

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).

Project Name:	
GLOUCESTERSHIRE CITY REGION PROSPECTUS	
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>	
Primary Investment theme:	
Business Environment <input checked="" type="checkbox"/> Housing <input type="checkbox"/> Infrastructure <input checked="" type="checkbox"/> Place Shaping <input checked="" type="checkbox"/> Skills and Employment Other <input checked="" type="checkbox"/>	
Sub investment theme:	
Digital <input checked="" type="checkbox"/> Education <input checked="" type="checkbox"/> Employment <input checked="" type="checkbox"/> Energy <input checked="" type="checkbox"/> Housing <input checked="" type="checkbox"/> Regeneration <input checked="" type="checkbox"/> Transport <input checked="" type="checkbox"/> Other <input checked="" type="checkbox"/>	
Promoter Details:	
Promoter Organisation	Gloucestershire City Region Board
Promoter Address	C/O Chief Executive, Tewkesbury Borough Council Council Offices, Gloucester Road, Tewkesbury, GL20 5TT
Primary Contact (name & job title)	Mike Dawson, Chief Executive, Tewkesbury Borough Council
Email Address	Mike.dawson@tewkesbury.gov.uk

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Contact Telephone Number	01684 272001
<p>Project Summary (Max 250 words) <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>	
<p>The production by an appropriate specialist company of an exciting Prospectus to publicise and promote the City Region of Gloucestershire by creating an attractive document for use on websites and in social media which:</p> <ol style="list-style-type: none"> 1. Launches the City Region as a vital new partnership aimed at accelerating and increasing economic growth for Gloucestershire. 2. Sets out an effective Gloucestershire economic offer for Government and partners inside and outside the City Region to encourage engagement, support and inward investment. 3. Heralds the creation of a new economic vision for growth in the City Region. 4. Clearly identifies just how important the Gloucestershire contribution is national and regional growth agendas such as the Western Gateway Powerhouse. 5. Lists the next steps to deliver a clear vision for the future economic growth for the Gloucestershire City Region. 	
<p>Summary of benefits/outcomes that will be delivered (Max 250 words) <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>	
<p>The benefits of this new Prospectus will be to:</p> <ul style="list-style-type: none"> • Establish the new City Region as an economic force to be reckoned with in the eyes of Government and strategic partners. • Explain clearly and simply the purpose of the City Region and why it is needed. • Set out the aims and objectives of the City Region to bring local partners together to focus on the same agendas. • Support the delivery of the economic related ambitions of Vision 2050. • The development of the specification of the Prospectus Project will be undertaken by officers supporting the work of the City Region Board and the final specification will be approved by the Board before the project is commissioned. 	

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- The work to develop the specification will involve all City Region Board partners and ensure that the prospectus will align with current strategic documents drawing together their aims in a manner that sets out a comprehensive view of the County's ambitions and growth trajectory.
- The process of developing the specification of the Prospectus has some way to go, but the process of working together will foster the full understanding and ownership of the Prospectus and future City Region aims by all partners.

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)*

City Regions are nationally defined as areas that are single economic functional areas. They are regions which include urban and rural areas that have inter-related economic activities which have the potential for increased economic success through coordinated interventions which benefit the whole. This certainly applies to Gloucestershire.

Gloucestershire is a county with significant growth ambitions which integrate with and support the national and regional growth agendas.

The Prospectus will set out the new City Region, what it is and what it has to offer now and in the future. Effectively showing to those who need to know just what the Gloucestershire City Region 'brings to the table' for existing and future national and regional growth.

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 need for a Prospectus is inherent in the creation of the new City Region and the City Region Board. Without a Prospectus the City Region will not receive the publicity and marketing required to engage government and partners.

The City Region Board has resolved to produce a Prospectus for the purposes set out in this document.

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.)*

The cost of producing the prospectus is not likely to exceed £50,000. The funding is wholly sought from the City Region Board allocation within the Strategic Economic Development Fund (SEDF).

Summary of the Revenue Investment(s) required *(Explain how the project would be deliverable and*

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sustainable by explaining the sources of revenue funding to support the likely cost needed to deliver the project following the capital investment)

The project requires up to £50,000 to fund the development of the Prospectus using a suitable specialist company experienced in developing documents of this kind.

The final costs of the project will be determined by the specification of the document and the procurement process. Only the actual cost will be drawn down from the SEDF City Region Board allocation.

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)*

Approved concept awaiting 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)*

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	City Region Board
Full Business case available	N/A
Planning Status	N/A
Land Assembly (potential requirement for CPO)	N/A
Confirmed Funding Sources	N/A
Design Detail Stage	N/A
Earliest Potential Start Date	February 2021

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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
To be identified	

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)

MHD

Date :-23 December 2020

Name and title: Mike Dawson, Chief Executive, Tewkesbury Borough Council.

On behalf of the Gloucestershire City Region Board

Sent to: (Name of organisation / person)

Date submitted:

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