

Supporting Town Centres Fund Expression of Interest Form

An Expression of Interest application form is required for all projects seeking capital funding from Enterprise M3, irrespective of the project value. Please answer all questions and provide as much detail as possible. Please submit electronic versions of this form, in pdf format, along with any accompanying documentation to bids@enterprisem3.org.uk in line with the stated timescales in the Invitation to Bid.

All Expression of Interest applications will be assessed internally by LEP officers against set criteria. The Enterprise M3 Chief Executive can approve projects seeking less than £100,000 of capital funding.

Each section of this form contains response guidelines created to help provide a common platform to the Expression of Interest applications we receive and allow for consistency of review and consideration and to answer the questions we often get. If you are still unsure about what information should be provided in each section please contact bids@enterprisem3.org.uk for further clarification.

Enterprise M3 recognises that applicants may not have all the information relating to timescales, milestones and monitoring. Applicants are encouraged to complete the form as fully as they can and indicate where possible when this information could be made available.

Responses to this Expression of Interest should be kept short and concise.

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1. Project name

Provide a short and descriptive name for the project

Surrey Heath Online Retail Experience (SHORE) – Providing a bespoke online platform for retailers in Surrey Heath.

2. Lead organisation for the project

Surrey Heath Borough Council.

3. Point of contact from the lead organisation

Name	Sam Marshall
Organisation	Surrey Heath Borough Council
Job title	Economic Development Officer
Address	Knoll Road, Camberley, Surrey
Telephone	01276 707100
Email	Sam.marshall@surreyheath.gov.uk

4. Please list all delivery partners and their role in the project

Partner	Role
Alibaba	Provision of the technical product to build the eCommerce platform Provision of the public cloud services to host the eCommerce platform General project advisory.
Bubbl.io	App build Geofencing proximity marketing integration.
Surrey Heath Borough Council	Project management and marketing
Montagu Evans	Retail sector advisory / town centre retail liaison
Camberley BID	Retail liaison, retail support and marketing

5. Provide a summary description of the project.

Provide a short summary of the project, including its location(s), what it will deliver, the impacts it will have, why the project will not proceed without funding or how providing funding accelerates the pace at which the intervention can be delivered, inter-dependencies with other projects (including to the recently Reopening High Streets Safely Fund announced by Government on 24 May 2020) and how the proposal supports social distancing. This paragraph will be used to explain your project to others.

Surrey Heath Borough Council have been working in partnership with Alibaba (the world's largest retailer and e-commerce company) to plan a 'Live Commerce' platform for Surrey Heath businesses. The platform would create a single portal for all current and future Surrey Heath businesses to sell their products and services, on an even footing. It would also have the added feature of built in 'Live Commerce' streaming to showcase products, offers and promotions; like a QVC shopping channel for the digital age and feature the ability for restaurant bookings and reservations.

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As a pilot for Alibaba, they have made clear that they want to deliver the project in a modular fashion, enabling future bolt-ons of new technology and functionality.

We see this platform as the perfect way to blend online and offline sales, with retailers being able to live stream to encourage physical visits for special promotions or being able to switch to, a uniquely engaging, online only mode should further social distancing/isolation be necessary in the future.

In China, Alibaba's ecommerce platform, Taobao, boasts 4,000 livestream hosts, who generate 150,000 hours of content each day, and On Singles' Day (11 November) 2019 over 50% of merchants on Alibaba-owned retail website Tmall embraced live streaming, to the tune of almost 20 billion yuan (\$2.9 billion) of sales. However, in the West such platforms do not yet exist; this project would be the first of its kind for Alibaba in the UK and would be quickly scalable to the rest of the region once tested. It should also be noted that Alibaba is very keen to look at how virtual reality and augmented reality could work on this platform over 5G giving further opportunity for collaboration.

Also part of the project partnership is Bubbl, an Innovate UK backed product who's technology plugs in to any app to offer geolocation targeted dynamic mobile content distribution. Once launched, retailers and town centre managers would be able to use the technology, via a borough app, to proximity market video, image and audio content to visitors offering unparalleled advertising opportunities for businesses. Alongside this the technology also offers a number of safety benefits such as greater reach for issues such as missing persons, lost children, evacuation etc. It would also have significant advantages during COVID-19 isolation to allow targeted messaging for pharmacy and food parcel services.

The Council, Montagu Evans and the BID will work with businesses to help them to understand and utilise the technology in a way that is right for their business.

This funding would enable us to build this functionality into a Borough App which encompasses the Alibaba product giving an unparalleled experience for new and existing retailers and a much-improved experience for the customer. The Borough App also allows for future Council initiatives to be added as required.

6. Project costs	
Total Project Cost	£ 250,000
Funding Request from EM3	£ 80,000
Local Contributions	<i>Detail all other contributions to the project costs, specifying the source and whether they are confirmed</i>
	Camberley BID - £25,000 (pending) Surrey Heath Borough Council - £50,000 (pending) Montagu Evans - £30,000 (pending) Alibaba - £65,000 (pending)

7. Earliest start date	June
Desired start date	July 2020

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Delivery timescale

How long, in months, will it take to deliver the project? How has this calculation been made? If there are uncertainties, please confirm the approximate delivery timescale range as accurately as possible. Enterprise M3 wish for projects to be delivered at pace

It will need 4-6 weeks to deliver the pilot project:
week 1: Required research and scope.
Week 2: Confirm the project plan and resources
Week 3: Develop and implementation.
Week 4: Testing and trouble shooting
Week 5: Go-live and trial using
Week 6: Trial using and project acceptance

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8. Identify the issues the scheme is intending to address to support social distancing

Provide details of the project objectives and how it will contribute to addressing issues for maintaining social distancing. (e.g. Pedestrian movement flows, increased need for vehicle access, need to provide space for road crossing points, the need to give confidence to users of the roads and public spaces etc.)

The project seeks to establish an online platform, with partners Alibaba, which will be available to all existing and new businesses in the Borough to sell their goods in a single, localised portal, enabling contactless purchasing and delivery.

Alongside traditional e-commerce, the system will also be focused around live streaming functionality, which enables retailers and centre managers to be able to speak directly to customers and offer reactive promotions and brand engagement.

Retailers and shopping centre management will also be able to encourage and deter physical visits at specific times through live streaming, aiding social distancing. We will also be able to broadcast safety guidance direct to people's handsets through the proximity marketing functionality to maximise visitors understanding of social distancing.

A comprehensive marketing campaign will be run in parallel to the development of the platform, by all participating partners, to give awareness to residents and businesses of how the platform can aide them manage social distancing.

9. Detail the rationale for public sector intervention

Provide an explanation of the extent to which the delivery of the scheme can be accelerated as a result of securing funding. if funding for this project is not secured. Would an alternative (lower cost) solution be implemented (if yes, describe this alternative and how it differs from the proposed project)?

This is a new pilot for Alibaba and would be the first deployment in the UK, without external funding, it would not be possible for a project of this kind to be achievable in Surrey Heath.

As a pilot, there is no close substitute that could be implemented, so should funding not be secured a lower impact support for retailers and customers would be all that could be deployed.

10. Summarise the expected benefits and outcomes that will arise following delivery of the project and when are they expected to arise.

Provide a summary of how the project will impact on the local economy (e.g. area impacted by the Project, anticipated footfall levels, number of businesses likely to benefit etc.) and when these outcomes are likely to occur. Also include any potential legacy benefits from the Project and if the Project has the potential to be rolled out elsewhere in the Enterprise M3 LEP area?

This project would provide a new route to market for many businesses in the Borough and would provide a focus for the heightened 'shop local' trend within the Borough. We anticipate that the platform would be equally attractive for independent start-up businesses though to global retailers, with the association with the biggest e-commerce business as a partner being hugely attractive.

Retailers will not only benefit online but will also have a heightened presence for instore

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purchases, being able to reach out to potential customers through live streaming and building confidence in their brand and visiting their store. This will help to elevate smaller businesses and contribute to helping to prevent closure of high street retail businesses.

The platform will also support businesses other than retail to meet wider audiences, create promotions and access their services in a way which they were unable to do before.

Once successful the project can be quickly scaled throughout the LEP region and may attract new retail openings, drive footfall and enable businesses to grow.

11. Strategic fit

Provide an explanation of how the Project aligns with other proposals and projects, both public and private, including details of partnership working. Demonstrate how your vision fits with wider strategic plans such as transport, off-highway initiatives, Business Improvement Districts, the LEP's Local Industrial Strategy etc. Also provide information on how this links to town centre regeneration and repurposing in the medium term with temporary interventions around safety in the shorter term. This should reflect the whole area of social distancing as well as the economy.

Surrey Heath Borough Council are the owners of The Square Shopping Centre in Camberley, purchased as part of major regeneration investment for the Council. The centre and all retail in the borough are a crucial part of the economy of the borough but the physical retail sector was in a state of flux prior to COVID19 but now been accelerated by social distancing measures.

This means that it is crucial we find new ways of supporting our retailers to grow and succeed, in turn generating income for the Council to deliver vital services to its residents.

This project offers Surrey Heath and the region the opportunity to innovate and work with global e-commerce leaders to implement new technologies into the UK, garnering national interest with the risk balanced by successful examples overseas.

Alibaba have expressed interest in using the platform to develop their learnings of 5G technology and how AR and VR may help to grow their market share.

12. Outline what digital aspects you are planning to include in your project to maintain social distancing and to aid in decision making

These could refer to interactive apps for visitors, digital signage, contactless payments and data gathered from Traffic Management systems etc.

Consumers in the region can buy products from local merchants without physical contact, through an online platform and via mobile app. Retailers and shopping centre management will also be able to encourage and deter physical visits at specific times through live streaming aiding social distancing.

Through the proximity marketing functionality, we will be able to broadcast safety guidance direct to peoples handsets.

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A comprehensive marketing campaign will be run in parallel to the development of the platform, by all partners, to give awareness to residents and businesses of how the platform can aid them manage social distancing.

13. Outline any low carbon aspects you are planning to include in your project.

These could refer to reduction in carbon emissions in town centres, the use of sustainable materials, etc.

Carbon emissions would be reduced by allowing customers to avoid travel to shop but also by showing customers when good times to travel are through live streaming and proximity marketing.

14. Outline how your project supports design principles for a safer urban space

Applicants should refer to Government guidance on safe urban spaces which can be found at: <https://www.gov.uk/guidance/safer-public-places-urban-centres-and-green-spaces-covid-19> and detail how the Project meets the expectations and principles of the guidance.

The platform will allow for direct messaging to retailers and customers with health and safety messaging, COVID-19 related and otherwise. It will allow the Council to be more reactive and have an unparalleled method of communication with its residents and businesses. The project will have all due regard to the Safer Urban Space guidance.

15. Is funding being allocated through the Reopening High Street Safely Fund for a complementary project?

YES	NO	X
<p><i>If Yes: The Reopening High Street Safely Fund is focused on short term support to reopening town centres. Where applicants are seeking funding in the same area, they should demonstrate the added value this funding offers and in particular how investment through the Reopening High Street Safely Fund can be built upon.</i></p>		

16. Set out a summary breakdown of the estimated capital costs and programmed expenditure of the project in the table below

Project component – cost heading	Cost (£250,000)	Date of spend
<i>Provide details of how these costs were calculated</i>	Provided by Partners	

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<i>This might include details relating to project inception, mobilisation, training, stage 1, stage 2, deployment activities</i>	Some of the overall project cost is being contributed in kind.	
Project planning and management	£30,000	
Cloud hosting	£60,000	
Develop and implantation	£40,000	
Professional services (including technical consulting)	£40,000	
Mobile App delivery	£20,000	
Proximity integration	£10,000	
Marketing	£30,000	
Contingency	£20,000	
Total	£250,000	

17. Will the project require on-going revenue support? If so, how will this be funded?

Summarise on-going project revenue costs, setting out how these costs will be funded

The project will require ongoing license fees which will be paid for through a membership charge following the pilot period.

18. Set out in the table below the high-level project stages or milestones (Enterprise M3 funds will be paid on achievement of agreed milestones). Append a high-level Gantt chart or project programme showing your key milestones, a critical path and any interdependencies.

Project Stage/ Key Milestone	Description	Indicative Date
<i>Include key construction milestones where appropriate</i>		
Research	Required research and scope.	29 th June
Project Plan	Confirm the project plan and resources	10 th July
Development	Develop and implementation.	17 th July
Testing	Testing and trouble shooting	24 th July
Trial Test	Go live for trial test	29 th July
Live	Go live	31 st July

19. Set out the key risks associated with the project.

Provide a summary of the main risks attached to the project, specifying their likelihood, impact and how they will be managed and mitigated. Also include any statutory and legal implications.

Risk	Likelihood (L/ M/ H)	Impact (L/ M/ H)	How risk will be managed/ mitigated
The delay of any milestone	M	M	Project timescales will be reviewed.
Slow uptake from users	L	H	The Council/ BID and Shopping Centre team will liaise with retailers and support them in using the platform
Costs exceed budget	L	H	Partners have been asked for quotes in advance but should anything occur that increases the cost of the project a small contingency has been built in.
No support from technical provider	L	H	Alibaba are the largest and most successful e-commerce company in the world and see the project as a partnership.

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Pandemic isolation is necessary for a 2 nd time	M	L	The project is in place to support successful business through isolation.
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20.a	State Aid																		
<p>State Aid guidance including De Minimis Aid can be found here: www.gov.uk/guidance/state-aid</p> <p>In order to minimise distortion of competition the European Commission sets limits on how much assistance can be given without its prior approval to organisations operating in a competitive market.</p> <p>There is a ceiling of €200,000 (approximately £178,000 based on the exchange rate as at 20/05/2020) for all De minimis aid provided to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years).</p> <p>Should the De minimis aid in aggregate including this Project exceed the amount of €200,000 your Project may <u>not</u> be eligible for funding.</p> <p>De Minimis Aid includes not only grant funding but also assistance such as free or subsidised consultancy services, marketing advice etc. If you are in any doubt about whether previous assistance received classes as De minimis assistance, please include it</p> <p><i>Please complete the below table detailing any De Minimis Aid your organisation has received over a three fiscal year period.</i></p> <p><i>If the De Minimis Aid amount including this project exceeds the €200,000 ceiling please ensure you complete Section 19. b</i></p>																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">Provider of the Funding</th> <th style="width: 35%;">Amount (£)</th> <th style="width: 30%;">Date Received</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td></td> <td></td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Provider of the Funding	Amount (£)	Date Received	N/A														
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21.b If you have received public funding over the De Minimis threshold, provide detail on how your Project is compatible with State Aid regulations.
<p><i>Provide detail of any advice received regarding State Aid and a statement explaining why the Project is compatible with State Aid regulations. Detail any exemptions you may wish to rely on under the General Block Exemption Regulations.</i></p> <p>No</p>

22. Provide details of how and when you will monitor and evaluate this project.
<p><i>A monitoring and evaluation framework should be provided which demonstrates how the effectiveness of the measures will be monitored, highlighting who will carry out this evaluation, the process involved, timescales and key evaluation criteria to be used.</i></p> <p>Surrey Heath Borough Council will allocate a project manager to oversee the project in line with the Council’s methodology. Regular partner updates will be taken and distributed from the project board.</p>

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23. Provide details of any aspect of the project which you believe to be commercially confidential and explain why.

Please be aware that the work of Enterprise M3 is subject to Freedom of Information requests. Please also indicate if the information can be publicly declared at a later date

None

24. Senior Responsible Owner

As Senior Responsible Owner for SHORE I hereby submit this request for capital funding from the Enterprise M3 LEP on behalf of *[insert name of applicant]* and confirm that I have the necessary authority to do so.

I agree that details of the Project may be shared by Enterprise M3 LEP both publicly and also to partner organisations, agents, officers and sub-contractors.

I confirm that I have read the supporting guidance and that *[name of applicant]* has the resources in place to deliver this project should this proposal be awarded funding and that *[name of applicant]* will have all the necessary statutory powers in place and resources to ensure the timescales in the application can be realised

Name	Sam Marshall	Signed	Sam Marshall
Position	Economic Development	Date	05/06/2020