

## Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

### Expression of Interest/Application Template

#### Gloucestershire Economic Growth: Strategic Economic Development Fund (SEDF):

This fund is for the benefit of the whole of Gloucestershire, and utilising funds from the current Gloucestershire Local Authority Business Rates Pool. It facilitates collective work on the economic development agenda and reflects the commitment of the Pool participants to drive economic investment which also links to the planning and infrastructure process. Eligibility criteria for the fund has been established and agreed by all participants, against which bids for funding are assessed.

Access to the Fund is for the principle stakeholders only – the Local Authorities and Local Economic Partnership, and any project or funding request will need to have a clearly identified sponsoring lead organisation/contact. Expression of Interest submissions should be completed and submitted for consideration by the Gloucestershire Economic Growth Joint Committee Senior Officer Support Group, at a relevant meeting. They will assess its potential against the criteria and whether a good strategic fit. This mirrors the same approach adopted for the consideration of new projects for the Gloucestershire Capital Investment Pipeline (CIP).

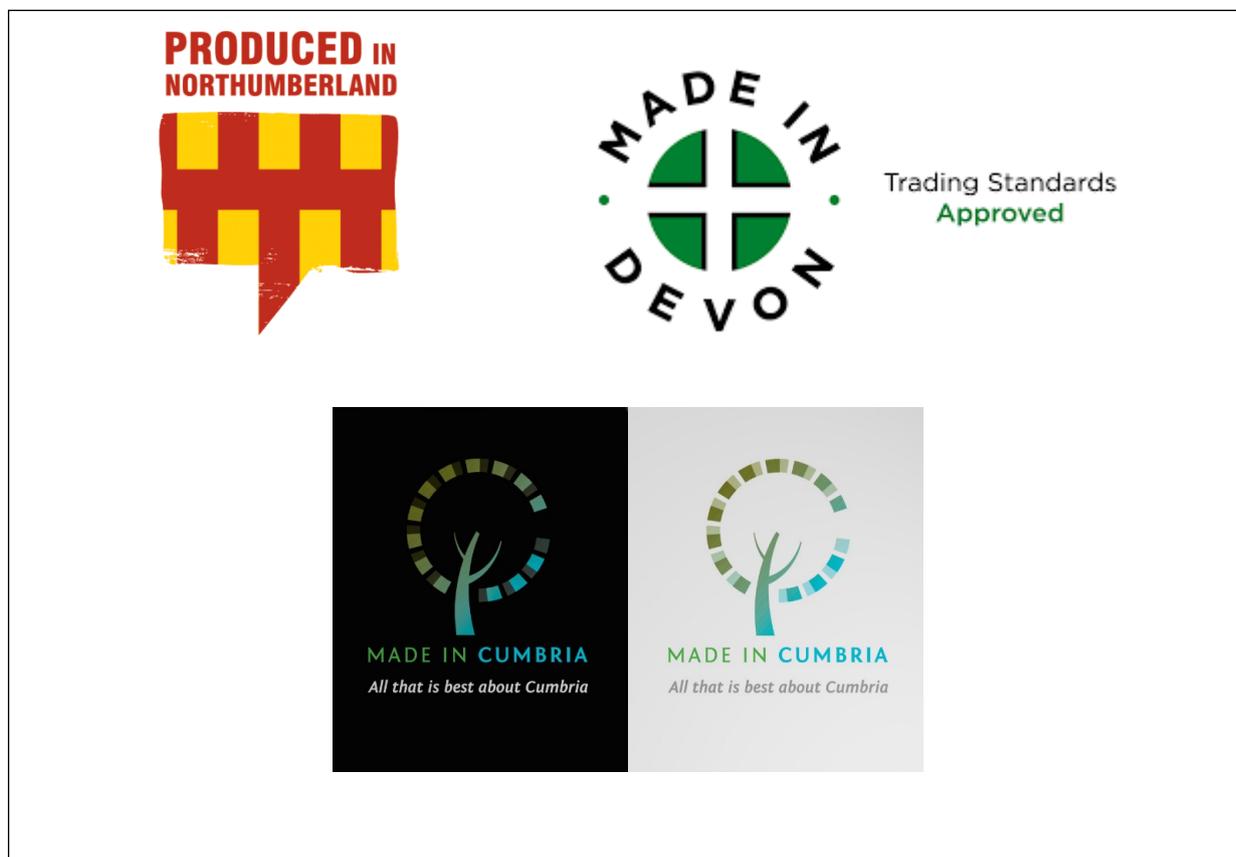
The award of funds needs to be supported/agreed by a majority of members of the Pool, as part of the Business Rates Pool standing item at the Gloucestershire Economic Joint Committee meetings.

Project Name:	
'Made in Gloucestershire' initiative – requesting funding of £150,000 to launch, promote and project manage the initiative for a 2 year period.	
Investment theme: <i>Tick the primary theme that best fits your project. If applicable, also tick a sub theme. If 'other' state and explain.</i>	
<b>Primary Investment theme:</b> Business Environment <input type="checkbox"/> Housing <input type="checkbox"/> Infrastructure <input type="checkbox"/> Place Shaping <input checked="" type="checkbox"/> Skills and Employment <input type="checkbox"/> Other <input type="checkbox"/>	
<b>Sub investment themes:</b> Digital <input type="checkbox"/> Education <input type="checkbox"/> Employment <input checked="" type="checkbox"/> Energy <input type="checkbox"/> Housing <input type="checkbox"/> Regeneration <input type="checkbox"/> Transport <input type="checkbox"/> Other: Covid Recovery activity <input checked="" type="checkbox"/> Visitor economy <input checked="" type="checkbox"/> Inward Investment <input checked="" type="checkbox"/>	
Promoter Details:	
Promoter Organisation	GFirst LEP, Gloucestershire's Local Enterprise Partnership
Promoter Address	Oxstalls Campus, Longlevens, Gloucester GL2 9HW
Primary Contact (name & job title)	Dev Chakraborty – Deputy Chief Executive

## Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

Email Address	<a href="mailto:dev.chakraborty@gfirstlep.com">dev.chakraborty@gfirstlep.com</a>
Contact Telephone Number	01242 715480
<b>Project Summary (Max 250 words)</b> <i>(Describe your project idea clearly and succinctly, including what the investment would buy, and why it would lead to economic growth for Gloucestershire. Include the potential timeframe, and any significant drivers or constraints related to the scheduling of the investment.</i>	
<p>GFirst LEP, working in partnership with Gloucestershire County Council, plan to launch a <b>‘Made in Gloucestershire’</b> initiative – flying the flag for the county, the scheme would enable local businesses, initially in the food and drink sector, to advertise to consumers that they supply products that are made within the county.</p> <p>On the back of the Covid-19 pandemic we think that this would be another positive element of recovery planning for the county. We also feel it would help Gloucestershire’s businesses stand out from the crowd by building on their reputation for producing quality, locally made goods.</p> <p>A <b>working group</b> has been set up that includes representatives from; GFirst LEP, GCC, Mid Counties Co-Op, Gloucester Services/Westmorland, FSB, The Growth Hub, NFU, Visit Gloucestershire, CCRI, Cheltenham Chamber of Commerce, Hartpury University and MayBe*.</p> <p>The initiative has been supported and welcomed by all parties and has already received considerable interest from the local media.</p> <p><b>£150,000</b> of funding is requested to launch, promote and project manage the initiative for the first 2 years. Similar schemes elsewhere in the country eg ‘Produced in Northumberland’ run with a <b>membership model</b> with businesses paying an annual membership fee, variable according to the size of the business. This allows their logo and link to be included on the website and for them to be allowed to use the brand/logo on their products and in their marketing collateral. This would be our plan too in terms of sustainability for year 3 and onwards.</p> <p><i>Timeline;</i></p> <p>Launch the scheme and the website post Easter 2022.</p> <p>High profile launch event around ‘Gloucestershire Day’ in September 2022.</p>	

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**Summary of benefits/outcomes that will be delivered (Max 250 words)** *(Expanding on your summary, provide information on the tangible benefits or outcomes that would be delivered, leading to the growth of the Gloucestershire economy. These could address challenges or capitalise on opportunities, including those associated with improving productivity. List the expected benefits, estimated quantities and indicate the timescales).*

Supporting the hospitality, visitor economy and tourism sectors in Gloucestershire is a key strand of the county's Covid recovery strategy - this initiative would support that activity.

The initiative follows on nicely from the 'Think Gloucestershire' campaign that the LEP ran through the pandemic. It would support the hard-hit Visitor Economy and Tourism sector by raising the profile of locally produced products.

It's a feel good initiative that celebrates all things local and indeed brings together businesses that may not normally work together to collectively promote local products on several levels: on a national level promoting the initiative via Visit Britain, destination management organisations and Inward Investment channels, as well as local activity amongst businesses and local authorities, to add value to the county's offer, whilst developing long lasting local, national and international business partnerships. We will make use of all the existing and planned national, regional campaigns including those that Visit Gloucestershire have put in place to maximise the reach of the awareness of our local

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products.

There is also the potential to expand and roll the scheme as part of a later phase to include non-food or drinks sectors, giving some of our world leading and innovative manufacturers in the county the opportunity to benefit from the exposure that this initiative will bring both locally and nationally. Examples include landing gear made in Gloucestershire by Safran, wind turbines, made in Gloucestershire by Ecotricity, hip and knee replacement components made in Gloucestershire by the Corin Group, or electric showers made in Gloucestershire by Kohler Mira.

Made in Gloucestershire would also be another string to the bow in support of our Inward Investment activity in the county.

Ultimately, the key driver is to stimulate additional business opportunities and increase the turnover of hundreds of SME businesses in the county, encouraging their sustainable growth (and service offering) as well as developing Gloucestershire-grown new businesses thereby driving GVA and job creation. By encouraging and stimulating sourcing and 'buy local', would also contribute significantly to the county's commitment to net zero carbon.

**Strategic Fit (Max 150 words)** *(Give the local, regional or national context for your project. Explain how it clearly aligns to the Strategic Economic Plan v2*  
<https://www.gfirstlep.com/downloads/2018/sep-2-update2018v3.pdf>  
*and complements the local District strategies and delivery plans*

The initiative will be driven by GFirst LEP who wrote the Strategic Economic Plan and indeed the county's Local Industrial Strategy. Both the LEP's Visitor Economy and Tourism Business Group and the Agri-Food and Rural Business Group are supportive of the initiative, and a working group, made up of members of both of these groups are the driving force behind the initiative.

As outlined in the Local Industrial Strategy, one of the county's key capabilities and assets is its tourism. With a strong food and drink offering drawing visitors both domestically and from further afield, this project will help to put Gloucestershire on the map.

**Evidence of need or demand (Max 150 words)** *(give details of the evidence you can reference that supports your case that there is a need or demand for this project)*

The desire for people to shop more locally during and following the pandemic has encouraged consumers to think about the life cycle of their products, and to understand where their products have come from. Evidence from the county's tourism efforts also outline the importance of locally sourced food and drink and local attractions as part of the tourism offer, when deciding on short breaks and holidays.

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Better quality locally made products that support local producers is exactly what the 'Made in Gloucestershire initiative is about. With changing buyer behaviour patterns reflecting this trend, the project can and will support this.

**Summary of the project costs and any sources of funding:** *(Estimated total capital cost of the project, and (if available) list the main elements of the budget. Provide details of any potential or secured source(s) of funding and the likely shortfall.)*

No capital costs required.

**Summary of the Revenue Investment(s) required** *(Explain how the project would be deliverable and sustainable by explaining the sources of revenue funding to support the likely cost needed to deliver the project following the capital investment)*

*Breakdown of costs;*

Brand development/logo/dedicated website/launch event	£20,000
Ongoing quarterly promotion - £10,000 per quarter for 2 years	£80,000
Project managements costs - £25,000 for 2 years	£50,000

**Total funding request = £150,000**

Membership scheme model thereafter.

**Project Status** *(select from one of the following, and provide brief explanation)*

<p>Concept Stage <i>(very early stages, requires considerable development before it could be considered for funding)</i></p>	
<p>Outline Stage <i>(early stages, some detail clear but longer-term aspiration which will need further development)</i></p>	
<p>Developed Stage <i>(clear project plan, deliverable, but seeking funds)</i></p>	<p>The scheme is ready to take to the next stage – work has started on the design and branding including a new standalone website.</p>
<p>Mobilising Stage <i>(project moving close to delivery, which still has some challenges to overcome)</i></p>	

## Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

<b>Project Status: key milestones</b> <i>(where applicable, provide brief notes on the current situation)</i>	
Promoter identified	Yes, GFirst LEP
Full Business case available	In progress
Planning Status	N/A
Land Assembly (potential requirement for CPO)	N/A
Confirmed Funding Sources	£20k confirmed from GCC
Design Detail Stage	In progress
Earliest Potential Start Date	1 <sup>st</sup> May 2022

### **Key challenges/risks associated with Project** *(give brief indication of the main challenges or risks associated with the successful delivery of this project)*

Challenge / Risk	Potential Impact / mitigation
No revenue funding stream identified at this stage	Project will not progress based on the proposed timeline, therefore not helping Covid recovery planning. Other funding options will need to be investigated again.
Membership scheme model	Other organisations operate membership scheme models eg FSB, Chambers of Commerce etc, need to ensure the membership offer is compelling and affordable.

### **Declaration by Applicant**

I certify to the best of my knowledge the information submitted on this form is true and correct.

Signed (on behalf of Promoter)



Date: - 18<sup>th</sup> February, 2022

Name and title: Dev Chakraborty, Deputy Chief Executive, GFirst LEP

# Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

Sent to: Mike Dawson, Tewkesbury Borough Council

Date submitted: 18<sup>th</sup> February, 2022



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## Gloucestershire Business Rates Pool – SEDF Funding Assessment

### Made in Gloucestershire Initiative

Gloucestershire Economic Growth Senior Officer Group’s consideration of SEDF application against eligibility criteria

<b>The bid is from a ‘sponsoring’ partner authority of the Gloucestershire Economic Growth Joint Committee (‘Joint Committee’) or the Gloucestershire Local Economic Partnership</b>
Senior Officer Group assessment:  <i>GFirst LEP, Gloucestershire’s Local Enterprise Partnership is the sponsoring partner and promoter of the Bid, working in partnership with Gloucestershire County Council.</i>
<b>The bid relates to one off or fixed term funding</b>
Senior Officer Group assessment:  <i>The bid relates to a one off revenue funding – requesting funding of £150,000 to launch, promote and project manage the initiative for a 2 year period.</i>  <i>Similar schemes elsewhere in the country have run with a membership model with businesses paying an annual membership fee. This would be the plan to consider at a later date, in terms of sustainability for year 3 and onwards.</i>
<b>The bid relates to revenue support for enabling activity which:</b> <ul style="list-style-type: none"><li>• <b>Support economic growth projects, partnership support or</b></li><li>• <b>Enable the commissioning of economic research, intelligence, pre development work or feasibility studies or</b></li><li>• <b>Provide pump priming funding contributions or</b></li><li>• <b>Provide essential leverage match funding to support the delivery of broader local economic projects or programmes.</b></li></ul>
Senior Officer Group assessment:  <i>This bid does support economic growth projects and partnership support, and also provides additional leverage to support the delivery of broader local economic projects/programmes.</i>  <i>Supporting the hospitality, visitor economy and tourism sectors in Gloucestershire is a key strand of the county’s COVID recovery strategy and various actions plans that have been developed, and this initiative would support that activity. The initiative follows on from the ‘Think Gloucestershire’ campaign that the LEP ran through the pandemic, so would naturally continue with the momentum and support the hard hit Visitor Economy and Tourism Sector by raising the profile of local produced products.</i>
<b>The bid provides evidence of clearly demonstrating the economic benefits and contribution it is likely to make in supporting the delivery of growth of the local economy and communities, as well as planned outcomes.</b>
The Senior Officer Group are supportive of the bid and recognises the merits and benefits of this initiative, and on the back of the Covid 19 pandemic, this project would be a further positive element of recovery planning activity for the county. It would clearly help with providing further

visibility of Gloucestershire’s businesses locally, regionally, nationally and internationally, and build on their reputation for producing quality, locally made goods and products.

*It recognised that the initiative would follow on from the ‘Think Gloucestershire’ campaign that the LEP ran successfully through the pandemic, so would naturally continue with the momentum from that initiative, and support the hard hit Visitor Economy and Tourism Sector, by raising the profile of local produced products.*

*They also recognised the opportunity that this initiative could bring by adding value to the collectively promotion of local products to complement other strands of existing work and campaigns at a local, sub region and national level, including through links with Visit Gloucestershire, Destination Management Organisations, Visit Britain and inward investment channels.*

*SOG members were keen to ensure that the initiative does align closely with the various tourism strategies and action plans, and also ensure that the project can deliver some defined outcomes. They would also like the LEP to regularly monitor the progress being made, and provide future updates to the GEGJC on the added value this initiative has delivered.*

*Members also asked if the project could produce a database of businesses and their goods and service, as part of its outcomes to maximise and enhance the supply chain opportunities.*

**Further conditions if the Gloucestershire Economic Growth Committee approves the bid:**

**Section 151 Officer’s confirmation that sufficient funds are available in the Strategic Economic Development Fund during the relevant financial year.**

Sufficient funds are available within the SEDF to support the entirety of this bid (£150,000).

**Local Strategic Fit Scoring Criteria - Assessment of the ranking of the bid in terms of alignment against ‘Strategic Fit’ (as outlined in Annex A)**

*This request for funding was assessed and given a score of 4 and seen as a ‘strong fit’*

**Terms and conditions of the approved bid (to include any binding conditions to any approved funding to which the applicant body will be required to agree before any release of funding, plus reporting requirements)**

Details of the release of funding, and details of reporting back to GEGJC on the project, would be agreed, in consultation with the project promoter and outlined in an offer letter.

**Recommendations to the Gloucestershire Economic Growth Joint Committee**

*The Gloucestershire Economic Growth Senior Officer Group recommend the Gloucestershire Economic Growth Joint Committee **approve** the bid set out above for the reasons contained in the template.*



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<b>Project Name:</b>	
Central Gloucestershire Mass Transit	
<b>Investment theme:</b> <i>Tick the primary theme that best fits your project. If applicable, also tick a sub theme. If 'other' state and explain.</i>	
<b>Primary Investment theme:</b> Business Environment <input type="checkbox"/> Housing <input type="checkbox"/> Infrastructure <input checked="" type="checkbox"/> Place Shaping <input type="checkbox"/> Skills and Employment Other <input type="checkbox"/>	
<b>Sub investment theme:</b> Digital <input type="checkbox"/> Education <input type="checkbox"/> Employment <input type="checkbox"/> Energy <input type="checkbox"/> Housing <input type="checkbox"/> Regeneration <input type="checkbox"/> Transport <input checked="" type="checkbox"/> Other <input type="checkbox"/>	
<b>Promoter Details:</b>	
Promoter Organisation	Gloucestershire County Council
Promoter Address	Shire Hall, Westgate Street, Gloucester, GL1 2TG
Primary Contact (name & job title)	Dr Dave Land, Principal Transport Planner
Email Address	david.land@gloucestershire.gov.uk
Contact Telephone Number	01452 425828
<b>Project Summary (Max 250 words)</b> <i>(Describe your project idea clearly and succinctly, including what</i>	

## Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

*the investment would buy, and why it would lead to economic growth for Gloucestershire. Include the potential timeframe, and any significant drivers or constraints related to the scheduling of the investment.*

GCC are in the early stages of developing a potential mass transit scheme in Central Gloucestershire. The development of mass transit has been identified as a key intervention to address the climate emergency declared by all Gloucestershire councils in 2019 and to help achieve the Gloucestershire 2050 Vision.

A Pre-feasibility study has identified several broad corridors in Central Gloucestershire where there is sufficient demand to introduce mass transit:

- 1) South West Gloucester to Gloucester city centre.
- 2) Gloucester to Cheltenham.
- 3) Cheltenham town centre to North West Cheltenham (potential extensions into North West and West Cheltenham development sites).
- 4) Cheltenham town centre to Bishops Cleeve (potential extension to Ashchurch).

Mass transit will provide a step change in public transport provision through the delivery of high levels of mode segregation and connection with other transport modes. This will vastly improve connectivity – travel times, accessibility, frequency and affordability - in Central Gloucestershire, increasing access to employment, education and other services. This in turn will drive economic development through a marked increase in the ability for employers and employees to connect, attracting a stronger pool of workers to the county by delivering sustainable access to jobs, services, leisure, and retail facilities.

Numerous case studies have shown that mass transit provides mobility, can shape land use and development patterns, generate jobs and enable economic growth, and support public policies regarding energy use, air quality and carbon emissions.

A bus rapid transit (BRT) mass transit system has been identified as the preferred form of mass transit as it is appropriate for the level of demand identified and flexible.

Mass transit is key to economic growth in Gloucestershire as it will improve connectivity, thereby increasing productivity and accommodating sustainable future growth. A ground-breaking study in the USA, showed that planned public transportation investments would yield a 2 to 1 return while helping to generate income for local businesses, its workers and their neighbourhoods.

Mass transit will support rural-urban linkages through connectivity via well-located interchange hubs. These would enable residents from other districts in the county (i.e. Forest of Dean, Stroud, Cotswolds) to travel to an appropriate interchange hub, at which point they would mode-shift to mass transit, ensuring their travel into central Gloucestershire is fast and efficient. GCC are commissioning an interchange strategy to support this process. It will report in 2022.

A Feasibility study is underway and expected to be completed by March 2022. Development funding

## Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

is required to progress to the Option Assessment Report (OAR) stage in the 2022/23 financial year (also to include development of an Appraisal Specification Report (ASR)). Construction would commence in 2027 at the earliest.

**Summary of benefits/outcomes that will be delivered (Max 250 words)** *(Expanding on your summary, provide information on the tangible benefits or outcomes that would be delivered, leading to the growth of the Gloucestershire economy. These could address challenges or capitalise on opportunities, including those associated with improving productivity. List the expected benefits, estimated quantities and indicate the timescales).*

It is expected that mass transit will provide the following benefits in Central Gloucestershire:

- Enhancing the local economy – greater connectivity across and through urban areas is central to attracting investment and accommodating sustainable future growth in Central Gloucestershire.
- Reducing road congestion - mass transit is key to encouraging modal shift away from private vehicles, thus reducing congestion.
- Increase access to jobs, education and services – mass transit provides a step change in public transport provision through providing high levels of segregation and connection with other transport modes. This will increase access to employment, education and other services for all and thereby increase productivity.
- Reduce CO<sup>2</sup> emissions and air pollution – mass transit has been identified as a key intervention to address the climate change emergency declared by all Gloucestershire councils in 2019 and aims for carbon zero by 2045. Addressing the climate emergency is vital to protect future productivity.

**Strategic Fit (Max 150 words)** *(Give the local, regional or national context for your project. Explain how it clearly aligns to the Strategic Economic Plan v2 <https://www.gfirstlep.com/downloads/2018/sep-2-update2018v3.pdf> and complements the local District strategies and delivery plans)*

Mass transit aligns with the Strategic Economic Plan v2 as it will deliver digital and integrated transport connectivity, one of the key aims of the Plan. Mass transit is key to ensuring transport infrastructure meets the future needs of the businesses and people of Gloucestershire. It will also improve productivity through connecting people to jobs and services, helping to retain young talent and attract new investment (the key aim of the Gloucestershire 2050 Vision). It will provide firms with a strong means of attracting new talent to their opportunities and to the region.

The Draft Local Industrial Strategy identifies a mass-transport solution providing a reliable, quick and clean link between Cheltenham and Gloucester as a key investment priority, as part of the aim to create real alternatives to travel by car in Gloucestershire.

The Gloucestershire Local Transport Plan 2020-41 (LTP, adopted 2021) outlined the ambition to deliver the concept of mass transit and identified a potential Mass Public Transit Area.

**Evidence of need or demand (Max 150 words)** *(give details of the evidence you can reference that supports your case that there is a need or demand for this project)*

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- High population density/growing population – 38% of Gloucestershire’s population lives within Cheltenham/Gloucester (ONS, 2021).
- Poor connectivity/accessibility for non-car modes – a trip between Quedgeley and Cheltenham is 1 hour by bus and 24 minutes by car (Google journey times).
- High car ownership/high car trip rates – 81% of households in Cheltenham/Gloucester have access to a car, above the national average (74%) (2011 census).
- Congestion and delay/CO2 emissions and air pollution – nationally cars account for 55% of transport related greenhouse gas emissions (LTP).
- Constraint to economic development – several central wards rank amongst the 20% most deprived nationally (IMD). Gloucester is a Category 1 authority in the Levelling Up Fund Index with issues around productivity.
- Constraint on delivering sustainable development/placemaking – LTP outlines a vision for a ‘City region’ with a reliable, sustainable transport network.
- Challenge of achieving Net Zero target – transport accounts for 32% of CO2 emissions in Gloucestershire (2018) (LTP).

**Summary of the project costs and any sources of funding:** *(Estimated total capital cost of the project, and (if available) list the main elements of the budget. Provide details of any potential or secured source(s) of funding and the likely shortfall.)*

## **Scheme construction**

A high-level cost analysis has shown that constructing mass transit in all four indicative corridors is estimated to cost between £180-440 million for a bus type mass transit system and between £1.1-£2.2 billion for a light rail (LRT) mass transit system. These total constructions costs are based on initial cost ranges per route km which were taken from a number of case studies of similar mass transit schemes which have already been constructed. (The indicative costs ranges used were £5-10 million per km for BRT and £30-50 million per km for LRT).

## **Scheme Development**

£3 million for scheme development has been requested through GCC’s Bus Service Improvement Plan (BSIP). Published in October 2021. See section 5.2 - [gcc-bsip-final-2910-accessible.pdf](https://www.gloucestershire.gov.uk/gcc-bsip-final-2910-accessible.pdf) ([gloucestershire.gov.uk](https://www.gloucestershire.gov.uk)), but this is under severe threat with BSIP funding being downgraded from £3billion to £1.15billion, against a national ask of £6billion. This means we cannot rely on BSIP funding for development costs.

Based on our current understanding of the study area and scope requirements (excluding any surveys), we are requesting £850,000 from the SEDF to support development of an OAR and ASR (2022-3) and a Strategic Outline Case (SOC) (2023-5). Expenditure on the project will be closely monitored, with updates provided to Senior Officers Group (SOG) on a regular basis.

**Atkins indicative costs for delivery of Mass  
Transit development: OAR, ASR and SOC**

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OAR	£300,000		
SOC	£550,000		
Total funding requested	£850,000		
	<b>OAR</b>		<b>SOC</b>
			£
Modelling	£ 50,000	Modelling	£125,000
Stakeholder engagement	£ 50,000	Stakeholder engagement	£115,000
Evidence base	£ 45,000	Engineering/feasibility	£135,000
Generating options	£ 45,000	Environment	£100,000
Engineering/feasibility for options	£ 25,000	Funding/Finance	£75,000
Appraising options	£ 30,000		
Costing	£ 25,000		
Environment	£ 17,500		
ASR	£ 12,500		
	£		£
TOTAL	300,000.00	TOTAL	550,000.00

GCC have already made substantial contributions to this work:

- We have funded both the pre-feasibility and the feasibility study: Total c. £195,000
- We have committed £100,000 from MTFs for Mass Transit for 22/23
- We are using officer resources to lead the project
- We will be using the GT3M model, for which county has paid c.£450k

Currently the GCC Transport Scheme development budget is fully targeted at ensuring M5 Junction 9 and A46 transport scheme remains on target. However, if our bid to Homes England regarding Junction 9 is successful then this may help release some funding. Our intention is that any released funding will be used to accelerate Mass Transit. We are aware it is becoming increasingly important to deliver this project as quickly as possible to help both GCC and the Districts meet climate change targets.

**Summary of the Revenue Investment(s) required** *(Explain how the project would be deliverable and sustainable by explaining the sources of revenue funding to support the likely cost needed to deliver the project following the capital investment)*

As part of the Pre-feasibility stage of the project a high-level analysis of scheme revenue and viability was undertaken using estimated patronage levels, and indicative fares and operating costs. This has shown that if assuming a BRT type mass transit system all of the corridors would provide a revenue surplus, with an estimated total year revenue surplus of £6.6-8.9 million, making BRT a viable option.

## Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

<b>Project Status</b> <i>(select from one of the following, and provide brief explanation)</i>	
Concept Stage <i>(very early stages, requires considerable development before it could be considered for funding)</i>	
Outline Stage <i>(early stages, some detail clear but longer term aspiration which will need further development)</i>	A Pre-feasibility study was completed in March 2021 and a Feasibility study is expected to be completed in March 2022. The need for intervention has been identified and indicative corridors for mass transit have been used in early modelling to understand potential patronage levels and high-level cost estimates. The next stage is to develop an OAR which will identify a preferred option to be taken forward to business case stage.
Developed Stage <i>(clear project plan, deliverable, but seeking funds)</i>	
Mobilising Stage <i>(project moving close to delivery, which still has some challenges to overcome)</i>	
<b>Project Status: key milestones</b> <i>(where applicable, provide brief notes on the current situation)</i>	
Promoter identified	Gloucestershire County Council are acting as the scheme promoter (Pre-feasibility study (2020-21) was first piece of work undertaken).
Full Business case available	A Full Business Case is expected to be completed by 2027.
Planning Status	The scheme has no planning status at this early stage, this will be key to later stages.
Land Assembly (potential requirement for CPO)	According to early assessments it would be difficult to undertake much land take along the indicative corridors. Where necessary the first priority would be to reallocate road space/consider how mass transit could work within the existing road space if other modes were redirected for example.
Confirmed Funding Sources	There are no confirmed capital funding sources at this stage – the project team will work with the DfT and Western Gateway to identify opportunities.

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Design Detail Stage	Detailed design stage would be undertaken as part of business case development between 2024-27.
Earliest Potential Start Date	It is estimated that construction could start in 2027 at the earliest.

### Key challenges/risks associated with Project *(give brief indication of the main challenges or risks associated with the successful delivery of this project)*

Challenge / Risk	Potential Impact / mitigation
No capital funding stream identified at this stage.	Project still at an early stage and the project team will engage with the DfT and Western Gateway to identify opportunities.
Need for alignment between future development and mass transit.	The project team will work with the districts, in particular the JCS authorities, to ensure that future development compliments mass transit and maximises possible levels of demand.
Mass transit is considered the only solution to decarbonisation and economic growth	The project team will work across the board with colleagues and stakeholders, including the carbon pathways team, active travel team, rail team and others, to ensure mass transit is a strong part of the change required, rather than a siloed activity
Mass transit is not distinguishable from Bus Priority measures	Mass transit as a complete system has different objectives, different processes and different solutions (segregation, frequency, locations, economic development and so on), so whilst it needs to work in sync with the bus network, not be a competitor, equally, it needs to be considered as a different solution to a different problem than local buses.
'scaremongering' about mass transit knocking down houses and trees.	Strong, transparent communication, messaging and PR to support

### Declaration by Applicant

I certify to the best of my knowledge the information submitted on this form is true and correct.

Signed (on behalf of Promoter)

\_\_\_\_\_

Date :-

Name and title:

# Gloucestershire Economic Growth Joint Committee: Strategic Economic Development Fund (SEDF)

Sent to: (Name of organisation / person )

Date submitted:



## Gloucestershire Business Rates Pool – SEDF Funding Assessment

### Central Gloucestershire Mass Transit

Gloucestershire Economic Growth Senior Officer Group’s consideration of SEDF application against eligibility criteria

<b>The bid is from a ‘sponsoring’ partner authority of the Gloucestershire Economic Growth Joint Committee (‘Joint Committee’) or the Gloucestershire Local Economic Partnership</b>
Senior Officer Group assessment:  <i>Gloucestershire County Council is the sponsoring partner and scheme promoter for this Bid.</i>
<b>The bid relates to one off or fixed term funding</b>
Senior Officer Group assessment:  <i>The bid relates to a one off revenue funding of £850,000 towards development funding to complete the Option Assessment Report (OAR) in 2022/23 financial year. The funding would also subsequently include the commissioning, development and completion of the Strategic Outline Case (SOC) in 2023/24 financial year.</i>
<b>The bid relates to revenue support for enabling activity which:</b> <ul style="list-style-type: none"><li>• <b>Support economic growth projects, partnership support or</b></li><li>• <b>Enable the commissioning of economic research, intelligence, pre development work or feasibility studies or</b></li><li>• <b>Provide pump priming funding contributions or</b></li><li>• <b>Provide essential leverage match funding to support the delivery of broader local economic projects or programmes.</b></li></ul>
Senior Officer Group assessment:  <i>This bid does support future economic growth and projects and partnership support, will enable the commissioning of economic research, intelligence etc, and also likely to provide essential and additional leverage to support the delivery of broader local economic projects/programmes.</i>
<b>The bid provides evidence of clearly demonstrating the economic benefits and contribution it is likely to make in supporting the delivery of growth of the local economy and communities, as well as planned outcomes.</b>
<p>The development of mass transit has been identified as a key intervention to address the climate emergency declared by all Gloucestershire councils in 2019 and to help achieve the Gloucestershire 2050 Vision, as well as support the county’s significant growth aspirations.</p> <p>SOG are supportive of this bid, and recognised that GCC are in the early stages of developing a potential mass transit scheme in central Gloucestershire, and that the study has identified several broad corridors in central Gloucestershire where there is sufficient demand to introduce mass transit. Planning for strategic transport connectivity is an essential part of plan making. It is vital that sustainable growth is properly managed for, including all required associated infrastructure to enable this growth to be delivered. The funding will support the next phase of development work required to continue with options appraisals of the corridors.</p>

Mass transit will help enable the essential step change in public transport provision, and will significantly improve connectivity, travel times, accessibility, frequency and affordability in central Gloucestershire. It is also recognised, through case studies, that mass transit provides mobility, can shape land use and development patterns, generate jobs and enable economic growth, as well as supporting public policies regarding energy use, air quality and carbon emissions. It is also recognised as a key to economic growth as it will improve connectivity, thereby increasing productivity and accommodating sustainable future growth.

Mass transit will also support rural-urban linkages through connectivity via well located interchange hubs. This would enable residents from other districts in the county (e.g. the Forest of Dean and Cotswolds) to travel to an appropriate interchange hub.

The OAR and SOC work is a significant and essential part of this work and is expensive to undertake with many phases and stages to carry out. GCC have already made substantial financial contributions to this project, having funded both the pre-feasibility and feasibility studies (total cost £195,000) and committed a further £100,000 for mass transit for 2022/23, and also officer resources to lead the project.

**Further conditions if the Gloucestershire Economic Growth Committee approves the bid:**

**Section 151 Officer’s confirmation that sufficient funds are available in the Strategic Economic Development Fund during the relevant financial year.**

The SEDF does not have sufficient funding to allocate at this time. It is likely that, once received, the 2021/22 allocation would be enough to fund this bid, but this amount is not confirmed at the current time. The Committee has not previously allocated funds in advance of them being received. It is recommended that all currently available and future SEDF funding is allocated to the mass transit project to secure the total request of £850K. This funding is able to be split between the next two financial years.

It is suggested that any shortfall in SEDF is underwritten by the City Region Board allocation within SEDF – if SEDF income for the project proves to be insufficient. There will therefore need to be a funding drawdown plan to match the mass transit project plan.

**Local Strategic Fit Scoring Criteria - Assessment of the ranking of the bid in terms of alignment against ‘Strategic Fit’ (as outlined in Annex A)**

*This request for funding was assessed and given a score of 4 and seen as a ‘strong fit’*

**Terms and conditions of the approved bid (to include any binding conditions to any approved funding to which the applicant body will be required to agreed before any release of funding, plus reporting requirements)**

Details of the timing and release of funding, and details of reporting back to GEGJC on the project, would be agreed, in consultation with the project promoter and outlined in an offer letter.

**Recommendations to the Gloucestershire Economic Growth Joint Committee**

*The Gloucestershire Economic Growth Senior Officer Group recommend the Gloucestershire Economic Growth Joint Committee **approve** the bid as set out above.*

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