



Building on Success: the ERDF Programme in Norfolk and Suffolk

Webinar hosted by New Anglia LEP: 7 July 2021





Welcome and introduction

Chris Starkie, Chief Executive Officer, New Anglia LEP

7 July 2021



Building on Success: the ERDF Programme in Norfolk and Suffolk - Agenda

Speaker	Presentation	Time
Chris Starkie, Chief Executive Officer, New Anglia LEP	Welcome and introduction	14.00
John Osborne, Head of Greater South East GDT, MHCLG	Overview of the Programme	14.10
Emma Taylor, Funding Manager, New Anglia LEP	Norfolk and Suffolk projects: building on success	14.25
Case study: Hethel Innovation	Innovation and cluster development	14.40
Case study: New Anglia LEP	Regional business support	14.50
Case study: Suffolk County Council	Moving to a low carbon economy	15:00
Case study: University of East Anglia and New Anglia LEP	Supporting the business investment journey	15.10
Case study: Anglia Ruskin and East London Universities	Wider regional partnerships	15.20
Case study: Broadland District Council and Norfolk County Council	Initiatives in the rural economy and food sectors: newer projects	15.30
Chaired by Chris Starkie	Q&A and conclusions	15.40

European Regional Development Fund: the Programme

- A nationally delivered EU Programme which supports business growth and competitiveness, innovation and the move to a low carbon economy.
- Current ERDF Programme period 2015-2023.
- Spend guaranteed after Brexit
- Programme managed by the Ministry for Communities, Housing and Local Government but with local allocations coordinated by LEPs in England.



ERDF: delivering our Economic Strategy

- **£43.6m allocated to Norfolk and Suffolk and fully committed to projects**
- New Anglia LEP coordinated a European Investment Strategy to ensure fit with our Economic Strategy
- Local strategic fit of projects in ERDF and ESF (European Social Fund) decided by a local Committee of key stakeholders.
- The LEP collaborated with Norfolk and Suffolk County Councils and many other partners promoted the Programme and collaborated to develop projects.



ERDF in Norfolk and Suffolk: key achievements

- Over 6,500 businesses supported
- Over 830 business grants awarded
- More than 1,885 jobs created
- Over 450 new products launched – of which 218 were new to the market
- Over 1500 start-ups supported
- More than £14.5m private sector investment leveraged



ERDF: leading into the UK Shared Prosperity Fund

- We deliver – Norfolk and Suffolk ERDF projects have over-delivered against Programme targets.
- Joint CRM and collaborative approach between projects
- Respected business support ‘brands’ – brand trust and recognition from businesses to build on
- BEE Anglia and LCIF2 – long track record in providing low carbon support and measuring outcomes – will inform development of new projects embedding clean growth goals.



Overview of the Programme

John Osborne, Head of Greater South-East GDT, MHCLG

7 July 2021



Ministry of Housing,
Communities &
Local Government



European Union
European Structural
and Investment Funds

2014-2020 ERDF Programme in New Anglia

**John Osborne, Head of Greater South East
Growth Delivery Team**

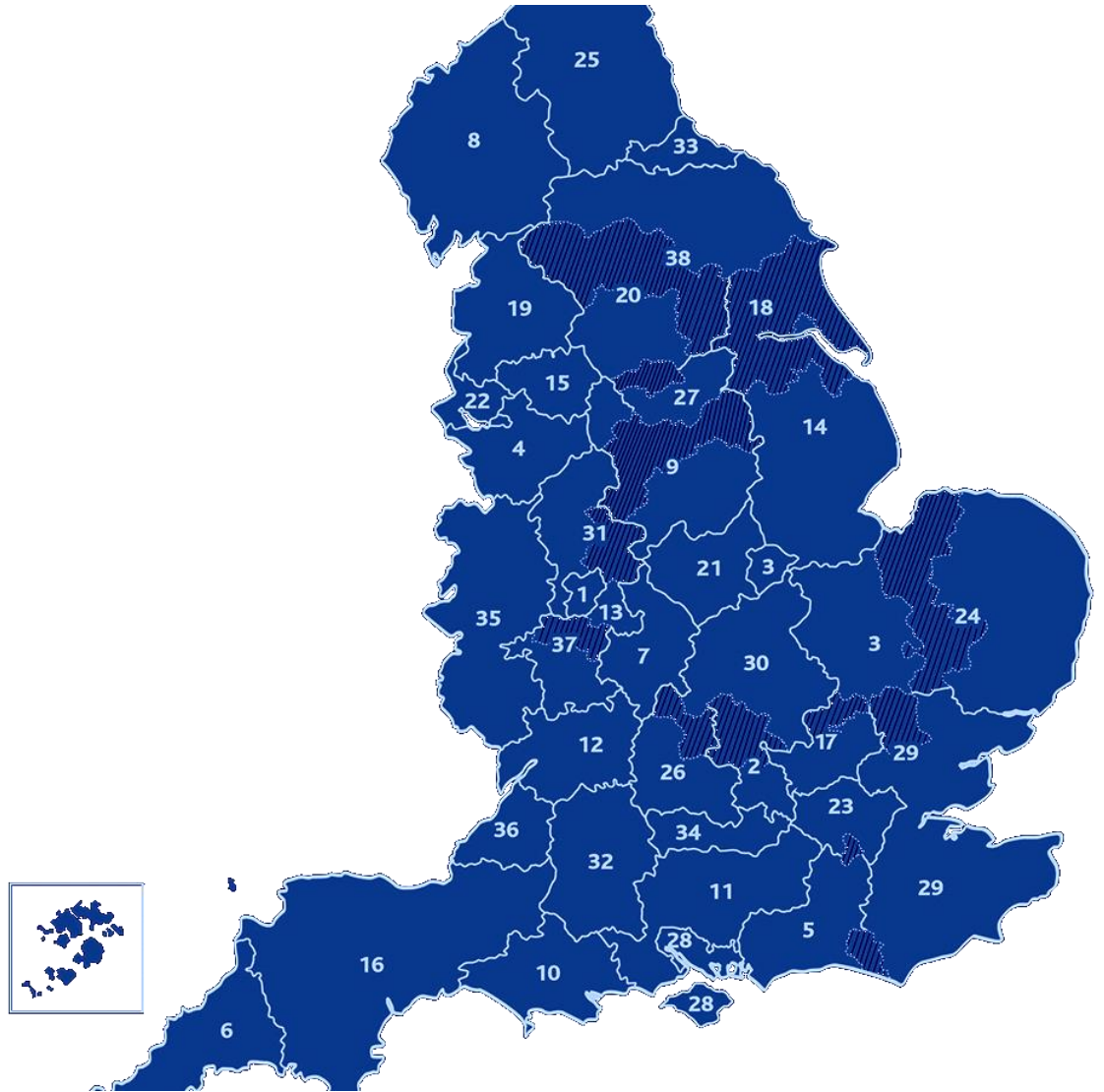
2014 -20 ERDF Programme

- £3.2 billion over seven years across England
- The national programme contributes to and is aligned with the EU strategy (Europe 2020 strategy) for smart, sustainable and inclusive growth which achieves economic, social and territorial cohesion



A Strategic, Geographical Approach

- LEP based
- European and Structural Investment Fund Strategies linked to national and EU growth objectives
- Defines key economic characteristics of the LEP area
- Identifies priorities and objectives
- Target driven



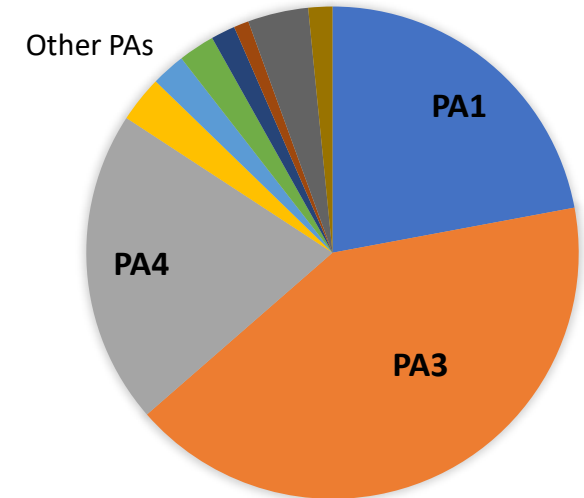
National Performance

- Over 1,000 projects contracted
- Total value £2.9bn of ERDF – over 90% of the programme
- Further projects still in the pipeline – over 96% of programme
- On track to meet all EU set expenditure targets and all but one output target
- Been able to pivot to use remaining ERDF to support Covid challenge and recovery
- Still delivering!

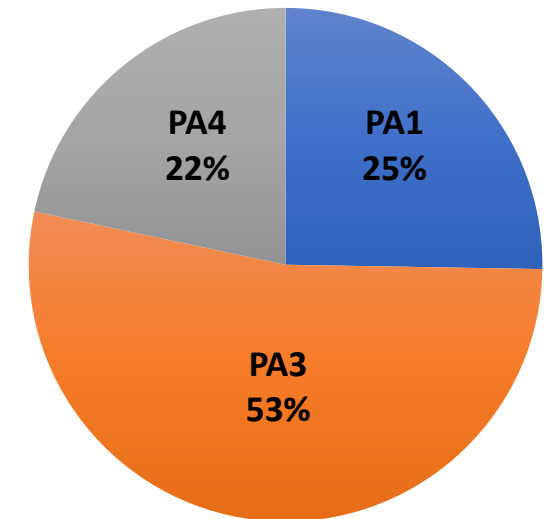
New Anglia Strategic Objectives

- £43 million programme
- **Priority Axis 1 (Innovation)**
£11,033,074 to support projects to undertake research and develop new and innovative products and services
- **Priority Axis 3 (SME Competitiveness)**
£23,164,985 for the Growth Hub and other business support programmes to facilitate SME growth
- **Priority Axis 4 (Low Carbon Economy)**
£9,462,241 to support projects which reduce carbon emissions and deliver low carbon innovation

NATIONAL BY PRIORITY AXIS



NEW ANGLIA BY PRIORITY AXIS



Success Stories: New Anglia Business Growth Programme

- £14m ERDF awarded to the Growth Hub to provide advice and grants to businesses
- Includes advice on how businesses can survive the impact of COVID-19.
- To date, over 5,000 businesses supported
- £12m worth of private (SME) investment
- At least 74 new to the firm products launched
- The good work continues.

**NEWANGLIA
GROWTHHUB**
for Norfolk and Suffolk



Success Stories: Building a Cultural Economy (Start East)

- **Building a Cultural Economy** ('Start East') delivered by Norfolk County Council, Suffolk County Council and New Wolsey Theatre.
- £1.2m project providing support to 150 businesses in the cultural sector
- Nominated for awards: Norfolk Arts Award for boosting the cultural economy, and support provided to the eventual winner of a BAFTA for Young Game Designer Mentor 2019.
- Achieved this with outstanding diversity and inclusivity

Outcomes

- Really pleased with how effectively the ERDF programme has been used across Norfolk and Suffolk
- One of the highest performing LEP areas
- Programme budgets have been fully committed
- Objectives were developed which reflected local needs and built on the right opportunities
- Majority of the strategic objectives included in the ESIF Strategy have been met
- Targets for supporting businesses have been exceeded across all of the main priority areas
- The people involved have been committed, knowledgeable and engaged

The Future

- October 2020 Launch of the Stronger Places Group
- European Teams merged with Cities & Local Growth Unit
- A continued emphasis on place, building on the success of ERDF
- Different local growth funds:
 - ❖ Community Renewal Fund
 - ❖ Levelling Up Fund
 - ❖ Towns Fund
 - ❖ Freeports
 - ❖ Community Ownership Fund
 - ❖ UK Shared Prosperity Fund



Norfolk and Suffolk projects

Building on success

Emma Taylor, Funding Manager, New Anglia LEP

7 July 2021



Mainstream business support and grants

New Anglia Business Growth Programme



Get Exporting 2 – DiT/ Exemplas

Better off in Business – Princes Trust

- Signposting for all other support
 - Vital role during pandemic
 - Responsive grants vehicle
- Signposting role not 'counted' in outputs
 - Planned net zero focus in future
- Self employment support programmes – future emphasis on skills not business
- Important to keep the business support landscape simple for businesses



Low carbon business support and innovation

BEE Anglia



Low Carbon Innovation Fund 2



- Tested models for measuring carbon reduction in business interventions
 - Decarbonisation planning experience
 - Expertise in what businesses want/ need
-
- Combining expertise with the LEP Growth Programme in developing CRF proposals – need to embed net zero thinking in mainstream support

Invest East



Low Carbon Innovation Fund 2



- Intensive investor-led investment readiness programme with high success rates
 - Provides pipeline for LCIF2
- LCIF2 a key strategic regional investment vehicle
 - Will UK SPF enable investment programmes?
- Investment readiness key support tool and unique to these projects
 - Green Investment opportunities



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Innovation and cluster support

Innovation New Anglia and Breakthrough Innovation



Growth Through Innovation Fund



- Norfolk and Suffolk innovation needs – ERDF not always a good fit
 - New product achievements
 - Set up research collaborations
- Embed innovation support in other programmes – a ladder of interventions
- Challenge or platform-based approach works
 - Sector approach / link to clusters
 - Innovation support for start-ups

Sector-specific projects

TALE



Start East



Food Innovation Centre

SCORE

- TALE - led by Haven Gateway across the region. Ports and logistics support.
 - StartEast – Cultural Sector support
 - Food Innovation Centre – food processing
 - SCORE – renewables businesses
- Which sectors have specific support needs going forward?
 - What are the barriers to growth in that sector/ support needs?
- Starting discussions with sector groups and clusters

Knowledge Transfer projects

KEEP+



Innovation Bridge



- Innovation Bridge – 3 LEP project
 - KEEP+ multi-LEP project
- University of Suffolk a partner in both

- Generating knowledge transfer collaborations is intensive work – what are the barriers/ what support works?
- Other models for businesses working with Universities being tested
- Need a flexible/ responsive approach



Multi-LEP projects – wider regional working

Eastern New Energy



Manufacturing Growth Programme



- ENE an ambitious portfolio project embedded locally – Suffolk County Council and NPS Group are partners
 - MGP – lack of local visibility
- Will UK SPF enable or allow wider geographic partnerships?
- If not, need to find other ways to support genuine collaborations.
- Business support delivered from other areas – needs to have rationale/ be embedded

Building on Success – *how to build projects*

We have learnt to –

- Build effective and accountable partnerships and negotiate procurement regulations
- Know what services to procure and where a partnership is needed
- Use Dynamic Purchasing Systems and other responsive models to providing diverse support
- Build compliant and transparent grant schemes
- Consistently measure and evidence results
- Deliver a co-ordinated programme – there's no wrong front door to support. CRM sharing.

All of this will still be needed for UK SPF and other funding...



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Building on Success – a jigsaw puzzle of support

Future programmes should –

- Ensure a mainstream signposting and support umbrella service
- Support individuals to start businesses
- Be a catalyst for innovation and cluster development
- Enable clean growth – the move to net zero
- Support key sectors to flourish
- Enable investment and export

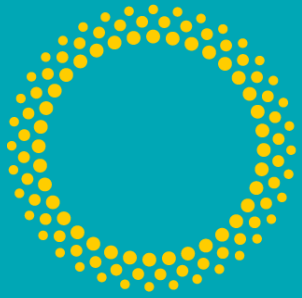
There could be new opportunities to –

- Embed skills development and training
- Remove silos of support
- Support all sectors (e.g. including farming)
- Develop more nuanced measures of impact



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Norfolk
& Suffolk
Unlimited

Case studies

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HIL ERDF Programmes



Innovation New Anglia (2015 – 2018)
Breakthrough (2019 – 2021)

Innovation New Anglia

October 2015 - December 2018

Goals at a Glance

1

Develop **knowledge networks** to link enabling and emerging economies

2

Embed innovation within SMEs through our **support programme**

3

Support the creation of **new products, processes, and services**



Innovation New Anglia

Achieved Outputs

276

Businesses
Supported

24

Collaborations
Facilitated

23

New Products Processes
and Services
(Firm)

21

Startups Supported

140

Jobs
Created

27

New Products Processes and
Services
(Market)

Innovation New Anglia

Networks



> 70 members



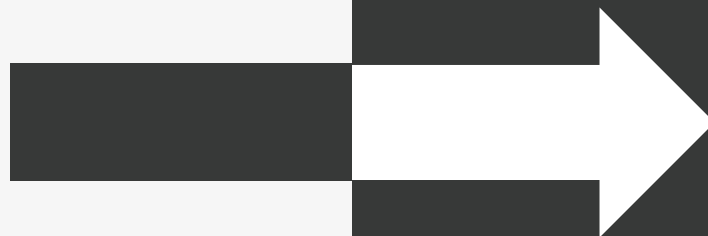
> 900 members



> 800 members



> 70 members



Individual sector focuses

Cross-sector innovation

Breakthrough

January 2019- June 2021

The Vision

Breakthrough creates unique environments that stimulate innovation, by leading diverse and cross-cutting teams on expeditions to new cross-cluster market opportunities.



Breakthrough

Design Sprints



Design Sprint

Time limited sprints with a business to develop a new product in 1-2 days.

Whilst Ltd

- Revisit the **Value Proposition**
- Review the **Customer Segments** being targeted
- Perform a '**SCAMPER**' exercise, identifying new product and service development opportunities

“[The Breakthrough Team’s] support and contribution has been invaluable whilst making key decisions...The team brought fresh perspectives and ideas to the table, and we thoroughly enjoyed working with them.”

Jana and Ismat (Whilst)

Breakthrough

New Product Development



Photo credit: Epic Events

Epic Events

- Events company that needed to pivot during COVID19
- Breakthrough team worked with the company to ideate new products or services which could bring in alternative revenue in the short term
- This led to their business model diversification and the introduction of new speciality hampers with personalised gifts created for customers

“The Breakthrough team were amazing, they are good at what they do and genuinely believed in what we were doing”

Breakthrough Achieved Outputs

144

Businesses
Supported

126

Collaborations
Facilitated

30

New Products Processes
and Services
(Firm)

18

Startups Supported

33

Jobs
Created

15

New Products Processes and
Services
(Market)

ERDF Projects

Key Learnings


Assessment of the relevance of 3 and 12 hours of support rule to classify an intervention as impactful.

Rethink the need for high volume outputs when delivering innovation support, and consider and recognise work with businesses that isn't claimed as a complete output


There remains a disconnect between MHCLG rules, regulations, delivery, and business needs. What innovation means to business can differ to what innovation means to MHCLG/ERDF.

Future Thinking


Supporting Innovation & Clustering



Staying connected
between organisations



Don't forget the startups –
support for early-stage
businesses is needed!



Recognize innovation in
the context it is used

Thank you!



New Anglia LEP Business Growth Programme/ £14m awarded

Nataliya Klymko/ New Anglia LEP

7 July 2021



NA Business Growth Programme - Purpose

Proactive, targeted “wrap-around” support to local <u>businesses</u> to improve their business confidence		
Growth Hub One-Stop-Shop for business support Free & impartial support 1:2:1 business support Referral services Suffolk Chamber of Commerce	Small Grant Scheme £1k - £25k grants to support business growth, new jobs, efficiency & productivity, new products & <u>services</u> Growth Hub New Anglia LEP Suffolk County Council	Start-Up Business support for: Potential entrepreneurs Early-stage businesses Nwes Menta
Long term sustainable job creation, new business start-ups and increased GVA across Norfolk and Suffolk		



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September 2015 – November 2021

- 2,589 businesses supported
- 4,260 businesses receiving at least 3 hours of support
- 1,138 businesses receiving 12 hours of support
- 360 businesses receiving grants
- 1,138 early stage businesses supported
- 1,474 potential entrepreneurs supported
- 1,676 new jobs created
- 69 new products/services introduced



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NA Business Growth Programme - Achievements

Outputs achieved

- 2,252 Businesses supported (grants or 12h+)
- 312 Businesses supported (grants received)
- £12.4m private sector match funding secured
 - 3,235 Businesses supported (3 hours)
 - 849 Businesses supported (12+ hours)
 - 1,392 new jobs created
- 85 New to firm products/service introduced
 - 1,468 Early-stage businesses supported
 - 2,368 Potential entrepreneurs supported
- 226 (under £600k grant value) Visitor & Wider Economy grants awarded

Wider outcomes

Sep 2015 – Aug 2019 BGP impact assessment:

- 1,388 - Increased net additional employment
- £36.4m – Generated net additional GVA for the LEP

Final Programme Evaluation – to follow

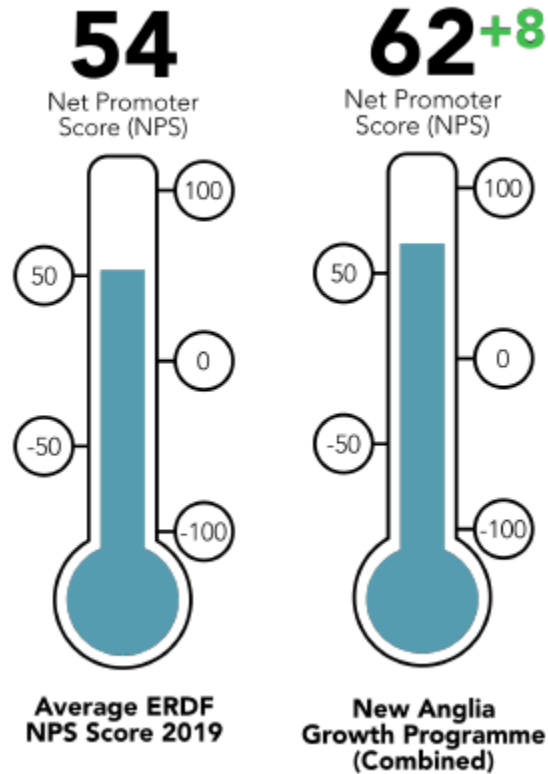
BGP Net Results achieved

(as per programme assessment for the September 2015 – August 2019 delivery period)

BGP project	Increased Net Additional Employment	Generated Net Additional GVA for the LEP
Growth Hub	442	£18.1m
Small Grants Scheme	573	£16.9m
Start Up Programme	373	£1.4m
Total	1,388	£36.4m

Net Promoter Score (NPS)

(as per programme assessment for the September 2015 – August 2019 delivery period)



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What has the Growth Hub done so far?

12,000 businesses supported

76,000 hours of support

7,500 referrals

£48m of grant value secured to 1,300 projects

£275m of private sector funding secured

16,000 calls received during Covid period (Apr'20 – Mar'21)

30,000 unique visitors to GH website during Covid period

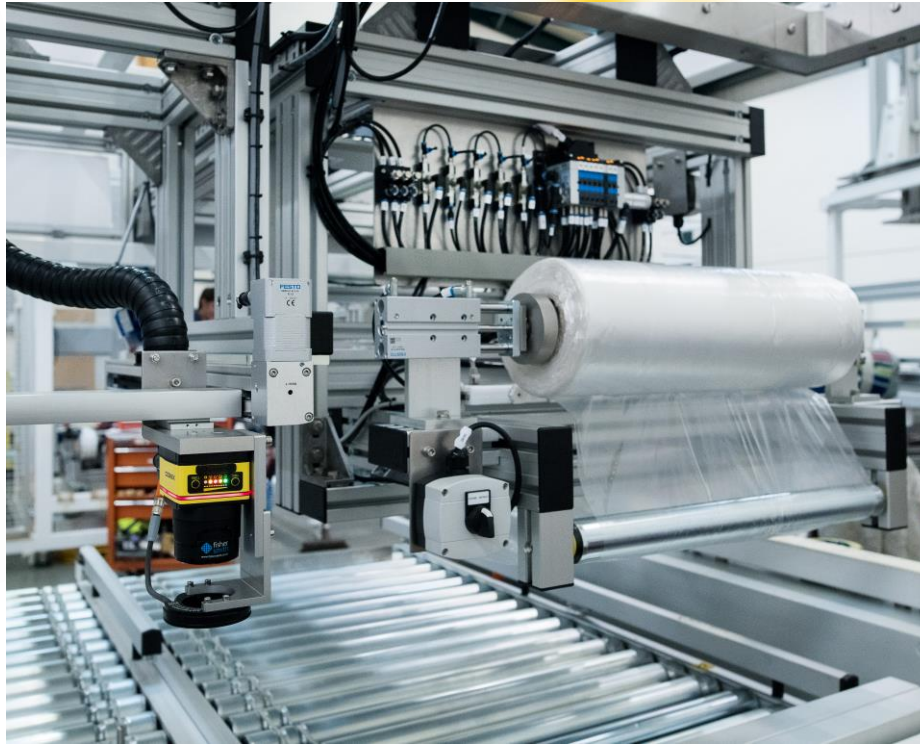


NA Business Growth Programme – PCE Automation

Small Grant Scheme grant
£2,969 in 2017 and £8,220 in
2018 plus Growth Hub Support

Increased their
staff from 38 -100
in three years
(2016 -2020)

"It showed me what
was possible within
our business"



"I'd advise anyone
to get in touch with
the Growth Hub,
you'd be amazed at
the help"

James Cook, Managing
Director PCE Automation

Regular visits enabled them
to become part of the Scale
Up New Anglia Programme

NA Business Growth Programme – Eastern Forklift Trucks

Help funded the construction of the training and workshop centre

£25,000 from Small Grant Scheme

3 new jobs

Double the company size in the next 10 years



"Massive help to us growing our business"
Paul Brieley, Managing Director Eastern Forklift Trucks

Delivery that has been successful and is needed in future programmes:

- **New Anglia Growth Hub** acting as one-shop-stop of business support and advice;
- **Financial support** via small grants – Small Grant Scheme, grants up to £25,000;
- **Start-Up activity** – business support and advice to potential entrepreneurs and early-stage businesses.



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Things we could do more/better in a more flexible programme:

- Simplify and streamline engagement, application and claim processes;
- Revise the evidence requirements for light-touch/ medium/ intense business support;
- Revise what can/cannot be claimed as part of eligible time spent by Advisers;
- Provide flexibility on capital/ revenue split in grants .

Successes to build on:

- Great partnership relationship;
- Flexibility to adapt to new challenges & ability to delivery business support within tight deadlines (development and delivery of ad-hoc business support programmes, e.g, Business Resilience & Recovery, BR&R Consultancy, Visitor & Wider Economy Grant Schemes);
- Evaluation of the programme on annual basis;
- Development of own business support script shared with business support & delivery partners;
- Single platform for business support data recording and reporting (New Anglia CRM).

For business enquiries, please contact:

New Anglia Growth Hub

www.newangliagrowthhub.co.uk

growthhub@newanglia.co.uk

0300 333 6536



Thank you

Nataliya Klymko, Programmes Coordinator

New Anglia LEP

Nataliya.Klymko@newanglia.co.uk





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Business Energy Efficiency (BEE) Anglia

'The Energy Hive for Norfolk & Suffolk Businesses'

Our role in Net Zero

7th July 2021

www.beeanglia.org

01473 350 370



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Project Aims



Financial Assistance



Trusted Advice



Raising awareness



Building confidence



Incentivising small steps



Growing low carbon sectors





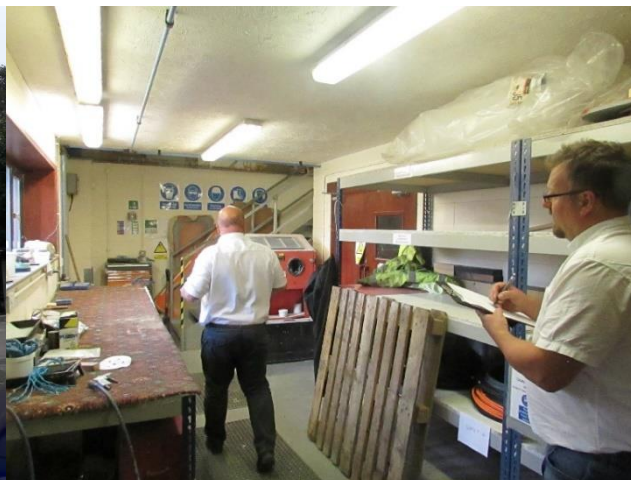
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Energy Audits

🐝 819 full site energy audits of businesses

🐝 Savings identified of
32,100 tCO₂e/ £4.8m





Our Grants

- 🐝 232 businesses awarded grants, totalling £1.5m
- 🐝 Associated Carbon savings of 2,900 tonnes
- 🐝 £100,000 remaining in the pot






Ipswich Accident Repair Centre

 Audit identifies priority actions

 £11,100 for new spray oven & lights

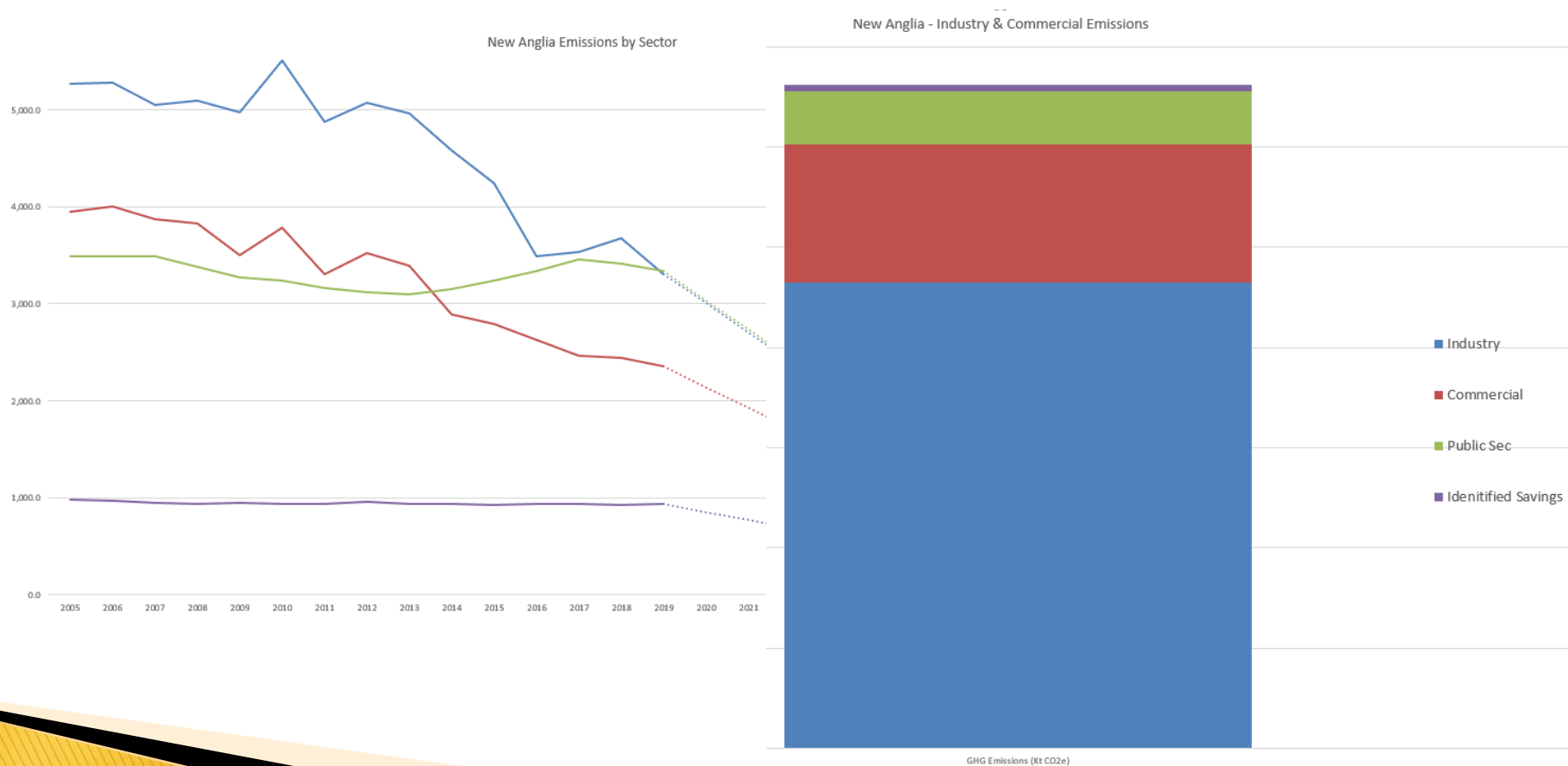
 Annual Savings of £9,300 & 39.7 tCO₂e

	Recommended Measure
1	Monitor and manage energy use
2	Consider Upgrading Lighting to LED with sensors
3	Consider improving air-flow to enable the installation a VSD on the compressor
4	Consider changing spraying processes
5	Gain the Carbon Charter





A Net Zero Context





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Carbon Charter

 **129 businesses** gaining the Carbon Charter

BRONZE

Has adopted effective environmental management processes

SILVER

Has made significant improvements to their environmental impacts

GOLD

Is a champion and exemplar of sustainability



How to plan for an eco-friendly holiday in East Anglia

It's all green and gold for Barnwell Print!





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96% rate our support as 'Very Good' or 'Excellent'



BEE Anglia helped us to work towards reducing our carbon footprint. In doing so we will also reduce our overheads meaning we're able to remain competitive in our market. Thank you.

Very helpful staff. Spoken to David Barnard and he couldn't have done more especially as this can be a complicated process.

THE LADY WHO I DEALT WITH IS AMY AND SHE HAS BEEN VERY HELPFUL, VERY PROFESSIONAL WITH A HUGE AMOUNT OF KNOWLEDGE.

The project could not have been delivered without the support of BEE. To relocate and have a stable 22°C environment has dramatically improved the product quality, the environment for our staff and – more importantly – our customers see us as a truly modern printing company.

A thorough and professional process which produces a genuinely useful report and action plan. I can now stop fudging around and, instead, make informed decisions about lowering emissions and saving money.

The report Kirsty compiled for us was very informative and opened our eyes to many ways in which we can rethink our energy use and consumption.

A very professional visit very helpful.





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Key Lessons



Don't buy carbon reductions; Enable change



Remove barriers; don't create them



Confidence is as big a barrier as finance



Net Zero needs more funding



Green Sector growth needs a clear plan



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Find out More...

www.beeanglia.org

Business Enquiries – 01473 350 370

Ned Harrison – Project Manager

ned.harrison@suffolk.gov.uk

01473 264472



Low Carbon Innovation Fund 2



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**Low Carbon
Innovation
Fund**



Norfolk
County Council



University of East Anglia



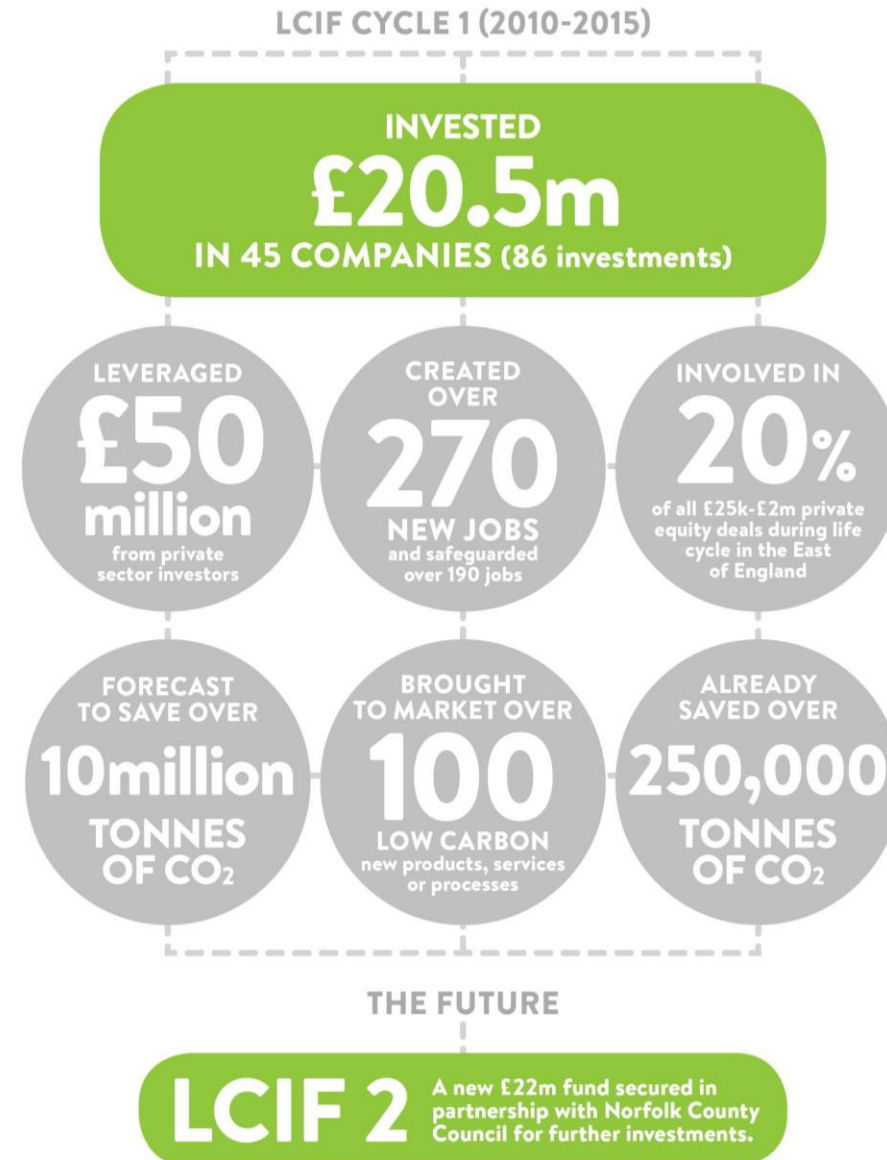
WHAT IS THE LOW CARBON INNOVATION FUND?

UEA's Low Carbon Innovation Fund (LCIF) is a venture capital fund, providing equity finance for businesses based wholly or partially in the East of England.

LCIF co-invests alongside private sector investors such as founders, angel investors and other funds. By providing finance to early and growth stage businesses, LCIF enables companies to develop their technologies, products or services and bring them to market.

THE FUND'S TRACK RECORD

LCIF has invested over £20.5m into nearly 50 businesses alongside a further £50m from private sector investors, bringing a wealth of new products and services to market. The Fund has already saved over 250,000 tonnes of CO₂.



NEARLY
75%

OF INVESTEEES STRESSED
THE VALUE OF LCIF IN
LEADING THEIR INITIAL
FUNDING ROUND

3 OUT OF 5

INVESTEEES SAID
THEY COULD NOT
HAVE RAISED
THEIR ORIGINAL
FUNDING ROUND
WITHOUT LCIF

LCIF FINAL EVALUATION REPORT,
EDUCE LTD & FUTURENEERING LTD

BUSINESSES WE'VE ALREADY FUNDED

LCIF PORTFOLIO COMPANIES INCLUDE



LCIF2 outputs

<u>Description</u>	<u>Number/tonnes pa</u>
Enterprises receiving support	10
Enterprises receiving investment	38
New enterprises supported	10
Enterprises cooperating with research institutions	3
Enterprises supported to introduce new to the firm products	20
Estimated annual decrease of GHG (tonnes of CO ₂ e)	10,000

Low Carbon Innovation Fund 2

- Received funds April 2020
- Will invest £11M ERDF by December 2023
- Will attract at least £11M co-investment
- Will support at least 48 businesses
- Will save at least 10,000 tonnes CO2 per year as a result of new technologies

Achievements so far.....

- Has already invested £2M in 9 businesses (June 2021)
- Investments range from £25k to £450k
- Has attracted over £10.5M co-investment
- Approx 30% of investment in Norfolk & Suffolk

Who can apply?

- SMEs registered in England with a base in Norfolk, Suffolk, Cambs, Peterborough or Herts
- Developing or selling more energy or resource efficient technologies/products/services
- Carbon savings that can be measurable
- Sector agnostic
- Sensible valuations that will also attract angel or venture capital
- Capable management teams

Key aspects of LCIF2

- Early stage businesses supported through first round of investment
- Small public sector investments at early stage bring professionalism and de-risk the opportunity
- Provides assurance to private sector investors – leveraging higher proportions of co-investment
- LCIF2 provides experienced NED to all portfolio businesses – wide networks of experienced and sector specialists
- Patient capital – help to raise in future rounds – follow-on investments
- Increases the chances of success of cutting edge technologies in the region
- Growth in the Green Economy and a key project in the journey to Net Zero

INVEST > EAST

Investment Readiness Programme



Norfolk
County Council

NEWANGLIA
Local Enterprise Partnership
for Norfolk and Suffolk

UEA
University of East Anglia



Suffolk
County Council

INVEST > EAST

Investment Readiness Programme

- £0.9M ERDF funding (of which £500k for IRP Programme)
- Takes very early stage businesses through an intensive programme to learn how to raise investment
- Led and delivered by investors and mentors with real-world knowledge and experience
- Masterclasses and specialist mentors – one-to-one advice – up to 50 hours support
- Refine and optimise business plan and investment proposal
- Practice and feedback – Showcase event with audience of investors



Norfolk
County Council

NEWANGLIA
Local Enterprise Partnership
for Norfolk and Suffolk

UEA
University of East Anglia



Suffolk
County Council

INVEST > EAST

Investment Readiness Programme

- 172 businesses taken part
- High proportion of start-ups
- Average hours of support is 26.5 hours
- Demonstrates high demand and need for in-depth support over time
- Cohort delivery – develops mutually supportive community of business founders
- Feedback from investment community very positive – investment ready businesses who are good opportunities
- Over £1.979M raised by alumni businesses since taking part in the programme - to date (total project value £1.813M)



Norfolk
County Council

NEWANGLIA
Local Enterprise Partnership
for Norfolk and Suffolk

UEA
University of East Anglia



Suffolk
County Council

The future.....

- IRP can be tailored to geographical or sector groups
- Can be delivered as physical or virtual events (hybrid is optimal)
- Mentors keen to continue – adding new specialists all the time
- Encourages investors to look at earlier stage businesses – knowing they have been assessed and supported
- Value of combining tailored one-to-one detail with efficient delivery of group sessions
- Creates successes and raises aspirations for business founders knowing that funding is accessible over the long term



Norfolk
County Council

NEWANGLIA
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for Norfolk and Suffolk

UEA
University of East Anglia



Suffolk
County Council

Contact

- Saffron Myhill s.myhill@uea.ac.uk
- Thank you



Wider regional collaborations

7 July 2021





KEEP+ / £5.7 m Fund

Julie Ben Abdeljelil / KEEP+ Project Manager



KEEP+ Delivery Partners



The KEEP+ Programme is led by Anglia Ruskin University and delivered in partnership with the University of Suffolk, University of Brighton, University of Essex, University of Greenwich and University of Hertfordshire. It is designed to help SMEs access funding to accelerate the development of new products and services as well as bring them together with academic experts and talented graduates who'll work with them to bring their innovation to market.



KEEPPLUS.CO.UK



How KEEP+ helps SMEs



- Gain access to specialist third party expertise to help progress a new product or service to market
- Financial contribution toward the purchase of equipment that is crucial to technological development of the project
- The ability to advance manufacturing or service capabilities
- Bring new products to market faster and with less risk
- Bring in expertise to help with vital research, such as product testing or discovering new markets



KEEP+ Success



The first three years: January 2017 - March 2020:

- £3.2m funding
- 175 companies helped (of which 20% were from New Anglia)
- 225 projects

Phase II extension launched on 1 April 2020 and ongoing

- £2.5m funding
- 100 SMEs helped so far (of which 20% are from New Anglia)
- 114 projects



KEEP+ Achievements



**Impact achieved for New Anglia as at July 2021.
These figures cover both phases of the project which finishes on
31 December 2022**

- SMEs receiving support: **52**
- SMEs receiving Grants : **52**
- Private investment matching public support to SMEs : **£621,880**
- Employment increase in supported SME : **20**
- N° of SMEs cooperating with research institutions : **4**
- N° of SMEs supported to introduce new to the market products : **49**
- N° of SMEs supported to introduce new to the company products: **49**

Outcomes:

- This programme has been very successful because it offers a lot of flexibility and can be accessed relatively quickly.
- It has helped SMEs to introduce new products and services and improve technical capability or understanding across 4 main regions and beyond. It has also given an understanding of the benefits of innovation and has helped increase productivity and turnover.



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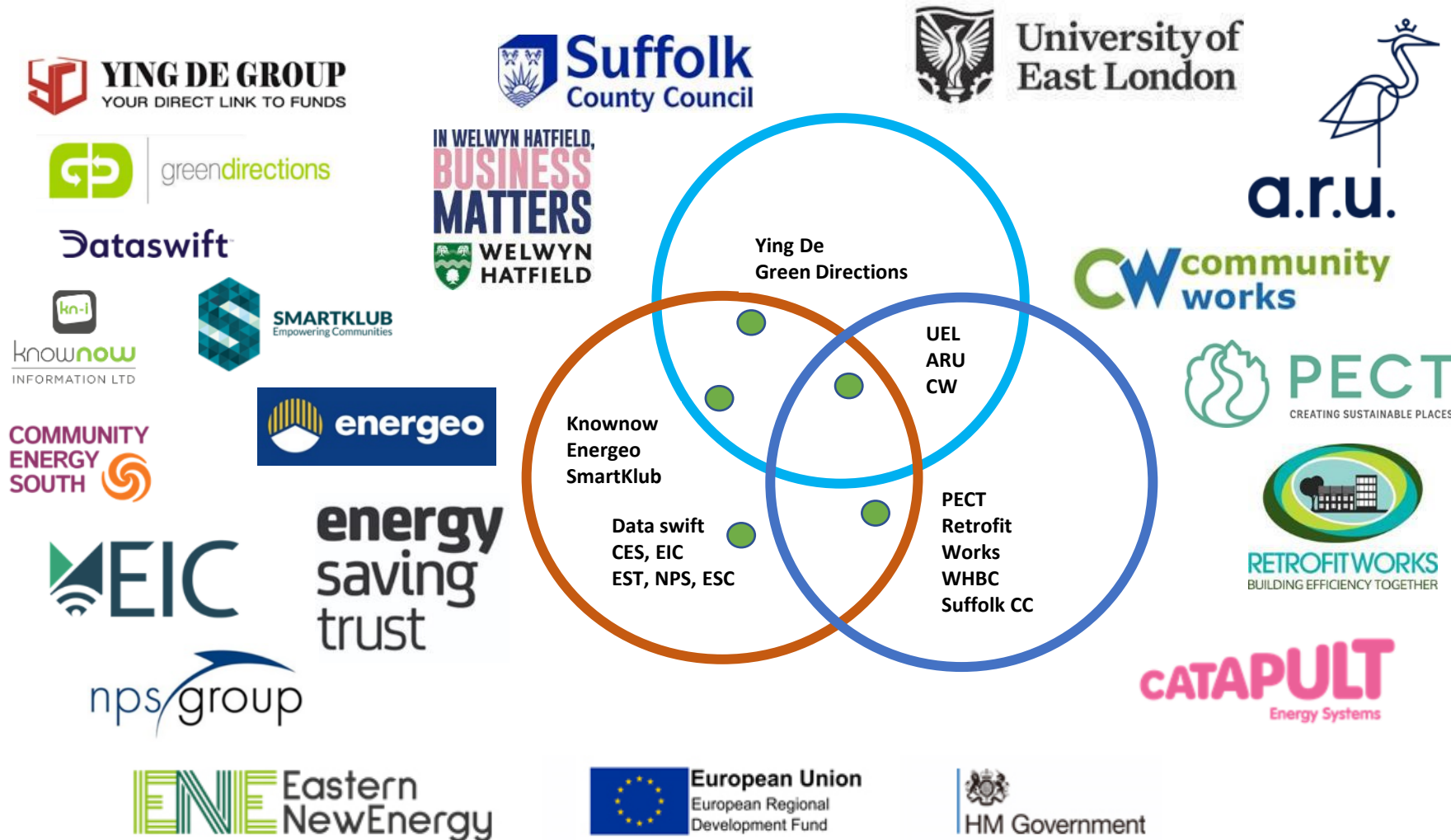
Find us on Twitter and LinkedIn: @KEEPplus

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ENE Delivery Partnership

By  Research  Industry &  ERDF Business Support characteristics



Partner List

University of East London (UEL)
UK Community Works (CW)
Ying De Group
Green Directions
Energy Intelligence Centre (EIC)
Energy Savings Trust (EST)
NPS Group
Energy Systems Catapult (ESC)
Knownow Information
Energeo
Smart Klub
Anglia Ruskin University (ARU)
Community Energy South (CES)
PECT
Retrofit Works
Welwyn Hatfield Borough Council (WHBC)
Suffolk County Council

Eastern New Energy work packages

Tackling barriers to decarbonisation research –

- Facility energy assessments – for businesses and public buildings
- Vehicle fleet adaptation
- Supply chain development
- Innovation collaboration
- Smart Citizens in Smart Communities
- Low carbon housing
- Renewable Energy generation scale-up

Eastern New Energy

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University of East London

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Newer Projects: initiatives in the rural economy and food sector

7 July 2021





EUROPEAN UNION
European Regional Development Fund

NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk

Food Innovation Centre



Food Innovation Centre Objectives

1. Provide a physical focus for food and drink processors
2. Provide an innovation support programme for food and drink businesses with access to expertise from UEA, Quadram Institute, Hethel Innovation and other specialists
3. Create a world class Food and Drink innovation cluster to foster greater co-ordination and collaboration amongst businesses, academic and research institutions to fast track growth.
4. Support the growth of the Greater Norwich Food Enterprise Zone and to grow the local food and drink sector.
5. Maximise synergy with other enterprise and innovation hubs and organisations



Cost v Deliverables

Project Component	Design/build /fit out/fees	Other capital costs	Revenue programme	Total
Costs	c.£9.151m	c.£1.24m	c.£1.16m	£11.4m

Organisation / fund	Amount
Broadland District Council	£ 1.86m
New Anglia LEP – Growing Places Fund	£1.44m
New Anglia LEP /HM Government -Getting Building Fund	£2.7m
ERDF Programme	Circa £5.7m

Output	Number
Businesses receiving non-financial support	75
New businesses supported	15
Enterprises collaborating with research institutions	40
New jobs created	41
Businesses bringing new products to market	5
Businesses bringing innovations, new processes to market	25
Commercial buildings built	1



Paul Mace
7th July

2021

What Drives Us?

Key Programme Aims : Over 100 capital grants and 90 fte jobs created

The DRIVE Aspiration for the businesses of Norfolk and Suffolk

- Fully thought through, sustainable investments that deliver lasting growth
- To build local knowledge creating pride in place by including Local Investment Boards in decision making
- A culture shift to a business stock that consider their investments more robustly
- To give businesses confidence that they will be navigated through the business support landscape based on their needs and towards which ever partners can best meet those needs
- To help create a “**Business First**” approach in future planning and delivery with a joined up approach to **all** aspects of business support from growth through investment to training and skills. If we do this – all the outputs and outcomes that currently drive will become an organic consequence of “**Business First**”

Case study and feedback

MPC received a grant of 16k for a CNC machine – new employee in place.

What are customers saying about DRIVE?

“The last time we created a business plan was over 10 years ago, so producing one this time was very beneficial because it allowed us to take stock of where we were actually looking to go as a business, and what was the best way of getting there. To actually sit down and come up with a strategic plan for the medium term was something that we would otherwise probably have never made the time for.” (MPC)

“We’d hugely recommend working with Drive, it’s been a game changer for our new start up in its infancy and we’re enormously grateful for the experienced support we received through the process too.” (Farmyard Frozen)



Building on Success

Delivery that has been successful and is needed in future programmes

- Critical friend support to businesses to create plans and test investment proposals
- Local input to decision making

Things we could do more/better in a more flexible programme

Build the whole landscape around “Business First” and let that become our driver. The NALEP area stakeholders have had some success in doing this but constraints have held us all back.

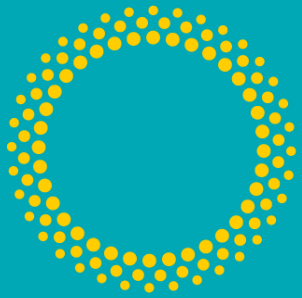
Successes to build on

Business trust gained

Genuine will to collaborate among stakeholder groups

Discussion and questions

7 July 2021



Norfolk
& Suffolk
Unlimited

Thank you!

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www.newanglia.co.uk/grant/european-regional-development-fund

7 July 2021

