

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>	
Primary Investment theme: 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"/>	
Sub investment themes: 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

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Email Address	dev.chakraborty@gfirstlep.com
Contact Telephone Number	01242 715480
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>GFirst LEP, working in partnership with Gloucestershire County Council, plan to launch a ‘Made in Gloucestershire’ 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 working group 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>£150,000 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 membership model 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)*

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>	
Developed Stage <i>(clear project plan, deliverable, but seeking funds)</i>	The scheme is ready to take to the next stage – work has started on the design and branding including a new standalone website.
Mobilising Stage <i>(project moving close to delivery, which still has some challenges to overcome)</i>	

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Project Status: key milestones <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 st 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: - 18th February, 2022

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

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Sent to: Mike Dawson, Tewkesbury Borough Council

Date submitted: 18th February, 2022

