

## Appendix 4

# Strategic Economic Development & Europe Team

## Draft Business Plan 2004 – 2005

Economic Development  
Europe  
External Funding

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*“increasing delivery”*

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## 1. Mission

The Strategic Economic Development and Europe Team (SEDE) of East Sussex County Council is committed to improving the economic performance of the County, to enhancing access to funding from regional, national and European sources and influencing local, regional, national and European policy; *increasing delivery capacity* by working in partnership, adding value and stimulating innovation.

The County Council Best Value Performance Plan highlights the following objectives for the team;

- improve the economic health of the County through;
  - assisting in the success of the Hastings and Bexhill Task Force;
  - co-ordinating regeneration of Newhaven;
  - providing a focus for rural regeneration.

Overall, we wish to achieve a more productive local economy, with the application and development of skills and knowledge adding to local value creation.

The team aims to concentrate on issues affecting the whole or substantial parts of the County or where, through co-ordination, we can add value to the work of others.

Within the County there are areas which display multiple deprivation and the team has a clear role in helping to tackle these issues.

In addition, we have a role to provide a more powerful and integrated approach to lobbying regional, national and European organisations in order to maximise funding available to East Sussex.

These aims and key tasks reflect the priorities embodied in a range of key documents:

- East Sussex County Council Annual Plan;
- East Sussex Strategic Partnership (ESSP) Community Strategy;
- the strategy of the East Sussex Economic Partnership (ESEP);
- the Hastings and Bexhill Five Point Plan and the Business Plan of Hastings and Bexhill Renaissance Ltd;
- the East Sussex Area Investment Framework (AIF) and the Hastings and Bexhill Area Investment Framework.

## 2. How will we achieve this?

The Team works to develop and influence policy, identify and support strategic actions, and create and sustain projects that work to improve the health of the East Sussex economy and reduce deprivation. Where appropriate the Team takes a lead. Additionally, we work with a range of partners, supporting and enabling them to lead and deliver where it is more appropriate for them to do so. We will only be involved where our contribution *adds value*.

The East Sussex and Hastings and Bexhill AIFs which have been developed over the past year represent the basis for developing devolved delivery programmes to target SEEDA single programme funding at strategic priorities. The SEDE team business plan will be structured to allocate funding to provide the capacity to support the management of increased delivery within the County and fund the projects that flow from the AIF action plans.

### 3. Team Members & Structure

In the light of the significant opportunity represented by devolved delivery in East Sussex, the team has been slightly restructured in order to support the management of the devolved delivery programme whilst continuing to manage the County Council's own engagement in economic development, regeneration, external funding and European activities.

## Structure of the Strategic Economic Development and Europe Team

<p><b>Head of Strategic Economic Development and Europe</b> Tony Bray</p> <ul style="list-style-type: none"> <li>○ <b>Business planning &amp; monitoring</b></li> <li>○ <b>Performance management</b></li> <li>○ <b>Strategic lead</b></li> </ul>
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<p style="text-align: center;"><b>External Funding Manager</b> Veronique Poutrel</p> <ul style="list-style-type: none"> <li>○ <b>Funding opportunities &amp; timetable</b></li> <li>○ <b>Corporate Bidding Policy</b></li> <li>○ <b>Relationships with key funders and Europe</b></li> <li>○ <b>Training &amp; guidance</b></li> </ul>	<p style="text-align: center;"><b>Economic Development Manager</b> Shelagh Powell</p> <ul style="list-style-type: none"> <li>○ <b>Economic development strategy &amp; information</b></li> <li>○ <b>Strategic project development</b></li> <li>○ <b>Project management, monitoring &amp; support</b></li> </ul>	
<p><b>Global Grants &amp; External Funding Officer</b> Sherlyn Hartwell</p> <ul style="list-style-type: none"> <li>○ <b>Funding opportunities research &amp; dissemination</b></li> <li>○ <b>Bidding Database updating</b></li> <li>○ <b>Co-ordination of Bidders Internal Group</b></li> <li>○ <b>ESF Technical Assistance</b></li> <li>○ <b>ESF Global grants management</b></li> </ul>	<p><b>Brussels Office Manager</b> <sup>(1)</sup> Korrina Stewart</p> <p><b>Brussels Office Stagiare</b> <sup>(1)</sup> Nick Allen</p> <p><b>INTERREG Tech Assistant</b> <sup>(2)</sup> Alex Bolland</p> <p><b>PATHS TO PROSPERITY Project Co-ordinator</b> <sup>(3)</sup> Vikki Cussons</p>	<p><b>Strategic Projects Officer</b> Katy Thomas</p> <ul style="list-style-type: none"> <li>○ <b>Strategic economic development projects</b></li> <li>○ <b>Business support, sector development, knowledge &amp; skills economy</b></li> </ul> <p><b>Rural Regeneration Officer</b> Philip Tomalin</p> <ul style="list-style-type: none"> <li>○ <b>Rural regeneration strategy &amp; project development</b></li> <li>○ <b>Rural proofing</b></li> </ul>
<p><b>Team Business Support</b></p> <p>Nina Todorovic – Business Support Co-ordinator                  Jill Gander – Business Support Assistant                  Diz Bridges – Business Support Assistant (0.5)                  John Funnell – Business Support Assistant (0.5)</p>		

<p><b>Newhaven Strategic Network</b></p> <p>Regeneration Development Manager – Emily Mottram                  Regeneration Support Officer – Jonathon</p>
<p><b>East Sussex Economic Partnership</b></p> <p>Executive Manager – Max Goodison <sup>(4)</sup>                  Devolved Delivery Manager – Nigel Pargiter <sup>(5)</sup>                  Investor Developer Manager – Peter Reason <sup>(6)</sup>                  Inward Investment Manager – Michael Cogswell <sup>(7)</sup>                  Inward Investment Assistant – Bryan Crunden <sup>(7)</sup></p>

- 1 = Partnership post funded by Brussels Office Partnership
- 2 = Partnership post funded by INTERREG Technical Assistance Partnership and Franco-British INTERREG IIIA Programme
- 3 = Post funded through East Sussex Local Public Service Agreement
- 4 = Partnership post funded through East Sussex Economic Partnership, supported by ESCC, Districts and Boroughs, Sussex Enterprise and SEEDA
- 5 = Post co-funded by ESCC and SEEDA (East Sussex devolved delivery programme)
- 6 = Post funded by SEEDA
- 7 = Partnership post funded through East Sussex Economic Partnership, supported by ESCC, Districts and Boroughs, Sussex Enterprise and SEEDA and hosted by 1066 Enterprise

#### 4. Key service targets and actions for 2003/4

The Council Plan 2004/5 sets the key objectives for the County Council and the service units. The key targets and actions for Strategic Economic Development & Europe Team are:

<p><b>Key Objective:</b> To make a key contribution to raising the economic performance of East Sussex, through improved workforce skills, support for enterprise creation and increasing investment in infrastructure.</p>	
<b>Key Service Targets:</b>	<b>Performance Measures</b>
<p>1.1 Improve the economic health of the County.</p> <p>1.2 Maximise the external funding available to the people of East Sussex</p>	<p>1.1a Successful delivery of 100% of devolved delivery action plan agreed with SEEDA by end March 05.</p> <p>1.1b Completion of Newhaven regeneration and development master planning project by 31/03/05.</p>
<p><b>What we will do</b></p> <p>1.1</p> <ul style="list-style-type: none"> <li>• Support the Hastings University Centre.</li> <li>• Play an active role in the Hastings and Bexhill Task Force and the Local Strategic Partnerships in developing and delivering economic development projects, e.g. Hastings and Bexhill Link Road.</li> <li>• Co-ordinate and support rural regeneration activities in rural East Sussex, in partnership with other agencies, including delivery of rural PSA target.</li> </ul> <p>1.2</p> <ul style="list-style-type: none"> <li>• Work proactively to attract public and private sector investment to East Sussex to support business growth, property development and infrastructure projects.</li> <li>• Facilitate the development of strategic bids.</li> <li>• Work with partners, in particular partner regions in accession countries, to influence regional, national and European policy development.</li> </ul>	<p>1.1c Support increased use of strategic rights of way by 15% and deliver a 15% increase in rateable value due to agricultural building conversions, a 7.9% increase in business enablement and 140 rural business employees in training.</p> <p>1.2a Successfully complete 2 strategic INTERREG bids by 31/03/05.</p> <p>1.2b Secure skills and development funding of at least £250,000 for small and rural businesses and in support of service delivery by 31/03/05.</p>

The delivery of our service and the structure of the team reflect a strategically focused business planning and delivery cycle:

- a) **Setting the framework and direction for action** (strategies and action plans, business planning and performance management);
- b) **Identifying opportunities for accessing funding** (both domestic and European) and using the County Council's and partners resources, providing clear information and guidance to potential project developers and improving bidding performance through the development of targeted training;
- c) **Co-ordinating and, where appropriate, leading on strategic bidding**, including the creation and maintenance of partnerships of local, regional and European dimension (e.g. Brussels Office Partnership, INTERREG III Partnerships) and ensuring that successful bids are converted into successful projects;
- d) Ensuring the **development of strategic partnerships and the delivery of strategic projects** aimed at improving the economic performance of East Sussex and monitoring project and economic performance.

## 5. What did we achieve in 2003/4?

The team continued to contribute savings from its base budget through efficiency measures as a result of the new unified structure, with a further £75,000 contributed, equating to £224,000 in two years. A further saving of £76,000 will be made from the base budget for the financial year 2004/5. Whilst delivering savings, the team has come up to full complement and developed collaborative partnership agreements in order to ensure that there are sufficient personnel to deliver to ambitious work programme.

As a result, a Newhaven Regeneration Team (2 posts), based in Newhaven, has been recruited to support the work of the Newhaven Strategic Network and co-ordinate and drive forward the regeneration of the Newhaven area. This team is managed through NSN and in future years its cost will increasingly be borne through partnership funding, as the team supports local project delivery.

Other partnership funded posts within the team include the Brussels Office (2 posts), the INTERREG Technical Assistance Officer and posts associated with the East Sussex Economic Partnership. Staffing within this partnership has been built up in order to support the management of sub-regional devolved delivery in year 2004/5 and to deliver strategic inward investment services.

Members of the team have been closely involved during the year in work to support regeneration of the Hastings and Bexhill area, including supporting Chief Officers and Members engaged with the Hastings and Bexhill Task Force, involvement in developing the Hastings and Bexhill Area Investment Framework, supporting planning work related to the Hastings and Bexhill Link Road and supporting a range of projects.

During the year, the team has worked with a range of partners to ensure that the strategic importance of Newhaven Port is recognised and that the regeneration needs and opportunities of Newhaven are also considered of strategic importance.

Discussions are under way with French partners to look at the feasibility of establishing freight ferry operations in addition to the existing freight and passenger services.

Initial stages of comprehensive masterplanning activities in Newhaven have seen the initiation of a town centre retail study and an INTERREG funded visitor study.

The team continues to provide support to both the Lewes District Local Strategic Partnership (LSP) and the Newhaven Strategic Network to ensure the proper engagement of the County Council where appropriate.

In respect of rural regeneration, the Rural Regeneration Fund has made a number of successful awards. Over two years more than £600,000 has been allocated to projects, leveraging c. £3 million of additional funding support.

Planning to develop a rural enterprise gateway bid has continued and a bid is expected to be delivered to SEEDA in Q1 of the new financial year.

Negotiation of a local Public Service Agreement target to support the rural economy has been successfully concluded and the "Paths to Prosperity" project is beginning to deliver co-ordinated business support to rural businesses.

The SEDE Team has contributed to development of the East Sussex Broadband Public Private Partnership with British Telecom. There has been a significant increase in ADSL-enabled exchanges and most exchanges which are not enabled have a trigger level set.

As part of our lobbying and advocacy role the team has responded to a large number of consultations on behalf of the County Council, including SEERA consultations on regional inward investment activities and the examination in public of the regional spatial plan for tourism. We have contributed to the Local Government Association engagement with DEFRA on the Haskin's review of rural delivery and support the LGA Rural Commission. Work of the team is featured in an LGA/DEFRA best practice guide for Local Authorities.

The team has been closely involved in the implementation of the South East Innovative Actions programme (European funding strand linked to the Hastings Objective 2 programme). This has included the creation of a Broadband Experience Centre in Hastings.

Overall the County Council has been involved in some £16 million of external funding bids, with an ESCC contribution of £1.5 million. The SEDE Team plays a key role in helping the County Council to monitor its strategic bidding activity, through organising Bidders Internal Group and maintaining and updating the external funding database. Our oversight systems for external funding are seen as best practice and we have continued to sell the database to other local authorities. The team also plays a key role in disseminating information about external funding opportunities through its Bidding Bulletin and by providing training to other local authorities, community and voluntary groups.

The revitalised East Sussex Economic Partnership (ESEP) has led the development of the East Sussex Area Investment Framework to help establish the priorities for a programme of devolved delivery, starting in 2004/5 with SEEDA making an initial allocation of £750,000. The Hastings and Bexhill AIF has been allocated £300,000 for the current year and East Sussex is expected to benefit from Market Towns funding.

## **6. Where do we need to improve?**

Whilst unemployment in the County has declined rapidly and appears to be staying low despite some strong counter pressures in a complex economic situation (investment market uncertainties, Iraq, European Union enlargement, uncertain public sector investment in infrastructure, labour market pressures). However, local wages are still some of the lowest in the South East and are below the UK average, set against relatively high cost of living (cost of housing). Although we do not have current figures for productivity, there is little reason to suppose that there has been a major shift since 1998 when our GDP per capita was one of the lowest in the country.

The East Sussex economy is, like most South East economies, complex; with people out-commuting to jobs in Brighton and Hove, the A23/M23 corridor and London, where the range of job types and opportunities is greater and where rates of pay are significantly greater than in the local economy. The East Sussex economy is dominated by small and medium sized businesses (c. 90%) and with a high proportion of micro-businesses. Low value added sectors dominate; public services, care and health, hospitality and tourism, agriculture and land-based industries and food processing. This is not to say that there aren't highly productive and valuable businesses in the County – the Eastbourne pumps 'cluster', Parker Pens, Cashbases, Trifast, General Dynamics and Hastings Direct, to name some. However, the County needs to attract higher value, knowledge and skills based enterprises to develop and settle. For this we need to provide sites, property and infrastructure, together with a workforce commensurate with the needs of these businesses.

The rural economy continues to face severe challenges as rural businesses and farmers face both economic and environmental pressures. This has a wider impact in terms of the declining vibrancy of rural and market towns and communities. There is greater national and regional recognition of this and the impact for the whole country. We need to support the drive to diversify the rural economy, help land owners and local producers create value and ensure that local economies benefit from recycling of expenditure rather than exporting spend.

## **7. Who are our partners?**

A full list of our partners is provided in Section 11. Our primary partners are the businesses and citizens of East Sussex and their representative bodies (e.g. District and Borough Councils, Sussex Association of Local Councils, employer's federations) and our colleagues within the various policy and service units of the County Council (e.g. Education & Libraries, Transport & Environment, Social Services, and Corporate Resources in relation to e-government issues).

We will work with other partners in East Sussex or those who have a sub-regional remit where there is a direct benefit to the East Sussex economy (e.g. Sussex Enterprise, Action in Rural Sussex, Sussex Learning and Skills Council, Sussex Police). We will create strong links with our neighbours in Brighton and Hove, West Sussex, Surrey and Kent where we have a common interest. We will continue to develop our already close links with French neighbours (Seine Maritime, Haute Normandy, Somme, Picardie, Nord – Pas de Calais). We will build our wider European links, looking to the enlargement of the European Union as an opportunity. Initial links with Malta are developing well and funding bids to develop skills delivery in Malta and East Sussex are being prepared.

The Team will play a key role in linking with regional authorities to ensure that local needs are understood and considered. Where appropriate we will develop relationships with national funding organisations and policy and decision makers in central Government departments and national agencies to maximise the benefits for East Sussex. We will liaise directly with European institutions to deliver clear messages about local needs and opportunities.

## **8. What are our plans for the year 2004 – 2005?**

### **A. ECONOMIC DEVELOPMENT AND REGENERATION STRATEGY**

#### A1 East Sussex Economic Partnership (ESEP)

ESEP has a key role to play in ensuring that the County's strategic priorities are clearly articulated and supported. This is particularly important this year as the partnership will be leading the devolved delivery of the East Sussex Area Investment Framework and linking into the implementation of the Hastings and Bexhill AIF.

In order to take on the important role of managing the devolved delivery programme, ESEP will require support to develop robust structures and processes. We will continue to support the core functions of ESEP, support the devolved delivery programme and will seek to align the SEDE budget to match AIF priorities in order to co-fund projects.

#### A2 East Sussex Devolved Delivery Programme

ESCC will provide accountable authority functions for ESEP in order to ensure that devolved delivery can be implemented (ESEP is currently not legally incorporated and is therefore not able to be in direct receipt of public funds). The SEDE Team will provide the basis for the Devolved Delivery Executive Team, providing programme management capacity and ensuring that projects are funded and deliver the outputs needed to start to improve local economic performance.

#### A3 East Sussex Area Investment Framework

The East Sussex AIF will need to be updated annually to help guide development of the devolved delivery programme and the team will support ESEP as the managing partnership for the East Sussex AIF.

#### A4 Development of inward investment service

The SEDE Team will work with the inward investment service team, hosted by 1066 Enterprise, to continue to develop the service.

#### A5 The Economy of East Sussex

In order to underpin work on the East Sussex AIF and the development of business support and regeneration strategies arising from the AIF, we will continue to commission studies to document the performance of the East Sussex economy.

#### A6 East Sussex Strategic Partnership (ESSP)

The SEDE Team will work to ensure that economic development and regeneration priorities are reflected in wider community planning.

#### A7 South East England Regional Assembly (SEERA)

With changes to the planning regime, the Regional Assembly will be active this year in developing studies to inform regional spatial planning. The SEDE Team will contribute to ensure that East Sussex's distinctive economic development and resource needs are reflected.

#### A8 Leading on European strategy

The Team will lead and co-ordinate the County Council's European activities, reducing duplication within the Council and refreshing the County Council's European strategy. We will develop a clear timetable for engagement with European institutions to lobby on behalf of East Sussex during a critical phase of European expansion and change.

The Team will contribute to wider regional, national and European partnerships, particularly looking to influence policy development to reflect local priorities. The further development of wider European linkages, working in partnership with Kent County Council and other sub-regional partners, are seen as vital in the context of the changing map of Europe and European relationships.

#### A9 Leading the Brussels Office Partnership

The Team will continue to manage a Brussels Office on behalf of a partnership consisting of East Sussex County Council, Surrey County Council, Brighton and Hove City Council, the districts and boroughs of East Sussex and the Universities of Brighton, Surrey and Sussex.

#### A10 Supporting the INTERREG IIIA Programme

INTERREG IIIA is seen as a strategically important source of funding for projects in East Sussex. Therefore, the Team will continue to co-ordinate the INTERREG Partnership and will part fund and host an INTERREG Technical Assistance post. The Team will also support INTERREG IIIA programme management.

## A11 A Strategic Approach to External Funding

The Team is developing a strategic approach to accessing information about external funding and external funding activity is monitored relative to strategic priorities through the external funding database.

The Team will advise staff and external organisations on the County Council's approach to funding, with reference to the Bidding Protocol and will implement a Sponsorship Policy to help support colleagues.

The Team will represent East Sussex at regional, national and European meetings of external funding bodies, ensuring that we can lobby and influence these funding bodies and provide up-to-date information to colleagues and partners.

We will proactively lead or contribute to the development of strategic external funding bids on behalf of the County Council and its partnerships.

## **B. SUPPORT FOR ENTERPRISE AND BUSINESS SUPPORT**

Key drivers for improved economic performance in East Sussex will be an increase in the number of dynamic companies in value-added sectors and the increased competitiveness of our companies; leading to growth and thus job and wealth creation. Central to this will be the development of a knowledge and skills based economy based on improving the skills of the workforce, including managers. This requires significant business support, with a focus on improving the ability of the business support services to integrate their "offer" to businesses and support strategic plans.

### B1 Developing and Supporting Enterprise Hubs and Gateways

We strongly support the SEEDA-led initiative to develop focal points for high quality, value-added business support and modern, flexible business space focused on specific sectors and medium to high growth companies.

- B1.1 To work with Sussex Enterprise and SEEDA to continue the development of Enterprise Hub and Gateway projects in East Sussex, including a rural enterprise gateway bid.
- B1.2 To attend Board meetings of the Sussex Innovation Centre, ensuring continued support for its development and links with new Enterprise Hubs and Gateways.
- B1.3 To attend meetings of the East Sussex Economic Partnership Enterprise Hubs Group in order to help existing and developing bids to be delivered.

### B2 Improving Support to the County's Businesses

The principal agencies for business advice and support in the County are Sussex Enterprise (including Wired Sussex), the local Enterprise Agencies, Colleges and

Universities and local Chambers. The role of the SEDE Team is to engage where appropriate to ensure that the critical business support needs of the County's businesses are understood to help improve service delivery by the relevant agencies.

B2.1 Supporting the development of a seamless business support service in East Sussex that meets the needs of local businesses, where and when that need arises.

B2.2 To provide support to the implementation of the Innovative Actions programme in Hastings, ensuring that local businesses benefit.

B2.3 To provide support for the INTERREG "Entrepreneurship" project with UK and French partners

B2.4 Hosting and supporting SEEDA Investor Developer Manager for East Sussex.

B2.5 Supporting Sussex Business Awards.

These awards celebrate achievement in business and represent an important way in which the County Council can encourage recognition of the importance of business within the County.

B2.6 Annual membership fee, Sussex Enterprise

### B3 Support to the Development of Key Business Sectors

As a strategic authority the County Council does not provide direct business support to individual businesses. However, the SEDE Team will actively engage in assisting the development of support targeted at key business sectors to help improve economic performance. This will include continuing support for Tourism.

Support will focus on developing sustainable workforce and management training initiatives that lead to up-skilling, the spread of innovation and creativity and enhanced local value retention and growth.

B3.1 Annual membership fee, Tourism South East.

B3.2 Supporting the INTERREG funded tourism sector development project, jointly with Kent County council and French partners and supporting the work of Boroughs and Districts in modelling the economic impact of tourism.

B3.3 Supporting high value sector development in East Sussex (e.g. advanced engineering).

## **C. AREA AND THEMATIC REGENERATION**

### C1 Rural Regeneration

#### C1.1 Rural Regeneration Fund

The SEDE Team continues to manage the Rural Regeneration Fund, which has been allocated £300,000 p.a.

#### C1.2 Support for Rural Diversification

The Team will concentrate on helping the development of integrated supply chains from producer to customer for a variety of food, wood and biofuel products.

- C1.2.1 Supporting the Sussex Producers Consortium and associated projects
- C1.2.2 Supporting “A Taste of Sussex” as the key support organisation for the local food chain
- C1.2.3 Supporting the East Sussex Food and Health Partnership
- C1.2.4 Supporting the Netherfield Centre for Sustainable Food and Farming
- C1.2.5 Supporting the Plumpton College-led Centre for Vocational excellence (CoVE) in rural business development
- C1.2.6 Supporting the work of Woodland Enterprise Ltd and Weald Woodnet in supporting the local timber industry

#### C1.3 Rural Towns and Villages

The Team will look to support strategic projects focused at revitalising rural service centres and increasing economic activity in rural towns and villages.

- C1.3.1 Hosting County Market Towns Co-ordinator
- C1.3.2 Working with Sussex Learning and Skills Council to develop market town “hub-and-spoke” education provision in rural areas

#### C1.4 Paths to Prosperity

The team will co-ordinate business support activities associated with delivery of the Local PSA target “Increasing access and improving rural business competitiveness”.

### C2 Coastal Regeneration

Parts of coastal East Sussex suffer from severe deprivation, particularly focused on Hastings. The whole of coastal East Sussex is recognised as a Regional Priority Area for Regeneration. The Team will provide support to local partners and attempt to ensure that strategic and local actions are complementary.

### C2.1 Strategic support to partnerships

The Team will provide strategic support to East Sussex Economic Partnership to manage the devolved delivery programme for East Sussex.

### C2.2 Regeneration of Hastings and Bexhill area

The Team will work with local partners to help implement the Hastings and Bexhill Five Point Plan and support development of the Hastings and Bexhill Area Investment Framework.

- C2.2.1 Support the creation of the Hastings and Bexhill executive delivery vehicle
- C2.2.2 Support the development of the Hastings and Bexhill AIF
- C2.2.3 Support the planning of the Hastings and Bexhill Link Road
- C2.2.4 Support the Hastings Social Inclusion Strategy development
- C2.2.5 Support the Objective 2 programme in Hastings
- C2.2.6 Support regeneration work in and around Rye

### C2.3 Regeneration of Newhaven area

The team will support the work of the Newhaven Regeneration Development Manager and will help implement the Newhaven masterplanning project.

We will support the development of projects that increase business activity in Newhaven, including port related activities.

- C2.3.1 Support the Newhaven Strategic Network as the lead local regeneration partnership
- C2.3.2 Support Newhaven area masterplanning projects
- C2.3.3 Support the delivery of basic skills training to unemployed and employed people in Newhaven
- C2.3.4 Support the creation of new business space in Newhaven

## C.3 Transport and Communication

One of the strongest priorities emerging for the County is the need to improve the transport and communications infrastructure. In economic development and regeneration terms this is concerned with the needs of local companies to access markets, people to access jobs and communities to access services and opportunities.

### C3.1 Increasing access to broadband and escalating demand for ICT amongst East Sussex businesses and communities

We will work in partnership through the Broadband in East Sussex project Board to identify simple, practical ways to increase knowledge about broadband, stimulate demand and find cost effective, sustainable solutions to providing infrastructure and services, with a focus on the business community.

- C3.2 Support to strategic transport project development, including, for example, the Central Rail Corridor, ensuring that business needs are understood.

## **D. INFORMATION, TRAINING AND SUPPORT**

### D1 Information

The SEDE Team will provide information relating to policy emanating from Europe, national Government and agencies and regional partners, particularly focused on potential funding opportunities and the enabling of strategic priority projects.

#### D1.1 Monthly updates

The Team will produce a monthly update providing up-to-date information about funding opportunities, projects being developed and projects underway.

#### D1.2 Specific enquiries

In addition, the Team will respond to specific enquiries on funding sources and signpost potential applicants to resources to support bidding activity.

#### D1.3 Web-based Information

Our web-based background information regarding policy and funding opportunities and links to resources will be up-dated and improved to support the Council's strategic and service delivery priorities.

#### D1.4 Bidders Information and Policy Groups

The Team will help to co-ordinate bidding through regular meetings to share information, focus on service delivery improvement and how external funding can be accessed to achieve local targets.

#### D1.5 Maintenance and development of external funding database

The external funding database is an important corporate management tool that helps to monitor external funding activity against strategic priorities. This database requires some additional improvement and regular data renewal.

### D2 Training and Support

#### D2.1 Targeted training events

We will organise training events targeted on strategic priority themes to help develop the skills of both ESCC staff and those of partner organisations.

## D2.2 Training materials

We will help to support internal and external partners by producing information and training aids to support the development of sustainable services. Increasingly we will look to put these on-line.

## D3.1 ESF Technical Assistance

The team will provide assistance to prospective ESF bids from the County and will help project managers with monitoring and claims arrangements.

## D3.2 ESG Global Grants

The team will manage ESF Global Grants on behalf of an East Sussex partnership; a fund of some £600K over 2 years, targeted at helping the excluded into training and work.

## 9. How will we measure success?

- 9.1 Continuing to contribute base budget savings in line with best value review outcomes.
- 9.2 Being accepted as an integral part of ESCC with a key role to help implement the Council's Best Value Performance Plan.
  - 9.2.1 ESEP delivers 100% of devolved delivery funding by March 05.
  - 9.2.2 SEDE budget aligned to AIF priorities and co-funding of projects.
  - 9.2.3 Newhaven regeneration and development masterplan completed by March 05.
  - 9.2.4 Local PSA targets met.
  - 9.2.5 Two strategic INTERREG bids completed by end March 05.
  - 9.2.6 Small and rural business skills and development funding of at least £250,000 secured by end March 2005.
  - 9.2.7 Annual allocation of Rural Regeneration Fund fully utilised.
  - 9.2.8 Successful SEEDA stage 1 appraisal of Rural Enterprise Gateway by June 04.
  - 9.2.9 Compact developed with Malta.

## 10. Action plan and responsibilities

### A. ECONOMIC DEVELOPMENT AND REGENERATION STRATEGY

Total allocation = £210,000

ACTION PLAN A		2004-5 TARGET	ALLOCATION	LEAD OFFICER
A1	East Sussex Economic Partnership (ESEP)	<ol style="list-style-type: none"> <li>4 meetings</li> <li>Leading on East Sussex AIF refresh and planning for 05/06</li> <li>Devolved delivery plan accepted</li> <li>Plans for restructure finalised</li> <li>New website</li> <li>SLA funding of inward investment service</li> </ol>	Staff time £50,000	TB
A2	East Sussex Devolved Delivery Management	<ol style="list-style-type: none"> <li>Establish project appraisal system</li> <li>Ensure selected projects receive funding and meet targets</li> <li>Monthly reports to ESEP &amp; ESCC</li> <li>4 quarterly claims and year end reconciliation to SEEDA</li> <li>Compliance with ESCC financial regulations</li> </ol>	Staff time £75,000	NP
A3	East Sussex AIF update	<ol style="list-style-type: none"> <li>Support consultation and planning for 05/06</li> </ol>	Staff time £5,000	NP
A4	Development of inward investment service	<ol style="list-style-type: none"> <li>Support for development of inward investment service in East Sussex</li> </ol>	Staff time £15,000	TB
A5	The Economy of East Sussex	<ol style="list-style-type: none"> <li>Economic structure of the County.</li> <li>Measures of economic performance</li> </ol>	Staff time £15,000	SP
A6	East Sussex Strategic Partnership (ESSP) and local strategic partnerships	<ol style="list-style-type: none"> <li>Support integration of economic development priorities in wider community planning</li> <li>Provide support to LSPs</li> </ol>	Staff time	TB/SP
A7	South East Regional Assembly (SEERA)	<ol style="list-style-type: none"> <li>Respond to relevant initiatives</li> </ol>	Staff time	TB
A8	Leading the County Council's European strategy	<ol style="list-style-type: none"> <li>Leading co-ordination of ESCC European activities</li> <li>Developing new strategic partnerships and projects</li> <li>Refresh ESCC European strategy</li> </ol>	Staff time £20,000	SP
A9	Leading the Brussels Office Partnership	<ol style="list-style-type: none"> <li>Managing Brussels Office budget and functions.</li> </ol>	Staff time £15,000	SP
A10	Supporting the INTERREG IIIA Partnership	<ol style="list-style-type: none"> <li>Managing East Sussex TA post</li> <li>Supporting programme development</li> </ol>	Staff time £10,000	SP
A11	Strategic approach to external funding	<ol style="list-style-type: none"> <li>Implementing the County Council's bidding strategy</li> <li>Leading/supporting strategic bid and project development</li> <li>Accessing funding information</li> </ol>	Staff time £5,000	VP

**B. SUPPORT FOR BUSINESS GROWTH**

Total allocation = £110,000

ACTION PLAN B		2004-5 TARGET	ALLOCATION	LEAD OFFICER
B1	Enterprise Hubs and Gateways	1. Hub and gateway development, including rural gateway 2. Attending SINC Board 3. Attending ESEP subgroup meetings	Staff time £5,000	TB
B2	Improving support to the County's Businesses	1. Supporting development of seamless delivery 2. Supporting Hastings Innovative Actions programme 3. Supporting "Entrepreneurship" project 4. Host SEEDA Investor Developer Manager for East Sussex 5. Support Sussex Business Awards 6. Sussex Enterprise membership	Staff time £40,000	TB/SP
B3	Key Business Sector Development	1. Tourism South East 2. Tourism sector development project. 3. High value sector development	Staff time £65,000	NP

**C. AREA AND THEMATIC REGENERATION**

Total allocation = £710,000

ACTION PLAN C		2004-5 TARGET	ALLOCATION	LEAD OFFICER
<b>C1 Rural Regeneration</b>				
C1.1	Rural Regeneration Fund	1. Allocate £300K to strategic projects 2. Monitor project funding and provide support	Staff time £300,000	VP
C1.2	Support for Rural Business Diversification	1. Support for SPC 2. Support for ATOS 3. Support for ESF&H partnership 4. Support for Netherfield Centre 5. Support for rural CoVE 6. Support for wood sector	Staff time £30,000	SP
C1.3	Rural Towns and Villages	1. Hosting County market towns co-ordinator	Staff time £10,000	SP/NP
C1.4	Paths to Prosperity	1. Co-ordination of business support activities of rural PSA target	Staff time £100,000	TB
<b>C2 Coastal Regeneration</b>				
C2.1	Strategic support to partnerships	1. Provide strategic support to partnerships where requested and in order to deliver strategic objectives	Staff time	TB/NP/SP
C2.2	Regeneration of Hastings and Bexhill area	1. Support creation of EDV 2. Support Hastings and Bexhill AIF 3. Support H&B Link Rd project 4. Support Hastings social inclusion work 5. Support Objective 2 programme 6. Support Rye regeneration work	Staff time £50,000	SP

C2.3	Regeneration of Newhaven area	1. Support Newhaven Strategic Network 2. Masterplanning activities 3. Skills training 4. Creation of new business space	Staff time £180,000	TB
<b>C3 Transport and Communication</b>				
C3.1	Escalating ICT access and demand in East Sussex	1. Support to projects to build ICT demand to generate positive infrastructure investment	£40,000	TB
C3.2	Strategic road and rail infrastructure	1. Support strategic projects	Staff time	TB

## D. INFORMATION AND SUPPORT

Total allocation = £10,000

ACTION PLAN D		2004-5 TARGET	ALLOCATION	LEAD OFFICER
D1.1	Monthly Updating	12 monthly updates to partners covering funding and relevant policy issues	Staff time	VP
D1.2	Specific Enquiry handling	Handling of enquiries and signposting	Staff time	VP
D1.3	Web-based information	Updating and improving of website	Staff time	VP
D1.4	Bidders Information and Policy Groups	Organisation of regular meetings for ESCC bidding officers	Staff time	VP
D1.5	External bidding database	Maintenance and improvement of bidding database	Staff time £5,000	VP
D2.1	Targeted training events	Improving internal and external capacity to focus on strategic objectives	Staff time £3,000	VP
D2.2	Hard copy and on-line training resources	Develop training materials based on strategic themes	Staff time £2,000	VP
D3.1	ESF Technical Assistance	Provide TA to prospective East Sussex bids and to project managers	Staff time	VP
D3.2	ESF Global Grants	Manage East Sussex ESF Global Grants programme	Staff time	VP

## 11. Our partners

Citizens and businesses of East Sussex

County Council colleagues

Districts and Boroughs of East Sussex: Eastbourne Borough Council, Hastings Borough Council, Lewes District Council, Rother District Council and Wealden District Council

ESSP and the LSPs of East Sussex

Sussex Association of Local Councils (SALC)

The Hastings and Bexhill Taskforce and Executive Delivery Vehicle

Hastings and Bexhill Area Investment Partnership

The East Sussex Economic Partnership (ESEP) and Invest in East Sussex

The East Sussex Learning Partnership (ESLP)

Sussex Learning and Skills Council (SLSC)

University of Brighton

University of Surrey

University of Sussex

Sussex Innovation Centre (SInC)

Sussex Enterprise

Wired Sussex

Action in rural Sussex

Tourism South East

Conseil Regional Haute Normandie

Conseil Regional Nord – Pas de Calais

Conseil General Seine Maritime

Conseil General Somme

Kreis Pinneberg (Germany)

Veszprem (Hungary)

Brighton and Hove City Council

Kent County Council

Malta

Medway Council

Surrey County Council

West Sussex County Council

Brussels Office Partnership

INTERREG Technical Assistance Group

Government Office for the South East (GOSE)

Southern Arts Council

South East England Development Agency (SEEDA)

South East England Economic Partnerships (SEEPs)

South East England Regional Assembly (SEERA)

Employers and employees representative organisations (e.g. NFU)

National skills agencies

National funding organisations and their regional offices (e.g. NOF)

National government agencies with a relevant sphere of activity (e.g. Small Business Service, Strategic Rail Authority)

Central Government departments (e.g. Department for Trade and Industry, Office of the Deputy Prime Minister).

The European Commission and Parliament.