

# Project Mandate

VERSION 6 20.01.2022



## 1 - PROJECT DETAILS

Project Name:	<i>Tech South Yorkshire (working title)</i>
Project Location/ Address, including Post Code and Local Authority Area:	Across South Yorkshire however anchored out of the DMC Barnsley: DMC 01, County Way, Barnsley S70 2JW
Organisation Name, Size & Company Registration Number (if applicable):	SYMCA and Barnsley Council
Is your organisation an SME? If so, state size of organisation (Micro, Small or Medium)	N/A
Contact Name and Role:	Martin Beasley Enterprising Barnsley Group Leader Joseph Quinn SYMCA
Address:	DMC 01, County Way, Barnsley S70 2JW
Email:	MartinBeasley@barnsley.gov.uk
Telephone:	07493787190
Other Delivery Partners and Roles:	Barnsley Council (delivery partner)
Estimated total project cost	£700-770k

## 2 – PROJECT SUMMARY

### 2.1 – Tell us about the project

*Please provide a summary description of your project and what you intend to achieve. Why are you looking to embark on this project? What do you want to achieve? What is the problem you want to address or what is the opportunity? What is the project about?*

The digital and technology sector represents a large share of the UK economy (1.63m 4.9% of all UK employment). Since 2010 employment in digital occupations has increased by 53%. The Department for Digital Culture Media and Sport (DCMS) recently published an assessment of regional growth in the digital economy 'Assessing the UK's regional digital ecosystems'. It indicated that Yorkshire's digital industry is the fastest growing in the UK with potential to create an extra 42,000 digital tech jobs and grow by at least £1.6bn by 2025. However, this recent growth has been dominated by Hull, Leeds and West Yorkshire.

In collaboration with local partners, the MCA commissioned a piece of work to look at how to strengthen the innovation and entrepreneurship ecosystem in South Yorkshire. Some of the key findings were:

- The ecosystem is fragmented and disconnected.
- There is a lack of connectivity, and it's difficult to find contacts/collaborators.
- People do not know what support is available.

This project helps address all these barriers holding back the business ecosystem in South Yorkshire.

The **McKinsey survey of executives** indicates that businesses have brought forward the planned digitisation of their operations by an average of three to four years. Businesses and jobs in the tech sector have shown to be very adaptable during the Covid Pandemic with many tech companies pivoting their offer to support economic recovery. Remote working has seen demand soar for e-commerce, cloud infrastructure, security software, EdTech, and many more digital services.

The adoption of digital technologies across all industry sectors and markets is increasing and has moved dramatically as a response to the Covid -19 restrictions transforming the way people, businesses and places work. It is becoming increasingly critical that South Yorkshire maximises its opportunities to grow the digital/tech ecosystem.

#### How is this manifesting In South Yorkshire?

- Whilst there are successful, stand out companies (The Floom, WANDisco, Twinkl) there are not enough tech businesses, a low number of start-ups and weak supply chains with low tech adoption and digitalisation levels

- The talent pipeline is limited, and whilst this is a national challenge despite some small-scale intervention (Developer Academy, EyUp, Institute of Technology) there is a high risk of outsourcing, unviable salary costs and outwards moves by scaling companies.
- Whilst some companies have secured £1m+ investment, and The Floop has been acquired, the early-stage investment landscape is weak with limited venture capital and angel activity in the region, and not enough investment in R&D.
- Sheffield and South Yorkshire are not sufficiently recognised for our digital and tech ecosystem as much as it could be which limits inward investment and relocations to grow the sector and improve the supply chain for digitalisation.
- There's not enough private sector investment into infrastructure and the region is not well positioned to maximise government level investment. Infrastructure underpins the whole ecosystem.
- The region has a high number of citizens who do not have access to internet connectivity, the skills to use digital tools, the confidence to work online, or the motivation to connect and use digital services. This compounds the talent challenge with no future pipeline of skills.

South Yorkshire needs a credible and powerful demonstration of commitment to create the conditions to move the region forward to a clear shared vision for the tech and digital ecosystem (including infrastructure and digital inclusion) and a programme of collaborative work to co-create the plans and activity to achieve change at scale.

The Tech SY will pilot interventions to stimulate growth so that concepts are tested and evolved ahead of the launch of a transformation plan to achieve long term impact and leverage regional potential.

This offer will be broad and inclusive, actively assessing and improving its offer to ensure accessibility and utility (particularly under-represented groups).

The offer includes:

- A comprehensive set of programmes to help individuals and organisations start-up and grow their business via support at multiple stages of development. This will include mentoring, professional workshops in topics such as HR, strategy, cash flow forecasting, branding, marketing, finance brokerage, entrepreneur knowledge exchange and specific sectoral and capability topics.
- Financial support programmes will be explored to target specific outcomes, including:
  - Promoting growth and increasing (and safeguarding) jobs (through access to capital or revenue funding).
  - Developing specific types of business model that support responsible and sustainable productivity (including worker health and wellbeing).
  - Developing and going to market with new products and services.
  - Business voucher schemes to encourage access to specialist support.

**Integrated action planning:**

The Tech SY project will work collaboratively with stakeholders to co-create an integrated Action Plan. This model is well established in programmes such as MIT, REAP and URBACT. Leveraging collective knowledge, ideas and energy to gather intelligence, develop solutions and create feedback loops has had proven impact in developing Barnsley's Digital Campus model and this experience will be critical to the successful delivery.

### **Leverage existing assets and pilot new ideas:**

It will be essential to continue the work already in train, such as programmes like TEAM SY, Tech Welcome grants, Co-investment models, skills programmes, infrastructure work and support for tech and digital businesses including co located workspace and incubation. This activity provides a pathway to the 'what next?' and achieving the region's potential.

### **What will we achieve:**

The programme aims to support business with their challenges, focusing on productivity and sustainable growth, leading to increased turnover and new job creation.

More developed examples of specific support could include:

- A programme offering particular focus on stimulating innovation in existing businesses, using all the relevant tools and levers described above alongside bespoke measures including:
  - Local innovation advisors.
  - Match-making services between innovative businesses and sources of external support (universities, research institutes, potential collaborator businesses).
  - Access to financial support programmes (particularly suited to match funding).
- A 'Connected Manufacturing' support programme driving technology into operations and logistics of manufacturing firms to make them more competitive, including identifying innovation-ready SMEs, activating appropriate digital innovation to drive growth, using 'hack & pitch' competitions to invite innovators to solve businesses' challenges, and potentially offer 'productivity grants' to scale innovations where appropriate. This will link with the Digital meets Manufacturing big data pilot.
- A 'Creative Businesses Support' initiative to enable more creative industries start-ups and support existing creative businesses through access to specialist advice; and develop industry-specific challenges (including supporting sustainable business models to bring local retail, hospitality and leisure sector facilities back into use).
- A 'Net Zero Business Support' programme aligned with the MCA and local councils' net zero commitments, focussed on helping businesses to reduce carbon emissions, create higher value jobs, improve productivity and develop

leadership skills all under the banner of improved innovation from a localised low carbon Knowledge Hub.

### 3 – STRATEGIC ALIGNMENT

**3.1 – Using the table below, please set out which of the MCA’s Core Strategic Outcomes (Stronger, Fairer and Greener), as set out in the Strategic Economic Plan and Renewal Action Plan, your programme/project will contribute to.**

Projects that deliver against at least one indicator from all three of Strategic Outcomes (Stronger, Greener, Fairer) are more likely to be prioritised for investment.

#### Useful links:

For details of the Strategic Economic Plan (SEP)

[https://sheffieldcityregion.org.uk/getmedia/f958934e-2218-461d-9642-c011d1979644/SCR\\_SEP\\_Full\\_Draft\\_Jan\\_21.pdf](https://sheffieldcityregion.org.uk/getmedia/f958934e-2218-461d-9642-c011d1979644/SCR_SEP_Full_Draft_Jan_21.pdf)

For details of the Renewal Action Plan (RAP)

<https://sheffieldcityregion.org.uk/getmedia/bf2c27b2-a5c7-4ac5-ac64-b4f8798df095/Sheffield-City-Region-Renewal-Action-Plan-Document-Final.pdf>

<b>Strategic Outcomes</b>	<b>Indicator</b>	<b>Desired Outcome / Output</b>	<b>Contribution from this Programme/Project</b>
<b>Stronger</b> – an economic transformation to create not just a bigger economy but a better one: higher-tech, higher skill, and higher-value.	<b>Productivity</b>	Our workforce’s productivity will increase, and the economy will grow, increasing the prosperity of our residents.	The Project would actively create the conditions to enable high growth/productivity potential start-ups to create high value jobs.
	<b>Enterprise</b>	Growing a more successful business base, underpinned by more productive and higher growth businesses.	The project will help to directly support high growth businesses.
	<b>Employment</b>	More working-age people are in employment. More and better jobs.	The programme will support development of the wider ecosystem to unlock employment opportunities and

			take advantage of the growth of the tech sector.
<b>Fairer</b> – a transformation of wellbeing and inclusion, raising our quality of life, reducing inequality, and widening opportunity.	<b>Education</b>	A higher proportion of working-age population possess higher qualifications, indicating progression in education and employment.	The project will identify skills needs and drive data to better inform regional skills delivery.
	<b>Wage levels</b>	More employees lifted out of low earnings.	As above
	<b>Health</b>	Our population live increasingly long, healthy lives. Gap in healthy life expectancy is narrowed	N/A
<b>Greener</b> – a green transformation to decarbonise our economy, improve our environment, and revolutionise our transport.	<b>Air quality</b>	Improvement in air quality, as measured by relevant different particulate matter.	N/A
	<b>Flood mitigation</b>	Reduced flood risk and impact.	N/A
	<b>Net zero</b>	Contribution to net zero carbon target.	Pilot of Net Zero tech approaches.

## 4 – SYMCA SUPPORT REQUIRED

### 4.1 How can the South Yorkshire MCA support the delivery of the project?

The SEP gives a starting point for the direction of travel, but an agreed and clear ambition and vision for where the tech and digital ecosystem can go is needed to galvanise action. This needs visible and active leadership and backing from SYMCA and engagement with senior leaders to ensure ongoing commitment.

The recent COADEC report highlighted the value of leadership in developing regional ecosystems and only with a visible commitment to this agenda and a regional push for collective engagement are we going to be able to usefully undertake this work. The increased visibility not just of what's happening at digital

and tech sector level but the enabling conditions including infrastructure and talent build confidence in the approach and in the region that in turn will attract greater investment and strong regional leadership will empower others to act. It is an ambition of the project to secure the Mayor of the SYMCA and Chief Executive to personally invite senior leaders and stakeholders to engage in this work.

SYMCA would need to commit/adapt to the following approach:

**Delivery:**

- Devolve delivery responsibility and agreed budget to Barnsley Council with clear reporting and communication lines into SYMCA.
- Barnsley Council to provide programme management for integrated action planning work and sub-contract to bring in independent facilitation as needed.
- High level agreement between Local Authorities and SYMCA on Barnsley's regional role as an enabler of regional ecosystem.
- Close integration with existing and pilot interventions and action planning work to ensure they are linked and ideally co-managed. This would include the Tech Welcome Pilot and SY Co-investment proposal (subject to it being taken forward).

**Resources:**

- Financial investment to support the process and finance staffing resource.
- SYMCA operational support as necessary to link with wider economic work.
- Access to relevant data and insights – work will connect with national digital strategy, relevant regional strategies and best practice examples.

**4.2 Please provide details of any other funding secured and/or details of other funders you are approaching.**

N/A at this stage however where pilot activity is required the Tech SY will seek to identify alternative sources of funding to progress pilots. These may include UKSPF and Innovate UK funding opportunities.

**4.3 What additionality will MCA investment bring?**

If SYMCA is unable to support the proposal the work will not be undertaken.

**5 - CONSULTATION**

<b>5.1 – Who have you consulted with about the project idea?</b>	
<b>Please insert South Yorkshire MCA</b>	Dave Smith, Jim Dillan, Felix Kumi-Ampofo
<b>Local Authority</b>	Barnsley, Doncaster, Rotherham, Sheffield (officer level only)
<b>Other consultees, for example:</b>	
<b>Local community</b>	N/A
<b>Relevant businesses</b>	Tech Business at the SY Economic Summit
<b>Environment Agency</b>	N/A
<b>Planning Authority</b>	N/A
<b>Highway Authority</b>	N/A
<i>Please insert others as appropriate</i>	

<b>6 – TIMESCALES FOR DELIVERY</b>	
<b>6.1 – What is the preferred date that the project can commence delivery? If this is currently unknown, please set out your proposed next steps below</b>	
Late 2022-early 23 enabling influence over the wider Business Support review and the allocation of UKSPF funding.	
<b>6.2 – If currently known, please outline the key milestones required to deliver the project and provide forecast dates for achievement.</b> <i>[e.g. complete outline design, secure all funding, procurement complete, statutory processes complete]</i>	
<b>Pilot</b>	
Study Visit – Finland	Complete
Study Visit - Bilbao	Complete
Tech Welcome pilot (RAP Action)	commencing November 2022
Co-investment fund (emerging)	TBC
Tech Advisors	TBC - RAP proposal to consider if still required



Sector animation work	TBD
Skills pilots	TBD
Developing incubation regionally	TBD
<b>Vision and Planning Phase 1</b>	
Comms to senior leaders WP 1, Action 1	Dec 22 /Jan23
Meetings with senior stakeholders WP 2 Action 1 'convene'	Mar 23 – June 23
Knowledge Exchange	TBD
Vision agreed (WP 1)	Sept 23
<b>Vision and Planning Phase 2</b>	
6 x stakeholder workshops WP 2, Action 2 'collaborate'	Oct 23 – Mar 24
Knowledge Exchange	TBD
Ongoing communications WP 1, Action 4	TBD
Deeper dives 'co-create' WP 2, Action 3	TBD
Full plan and programme development WP 2, Action 4	TBD
Final agreement	TBD
Regional launch	TBD
Ongoing communications (WP 1, Action 4)	TBD
<b>Leveraging Existing Assets – Phase 1</b>	
Stop, start, carry on assessment, WP 3 Action 1	TBD

Agree any actions for inclusion in SPF WP 3, Action 2	TBD
Delivery of Tech Welcome grant programme and other activity WP 3, Action 3	TBD
Leveraging Existing Assets – Phase 2	
Additional planning towards continuity of TEAM SY and ERDF/ESIF activity. Work on SYSY and underpinning infrastructure and adoption.	TBD
Closure phase for TEAM SY/ERDF programmes	TBD
Transition phase for TEAM SY/ERDF programmes. Looking towards wrap up date for ESIF skills funding.	TBD
SFSY development. Delivery of Tech Welcome grant programme and other activity WP3, Action 3	Ongoing

## 7 – DEPENDENCIES

### 7.1 – Is the project linked to or dependent on any other project or activity, especially one the MCA may be involved in?

Team SY / Gigabit programme and if approved SY Co-Investment fund.

### 7.2 – Are there any statutory processes required for you to deliver the project?

N/A

**Please attach any document(s) or provide links to reference material that support any of the information presented above.**

## Document Sign Off

### 8 – DECLARATION AND SIGN OFF

*On signing the Project Mandate Form the project sponsoring organisation agrees to the following:*

- 1. The South Yorkshire (SY) Mayoral Combined Authority (MCA) is a public body and is therefore subject to information/transparency laws and the Local Government Transparency Code 2015. This Project Mandate Form will be shared with the appropriate SYMCA Boards including the MCA and Local Enterprise Partnership (LEP). In line with legislation, papers to the MCA and LEP meetings are published in advance and made publicly available. These papers will detail the applicant and summarise the Mandate Form in sufficient detail to allow the members to take an informed decision. At this point, under Local Government access to information provisions, the Mandate Form may have to be made available for inspection to any member of the public who requests it.*

*Once a project is admitted onto our programme pipeline, in line with MCA's Assurance and Accountability Framework and Freedom of Information Act (FOI) Publication Project, the Mandate Form must be published on the applicant's and the SYMCA website.*

*For this purpose, you may wish to also send a redacted copy stating any exemption or exception applied under FOI or Environmental Information Regulations. We will consider any requested redaction. Any comments received after publication are required to be reflected in SOBC, the OBC and FBC if the project progresses further. MCA will require evidence of this through the assurance process.*

- 2. MCA support is not allocated to a project at this stage. The Project Mandate Form is the means by which the MCA can accept project ideas into the Programme Pipeline. Further project development and submission of SOBC, OBC and FBC or BJC in line with the Assurance Framework will be required.*
- 3. To the best of your knowledge all the information provided in this Project Mandate Form is true and correct. You acknowledge that the information provided will inform any future contract should a decision be made to support the project.*
- 4. You will comply with due diligence requirements appropriate to this project. This will be conducted by the SYMCA Executive Team and further details will be provided if the project progresses further.*

**Person responsible for the application (Chief Executive or relevant Executive Director in your organisation)**

Name:	
Role:	
Date:	
<b>Counter signatory – Director of Finance</b>	
Name:	
Role:	
Date:	

<b>Signature of the appropriate thematic Director in the SYMCA</b>	
Name:	Jim Dillon
Role:	Interim Corporate Director of Business & Skills • Business & Skills
Date:	07/10/2022

<b>For MCA Use Only</b>	
Programme/Project Reference Number:	
Date Received/ Accepted:	
Version Number:	
Summary of Amendments: (if applicable)	
Resource implications for the MCA	<i>Key staff resources or functional team involvement required to deliver the project. These could be expert consultants (external) or internal functions (e.g.</i>

	<i>procurement team, HR, Tram Concession Manager, Active Travel team etc).</i>
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