

**From:** Mark Dance, Cabinet Member for Economic Development  
Barbara Cooper. Corporate Director, Growth, Environment and Transport

**To:** Growth, Economic Development and Communities Cabinet Committee - 14 April 2015

**Classification:** Unrestricted

**Electoral Division:** All Divisions

**Subject:** EU funding Programmes 2014-20 – Kent projects and schedule of Calls

**Summary:**

This paper provides an updated pipeline of potential EU-funded projects (**Annex 1**); information on the new EU funding programmes with a schedule of application dates (**Annex 2**) and details of the Kent projects submitted to the First Call for proposals under the Interreg '2-Seas' programme (**Annex 3**).

**Recommendation:**

The Growth, Economic Development and Communities Cabinet Committee is asked to (i) note the progress of the European team in identifying projects and developing bids that reflect KCC priorities and (ii) provide its input on further project priorities that might be eligible for European funding.

## 1. Introduction

- 1.1. In a challenging financial environment, KCC will increasingly need to look to external sources of investment to achieve its strategic outcomes. In this regard, there is significant potential within the South East LEP European Structural & Investment Fund (ESIF) and Interreg transnational cooperation programmes for KCC to secure much-needed external funding.
- 1.2. Most of the new EU funding programmes 2014-20 for which Kent is eligible, are now beginning to come on stream. This paper provides further information on the programmes, together with a schedule of first application dates.
- 1.3. The paper also gives details of the Kent project proposals submitted to the First Call for Projects under the Interreg '2-Seas' Cross-border programme which provided a first opportunity to access new European funding in support of our strategic priorities and corporate outcomes.

## 2. Delivering our Strategic outcomes and Corporate priorities

- 2.1. The overall objective from this activity is to maximise the county's share of EU funding over the 2014-20 programming period for projects which support

the priorities of KCC's work programme and deliver strategic outcomes with significant benefits for the people of Kent.

### *Project Pipeline*

- 2.2. European programmes cover a seven year period with Calls roughly twice a year. The team is working across KCC to identify priority projects for investment and identifying how these projects can best access European funding and where there are opportunities to leverage further investment.
- 2.3. A project pipeline of potential projects has been developed with County Council and external partners, and will continue to be developed over the course of the European programmes. The latest version of this pipeline is at **Annex 1** and is by priority theme.
- 2.4. The projects are aimed at delivering the following outcomes:
  - **Improved innovation capacity in the county** through support to 'smart specialisation', R&D, new products, goods and services and improved access to finance for SMEs.
  - **Increased employment in the low-carbon and environmental goods and services sector** in support of Kent's Environment Strategy.
  - **Increased international trade and export activity** by Kent's businesses (eliminating a 2% export gap between Kent and the wider South East).
  - **Increased inward investment** to the county with a focus on innovative high value-added businesses.
  - **Business growth and jobs** in support of Kent & Medway's growth plan.
  - **Strengthened international rail connectivity**, including in support of Ashford's regeneration and growth through required investments at Ashford International Station.
  - **Improved educational attainment and skills levels and increased participation and employment**, including apprenticeships, in support of KCC's 18-24 Learning, Employment and Skills strategy.
  - Better outcomes for people across Kent by **maximising people's independence and promoting personalisation** through support for the integration of Health and Social Care Services.
  - **Improved life chances for children and young people** in Kent under the European Social Fund (ESF) programme 2014-20 in support of KCC's Early Years and Childcare Strategy, such as access to childcare or measures in support of Troubled Families programme.
- 2.5. The team is likewise working with Directorates across KCC to identify further opportunities to access European funding to finance projects that will deliver against the **Strategic Outcomes Framework**.

### 3. The programmes and schedule of Calls

- 3.1. **Annex 2** provides information on the new EU funding programmes for which the County is eligible, together with a Schedule of first application dates and maps of the programme areas.
- 3.2. As can be seen, most of the programmes are seeking First Calls for proposals between **February and May 2015**, with final decisions on projects being made at the end of the year, or early in 2016.

### 4. First Call for Proposals under the Interreg 2-Seas programme

- 4.1. **Annex 3** provides details of the total of 9 KCC and Kent projects submitted in the form of 'Concept Notes' (Stage 1 applications) to the First Call of the Interreg '2-Seas' programme
- 4.2. The next key stages in the process are as follows:
  - Member States had until **6 April** to make their recommendations on each of a total of 79 stage 1 'Concept Notes' (CNs) submitted to the First Call from across the programme area.
  - A four-Member State 'Task-Force' will determine which CNs should go forward to Full Applications at a meeting in the Netherlands on **15-17 April**
  - Further to our role as a member of the Programme Preparation Group (PPG) KCC will also attend the Task Force meeting with DCLG on behalf of all UK local partners.
  - Successful CNs will be invited to submit a Full Application (stage 2) between **4 May and 13 July**.
  - Project Leaders will be helped in making Full Applications with support from the Programme Secretariat as well as from the European team, including advice on how projects will be assessed, eligibility and wording.
  - Applications will be appraised by the Programme Secretariat between **July and September**, with a recommendation to approve or reject.
  - A Member State Steering Committee comprising representatives from all four Member States will make the final decisions in **October** taking due account of the Secretariat's recommendation.

### 5. Conclusions

- 5.1. With the two Interreg 'cross-border' cooperation programmes ('2-Seas' and 'Channel') having now been launched, there are further significant upcoming opportunities for KCC. These included the Opening Calls from **20 March** for the SELEP ESIF programme; the two Interreg 'transnational' North West Europe, (NWE) and North Sea Region (NSR) cooperation programmes on **7 and 27 April** respectively and the Interreg Europe 'interregional' programme also during **April**.
- 5.2. We will continue to work across KCC to develop projects that will deliver against the organisation's strategic outcomes, and will highlight the

opportunities available and publicise the Calls for Proposals as they arise, together with more detail on application processes. In this regard, we will also be organising a series of Workshops and additional guidance material for KCC Directorates as the programmes get underway.

## **6. Recommendation**

The Growth, Economic Development and Communities Cabinet Committee is asked to (i) note the progress of the European team in identifying projects and developing bids that reflect KCC priorities and (ii) provide its input on further project priorities that might be eligible for European funding.

### **Contact details**

Report Author:

Ron Moys, Head of International Affairs

Tel: 03000 417141 e-mail: [ron.moys@kent.gov.uk](mailto:ron.moys@kent.gov.uk)

Relevant Director

David Smith, Director of Economic Development

Tel: Tel: 03000 417176 e-mail: [David.Smith2@kent.gov.uk](mailto:David.Smith2@kent.gov.uk)

## Potential EU-funded projects in Kent – by Priority Theme

### SME Competitiveness

Project Name	Project Theme	Project Funding Stream(s)	Directorate (if KCC) and contact
'ISE' (Innovative Sector Exchange)	Support to SME trade and export	Interreg VA, 2 Seas	GET – Steve Samson
'Trade and Investment'	Inward Investment	South East LEP ESIF/Interreg VA	GET – David Hughes/ Locate in Kent (initial service provider)
'Innovation and growth in high-tech horticultural Industry'	Creation of horticultural business hub	South East LEP ESIF	East Malling Research – Sally Flanagan
'ISE <sup>3</sup> ' (Internationalisation of SMEs Exchange)	Best-practice exchange on support for export	Interreg Europe	GET – Steve Samson
PROFIT	Support to tourism SMEs	Interreg VA, 2-Seas	Visit Kent – Ruth Wood
'International Trade Support'	Suite of direct support services to Kent SMEs for export	South East LEP ESIF (with UKTI)	GET – Steve Samson
'SME ICT'	Support for SMEs to engage in digital commerce	South East LEP ESIF/Interreg	SCS – Peter Bole
'Business Reimagined'	Encouraging SME adoption and exploitation of new technologies	Interreg VA, 2 Seas	GET – Liz Harrison
'High Growth Kent'	Support to SMEs	South East LEP ESIF	GET- David Hughes/UofG
Life Sciences Internationalisation & Cluster Development	Support to Life Science SMEs	Interreg VB NW Europe	GET – Steve Samson

## Health and Social Care

<b>Project name</b>	<b>Project Theme</b>	<b>Potential Funding Stream(s)</b>	<b>Directorate (if KCC) and contact</b>
'CASA II'	Citizen-centred care hubs	Interreg Europe	SCHW – Ann Tidmarsh GET – Francesca Vencato
'Building Community Capacity'	Preventative services as an alternative to social care provision	South East LEP ESIF, Interreg, Health for Growth	SCHW – Emma Hanson
'Extra Care Housing'	Alternative to residential care	South East LEP ESIF	SCHW – Christy Holden
'OCTAVIA 2'	Health benefits of the Arts in those with long-term conditions	Interreg VA Channel	International Health Alliance – Alice Chapman-Hatchett
'Digital Health Technology'	Assisting people to live in their homes longer	Interreg/Health for Growth	SCS – Debbie Johnson
'Dementia in Schools'	Learning resources to teach children and young people about Dementia	Interreg/South East LEP ESIF/Health for Growth	SCHW – Emma Hanson
'E-HIPPO'	Improving motor performance amongst boys with haemophilia	Horizon 2020	International Health Alliance – Alice Chapman-Hatchett
'Body Image and Dance'	Dance as a means of improving body image and leadership amongst young people	ERASMUS+/Health for Growth	International Health Alliance – Alice Chapman Hatchett
SHAPE	Health tourism	Interreg VA 2Seas	Visit Kent – Ruth Wood

## Low Carbon Economy

Project Name	Project Theme	Project Funding Stream(s)	Directorate (if KCC) and contact
'Low Carbon Economy' (I)	Targeted Direct Business Support	South East LEP ESIF	GET – Carolyn McKenzie
'Low Carbon Economy' (II)	Strategic Development	Interreg Europe	GET – Carolyn McKenzie
'FUSION 2'	Pilot Programmes/R&D Business-Case building	Interreg VA 2-Sea	GET – Carolyn McKenzie
'LOCATE'	Low Carbon in Tourism	Interreg VA 2-Sea	Visit Kent - Cheryl Parker

## Research and Innovation

Project Name	Project Theme	Potential Funding Stream(s)	Directorate (if KCC) and contact
'Socio-economic Impacts in families and communities'	Research into community resilience (tipping points, prevention and early intervention)	South East LEP ESIF/Horizon 2020	SCS – Peter Bole
'European Regional Intelligence Partnership' (ERIP)	Development of common intelligence tools to ensure better information and intelligence sharing for smarter public service delivery	Interreg VA Channel/2-Seas	GET – Public Protection Ian Baugh, Elizabeth Raiser
'Tech Kent'	Development of Kent's Digital Economy including emerging sectors such as 'Big Data'	Interreg VA – 2-Seas	GET – Liz Harrison

## Transport

<b>Project Name</b>	<b>Project Theme</b>	<b>Potential Funding Stream(s)</b>	<b>Directorate (if KCC) and contact</b>
'Ashford Spurs'	Resignalling at Ashford International Station	TEN-T, Connecting Europe Facility, Interreg NWE	GET – Stephen Gasche, Dafydd Pugh
'BRIDGE'	Traffic Management at Dover	TEN-T	Port of Dover – Richard Christian
'Smart Transport Technology'	Technology to support traffic information, sustainable transport and management of lorry parks	Interreg VB North Sea Region (NSR) Interreg VA, 2-Seas	GET – Joe Ratcliffe, Rhiannon Mort
'SMART' (Rural Mobility)	Sustainable transport and social innovation (health and well-being)	Interreg VA	GET – Ian Baugh, Elizabeth Raiser
'Highways Drainage'	Best-practice exchange	Interreg Europe/South East LEP ESIF	GET – Katheryn Lewis



## Climate Change Adaptation

Project Name	Project Theme	Potential Funding Stream(s)	Directorate (if KCC) and contact
'Climate Resilience' (Human angle)	Addressing severe weather events, including flooding and drought.	Interreg VA, 2-Seas (West Flanders/CRNPDC)	GET – Christine Wissink
'Cluster Project'	Inward Investment	Interreg Europe	Locate in Kent – Paul Wookey/Mandy Bearne
'Water/Agriculture'	Resource efficiency in agriculture (alternative water storage)	LEADER	GET – Alan Turner

## Protecting the Environment

Project Name	Project Theme	Potential Funding Stream(s)	Directorate (if KCC) and contact
'NOSTRA 2'	Implementation of 'Network of Straits' Action Plan (Biodiversity, Marine Protection, Air Pollution, Sustainable Tourism)	Interreg VA 2-Seas/ Interreg Europe	GET – Chris Drake
'Resilient Landscapes'	Support to biodiversity	Interreg VA 2-Seas	GET –Sarah Anderson (West Flanders leading)
'Household Waste Recycling' (Sittingbourne)	Enhancing site safety and accessibility, minimising landfill and maximising waste as a resource	South East LEP ESIF	GET/HTW – Melanie Price
'LIFE'	Enhancing and connecting chalk habitats	LIFE	AONB – Catherine Brady

## Education, Skills and Lifelong Learning

<b>Project Name</b>	<b>Project Theme</b>	<b>Potential Funding Stream(s)</b>	<b>Directorate (if KCC) and contact</b>
'Community Engagement of vulnerable adults' EASIER II	Social Care apprenticeships for school leavers Shared research and visits on Great War between schools	South East LEP ESIF ERASMUS Plus	SCHW - Anne Tidmarsh EYP – Sean Carter
STUDENT-KEY-PASS	Accreditation and validation of non-formal as well as formal learning	ERASMUS Plus	EYP – Sean Carter
Curriculum Project	Developing whole school approaches to creating inspirational curriculums in schools	ERASMUS Plus	EYP – Sean Carter/Sue Tunnicliffe
Innovating the Creation of Income	Neighbourhoods as a platform for learning and developing social innovation	Interreg 2 Seas	EYP – Sean Carter
SKILLSPASS	Development of a tool enabling young people to identify and enhance lifelong transferable skills	Interreg 2 Seas	EYP – Sean Carter
Kick Start Your Soft Skills (KYSS)	Development of a diagnostic tool for use by students current levels of soft skills needed in the workplace and signposting/ advising on how to further develop these skills	Interreg 2 Seas	EYP – Sean Carter
Apprenticeship	Increasing take up of apprenticeship	Interreg 2 Seas VA 2 Sea	EYP – Martin Knox

## Social Inclusion and Combating Poverty

<b>Project Name</b>	<b>Project Theme</b>	<b>Potential Funding Stream(s)</b>	<b>Directorate (if KCC) and contact</b>
'Information, Advice and Guidance Hubs'	Signposting people to information and supportive services within their local communities	Interreg/South East LEP ESIF/ Health for Growth	SCHW – Emma Hanson
'Supported Accommodation'	Provision of more independence to individuals with learning difficulties	South East LEP ESIF	SCHW – Christy Holden
'Active Local Social Inclusion'	Job-preparedness of NEETS and active inclusion of disadvantaged individuals	South Est LEP ESIF	Kent Community Foundation – Carol Lynch

## Rural Development

<b>Project Name</b>	<b>Project Theme</b>	<b>Potential Funding Stream(s)</b>	<b>Directorate (if KCC) and contact</b>
'Viticulture'	Vineyard business expansion	LEADER	GET – Huw Jarvis
'Kent Venison'	Development of game production	LEADER	GET – Huw Jarvis
'Kent Food Hub'	Agri-business hub	LEADER	GET – Huw Jarvis
'Kent Honey'	Increase number of bee- hives and keepers in Kent	LEADER	GET – Huw Jarvis
'Kent Farmers Markets'	Increase professionalism, business skills and entrepreneurship	LEADER	GET – Huw Jarvis
'STAR'	Rural tourism	Interreg VA Channel	Visit Kent – Ruth Wood
'Romney Marsh Landscape Trainee Apprenticeships'	Vocational training in agriculture, tourism/heritage	LEADER	
'New Product Development'	Investment in machinery and premises for fruit juice production	LEADER	GET – Huw Jarvis

## EU Funding Programmes 2014-20 – Key Information and First Call Dates

### *Overview of process*

As can be seen from the attached timetable, most of the new EU funding programmes for 2014-20 have introduced a 2-stage process involving the initial completion of a 'Concept Note' (Interreg) or 'Outline Application' (South East LEP ESIF). Only successful applicants will be invited to complete Full Applications thereby avoiding unnecessary work on bids that were unlikely to be successful. It is expected that information from Concept Notes and Outline Applications will be able to be transferred electronically into Full Applications.

Most programmes operate a series of 'Calls for Proposals', usually twice a year over the life of the programme. The Calls are usually targeted on several key themes and published well in advance to enable potential applicants to prepare partnerships and project proposals. Beneficiaries can normally include public, private (SMEs) and voluntary sector organisations.

### **Interreg**

Following the First Call of the '2-Seas' programme between **7 January and 16 February 2015**, the next opportunity for making an application under the cross-border cooperation strand of Interreg was through the Opening Call of the Interreg 'Channel' programme between **2 March and 11 May 2015**. Although its key priorities are similar to those of the '2-Seas' programme, the Channel programme offers a higher grant rate of 69%, involves just English and French partners and is the only such programme with a specific priority for culture and heritage.

The two Interreg 'transnational cooperation' programmes for which Kent is also eligible, North-West Europe (NWE) and North-Sea Region (NSR) will both become operational during **April 2015**. As can be seen from the maps below, these programmes focus on cooperation across borders in a larger European area. Potential Kent projects under development for these programmes include a 'Life Sciences Cluster' initiative for (NWE) and a tourism project to develop young talent and entrepreneurship (NSR). KCC Directorates are also currently developing a number of projects including 'CASA II' (Citizen Centred Care Hubs) and 'NOSTRA 2' (Biodiversity and Marine Protection), for submission to the 'Interreg Europe' 'interregional co-operation programme whose First Call (single stage) is expected to open from **April to September 2015**. The Interreg Europe programme covers all 28 EU Member States, plus Norway and Switzerland, has a co-financing rate of 85% for public bodies and is focused on shared learning and exchange of best-practice and the development and implementation of action plans in each participating region.

## South East LEP ESIF Programme

The First Calls for Projects under the European Structural and Investment Fund (ESIF) programme were announced on **20 March 2015**. All the Calls can be found on the government's new [ESIF Funding Finder](#). They include 2 Calls specifically applicable to the South East LEP (SELEP):

- Supporting the Shift Towards a Low Carbon Economy in All Sectors (Call closes on 20 May 2015) seeking proposals for a minimum of £500,000 from the European Regional Development Fund (ERDF).
- Support to micro and small *rural* businesses (Call closes on 19 June 2015) for grants of between £50,000 and £155,000 from the European Agricultural Fund for Rural Development (EAFRD) –*see also below*.
- SELEP-specific ERDF Calls relating to Enhancing the Competitiveness of SMEs and Research and Innovation would also follow shortly.
- The Department for Work and Pensions (DWP) would also shortly be issuing Calls under the European Social Fund (ESF) covering Employment, Social Inclusion and Skills before 27 March
- ESF 'Opt-In' organisations would also be submitting their applications covering activity agreed with LEPs and local partners.

A Call for BIS national products (Growth Accelerator (GA), Manufacturing Advisory Service (MAS) and UK Trade & Industry (UKTI) would also be launched in March. The details of how these will operate were still being discussed but our priority will be to ensure that services provided by these organisations reflect *local* rather than national priorities, in particular with UKTI where bespoke arrangements for Kent and Medway have been under discussion for some time.

### *Rural Development*

The South East LEP has been allocated £14.4 million of European Agricultural Funds for Rural Development (EAFRD) from 2015-20. This funding is to support jobs and growth in rural areas and can be spent on projects that will:

- Build knowledge and skills in rural areas;
- Fund new and developing non-agricultural, micro, small and medium-sized rural business;
- Fund small scale renewable and broadband investments in rural areas; and
- Support tourism activities in rural areas.

In its First Call for applications (see above) SELEP has prioritised support for:

- Micro and small businesses in rural areas seeking to expand and create jobs;
- Micro and small businesses in the agri-food sector, located in rural areas, seeking to expand and create jobs.

The total grant funding available for the First Call is £1 million with funding offered to a maximum of 15 projects. Grants will be available from £50,000 up to approximately £155,000 with applicants receiving up to 40% of the project's total eligible costs.

### **LEADER programme for Rural Development**

'LEADER' is part of the Rural Development Programme for England (RDPE) which uses a 'bottom-up' approach through Local Action Groups (LAGs) to implement small (usually up to £50,000) projects to support diverse and successful rural economies and communities. In Kent, the three LEADER programmes and allocations for 2014-20 are:

- Kent Downs and Marshes (£1.886 million)
- West Kent (£1.813 million)
- East Kent (£1.586 million)

Local Action Groups are currently consulting with DEFRA and the Rural Payments Agency (RPA) on application forms, guidance and handbooks and will be in a position to accept applications for projects from **June 2015**.

### **'Thematic' Programmes**

Apart from the 'territorial' programmes outlined above, EU policies are also implemented through a range of other 'thematic' programmes such as '**Horizon 2020**' for Research and Innovation, '**Erasmus +**' (Skills & Employability) or '**The Connecting Europe Facility**' (Energy, Telecommunications and Transport) which could also contribute to our economic growth potential. The Kent Brussels Office has, for example, recently coordinated an application to the Connecting Europe Facility for a project worth €5.53 million, requesting just under €2.7 million of EU support, for re-signalling at Ashford. The bid was submitted on 23 February 2015 through Network Rail. The Brussels office will be flagging up with Directorates other opportunities under these types of programme, particularly from specific Calls for Proposals, where they might support our priorities. The Office's recent co-location in Brussels with the region of Nord-Pas de Calais will also help in this regard given the latter's greater experience of such programmes.

## EU Funding Programmes 2014-20 – Key Information and First Call Dates

Programme (see also attached maps)	Priorities	Total Funding (€ million)	Grant rate (%)	First Call for Concept Note/ Outline Application	Submission of Full Application	Date of Decision
<b>Interreg Cross-Border Cooperation '2-Seas'</b>	Innovation Low Carbon Climate Change Resource Efficiency	257	60	<b>7 Jan - 16 Feb 2015</b>	4 May – 13 July 2015	October 2015
<b>Interreg Cross-Border Cooperation 'Channel'</b>	Innovation Low Carbon Enhanced Attractiveness Balanced Development	223	69	<b>2 March - 11 May 2015</b>	July – September 2015 (t.b.c.)	Jan 2016 (t.b.c.)
<b>Interreg North West Europe Transnational Cooperation (NWE)</b>	Innovation Low Carbon Resource Efficiency	396	60	<b>7 April – 18 May 2015</b>	N/K	N/K
<b>Interreg North Sea Region Transnational Cooperation (NSR)</b>	Innovation Low Carbon Climate Change Environment Sustainable Transport	157	50	<b>27 April 2015</b>	30 June 2015	N/K
<b>Interreg Interregional Cooperation 'Europe'</b>	Innovation SME Competitiveness Low Carbon Environment and Resource Efficiency	359	85	N/A	<b>April–September 2015</b> (Single stage)	Jan 2016 (t.b.c)
<b>South East LEP 'ESIF'</b>	Innovation SME Competitiveness Low Carbon Employment Education Social Inclusion	185	50	<b>20 March 2015</b>	July – September 2015 (t.b.c.)	Jan 2016 (t.b.c.)



<b>South East LEP 'ESIF' (Rural Development)</b>	<p>Micro and small businesses in rural areas seeking to expand and create jobs.</p> <p>Micro and small businesses in the agri-food sector, located in rural areas, seeking to expand and create jobs.</p>	14.4 (£million)	40	<b>20 March 2015- 19 June 2015</b>	July – September 2015 (t.b.c.)	Jan 2016 (t.b.c.)
<b>LEADER programme for Rural Development</b>	<p>Micro and small businesses and farm diversification. Rural tourism</p> <p>Farm productivity Forestry productivity Rural services Culture and Heritage.</p>	5.3 (£million)	Between 40 and 100	<b>From June 2015</b>	N/A	N/A

## Maps of Programme Areas

### Interreg '2-Seas' Cross-Border Cooperation programme 2014-20

Promoting joint working and cross-border cooperation between partner organisations in England, France, Flanders and The Netherlands

- o € 257 million
- o Managing Authority: Nord-Pas de Calais
- o 60% Co-financing rate



[www.interreg4a-2mers.eu/2014-2020](http://www.interreg4a-2mers.eu/2014-2020)

### Interreg 'Channel' Cross-Border Cooperation Programme 2014-20

Franco-British Cooperation across the English Channel

- o €223 million
- o Managing Authority: Norfolk



[www.interreg4a-manche.eu](http://www.interreg4a-manche.eu)

### North West Europe (NWE) Transnational Cooperation Programme 2014-20

Addressing EU-wide challenges and opportunities across a wide geographical area

- o €396 million budget
- o Enhancing the capacity of NWE to generate innovation; climate change mitigation and investing in eco-innovation and resource efficiency



[www.nweurope.eu/index.php](http://www.nweurope.eu/index.php)

### North Sea Region (NSR) Transnational Cooperation Programme 2014 - 20

Will cover the three Priority Themes of Innovation, Environment and Transport

- o €167 million budget
- o Revitalising the NSR Economy; Leading on Sustainable Growth and Sustainable Transport and Logistics



[www.northsearegion.eu](http://www.northsearegion.eu)

## Interreg Europe Programme



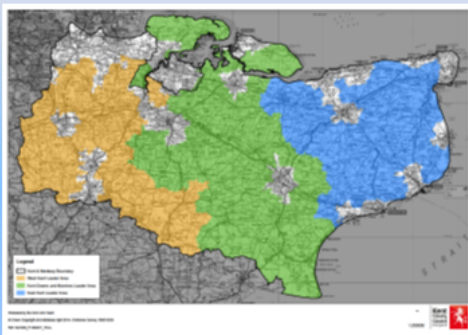
[www.interreg4c.eu/interreg-europe](http://www.interreg4c.eu/interreg-europe)  
[www.kent.gov.uk](http://www.kent.gov.uk)

## SELEP EU STRUCTURAL & Investment Fund (ESIF) 2014-2020



[www.southeastlep.com](http://www.southeastlep.com)  
[www.gov.uk/england-2014-to-2020-european-structural-and-investment-funds-growth-programme](http://www.gov.uk/england-2014-to-2020-european-structural-and-investment-funds-growth-programme)

## Kent LEADER rural development programmes 2014-20



[www.gov.uk/rural-development-programme-for-england-leader-funding](http://www.gov.uk/rural-development-programme-for-england-leader-funding)

**KCC/Kent bids by Priority Theme submitted to the First Call for proposals under the Interreg '2-Seas' Cross-border Cooperation Programme 2014-20**

<b>Project</b>	<b>Aims of Project</b>	<b>EU funding grant sought for KCC</b>	<b>Key Outcomes for Kent</b>
<b>Supporting Kent's SMEs.</b>			
'Innovative Sector Exchange' (ISE) – Lead Partner KCC, Lead Officer Steve Samson (GET).	To help growing Kent companies to 'innovate and internationalise' by connecting them to those in nearby European partner regions.	£ 240K	New business contacts and trading opportunities established for Kent SMEs in nearby European markets (incl. Belgium, Netherlands, France), with the 'export gap' in Kent reduced.
'PROFIT' – (Profitability raised through innovation in tourism) – Lead Partner Westtoer (Flanders) Lead Officer, Ruth Wood (GET).	To grow the visitor economy on our coast by supporting and developing SMEs' capacity to innovate.	£ 240K	Change in perception of coastal destinations as old fashioned and unattractive with innovation established as a routine business practice for tourism SMEs.
'TradeSmart' – Lead Partner KCC, Lead Officer Ian Baugh (GET)	To address a lack of capacity in SMEs for complying with existing and emerging EU and UK legislation; provide education and awareness-raising among consumers about their rights and responsibilities, rogue traders, scams and e-crime	£ 450K	Fewer enforcement activities by Trading Standards as businesses are more compliant and competitive while rogue traders are marginalised and consumers are better protected.
Creative Industries – Skills for the future – Lead Partner Medway Council, Lead Officer Sarah Wren (GET)	Build on the network of digital and creative industries and infrastructure in Kent developed under previous projects with an emphasis now on training, skills development and routes to employment to attract and	£ 1.6m	Economic growth through creative industries (fastest growing sector in the UK); the creation of more skilled jobs and improved graduate retention in the county and which would become a centre of

	retain a skilled workforce. Economy.		excellence in digital and creative industries.
<b>Increasing the county's resilience to climate change.</b>			
'CRCL' (Climate Resilient Coastal Landscapes) – Lead Partner West Flanders, Lead Officer Sarah Anderson (GET).	Use landscape-led design to realise a more resilient environment and mitigate the impact of environmental change such as heat-waves, drought and flooding.	£ 588K	Direct delivery of improved resilience and management of two rural areas identified nationally and across Europe as being 'at risk' (coastal grazing marsh and chalkland) and widespread community engagement in volunteering and apprenticeships.
Building Community Resilience to Climate Change – Lead Partner KCC, Lead Officer Christine Wissink (GET)	Implementing actions and demonstrating their effectiveness to build adaptive capacity as climate change begins to put pressure on health services, biodiversity, industry, infrastructure and property.	£ 360K	Increased resilience of the economy, Kent communities and the public sector in relation to severe weather events, together with cost-avoidance.
<b>Increasing employment in Kent's Low Carbon &amp; Environmental Goods and Services Sector.</b>			
'FUSION 2' – Lead Partner KCC, Lead Officer Adam Morris (GET)	Mainstream the circular and low carbon economy through accelerating demand for products, services and technologies and incorporating the principles into models that are relevant to SMEs and public sector bodies	£ 600K	Increased business competitiveness due to take-up of more resource-efficient low-carbon business models and a more targeted, collaborative approach between business and the public sector in the LCEGS sector.
<b>Supporting KCC's Environmental Strategy.</b>			

<p>'GUEST' – (Gaining an Understanding of Economic efficiency for Sustainable Tourism) – Lead Partner KCC, Lead Officer, Ruth Wood (GET)</p>	<p>Support the shift towards a more efficient resource economy by understanding the impact of tourism and piloting tools to manage the impact of the sector on our natural resources</p>	<p>£ 180K</p>	<p>The establishment of new methods to understand for the first time the impact of the tourism industry on natural resources and to then work with stakeholders to reduce its carbon footprint.</p>
<p><b>Improving the Health of Kent's residents.</b></p>			
<p>'DWELL' – Lead Partner International Health Alliance, Lead Officer Alice-Chapman-Hatchett (SCHW)</p>	<p>The project aims to improve health and societal outcomes for identified groups of diabetes patients, with a particular focus on self-management of their condition and changes in lifestyle.</p>	<p>£ 600K</p>	<p>Changes in lifestyle (to include a healthier diet and more exercise, personal responsibility for managing illness, increased knowledge about diabetes and its management.</p>