



# European Structural and Investment Funds (ESIF)

## Implementation Plan

July 2020  
version 21

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## 1. Foreword



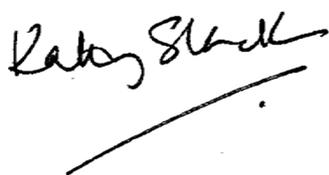
**I am delighted to present this revised Enterprise M3 ESIF Implementation Plan which set outs the progress made on the delivery of the European Structural Investment Funds (ESIF) strategy in the past year and our ambitions for the remaining years of the 2014-2020 ESIF programme**

I was appointed as Chair of the ESIF Committee in May 2018 following on from Zoe Gray, who stood down after leaving the area for a new post. Zoe did a superb job at steering this committee through its early stages and I wish her well. After a challenging period following the decision to leave the EU, the delivery of the programme is now confirmed to run until the end of the programming period which is 31 December 2023 for delivery on both ESF/ERDF projects and 31 December 2020 for EAFRD Funding. Central Government has re-affirmed its commitment to spend the funds fully.

Enterprise M3 has received a notional allocation of €50 million (approximately £42m) of ESIF funding. The funding is mainly to fund revenue activity which is of particular significance given that most other funds the LEP administers is capital. Our Implementation Plan for ESIF funding includes support for innovation and SME competitiveness, skills and employability, low carbon and sustainable projects; digital and the exploitation of broadband technologies as well as support for the rural and visitor economy.

We have an ESIF Committee comprising of local and national representatives, which ensures transparency, local fit of projects and value for money. Details on the governing of this committee can be found at <https://www.gov.uk/government/groups/local-enterprise-partnership-area-esif-sub-committees>. We have also been successful in securing Technical Assistance funding to enable us to advise and help applicants to make the most of the funding opportunities available.

On behalf of the ESIF Committee, I endorse this implementation plan which focuses ESIF funding where it can best add value and maximise benefits to the region. In particular, by building upon the EM3 area's strong track record in productivity and employment, and improving the environment and quality of life for the benefit of those who live and work here.

A handwritten signature in black ink that reads "Kathy Slack". The signature is written in a cursive style and is positioned above a horizontal line.

**Kathy Slack,**  
*Chair of the ESIF committee,*

## 2. Enterprise M3 statement

The Enterprise M3 economic area is a national asset, which sits at the heart of the UK's digital industrial strategy and is unique in its scientific, technical and innovative capability. We are an area that is ambitious for growth and we want to play an active role in stimulating and creating a more inclusive society where the benefits of growth are shared throughout the UK.

We are facing some key challenges that are preventing our economy from achieving its full potential and we are determined to harness our investments – from both UK and European funding sources – in a co-ordinated and strategic way to address some of these key issues.

We know that poor take up of technology and insufficient broadband coverage is limiting the potential of our businesses to maximise productivity and growth and that there is a severe shortage of talent at all levels, making it difficult for our companies to attract and retain a skilled and qualified workforce. This is emerging as a particular issue since Brexit as the UK is less attractive to foreign nationals and is something we need to quickly address. We also have challenges related to infrastructure constraints and a lack of affordable housing, which makes our area less attractive to investors and causes daily difficulties for our communities.

We have already started to address some of these issues through our current and proposed Local Growth Deal projects and our SEP and ESIF strategy which together provide the framework for these programmes.

It is vitally important to ensure that we obtain maximum impact for our investments and good value for money. We are adopting a joined up approach with an ESIF strategy that complements and adds value to our domestic programmes. Together these investments will aim to increase productivity, create high value jobs, support the growth of a talented workforce and maximise the potential of digital technology to drive forward smart and sustainable growth in our area, which benefits the whole of our community and beyond.

## 3. Introduction

Enterprise M3 has received a notional allocation of **€50 million** or 43,5 million<sup>1</sup> for the period 2014-2020 and has responsibility for local strategies for use of the European Structural and Investment Funds (ESIF) in the LEP area. Although our Euro allocation will remain the same throughout the programming period, the sterling amount will vary and will be updated periodically. Our ESIF Strategy was formally accepted by Government in May 2014 and has been refreshed in February 2016. The latest version is available for download on our website at [www.enterprisem3.org.uk](http://www.enterprisem3.org.uk). Our ESIF strategy set out our priorities for the use of the ESIF pot across the three main funds:

- **€25m (£22.6m) European Regional Development Fund (ERDF),**
- **€20.46m (£18.5m) European Social Fund (ESF)**
- **€4.4m (£3.4m) of the European Agricultural Fund for Rural Development (EAFRD)**

Our Enterprise M3 ESIF Strategy includes support for:

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<sup>1</sup> Using the August 2018 exchange rate of 0.87 euros to the GBP

- Enterprise- Maintaining and strengthening the competitiveness of the local business base in particular supporting SMEs growth in key sectors and a much better coordinated business support offer (ERDF)
- Innovation- Scaling up capabilities, widening networks and exploit the potential of science and technology industries (ERDF)
- Skills, employment and employability by meeting employer needs and enhancing opportunities for local people. Skills to support the shift towards higher skilled and technical occupations (ESF)
- Low Carbon and sustainable infrastructure with the promoting the development of low carbon businesses and the development of low carbon products and services within Enterprise M3 (ERDF)
- Exploitation of broadband technologies (ERDF & EAFRD)
- Development of the rural and visitor economy (EADFRD)  
Enhancement of food and drink businesses (EAFRD)

These priorities have been developed to support the overall aim and ambition of our Strategic Economic Plan and followed from an extensive consultation with local partners.

We have been refreshing elements of our SEP over the past year and consulted as part of the Local Industrial Strategy, and we have realigned our approach to lever out more investment and impact. Inward Investment and exports have greater prominence as does the digital economy – as both a key sector and an enabling mechanism – broadband infrastructure, highly skilled jobs and talented people.

We are aligning ESIF funding to provide revenue support for our key priorities to ensure a cohesive and strategic approach, which maximises our resources, generates excellent value for money and importantly, has greater impact.

This regional implementation plan explains how the ESIF Strategy will be turned into action. It is intended also as a management and progress monitoring tool for the Enterprise M3 Area Committee as well as a communication tool for partners and potential local applicants. It aims to do so in simple and straightforward terms for the non-expert. It will be refreshed quarterly.

## 4. Governance of the European Structural and Investment Funds

### Cohesion Policy and Europe 2020

The ESIF programme is governed by Cohesion Policy which is part of Europe 2020. The Europe 2020 strategy aims to deliver growth that is:

- smart, through more effective investments in education, research and innovation;
- sustainable, through the move towards a low-carbon economy; and
- inclusive, with a strong emphasis on job creation and poverty reduction.

Three out of the five funds of the European Structural and Investment Funds (ESIF) are available in the Enterprise M3 area (the three funds are in bold type):

**European Regional Development Fund (ERDF)**

**European Social Fund (ESF)**

Cohesion Fund (CF)

**European Agricultural Fund for Rural Development (EAFRD)**

European Maritime & Fisheries Fund (EMFF)

There is a single set of rules governing ESIF to ensure that the Funds support the Europe 2020 Objectives. Each country negotiates an overarching **Partnership Agreement** and agrees it with the Commission. In each country, **Managing Authorities** (MAs) for the funds are responsible for issuing calls, selecting projects and disbursing the funds under contract. For each ESI Fund, the Managing Authority agrees an **Operational Programme** (OP) with the EC.

The Managing Authorities for the ESIF in England are as follows:

- ERDF – Department for Communities and Local Government (DCLG)
- ESF – Department for Work and Pensions (DWP)
- EAFRD – Department for Food and Rural Affairs (DEFRA)<sup>2</sup>

## How ESIF funding will be accessed

Funding is subject to European open procurement rules and is therefore accessed through open and competitive bidding processes. There are also governance requirements for ESI Funds which have a bearing on how they are distributed:

The Area ESIF Committee for Enterprise M3 (EMG standing for Europe Management Group is the Enterprise M3's local terminology) provides advice and help to decide how the local ESIF strategy is implemented. EMG ensures that the money is spent in line with local needs and the ESIF Strategy. EMG reflects the breath of partners in the area and meets the Public Sector Equality Duty. The Membership of the EMG is for an initial three-year term and will be reviewed in 2017 to ensure that it remains representative and reflects changing priorities. EMG meets quarterly. The technical role of the EMG is to act as a subcommittee of the national Programme Monitoring Committee (PMC) for EU funds. Each individual (and substitute) appointed onto the ESIF sub-committee represent the wider interest of the 'area/sector' and not their own organisation. Decisions are taken by consensus and judged by the Chair. The assessment of bids for compliance with EU funding requirements and regulation as well as contracting with project delivery organisations is handled by the Managing Authorities (MAs). The ESIF committees provide recommendations on strategic fit.

There are two routes for securing funding in the 2014-20 ESIF programme, via direct bidding or through opt-ins (see section following). Calls for projects will be issued under both routes. A call is an open invitation for applicants to submit proposals against a published specification. Under the direct bidding route, there is an outline application process. Applicants will be invited to move to the full application stage once they have satisfied the relevant Managing Authority's assessment of the outline bid. In making this decision, the Managing Authority will take into account the views of the LEP Area ESIF Committee which will advise on an application's strategic fit with local priorities.

After deciding that an application can progress past the outline stage, the Managing Authority will undertake financial vetting and will then write to successful applicants inviting them to submit a full application. For the full application, the role of the LEP Area ESIF Committee is similar to that at outline assessment stage i.e. it will confirm or otherwise the full application's fit with the local ESIF strategy, fit with overall ESIF objectives and complementarity with other

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<sup>2</sup> For further information see: [http://ec.europa.eu/contracts\\_grants/funds\\_en.htm](http://ec.europa.eu/contracts_grants/funds_en.htm)

local interventions. EMG will advise the MA on whether the application should progress to a Funding Agreement. The relevant Managing Authority will make the final decision.

The overall process from issuing a call to a grant funding agreement being signed is lengthy as it can take a year depending on the projects specific and the funds.

### Opt-in arrangements

LEP Areas have been given the opportunity to 'opt in' to a number of offers from Government departments and their agencies to provide match funding for the programmes. The opt-in process mainly applies to ESF for which the opt-in organisations are the Department of Work and Pensions (DWP), the Skills Funding Agency (SFA) and the Big Lottery Fund (BLF). For Enterprise M3, our approach has been to take up opt-in offers in the first part of the implementation of the ESIF programme and then to issue ESF direct calls.

In the case of opt-ins, the match will be provided by the opt-in organisations and so the applicant does not have to find their own match. DWP and SFA will provide programme-based match, similar to the arrangements under the co-financing model in the previous programme. BIG Lottery will provide actual cash match for the project.

For BIG Lottery, there will be a two-stage application process, outline and full application, whilst for DWP and SFA there will be a single stage application to the opt-in organisation and no outline application stage. As with direct bidding, the role of the Enterprise M3 Area ESIF Committee will be to advise the MA on strategic fit and local priorities.

### Disbursing the funds

1. The main stages in the process for disbursing the ESI Funds are as follows:
  - a) LEP and MAs work together on the development of the specifications for Calls for Projects to deliver the ESIF Strategy and meet the local targets and outcomes
  - b) EMG advises on the relevance of the specifications, scope and timing of Calls
  - c) MA publishes an agreed Call for Projects. This will can be a local call (only for the Enterprise M3 area) or be at national level with annexes for each LEP participating in the Call containing the local specification.
  - d) Potential applicants submit an Outline Application (except in the case of DWP and SFA opt-ins; see above, in which case the applicant submits a full application)
  - e) The relevant MA assesses the Outline Application against core criteria
  - f) EMG provide recommendation on the outline application against strategic fit.
  - g) If agreed, MA invites applicant to submit a Full Application
  - h) MA undertakes full Technical Appraisal of the Full Application.
  - i) If eligible and compliant, the proposal goes back to EMG for recommendation on strategic fit.
  - j) If endorsed by MA and so advised by the Committee, the project is selected
  - k) MA performs pre contract procedures, issues a grant funding agreement and delivery begins.

## 5. Implementation of ERDF

### Thematic Objectives and ERDF Priority Axes

There are a series of Thematic Objectives (TOs) relating to the Funds set out in the Table below. Thematic Objectives 1-7 are the main priorities for ERDF. The highlighted TOs in bold

are the ones that Enterprise M3 has identified as fitting with its strategic priorities for ESIF. Detailed explanation is given in the Enterprise M3 ESIF Strategy.

<b>Thematic Objective</b>	<b>Title</b>
<b>Thematic Objective 1</b>	<b>Research and Innovation</b>
<b>Thematic Objective 2</b>	<b>ICT</b>
<b>Thematic Objective 3</b>	<b>SME competitiveness</b>
<b>Thematic Objective 4</b>	<b>Low Carbon Economy</b>
<i>Thematic Objective 5</i>	<i>Adaptation and Risk Management</i>
<i>Thematic Objective 6</i>	<i>Environment and Resource Efficiency</i>
<i>Thematic Objective 7</i>	<i>Sustainable transport and network bottlenecks</i>

**Table 1: The Thematic Objectives for ERDF**

As well as describing what will be achieved at national level under the Thematic Objectives, the European Commission also uses a set of **Priority Axes** to manage and monitor the ESIF Funds through measures including **Investment Priorities, Outputs and Results**.

The relationship of the Priority Axes to the Thematic Objectives in the Enterprise M3 ESIF Strategy is set out in the table below. This is straightforward for ERDF but less so for ESF.

<b>Priority Axis</b>	<b>Thematic Objective</b>
ERDF PA 1: Promoting Research and Innovation	Thematic Objective 1: Promoting Research, Technological Development and Innovation
ERDF PA2: Enhancing access to, and use and quality of, ICT	Thematic Objective 2: Enhancing access to, and use and quality of, ICT
ERDF PA 3: Enhancing the Competitiveness of SMEs	Thematic Objective 3: Enhancing the Competitiveness of Small and Medium Enterprises
ERDF PA 4: Supporting the shift towards a low carbon economy in all sectors	Thematic Objective 4: Supporting the Shift to a Low Carbon Economy in All Sectors

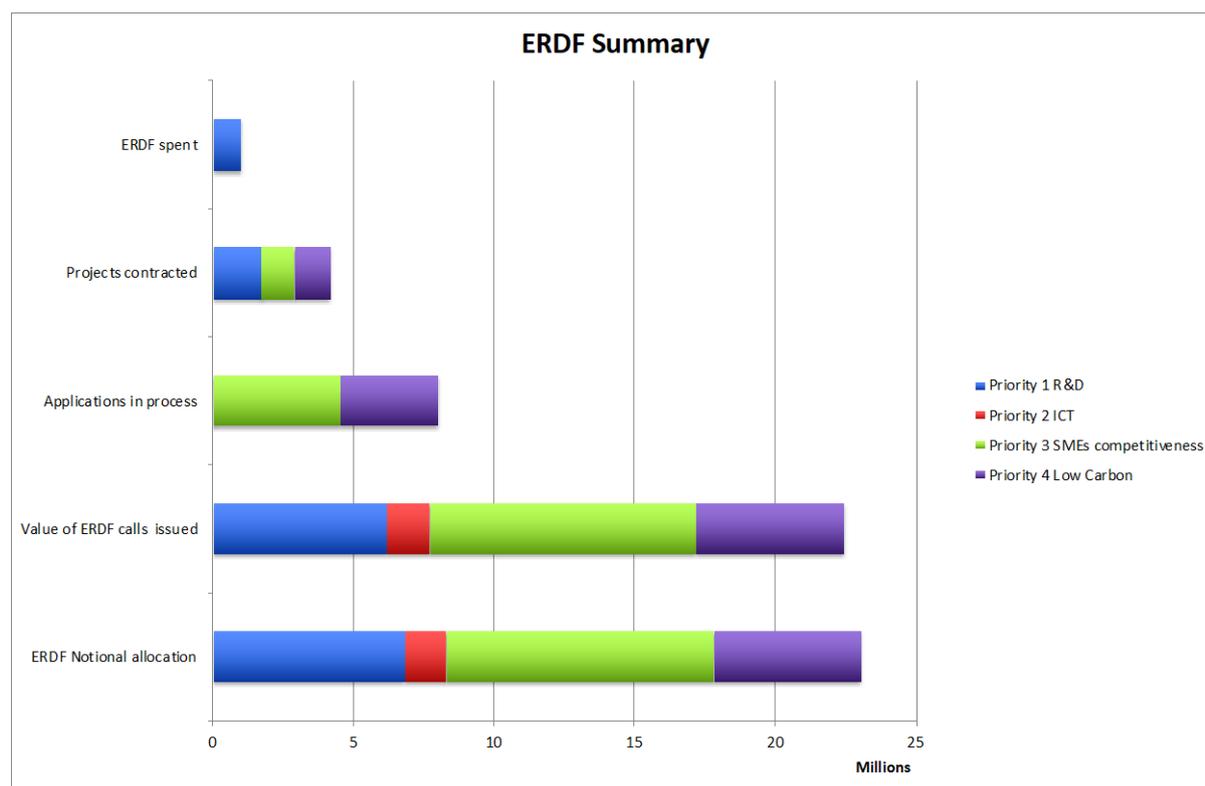
**Table 2: The relationship between the Thematic Objectives and ERDF Priority Axes**

## ERDF Priority Axes and Outputs

A range of outputs has been agreed at a national level and is an integral part of the OP. The Enterprise M3 LEP area is responsible for delivering a share of the national targets described in the Annex 1 against each ERDF Priority axis.

## ERDF Financial commitments

Enterprise M3 has issued a number of local calls plus taken part in national calls for ERDF. The total value of ERDF calls issued is 97%. The value of projects contracted is 18,1% of our national allocation. 5 projects are contracted and delivering on the ground. The current value of ERDF applications in the pipeline is 34,6%. A number of ERDF projects are pending to Grant Funding Agreements



**Table 3: ERDF financial commitments**

## Summary of ERDF interventions and schedule of calls – SUBJECT TO CHANGE

All the ERDF calls are being issued under direct calls. These are available for download from <https://www.gov.uk/european-structural-investment-funds>. All legal and relevant application documents are also available from the government web site.

All new ERDF calls will be issued as part of the reserve funding pot. Priority is given to reserve funding calls on mitigation of Covid 19 outbreak and economic recovery activities.

- £50m released nationally for the reopening of High Streets safely fund with details of the call available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/888818/Reopening\\_High\\_Streets\\_Safely\\_Fund\\_-\\_Guidance\\_-\\_Final\\_v2.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/888818/Reopening_High_Streets_Safely_Fund_-_Guidance_-_Final_v2.pdf)
- £10m released nationally for the Visitor Economy and economic recovery post pandemics [https://www.gov.uk/government/news/government-announces-10-million-for-small-businesses-to-kickstart-tourism?utm\\_source=1b97034c-7288-403a-84e8-e1e00c01cbf5&utm\\_medium=email&utm\\_campaign=govuk-notifications&utm\\_content=immediate](https://www.gov.uk/government/news/government-announces-10-million-for-small-businesses-to-kickstart-tourism?utm_source=1b97034c-7288-403a-84e8-e1e00c01cbf5&utm_medium=email&utm_campaign=govuk-notifications&utm_content=immediate)
- £20m released nationally through Growth Hubs and business support activities for SMEs resilience post Covid. Both funding schemes will become available through the Growth Hubs

Please note that these planned calls can be subject to change.

Table 4: ERDF Provisional schedule of calls- Updated July 2020

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
<b>EM3 ERDF Notional allocation in euros</b>								25,015,460 EUR	£22,596,466
<b>Priority Axis 1: Research and Innovation</b>								<b>7,554,536 EUR</b>	<b>£6,824,013</b>
Digital Innovation Technologies Innovation Network	£1,2m Issued in March 2015, Contracted								
Innovate2Succeed	£500k issued in July 2015, Contracted								
Innovation Business Network	£2,7m issued in Dec 2015, no successful applicant								
Knowledge to Market accelerator			£600k multi- LEP call, launched in Dec 2017. No successful applicant		Re-issued in Spring 2019 No successful applicant				
Quantum Supply Chain			£2.5m multi- LEP call, launched in Dec 2017, no						

Enterprise M3 ESIF Implementation Plan/ updated July 2020

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
			successful applicant						
Life Sciences and advanced engineering				£500k ERDF closed in Oct 2018, no successful applicant					
5G SME engagement				£600k ERDF closed in Oct 2018, no successful applicant					
Research and Innovation					£5,1m ERDF launched in June 2019, no successful applicant				
<b>TOTAL Notional allocation Priority 1</b>									<b>£6,824,013</b>
<b>TOTAL EM3 ERDF Priority 1 calls issued cumulative</b>									<b>£6,200,000</b>
<b>Value of Applications in process under Priority 1</b>									<b>£0</b>
<b>TOTAL Priority 1 projects contracted</b>									<b>£1,699,977</b>
<b>TOTAL expenditure spent to date Priority 1</b>									<b>£1,012,270</b>

Enterprise M3 ESIF Implementation Plan/ updated July 2020

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
<b>ERDF budget left to procure under Priority 1</b>									<b>£5,124,036</b>

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
<b>Priority Axis 2: - ICT</b>								<b>1,676,891 EUR</b>	<b>£1,514,736</b>
Digital Growth		£1,2m issued on in Dec 2016, no successful applicant		£1,5m issued in Oct 2018, no successful applicant					
Information and communications technology					£1,5m issued in June 2019, no successful applicant				
<b>TOTAL Notional allocation Priority 2</b>									<b>£1,514,736</b>
<b>TOTAL EM3 ERDF Priority 2 calls issued cumulative</b>									<b>£1,514,736</b>

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
Value of Applications in process under Priority 2									£0
TOTAL Priority 2 projects contracted									£0
TOTAL expenditure spent to date Priority 2									£0
ERDF budget left to procure under Priority 2									£1,514,736

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
<b>Priority Axis 3 - SME competitiveness</b>								<b>10,510,224 EUR</b>	<b>£9,493,886</b>
Access to Finance for Growth	£0,500m Issued in March 2015, No	£0,500m re-issued on in Dec 2016,		£0,500m re- issued in Oct 18,					

Enterprise M3 ESIF Implementation Plan/ updated July 2020

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
	successful application	No successful application		No successful application					
Digital Growth	£0,550m Issued in March 2015, No successful application								
UKTI- International Trade	£0,600m issued in July 15, contracted								
Internationalisation & inward investment		£1m issued in March 2016 No successful application		£1m re-issued in Oct 2018, appraisal in process					
Scale-up business support programme			£1m issued in June 2017, no successful applicant						
5G technologies applied across niche sectors/ Dev of new products and services		£4m issued in Dec 2016, No successful applicant							
Manufacturing Growth Service national call				£600K issued in					

Enterprise M3 ESIF Implementation Plan/ updated July 2020

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
				March 18, contracted					
Export national call				£500 issued in March 2018, contracted					
SMEs support					£6,8m issued in June 2019, appraisal in process				
<b>TOTAL Notional allocation Priority 3</b>									<b>£9,493,886</b>
<b>TOTAL EM3 ERDF Priority 3 calls issued cumulative</b>									<b>£9,493,886</b>
<b>Value of Applications in process under Priority 3</b>									<b>£4,524,274</b>
<b>TOTAL Priority 3 projects contracted</b>									<b>£1,208,000</b>
<b>TOTAL expenditure spent to date Priority 3</b>									<b>£408,000</b>
<b>ERDF budget left to procure under Priority 3</b>									<b>£3,761,612</b>

## Enterprise M3 ESIF Implementation Plan/ updated July 2020

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
<b>Priority Axis 4 - Low Carbon Economy</b>								5,804,433 EUR	<b>£5,243,145</b>
Wood fuel	£1m issued in Dec 15, No successful applicant								
Collaborative programme to promote the commercialisation of low carbon research and products		£2m issued in May 16, contracted							
Low Carbon broad call on clean growth economy				£1,5m issued in March 18, assessment in process					
Supporting the shift towards a low Carbon Economy in All sectors					£2,7m issued in June 2018, assessment in process				
<b>TOTAL Notional allocation Priority 4</b>									<b>£5,243,145</b>
<b>TOTAL EM3 ERDF Priority 4 calls issued cumulative</b>									<b>£5,243,145</b>
<b>Value of Applications in process under Priority 4</b>									<b>£3,468,499</b>
<b>TOTAL Priority 4 projects contracted</b>									<b>£1,279,000</b>

Subject of calls: what types of projects are being sought?	2015	2016	2017	2018	2019	2020	2021	Total Budget £s 2014- 2020In Euros	Total Budget £s 2014-2020 Ex Rate 0,9033
TOTAL expenditure spent to date Priority 4									£0
ERDF budget left to procure under Priority 4									£495,646

TOTAL EM3 ERDF Tendered (97,30% cumulative)									£22,451,767
TOTAL Value of applications in process (34,64)% cumulative)									£7,992,773
TOTAL EM3 ERDF Contracted (18,14% cumulative)									£4,186,977
TOTAL EM3 ERDF Spent (6,15%)									£1,420,270
TOTAL EM3 ERDF left to procure (47,22%)									£10,896,030

\*remaining budget subject to the fluctuation of the exchange rate over the course of the programme

## ERDF Projects contracted

### Digital Business Acceleration Hubs Project

Led by University of Surrey, this project will establish a network of business acceleration hubs, following the SETsquared model, in Enterprise M3's growth towns of Guildford, Basingstoke, Woking and Farnborough. The innovation support will be targeted at digital SMEs (start-ups and established) with high growth, high innovation potential. In particular, the project aims are:

- Support 6 key digital sectors – Cyber Security, Next Generation Mobile, Digital Health, Space Technology, Creative/Gaming and Aerospace and Advanced Engineering
- Provide business support and knowledge exchange from universities/large companies to SMEs
- Increase Research and Innovation activities to bring new products to market
- Provide access to research facilities, including 5G test bed and emulator

The ERDF grant award is £1.2m, which is a 50% contribution towards this £2.4m project. This project is now closed.

### Innovate to Succeed project

Led by Oxford Innovation Services Ltd, this is a £500k project.

Innovate 2 Succeed is a national programme supported by Innovate UK and the Enterprise Europe Network. It provides highly innovative SME businesses, and those with the ambition to innovate, the support they need to identify and overcome the barriers limiting their innovation performance. The enhanced Innovate 2 Succeed programme is expected to provide innovation support for at least 210 target businesses in addition to those that would be supported from the standard national programme. The targeted SMEs would be provided with 1-1 innovation support by a dedicated team of innovation advisors located in the Enterprise M3 area working closely the Growth Hub, universities and other business/innovation support operations. This project is now closed

### South East International Business Growth (SEIBG) project

Led by Newable Limited (previously GLE), SEIBG is a £1,2 m cross-LEP project which aims to enhance the competitiveness of SMEs and improve business support for all stages of SME development & growth for up to 180 small to medium sized local businesses.

The project will focus on working with key priority sectors in providing an enhanced level of UKTI involvement with additional SMEs supported. This 3-year project will comprise a series of tailored interventions such as:

Clinics/surgery sessions

Sector specific events and workshops  
Trade show participation  
Overseas missions  
Meet the Buyer events  
Specialist mid-sized business & corporate client support programme

The grant award coming from Enterprise M3 LEP area toward this South East project is £600k ERDF.

### EMphasis 3

EMphasis3 CO2 Reductions (EMphasis3) is a 3-year project worth £2,588,168 ERDF led by the University of Portsmouth and delivered in partnership with the University of Winchester.

The EMphasis3 project will accelerate the creation, commercialisation and uptake of low carbon technologies across England with a focus on the Enterprise M3 (EM3) region through the expansion of Greentech South, a low carbon technology and innovation cluster.

There are two work streams promoting energy efficiency improvements and research and innovation in low carbon technologies:

- 1- **135 energy efficiency audits** for SMEs. It is anticipated that these audits will be conducted over 12 hours, representing a minimum value of £1,000. SMEs will also be able to apply for energy efficiency grants to part-fund implementation of energy efficiency measure. The split of funding allocated to these grants will be 20% revenue and 80% capital. These grants will be funded at up to 36% of the total project cost or £25,000, whichever is lower. An online platform will be available to track CO2 reductions. This will be a new service established enabling SMEs to achieve the EM3 Carbon Award and Accreditation. These energy efficiency audits and grants will be available to eligible SMEs across all qualifying sectors.
- 2- **Innovation audits** with a dedicated EMphasis3 Low Carbon Technical Specialist (LCTS) or the Business Development Manager will assist SMEs in their innovation plans and follow on interventions to implement clean energy technologies onto the market. The split of funding allocated to these innovation grants will be 80% revenue and 20% capital. The grants can be used for securing technical knowledge or accessing test equipment or facilities. The grant funding is up to 36% of total project cost or £25,000, whichever is lower. It is anticipated that most of the engagement with innovators will come from the Low Carbon Environmental Goods and Services (LCEGS) sector, other priority sectors from the LEP, and emerging sectors willing to diversify into the LCEGS sector.

The project was officially launched on 8 November 2019 and will end on 30/06/2022.

### Regional Manufacturing Programme

Led by Oxford Innovation, this £1,2M three year programme helps SMEs to remove barriers to growth by providing a mix of business support and grants.

An expert Manufacturing Growth Manager works with each SME to establish practical steps to achieve business growth and carries out an audit of their investment needs. The SME can apply for a Manufacturing Growth Grant from the programme of up to two thirds of the required investment cost to help it take the business to the next stage.

In its first year, EM3's Manufacturing Growth Programme has funded £36,489 in grants to support advanced engineering SMEs develop their business strategy, create new products, innovate and increase their productivity capacity. The programme has generated 11 jobs and provided 28 strategic business reviews as well as unlocked £70,826 of private sector investment

The largest sectors to benefit from this service in the EM3 area are automotive/ transport, engineering, electrical equipment, food and drink, games and toys and rubber and plastic products.

This multi-LEP project is supported by a £600k ERDF covering the EM3 area. Manufacturing businesses interested in finding out more about the grant funding which can help them on the path to business growth, can find out more here:  
<https://www.manufacturinggrowthprogramme.co.uk/>

### **Videos**

Three ERDF promotional videos were published in July 2019 and were highlighted in the Enterprise M3 external newsletter with links to our YouTube channel. They include an introductory ERDF video including a presentation from each project manager to highlight ERDF funding and two case studies for Innovate 2 Succeed (I2S) project and Digital Business Acceleration Hub (DBAH) project. The case studies include testimonials from beneficiaries. The videos have been embedded on our new website and shared extensively with partners.

The main EM3 ERDF promotional video can be viewed here:  
<https://www.youtube.com/watch?v=wy99spcSECE&t=5s>

The EM3 ERDF Digital Hubs Case Study video can be viewed here:  
[https://www.youtube.com/watch?v=LCnR9H57z\\_Y](https://www.youtube.com/watch?v=LCnR9H57z_Y)

The EM3 ERDF Innovate2Succeed Case Study video can be viewed here:  
<https://www.youtube.com/watch?v=kvFbbp8NFy8&t=1s>

## 6. Implementation of ESF

### Thematic Objectives and ESF Priority Axes

The three following Thematic Objectives (TO) are relevant to ESF. These are TO from 8-10. Detailed explanation is given in the Enterprise M3 ESIF Strategy on what is covered.

Thematic Objective	Title	Main Fund
Thematic Objective 8	Employment and Labour Mobility	ESF
Thematic Objective 9	Social Inclusion and Poverty	
Thematic Objective 10	Education	

**Table 5: The Thematic Objectives for the ESF Funds**

### Thematic Objectives and Priority Axes

The relationship of the Priority Axes to the Thematic Objectives in the Enterprise M3 ESIF Strategy is set out in the table below.

Priority Axis	Thematic Objective
ESF PA 1: Inclusive Labour Markets	Thematic Objective 8: Promoting Sustainable Employment and Supporting Social Mobility
	Thematic Objective 9: Promoting Social Inclusion and Combatting Poverty and any discrimination
ESF PA 2: Skills for Growth	Thematic Objective 10: Investing in Education, Skills and Lifelong Learning

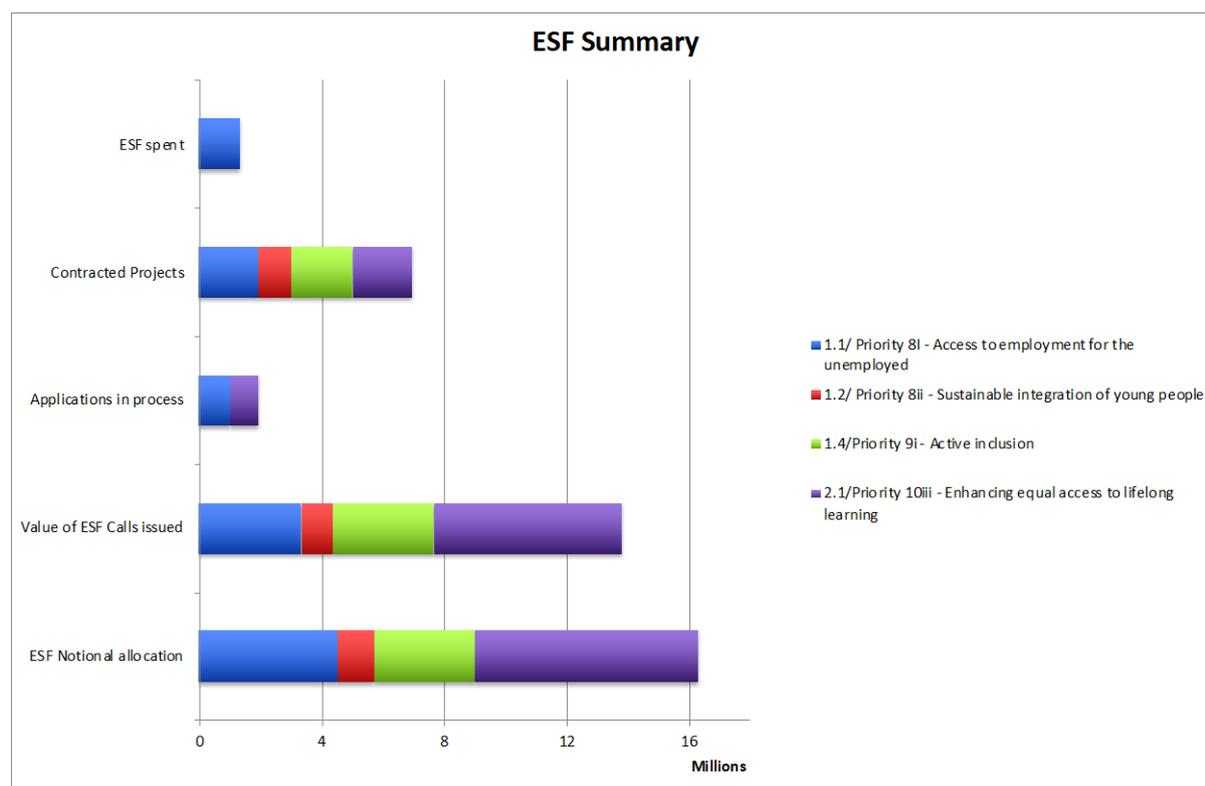
**Table 6: The relationship between the Thematic Objectives and ESF Priority Axes**

### ESF Priority Axes and Outputs

A range of outputs has been agreed at a national level and is an integral part of the ESF OP. The Enterprise M3 LEP area is responsible for delivering a share of the national targets described in the Annex 2 against each ESF Priority axis

### ESF Financial commitments

86,2% of our ESF fund has now been committed to procurement. The commitment of these ESF funds has been done through a combination of Opt-in organization with SFA, BFL, DWP and through direct calls. 38,9% of projects are contracted, 19,5% of value of applications in process, 14,7% spent.



**Table 7: ESF financial commitments**

### Summary of ESF interventions and schedule of calls – SUBJECT TO CHANGE

All the future ESF direct calls will be available for download from <https://www.gov.uk/european-structural-investment-funds>. All legal and relevant application documents are also available from the government web site.

All ESF opt-in calls are available on the relevant opt-in organisation web site, BFL, DWP and SFA.

The following table show the summary of calls to date and the expected future calls. Please note that these can be subject to change as subject to negotiation between the MA and the ESIF Committee. The schedule of calls is being revised every quarter.

**Table 8: ESF Provisional schedule of calls (subject to change)- Updated July 2020**

ESF Priority Axis- Subject of Calls	2015	2016	2017	2018	2019	2020	2021	Indicative Budget allocation £s 2018-2020	Total Budget £s 2014-2020
<b>EM3 ESF Notional Allocation</b>									<b>20.4m EUR</b>
<b>Revised allocation at 0.87 Exchange rate</b>									<b>£17.8m</b>
<b>Thematic objective 8: Employment and Labour Mobility</b>								<b>£2.67m</b>	<b>£5.67m</b>
<i>8i: Access to employment for the unemployed</i>									
SFA opt-in Employer centred Employability & Basic Skills		£0.75m issued in May 16, procured							
SFA Opt-in Employer Led Vocational Pathways for the unemployed		£1m issued in May 16, procured							
		<i>SFA Ad Fees= 194,444</i>							
DWP Opt-in Pre-employment training (Heathrow Academy- led by London LEP)	No longer progressing								
CIAG for growth sectors & support for the unemployed DWP opt-in	No longer progressing								
Work programme and support for the unemployed DWP-Opt-in					£1M Contracted				
Technical Construction Skills for the unemployed					£1M Call closed on 14 <sup>th</sup> January 2029, no				

Enterprise M3 ESIF Implementation Plan/ updated July 2020

ESF Priority Axis- Subject of Calls	2015	2016	2017	2018	2019	2020	2021	Indicative Budget allocation £s 2018-2020	Total Budget £s 2014-2020
					successful applicant				
Digital Skills for the unemployed			£0,8 issued on 20 April 17, closed on 7 <sup>th</sup> July 2017, no successful applicant.			£1.5m Re- issued, closed on 11 Feb 2020, no successful applicant			
<i>8II Sustainable integration of young people</i>									
NEET prevention & preparation for work to support economy				£1,032,619 issued on 20 <sup>th</sup> August 2018, closed on 17 <sup>th</sup> Sept 2018, no successful applicant	Re-issued through ESFA op- in, contracted				
TOTAL ESF Notional allocation under TO8	<b>£5,679,732</b>								
TOTAL ESF calls issued cumulative under TO8	<b>£4,351,060</b>								
Value of Applications in process under TO8	<b>£999,669</b>								
TOTAL projects contracted under TO8	<b>£2,977,062</b>								
TOTAL expenditure spent to date under TO8	<b>£980,254</b>								
Commission retain by the Opt-in organisation (SFA)	<b>£194,444</b>								
ESF budget left to procure under TO8	<b>£1,583,851</b>								
<b>Thematic Objective 9 - Social Inclusion and Poverty</b>								<b>£2.31m</b>	<b>£3.31m</b>

Enterprise M3 ESIF Implementation Plan/ updated July 2020

ESF Priority Axis- Subject of Calls	2015	2016	2017	2018	2019	2020	2021	Indicative Budget allocation £s 2018-2020	Total Budget £s 2014-2020
BIG Lottery Opt-in Social Enterprise	£0.75m issued and issued in August 15, £0.727m Contracted								
BIG Lottery Opt-in Social Inclusion		£0.25m re- issued in March 16, £0.243 m contracted							

Enterprise M3 ESIF Implementation Plan/ updated July 2020

ESF Priority Axis- Subject of Calls	2015	2016	2017	2018	2019	2020	2021	Indicative Budget allocation £s 2018-2020	Total Budget £s 2014-2020
Social inclusion in Enterprise M3 Area					£1.3M call closed on 10 October 2019, no successful applicant				
Access to high level STEM skills					£500k call closed on 14 January 2019, no successful applicant				
TOTAL ESF Notional allocation under TO9	<b>£3,316,921</b>								
TOTAL ESF calls issued cumulative under TO9	<b>£3,316,921</b>								
Value of Applications in process under TO9	<b>0</b>								
TOTAL projects contracted under TO9	<b>£2,005,890</b>								
TOTAL expenditure spent to date under TO9	<b>£729,582</b>								
Commission from the Opt-in organisation (BFL)	<b>£60,000</b>								
ESF budget left to procure under TO9	<b>£1,311,031</b>								
<b>Thematic Objective 10 – Education</b>								<b>£5.11m</b>	<b>£8,81m</b>
SFA Opt-in Employer Led Vocational pathways towards Higher Skills		£0.75m issued in June 16, contracted							

Enterprise M3 ESIF Implementation Plan/ updated July 2020

ESF Priority Axis- Subject of Calls	2015	2016	2017	2018	2019	2020	2021	Indicative Budget allocation £s 2018-2020	Total Budget £s 2014-2020
SFA Opt-in Employer Led Vocational Pathways for redundancy		£0.5m issued in June 16, contracted							
SFA Opt-in Information Advice and guidance		£0.5m issued in June 16, contracted							
		<i>SFA Ad Fees= 194,444</i>							
Supporting EM3 Digital Skills for employed			£800k issued on 20 April 2017, closed on 7 <sup>th</sup> July 17, no successful applicant						
Retraining for a Fuller Working Life				£1m	£1M Call closed on 14 <sup>th</sup> January 2019, assessment in process				
Developing and Apprenticeship Hub and a Skills support Hub					£1.5M call closed on 22 October 2019, assessment in process				

Enterprise M3 ESIF Implementation Plan/ updated July 2020

ESF Priority Axis- Subject of Calls	2015	2016	2017	2018	2019	2020	2021	Indicative Budget allocation £s 2018-2020	Total Budget £s 2014-2020
Using virtual reality and online support leaning to enhance skills and promote growth					£2.1M call closed on 22 October 2019, no successful applicant				
TOTAL ESF Notional allocation under TO10	<b>£8,811,674</b>								
TOTAL ESF calls issued cumulative under TO10	<b>£7,676,729</b>								
Value of Applications in process under TO10	<b>£2,470,860</b>								
TOTAL projects contracted under TO10	<b>£1,944,444</b>								
TOTAL expenditure spent to date under TO10	<b>£547,995</b>								
Commission retain by the Opt-in organisation (SFA)	<b>£194,444</b>								
ESF budget left to procure under TO10	<b>£4,396,370</b>								
<b>TOTAL ESF Notional allocation</b>	<b>£17,808,327</b>								
<b>TOTAL ESF calls issued cumulative (86,2%)</b>	<b>£15,344,703</b>								
<b>TOTAL ESf Value of applications in process (19,5%) cumulative)</b>	<b>£3,470,529</b>								
<b>TOTAL EM3 ESF Contracted includ Ad Fees (38,9%)% cumulative)</b>	<b>£6,927,396</b>								
<b>TOTAL EM3 ESF spend (14,7%)</b>	<b>£2,621,677</b>								

Enterprise M3 ESIF Implementation Plan/ updated July 2020

ESF Priority Axis- Subject of Calls	2015	2016	2017	2018	2019	2020	2021	Indicative Budget allocation £s 2018-2020	Total Budget £s 2014-2020
<b>TOTAL EM3 ESF left to procure (Including Management fees)**</b>	<b>£7,410,402</b>								

From the most recent ESF closed call, there are a number of applications under assessment.

No ESF direct calls are open at present.

Any future calls will be funded under the ESF Reserve Funding and will need to be in support of economic recovery post Covid 19.

These calls are subject to change but are likely to cover the following topics:

- SKILLS FOR THE 60+ WORKFORCE worth £1,5m ESF under priority 1.1
- SUPPORTING THOSE VULNERABLE OF BECOMING NEET worth £1,5m ESF under priority 1.2
- EDUCATION AND EMPLOYMENT FOR SERVICE CHILDREN worth £1,5m ESF under priority 1.2
- COMMUNITY GRANTS PROGRAMME worth £1,5m ESF under priority 1.4
- SKILLS SUPPORT FOR EMPLOYMENT FOR ARMED VETERANS AND THEIR FAMILIES worth £1.5m ESF under priority 1.4

## ESF Projects contracted

Project 1: lead by Sparsholt College comprises of 3 lots:

EMPLOYER-LED VOCATIONAL PATHWAYS TOWARDS HIGHER SKILLS (SFA opt-in) Lot 1 worth £750k

The aim is to provide individuals with the opportunities to develop the skills that will enable them to progress in employment. The lot will provide support to employers to take on and develop individuals to fill intermediate, technical and higher level skills gaps and shortages. This lot will support individuals to start on higher level skills and apprenticeships by providing taster units of relevant vocational training; work-based access training and work shadowing opportunities related to higher skills/paid jobs. The project will focus on supporting key and niche sectors.

EMPLOYER-LED VOCATIONAL PATHWAYS FOR REDUNDANCY (SFA opt-in) Lot 2 worth £500k

The lot will support businesses which are undergoing industrial restructuring by providing skills and employability support for their employees at risk of redundancy. The project will support employees facing redundancy to remain in the labour market by providing them with the enhanced skills to make them competitive and softer skills to support job search and boost confidence.

INFORMATION, ADVICE AND GUIDANCE (SFA opt-in) worth £500k

This lot will support the growth and skills barriers of SMEs in the Enterprise M3 area. The project will target growth of the business through the strategic development of its workforce. Assessment of the employees training requirements to address growth and skills needs, including leadership and management skills.

This project is now closed.

Project 2: Skills Support for the Unemployed led by Skills Training UK comprising of 2 lots.

Lot 1 worth £750k

The aim is to provide support for unemployed & inactive individuals furthest from the job market, supporting vocational, employability, transferable and basic skills. It should also enhance individuals' understanding of the world of work and employer requirements. The lot will consider the employment needs of the local economy, in particular Growth and Niche sectors, to understand job vacancies and skills requirements and address training needs to meet these requirements. The project will focus on supporting key and niche sectors.

Lot 2 worth £1m

The aim is to provide support for unemployed & inactive individuals closest to the job market, supporting vocational, employability, transferable and basic skills to progress them into employment. The lot will consider the employment needs of the local economy, in particular Growth and Niche sectors, to understand job vacancies and skills requirements and address training needs to meet these requirements. Businesses are at the heart of the programme, providing greater opportunities for a successful outcome. The project will focus on supporting key and niche sectors.

This project is now closed.

Project 3 :SOCIAL ENTERPRISE (Big Lottery Fund opt-in)

This project is delivered by a consortium led by WSX Enterprise. It supports people furthest from the labour market to improve their skills and set up a social enterprise business, with a focus on young people and NEETs. It supports people to start, grow and sustain a business, with individual tailored support and mentoring. This helps address urban and rural deprivation in the area, as well as issues surrounding an ageing workforce and increasing welfare dependency.

The ESF grant award is £727,000, with equivalent match-funding provided by Big Lottery Fund. The end date for the contract was originally December 2018 but has been extended for another 3 years.

Project website: <https://www.inspiringenterprise.org.uk/>

Project 4 : Social Inclusion led by Romsey Community School Ltd

Romsey Community School Ltd won £243K ESF (total value £485k) through Big Lottery opt-in for a social inclusion project. The Alliance Programme works across the Enterprise M3 area, with 7 delivery partners involving Aster Group Ltd, Communities First Wessex, The Swaythling Housing Society Ltd, Professional Training Solutions Ltd, Surrey Care Trust, Surrey Lifelong Learning Partnership, Vivid Homes Ltd to provide one to one support and ensure that 150 people have access to critical interventions to be able to move closer to the work place and find employment. This project helps people in most need to overcome challenges and improve their long-term job prospects. The project started in July 2017 and the project has been extended.

Project website: <http://www.rcsservices.org.uk/>

### Project 5: STEP Programme

The STEP project worth £1M ESF led by Hampshire County Council includes Surrey County Council, Barnardo's, Hampshire Fire & Rescue Service as partnership across the EM3 LEP area.

The project is contracted from 1<sup>st</sup> April 2019 until July 2021. The STEP Project is an individual programme of intensive support targeting over 590 NEET young people (15-24 year olds) that will be supported through extended Work Experience with financial support, progression to employment, voluntary work, education or apprenticeship. It will run in parallel to the equivalent STEP project in SOLENT which has been re-conducted.

Project website: <https://www.hampshirefutures.co.uk/course/view.php?id=524>

### Project 6: Fedcap Links to Work M3

The project is worth just over £1,080,000 which is joint funded with DWP and ESF. The programme is a three-year programme and is due to close in 2022. The programme can accept referrals for the first 2 years with a further 12 months delivery. The maximum duration of the ESF support for a Participant is a continuous period of fifty-two (52) weeks from the Participant's start. The support available has two strands with Intensive Work Focused Support and Work Focussed Training. The programme is targeting individuals either unemployed or inactive. The target is to support 580 individuals.

Project website: [www.fedcapemployment.org/links-to-work-m3](http://www.fedcapemployment.org/links-to-work-m3)

### **Videos**

Three ESF promotional videos were published on YouTube and embedded on our website in July 2019. The main promotional video features interviews with the project managers of our contract ESF projects. The two case study videos highlight how the Inspiring Enterprise Project and STEP Programme have positively impacted on the lives of the beneficiaries. These have been shared extensively with project partners to also embed on their websites and share on social media. The video launch was published in the July 2019 Enterprise M3 external newsletter and have been shared at our events.

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### **ESF Promotional Video**

<https://www.youtube.com/watch?v=edzM43oshOE>

### **ESF Case Study Videos:**

#### **Inspiring Enterprise**

[https://www.youtube.com/watch?v=D47\\_2qTRmkg](https://www.youtube.com/watch?v=D47_2qTRmkg)

#### **STEP Programme**

<https://www.youtube.com/watch?v=k4hfp7d8Gpw>

## 7. Implementation of EAFRD

### Thematic Objectives and EAFRD Priority Axes

Enterprise M3 has agreed to put EAFRD funding to deliver against 4 priority areas:

- £1,3m on SME business development
- £1m to support tourism and visitor attractions
- £1m to support food & drink processing
- £1,1m to support rural broadband (this is pending to agreement and further notification from the MA)

### EAFRD Financial commitments

Enterprise M3 has run three EAFRD calls. The first one opened in summer 2015 and 11 applications were received in total against the three themes open: 7 for SME business development, 3 for tourism and 1 for food and drink processing. Following the outline assessment and strategic fit review seven applications were invited to progress to full application stage and five of these were progressed to Grant Funding Agreement stage.

The current status of EAFRD activity is summarised below

	SME business development £m	Tourism/visitor attractions £m	Food & drink processing £m	Broadband £m	TOTAL £m
<b>Call 1, Fixed calls Summer 2015</b>					
Notional allocation By thematic objectives	1.3	1.0	1.0	1.1	4.4
Value of calls – Summer 2015	.620	.465	.465	0	1.55
Value of outline applications in process	.577	.150	.066	0	0.793
Number of outline applications	4	2	1	0	7
Number of full applications	2	2	1	0	7

The second round of calls opened on 26 January 2017 and closed on 31 May 2018.

	SME business development £m	Tourism/visitor attractions £m	Food & drink processing £m	Broadband £m	TOTAL £m
<b>Call 2, Rolling calls, Closed on 31 May 2018</b>					
Value of calls –	2.07	.881	.881	0	3.83

The third round of calls closed on 16 February 2020 with handbook available at

<https://www.gov.uk/government/publications/rdpe-growth-programme>

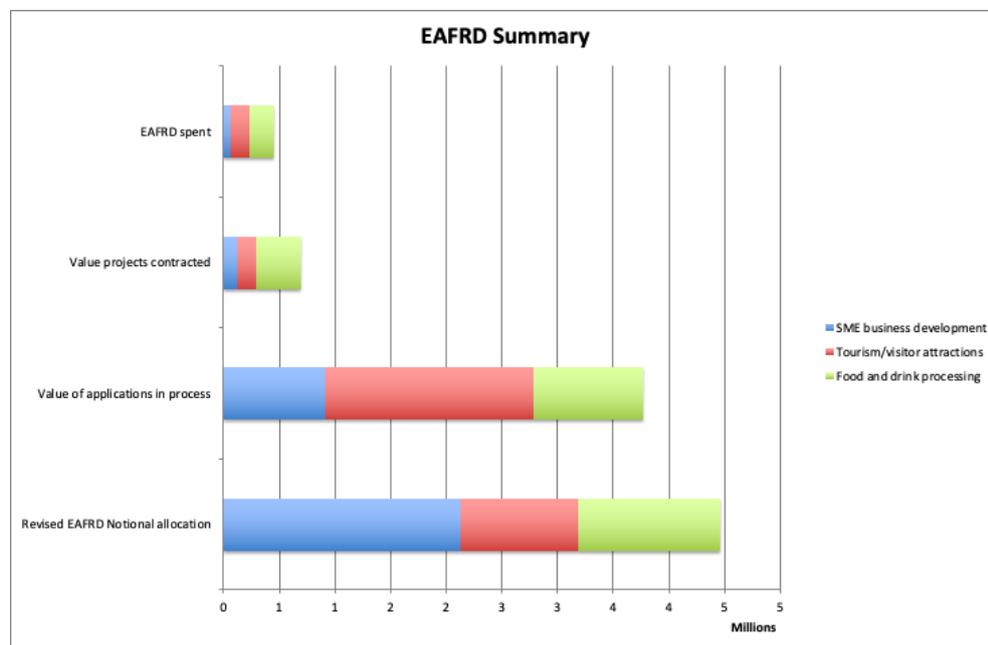
The 3 funding streams for ‘SMEs business development’, ‘tourism/visitor attractions’, ‘Food & drink processing ‘ were released as national calls under the reserve funding pots.

Projects are still under assessment.

All EAFRD calls are now closed.

**Table 9: EAFRD summary of activities**

15 % of our EAFRD notional allocation is now contracted, 84% of value of application in process of assessment, 10% of EAFRD spent.



**Table 10: EAFRD summary of investments**

### EAFRD Projects contracted

G Horn and Sons for an office conversion in a rural area. This project worth £59,484 EAFRD entails farm diversification and consists of conversion of a single storey traditional brick and flint building, previously used as a farm workshop, in to two office units to be let on the open market and with space to employ approximately 8 people.

Hambleton Wineries Ltd for a new wine cellar and winery capacity expansion. The project is worth £249,938 EAFRD and is financing the building of new wine cellar and winery capacity expansion. The current 200,000 bottles of cellar capacity limits sales capacity to 67,000 bottles per annum. The proposed new cellar capacity will increase this to 500,000 bottles per annum.

Hambleton Wineries Ltd for a new tourism/visitor centre facilities. The project is worth £149,503 EAFRD and funding is granted to construct new tourism/visitor facilities and wine event/other entertainment facilities including site shop and tasting room

Chobham Adventure Farm Park. The is project is worth £170,000 EAFRD. The grant will cover the costs of heating/ventilation of the play barn and development of outside play area. This will support growth in the business by providing all-weather facilities allowing visitors to use the facilities all year round.

## 8. ESIF Communications Strategy

All communications related to our ESIF Programme will operate under the Communication Strategy for Enterprise M3. There are two overall aims of Enterprise M3's communications activity

- a. **“A call to arms”** – Our communications activities will encourage businesses and stakeholders to get involved in both delivering and participating in the projects and programmes coming out from the Growing Enterprise Fund, the Local Growth Deal and our **ESIF Strategy**.
- b. **“Showcasing success”**: Our communications activities will raise the profile of the successes and achievements of the Enterprise M3 area, particularly those related to projects and programmes coming out from the Growing Enterprise Fund, the Local Growth Deal and our **ESIF Strategy**.

### Communications objectives

- To promote Enterprise M3 as a business-led Local Enterprise Partnership that is working to secure economic growth at sub-national level.
- To raise the profile of Enterprise M3's role in securing investment in the Enterprise M3 area through funding programmes such as the Growing Places Fund, the Local Growth Fund and the **EU Structural and Investment Funds (ESIF)**.
- To clearly communicate the objectives and progress of Enterprise M3's projects and programmes as set out in the Enterprise M3 Strategic Economic Plan for 2014-2020 and the **Enterprise M3 ESIF Strategy**.
- To provide Enterprise M3 board members and staff with clear information so that they can relay it.
- To coordinate communications activities with partners so that they have maximum impact.

Enterprise M3 and its partners have been successful in winning a Technical Assistance bid to communicate on the opportunities for the ESF and ERDF funding and to support the development of pipeline projects

### ERDF Technical Assistance Network

The ERDF Technical Assistance Project has been set up to provide assistance, support, networking and brokerage in preparation of future direct bidding ERDF project calls to be tendered by DCLG between the period 2016-2019. This will offer opportunities for potential bidders to identify local partners and build up relevant consortia with the increase of the quality of the bids submitted.

The Technical Assistance Partnership is made up of four partner organisations – Enterprise M3, Hampshire County Council, Surrey County Council and Basingstoke and Deane Borough Council. They will provide a network of contact points across Enterprise M3 to advise project applicants on issues such as timing of calls, strategic fit with the ESIF strategy, eligibility of match-funding, and other related queries. This expertise will be made available via phone, email or one-to-one upon request.

The ERDF Technical Assistance contacts in our LEP area are:

Enterprise M3	Kathy Vuillaume	<a href="mailto:kathy.vuillaume@enterprisem3.org.uk">kathy.vuillaume@enterprisem3.org.uk</a>
Enterprise M3	Susan George	<a href="mailto:susan.george@enterprisem3.org.uk">susan.george@enterprisem3.org.uk</a>
Hampshire County Council	Helen Cutler	<a href="mailto:helen.cutler@hants.gov.uk">helen.cutler@hants.gov.uk</a>
Surrey County Council	Vincent O'Connell	<a href="mailto:vincentoconnell@surreycc.gov.uk">vincentoconnell@surreycc.gov.uk</a>
Basingstoke and Deane Borough Council	Daniel Garnier	<a href="mailto:Daniel.garnier@basingstoke.gov.uk">Daniel.garnier@basingstoke.gov.uk</a>

The beneficiaries target group for TA activities will be businesses (including social enterprises), business networks, local authorities, universities and colleges, not-for-profit organisations and the voluntary sector.

## ERDF promotional activities

### Awareness-raising

This will include:

- Web-based information (available on all partners' websites) + social media alerts
- Email communication through Enterprise M3 established action groups (Enterprise and Innovation Group, Global Competitiveness through People Group, Rural Action Group), Local Action Groups that deliver the LEADER programme, Community Action ( Hants and Surrey) , Growth Hub, LEP Board and other relevant forums depending on the topic of a call
- Distribution of Leaflets plus leaflets available for download from partners' sites + print distributed at strategic events and locations (such as university sites, Growth Hub etc)
- Organising of a road show of events in the Enterprise M3 area
- Press releases issued around new calls and promoting local case studies

The road show of activities will take place across the Enterprise M3 area to reach as many organisations as possible, consistent with the Enterprise M3 LEP's stated objectives of using ERDF funds to reach the entire territory and ensure quality of access. These targeted dissemination events will relate to the Project calls (6 ESIF events organised in the area aligned with the launch of ERDF calls).

These events will provide potential applicants with an update on the programme and information about specific funding call specifications, and will also include breakout session around specific themes. The ERDF TA network will provide some 'Clinic session' either separately or at these events to offer opportunities for short one to one discussions with potential applicants to give direct feedback on project ideas and strategic fit.

The ERDF MAs will be invited to all related ERDF events in the area. Our work will complement and add to the role of the MA, in particular in terms of developing local capacity and expertise. In addition, the TA Partnership will provide ERDF speakers at wider EU events or specific sector/cluster/network events to present ERDF opportunities (speaker slot at 8 related events in the LEP area).

## PR activities

- The area will require the **preparation of regular articles** that will be promoted through the LEP's and Councils' promotional channels (alerts and posts published on Partners' website, use of social media such as Twitter, Facebook, LinkedIn, inclusion of articles in partners' newsletters) and for circulation to relevant local networks such as through the established LEP Action Groups, The Local Action Groups that deliver LEADER, Community Action (Hants and Surrey), third sector, Growth Hub, LEP Board) and other relevant forums depending on the topic of a call. These articles will inform potential applicants about details of the future calls as well as promoting success stories from approved ESIF projects and provide contact details for further information.
- Publicity will always promote the ERDF opportunities in the context of the Enterprise M3 Strategic Economic Plan and the ESIF Strategy.
- Consolidating the **comprehensive database of contacts** through Enterprise M3 area of organisations that could benefit from ERDF programme
- Organising a series of **targeted information events and road shows**
- **Development of promotional materials** including the required EU branding and logos to address a specific target group (taking particular care to meet the requirements of the cross-cutting themes of sustainable development and equality and diversity); This will include the production of hard copy media including posters and flyers to be disseminated at local business events, sector networking events, innovation centres, university campuses and other relevant public places; Design and purchase of 1 Pop-up stand presenting the programme
- **Proactive press and public relations** with the issuing of press releases around each call/related information events to local and specialised media. Following up of press and bidders enquiries

In all promotional materials, activities and events, the ERDF or ESIF logo will be used to acknowledge the support received from the EU. Approved projects can use the logos below for reference.



## ERDF TA outputs and results

- ✓ 1 Communication strategy
- ✓ 6 ERDF promotional events to support direct ERDF calls (with 30 delegates minimum attending and 70% of satisfactory at each event)
- ✓ 12 ERDF projects supported to submit an ERDF application
- ✓ 6 ERDF applications supported through TA that are approved
- ✓ 1 Final Evaluation

## ESF Technical Assistance Network

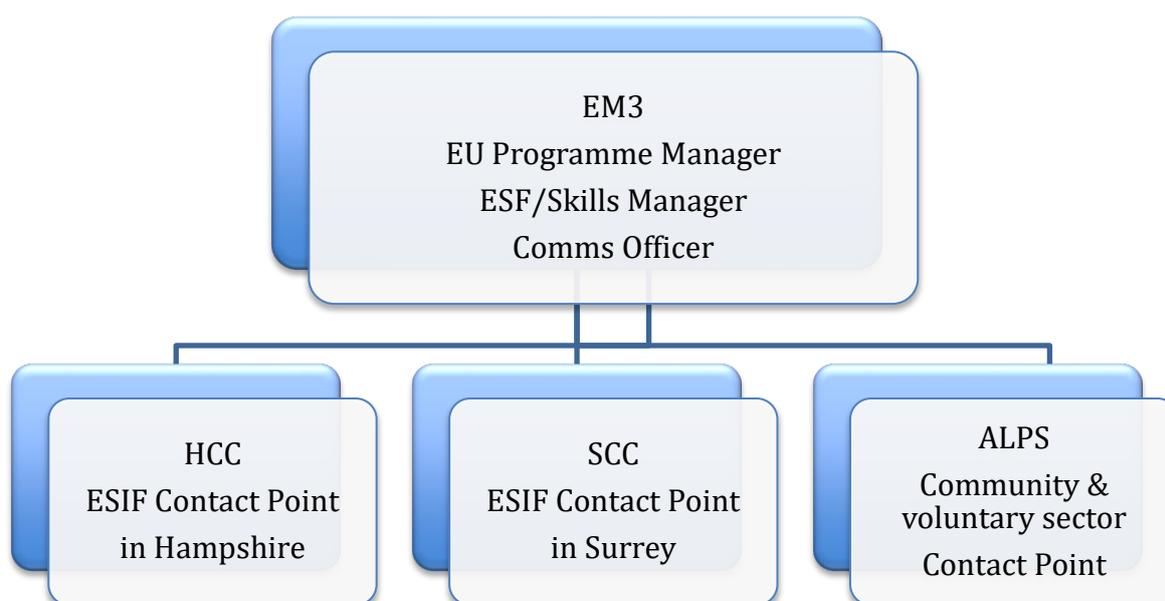
The ESF Technical Assistance Project has been set up to provide assistance, support, networking and brokerage in preparation of future direct bidding and Opt-in ESF project calls to be tendered by DWP, Big Lottery Funding and Skills Funding Agency between the period 2016-2018. This will offer opportunities for potential bidders to identify local partners and build up relevant consortia with the increase of the quality of the bids submitted.

The ESF Technical Assistance Partnership is made up of four partner organisations – Enterprise M3, Hampshire County Council, Surrey County Council and ALPS. They will provide a network of contact points across Enterprise M3 to advise project applicants on issues such as timing of calls, strategic fit with the ESIF strategy, eligibility of match-funding, and other related queries. This expertise will be made available via phone, email or one-to-one upon request.

The ESF Technical Assistance contacts in our LEP area are:

Enterprise M3	Kathy Vuillaume	<a href="mailto:kathy.vuillaume@enterprisem3.org.uk">kathy.vuillaume@enterprisem3.org.uk</a>
Enterprise M3	Jamie Mackay	<a href="mailto:Jamie.mackay@enterprisem3.org.uk">Jamie.mackay@enterprisem3.org.uk</a>
Hampshire County Council	Helen Cutler	<a href="mailto:helen.cutler@hants.gov.uk">helen.cutler@hants.gov.uk</a>
Surrey County Council	Vincent O’Connell	<a href="mailto:vincentoconnell@surreycc.gov.uk">vincentoconnell@surreycc.gov.uk</a>
ALPS	Sue Taylor	<a href="mailto:sue@alpssurrey.co.uk">sue@alpssurrey.co.uk</a>

The beneficiaries target group for TA activities will be businesses (including social enterprises), business networks, local authorities, universities and colleges, not-for-profit organisations and the voluntary sector. ALPS will provide links and engagement with the community sector and Learning Providers.



## ESF promotional activities

### Awareness-raising

This will include :

- Web-based information (available on all partners' websites) + social media alerts
- Email communication through Enterprise M3 established action groups (Enterprise and Innovation Group, Global Competitiveness through People Group, Rural Action Group), Local Action Groups that deliver LEADER, Community Action (Hants and Surrey), third sector, Growth Hub, LEP Board and other relevant forums depending on the topic of a call
- Distribution of Leaflets plus leaflets available for download from partners' sites + print distributed at strategic events and locations (such as university sites, Growth Hub etc)
- Providing 'translation' and 'interpretation' of EU terms and meaning to enable applicants to submit quality, meaningful bids
- Organising of a road show of ESF events in the Enterprise M3 area
- Press releases issued around new calls and promoting local case studies

The road show of activities will take place across the Enterprise M3 area to reach as many organisations as possible, consistent with the Enterprise M3 LEP's stated objectives of using ESF funds to reach the entire territory and ensure quality of access. These targeted dissemination events will relate to either opt-in organisations or direct calls (6 ESF events organised in the area aligned with the launch of these ESF calls). These events will provide potential applicants with an update on the programme and information about specific funding call specifications, and will also include breakout session around specific themes. The Opt-in organisations and relevant MAs will be invited to all related ESF events in the area. Our work will complement and add to the role of the Opt-in organisations and MAs, in particular in terms of developing local capacity and expertise.

In addition, the TA Partnership will provide ESF speakers at wider EU events or specific sector/cluster/network events to present ESF opportunities (speaker slot at 8 related events in the LEP area).

### PR activities

- The area will require the **preparation of regular articles** that will be promoted through the LEP's and Councils' promotional channels (alerts and posts published on Partners' website, use of social media such as Twitter, Facebook, LinkedIn, inclusion of articles in partners' newsletters) and for circulation to relevant local networks such as through the established LEP Action Groups, The Local Action Groups that deliver LEADER, Community Action (Hants and Surrey), third sector, Growth Hub, LEP Board) and other relevant forums depending on the topic of a call. These articles will inform potential applicants about details of the future calls as well as promoting success stories from approved ESIF projects and provide contact details for further information. Publicity will always promote the ERDF opportunities in the context of the Enterprise M3 Strategic Economic Plan and the ESIF Strategy.
- Consolidating the **comprehensive database of contacts** through Enterprise M3 area of organisations that could benefit from ESF funding
- Organising a series of **targeted information events and road shows**

- **Development of promotional materials** including the required EU branding and logos to address a specific target group (taking particular care to meet the requirements of the cross-cutting themes of sustainable development and equality and diversity). This will include the production of hard copy media including posters and flyers to be disseminated at local skills events, not-for-profit sector networking events, colleges and university campuses and other relevant public places; Design and purchase of 1 pop-up stand presenting the programme
- **Proactive press and public relations** with the issuing of press releases around each call/related information events to local and specialised media. Following up of press and bidders enquiries

In all promotional materials, activities and events, the ESF or ESIF logo will be used in reference to support received from the EU. Successful applicants can use the logos below for reference.



## ESF TA outputs and results

- ✓ 1 Communication Strategy
- ✓ 1 ESF Leaflet updated every year
- ✓ 8 ESF promotional events to support either opt-in or direct ESF calls

## ANNEX 1: ERDF outputs

Investment priority (extract from ERDF Operational Programme)	Output indicator	Target by 2023	Unit
Priority 1: R&D			
1b - Promoting business investment in R&I, developing links and synergies between enterprises, research and development centres and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, eco-innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation, and supporting technological and applied research, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular in key enabling technologies and diffusion of general purpose technologies	Number of enterprises receiving support	289	Enterprises
	Number of enterprises receiving grants	203	Enterprises
	Number of enterprises receiving financial support other than grants	5	Enterprises
	Number of enterprises receiving non-financial support	71	Enterprises
	Number of new enterprises supported	24	Enterprises
	Private investment matching public support to enterprises (grants)	245 076	EUR
	Private investment matching public support to enterprises (non- grants)	342 849	EUR
	Employment increase in supported enterprises	23	Full time equivalents
	Number of enterprises cooperating with research institutions	156	Enterprises
	Number of enterprises supported to introduce new to the market products	23	Enterprises
	Number of enterprises supported to introduce new to the firm products	46	Enterprises
	Public or commercial buildings built or renovated	125	Square meters

Table 11: ERDF outputs for Priority 1: R&amp;D

Investment priority (extract from ERDF Operational Programme)	Output indicator	Target by 2023	Unit
Priority 2: ICT			
2b - Developing ICT products and services, e-commerce and enhancing demand for ICT	Number of enterprises supported	394	Enterprises
	Number of new enterprises supported	276	Enterprises
	Number of enterprises supported to introduce new to the firm products	63	Enterprises
	Additional businesses taking up broadband with speeds of at least 30Mbps	0	Enterprises

Table 12: ERDF outputs for Priority 2: ICT

Investment priority (extract from ERDF Operational Programme)	Output indicator	Target by 2023	Unit
Priority 3: SMEs competitiveness			
3a - Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators	Number of enterprises receiving support	129	Enterprises
	Number of enterprises receiving grants	85	Enterprises
	Number of enterprises receiving financial support other than grants	12	Enterprises
	Number of enterprises receiving non-financial support	33	Enterprises
	Number of new enterprises supported	100	Enterprises
	Private investment matching public support to enterprises (grants)	447 304	EUR
	Private investment matching public support to enterprises (non- grants)	14 442	EUR
	Employment increase in supported enterprises	52	Full time equivalents
	Number of enterprises supported to introduce new to the market products	10	Enterprises
	Number of potential entrepreneurs assisted to be enterprise ready	407	Persons
	Public or commercial buildings built or renovated	16	Square meters
3c - Supporting the creation and the extension of advanced capacities for product and service	Number of enterprises receiving support	329	Enterprises
	Number of enterprises receiving grants	220	Enterprises

development	Number of enterprises receiving financial support other than grants	30	Enterprises
	Number of enterprises receiving non-financial support	86	Enterprises
	Number of new enterprises supported	103	Enterprises
	Private investment matching public support to enterprises (grants)	1 391 541	EUR
	Private investment matching public support to enterprises (non- grants)	448 676	EUR
	Employment increase in supported enterprises	135	Full time equivalents
	Number of enterprises supported to introduce new to the firm products	52	Enterprises
	Number of enterprises receiving information, diagnostic and brokerage	33	Enterprises
	Public or commercial buildings built or renovated	41	Square meters
	3d - Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes	Number of enterprises receiving support	184
Number of enterprises receiving grants		123	Enterprises
Number of enterprises receiving financial support other than grant		17	Enterprises
Number of enterprises receiving non-financial support		48	Enterprises
Number of new enterprises supported		58	Enterprises
Private investment matching public support to enterprises (grants)		852 932	EUR
Private investment matching public support to enterprises (non- grants)		286 134	EUR
Employment increase in supported enterprises		76	Full time equivalent
Number of enterprises supported to introduce new to the firm products		29	Enterprises
Number of enterprises receiving information, diagnostic and brokerage		18	Enterprises
Public or commercial buildings built or renovated		23	Square metres

**Table 13: ERDF outputs for Priority 3: SMEs competitiveness**

The following outputs are agreed for the priority axis 4: Low Carbon

Investment priority (extract from ERDF Operational Programme)	Output indicator	Target by 2023	Unit
Priority 4: Low Carbon			
4a - Promoting the production and distribution of energy derived from renewable sources	No of enterprises receiving support	19	enterprises
	Number of new enterprises supported	4	enterprises
	Additional capacity of renewable energy production	2	MW
	GHG reduction: estimated annual decrease of GHG	1 437	Tonnes of CO <sub>2</sub> eq
4b - Promoting energy efficiency and renewable energy use in enterprises	Number of enterprises receiving support	259	Enterprises
	GHG reduction: estimated annual decrease of GHG	1 261	Tonnes of CO <sub>2</sub> eq

**Table 14: ERDF outputs for Priority 4: Low Carbon**

## ANNEX 2: ESF Outputs

The five tables below summarize the target outputs indicators for the Enterprise M3 ESF programme.

ID	Indicator	Total Target Value (2023)	Men target value (2023)	Women target value (2023)
O1	Participants	5 120	2 810	2 310
ESF - CO01	Unemployed, including long-term unemployed	3 580		
ESF - CO03	Inactive	1 280		
O4	Participants over 50 years of age	1 130		
O5	Participants from ethnic minorities	480		
ESF - CO16	Participants with disabilities	910		
O6	Participants without basic skills	900		
ESF - CO14	Participants who live in a single adult household with dependent children	430		

**Table 15: Enterprise M3 for ESF Investment Priority 8i (1.1)**

ID	Indicator	Total Target Value (2023)	Men target value (2023)	Women target value (2023)
O2	Participants (below 25 years of age) who are unemployed or inactive	1 320	720	600
ESF - CO01	Unemployed, including long-term unemployed	920		
ESF - CO03	Inactive	330		
O5	Participants from ethnic minorities	110		
ESF - CO16	Participants with disabilities	110		
O6	Participants without Basic Skills	230		
ESF - CO14	Participants who live in a single adult household with dependent children	40		

**Table 16: Enterprise M3 for ESF Investment Priority 8ii (1.2)**

ID	Indicator	Total Target Value (2023)	Men target value (2023)	Women target value (2023)
O1	Participants	1 720	950	770
ESF - CO01	Unemployed, including long-term unemployed	910		
ESF - CO03	Inactive	690		
O4	Participants over 50 years of age	340		
O5	Participants from ethnic minorities	160		
ESF - CO16	Participants with disabilities	300		
O7	Participants who are offenders or ex-offenders	n/a (NOMS only)		

**Table 17: Enterprise M3 for ESF Investment Priority 9i (1.4)**

ID	Indicator	Total Target Value (2023)	Men target value (2023)	Women target value (2023)
O1	Participants	7 650	3 750	3 900
O4	Participants over 50 years of age	1 680		
O5	Participants from ethnic minorities	720		
ESF - CO16	Participants with disabilities	400		
O6	Participants without basic skills	1 350		
ESF - CO14	Participants who live in a single adult household with dependent children	260		

**Table 18: Enterprise M3 for ESF Investment Priority 10iii (2.1)**

ID	Indicator	Total Target Value (2023)	Men target value (2023)	Women target value (2023)
CO23	number of supported micro, small and medium-sized enterprises (including cooperative enterprises, enterprises of the social economy)	140		

**Table 19: Enterprise M3 for ESF Investment Priority 10iv (2.2)**

Glossary

BLF – Big Lottery Fund  
CF – Cohesion Fund  
DCLG – Department for Communities and Local Government  
DEFRA – Department for Food and Rural Affairs  
DWP – Department for Work and Pensions  
EAFRD – European Agricultural Fund for Rural Development  
EC – European Commission  
EMFF – European Maritime & Fisheries Fund  
EMG – European Management Group  
ERDF – European Regional Development Fund  
ESF – European Social Fund  
ESIF – European Structural and Investment Funds  
FA – Full Application  
IP – Investment Priority  
LEP – Local Enterprise Partnership  
OA – Outline Application  
OP – Operational Programme  
PA – Priority Axis  
SFA – Skills Funding Agency  
SME – Small and Medium sized Enterprise  
TO – Thematic Objective