



Department for  
Communities and  
Local Government



**European Union**  
European Regional  
Development Fund

## 2014 to 2020 European Structural and Investment Funds Growth Programme

### Call for Proposals European Regional Development Fund

#### Enhancing the Competitiveness of Small and Medium Sized Enterprises – International Trade Performance

<b>Managing Authority:</b>	<b>Department for Communities and Local Government</b>
<b>Fund:</b>	<b>European Regional Development Fund</b>
<b>Priority Axis 3:</b>	<b>Priority Axis 3: Enhancing the Competitiveness of Small and Medium Sized Enterprises</b>
<b>Call Reference:</b>	<b>OC5015P 0119</b>
<b>Local Enterprise Partnership Areas:</b>	<b>Greater Cambridge Greater Peterborough  D2N2 Derby, Derbyshire, Nottingham &amp; Nottinghamshire) Leicester &amp; Leicestershire Greater Lincolnshire Northamptonshire South East Midlands  Cumbria Cheshire &amp; Warrington</b>

	<b>Lancashire</b> <b>Liverpool City Region</b> <b>Greater Manchester</b>  <b>Sheffield City Region</b> <b>Leeds City Region</b>  <b>Black Country</b> <b>Coventry &amp; Warwickshire</b> <b>Greater Birmingham and Solihull</b> <b>Marches</b> <b>Stoke-on-Trent &amp; Staffordshire</b> <b>Worcestershire</b>  <b>GFirst</b> <b>Heart of the South West</b> <b>Swindon &amp; Wiltshire</b> <b>West of England</b>
<b>Call Open:</b>	<b>27<sup>th</sup> March 2015</b>
<b>Call Closes:</b>	<b>6<sup>th</sup> May 2015</b>

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# 1. Call Context

The 2014 to 2020 European Structural and Investment Funds bring the European Regional Development Fund, European Social Fund and part of the European Agricultural Fund for Rural Development together into a single European Union Structural Investment Funds Growth Programme for England supporting the key growth priorities of innovation, research and development, support for Small and Medium sized Enterprises, low carbon, skills, employment, and social inclusion.

The Funds are managed by the Department for Communities and Local Government for European Regional Development Fund, Department for Work and Pensions for European Social Fund and the Department for Environment Food and Rural Affairs for European Agricultural Fund for Rural Development. In London, the Greater London Authority acts as an Intermediate Body for the European Regional Development Fund and European Social Fund programmes. Unless stated otherwise, the term “Managing Authority” will apply to all these organisations. The Managing Authorities work closely with local partners who provide:

- Practical advice and information to the Managing Authorities to assist in the preparation of local plans that contribute towards Operational Programme priorities and targets.
- Local intelligence to the Managing Authorities in the development of project calls (decided by the Managing Authorities) that reflect Operational Programme and local development needs as well as match funding opportunities
- Advice on local economic growth conditions and opportunities within the context of Operational Programmes and the local European Structural and Investment Funds Strategy to aid the managing authority’s assessment at outline and full application stage

This call is issued by the Department for Communities and Local Government and invites outline applications in respect of the European Regional Development Fund. European Regional Development Fund is specifically focussed on investment to support economic growth and job creation. The call invites proposals in respect of Priority Axis 3 of the European Regional Development Fund Operational Programme; Enhancing the competitiveness of small and medium sized enterprises against the requirements set out in this call document.

## 1.1 National Context

The primary aim of Priority Axis 3 is to improve the competitiveness of small and medium sized enterprises by increasing the capacity and capability of small and medium sized enterprises and promoting entrepreneurship. The priority axis will support the Government’s commitment to support Small and medium sized

enterprises and in doing so strengthen the pipeline of high growth business across England.<sup>1</sup>

A range of Investment Priorities will focus European Regional Development Fund intervention to support entrepreneurship and increase the growth capacity of small and medium sized enterprises. These are:

**Investment priority 3a** -*Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators. **Specific objective:** Increase entrepreneurship, particularly in areas with low levels of enterprise activity and amongst under-represented groups.*

There are disparities in rates of business start-ups, in some territories and amongst some groups. For instance, 37% of start-ups in 2013 were located in London and the South East, with only 23% within Northern Local Enterprise Partnership territories. Some groups are particularly under-represented in enterprise relative to their share of the overall population; for instance only 18% of enterprises are majority female led; and whilst minority ethnic groups make up 14% of the population of England, only 6.2% of enterprises are minority ethnic group led.<sup>2</sup>

Measured by the Total early stage Entrepreneurial Activity rate, excluding a jump in 2012, there has been a steady increase in the total early stage entrepreneurial activity for England. The United Kingdom and England are third highest in the Group of Seven major advanced economies, behind the United States and Canada but still just below average for the innovation driven economies as defined by the World Economic Forum's Global Competitiveness Report. In 2013 in England, the total early stage entrepreneurial activity rate was 7.5% and the average across the innovation driven economies was 7.9%. The goal will be to show, by the end of the programme, a higher increase in the total early stage entrepreneurial activity rate in England than for the average across innovation driven economies.

**Investment priority 3c** - *Supporting the creation and the extension of advanced capacities for products, services and development. **Specific objective:** Increase the growth capacity of Small and medium sized enterprises*

The support provided through this Investment Priority will help small and medium sized enterprises to develop their capacity. This will look at productivity drivers, including the technological and business infrastructure and finance that will be required to ensure that those small and medium sized enterprises with the potential to grow can do so. This will include strengthening supply chains to take better advantage of globalisation by attracting high growth and innovative small and

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1. High Growth businesses are defined as those with at least 10 employees and who have experienced growth at an annual average of 20% over a three year period.

2. According to 2013 BPE estimates with Small Business Survey data

medium sized enterprises where they can introduce new high value added products or services. The objective is to improve their productivity and help them grow and create jobs.

Productivity in small and medium sized enterprises in England lags behind productivity in large enterprises. In 2011 small and medium sized enterprise Gross Value Added per employee in England was £43,600; and for large enterprise this was £51,000. There were also wide regional disparities across England with average small and medium sized enterprise Gross Value Added per employee ranging from £33,000 in the North East to £65,000 in London. Variation can also be seen across sectors, with small and medium sized enterprises in manufacturing on average 41.6% less productive than larger firms.

**Investment Priority 3d** - *Supporting the capacity of small and medium sized enterprises to grow in regional, national and international markets and to engage in innovation processes* **Specific objective:** *Increase growth capability of small and medium sized enterprises.*

Existing small and medium sized enterprises face a number of barriers which restrict their ability to achieve their growth ambitions. These include:

- information and coordination failures which limit awareness, access and take-up of business support;
- high-up front costs and perceived difficulties in navigating legal, regulatory and cultural environments which constrain the number of small and medium sized enterprises entering new export markets; and
- Known market failures in the disproportionate costs of establishing and costing risks given the relatively small amounts of capital involved.

Actions to develop capacity of small and medium sized enterprises work alongside actions to develop capability of small and medium sized enterprises. Both will lead to an increase in jobs created in small and medium sized enterprises and in small and medium sized enterprises productivity.

## **1.2 Local Development Needs**

This call will focus on Investment Priority 3d, supporting the capacity of small and medium sized enterprises (subject to sector eligibility) to grow in regional, national and international markets and to engage in innovation processes.

Within the Government's Plan for Growth<sup>3</sup> it has been identified that free trade is central to an effective global economy and strong exports are a key to delivering strong, sustainable and balanced growth. Business success in international markets is central to rebuilding our economy at home. This is as true today as it was in May

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<sup>3</sup> The Plan for Growth, BIS & HMT, March 2011

2011 when UK Trade & Investment launched its five-year strategy, *Britain Open for Business*. Delivering this success means relentlessly pursuing the best opportunities in the markets that matter most to our future prosperity. It also means telling the world that the British economy is open for business.

However, we have some way to go to achieve the Government's export target of £1 trillion by 2020. But, there are reasons for optimism. Recent success in key markets such as China and sectors such as aerospace and automotive, is encouraging. And, as incomes rise in high growth markets, this favours the sectors in which the UK is strongest.

UK Trade & Investment is the Government Department that helps UK-based companies succeed globally and assists overseas companies to bring investment to the UK. *Britain Open for Business* continues to challenge UK Trade & Investment to extend its role and reach. It sets out a more energetic, aggressive approach to winning the best export deals for the UK and attracting high value inward investments.

UK Trade & Investment support for companies has a crucial role to play in driving sustainable economic growth through exports and foreign investment. But the scale of ambition demands a whole team effort, with Government and business working alongside each other to deliver trade and investment success.

Since December 2014, UK Trade & Investment trade support, alongside Growth Accelerator and Manufacturing Advisory Service support, has been brought together as an integrated service under the Business Growth Service brand, so that businesses approaching any part of the service can get a full assessment of their needs and direct referrals to whichever support is most appropriate. As well as working with high growth companies via the Business Growth Service, UK Trade and Investment's delivery contractors work with a wide range of Small and medium sized enterprises, including first time exporters and medium sized and larger companies.

## **Growth Hubs**

All applicants should articulate within their application how they are going to **work with and alongside** their local Growth Hubs to ensure: (i) local priorities and needs will be met; and (ii) the proactive referrals of Small and medium sized enterprises to and from the Growth Hubs to enable on-going support of local Small and medium sized enterprises to maximise opportunities of growth.

Growth Hubs are locally-led partnerships that coordinate business, innovation and trade support within a Local Enterprise Partnership area and make it simple for businesses to access the support they need. They should bring together all of the local bodies involved in supporting businesses – and work with national bodies such as UK Trade & Investment, Innovate UK and the Business Growth Service - to

ensure that national and local, public and private business support works together in the most streamlined and effective way possible, putting the business customer at the centre of the system.

Specifically, they raise awareness of national and local business support, provide a single access point for businesses and provide a diagnostic and signposting service to make sure that businesses know what is available and can access the right support for them. Growth Hubs will deliver against the following five key principles:

- a) developing strong, inclusive partnerships with local stakeholders;
- b) putting in place robust governance arrangements to oversee growth hub activity and ensuring alignment with the Local Enterprise Partnership's strategic economic plan;
- c) ensuring plans for growth hubs are deliverable now and sustainable;
- d) joining up national and local business support and simplifying the local offer;
- e) applying a common evaluation framework to identify what works and measure impact.

All growth hubs will be working with the Business Growth Service to enter into bespoke working agreements setting out how the growth hub and the Business Growth Service will work together to ensure ease of access for customers, including: two-way information sharing about services, joint working between teams/advisers (including through events/workshops), two-way data referrals (contingent on implementation of data sharing protocols) and other actions to enhance the experience of businesses with growth potential as required. These agreements are emerging but applicants to this call will also need to give consideration as to how to work effectively with Growth Hubs in their area.

### **1.3 Scope of Activity**

This call will focus on Investment Priority 3d, supporting small and medium sized enterprises (subject to sector eligibility) through enhancing and/ or complementing existing international trade support provision.

**Investment priority:** *3d - Supporting the capacity of small and medium sized enterprises to grow in regional, national and international markets and to engage in innovation processes*  
**Specific objective:** *Increase growth capability of Small and medium sized enterprises*

**Scope of activity:**

Under this investment priority indicative actions to be supported by European Regional Development Fund may include but are not limited to:

- Provision of efficient local referral routes to ensure that small and medium sized enterprises are able to identify and access the most appropriate and tailored support for their specific growth needs;
- Support small and medium sized enterprises to develop focused growth strategies and update or introduce new business models which will drive business performance;
- Advice and support for small and medium sized enterprises to enter, establish and expand in international markets;
- Provision of advice, consultancy, mentoring and peer-to-peer support to indigenous businesses;
- Leadership and management coaching where connected to the development and implementation of a business growth plan;
- Support events, trade fairs and missions to enable small and medium sized enterprises to enter, establish and expand in international markets;
- Targeted grant schemes to support productive investment; and

Activities will target domestic and foreign-owned small and medium sized enterprises, including Social Enterprises.

**Local context:**

Specific Local Enterprise Partnership area priorities are provided at Annexes A-F.

## 2. Call Requirements

All Applications are competitive.

- An *indicative* budget of £24,180,000 has been allocated to this call. This is intended as a guide and may be reviewed;
- Proposals should only contain activities which are eligible for European Regional Development Fund;
- Proposals should be for a minimum of £500,000 European Regional Development Fund;

- Applicants will need to have eligible match funding for the balance of costs which must be from a source other than the European Union;
- Applicants should aim to cover at least one or more of the geographic areas and its specific requirements as indicated in the attached Annexes A-F. Note that one application will be required per Annex.
- The intention is to award multiple contracts;
- All procurement must demonstrate compliance with European Union regulations;
- Applicants must demonstrate compliance with State Aid law; and
- All expenditure and activities will be subject to rigorous audit and non-compliance may lead to financial penalty.

European Regional Development Fund cannot be used to duplicate existing activities or activities that do not address market failure. European Regional Development Fund can only be used to achieve additional activity or bring forward activity more quickly. Applicants must be able to demonstrate that proposals are additional to activity that would have occurred anyway or enables activity to be brought forward and delivered more quickly than otherwise would be the case in response to opportunity or demand.

**The proposed project must not duplicate or undermine existing business support services operating nationally or locally.**

### 3. Required Deliverables

Operations will be expected to achieve the following Programme Deliverables. The definitions of which can be accessed at the [European Regional Development Fund Operational Programme](#). The targets are indicative and subject to final confirmation.

ID	Indicator
C1	Number of enterprises receiving support
C3	Number of enterprises receiving financial support other than grants
C5	Number of new enterprises supported

C6	Private investment matching public support to enterprises (grants)
C7	Private investment matching public support to enterprises (non-grants)
C8	Employment increase in supported enterprises
C29	Number of enterprises supported to introduce new to the firm products.

Applicants will need to be able to demonstrate how they will achieve the deliverables committed to within their proposal along with any methodology used to record it. Applicants will also need to ensure robust systems are in place, and be able to describe them, to capture and record the targets and to report qualitative and quantitative performance across the Local Enterprise Partnership areas involved (see Annexes A-F). All operations will be required to collect data and report progress against the deliverables with each claim. Where an operation underperforms against their deliverables they may be subject to a performance penalty.

There must be a fully evidenced audit trail for all contracted deliverables.

## 4. General Information

Essential information to support the drafting of an application and delivery of a successful European Regional Development Fund funded project is available at the [European Growth Funding](#) website pages.

### 4.1. Compliance and Eligibility

When developing an application, Applicants should refer to [guidance](#) on eligible Applicants, activities and costs. These are for guidance only and Applicants should take their own specialist advice if in doubt. It is the responsibility of the Applicant to ensure that the rules and guidance are adhered to both at application stage and following approval.

European Structural and Investment Funds are governed by European regulations and national rules. Applicants are advised to familiarise themselves with the relevant documentation listed in the 'key documents' section prior to submitting an Outline application. If successful, Applicants will enter into the standard Funding Agreement and must abide by the standard terms and conditions contained therein. Applicants are therefore strongly advised to read these terms and conditions to ensure that they would be able to enter into such an agreement prior to responding to the call. Once a

Funding Agreement has been issued it should be signed and returned within a short timescale.

## **4.2 Intervention Rate & Match Funding**

European Regional Development Fund is the funding which is used where no other funding can be obtained (the funder of last resort). The maximum European Regional Development Fund intervention rate for the operation is 50% in more developed regions and 60% in transition regions<sup>4</sup>. This means European Regional Development Fund can contribute up to 50% of the total eligible project costs in more developed regions and up to 60% of the total eligible cost in transition regions, subject to State Aid regulations. The level of European Regional Development Fund awarded will be the minimum in order for the project to proceed. The remaining proportion of funding must come from other eligible sources.

European Regional Development Fund is not paid in advance and expenditure must be defrayed prior to the submission of any claims. Applicants may be asked to demonstrate how they are able to cash flow the operation.

## **4.3 Applicants**

Applicants must be legally constituted at the point of signing a Funding Agreement, and be able to enter into a legally binding Funding Agreement. The Applicant will be the organisation that, if the application is successful, enters into a contract for European Regional Development Fund and therefore carries the liability for ensuring that the terms of the European Regional Development Fund Funding Agreement are met by them and to all delivery partners. If there is more than one organisation applying for the funds, a lead organisation must be selected to become the Applicant. It is this organisation that carries the responsibility and liability for carrying out a compliant project.

The Managing Authority will consider the Applicant's track record, both positive and negative. If the Applicant has been involved in the delivery of previous European grants and any irregularities with this (these) grant(s) have been identified, the Managing Authority will look into these and expect to see how and what steps have been taken to ensure that these have been addressed to mitigate the risk of further irregularities in the future. It is acknowledged that some organisations will be new to European Structural and Investment Funds and will not have a track record.

## **4.4 Cross Cutting Themes/Horizontal Principles**

All applications received under this call should demonstrate how the Cross Cutting Themes have been addressed in the project design and development. Cross cutting themes for European Regional Development Fund are 'equality and anti-

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<sup>4</sup> Places within this category in England are expected to include: Cumbria, Devon, East Yorkshire and North Lincolnshire, Shropshire & Staffordshire, South Yorkshire, Merseyside, Lancashire and Lincolnshire as per the attached annexes.

discrimination' and 'sustainable development'. Further information is available in the [European Regional Development Fund Operational Programme](#).

#### **4.5 State Aid & Revenue Generation**

Applicants are required, in the Outline Application, to provide a view on how their proposal complies with State Aid law. Applicants must ensure that projects comply with the law on State Aid.<sup>5</sup> Grant funding to any economic undertaking which is state aid can only be awarded if it is compatible aid, in that it complies with the terms of a notified scheme or is covered by the De Minimis Regulation. Guidance for grant recipients, explaining more about State Aid, is available; it is important that Applicants take responsibility for understanding the importance of the State Aid rules and securing their full compliance with them throughout the project, if it is selected into the Programme.

The Managing Authority is not able to give legal advice on State Aid. It is the responsibility of the Applicant to ensure that the operation is State Aid compliant.

Where the Applicant does not perceive that there is any State Aid, it should state whether or not it considers Articles 61 and 65(8) of regulation 1303/2013 to apply. This revenue should be taken into account in calculating eligible expenditure. Article 61 refers to monitoring revenues generated after completion of the project, and Article 65(8) how to deal with differences in the forecast and actual revenues at the end of the operation. The details of this will be tested at the full application stage.

#### **4.6 Funding Agreement**

The Funding Agreement is a standard, non-negotiable and legally binding document. Any successful Applicant will be subject to the terms and conditions contained within this agreement. Applicants are strongly advised to seek their own advice to ensure that they would be able to enter into and abide by the terms of the Funding Agreement.

Failure to meet any of the conditions of the agreement or the commitments within the application will result in claw back of funding.

Applicants should be aware that additional provisions and securities may be included within the Funding Agreement to protect the investment. These will be further discussed if relevant following the Full Application stage.

#### **4.7 Procurement**

All costs delivered by the Grant Recipient (the Applicant) and/or delivery partners must be delivered on an actual cost basis. Other costs must be procured in line with

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<sup>5</sup> Article 107(1) of the Treaty on the Functioning of the European Union provides that: "Save as otherwise provided in the Treaties, any aid granted by a Member State or through state resources in any form whatsoever which distorts or threatens to distort competition by favouring certain undertakings or the production of certain goods shall, in so far as it affects trade between Member States, be incompatible with the internal market."

European Union regulations. The most common error identified during audit has been failure to comply with relevant procurement regulations and crucially to maintain a full audit trail to prove that they have complied with the relevant regulation. Robust and transparent procurement is required to ensure that Grant Recipients:

- Consider value for money;
- Maximise efficient use of public money; and
- Maintain competitiveness and fairness across the European Union.

It is recommended that Applicants seek their own legal advice pertaining to their procurement and requirements to publicise any tendering opportunities.

The Managing Authority is not able to give legal advice on procurement. It is the responsibility of the Applicant to ensure the project is compliant in this respect.

## 5 Application Process & Prioritisation Methodology

There are two stages to the European Regional Development Fund application process; Outline Application and if successful, Full Application. Applicants must fully complete the Outline Application via LOGASnet (section 9 refers). Guidance is available on the [European Growth Funding](#) website pages. Applications will be subject to a Gateway Assessment undertaken by the Managing Authority under the following criteria:

- Applicant eligibility;
- Activity and expenditure eligibility; and
- The fit with the European Regional Development Fund Operational Programme and the call.

Proposals that pass the Gateway Assessment will move into the Core Assessment which consists of the following:

- Strategic fit;
- Value for money;
- Management & control;
- Deliverability;
- Procurement / tendering; and
- State Aid compliance.

The Managing Authority will seek advice from partners when considering applications to ensure its assessment is informed by local economic growth conditions and opportunities within the context of Operational Programmes and the

local European Structural and Investment Funds Strategy. This will include the relevant Local Enterprise Partnership Area European Structural and Investment Funds Committee and other partners deemed relevant to the application.

The assessment and any prioritisation will be undertaken using only the information supplied as part of the application process. The Managing Authority cannot accept further detail outside this process.

Non-public sector Applicants who are successful at the Outline Application stage may be subject to due financial diligence checks by the Managing Authority, prior to submission of a Full Application. Applicants will be required to submit accounts, and to clarify financial or other organisational information. New Applicant organisations may be required to provide details of a guarantor.

## 6 Support

Please note that this is a competitive call and to preserve impartiality we are unable to enter into correspondence with applicants over their Outline application. Details of where guidance can be found are contained throughout this calls document. In exceptional circumstances, if there are issues with accessing this guidance, please contact: [SW.ERDFenquiries@communities.gsi.gov.uk](mailto:SW.ERDFenquiries@communities.gsi.gov.uk)

## 7. Key Documents

- Outline Application Form;
- Outline Application Form Guidance;
- Local Enterprise Partnership area's European Structural and Investment Funds Strategy;
- Eligibility Guidance; and
- Target Definitions.

## 8. Document Checklist

Failure to provide the following documentation will result in the application being rejected

Outline Stage:

- Fully completed Outline Application;
- Financial Tables;

- Outputs, Results and Indicators Tables; and
- Three years financial accounts (if private or voluntary and community sector).

## 9. Document Submission

Completed Outline Applications must be submitted via the [LOGASnet system](#).

**Please note that Applicants will require a user ID and password in order to access the LOGASnet system. Details on how to register on the system can be found on the GOV.UK website [European Growth Funding](#) website pages.**

**Please allow up to 10 days to receive your login details.**

## 10. Timescales

Launch of Call advertised on gov.uk.	27 <sup>th</sup> March 2015
Deadline for submission of Outline Application	6 <sup>th</sup> May 2015

Outline Application forms not received by the deadline will not be assessed. Outline Applications which are not fully completed will be excluded.

For this call applications will normally be required to **commence delivery/activity within three months** of the award of contract.

Any changes related to the deadline for the submission of the Outline Application form will be notified on the [European Growth Funding](#) website pages.

## 11. Formal Agreement of the European Regional Development Fund Operational Programme

The information and references in the call are based on the latest version of the [European Regional Development Fund Operational Programme](#) and are correct at the time of publishing. The Operational Programme may be subject to further amendment during its final negotiations with the European Commission, and subsequent calls will reflect any changes, to the extent that they may affect the terms of calls, that are made. In relation to the present call, the Managing Authority will take the possibility of relevant changes to the Programme into account when

assessing outline and full applications, and where such changes occur will notify Applicants of any issues that arise, and propose a method of dealing with them.

## ANNEXES

### Annex A - Enhancing the International Trade Performance of Small and medium sized enterprises – East of England

<b>Local Enterprise Partnership Area</b>	Greater Cambridge Greater Peterborough
<b>Local Strategy</b>	<a href="http://www.gcgp.co.uk/wp-content/uploads/2013/09/GCGP-European-Structural-and-Investment-Funds-Strategy_January_Final_310114_PDF.pdf">http://www.gcgp.co.uk/wp-content/uploads/2013/09/GCGP-European-Structural-and-Investment-Funds-Strategy_January_Final_310114_PDF.pdf</a>
<b>Notional Allocation</b>	<p><b>Up to £600,000</b> - For applications relating to this Annex, it is anticipated that the total European Regional Development Fund investment will follow the distribution below::</p> <ul style="list-style-type: none"> <li>Greater Cambridge Greater Peterborough: £600,000</li> </ul>
<b>Duration</b>	Up to 3 years
<p><b>Local Enterprise Partnership area priorities</b></p> <p>Internationalism and growing exports is a Greater Cambridge and Greater Peterborough priority, with a 'Get Exporting' programme recently underway. Applications covering the Greater Cambridge and Greater Peterborough area should explain the following:</p> <ol style="list-style-type: none"> <li>1. With strict regard to European Regional Development Fund eligibility criteria, how they will directly target the area's key business sectors to encourage them to export further namely: Food and Drink; Aerospace and Defence; Creative Industries; Cleantech.</li> <li>2. How they will support businesses across the whole of the area, including Rutland.</li> <li>3. How they will add value in a tangible way to national activities e.g. through creation of an International Trade Co-ordinator post.</li> <li>4. How they will work together with Get Exporting to share case studies (incl. films), best practice and develop a full schedule of events.</li> <li>5. How they will work alongside and with Signpost2Grow (area's Growth Hub) provision and complement the Business Growth Service.</li> </ol>	

**Annex B – Enhancing the International Trade Performance of Small and medium sized enterprises – East Midlands**

<b>Local Enterprise Partnership Areas</b>	D2N2, Greater Lincolnshire, Leicester and Leicestershire, Northamptonshire, South East Midlands
<b>Local Strategies</b>	<p><b>D2N2</b>  <a href="http://www.d2n2lep.org/write/Documents/D2N2_ESIF_Strategy_May_2014_web.pdf">http://www.d2n2lep.org/write/Documents/D2N2_ESIF_Strategy_May_2014_web.pdf</a></p> <p><b>Greater Lincolnshire</b>  <a href="http://www.greaterlincolnshirelep.co.uk/documents-and-resources">www.greaterlincolnshirelep.co.uk/documents-and-resources</a></p> <p><b>Leicester and Leicestershire</b>  <a href="http://www.llep.org.uk/ESIF">http://www.llep.org.uk/ESIF</a></p> <p><b>Northamptonshire</b>  <a href="http://www.northamptonshireep.co.uk/strategy-documents/">http://www.northamptonshireep.co.uk/strategy-documents/</a></p> <p><b>South East Midlands</b>  <a href="http://www.semlep.com/our-strategy/">http://www.semlep.com/our-strategy/</a></p>
<b>Notional Allocation for this activity</b>	<p><b>Up to £3,400,000</b> - For applications relating to this Annex, it is anticipated that the total European Regional Development Fund investment will follow the distribution below:</p> <ul style="list-style-type: none"> <li>• D2N2: £500,000 (for 2 years) or up to £750,000 (pro-rata)</li> <li>• Greater Lincolnshire: up to £900,000*</li> <li>• Leicester and Leicestershire: £500,000</li> <li>• Northamptonshire: £500,000</li> <li>• South East Midlands: £750, 000</li> </ul> <p>* 100% Transition area</p>
<b>Duration</b>	Up to 3 years
<p><b>Local Enterprise Partnership area priorities</b></p> <p><b>D2N2:</b>  D2N2 Local Enterprise Partnership area is an export oriented economy with a strong dependence on international gateways. Applications covering the D2N2 area should explain the following:</p> <ol style="list-style-type: none"> <li>1. How they will tailor their provision to add maximum value to D2N2 businesses in the international trade arena.</li> <li>2. How they work alongside and with the D2N2 Growth Hub provision in the area, complement the Business Growth Service and work collaboratively to simplify the business support offer.</li> </ol>	

3. Whilst all businesses with potential for growth in the area should be considered, with strict regard to European Regional Development Fund eligibility criteria, how support will be focussed on local priority sectors: These include Food and drink manufacturing; Visitor Economy; Transport Equipment Manufacturing; Life Sciences; Construction; Low Carbon Goods & Services; Transport & Logistics; Creative industries.
4. Collaboration and consolidation of support between sectors where efficiencies enhance delivery should be considered.

### **Greater Lincolnshire:**

Applications covering the Greater Lincolnshire area should explain the following:

1. How export development services (increasing awareness, understanding, interest and capability) will operate and in particular how they will cover client diagnostics; consider activities such as an export taster programme for Small and medium sized enterprises who may not have considered exporting before; how Small and medium sized enterprises will progress through the readiness to export stages and the support available at each stage; the support available to Small and medium sized enterprises to help them unlock barriers to export and research new markets.
2. How export expansion services (co-investment in support of consultancy, other services and specific sector support) will operate and in particular how these will work with the Local Enterprise Partnership Export Co-Investment Fund – a fund which provides co-investment grant support, the minimum grant range £1,000 -£5000 at a 50% intervention rate.
3. How the application will provide specialist support to Small and medium sized enterprises which are strategically important to the Greater Lincolnshire economy, with strict regard to the European Regional Development Fund eligibility criteria. These priority sectors include Agri Food and Manufacturing. It is anticipated that this provision could include dedicated International Trade Advisers with specialist sector expertise and knowledge
4. How they will work alongside and with the Growth Hub provision in the area and complement the Business Growth Service.

### **Leicester and Leicestershire:**

Applications covering the Leicestershire area should explain the following:

1. How they will align and complement other international trade orientated actions in the Leicester and Leicestershire area
2. How they will work alongside the Growth Hub provision in the area ([www.lLocalEnterprisePartnershipbizgateway.co.uk](http://www.lLocalEnterprisePartnershipbizgateway.co.uk)) and complement the Business Growth Service.
3. How they will drive export growth in the key priority sectors (with strict regard to European Regional Development Fund eligibility criteria). These sectors are: Food & Drink manufacturing; Textile Manufacturing; Creative Industries; Low Carbon; Logistics & Distribution; Advanced Manufacturing & Engineering; Tourism & Hospitality; Professional & Financial Services.

4. How to ensure responsiveness to the needs of businesses and adjustments to meet business needs identified; both within the sector plans, new/emerging trends/opportunities and Local Enterprise Partnership business survey.
5. How to demonstrate strong partnership working with the universities in the area; ranging from collaboration opportunities to career/employability services in tandem with all services delivered.

#### **Northamptonshire:**

Partners in the Northamptonshire area have recently completed the first version of its Internationalisation Strategy which sets the framework for export activity in the area and the close working relationship with work to attract and support FDI and international businesses in Northamptonshire. Applications covering the Northamptonshire area should explain the following:

1. How the applicant is intending to build on the following specific Local European Structural and Investment Funds' Priorities and in particular:
  - Business engagement activity to target companies that could but currently don't export
  - Early Stage Coaching: intensive support to work with early stage companies supporting them with 'export readiness'
2. How additional advisory resources may support the following key sectors, with strict regard to European Regional Development Fund eligibility criteria, that are important to the local economy: High Performance Technologies (automotive, electrical engineering and advanced composites); Food & Drink; Logistics; Digital & Creative; Business & Professional Services; ICT.
3. How activity will work alongside and with the Growth Hub provision in the area and complement the Business Growth Service.

#### **South East Midlands:**

Applications covering the South East Midlands area should explain the following:

1. How activities will build on existing support to enhance services that reach and add benefit to South East Midlands diverse business bases in priority sectors and in particular how activities will increase existing International Trade Adviser capacity.
2. How activities will work alongside and with the Growth Hub provision in the area and complement the Business Growth Service.

**Annex C - Enhancing the International Trade Performance of Small and medium sized enterprises – North West**

<b>Local Enterprise Partnership Areas</b>	Cumbria, Cheshire & Warrington, Lancashire, Liverpool City Region, Greater Manchester
<b>Local Strategies</b>	<p><b>Cumbria:</b>  <a href="http://www.cumbrialep.co.uk/wp-content/uploads/2013/08/Cumbria-lep-EU-Structural-Plan-310114.pdf">http://www.cumbrialep.co.uk/wp-content/uploads/2013/08/Cumbria-lep-EU-Structural-Plan-310114.pdf</a></p> <p><b>Cheshire &amp; Warrington</b>  <a href="http://www.871candwep.co.uk/media/871-ESandI-.pdf">http://www.871candwep.co.uk/media/871-ESandI-.pdf</a></p> <p><b>Lancashire</b>  <a href="http://selnet-uk.com/wp-content/uploads/2014/02/European Union-Structural-and-Investment-Funds-Strategy-for-Lancashire-Final-310114-Local Enterprise Partnership-Board.pdf">http://selnet-uk.com/wp-content/uploads/2014/02/European Union-Structural-and-Investment-Funds-Strategy-for-Lancashire-Final-310114-Local Enterprise Partnership-Board.pdf</a></p> <p><b>Liverpool City Region</b>  <a href="http://www.liverpoollep.org/pdf/LCR%20EU%20Structural%20and%20Investment%20Funds%20Strategy%202014-2020.pdf">http://www.liverpoollep.org/pdf/LCR%20EU%20Structural%20and%20Investment%20Funds%20Strategy%202014-2020.pdf</a></p> <p><b>Greater Manchester</b>  <a href="http://www.agma.gov.uk/gmca/european-funding-2014-2020/index.html">http://www.agma.gov.uk/gmca/european-funding-2014-2020/index.html</a></p>
<b>Notional Allocation</b>	<p>Up to <b>£6,350,000</b> - For applications relating to this Annex, it is anticipated that the total European Regional Development Fund investment will follow the distribution below::</p> <ul style="list-style-type: none"> <li>• Cumbria: £1,000,000*</li> <li>• Cheshire &amp; Warrington: £750,000</li> <li>• Lancashire: £1,200,000*</li> <li>• Liverpool City Region: £400,000*</li> <li>• Greater Manchester: Up to £3,000,000</li> </ul> <p>* 100% Transition Area  <i>Total for Transition Areas: £2,600,000</i>  <i>Total for More Developed Areas: £3,750,000</i></p>
<b>Duration</b>	Up to 3 years
<p><b>Local Enterprise Partnership area priorities</b></p> <p><b>Cumbria:</b>  Applications covering the Cumbria area should explain:</p>	

1. How provision will complement and add to the national offer and meet the needs of Cumbrian Small and medium sized enterprises.
2. In particular, how activity will support more Cumbrian companies to export for the first time, or to grow their exports, as a mechanism to increase;
  1. Business survival
  2. Business growth
  3. Job growth
  4. Increased GVA in the Cumbrian economy
3. How they will provide support to enable local priority sectors (with strict regard to European Regional Development Fund eligibility criteria) to grow as well as providing international trade support to Small and medium sized enterprises within other sectors that are willing and able to access foreign markets.
4. How delivery will work alongside and with the Cumbria area Growth Hub provision and complement the Business Growth Service. .
5. How they will complement and align with other European Union funding calls that may impact on this activity – including R&D and Innovation Space; Commercialising Innovation; Advanced Manufacturing Supply Chain Initiative, Cumbria Business Start Up Programme, Sector Support Programme.

#### **Cheshire & Warrington:**

Applications covering the Cheshire and Warrington area should explain:

1. How operation(s) will deliver a package of integrated, targeted and proactive activities and services for high growth companies
2. How delivery will work alongside the Cheshire & Warrington Business Growth Hub (C&WBGH) provision and complement the Business Growth Service
3. How delivery will provide pre-export businesses with the knowledge and support to develop a commercially viable Export Strategy and provide specialist advice to experienced exporters to enter new markets
4. How provision might include:
  - A detailed analysis of all C&W based exporters to be shared with key business support partners;
  - one to one exporting reviews with expert, locally based, international trade advisors to develop action plans
  - Additional local resources, possibly co-located in the Growth Hub, to deliver value added support
  - High quality Master Classes and sector workshops
  - International trade seminars on various subjects including exporting advice, country profiles, case studies and services available.
  - Organised trade missions
  - Peer to peer networking for potential and experienced exporters
  - Export development
  - Establish a City Region exporter's network for and with the Growth Hub.

Grant funding schemes, with intensive support for R&D/innovative/high growth business or

those in key sectors will be considered.

**Lancashire:**

Applications covering Lancashire should explain:

1. How the operation will align with local priorities and sectors (with strict regard to European Regional Development Fund eligibility criteria) and how they will provide delivery of highly specialist, sector and market specific consultancy support to those businesses already exporting, and who, with support, will significantly increase sales in both existing international markets and in territories.
2. Whether small scale (c£1,500) grant resource would be appropriate for those businesses who are actively engaging with both the Lancashire business growth hub (Boost) and the UK Trade & Investment service.
3. How operations and delivery will work alongside and with Boost (the Lancashire Growth Hub) provision in the area and complement the Business Growth Service.

**Liverpool City Region:**

Applications covering Liverpool City Region should explain:

1. How added value support will be provided to Small and medium sized enterprises; this could include additional full time adviser presence, co-located where possible with the Growth Hub
2. How they could establish a City Region exporter's network with the Growth Hub.
3. How the operation will align with local priorities and sectors (with strict regard to European Regional Development Fund eligibility criteria)
4. How the operation will align and work with the City Region Growth Hub provision in the area and complement the Business Growth Service.

**Greater Manchester:**

Applications covering the Greater Manchester area should explain :

1. How activity would be fully integrated into, and add value to UK Trade & Investment's International Trade service and work alongside and with Greater Manchester's inward investment agency, MIDAS.
2. How operations will work alongside and with the Greater Manchester Business Growth Hub provision and complement the Business Growth Service. In particular, how support to export will actively signpost and broker referrals into local services via the Business Growth Hub. As part of the integrated service delivery model, this will include but will not be limited to the following (with strict regard to European Regional Development Fund eligibility criteria):
  - Sector specific support in GM
  - Resource efficiency
  - Low carbon sector development
  - Digital technology enablement
  - Innovation

- Support for manufacturers

3. How support will be delivered for pre-export companies to take them through an integrated programme of advice/support, master-classes, export explorer visits and events.
4. How support will be provided to experienced exporters with a focus on high growth and priority sectors/markets and other specialist areas such as joint ventures. This activity should be linked, and add value, to national UK Trade & Investment initiatives such as Mid-Sized Business activity, High Value Opportunities programme, Investment Services, Export Champions, FCO and Overseas Business Networks;
5. Whether Trade and development grants would be appropriate to companies on UK Trade & Investment's Passport to Export and Gateway to Global Growth programmes which supplement and add value to these national programmes;
6. How specialist assistance can be provided, potentially including development grant support, to high growth / R&D / innovative companies which enables them to access new markets faster than would otherwise be the case.
7. How they will adapt the level and intensity of support to small and medium sized enterprises according to both their ability to grow/implement a growth programme and the complexity of barriers to growth the firms face to achieve the greatest impact.

**Annex D - Enhancing the International Trade Performance of Small and medium sized enterprises – Yorkshire and Humber**

<b>Local Enterprise Partnership Areas</b>	Sheffield City Region, Leeds City Region
<b>Local Strategies</b>	<p><b>Sheffield City Region</b>  <a href="http://sheffieldcityregion.org.uk/wp-content/uploads/2013/05/SCR-ESIF-FINAL-1.pdf">http://sheffieldcityregion.org.uk/wp-content/uploads/2013/05/SCR-ESIF-FINAL-1.pdf</a></p> <p><b>Leeds City Region</b>  <a href="http://business.leedscityregion.gov.uk/LCR-Portal/media/Portal-images/pdf%20downloads/A/Leeds-City-Region-ESIF-FINAL-31-Jan-2014-Revised-May-2014-FINAL.pdf?ext=.pdf">http://business.leedscityregion.gov.uk/LCR-Portal/media/Portal-images/pdf%20downloads/A/Leeds-City-Region-ESIF-FINAL-31-Jan-2014-Revised-May-2014-FINAL.pdf?ext=.pdf</a></p>
<b>Notional Allocation</b>	<p><b>Up to £2,000,000</b> - For applications relating to this Annex, it is anticipated that the total European Regional Development Fund investment will follow the distribution below:</p> <ul style="list-style-type: none"> <li>• Sheffield City Region: £1,000,000 (up to £200k: More developed area/ up to 800k Transition area)</li> <li>• Leeds City Region: £1,000,000</li> </ul>
<b>Duration</b>	3 years
<p><b>Local Enterprise Partnership area priorities</b></p> <p><b>Sheffield City Region</b></p> <p>Applications covering the Sheffield City Region area should explain:</p> <ol style="list-style-type: none"> <li>1. How delivery will work alongside and with the single operational export programme for the Sheffield City Region, hosted by the UK's first Export Centre of Expertise (SCRECE) as part of the area's Growth Hub, with the ability to support all business across the area whether located in urban or rural areas and complement the Business Growth Service.</li> <li>2. How provision would align with the 3 areas that are required to be integrated into the Sheffield City Region model, and are focused on both pre-export and high growth potential business support. It is envisaged that this would include: <ul style="list-style-type: none"> <li>• Coordination and Marketing– funding for an Export Co-ordinator post to proactively promote exports across the SCR and to work with stakeholders to develop a single export brand as part of the SCRECE</li> <li>• Resource– funding for an additional advisor to support Small and medium sized enterprises to begin exporting</li> <li>• Demand-driven activity– funding to support an activity budget for pre-export and high growth potential activity, including but not limited to market visits and research, attendance at trade shows and overseas missions</li> </ul> </li> </ol>	

## **Leeds City Region**

Applications covering the Leeds City region should explain:

1. How provision would respond to the identified need for a targeted programme of activity to increase the number of SME's exporting, particularly in the Local area's six key sectors (with strict regard to European Regional Development Fund eligibility criteria).
2. It is envisaged that applications would consider four particular areas of intervention:
  - Advice and grants package: to offer a package of advice and grant funding (to help both novice and established mature businesses to export, according to demand and need.
  - Building internal capacity
  - To provide support to help companies build their level of knowledge and capability to engage in international trade and secure in-depth support. Increasing the awareness, opportunities and benefits of trading internationally across the Leeds City Region, using the 'We are International campaign' (in line with European Regional Development Fund media and communications guidance) to communicate to businesses across the Leeds City Region the benefits of, and support available to, businesses to trade overseas.
  - Expansion of the 'We are International' Export Network: to deliver a peer to peer Export Network, building on the format already established in Leeds City Region. This should be a no sell environment and bring together experienced exporters with novice exporters.

**Annex E - Enhancing the International Trade Performance of Small and medium sized enterprises - West Midlands**

<p><b>Local Enterprise Partnership Areas</b></p>	<p>Black Country, Coventry and Warwickshire, Greater Birmingham and Solihull, Marches, Stoke on Trent and Staffordshire, Worcestershire</p>
<p><b>Local Strategies</b></p>	<p><b>Black Country:</b>  <a href="http://www.blackcountrylep.co.uk/about-us/black-country-plans-for-growth/strategic-european-plan">http://www.blackcountrylep.co.uk/about-us/black-country-plans-for-growth/strategic-european-plan</a></p> <p><b>Coventry and Warwickshire</b>  <a href="http://tinyurl.com/CWlep-Strategy">http://tinyurl.com/CWlep-Strategy</a></p> <p><b>Greater Birmingham and Solihull</b>  <a href="http://centrefenterprise.com/wp-content/uploads/2013/10/GBSlep_A4_070214_v8.pdf">http://centrefenterprise.com/wp-content/uploads/2013/10/GBSlep_A4_070214_v8.pdf</a></p> <p><b>Marches</b>  <a href="#">Marches ESIF Strategy</a></p> <p><b>Stoke-on-Trent and Staffordshire</b>  <a href="#">SSlep ESIF strategy</a></p> <p><b>Worcestershire</b>  <a href="http://www.wlep.co.uk/assets/WLEP-ESI-Funds-Strategy-update-February-2015-v1-docx.pdf">http://www.wlep.co.uk/assets/WLEP-ESI-Funds-Strategy-update-February-2015-v1-docx.pdf</a></p>
<p><b>Notional Allocation</b></p>	<p><b>Up to £6,667,500</b> - For applications relating to this Annex, it is anticipated that the total European Regional Development Fund investment will follow the distribution below:</p> <ul style="list-style-type: none"> <li>• Black Country: £1,000,000</li> <li>• Coventry and Warwickshire: £1,080,000</li> <li>• Greater Birmingham and Solihull: Up to £600,000 (covers both More Developed and Transition areas)</li> <li>• Marches: £1,500,000 (covers both More Developed and Transition Areas)</li> <li>• Stoke on Trent and Staffordshire: £1,237,500 (pro-rata) £3,300,000 (over programme period)*</li> <li>• Worcestershire: £1,250,000</li> </ul> <p>* 100% Transition Area</p>
<p><b>Duration</b></p>	<p>3 years</p>
<p><b>Local Enterprise Partnership area priorities</b></p>	

**Black Country:**

Applications covering the Black Country area should explain:

1. How activity will help address barriers to growth and maximise export opportunities
2. How activities will contribute to local area's business growth through:
  - Support to access foreign markets for the first time
  - Support to increase trade levels for those currently exporting
  - Raising the positive profile of the Black Country to support GVA growth
  - Support to improve company skills, knowledge and ICT platforms in pursuit of increased International Trade.
  - Dedicated mentoring and support from experts in the field of International Trade.

**Coventry and Warwickshire**

Applicants covering the Coventry and Warwickshire area should explain:

1. How activities will provide an increase in capacity and a localised service that directly supports the growth agenda and key sectors in the area (with strict regard to European Regional Development Fund eligibility criteria). These include in particular, Healthcare & Assistive Technology, Advanced Manufacturing and Engineering, Digital and Creative Industries/ IT services, Logistics, Culture and Tourism, Business & Professional Services.
2. How activities will allow for an increased marketing and representational role in promoting international trade, enhanced sector and country specific support and more in-depth support for exporters.
3. How provision will support the priority interventions identified by Coventry and Warwickshire for International Trade. These are:
  - Additional support for new and existing exporters to exploit overseas markets Additional promotional, marketing and engagement activities to increase the awareness of exporting and its benefits amongst potential exporters.
  - Additional support for new and existing exporters to exploit overseas markets (e.g. capacity to expand, management capability - 'pre export' support and export support)
  - Access to dedicated sector specific international trade support, with strict regard to European Regional Development Fund eligibility criteria. A collaborative programme that will provide bespoke international trade advice for key sectors or fund trade missions to target markets.
4. How operations will work alongside and with the Growth Hub for Coventry and Warwickshire and complement the Business Growth Services and other business support provision provided by private sector partners.

**Greater Birmingham and Solihull**

Applications covering the Greater Birmingham & Solihull area should explain the following:

1. How activity will align with the local strategy and work of other partners delivering projects

to the local SME competitiveness agenda;

2. How they will compliment, add value and deliver additional impact to the local and national business support;
3. How they will collaborate where appropriate to achieve synergy and avoid duplication of activity;
4. How they will collaborate on SME Competitiveness across the wider West Midlands area between the public, private and voluntary sectors,
5. How the operation will enable businesses within the area to benefit from the greater scale, resources, efficiency, and impact of support across the region as well as enable activities that reflect the wider geography of business supply chains and clusters; and
6. How the operation will work alongside and with the proposed Greater Birmingham and Solihull Growth Hub which will support business within its local area and complement the Business Growth Service.,

### **Marches**

Applications covering the Marches area should explain:

1. How they will work alongside and with the planned Marches Business Growth Hub activities and complement Business Growth Service and in particular:
  - how they will ensure that all the products available in the area are clearly targeted where provision is needed most and avoid duplication of activities
  - how they will demonstrate commitment to working in partnership both through the virtual and physical Hubs.
  - how, where appropriate, operations would be encouraged to deliver activity through the Marches physical Growth Hubs, located in local areas of Shropshire, Telford & Wrekin and Herefordshire

### **Stoke on Trent and Staffordshire:**

Applications covering the Stoke on Trent and Staffordshire area should explain:

1. With strict regard to European Regional Development Fund eligibility criteria, how activities will focus on, but not be limited to, supporting the growth of the 5 priority sectors of : Automotive & Aerospace; Applied Materials (including Ceramics); Agri-Tech; Medical Technology; and Energy Generation.
2. How the provision will work alongside and with the area's Growth Hub model and complement the Business Growth Service;
3. How activities will address:
  - maximising the impact of any European, National or Local funding mechanisms (e.g.

UK Export Finance) that support the international trade performance of small and medium sized enterprises such as Innovation in Services.

- working across Local Enterprise Partnership areas to exploit thematic, sectoral and service synergies and to work collaboratively with a wider pool of businesses on behalf of neighbouring and strategically aligned Local Enterprise Partnership areas.

4. How activities will

- Help connect local companies, clusters, networks or other multi-business partnerships to national and international partners identified through UK Trade & Investment's network.
- Provide direct service brokering and signposting support to local businesses.
- Act as a local voice for import and export trade services at a national and international level.
- Operate alongside the area's aspiration to attract Foreign Direct Investment (FDI), e.g. through organising joint trade and investment missions.
- Provide local economic intelligence and feedback on services.

**Worcestershire**

Applicants covering the Worcestershire area should explain

1. How activities will work alongside and with the existing provision within the Worcestershire area and complement Business Growth Service
2. How they will involve, among other things, bespoke support to particular growth sectors, such as advanced manufacturing, agri-tech and cyber security/defence/ IT. Any sectoral focus is to be conducted with strict regard to European Regional Development Fund eligibility criteria.
3. How activities will support the provision of :
  - dedicated sector International Trade Advisors or equivalent with relevant knowledge and commercial experience to develop and exploit Worcestershire's export potential
  - industry specific events at key commercial interface levels – i.e. marketing and selling Worcestershire capabilities to international customers.
  - opportunities for Worcestershire businesses to participate in sector specific trade missions/conferences – pro-active representation & promotion of the business community to export opportunities.

**Annex F - Enhancing the International Trade Performance of Small and medium sized enterprises – South West**

<b>Local Enterprise Partnership Areas</b>	GFirst – Gloucestershire, Heart of the South West (HOTSW), Swindon & Wiltshire, West of England (WoE)
<b>Local EUROPEAN STRUCTURAL AND INVESTMENT FUNDS Strategies</b>	<p><b>GFirst</b>  <a href="#">GFirst – ESI strategy</a></p> <p><b>HOTSW</b>  <a href="#">HOTSW - EU SIF Strategy</a></p> <p><b>Swindon and Wiltshire</b>  <a href="#">S&amp;W ESIF strategy</a></p> <p><b>WoE</b>  <a href="#">WoE ESIF strategy</a></p>
<b>Notional Allocation</b>	<p><b>Up to £5,162,500</b> - For applications relating to this Annex, it is anticipated that the total EUROPEAN REGIONAL DEVELOPMENT FUND investment will follow the distribution below:</p> <ul style="list-style-type: none"> <li>• GFirst area - £250,000</li> <li>• HOTSW: £1,312,500 (with £812,500 in Transition area and £500,000 in More Developed area)</li> <li>• Swindon &amp; Wiltshire: £600,000</li> <li>• WoE: £ 3,000,000</li> </ul>
<b>Duration</b>	Up to 3 years
<p><b>Local Enterprise Partnership area priorities</b></p> <p><b>GFirst (Gloucestershire)</b>  Applicants covering the Gloucestershire areas should explain:</p> <ol style="list-style-type: none"> <li>1. How activities will focus on businesses with high growth potential and export-intensive sectors, providing services that add value to the core UK Trade &amp; Investment offer.</li> <li>2. How activities will offer complementary or new services, not available through the Business Growth Service. These could include: <ul style="list-style-type: none"> <li>• Introductory, comprehensive support to businesses with export potential, new or inexperienced in exporting, to develop and realise ambition</li> <li>• intensive, transformational support for experienced exporters to penetrate new markets</li> </ul> </li> <li>3. How they will recruit and retain appropriate companies, and develop a portfolio of services to support substantial growth.</li> <li>4. How activities will work alongside and with the Growth Hub offering and complement the Business Growth Service.</li> </ol>	

### **Heart of the South West:**

Applicants covering the Heart of the SW area should explain:

1. How they will address low levels of exporting and propensity to export identified in the area and maximise the opportunities, such as Digital – where heavy investments have been undertaken in broadband infrastructure and SME digital utilisation. Applicants should articulate how they intend to work closely with local key partners to ensure maximum use of digital infrastructure to help boost export capacity
2. Concentration on Smart Specialisation sectors, with strict regard to European regional Development Fund eligibility. There are 8 Smart Specialisation sectors where there will be investment for innovation. These are Aerospace, Agricultural Sciences, Environmental Futures, Healthy Aging, Big Data, Marine, Nuclear and Photonics. Whilst the service is expected to be available to all eligible SME, applicants should articulate how they will align activity with these opportunities.
3. How they will work alongside and with the emerging Growth Hub and align provision (specifically Exeter Science Park, Low Carbon Centre, Plymouth Science Park and EPIC in Torbay), and complement Business Growth Service.
4. How activities will make the most of opportunities offered by the transport links (infrastructure links to Europe through Exeter airport and Plymouth ferry port) and series of key events planned in the area (such as the Mayflower 400 and Rugby world cup) to maximise business support.

### **Swindon & Wiltshire**

Applications covering the Swindon & Wiltshire area should explain:

1. How they will consider the provision of specialist export advice
2. How provision will focus on higher and faster growing key sector businesses throughout Swindon and Wiltshire.
3. How activities will support businesses capable of innovation-led growth *and* which have the ambition to enter international markets to generate income to business and diversify market opportunities.
4. How activities will work alongside and with the Growth Hub provision in the area and complement Business Growth.
5. How activities will complement and align with the Enterprise Network - a growing network of seven public and private business incubation sites in Swindon and Wiltshire.
6. How they will encourage full use of links with Swindon & Wiltshire's Local Enterprise Partnership networks and promoted clusters, such as for High Value Manufacturing, food and drink manufacturers and processors, Wessex Life Science Cluster, digital clusters and other groupings of relevant beneficiaries, with strict regard to European Regional Development Fund eligibility criteria.

### **West of England**

Applications covering the West of England area should explain:

1. How they will provide business advice and support service aimed at increasing exports

amongst companies in the area's five key sectors as a priority (with strict regard to European Regional Development Fund eligibility criteria). These are creative and digital media; advanced engineering and aerospace; high tech industries; low carbon, and; legal and professional services.

2. How projects will operate across the entire West of England area.
3. How activities will work alongside and with the work of the Growth Hub in the area and complement the Business Growth Service.