

## Project Change Request

### Section A – Details

Project Name	South East Export Development (SEED) Project
Lead Officer	Steve Samson
Lead Authority	Kent County Council
Date Submitted	1 March 2022

### Section B – Justification

Description of Change	Request for physical programme of activity for European markets as part of the SEED Project around the Tavola tradeshow for premium food & drinks in Kortrijk, Belgium (20 March 2022). <a href="https://www.tavola-xpo.be/en/home/">https://www.tavola-xpo.be/en/home/</a>
Reason for Making Change	<p>Although the SEED project is providing a virtual programme of export support for SELEP-based businesses, the partnership has identified a low-cost physical activity that could add value to the project i.e. organising a market insight visit to a major international trade show in Belgium for the food &amp; drink sector on 21-22 March 2022.</p> <p>The SEED partners see this type of activity as an opportunity to expose eligible SELEP-based companies to emerging trends within the food &amp; drink industry, better understanding the market opportunities for their products and broadening their network by meeting with relevant international business contacts.</p> <p>Although this type of activity would be considered as market insight/awareness and may not lead to direct export sales (depending on individual contacts companies make at the event itself), the SEED partnership views this potential activity as positive way of contributing to eh planned project outputs; helping companies to understand market opportunities. Additionally, whilst online events and meetings for exporting remain popular, as covid restrictions have eased, businesses (especially in the food &amp; drink sector where seeing and tasting products is an important part of the export process) are also showing more enthusiasm once again towards exploring new opportunities through physical tradeshow attendance once again.</p> <p>The proposal is to organise an overnight visit to the fair which will involve minibus/travel and accommodation costs for a group of companies (10-15 SMEs approximately). Cost around £4000 which would make use of funds not likely to be used for online meeting platforms which was allocated in the original budget.</p> <p>To summarise, we see this type of programme as a valuable opportunity for SELEP food &amp; drink companies to visit the Tavola tradeshow and have exposure to international trade and to see how their own businesses could potentially fit into international markets. Participating companies will be able to immerse themselves into these new markets - making new business contacts, making their own market assessments, and looking further into the opportunities of international trade.</p>
Alternative Options Considered	Continue with delivery of project as planned with only virtual market-specific programmes.

## SELEP SSF Change Request Template

Stakeholders Consulted	SEED project partners.
Working Group Consulted	N/A
Federated Board Approval	N/A
Appropriate Officer Sign Off (must have delegated responsibility to sign off amounts up to the SSF Grant amount)	

### Section C - Impact

Impact on total project cost	No impact on total project cost – simply diverting SSF budget from another budget line which won't be required.
Impact of project delivery timescales	No impact of project delivery timescales. This additional (physical) activity would be an opportunity to further maximise company involvement before the end of the project in October 2022.
Impact on project outputs	No impact on project outputs.
Impact on project Value for Money	No impact on project value for money.
Impact on SELEP objectives	No impact on SELEP objectives.

### Section D - To be completed by SELEP

Change Request Number			
Has review of Business Case been completed?			
Has the change been considered by Strategic Board or Chief Executive?			
<b>Change agreed with SELEP:</b>		<b>Date</b>	
Comment			

### Guidance

1. When is a change request required?

## SELEP SSF Change Request Template

The types of scheme change to be reported include, but are not limited to:

Financial	<ul style="list-style-type: none"><li>- Change to how the SSF will be spent</li><li>- Change to total cost of a project</li><li>- Delay to the spend of SSF by 6 months</li></ul>
Scope	<ul style="list-style-type: none"><li>- Change to project from original scope as agreed in the application form</li><li>- Change to intended scheme benefits</li></ul>
Outcomes	<ul style="list-style-type: none"><li>- Change to the expected outcomes agreed in the approved project Business Case</li></ul>

**This change request must be agreed between the scheme promoter and lead county/unitary authority for the project, prior to submission to SELEP.**

If you are unclear whether a change request is required or not please speak to the SELEP Capital Programme Manager.

When the SELEP Secretariat or Accountable Body advises that the completion of a change request is required, it will be at the discretion of the SELEP Secretariat and Accountable Body to agree whether the change requires Strategic Board approval. SELEP Strategic Board will be made aware of all change requests as part of the SSF update. Additional information can be found in the original Grant Agreement.