

# Coast to Capital

**Meeting:** Coast to Capital Board Meeting  
**Date:** Wednesday 10 July 2019  
**Report Title:** ERDF and EAFRD  
**Report by:** Kirsten Trussell  
**Item No:** 5 c)  
**Part:** A

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## Recommendation:

The Board is asked to note the information in this report, which is designed to improve understanding of our involvement in EU structural investment funds.

## 1. Context

The Coast to Capital area received a total European Structural Investment Funds (ESIF) allocation of £63.2m for the period 2014-2020. The funding is broken down into three distinct funds:

- £31.1m European Regional Development Fund (ERDF)
- £28.3m European Social Fund (ESF)
- £3.8m European Agricultural Fund for Rural Development (EAFRD)

ESIF is a mix of revenue and capital monies and is used to support the following priorities:

### ERDF

- Innovation and R&D in SMEs
- Business competitiveness
- Adoption of low carbon technologies

### ESF

- Skills to support future growth
- Employment focused social inclusion

### EAFRD

- Support for the rural economy

As a consequence of leaving the EU, the UK will no longer have access to these funds and it is expected that future investment of this kind will come through

the UK Shared Prosperity Fund (UKSPF). There is as yet no detail on how much UKSPF will be available to the UK, how it will be allocated to local areas and what priorities it will focus on.

This report is intended to show the Board the value of ERDF and EAFRD to the Coast to Capital area and how projects that have already been contracted and projects in the pipeline are supporting many of the priorities set out in Gatwick 360.

An ESF report will be prepared for the October Board meeting.

## **2. Spotlight on ERDF and EAFRD**

The Board has an update on ERDF and EAFRD in the Chief Executive's report and an ERDF dashboard is available on the Board portal which gives more in depth detail on the allocation.

For this agenda item we have produced ERDF and EAFRD spotlight reports which go into further detail and give examples of how the money is being spent.

The ERDF spotlight report can be found at Annex 1 and the EAFRD spotlight report can be found at Annex 2.

## **3. Diversity Statement**

There are no diversity implications for consideration regarding the recommendations set out in this paper.

## **4. Legal Statement**

There are no legal implications for consideration regarding the recommendations set out in this paper.

### **Annexes:**

- Annex 1 – ERDF spotlight report
- Annex 2 – EAFRD spotlight report

**Meeting:** Coast to Capital Board Meeting  
**Date:** Wednesday 10 July 2019  
**Report Title:** Growth Hub Update  
**Report by:** Malcolm Brabon  
**Item No:** 5 d)  
**Part:** A

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## Recommendation:

The Board is asked to note progress on our Escalator Programme.

## 1. Background

In October 2018 Coast to Capital launched a pilot Escalator programme to support SMEs with the potential and ambition to grow.

The programme was developed following on from the work of the Scale Up Institute. Irene Graham OBE said “Scaleup leaders continue to highlight the importance of meeting peers who are growing at pace. Well organised peer-to-peer networks and high-quality mentors are the most prized leadership interventions. This is reinforced again in our 2018 survey where 6 in 10 scaleup leaders place peer networks as the most important guidance to their future growth. The number of peer-to-peer programmes is growing in the UK, with many run locally as standalone offerings or as part of hubs and broader leadership programmes.”

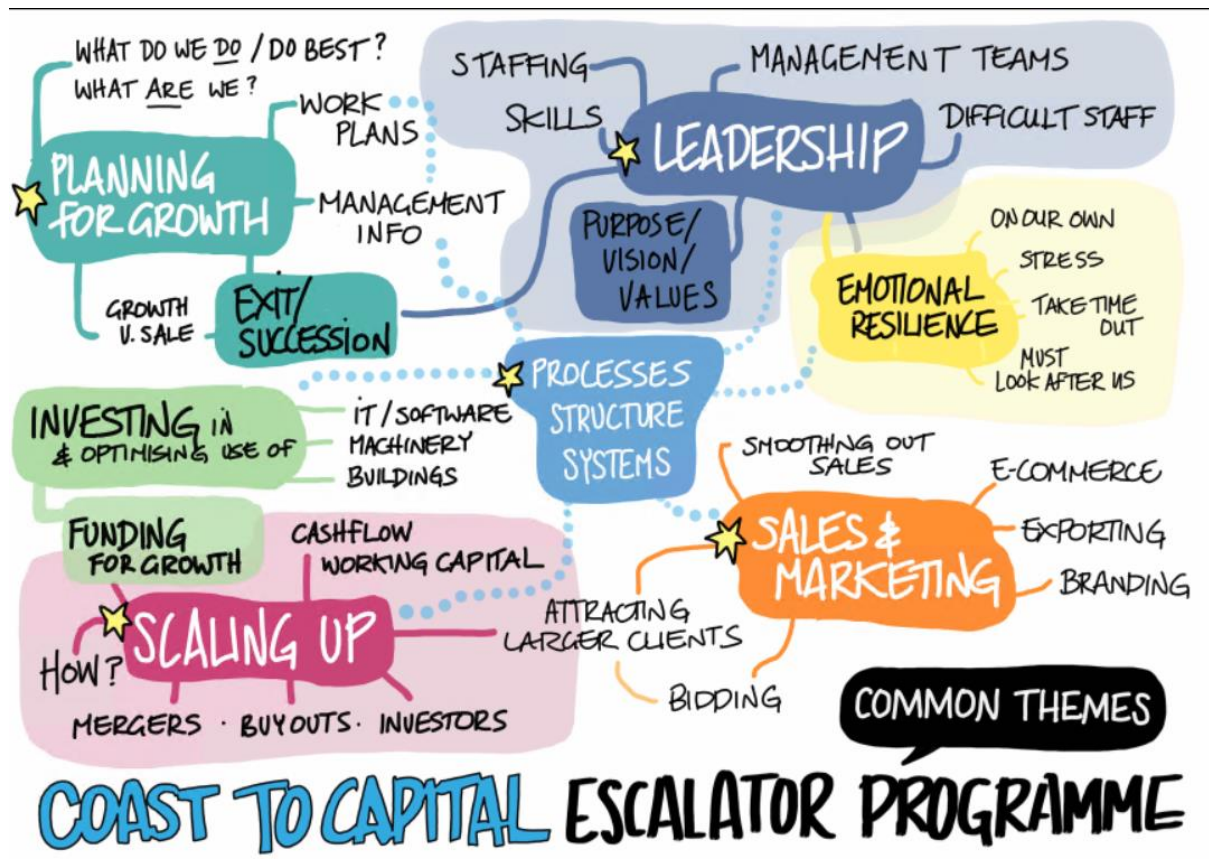
## 2. The Coast to Capital Escalator Programme

The Coast to Capital programme supports scale up businesses to achieve their potential through a series of facilitated peer to peer groups, which focuses on barriers to growth with a solution driven outcomes.

The scheme is being delivered in partnership with the MDHUB, a business network that supports leaders to develop through groups of like-minded peers where they find the solutions and support they need. The Escalator programme has supported 35 businesses across five cohorts in the area.

Support has been centred on a number of common themes including leadership, finance, sales and marketing, and planning for growth which has been facilitated by a selection of local experts.

The following chart illustrates the key topics of discussions from the earlier cohort meetings. Confidential graphic recording is undertaken for each group at the beginning and end of the cohort sessions.



### 3. Feedback from the Pilot.

Facilitator Fiona Shafer, MD at MDHUB said: “This pilot programme is providing a great platform for us to bespoke the peer discussions to the MD’s needs and to experiment with new business tools as well.”

Business supported 4D’s MD Jack Bedell-Pearce said: “Running a medium-sized business comes with unique challenges, and it’s been liberating to be able to share experiences and knowledge with people in a similar position. Every meeting throws up constructive ideas on how we can improve our companies and for me personally, it’s already led to some positive changes for my business.

Business supported Man Bites Dog's COO, Lisa Kerr said: "The Escalator Programme provides a supportive peer network and invaluable facilitated sounding board – each of us is committed to helping others in our cohort to drive growth in their amazing businesses through the different skills and experiences we can share, while taking the same learnings back to our own business."

Business Supported Red River's CEO, Simon Pringle said: "There is a real depth of experience and energy in my group and it has been brilliant to get that experience focussed on providing real advice from people who have done it. The highs, lows, the triumphs and difficulties are all discussed in the meeting with gravitas and humour and it is brilliant to exchange ideas clever and motivated people."

Coast to Capital undertakes a Net Promoter Score (NPS) evaluation following each meeting. The NPS is an index ranging from 0 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand. Currently the score is 48 compared with a world class score of 50. Our aim is exceed 50 by the end of the programme.

#### **4. Next Steps**

The Escalator programme has proved so successful that there are a number of plans for future development:

- Existing cohort members will be invited to become part of an Escalator Alumni programme. It is expected there will be 3 facilitated groups meeting for a further 6 months
- A facilitated Innovation Canvass session will be run open to all cohort members on 23 July 2019
- A facilitated motivational Map session will be run on 29 August
- A Celebration of Entrepreneurs and Awards event will be held on 25 September at Ricardo from 6pm to 8pm. Board Members and stakeholders will be invited
- The programme will be extended to potentially include:
  - A women leaders cohort
  - Pre Scale Up cohorts
  - Innovation focussed cohort
  - An early stage business cohort with potentially greater numbers of participants
- Develop our discussions with BEIS and proactively explore future opportunities to bid for funding
- Promote the Coast to Capital Escalator programme as best practice nationally and internationally.

## Annex 5d (i)

### Cohort Members by location and sector

#### **Worthing**

- Engineering and manufacture
- Electronics
- Engineering
- Parts distribution

#### **Chichester**

- On line retailer of garden furniture
- IT Support
- 2 Food manufacturers
- Business Support co-working space

#### **Brighton & Hove**

- Environmental
- Events
- Gaming café's
- IT Support
- Design
- Communications & strategy
- Business Support co-working space
- Ergonomic office furniture

#### **Crawley**

- Design agency
- Candle manufacture and distribution

#### **Lewes**

- High end furniture manufacture
- Mobility care manufacturer and distributor
- Events
- Steel fabrication

#### **Burgess Hill**

- Business Support
- Essential Oil manufacturer
- IT Support

#### **Horsham**

- Software development

#### **Dorking & Redhill**

- Mobile Phone cover distributor – international
- IT Support

**Gatwick**

- Data Storage

**Caterham**

- Marketing Agency

**Ditchling**

- Wine grower and retailer

**Billingshurst**

- Engineering design

**Edge of East Sussex**

- Accountancy chain