

# Consultancy Brief: Creative Industries Project Manager North Kent and South Essex Thames Estuary

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## 1. Introduction

Kent County Council is seeking to appoint a Consultant Project Manager to develop the opportunities and secure the ambitions of Kent, Greater Essex and the South East Creative Economy Network (SECEN) within the [Thames Estuary Production Corridor vision](#).

Kent County Council is commissioning the work with partners in Greater Essex (Essex County Council, Thurrock Council, Southend Council) and SECEN. The contract will be managed by Kent County Council, who will work with the other partners to provide contacts, support and feedback. The appointed consultant will report back into SECEN.

## 2. The brief in outline and consultancy profile

The Greater London Authority and South East Local Enterprise Partnership (SELEP) with SECEN are commissioning an Estuary-wide feasibility study for the Thames Estuary Production Corridor (TEPC) concept. The Project Manager role offered here is to represent Kent and Essex interests within the feasibility process.

The Project Manager will achieve the following outcomes:

- A clear, ambitious but realistic blue print for development of TEPC in the Kent and Greater Essex Thames Estuary area, articulated within the wider TEPC vision and feasibility work;
- Committed stakeholders and buy in from public and private sector partners;
- Identification of potential / actual resources.

The appointed person or organisation will be an experienced strategist and project manager. They will have experience of creative industries development and be used to working at a senior level in local government and with property owners/developers. They will have a proven track record in consultation and partnership development, negotiating contracts, producing powerful advocacy documents, and finding investors. They will deliver the shared vision, knowledge and energy that will drive the project forward to ambitious and realistic outcomes.

This will be a part-time (estimated at 2 days a week, but flexible according to the needs of the project) freelance contract of six months duration.

## 3. Context

The Thames Estuary Production Corridor concept was initiated by a conversation between the Greater London Authority and South East Local Enterprise Partnership (SELEP) exploring the potential to develop the Thames Estuary as an internationally recognised area for digital, creative and cultural production. An overarching headline vision document was

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produced and was delivered to the Thames Estuary Growth Commission in response to their call for ideas. The document was also submitted as a possible sector deal in response to the consultation on the Industrial Strategy Green Paper.

SELEP's Strategic Economic Plan recognises the importance of a thriving creative economy. SECEN was established in 2013 to accelerate growth in the digital, creative and cultural sector across the SELEP area. SECEN works to align the efforts of businesses, education providers, strategic organisations and local authorities so that the South East becomes one of Europe's most diverse, integrated and productive creative regions. It has a Prospectus which sets out the Network's ambitions [here](#) and commissioned detailed research into the current state of the sector.

Membership of SECEN is drawn from across Kent, Greater Essex and East Sussex. The Thames Estuary area covers only the Districts with borders on the River Thames in Kent and Essex, but development of TEPC should be cognisant of the digital, creative and cultural infrastructure of the whole SELEP area.

When comparing the region with other LEPs, SELEP is above average regarding its share of creative enterprises, ranking 13<sup>th</sup> of all 39 LEPs. However, growth is below the national average, suggesting that the SELEP region is failing to maximise its obvious potential given its proximity and connectivity to London.

## 4. Outcomes & Outputs

The GLA have already consulted widely with the London-based creative sector and London Local Authorities on TEPC. That work now needs replicating across the Kent and Greater Essex Thames Estuary areas. The TEPC vision document "Industrial Vision to Create a World Class Location for the Creative Industries" highlights both some already identified areas for development in Kent and Greater Essex as well as some potential/conceptual ideas. These proposed developments and ideas now need further development and testing with the creative sector and stakeholders, including SECEN and the SELEP Board, and shaped into a strategy and master plan that will inform the Estuary-wide Feasibility Report being commissioned by the GLA and SELEP.

This project management consultancy will allow Kent and Greater Essex to contribute realistic views to the GLA/SELEP feasibility and, as a result, be in a stronger position for investment through the TEPC.

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## Outputs

- Consultation to capture ideas, opportunities and achieve buy-in.
- Research and identification of planned and potential development opportunities/sites within Kent and Greater Essex appropriate to TEPC; approach owners to test appetite and viability.
- A visual representation of development opportunities mapped against creative sector strengths/clusters, and existing and planned infrastructure (housing, transport, and digital connectivity).
- Represent Kent and Greater Essex on the Thames Estuary Production Corridor Partner Group: embed the Kent and Greater Essex opportunities and priorities into TEPC thinking, vision and documentation
- Work with the GLA and Thames Estuary Production Corridor Project Board to galvanise organisations including the private sector, local authorities, and third sector organisations behind the Thames Estuary Production Corridor concept and the proposed development sites
- Produce a concise strategy document that presents the opportunities in Kent and Greater Essex that will deliver the greatest opportunity for sector growth and how they can be integrated into the Thames Estuary Production Corridor; identify potential sources of investment
- Test the strategy with the sector locally, in London and nationally, including organising familiarisation trips and location site visits
- Gain commitment both politically and from Local Authorities, and particularly to provide land/property where appropriate or lead/enable land development

## 5. Timetable and Payment Schedule

Deadline for applications: 8<sup>th</sup> December 2017

Interviews if required 14<sup>th</sup> December 2017

Contract to commence no later than: 22<sup>nd</sup> January 2018 / 30% payment

Initial scoping work complete by: 13<sup>th</sup> April 2018 / 30% payment

Delivery of final report and activity by: 20<sup>th</sup> July 2018 / 40% payment

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## 6. Fee

We anticipate that the cost will be within an approximate budget of £25,000. The fee should include your time and expenses.

## 7. Submission information

To apply, please provide the following:

1. A proposal outlining your approach to this work of no more than 1500 words.
2. A minimum of two examples of relevant previous experience.
3. An indication of your availability.
4. A copy of your CV
5. A cost breakdown including expenses.

## Selection Criteria

Relevant experience	45%
Approach to the work	45%
Cost	10%

## Contact and deadline

Please email any questions to Sarah Wren [sarah.wren@kent.gov.uk](mailto:sarah.wren@kent.gov.uk)  
Submit your proposal to [sarah.wren@kent.gov.uk](mailto:sarah.wren@kent.gov.uk) by 8<sup>th</sup> December 2017 12 noon. Your submission will be acknowledged by return email.

