex identified their need to grow the manufacturing side of their business.

The Growth Hub helped:

- Identify grants to enable the purchase and setting up of vital manufacturing plant (£115k+)
- Signpost Consultancy support to develop and embed lean manufacturing processes
- Signpost Export support enabling Vimpex to internationalise sales and production

***“ The advice has contributed to revolutionising our business and giving us a fantastic platform for future growth through increased productivity and improved export sales performance.”***  
***James Jones, M.D.***

# Enterprise Zones

The SELEP area is home to four officially designated Enterprise Zones (EZ), all of which have made considerable progress in throughout the year.

- **North Kent Enterprise Zone**, Kent and Medway
- **Discovery Park**, Kent
- **Newhaven Enterprise Zone**, East Sussex
- **Harlow Enterprise Zone**, Essex

Construction has begun on an Innovation Centre on the Harlow Enterprise Zone.

Plans are underway for a further Innovation Centre on the Maidstone site of the North Kent Enterprise Zone.

Discovery Park continues to provide excellent facilities to East Kent and the wider community.

We are establishing a renewed relationship with Newhaven Enterprise Zone following the agreement to remove the overlap with Coast to Capital LEP in Lewes District.

# Digital marketing

**Website engagement (Oct - Dec 2018)** - Low bounce rates (leaving website early), high numbers of pages per visit and long session durations all indicate that readers are engaged and exploring content.

**Digital channels (Twitter/LinkedIn)** - Continual activity across our digital marketing channels, LinkedIn and Twitter, is resulting in steady growth in followers, reach and engagement with key audiences; government, partners and businesses.

**Email marketing** - outreach performance figures are strong with higher than average open (33%) and link click rates (30%)



# Business engagement

**Business networks** - We engage regularly with businesses from the local area through existing business networks such as Chambers of Commerce, FSB, IoD and other local business events.

**Articles and media** - We produce regular articles and comment pieces for these organisations, and attend events providing the opportunity to speak to and hear directly from the business community on their current challenges and opportunities.

**Business engagement events** - We also hold thematic engagement events with partners against particular themes; skills, Lower Thames Crossing, Business trends and opportunities.

**Working with MPs** - A number of MPs have attended LGF events in the past year; Robert Halfon MP - opening of the Stansted Airport College, Kelly Tolhurst MP - launch of the Rochester Airport Business Park, Damian Collins MP - launch of our Skills Strategy in Folkestone. MPs are regularly provided with the opportunity to attend SELEP events.



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# Business engagement

**Working with Kent Invicta Chamber,**  
**May 2018** – to share plans and gather thoughts on the development of our Strategic Economic Plan.



## 1. What do businesses need the most to survive, innovate and ultimately grow? [Top 3]

0 3 3

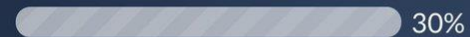
Digital and mobile connectivity



Better road and rail infrastructure



Easy to access skills



Opportunities to enter into new markets created by public and private led partnership



Flexible workspace and commercial sites



A support network of local businesses



Better and more funding options



Easier to access and deliver apprenticeships



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