

**KCC INTERNATIONAL ACTIVITIES**  
**ANNUAL REPORT 2008/09**

**International Kent**  
**Global Reach – Local Benefit**

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## Foreword

This is the fourth International Activities Report covering Kent County Council's international work undertaken in a range of different fields across the authority's Directorates in 2008-09. The last year has been dominated by the global economic recession which was reflected, at the launch at the end of 2008 of the Commission's European Economic Recovery Plan. The Plan set out a range of financial, legislative and other policy measures aimed at supporting businesses, accelerating procurement procedures and simplifying the implementation of EU Structural Funds programmes.

Last year's Report also emphasised the importance for KCC of maintaining the 'outward-looking' focus and international profile noted by the Audit Commission in its 2008 CPA assessment, particularly given the increasingly difficult economic climate and current public sector budgetary constraints. Indeed, wherever possible, international activities over the past year have also sought to take particular account of the economic situation, targeting EU funding opportunities with most scope for job creation and maintenance, and working with European partners to boost tourism and economic development. The October 2009 International Business Event in Canterbury to encourage Kent companies to consider international trade and exporting was specifically designed with these goals in mind.

We report considerable achievements over the last year. This highlights the major contribution of our current international activities in support of our corporate and local priorities, and the importance of maintaining our lead role, expertise and capacity in this field in order to capitalise on current and future opportunities.

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Deputy Leader of the Council

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Cabinet Member, Public Health and Innovation,  
Deputy Cabinet Member, International

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## Some key developments in 2008-9 (1)

- Securing of £20 million to date (as at October 2009) in EU funding grants for projects in support of KCC and Kent business priorities (see also overleaf)
- Most successful year for Locate in Kent (LIK) since 1997
- 276 Kent schools currently participating in the International DCSF International School Award which recognises those schools raising standards by incorporating an international dimension into their curriculum
- Implementation of the Kent 2012 Campaign, including the signing up in September 2009 of the first two Pre-Games Training Camps and submission of bid for the Olympic Torch's Arrival into the UK at Dover.
- Third year of Kent Adult Social services staff exchange programme with the Veterans' Administration Puget Sound Health System in Seattle which took place over a two week period in April
- Celebration of 2009 as the 'Year of Franco-British Cooperation' and launch of the 'Channel Hop' programme with the Conseil Général du Pas de Calais
- Receptions showcasing Kent Inward Investment and Tourism held at Residence of British Ambassador to Belgium on 30 June 2009
- Signing of a Memorandum of Understanding on High Speed Rail with Nord-Pas de Calais, the Dutch City of Breda and the Dutch Urban network of BrabantStad on 13 February 2009 to create a Coalition of Interest in this field
- Over 80% of Kent schools now linked with at least one other international partner school
- Delivering the Kent in Europe Seminar Programme 2008 – 2009
- Kent's position as most successful of eligible counties and unitary authorities in the South East under the Interreg IVA '2-Seas' cross-border cooperation programme
- Successful partnership between Kent Youth service and Southern Finland resulting in many youth exchange opportunities
- Holding of successful Kent International Business Event on 29 October 2009

## Some key developments in 2008-09 (2)

EU project funding secured in Kent to date (as at October 2009)

| <b>EU Funding Into Kent 2007-13</b>       |  |   |   |
|---|--|---|---|
| <b>Name of Funding Programme</b>          | <b>Number of Projects Approved involving Kent partners</b> | <b>Total Value of projects (EU + match funding (0.85 exchange rate))</b>      | <b>Total Value of EU Funding secured for Kent (0.85 exchange rate)</b>        |
| Interreg IVA 2 Seas Programme             | 17   | £44,646,805   | £7,276,681  |
| Interreg IVA Channel Programme            | 11   | £7,861,410  | £1,889,603  |
| South East ERDF Competitiveness Programme | 2  | £1,244,976  | £622,488  |
| European Social Fund                      | Data not readily available from Co-financing organisation  | £9,828,375<br>Estimate for Kent as data only available at Kent + Medway level | £9,828,375<br>Estimate for Kent as data only available at Kent + Medway level |
| <b>Total</b>                              | <b>30</b>  |   | <b>£19,617,147</b>  |

**Annex 1 to this report provides details of the projects in KCC and Kent funded to date by the above Funding Programmes.**

# Summary of Activities

## 1. Supporting Kent Business

- 1.1. The current economic downturn makes it vital to maximise our funding from the EU and focus international work on activities which support business and job creation.
- 1.2. For example, KCC worked with Locate in Kent (see below), Visit Kent and Produced in Kent to demonstrate the opportunities that Kent offers to investors, tourists and business people alike, at two events held on 30 June 2009 at the Residence of the British Ambassador to Belgium, Dr Rachel Aron. Kentish food and wine was showcased and guests heard about Kent's successes in bringing tourism and inward investment into the county. The event facilitated numerous links and contacts for bringing new business into Kent. Products from Kent now have a permanent place in the Embassy and the EU representation.

### ***Inward Investment***

- 1.3 Locate in Kent (LiK) is Kent's investment promotion agency and in 2009 it was assessed independently as 'Best Regional Agency worldwide' and came second in the 'overall world leading and world class performances' ranking. As outlined in its Annual Review for 2008-09, the company had an excellent year, its best since 1997, in which there were 76 successes compared with 75 in 2007/08 and 2,891 jobs created – a 23% increase on last year despite the economic situation. In addition 1,623 jobs were retained, making the total of jobs created, retained and indirect over the year total 5,439. The total value of these investments was £126m. Jobs created and retained were of a high quality – 42% were in knowledge based sectors. Since 1997 LiK has assisted 554 investments leading to the creation of 23,509 new jobs.
- 1.4 Before 2008/09 Locate in Kent did not *proactively* promote Kent as a business location to overseas companies. Instead it assisted companies who approached the agency and helped SEEDA to land overseas projects. However, in 2008/09 it was agreed that LiK would undertake specific programmes to generate more foreign direct investment into Kent and, therefore, into the South East. SEEDA, provided funds for LiK to run a lead generation programme in France, Belgium and the Netherlands which ran from August 2008 to August 2009 and will run for another year in France, Belgium, Netherlands and Germany. In addition Locate in Kent created 'Launchpad UK' a soft landings programme for foreign companies which offers a range of benefits, including limited free business accommodation (initially at The Nucleus at The Bridge, Dartford) and other assistance from solicitors, accountants, creative agencies, recruitment agencies etc. New products under development will include accommodation at Base Medway (homeland security) and Maidstone Studios (creative industries).

**1.5** So far, in a period of just over a year, these activities have led to:

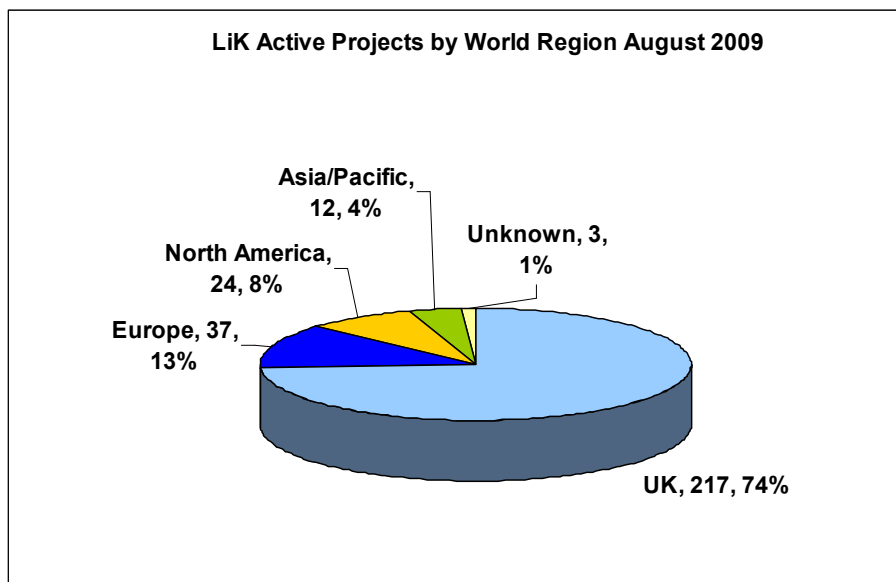
- 21 additional active FDI projects, 8 from Launchpad and 13 from overseas lead generation. Four of the Launchpad projects are from the US and 4 from Europe. The lead generation projects are from France.
- 20 additional active leads, mainly from Europe but also one from Australia.
- Other benefits, such as a wider awareness of Kent's business proposition among overseas companies and a meeting with the University of Aalst and VOKA in Belgium who are working on an Interreg project in which LiK may partner them.
- Improved links with, and a better understanding of the Kent proposition among UKTI staff overseas, leading to an increased number of projects flowing from their offices overseas.

These projects take time and intensive work on Locate in Kent's part to convert into company relocations or expansions. However, one US company has already moved into The Nucleus and is operating successfully.

As a result of this activity FDI successes (company expansions or relocations) as a percentage of all successes has increased from 14% to 16% and of all projects has increased as follows:

|             |     |
|-------------|-----|
| August 2007 | 15% |
| August 2008 | 18% |
| August 2009 | 25% |

The pie-chart below shows the detailed split.



Work continues to build on this success and an Interreg project to increase the geographic spread of the Launchpad project is being considered.

## ***Kent International Business Event***

- 1.6** Recent findings published by the European Commission, in its annual 2008 Competitiveness Report, confirmed that firms which engage in trade across borders are more productive than their counterparts who do not participate in international trade. In terms of labour productivity, exporting firms perform between 3% - 10% better than non-exporting companies. Despite this evidence, however, there has been a perception that the business community in Kent has not generally engaged in international activity despite the county's 'gateway' location and the low value of £ Sterling.
- 1.7** Given the current recession, there has never been a better time for Kent businesses to 'internationalise' activities. In order to explain the benefits of international trade investment. To encourage Kent companies to consider the possibilities for exporting products and services overseas, a 'Kent International Business Event' took place on 29 October 2009 in Canterbury. The event, which is part of the Backing Kent Business campaign, was organised by KCC's International Affairs Group and the University of Kent with backing from several other agencies. This event covered what businesses need to know about international trade and export, an introduction to International Markets; mainland Europe and the USA and how European Funding Programmes can support business development. It included presentations from key players in the field of business internationalisation: UTKI, the Enterprise Europe Network, University of Kent new i3 (Reciprocal Soft Landings) Network, the Thames Gateway Chamber of Commerce and HSBC. More than 40 businesses took part.

## **2. Targeting EU Funding Opportunities**

- 2.1** Last year's Annual Report explains that most of the new EU funding programmes for which Kent is eligible were to be approved by the European Commission. Further detail was provided to the Corporate Policy Overview Committee on 26 March 2009 in a European Affairs Update. With most priority for regional development support having been directed towards the enlargement countries, a lower proportion of EU funding was allocated to the West of the EU. Nonetheless, Kent remains eligible for a number of the new follow-up programmes in 2007-13 which all provide significant opportunities to support KCC and Kent priorities and comprises an increasingly important contribution to KCC budgets. In terms of its funding role, KCC International Affairs Group (IAG) works to influence what is essentially a five-stage process:
- Ensuring that Kent is included in the geographical scope of programmes
  - Shaping the programme documents to reflect Kent's priorities
  - Publicising programme opportunities
  - Facilitating project proposals
  - Seeking to ensure that Kent's projects are selected
- 2.2** For example, IAG has developed a strong working relationship with the CLG and the Programme Managing Authority over the past year which has been instrumental in securing and consolidating our presence on the Interreg IVA

2-Seas Programme Steering Committee (PSC) which had previously been denied to KCC. The importance of participating in this Committee which decides on project selection should not be underestimated. In April 2009, IAG also highlighted the opportunities available to KCC Directorates under the South East ERDF Competitiveness Programme and subsequently supported the development of a successful project bid by Environment and Waste Division worth €373,000 in EU ERDF grant (see below).

**2.3** So far, it is estimated that KCC and Kent organisations have secured a total of around **£24 million** (€20 million) from all sources of EU funding since the beginning of 2008. This primarily comprises some £9 million from the Interreg IVA cross-border cooperation programme; £10 million from the European Social Fund and £600k from the South East ERDF Competitiveness Programme. More detail and a 'running total' of the projects approved is provided at **Annex 1**.

**2.4** As can be seen, of the 30 projects approved to date involving Kent partners, two of the most significant recent successes were two large tourism projects approved at the last Interreg IVA '2-Seas' Programme Steering Committee (PSC) in Breda (NL) on 23 October 2009. 'CAST' and 'GREET' will enable KCC and Visit Kent to reinvigorate coastal tourism and prepare the county to welcome more visitors in the run up to 2012. IAG worked closely with KCC's tourism team to redevelop these projects which has been unsuccessful at a previous meeting of the Committee last year. Indeed, of the total 13 projects considered in Breda, 7 were approved of which 5 involve at least one partner from Kent.

### **Funding target**

**2.5** Even though local competition for funding from a reducing 'pot' has increased significantly (especially through the expansion of the geographical area covered by the Interreg IVA cross-border programmes) a target of **€100 million** should be achievable for 2007-2013. The table below compares funding secured to date with the total of £100 million achieved under the previous programming period for 2000 – 2006.

### **EU Funding into Kent: 2000-2006 and 2007-2013**

| <b>EU Funding Programme</b>                   | <b>2000 – 2006</b>                        | <b>2007 – 2013</b>                              |
|---|---|---|
|   | <b>Amount received for KCC/ Kent (£m)</b> | <b>Amount secured for KCC/Kent to date (£m)</b> |
| Interreg Cross Border (Interreg IIIA and IVA) | 24  | 9.2   |
| European Social Fund                          | 18.7                                      | 9.8   |
| Leader +                                      | 1.35                                      | 4.05  |
| Objective 2                                   | 26.6                                      | N/A   |
| Competitiveness Programme                     | N/A                                       | 0.6   |
| Urban   | 8.2                                       | N/A   |
| Other   | 21  | -   |
| <b>Totals</b>                                 | 100                                       | 24  |

## **Benchmarking**

- 2.5** Benchmarking Kent's performance in attracting EU funding against other counties is difficult as there are no central government or regional databases. However, in the case of the Interreg Cross-border programme, the major funding programme for which the South East is eligible, we have been able to obtain and analyse information available to Programme Committee members. Kent secured double the amount of EU funding between January 2008 and October 2009 than any other eligible County or Unitary Council area. The table below shows a comparison against some of the other highest performers. The funding is supporting projects in Kent in a number of fields, most recently including tourism, landscape protection and management and improving public services.

| <b>Value of Interreg IVA Projects (ERDF)<br/>Jan 2008 – Oct 2009</b> |                          |
|--|--------------------------|
| <b>Area</b>  | <b>Total (€ million)</b> |
| Kent   | 9.2                      |
| Brighton & Hove  | 4.4                      |
| Plymouth   | 3.7                      |
| Norfolk  | 3.5                      |
| Southampton  | 3.4                      |

- 2.6** Nonetheless, as also shown in Annex 1, there remain a number of other EU funding programmes for which KCC and Kent are eligible but which have so far been largely untapped by the county. For example, the Interreg IVB North Sea Region (NSR) and North West Europe (NWE) transnational co-operation programmes. IAG held an NSR Programme Information Seminar in February 2009 and will also be hosting a regional seminar on the NWE programme in Maidstone on 24 November.

## **3 Developing Partnerships in support of Kent's business priorities.**

- 3.1** KCC's International Strategy: 'Global Kent – Kent and its International Direction' highlights the mutual benefits of partnerships, networks and other relationships in supporting core business and the County Council's key priorities and as a basis for EU funding bids. The last year has in particular been marked by a programme of joint events with our partners in Northern France, the Conseil Général du Pas de Calais. KCC has participated in a range of activities under the 'Channel Hop' programme celebrating a Year of Franco-British Cooperation 2009 linked to the 100<sup>th</sup> anniversary of Louis Blériot's flight across the Channel. For example, under the 'Nature Trail' project over 1000 students from schools in Pas de Calais visited Kent's coast in June to learn more about the environment that links the two regions and to develop new friendships between schools on both sides of the Channel.
- 3.2** As agreed in an Amendment of 11 March 2009 to the original Kent-Pas de Calais Partnership Agreement of 8 November 2005, initial discussions took place on 12 October 2009 with the Department for Culture Media and Sport on the potential development of UNESCO bid for World Heritage status for

the Strait of Dover. In line with an agreement to boost joint tourism between the two regions, two significant Kent-Pas de Calais tourism projects 'GREET' (linked to cultural and sporting events over the next three years, including the Olympics) and 'CAST' (Coastal Actions on Sustainable Tourism) were submitted in June to the 4<sup>th</sup> Call for projects under the Interreg IVA '2-Seas' cross-border cooperation programme. They are worth some €1 million and €700,000 respectively to KCC/Kent in ERDF grant. An important KCC-Pas de Calais project approved by the Programme last November, the 'Cross-Border Observatory to Optimise Public Service Delivery' (EU grant to KCC-€627,000 and €900,000 to Kent Districts and Medway) is now underway and producing initial results, including statistical maps of 5 pilot Kent Districts.

### **Case Study : A Cross-Border Observatory to Optimise Public Service Delivery**

#### **Project Objectives:**

To improve customer satisfaction with public services, and improve efficiency of services by understanding citizens needs better. Implementing research, service planning and marketing techniques previously not used by the Public Sector.

#### **Main Actions**

Partners (KCC and 12 Districts/Boroughs and Medway Council with the Conseil Général du Pas de Calais and other French organisations) will work together to understand communities and localities through the use of software tools such as customer profiling and segmentation mapping and access to public facilities. A centre of excellence will be established within the KCC Research and Intelligence team which could then be used by other KCC Directorates and public authorities.

#### **Expected outputs and results**

Partners will be able to identify where and how services should be delivered. This will provide evidence of customer needs which can be used to plan both future capital and revenue spending and asset realisation. KCC will become a public sector leader in this area of expertise.

#### **Projects currently being developed by Kent partners include:**

- *Gateway service and partner planning*  
Gateway has used these tools in Tenterden, Tonbridge and Dover to ensure that services are matched to the specific needs of these communities. Work is currently ongoing to make this analysis more comprehensive for the next Gateway in Sheerness.
- *Council Tax Recovery Actions in Swale*  
MOSAIC segmentation software allows analysis and identification of groups of people who are not paying council tax but can afford to pay. By targeting resources on these groups collection rates can be increased.
- *KCC Libraries and Archives*  
To increase library usage of under-represented groups by focusing on lapsed members from affluent groups, poorer families with children and younger people not in education, employment or training.
- *Council Tax Text Alert Service*  
Identifying customers who would prefer to receive a reminder text rather than a letter for council tax bills. There is potential to save each district significant amounts in letter and court summons production.
- *Service Delivery Point Kiosk Location Optimisation – Dover*  
Ensuring that access points are within a five minute drive of more people (from 52% to 85%) in Dover District by seeing where customers live, what their needs are and the location of current access points.

### ***High Speed Rail Network***

- 3.3 Since the previous report to this Committee on this issue, following the reintroduction of Ashford to Brussels Eurostar services at the beginning of the year, KCC, our longstanding partners in the region of Nord-Pas de Calais, the Dutch City of Breda and the Dutch urban network of BrabantStad signed a Memorandum of Understanding on 13 February 2009. This established a new European Network of Regions to defend the interests of regions which host international high-speed rail stations in their territories. The role of the network will become increasingly important in the light of recent developments such as the restructuring of London and Continental Railways (LCR) and its subsidiary Eurostar (UK).

### ***Partnerships Review***

- 3.4 The International Strategy also emphasises that relationships should be re-examined at regular intervals to ensure focus and avoid drift. In accordance with the latter a mapping exercise is currently being undertaken of the authority's international partnerships and networks. In the case of partnerships, the analysis will include the existence or otherwise of a formal Partnership Agreement or M.O.U.; current activities and the overall level of co-operation (high, medium, low). KCC currently has formal Partnership Agreements with some half a dozen organisations of which, as indicated earlier the most active recently concerns the Conseil Général du Pas de Calais. The results of the analysis will help in prioritising these links to best effect.

### ***The Kent in Europe Seminar Programme 2008 - 2009***

- 3.5 An understanding of how local needs connect to the wider world is crucial in ensuring the best deal for Kent's local residents. As part of this approach a programme of events, the Kent in Europe Seminar Programme has been undertaken during 2008 – 09. This has made use of our existing international partnerships and Brussels Office facilities to explore, discuss and propose solutions to a range of key service delivery challenges with a distinctive European or international policy dimension. These have included seminars on Paradiplomacy; Asylum Seeking Children in Europe; Cross-border Health; Europe's 14-14 year olds; Inter-generational cohesion and Cross-border transport.

## **4 Other International Activities**

- 4.1 As well as the potential opportunities from international events such as the Olympic Games, international activity also offers opportunities for strategic relationships, new ideas and exchange of knowledge and experience.

### ***Kent and the 2012 Olympics***

- 4.2 As London prepares to host the Games themselves, the Kent 2012 Campaign, led and managed by the Sport, Leisure and Olympics service

within the Communities Directorate, has been working to maximise the international opportunities for Kent including as follows:

- Tourism

Around 30% of the anticipated visitors during the six week period of the Games will be international. The Campaign, through KCC and Visit Kent, has been working with Visit Britain and with Visit England to ensure we are well placed to capture our share of that market. Much more important than that six week window, however, is the nine year tourism window around the Games, which Kent has been using since 2006 as a catalyst to enhance tourism. These efforts continue to include the Kent Greeters Programme, Big Day Out programme and the London campaign (in conjunction with Southeastern, targeting international as well as domestic visitors to the capital). As indicated earlier, led locally by KCC Regeneration through Visit Kent and KCC Tourism but with significant input from the Sport, Leisure and Olympic service, an Interreg funding bid 'GREET' has been submitted to the '2-Seas' programme and is primarily about using and maximising the Games and their legacy.

- Sport

The Games provide an opportunity to stage Pre Games Training Camps, which generate long term relationships with nations to achieve sporting, education, cultural and tourism opportunities over the longer term. In September 2009 the Chairman of KCC signed up Kent's first two Pre Games Training Camps which are the judo squads of Ukraine and Belarus, who will train at Tonbridge School and Tonbridge Judo Club. It is expected they will train in Kent every year leading up to 2012 itself. Negotiations are underway regarding a number of other nations who would train at other venues, and these will be confirmed and announced in due course. KCC is also working with partners including universities and key sports clubs so that when they go abroad for training or for competitive opportunities they act as ambassadors for Kent's Pre Games Training Camp ambitions.

- Olympic Torch Arrival

The International Olympic Committee has decided that there will be no international Olympic Torch relay for the 2012 Games. However, the Torch will still be lit in Olympia, Greece and will therefore have to travel to, and enter, the UK. Hence Kent County Council, Visit Kent and other partners of the Kent 2012 Campaign and South East 2012 Partnership, continue to make the case for its arrival to be through Dover. A number of French partners have formally expressed their support to Kent County Council that the Torch should arrive through Dover, and it is expected that cross-Channel work around 'Pass the Passion' (Kent's young people's element of our Olympic Torch arrival campaign) will begin in the new year.

- International Youth Camp

In the summer of 2009, KCC Youth Services held an exploratory meeting with seven European country representatives to explore what a Kent-based 'Olympic European Youth Camp' might look like in the summer of 2010. There are opportunities to tie in such a camp with a host of 2012 initiatives,

including London 2012's Open Up Weekend. If successful, Youth Services will then explore an 'Olympic Global Youth Camp' for the summer of 2012, during the Games themselves.

### ***International Staff Exchanges***

- 4.3** Within Kent Adult Social Services (KASS), activities for 2008-2009 started with the concluding phase the Directorate's 3 year staff exchange programme with the Veterans' Administration Puget Sound Health System in Seattle which took place over a two week period in April. KASS staff facilitated a personalised programme of visits around the delivery of health and social care in Kent. The three clinical social workers, who came from a hospital environment, were able to shadow operational staff working in the community. Overall, the exchange programme has been very successful in providing staff with the opportunity to observe operational practice and reflect on different approaches to health and social care policy and service development both here and in the US.

In October, KASS was invited to showcase tele health and give a joint presentation with East Kent PCT on assistive technology at the "Cooperation for Innovation" Seminar organised by the Committee of the Regions during the Brussels Open Days. During the year, KASS welcomed visiting delegations from Romania, South Korea and China. The delegates were interested in integrated health and social care service delivery, prevention services for older people, and public involvement.

There are a number of cross border initiatives in early stages of preparation on well-being and lifestyle coaching for older people, scoping the use of "CC - Net": a communication tool for care home residents and their relatives and friends, and exchange of information and good practice around social inclusion of people with disabilities. In February 2009, the Director of Services for Older People, Disability and Health from the Conseil Général du Pas de Calais visited KASS. He was particularly interested in tele health and tele care services.

### ***International Professional Development***

- 4.4** Kent schools are also involved in a range of international learning networks and exchanges. Examples over the past year include:
- From October 2008 to May 2009, 64 places were allocated to Kent under the Teachers' International Development Programme (TIPD) funded by the Department for Children, Schools and Families (DCSF). Teachers undertook study visits to countries including Austria, Canada, the US and Estonia.
  - A link has been established with the State Provincial Office of Southern Finland since 1996 and In November 2008 a Headteacher exchange was organised to share expertise and good practice.
  - Kent, Incheon Local Authority in Korea and Changhua LA in Taiwan have entered into an 'Asian Dialogues' partnership following a successful contact

seminar in Seoul in June 2008. This ICT-based partnership involves 10 schools each from Kent , Korea and Taiwan.

- KCC and the Académie d’Aix-Marseille have been developing an active link since 2003. This year, under the ‘Jules Verne Programme’ funded by the French Government, three teachers from Aix-Marseille have been placed in three Kent Secondary Schools for the 2009-10 academic year.

## ***Innovation***

- 4.5** The Technology Research & Transformation Team (TR&T) has developed three bids in partnership with local authorities and technology institutes across Europe. These Interreg bids include – measuring innovation across local areas (£2.1m – £129k ERDF for KCC), developing local innovation skills (£1.1m - £143k ERDF). FP7 ICT Bid on virtual environments to plan scenarios (£3.5m - £131K ERDF). If successful these will bring an extra £403k of ERDF funding to KCC.

### *Measuring Innovation across local areas (to be decided in November)*

Working with 10 other European partners, a model to measure and benchmark local innovation will be developed. This will give us a clearer understanding of the contribution of innovation towards local performance and enable us to identify gaps and opportunities for innovation. Overall, it will increase the competitiveness of the area by stimulating innovation demand.

### *Developing innovation skills across local areas (under development)*

TR&T is working with several European partners to put together a bid to develop innovations skills in brokering and mediating between networks of individuals and organisations. We will bring together “innovation seekers” and “innovation creators” to focus on specific socio-economic challenges – making skills development more demand-led. By developing these skills, this will build the capacity of innovators who participate in the pilot actions, but also of the local area’s capacity to spread and sustain innovative practices. This will aim to create the conditions for the development of “innovation brokers” that can mediate between commissioners and creators of innovation.

## ***Kent Virginia Project***

- 4.6** Jamestown UK Foundation Ltd was the registered charity and limited company that was set up to organise the British activities to commemorate the 400<sup>th</sup> Anniversary of the founding of America in 2006-2007. Now that the activities around the 400<sup>th</sup> anniversary have come to a natural end, it is appropriate to close it down as a company and charity. The final assets of the company have been disposed of, including a replica of the ship ‘Discovery’ which has been given to Westenhanger Castle near Hythe for tourism and educational purposes.

The commemorative Jamestown rocking horse, will be auctioned in the US, with the profits being split between the New Kent Historical Society (Virginia) and the Save Canterbury Cathedral Appeal. A final Jamestown event was held at Westenhanger Castle in December 2008 to reflect on the special relationship

between Kent and Virginia which is a legacy of the 400<sup>th</sup> anniversary celebrations. Speakers included a representative from the US Embassy in London, Michael Howard MP and Sir Robert Worcester. The event received excellent positive local media coverage. We now await the final report from the US Federal Commission.

- 4.7** A proposal is also currently being considered for an exchange of wine makers and chefs from Chapel Down Winery near Tenterden and New Horizon Wines in Virginia. National travel, wine and food writers from both countries will be invited to take part in the exchange, with the aim of promoting Kentish and Virginian wine and wine tourism in the UK and the US.
- 4.8** Plans are in hand to review our Memorandum of Understanding with the newly elected Governor of Virginia.

### ***PASCAL International Observatory***

**4.9** Kent County Council (KCC) is a founder member of the PASCAL International Observatory (PASCAL) and is represented on the Executive Board. PASCAL is an international non-governmental organisation with its primary focus on the 'Region' as a level of government that is best placed for the leadership of activities in relation to economic challenges, place management, social capital and learning. Since it was established in 2003, PASCAL has developed a unique reputation for international collaboration between regions. In this way PASCAL is a highly visible and cost-effective organisation through which KCC can further grow its reputation, develop valuable partnerships and access a unique pool of international best practice from peers and some of the most high profile academics in the themes that are covered.

**4.10** Since April 2009 Kent PASCAL activities have included the following:

- The completion of a primary study into the pathways of Kent's vocational learners – this successful study is now being developed as the blueprint for further collaboration with Virginia.
- A high-profile study visit to Kent from the Swedish region of Jämtland including the regional President and vice-president and 8 service directors over 2 days. This visit has yielded strong collaborative working in the areas of creative industries, community safety and building schools for the future. In addition, KCC has been invited to offer a key speech to address the PASCAL International conference in Jämtland during June 2010, as well as participate in follow up project work.
- In 2009 PASCAL launched the 'PASCAL Universities in Regional Engagement' study to build upon the highly topical area of the central importance of universities to a regional economic well-being. This ground-breaking study builds on the PASCAL ethos of working, not across nation states, but the more relevant level of Regions

## **Delegations**

**4.11** The County Council has hosted a number of visits by foreign delegations over the past year, most recently for example a delegation of 26 Mayors from Albania on 28 September 2009 undertaking a study tour of Kent. In particular, a growing number of Chinese delegations have contacted KCC over the past few months to ask if we could host a visit or study tour. The previous report to this Committee considered our potential links to China, especially given the personal connection to Kent of the Chinese Ambassador Fu Ying, a former student of the University of Kent. Given, however, the potential difficulties and costs in establishing or building on existing relationships, International Affairs Group is undertaking some preliminary desk research to explore and map what existing connections Kent may already have with China.

## **5. Conclusion**

**5.1** By general consent, and in our own experience, local government in the UK does not appear to enjoy the same support and encouragement for its international work as our colleagues in local government, the mainland of Europe. As suggested in a recent report<sup>1</sup> sponsored by the Local Government Association, 'Today it is a given that England is among the most centralised – if not *the* most centralised – of advanced industrial countries. The report puts the central-local balance in England in an international context, comparing the position of local government in England with that in a number of European and Commonwealth countries. Certainly, for example, whereas in the past KCC has played a major role in the development and delivery of EU Structural Funds programmes, many of these are now being primarily managed by central government and regional government offices or development agencies. There is similar concern over the government's intentions as regards the issues of partnership, governance and democratic accountability in this field. Quite apart from the benefits outlined earlier in this report, this increases the importance of Kent County Council continuing to take a proactive role on the international stage for the financial benefit of Kent residents and to maintain our continuing search for best practice to improve our own performance.

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<sup>1</sup> With a Little Help From Our Friends – International Lessons for English Local Government, Roger Gough, LOCALIS, 2009

## EU FUNDING SECURED IN KENT 2007-2013 (AT OCTOBER 2009)




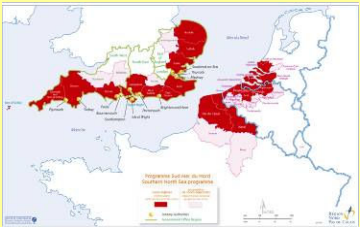
### Introduction:

Organisations in Kent including KCC secured some £100 million in EU funding from “mainstream” Structural Funds programmes in the last EU programming period 2000-06. Successful projects were approved under various programmes including Interreg 3A, Objective 2, Urban Thames Gateway; Leader+, European Social Fund (ESF) and EQUAL.

EU funding is continuing to be sought and secured in Kent under the current EU funding programmes in support of KCC and Kent priorities, including those within ‘Towards 2010’ and KCC’s Framework for Regeneration 2009-2020. This paper provides details of successful EU projects approved in Kent under the various 2007-13 programmes and includes a ‘running total’ of EU funding secured.

| <b>EU FUNDING INTO KENT 2007-13</b>                 |  |   |   |
|---|--|---|---|
| Name of Funding Programme                           | Number of Projects Approved involving Kent partners          | Total Value of Projects (EU + match funding)<br>(0.85 exchange rate)            | Total Value of EU Funding Secured for Kent<br>(0.85 exchange rate)              |
| Interreg IVA 2 Seas Programme (Annex 1)             | 17   | £44,646,805   | £7,276,681  |
| Interreg IVA Channel Programme (Annex 2)            | 11   | £7,861,410  | £1,889,603  |
| Interreg IVB North Sea Region Programme (Annex 3)   |  |   |   |
| Interreg IVB North West Europe Programme (Annex 4)  |  |   |   |
| Interreg IVC Programme (Annex 5)                    |  |   |   |
| South East ERDF Competitiveness Programme (Annex 6) | 2  | £1,244,976  | £622,488  |
| European Social Fund (Annex 7)                      | (Data not readily available from Co-financing Organisations) | £9,828,375<br>(Estimate for Kent as Data only available at Kent & Medway Level) | £9,828,375<br>(Estimate for Kent as data only available at Kent & Medway Level) |
| <b>TOTAL</b>  | <b>30</b>  |   | <b>£19,617,147</b>  |

## Annex 1: Interreg IVA '2 Seas' Programme (England-France-Flanders-Netherlands)

| EU Funding Programme   | Project Information   | Value of EU Grant   | Related 2010 Target(s)  |
|--|---|---|---|
| <p>Interreg IVA is an EU funding programme which aims to promote joint working and cross-border co-operation between partner organisations on either side of a European land or maritime border during the period 2007-13. Interreg is part of the European Regional Development Fund. The 2 Seas programme can part-finance projects under three main priorities: supporting an economically competitive, attractive &amp; accessible area, promoting and enhancing a safe &amp; healthy environment and improving quality of life. The programme was launched in 2008 and a number of projects involving Kent partners have already been approved.</p> |   |   |   |
| <div style="text-align: center;">  <p><b>Interreg IVA '2 Seas' Programme (England-France-Flanders-Netherlands)</b></p> <p><b>£120m 2007-13</b></p>  </div>  | <p><b>Cross-Border Observatory to Optimise Public Service Delivery: (KCC, Conseil Général du Pas de Calais, all Kent districts, Medway Council)</b></p> <p>The project aimed to improving the delivery of public services and will involve the Gateways on the Kent side. Customer profiling techniques will be developed, targeted at the less well off and those living in rural areas. It will include the development of a customer service delivery framework which will show how services can be tailored to fit the needs of different groups. The results of the project will also help to inform decisions about the location of Gateway services to ensure good links between the needs of the population and the Gateways.</p> | <p><b>Total (Fr-UK)</b><br/> <b>€2,239,934 of which Kent partners will receive</b><br/> <b>€1,516,734</b></p> | <p><b>24</b> Find new and innovative ways of communicating with the public</p>  |
|  | <p><b>Developing Best Practice in Promoting Enterprise: (Business Support Kent with the Chamber of Commerce in East Flanders)</b></p> <p>The main aim of the project is to develop an enterprise culture and promote entrepreneurship in disadvantaged areas so that individuals gain self-respect and a work ethic. Activities will include fostering an enterprise culture in schools and other training establishments, disadvantaged communities, rural areas and coastal towns.</p> <p>Key outcomes will include increasing the availability and quality of entrepreneurship education and training and bringing together the key players in this field.</p>   | <p><b>Total (Be-UK)</b><br/> <b>€565,646 of which BSK will receive</b><br/> <b>€408,384</b></p>               | <p><b>1</b> Increase the number of new jobs by increasing the number of companies investing in Kent &amp; the no. of businesses expanding</p> |
|  | <p><b>Eco-Mind (Business Support Kent, CD2E, Chamber of Commerce Lille, Delft University of Technology, UCA Surrey, and other partners)</b></p> <p>The purpose of the project is to gain a better understanding and meet the specific needs of small and medium-sized businesses seeking to develop innovative products and services for the environment and to assist them in using, to their advantage, the growing market for environmental products.</p>  | <p><b>Total (Fr-Be-UK)</b> €3,659,678 of which BSK will receive €898,790</p>                                  | <p><b>1</b> Increase the number of new jobs by increasing the number of companies investing in Kent &amp; the no. of businesses expanding</p> |
|  | <p><b>TIME – (Technology Enterprise Kent, Aditek Pas de Calais, Innotek - Flanders)</b></p>   | <p><b>Total (Fr-UK-Be)</b> €853,843 of which TEK will receive €250,431</p>                                    | <p><b>1</b> Increase the number of new jobs by increasing the number of companies investing in Kent &amp; the no.</p>                         |



|  |   |   |   |
|--|---|---|---|
|  | <p>The project aims to promote economic and technological cross-border cooperation in maritime activities in Pas de Calais, Kent and the region of Antwerp. Links will be established among three Business and Innovation centres to work on innovation management techniques, to identify needs and opportunities, to assist client organisations to reach agreements and successfully implement innovative projects.</p>  |   | <p>of businesses expanding</p>  |
|  | <p><b>TEN – Transmanche Enterprise Network: (Canterbury City Council, Medway Council, Province West Flanders, Boulogne Development, Boulogne Chamber of Commerce)</b><br/> The project aims to assist small businesses develop in Medway, Canterbury, Nord Pas de Calais and West Flanders through supporting and encouraging entrepreneurship, the development of micro businesses and encouraging cross border trading.</p>   | <p><b>Total (Fr-UK-Be)<br/> €728,278 of which<br/> CCC will receive<br/> €204,486</b></p>       | <p><b>1</b> Increase the number of new jobs by increasing the number of companies investing in Kent &amp; the no. of businesses expanding</p> |
|  | <p><b>Connect to Compete: (Dover Harbour Board, SEEDA, Chamber of Calais and partners in Ostende and Portsmouth)</b><br/> This project aims at improving the connectivity of cross-border ports and assisting in the development of intermodal freight transport in order to make it more efficient and “sustainable”. The project also seeks to strengthen regional competitiveness in terms of intra-European and international trade and transport chains.</p>   | <p><b>Total (Fr-UK)<br/> €4,806,077<br/> of which DHB<br/> will receive<br/> €656,550</b></p>   |   |
|  | <p><b>Face2Face (Espace Croisé Turner Contemporary, Commissions East, Saison Vidéo, Artconnexion)</b><br/> The project is a programme of contemporary art tours that encourages tourists and local people to access high quality cultural activity via environmentally sustainable bike, boat, train, bus and walking routes. The aim is to encourage a wide variety of audiences, as well as artists and art professionals, to explore either side of the Channel. Key Outputs for Kent will include the creation of a number of cultural tours and Joint marketing and educational activities for the partner arts organisations.</p> | <p><b>Total (Fr-UK)<br/> €1,202,657 of<br/> which Turner<br/> will receive<br/> €50,295</b></p> | <p><b>25</b> Promote Kent as a centre for the Arts</p>  |
|  | <p><b>Assessing Changes to Regional Habitats (ARCH) (KCC, Conseil Régional Nord-Pas de Calais):</b><br/> A project to map and analyse the current condition of landscapes and wildlife in Kent and Nord-Pas de Calais. The partners will identify where these are under threat in order to develop new ways of protecting and conserving important sites and species.</p>   | <p><b>Total (Fr-UK)<br/> €1,229,605 of<br/> which Kent will<br/> receive €659,061</b></p>       |   |

|  |  |  |  |
|--|--|--|--|
|  | <p><b>SusTrip (Sustainable Tourism Research &amp; Intelligence Partnership)</b> (KCC, CRT Nord-Pas de Calais, Westtoer, Hogeschool Zeeland, NHTV Breda):</p> <p>The project will enable key tourism agencies to learn more about visitors to Kent, Nord-Pas de Calais, West Flanders and the Netherlands including what they want and how they affect local areas. This will help to improve the quality of services for residents and visitors in the future and boost the tourism industry as a whole.</p>   | <p><b>Total (Fr-UK-Be-Ne) €1,629,522 of which Kent will receive €396,904</b></p> |  |
|  | <p><b>Management of Multifunctional Forests (Multifor)</b> (KCC, CRPF Nord-Pas de Calais and several other partners)</p> <p>The project will focus on protecting and managing forests and woodlands on both sides of the Channel. It will enable the partners to promote local woodlands for educational and leisure use, develop the potential for commercial activities (woodfuel, timber production etc) and ensure that wildlife is protected.</p>   | <p><b>Total (Fr-UK) €1,249,675 of which Kent will receive €148,026</b></p>       |  |
|  | <p><b>Heritage and Maritime Memories</b> (30 partners from England, France, Belgium &amp; the Netherlands including Medway Council, Thanet DC, Gravesham BC, Canterbury CC)</p> <p>The project will focus on maritime heritage sites and attractions in the partner areas. The activities will include the conservation of certain maritime buildings, lighthouses and museum objects, the development of new information about the sites for visitors and the development of educational activities. In Kent the project will deliver improvements to Tudor House in Thanet and provide cycling and walking routes and educational activities at Reculver Country Park.</p>                         | <p><b>Total (Fr-UK-Be-Ne) €4,851,373 of which Kent will receive €249,091</b></p> |  |
|  | <p><b>CleanTech</b> (University of Kent, 2 French and 1 Dutch Higher Education Institutes)</p> <p>A research project which will investigate ways to reduce pollutants in industrial processes to help reduce air pollution levels on both sides of the Channel.</p>  | <p><b>Total (Fr-UK-Ne) €894,403 of which Kent will receive €109,810</b></p>      |  |
|  | <p><b>Coastal Actions on Sustainable Tourism (CAST)</b> (<u>Kent County Council</u>, <u>Visit Kent</u>, Comité Départemental de Tourisme du Pas de Calais, Westtoer)</p> <p>The CAST project aims to strengthen coastal tourism by identifying new opportunities to attract and retain visitors and improve products and services in Kent, Pas de Calais and West Flanders. Project activities will include an analysis of coastal tourism facilities, development of a coastal tourism management strategy, production of coastal maps, a targeted marketing campaign including the use of new technologies, developing networks of volunteers and the organisation of ‘active coast’ weekends.</p> | <p><b>Total (Fr-UK-Be) €1,404,804 of which Kent will receive €734,290</b></p>    |  |
|  | <p><b>Greet the World</b> (<u>Kent County Council</u>, <u>Visit Kent</u>, Comité Départemental de Tourisme du Pas de Calais, Comité Départemental de Tourisme du Nord, Comité Régional de Tourisme NPDC)</p>   | <p><b>Total (Fr-UK) €2,228,401 of which Kent will receive</b></p>                |  |

|  |   |  |  |
|--|---|--|--|
|  | <p>The project will harness the significant opportunities presented by a range of cultural and sporting developments in the Cross-Channel region taking place over the coming 3 years e.g. the Olympic Games in 2012, new contemporary art galleries at Lens and Margate and other international sporting and cultural events. These will act as a catalyst to bring more visitors to the region and have the potential to boost tourism. The project aims to better communicate with visitors (both international and domestic) making full use of the latest technology and new routes to market. The project will also focus on residents and businesses as ambassadors for their regions which is critical in ensuring a warm welcome for visitors. Project activities will include the development of a cross-Channel access website with information about travel and accommodation on both sides of the Channel, a significant media-relations campaign to promote the Cross-Channel Region, joint attendance at tourism exhibitions, a cross-border tourism guide for businesses and the organisation of a cross-Channel “Big Day Out” for local residents.</p> | <p><b>€1,021,955</b></p>   |  |
|  | <p><b>Ports Adapting to Change (PATCH):</b> (Dutch, Belgian &amp; French partners with SEEDA, <u>Port of Ramsgate</u> and other UK partners)</p> <p>This project aims to help ports adapt to economic changes by focusing on innovation, developing new services and enabling diversification of operations/landside facilities. The project will pilot a number of small investment activities related to the traffic / handling-flows in the connecting-ports at the other side of Sea and the routing of commodities between markets. The partners will work together to improve the following aspects of ports:</p> <ul style="list-style-type: none"> <li>- Their management and entrepreneurial skills</li> <li>- Their economic and diversification potential</li> <li>- Their logistic and functional capacities.</li> </ul> <p>The project will include the installation of a pontoon mooring system that can be used by vessels engaged in the provision and construction of offshore wind-farms in Kent.</p>   | <p><b>Total (Fr-UK-Ne-Be) €4,493,600 of which Kent will receive €737,800</b></p> |  |
|  | <p><b>Transmanche Green Networks (TGN)</b> (<u>Shepway DC, Canterbury CC, Discover Folkestone, Kent Wildlife Trust, CAB Boulogne, BOSCO Association</u>)</p> <p>The project aims to jointly develop and promote the Reculver, ARENA and Romney Marsh green tourism centres, which have excellent potential to become high profile visitor attractions and contribute to the development of green tourism. Project activities will include staff exchange, joint promotion and development of the sites, development of educational resources, exhibitions and events in the three areas.</p>  | <p><b>Total (Fr-UK) €386,431 of which Kent will receive €192,938</b></p>         |  |

|   |  |  |  |
|---|--|--|--|
|   | <p><b>International Composer Pyramid (ICP) (Sounds New (Canterbury), Coups de Vents (France))</b></p> <p>This project aims to develop a programme of exchanges, competitions and courses to enable sustainable development in the composition of new music on a cross-Channel basis. The project will offer expert teaching to young composers on both sides of the channel and organise competitions and joint cultural (music) events.</p> | <p><b>Total (Fr-UK)<br/>€316,981 of which<br/>Kent will receive<br/>€325,257</b></p> |  |
| <p><a href="http://www.interreg4a-2mers.eu">www.interreg4a-2mers.eu</a></p> |  |  |  |

## Annex 2: Interreg IVA Channel Programme (France-England)

| EU Funding Programme  | Project Information  | Value of EU Grant  | Related 2010 Target(s)   |
|---|--|--|--|
| <p>Interreg IVA is an EU funding programme which aims to promote joint working and cross-border co-operation between partner organisations on either side of a European land or maritime border during the period 2007-13. Interreg is part of the European Regional Development Fund. The Channel programme can part-finance projects under four main priorities: Reinforce the sense of belonging to a common space of citizenship &amp; raise awareness of common interests, building partnerships for cross-border economic development &amp; centres of excellence, building an attractive region to live in &amp; visit and ensuring a sustainable environmental development of the common space. The programme was launched in 2008 and a number of projects involving Kent partners have already been approved.</p> |  |  |  |
| <div style="text-align: center;">  <p>france (manche channel) england<br/><b>interreg</b></p> </div> <p style="text-align: center;"><b>Interreg IVA Channel Programme (France-England)</b></p> <p style="text-align: center;"><b>£124m 2007-13</b></p> <div style="text-align: center;">  </div>  | <p><b>Landscapes &amp; Nature for All: (KCC - Kent Downs AONB, Parc Naturel Régional NPDC and local partners on both sides of the Channel)</b></p> <p>The project will deliver the following in the Kent Downs and Parc Naturel Régional areas: natural heritage enhancements, communication, education and awareness raising activities, strategic research and monitoring of protected landscapes and cross border co-operation and exchanges on the main areas of activity.</p>   | <p><b>Total (Fr-UK)<br/>€2,369,673 of which Kent organisations will receive<br/>€1,290,222</b></p> | <p><b>45</b> Protect &amp; enhance Kent's ancient woodlands and improve access to the countryside</p>                                      |
|   | <p><b>NETFORCE: (Business Support Kent, Partners in Haute Normandie)</b></p> <p>This is a pilot project which aims to review the way that entrepreneurship is supported from a cross-border perspective and promoting entrepreneurship in Kent &amp; Normandy. Activities will include a promotional campaign, research work, network development and the development of a wider project to implement the findings.</p>  | <p><b>Total (Fr-UK)<br/>€42,198 of which BSK will receive<br/>€30,762</b></p>                      | <p><b>1</b> Increase the number of new jobs by increasing the no. of companies investing in Kent &amp; the no. of businesses expanding</p> |
|   | <p><b>Self-Efficacy: (Health &amp; Europe Centre, Kent PCTs, Partners in Somme)</b></p> <p>This project builds on a previous Interreg 3A project which investigated the causes of teenage pregnancy and worked with young people on preventative measures. This new project will carry out an international literature review into how poor self image among young people can contribute to social exclusion and health problems. The findings of the project will lead to a larger project being developed.</p>           | <p><b>Total (Fr-UK)<br/>€42,857 of which Kent partners will receive<br/>€27,607</b></p>            | <p><b>50</b> Introduce a hard hitting public health campaign targeted at young people</p>  |
|   | <p><b>Cross-Border Association of Public Health (Health &amp; Europe Centre, Conseil Général de la Somme and other Kent and Somme Partners)</b></p> <p>The project will create a Cross Border Association of Public Health &amp; Social Medicine between partners in Kent and the Somme. Health professionals and organisations will come together to share and compare ways of addressing health threats/challenges, perceptions, community practices and responses to specific health issues in children and adults.</p> | <p><b>Total (Fr-UK)<br/>€34,352 of which Kent partners will receive<br/>€25,000</b></p>            |  |


|  |   |   |  |
|--|---|---|--|
|  | <p><b>DocExplore (University of Kent, University of Rouen)</b><br/> The project aims to encourage citizens on both sides of the Channel to engage with, explore and study their (shared) cultural heritage as embodied in historical written and printed documents, in meaningful, informative, accessible and entertaining ways, through the provision of transparent computer-based interactive tools. "DocExplore" is a scoping project which should lead to the development of a wider project involving Archives and Museums as formal project partners.</p>   | <p><b>Total (Fr-UK)<br/> €125,147 of which<br/> UofK will receive<br/> €77,747</b></p>    |  |
|  | <p><b>Charm 3 (University of Kent and many other Fr-UK partners)</b><br/> CHARM is a research project which aims to develop an integrated approach to the management of marine resources (living, mineral, human) in the Channel and south of the North Sea. The project covers marine sciences, economy, legislation, statistics, planning and ICT.</p>  | <p><b>Total (Fr-UK)<br/> €5,825,462 of<br/> which UofK will<br/> receive €208,035</b></p> |  |
|  | <p><b>CAMIS - Channel Arc Manche Integrated Strategy (EMDI+) (Region Haute Normandie and 19 partners including KCC)</b><br/> A project which builds on the first EMDI project. <u>KCC</u> is a partner along with various UK and French partners from Cornwall to Kent and Nord-Pas de Calais to Brittany. The project aims to develop and implement an integrated maritime policy in the Channel area and encourage concrete co-operation between strategic partners on both sides of the Channel under themes including transport, maritime governance, economic clustering and education &amp; training (workforce development).</p> <p>KCC will participate in the majority of the strands (through workshops, seminars and the development of reports and strategies).</p> | <p><b>Total (Fr-UK)<br/> €1,652,255 of<br/> which KCC will<br/> receive €56,338</b></p>   |  |
|  | <p><b>NOmad Biometric Authentication (NOBA) (University of Kent, IRSEEM)</b><br/> A research project looking at further developing biometric security systems: Information systems security currently employs a number of distinct authentication mechanisms. In practice, solutions based on password capture alone do not meet the security level required to ensure sensitive computer goods are protected. The objective is to develop a practical method of strong authentication from parameters based on the recognition of biometric characteristics (fingerprint, voice, iris...).</p>   | <p><b>Total (Fr-UK)<br/> €574,067 of which<br/> UofK will receive<br/> €244,074</b></p>   |  |
|  | <p><b>RESIDE (Dover Arts Development, Espace 36)</b><br/> A small artistic research project which questions not only contemporary artistic practice in the cross-border space but also the relation of the local residents to their area. The project will involve the exchange of artists between Dover and St Omer and create joint exhibitions between the two areas.</p>  | <p><b>Total (Fr-UK)<br/> €45,000 of which<br/> DAD will receive<br/> €20,085</b></p>      |  |



## Annex 6: South East ERDF Competitiveness Programme

| EU Funding Programme   | Project Information   | Value of EU Grant | Related 2010 Target(s) |
|--|---|-------------------|------------------------|
| <p>The programme aims to promote competitiveness in South East England whilst contributing to reducing the region's ecological footprint. In order to achieve this aim, the programme has three objectives:</p> <ul style="list-style-type: none"> <li>- To raise levels of knowledge and innovation across all business sectors in order to support more resource efficient business practices, boosting profitability and long term competitiveness</li> <li>- To stimulate innovation and job creation in new and emerging ecologically-driven market sectors</li> <li>- To reduce the rate of growth of the region's ecological footprint whilst stimulating economic growth</li> </ul> <p>The programme is worth £21m ERDF and, from the second call for proposals, can fund projects at a rate of 50%.</p> |   |                   |                        |
| <b>South East ERDF<br/>Competitiveness Programme<br/>2007-13</b>   | <p><b>Demonstrating Sustainable Materials &amp; Technologies to the Construction Sector (SMART) - (Business Support Kent)</b></p> <p>The will address barriers of a lack of awareness by construction SMEs concerning which materials and technologies are most suitable for their own businesses and the absence of a single place to obtain practical information about sustainable construction products. The project aims to increase the uptake of SC products by construction SMEs across the SEEDA region through delivering a package of SC briefing modules and workshops, a region wide promotional campaign and demonstration centres.</p> | <b>£249,087</b>   |                        |
|  | <p><b>Low Carbon Futures (KCC, BSK, EISE, EA, Kent Police, Kent Fire &amp; Rescue, The Carbon Hub)</b></p> <p>A project to raise the capacity of local authorities to deliver carbon reductions through their supply chains, with a particular focus on the creation of innovative learning networks, sustainable mobility strategies and smarter working.</p>  | <b>£373,401</b>   |                        |
| <a href="http://www.seeda.co.uk/European%5FInitiatives/European%5FRegional%5FDevelopment%5FFund/South_East_ERDF_Competitiveness_Programme/index.asp">http://www.seeda.co.uk/European%5FInitiatives/European%5FRegional%5FDevelopment%5FFund/South East ERDF Competitiveness Programme/index.asp</a>  |   |                   |                        |

## Annex 7: European Social Fund Programme

| EU Funding Programme   | Project Information   | Value of Project       | Related 2010 Target(s) |
|--|---|------------------------|------------------------|
| <p>The European Social Fund (ESF) is funding from the European Union designed to improve the skills of the workforce and help people who are having difficulty finding work. This money is distributed by the Government Office for the South East (GOSE) to the co-financing organisations in the region:<br/>The Learning and Skills Council, Job Centre Plus and the South East England Development Agency (SEEDA)</p> <p>These organisations set out their respective priorities and invite providers to bid for project funding to deliver activities that will help them to achieve their priorities. ESF funding is awarded for time-limited projects through an open and competitive tendering (OCT) process. Once contracts have been awarded the co-financing organisation (CFO) works with the providers concerned to ensure they are delivering to agreed targets.</p> |   |                        |                        |
| <br><b>European Union</b><br>European Social Fund<br><small>Investing in jobs and skills</small><br><br><b>European Social Fund</b>   | <p><b>Tailored Training and Employment Support for Hard to Reach Groups</b> (Canterbury College) – Kent &amp; Medway</p> <p>This project will provide personal development and employability skills to 190 young people, aged 14 to 19, who will be either in the NEET group or at risk of becoming part of this group. This project will deliver training linked with mainstream programmes, including appropriate transition support at the point of entry to employment and for a six month period thereafter.</p> | <p><b>£380,000</b></p> |                        |
|  |   |                        |                        |