

Recommended programme of priority economic development activity for funding through the Surrey Growth Fund 2014/15

Supporting Local Enterprise Partnerships

Activity	Deliverable	Outcome	Estimated spend FY 2014-15
Annual LEP subscriptions and in kind support to Coast to Capital and EM3 LEP	Seconded member of staff to EM3 and annual financial contribution to both LEPs	Continued support for the delivery of the LEP Strategic Economic Plans.	£111,000

Indicative total £ 111,000

Analytical work to support investment in strategic infrastructure

Activity	Deliverable	Outcome	Estimated spend FY 2014-15
Commissioned Hotel study	A detailed study into the future hotel needs of the county, including the current demand for hotel space and recommendations for future space needs.	<ul style="list-style-type: none"> Replicates the work already completed within Hampshire Both LEPs will utilise the findings to inform investment of Local Growth Fund. To inform the development of Local Plans. Support further hotel development in the county. 	£20,000
Contribution to EM3 Event Space Study	Contribution to the EM3 LEP study exploring the need for a major event space within the area	<ul style="list-style-type: none"> Evidence around supply and demand for major event space. 	£5,000
Rail study work on North Downs Line	Business case for improvements to the line	<ul style="list-style-type: none"> Evidence base for lobbying purposes Cross LEP collaboration (will seek LEP contributions). 	£60,000
Guildford – Woking connectivity study	<p>An economic study of growth opportunities and other impacts of on and off line capacity improvements to A3, including connectivity to Woking.</p> <p>Could be followed by options and feasibility study (which would incur</p>	<ul style="list-style-type: none"> Evidence base for lobbying purposes 	£40,000

	additional costs)		
A feasibility assessment of the draft plan to improve facilities at two sites on the Countryside Estate and introduce charges to help fund further improvements.	Feasibility Study that provides certainty of the returns and allows capital investment to make the initial improvements	<ul style="list-style-type: none"> • Supports development of the visitor economy - increased visitor numbers that stay and spend on site. • Returns on investment and additional income to allow further improvements and help fund the running of the sites. 	£10,000

Indicative total £ 135,000

Developing delivery mechanisms for Strategic Economic Plans

Activity	Deliverable	Outcome	Estimated spend FY 2014-15
Indicative total for contribution to LEP Growth Hub activity. The Growth Hub is the over-arching title for the EM3 LEP co-ordinated business and skills support offer. The Growth Hub will bring together activities such as access to local and national skills and business support, a business intelligence unit and sector support.	SCC contribution to the business support offer that is developed by the LEPs within the county	<ul style="list-style-type: none"> • Development of a Growth hub model which is essential for delivery of the SEPs • A co-ordinated business and skills support offer enabling businesses to secure the information and advice they need to start, grow and develop their business. 	£180,000
Feasibility work to understand how SCC can support the development of work space which is dedicated to start-up and early stage companies.	Feasibility work to support the development of incubation space within the county	<ul style="list-style-type: none"> • Increase in amount of start up space within the county. 	£20,000

Indicative total £200,000

Collaboration on Strategic Issues

Activity	Deliverable	Outcome	Estimated spend FY 2014-15
Work to allow Leaders to decide whether to put in place a Planning and Investment Framework. This is being overseen by Surrey Leaders	Draft Local Strategic Statement Terms of Reference Memorandum of Understanding	<ul style="list-style-type: none"> • A framework for the operation of the duty to cooperate which facilitates the agreement of local 	£25,000

and Chief Executives. A planning and investment framework would provide a basis for cooperation across the Surrey area to maximise the effectiveness of local plan making through the articulation of strategic priorities and infrastructure delivery. The work needed includes analysis of housing needs and external facilitation to support development of the Framework		plans for each of the boroughs and districts across Surrey	
Support for two pieces of research to complete a picture of what is feasible on the Basingstoke Canal	Valuation of the Basingstoke Canal covering its economic, environmental and cultural value along with a cost benefit analysis of a series of options for the future of the Canal, which will be jointly commissioned by Hampshire County Council and SCC.	<ul style="list-style-type: none"> This study will allow a decision by the two County Councils on the long term future for the Canal. 	£50,000
	Feasibility work on the potential for developing Mytchett Lake as a residential and recreational resource for the MoD and the Canal	<ul style="list-style-type: none"> Completed study allowing further work with MoD on the future use of the Lake which is contiguous with the Canal 	£20,000

Indicative total £ 95,000

Supporting Businesses and Promoting Surrey

Activity	Deliverable	Outcome	Estimated spend FY 2014-15
Contribution to annual events such as Meet the Buyer or London MIPIM	Presence at the London MIPIM property trade event in October 2014 Sponsorship of Meet the Buyer events	<ul style="list-style-type: none"> Promotion of Surrey as a business location Providing business opportunities for Surrey businesses 	£10,000
Improving business access to finance	Support for Community Finance Institutions by providing funding towards additional advisors	<ul style="list-style-type: none"> Enables more Surrey businesses to receive advice on accessing finance 	£50,000
Strategic marketing of Surrey as a business and investment location	Promotional campaign for Surrey	<ul style="list-style-type: none"> Joint working with universities Production of material for use at events such as MIPIM and UKTI events 	£50,000

		<ul style="list-style-type: none"> Coordinated promotional activity with key partners 	
<p>Provision of financial support to Surrey Hills Enterprises to promote the Surrey Hills trademark in support of the rural economy, following confirmation of plans to achieve the agreed objectives and confirmation of appropriate governance arrangements.</p>	<p>Promotion of the Surrey Hills trademark and development of the brand for local businesses. Administrative support for the Surrey Countryside and Rural Enterprise Forum in order to grow the number of projects delivered on the ground. Underwriting the Woodfair, Woodfuel Conference and Food and Drink event. Supporting improved economic woodland management in the county by providing woodland management advice and facilitating more collaboration across the sector.</p>	<p>Enhanced support for the rural economy in Surrey through:</p> <ul style="list-style-type: none"> Promotion of rural businesses in the county Collaborative working leading to improved facilities in the countryside and increased visitor numbers. Better managed woodland providing an economic return for stakeholders 	<p>£150,000</p>

Indicative total £ 260,000

Total proposed spend £801,000