

# 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 must be agreed unanimously by each of the members of the Pool, as part of the Business Rates Pool standing item at the Gloucestershire Economic Joint Committee meetings.

<b>Project Name:</b>	
Cyber Tech – Gloucestershire’s Value Proposition	
<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 type="checkbox"/> Place Shaping <input type="checkbox"/> Skills and Employment <input checked="" type="checkbox"/> Other <input type="checkbox"/>	
<b>Sub investment theme:</b> Digital <input checked="" type="checkbox"/> Education <input type="checkbox"/> Employment <input type="checkbox"/> Energy <input type="checkbox"/> Housing <input type="checkbox"/> Regeneration <input type="checkbox"/> Transport <input type="checkbox"/> Other <input type="checkbox"/>	
<b>Promoter Details:</b>	
Promoter Organisation	Cheltenham Borough Council
Promoter Address	Municipal Offices Cheltenham
Primary Contact (name & job title)	Tim Atkins Managing Director Place & Growth
Email Address	Tim.atkins@cheltenham.gov.uk

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

Contact Telephone Number	01242 264301
<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><b>Proposal:</b> This project will support the development and promotion of Gloucestershire as the UK home of cyber tech industry and the delivery of significant numbers of high value jobs, increasing productivity and driving business rates growth.</p> <p>A start finish project for 1 year utilising specialist resource to engage and mobilise with the sector spanning small businesses, multi-national primes, academic institutions (Accredited Centres of Excellences) and government agencies. To develop a strong evidence base, economic projections and ripple-effect potential. To produce a high quality prospectus and other marketing &amp; promotional material to support investment into and promotion of this significant growth opportunity.</p> <p>The team and evidence base (to be developed) will support the finalisation of the Local Industrial Strategy(LIS) , the initial market engagement for Cyber Central and Gloucestershire’s role in the Western Gateway.</p> <p><b>Context:</b> Cyber Tech is one of the UK’s fastest growing sectors which is expected to double in value over the next 5 years. Cyber Tech &amp; digital are the key employment drivers in the draft Local Industrial Strategy. Gloucestershire has attracted considerable interest regarding the importance of cyber &amp; digital’s growth potential, demonstrated recently by the positive messages surrounding Cheltenham’s launch of Cyber Central and the visit of Rt Hon Robert Jenrick (Secretary of State for Housing, Communities and Local Government) to launch the Western Gateway.</p>	
<b>Summary of benefits/outcomes that will be delivered (Max 250 words)</b> <i>(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).</i>	
<p><b>Objective:</b> Supports the development / promotion of Gloucestershire as the UK home of Cyber Tech &amp; digital.</p> <p><b>Key tasks &amp; deliverables</b></p> <ol style="list-style-type: none"> <li>1. To establish a start – finish project team with market expertise to drive this project forward up to a review milestone in 12 months.</li> <li>2. Engage with businesses &amp; key stakeholders (Cynam, Universities &amp; Colleges, HMG</li> </ol>	

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

agencies) within sector to understand the needs, requirements and growth potential of the wider Cyber / Digital / Innovative industry within Gloucestershire. Work with LEP to assess inward investment opportunities.

3. Develop strong evidence base including economic case, GVA, market trends / projections / ripple-effect potential. To produce a high quality prospectus and other marketing & promotional material to promote & support:
  - Delivery of cyber / business growth & upscaling for Cyber Central with 45 hectares of employment land. Support market engagement and procurement of development partner(s)
  - Progression of Gloucestershire's Local Industrial Strategy and support LEP in inward investment role relating to Cyber
  - Important strategic discussions for Gloucestershire including: Western Gateway (governance and funding) , M5 junction improvements / major infrastructure, International Investment opportunities (MIPIM 20, Department of International Trade (DiT) etc, discussions with HMG
  - Development of cyber tech / digital eco-system in the county and establishment of a steering group / forum providing leadership for the county.
  - Delivery of priorities in Gloucestershire SEP

**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.qfirstlep.com/downloads/2018/sep-2-update2018v3.pdf>  
*and complements the local District strategies and delivery plans*

- The National Cyber Security Strategy and Industrial Strategy set the national platform – placing significant importance on the growth of the UK Cyber & digital industry and highlighting Gloucestershire's leading role.
- Gloucestershire SEP identifies the delivery of Cheltenham's UK Cyber Park and the growth of the cyber industry as priorities it also highlights:
  - GCHQ / NSCS a key strength and development / growth of cyber skills as a key opportunity.
  - Section 2 – Releasing Gloucestershire's Potential – identifies Cyber as the critical area that we should 'play to our strengths' stating that 'Cyber is our specialism'
  - Productivity is increasing. If Cyber Central is delivered and growth of the market is realised – it will have a dramatic positive impact on productivity.
- Gloucestershire's Local Industrial Strategy – is focused around the growth of Cyber Tech & digital.
- This bid will provide the essential evidence base and expertise to support the development of this industry delivering against the policy framework.

**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)*

- This is the key employment growth area within Gloucestershire's Local Industrial Strategy.
- Evidence base and priorities identified in the Gloucestershire SEP

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

- GCHQ and the National Cyber Security Centre are based in Cheltenham and 300 hectares of land has been allocated adjacent to it for the development of the 'Cyber Central' Garden Community.
- Cynam is the UK's largest Digital / Cyber based CIC – and has 350 + SMEs and Primes as members, demonstrating the considerable eco-system already in existence.
- HMG announced one of two National Cyber Innovation Centres to be located in Cheltenham.
- GCHQ Director Jeremy Fleming was keynote speaker at LEP annual review – focusing on the importance of cyber tech to Gloucestershire.
- Significant HMG interest and support in growth of cyber security industry. Rapid growth in industry predicted. Once in a generation opportunity for Gloucestershire to take leading role in cyber innovation on global stage.
- Cyber Central has the potential to be the most significant hi-tech development in the UK, placing Gloucestershire on a global stage.

**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.)*

**Cost of project: £280K**

Secondment of Senior Cyber Innovation manager from GCHQ to CBC for 1 year £90K

Commercial advisor / Industry specialist (Bristol Engine Shed MD) £30K

Consultancy / Economic case / prospectus £100K

Project & on costs etc £20K

Promotion & marketing £30K

Contingency £10K

Direct admin / project & management support costs not included – provided in-kind by CBC

**Other contributions £80K**

CBC / TBC contribution for market / investment development for Cyber Central Garden Community

**£50K**

GCHQ contribution of 1/3 of value of post **£30K**

**In kind contributions (estimated value ) £95K**

GCHQ in-kind contribution of specialist consultancy support around cyber innovation programme £50K

CBC in-kind contribution - Project support officer – (2 day per week estimated value week £15K)

CBC & LEP in-kind contribution - Management support – (2 days per week (mix of Cyber Central SRO, Programme Manager and other team members)) estimated value £30K

**Overall bid: £200K**

**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)*

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

*All funding stream included in section above.*

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

Concept Stage *(very early stages, requires considerable development before it could be considered for funding)*

Outline Stage *(early stages, some detail clear but longer term aspiration which will need further development)*

Developed Stage *(clear project plan, deliverable, but seeking funds)*

This project simply requires funding to progress. Project support team already in place (CBC & LEP), commercial advisor engaged, secondment agreed in principle (subject to funding).

Mobilising Stage *(project moving close to delivery, which still has some challenges to overcome)*

### **Project Status: key milestones** *(where applicable, provide brief notes on the current situation)*

Promoter identified

As set out above, team is in place, however funding required to drive forward.

Full Business case available

Planning Status

Land Assembly (potential requirement for CPO)

Confirmed Funding Sources

Design Detail Stage

Earliest Potential Start Date

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

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

<b>Challenge / Risk</b>	<b>Potential Impact / mitigation</b>
Due to high security / nature of work many business would not be able to properly engage or access / dialogue would not be achieved?	GCHQ secondment would ensure this would be dealt with appropriately, providing access and knowledge to a sector not possible via other routes.
Funding not approved	The potential and ripple effect of the Cyber Tech & digital growth in Gloucestershire will not be fulfilled.

### **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 :- 14.11.19

Name and title: Tim Atkins MD Place & Growth

**Sent to: (Name of organisation / person ) Angela Presdee**

**Date submitted: 14.11.19**

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

