

Corporate Performance Report Q4/EOY – Appendix 1



5th May 2020


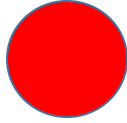



Appendix Context

- The following slides detail the performance of each corporate outcome, supported by the individual measures agreed in the Thematic Strategies
- An overhaul of the performance measures reported has taken place, to ensure that we are only reporting performance related to the corporate plan
- Focus should begin at the outcome level summary, which leads to individual indicator level detail if required.
- The narrative against each outcome indicates if the measures are illustrating the correct direction of travel.
- Where challenges or concerns have impacted the outcomes performance, this will be highlighted in the outcome summary, along with any supporting action if required.

Visual Key

- Outcomes
-  On Track or On Track – All Elements
 -  On Track – Conditional Elements
Note: Conditional elements of `On Track` meaning: not all data received due to frequency, or progress happening, awaiting data conformation
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- Key Performance Indicators
-  Target met
 -  Target not met
 -  Target ongoing

Community Strategic Performance

Community Outcomes

Reference	Title	Status	Commentary
A	Working with communities and partners to support our health and wellbeing priorities: Obesity	On Track - Conditional Elements	Q4 - participation at Maldon District Council Leisure Centres. This has not met our end of year targets, this will have been influenced by COVID-19 and other associated factors (reduction in attendance due to COVID-19 perception, new rival gym opening in the District).
B	Working with communities and partners to support our health and wellbeing priorities: Mental Health	On Track - Conditional Elements	Q4 - Whilst 2 MAC's were carried out in Q3, it was not possible to carry out a MAC in Q4. However, with the rapid increase in technological usage across the District with COVID-19, we will learn and change our future approach to MAC's to ensure that the best method for engagement is carried out.
C	Working with communities and partners to support our health and wellbeing priorities: Social Isolation & Loneliness	On Track - All Areas	Q4 - This Outcomes measures have been exceeded. We will be reviewing the effectiveness of this promotion and the effect that it has had on the community. Whilst we shall also be taking lessons from COVID-19 in terms of the best way to be engaging with 'hard-to-reach' residents.
D	Working with communities and partners to support our health and wellbeing priorities: Older peoples health	On Track - Conditional Elements	Q4 - These figures demonstrates that we have met our yearly increase on the number of dementia friendly groups/ services promoted. Whilst it has been excellent to promote the groups and services we will need to ensure that the information we are promoting has been utilised by those in need. Lessons from COVID in terms of partnership working and the best way to communicate will be carried over.
E	Partnership working to safeguard vulnerable adults, children & families	On Track - Conditional Elements	<p>Q4 - We are supporting our customer facing staff to receive MECC training. Where possible this year we have invited all staff, it has not always been logistically possible to get all staff trained however. However, we will ensure that all staff are trained. Once this training has been completed we will identify what extra training support is needed for customer facing staff.</p> <p>All staff are now safeguarding and GDPR trained. This will be reviewed annually.</p> <p>All safeguarding cases are dealt with in accordance with SET guidelines.</p>



Community Strategic Performance

Community Outcomes

Reference	Title	Status	Commentary
F	Effective engagement to support strong and resilient communities	On Track - Conditional Elements	<p>Q4 - We have met our targets for both Parish/ Town Council engagement and Private Sector Housing Grant/ Loan customer evaluation survey.</p> <p>We will see a big change in MDC assistance to use digital service/ payment at Council Offices post COVID-19. Many residents will have been forced online as no face-to-face contact is available. Therefore, it will be important to revise and review this measure to meet the new changing times.</p> <p>Annual Better Care Fund spend is way below average spend due to staffing changes and lower recommendations coming through for from Occupational Therapists</p>



Community Performance Measures

No. of physical activity promotions

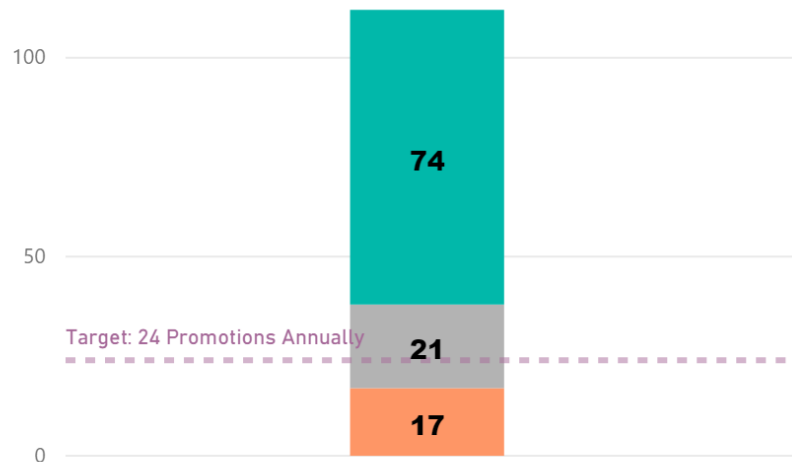


Participation at Maldon leisure centres

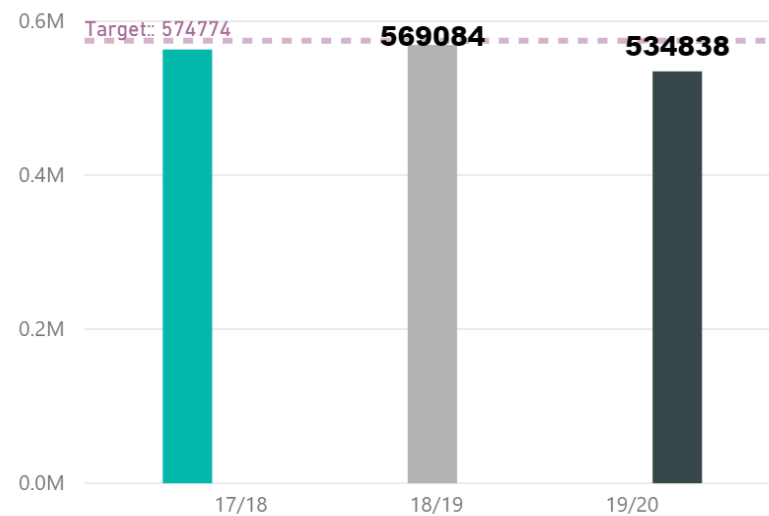


A) Obesity

Quarter ● Q2 ● Q3 ● Q4



Year ● 17/18 ● 18/19 ● 19/20

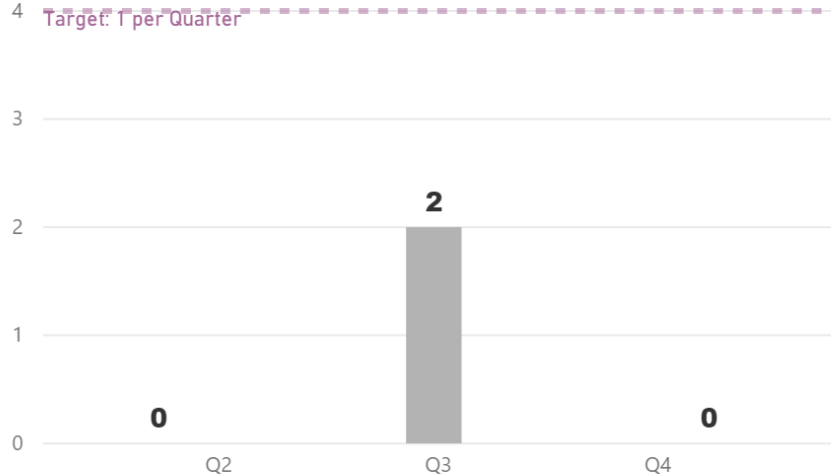


B) Mental Health

Targeted MAC* (Multi Agency Centres) supporting vulnerable residents



Quarter ● Q2 ● Q3 ● Q4

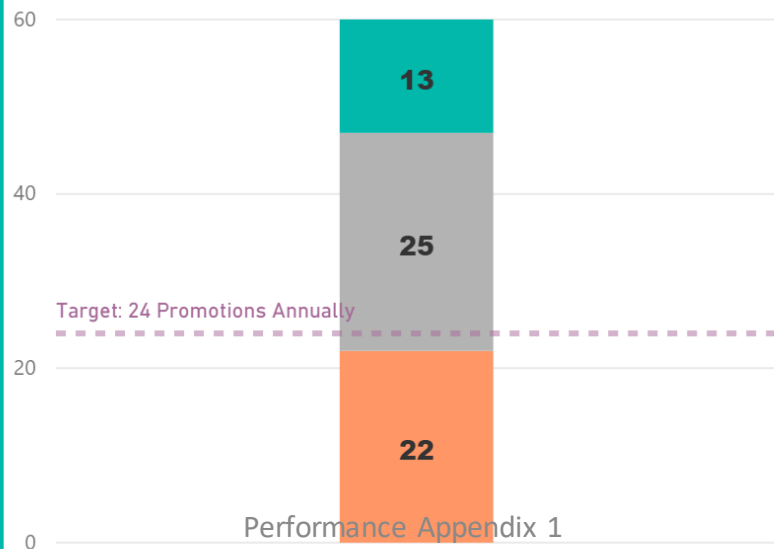


C) Social Isolation/Loneliness

Promotion of social isolation initiatives

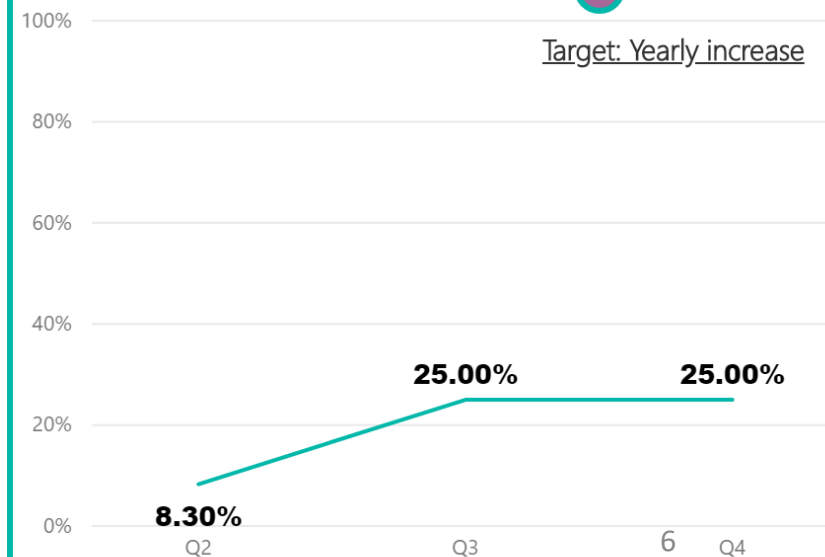


Quarter ● Q2 ● Q3 ● Q4



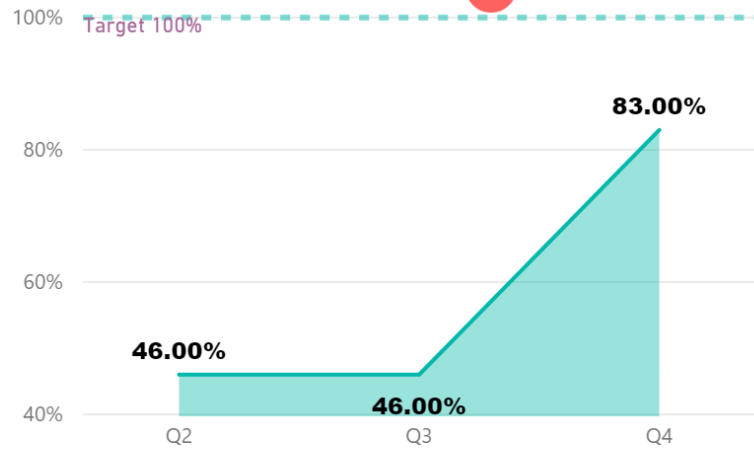
D) Older Health

% of known Maldon District dementia friendly groups/ services promoted

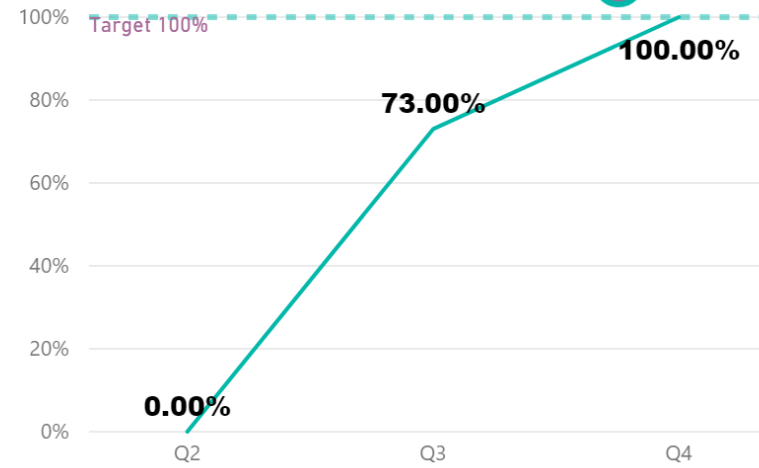


E) Partnership working to safeguard

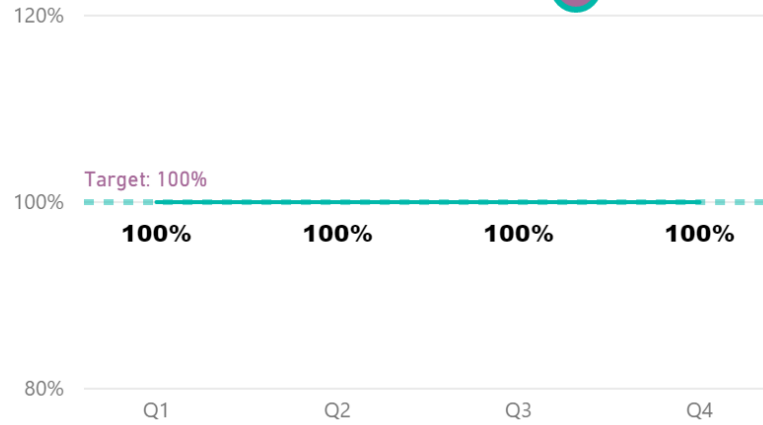
% of customer facing staff who have received MECC* training



Staff completion of e-learning modules on Safeguarding and GDPR

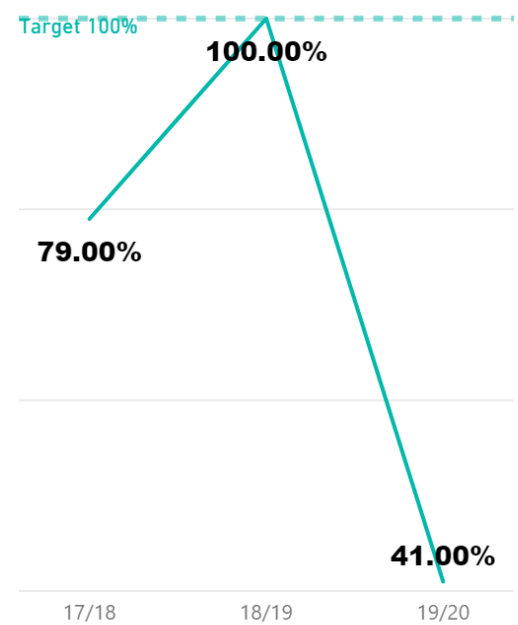


% of safeguarding cases are dealt with in accordance of Southend, Essex and Thurrock (SET) guidelines for adults and children

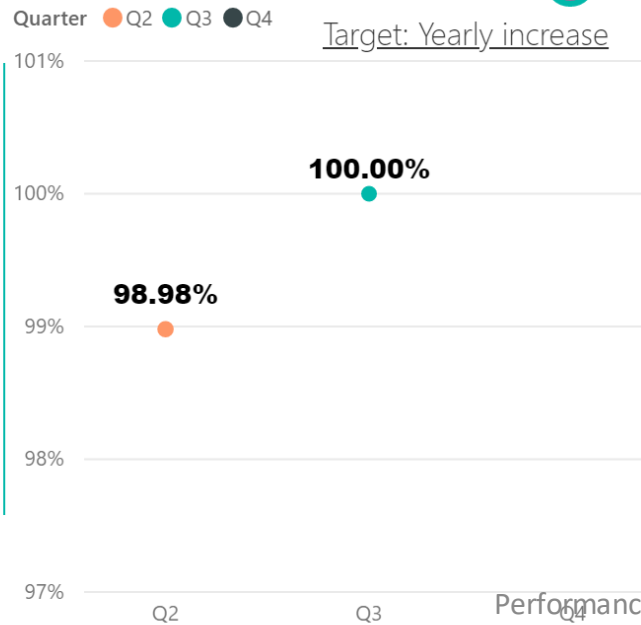


F) Community Engagement

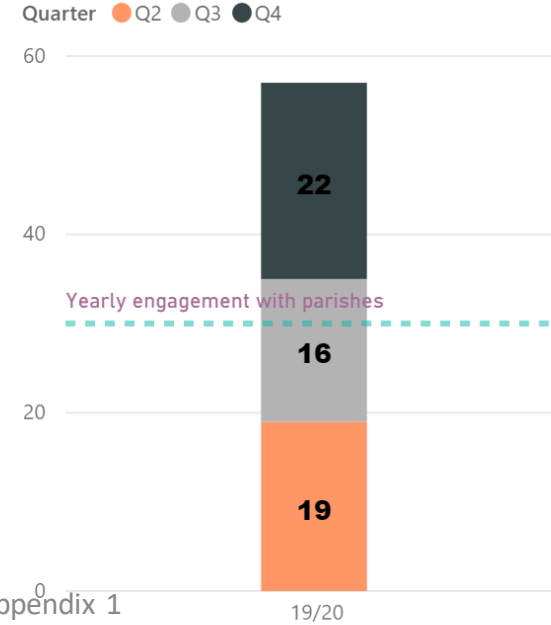
Annual Better Care Fund spend



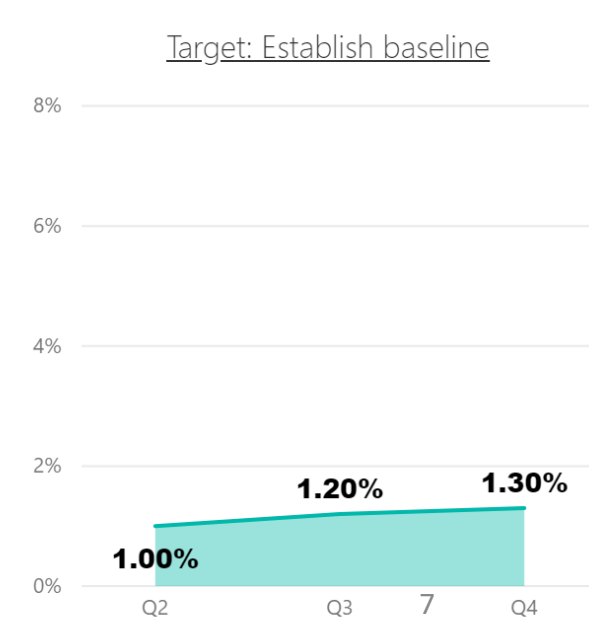
Customer evaluation survey (MDC) – private sector housing grants/ loans






No. of Parish and Town Council engagements by Community team






MDC assistance to use digital service/ payment at Council Offices



Community Supporting Plans

Supportive Outcome	Community Actions Plans	Status	Highlights/Low Lights	Target
A) Support health and wellbeing priority: Obesity	Parishes covered by community weight management sessions	Target Met 	<p>Q4 - Two new ACE weight management sessions have been established. One is being delivered by Places Leisure in Dengie 100 centre and one in Maylandsea GP practice delivered by Maldon CVS.</p> <p>Q3 - Discussed with Essex County Council commissioner of ACE weight management sessions and come to the agreement that more weight management sessions can be established if led by community groups, with minimal support from ACE due to budget cuts. Primary action encouraged is to increase attendance at weight management existing sessions before launching more, so this is being done currently.</p> <p>Q2 - There has been one new community weight management session set up in Tolleshunt D'Arcy. This now takes the number of sessions in the District from 7 to 8. The north of the District now has increased coverage in terms of weight management sessions, we will look to progress the expansion of weight management sessions in the Dengie area.</p>	To increase Parishes by 2 per year
A) Support health and wellbeing priority: Obesity	Campaign delivery for physical activity	Target not met 	<p>Q4 - One physical activity campaign delivered 'Get Maldon Moving for Sport Relief'. One other is targeted and ideas were generated e.g On Your Feet Britain day and Summer Olympic Games but these are at risk due to event cancellations stemming from the COVID19 pandemic.</p> <p>Q3 - Currently planning both PA campaigns as opportunity to deliver on elements of draft health and wellbeing strategy.</p> <p>Q2 - Due to lack of resource we have not been able to release a campaign. However, the identified theme of the campaign has been identified; this is to target the Maldon East area which will focus on highlighting the short and free activities that are available in the District for all ages.</p>	2 Campaigns per year
B) Support health and wellbeing priority: Mental Health	Primary Schools supported by MDC Y6 transition template	Target not met 	<p>Q4 - Currently both secondary schools have signed up and agreed to onboard all Primary Schools within the Maldon District. COVID-19 however has stunted our progress as efforts and focus have now turned to support the community in the response to COVID-19. Once more capacity is made available, focus will resume on the transition template piece of work.</p> <p>Q3 - At this current moment we have agreement from both Secondary schools to have the template rolled out to all Primary Schools in Maldon District as of March 2020. Therefore, we hope to far exceed our target of onboarding 2 schools per year.</p> <p>Q2 - We have worked in partnership with Plume Academy to ensure that they are onboard to deploy the template in March 2020- We are confirming with Ormiston Rivers Academy that they are confirmed and able to send out the template in March 2020.- Between Plume and Ormiston them they will cover 18 primary schools in the District which should meet and complete our target by Q4.</p>	To onboard 2 new schools per year

Community Supporting Plans

Supportive Outcome	Community Actions Plans	Status	Highlights/Low Lights	Target
C) Support health and wellbeing priority: Social isolation/loneliness	The number of intergenerational projects in the District	Target Met 	<p>Q4 - Budget has been allocated for the establishment of another intergenerational project and communication has been initiated with the primary schools to gauge interest.</p> <p>Q3 - All primary schools in the District emailed with the offer to receive financial support to establish an Intergenerational project and/or to adopt the Maldon Up! template that has been a success at All Saints. Working in collaboration with Mid Essex CCG and ARU on this with the intention to launch Up in at least 10 schools throughout the district.</p> <p>Q2 - One new school on boarded. We will seek to get another school on board by the end of the financial year</p>	1 new school participating in intergenerational projects per year
C) Support health and wellbeing priority: Social isolation/loneliness	Campaign delivery for social isolation	Target Met 	<p>Q4 -One social isolation campaign delivered; collaboration with RCCE on their e-learning resource. Rather than the establishment of further social isolation campaigns, support is being offered to existing, well-established campaigns e.g United in Kind.</p> <p>Q3 -Action required to identify specificity and demand for this campaign, will address in Q4. This will most likely be done in partnership with MOAT foundation and United in Kind.</p> <p>Q2 - We have ensured that we have promoted and shared all social isolation and loneliness initiatives that are ongoing in the District. We are supporting the delivery of UnitedInKind campaign which is led by Essex County Council and will be delivering our own social isolation/ loneliness campaign as part of the Winter Warmth project.</p>	1 Campaign per year
D) Support health and wellbeing priority: Older people's health	Health drop-ins for older people's groups provided	Target not met 	<p>Q4 - The health drop in's were scheduled for events that have now been cancelled due to COVID-19 pandemic. When business resumes, these will be coordinated with the service providers in targeted locations, as planned.</p> <p>Q3 - Discussed with Essex County Council commissioner and there is no demand for additional health drop-ins. Alternatively, the promotion of existing health drop in services and social prescribing will be promoted, particularly for older people's groups.</p> <p>Q2 - Due to resource this has not been started yet.</p>	To increase older health drop in sessions, 1 per quarter

Place Strategic Performance

Place Outcomes

Reference	Title	Status	Commentary
A	A clean and tidy District	On Track - All Areas	Q4 - Highest quarterly increase in flytipping incidents. Draft Resident Survey report prepared.
B	Reduced Household waste	On Track - Conditional Elements	Q4 - Increase in recycling rate seen from Q3 but missed target by very narrow margin.
C	Our open spaces maintained for the enjoyment of all	On Track - Conditional Elements	Q4 - Volunteering activity met target. Draft Resident Survey Report prepared.
D	Improved air quality	On Track - Conditional Elements	Q4 - Public consultation completed. Next steps underway for adoption
E	Partnership working to protect our countryside and coastline	On Track - All Areas	Q4 - On track and progressing.
F	Sound and tested environmentally friendly initiatives delivered	On Track - Conditional Elements	Q4 - Environment and Climate Change Strategy is behind schedule due to staff changes, service priorities and Covid 19
G	A five -year housing land supply maintained	On Track - All Areas	Q4 - Housing Delivery Test (District-wide) for 19/20 passed at 101%
H	Strategic sites delivered in accordance with the Local Development Plan bought forward	On Track - Conditional Elements	Q4 - Majority of strategic sites progressing. One strategic site not progressing due to complex S106 and another to planning appeal. Other strategic sites accelerating delivery prior to Covid-19 shutdown of strategic sites.
I	Affordable housing targets in the Local Development Plan achieved	On Track - All Areas	Q4 - Target exceeded.



Place Strategic Performance

Place Outcomes

Reference	Title	Status	Commentary
J	Section 106 planning agreements are effectively discharged	On Track - Conditional Elements	Q4 - Whilst progress made to meet target, shut down of strategic sites has impeded monitoring of S106.
K	Partnerships are developed to maintain coastal defences	On Track - Conditional Elements	Q4 - On track and progressing.
L	Improved access to Superfast Broadband across the District	On Track - Conditional Elements	Q4 - On track and progressing.

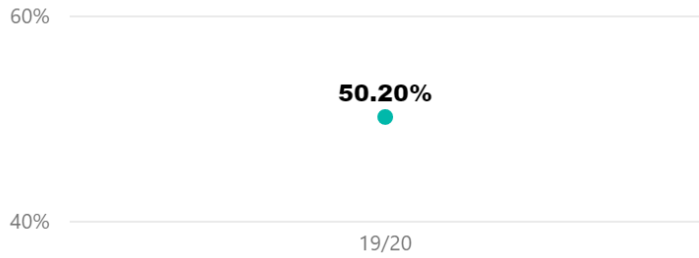


Place Performance Measures

A) Clean and Tidy District

Public satisfaction to cleanliness & tidiness of the District

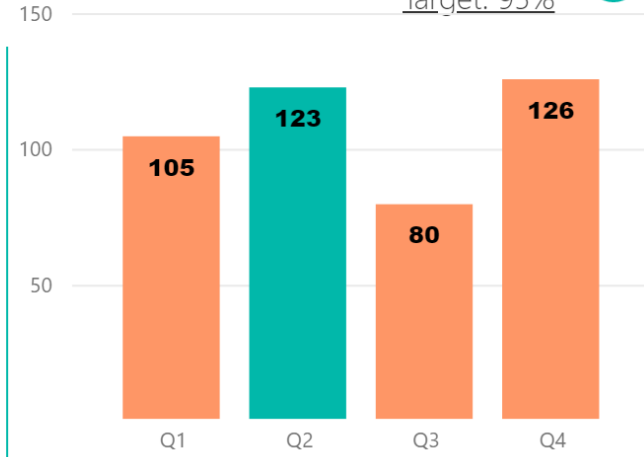
Target: Establish baseline



Fly tipping incidents and % Removed in 24hrs

% Removed ... 95.00% 100.00%

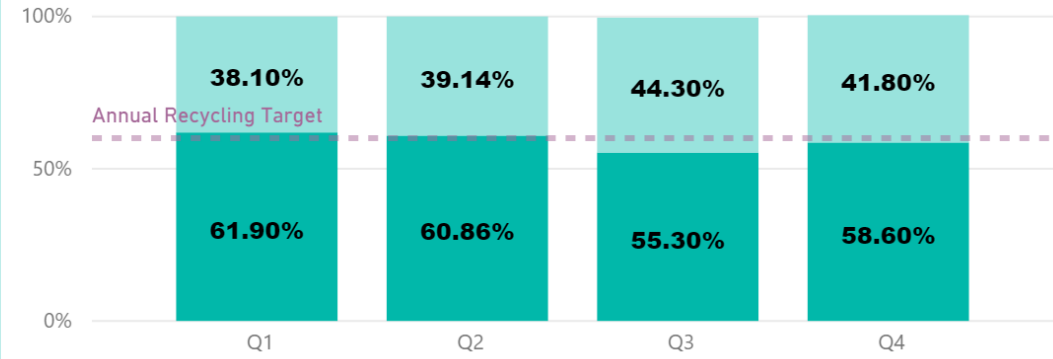
Target: 95%



B) Household Waste Reduction

Residual Waste V Recycled Waste

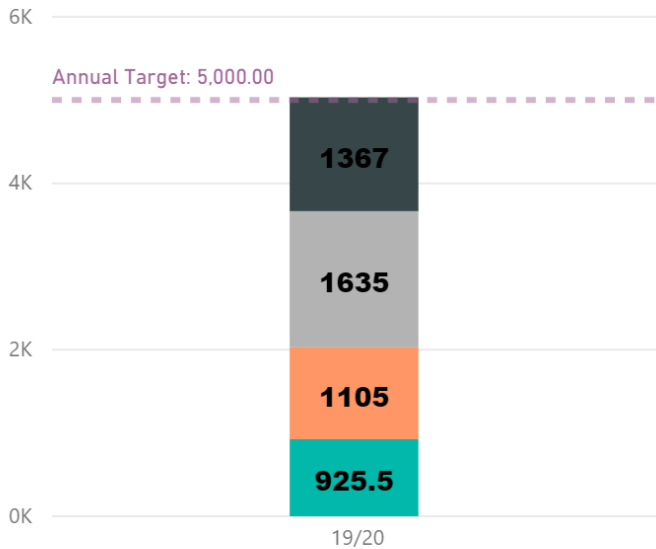
% of household waste sent for reuse, recycling or composting % of household waste that is residual



C) Open Spaces

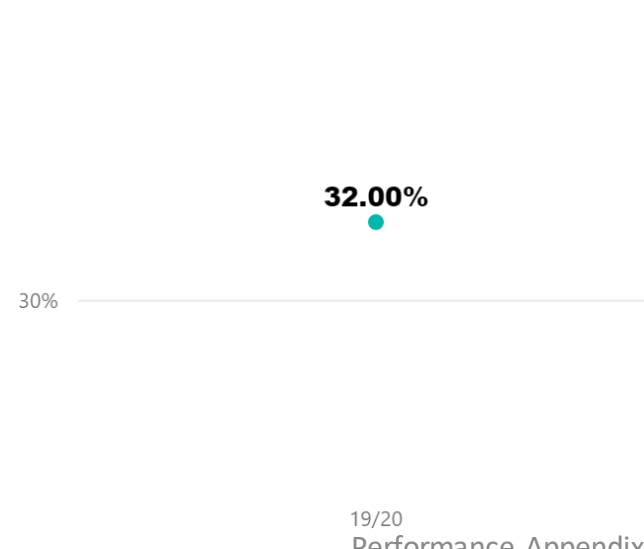
Local volunteering activity facilitated/organised by MDC(Hrs)

Quarter Q1 Q2 Q3 Q4



Public satisfaction to Flagship open spaces

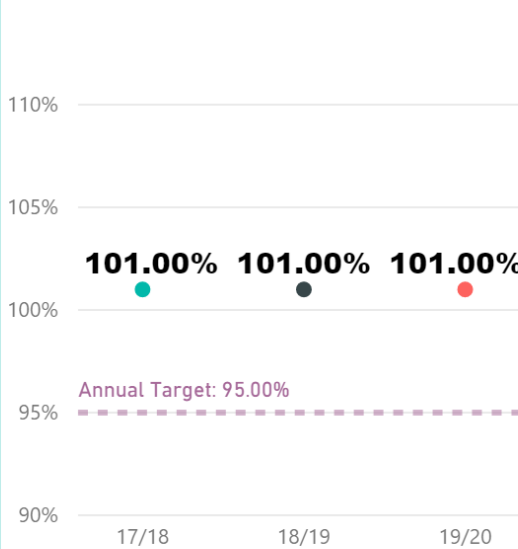
Target: Establish baseline



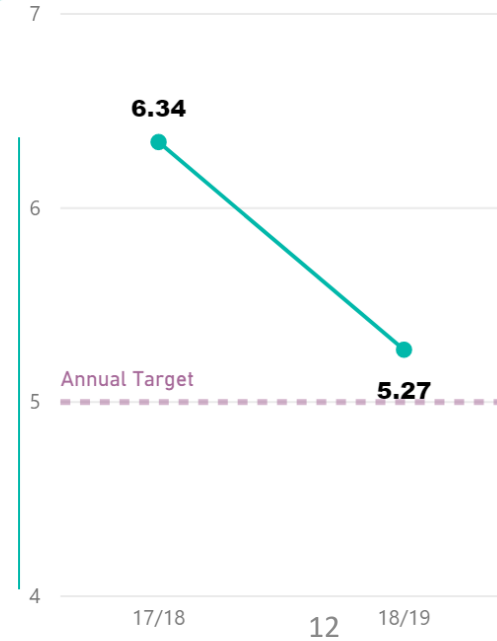
G) Housing Land Supply

Housing Delivery Test (HDT*) result

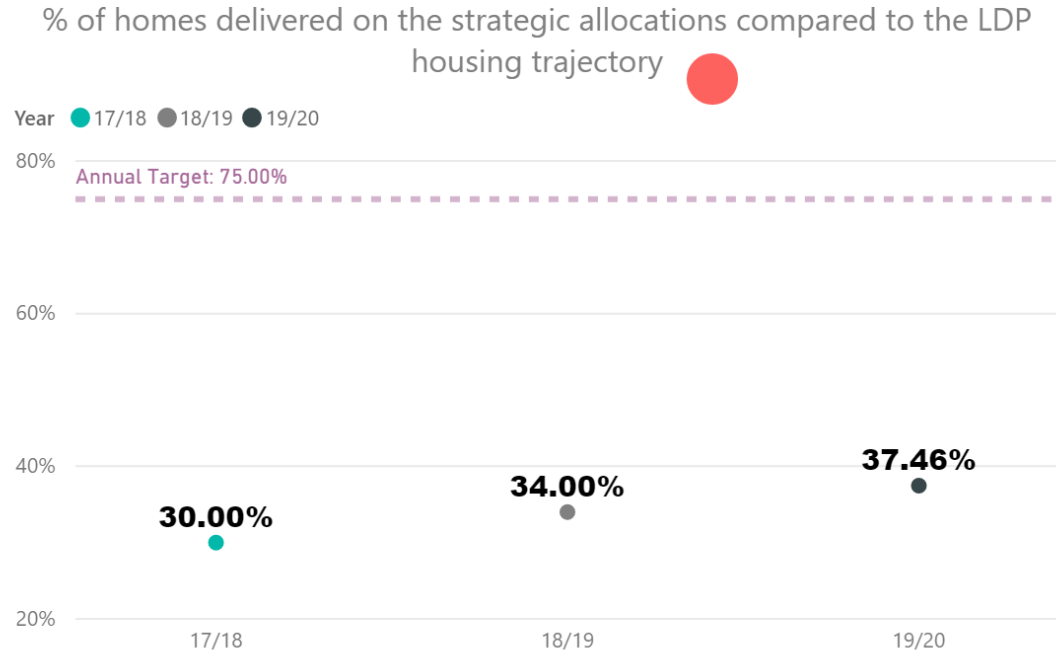
Year 17/18 18/19 19/20



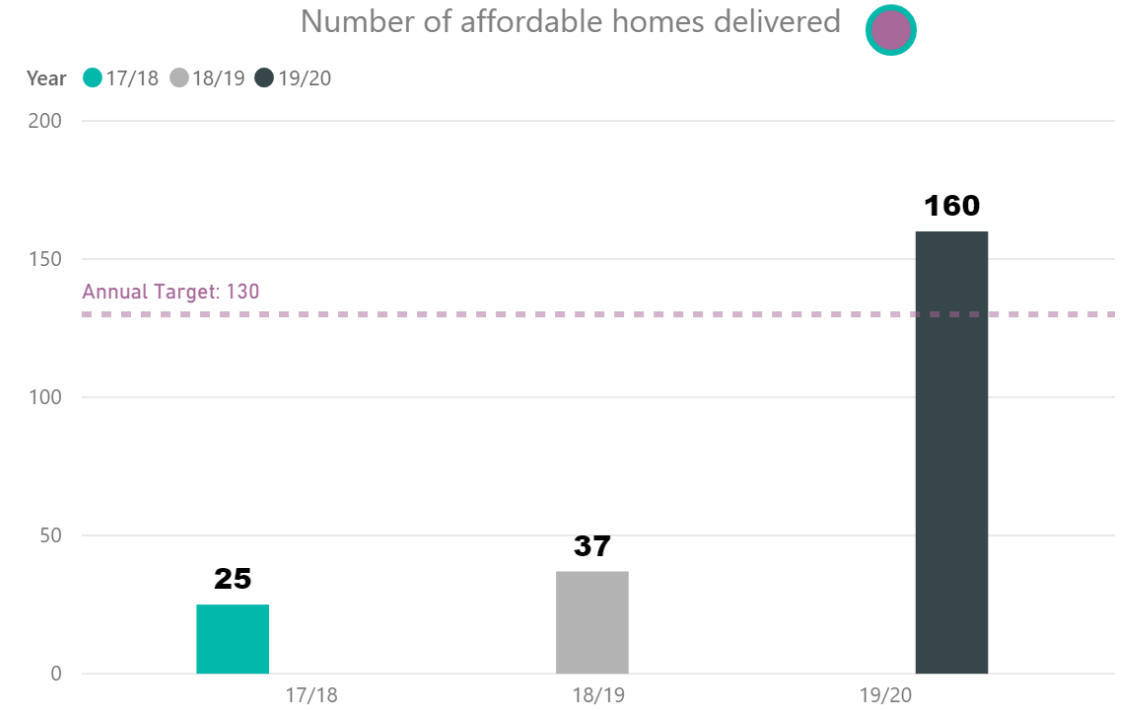
5Yr housing land supply





H) Strategic Site Development





I) Affordable Homes





Place supporting plans

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
C) Maintaining open spaces	Keep Britain Tidy 'Green Flag' award (well managed parks and open spaces)	Target not met 	<p>Q4 - As per Q3: Management Plans not in place. No submissions will be made to Green Flag Award for 2020/21 round of awards</p> <p>Q3- Management Plans not in place. No submissions will be made to Green Flag Award for 2020/21 round of awards</p> <p>Q2 - Applications for Green Flag Awards depend entirely on Management plans being in place for candidate award sites. Due to Future Council process and key vacancies within Service, capacity for review/writing of the Management Plans is currently very limited.</p>	Two applications submitted for 2020/21 awards
C) Maintaining open spaces	Progress implementation of the Green Infrastructure Strategy [GINS] findings / projects - adopted by Council May 2019	Target Met 	<p>Q4 - Project Officer meeting and GI projects review undertaken 3rd March 2020. Actions for officers with regard to detailing of certain projects, feasibility of timelines & costings, plus ensuring that principles of projects are embedded into wider Strategic Plans such as Place Plan, reflected in CAMP delivery, and where necessary/relevant are also indicated or referenced as opportunities for future s106 and CIL/Infrastructure funding statement</p> <p>Q3 - Strategic priority has ben on draft Essex RAMS/"Bird Aware" and consultation which links to GI objectives & projects. Eol for Landscape Partnership funding unsuccessful Meetings with officers from ECC/Highways/ Essex Country Parks regarding Rail Trail links - agreed aspirations all round, but issues with structural defects in places to be resolved and long term maintenance considerations.</p> <p>Q2 - Working group not started; liaison with Strategy team regarding GI projects & opportunities for delivery is in place.See also update for Blackwater Conservation Strategy with regard to Eol for funding.</p>	Establish internal working group to explore taking a programme management approach to GIS [similar to CAMP] to secure strategic delivery




Place supporting plans

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
D) Improved air quality	Development of AQMA Action Plan	Target not met 	<p>Q4 - The action plan was agreed to be put to public consultation. The consultation took longer than expected but is now complete with TF bringing together a report. This will be presented to members for further consideration and adoption in July Council</p> <p>Q3- Additional modelling being completed to establish whether by reducing the height of the boundary fence outside the Limes Guest House will provide a significant reduction in Nitrogen Dioxide levels. This will be presented at the next Steering Group meeting in January 2020. A draft action plan will be presented to the group in January.</p> <p>Q2 - Modelling of possible mitigation measures complete. This will be shared with the next Steering Group due 9 October 2019. The group will consider ToR and receive an update from the Lead, Tim Savage (CCC). The draft plan will start to be formed in partnership with ECC. Public consultation proposed to go ahead in Q3/4</p>	Plan completion by Dec. 2019
D) Improved air quality	Implementation of AQMA Action Plan measures	Target Ongoing 	<p>Q4 - We believe this is still on track for May/June but may be affected by the continued Corona virus restrictions</p> <p>Q3 - Action plan measures not yet agreed a further update will be provided after the January Steering Group meeting.</p> <p>Q2 - None</p>	Jan 2020 + implemented in accordance with agreed timetable



Place supporting plans

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
E) Protect our countryside and coastline	Development of a Blackwater Nature Conservation Strategy	Target Met 	<p>Q4 - Blackwater Conservation Group met on 29th January 2020 to discuss detail and opportunities for both Marine and Terrestrial streams of work. Sub-group for Beach Nesting birds continues quarterly (last meeting 10/3/2020) New sub-group proposed and under development to look at Beneficial Use of Dredged Sediment. Similar project group underway in the Solent; professional tie in as CEFAS representative sits on National MMO led working group. Discussion led by Essex Wildlife as to future development of Nature Recovery Networks [in Blackwater, but also across the County] in line with Government proposal in 25 year Environment Plan. Planned July meeting under review subject to Covid-19 restrictions.</p> <p>Q3 - Eol for Lottery "Heritage Horizons" scheme submitted but unsuccessful (£50m scheme 'oversubscribed' by £1.34bn of projects overall...) Next partnership meetings for Terrestrial and Marine streams scheduled for 29/1/2020</p> <p>Q2 - Blackwater Conservation Partnership development continuing. Vision statement and Objectives for the group/strategy have been drafted and agreed in principle. Next Partnership meeting scheduled for 11th November. Key Partners have also submitted an initial Expression of Interest to the Lottery "Heritage Horizons" scheme, largely based on the discussions of the Partnership to date and includes three projects of the MDC Green Infrastructure Strategy. Eol outcome should be due January 2020, if progressing to the next stage then Report to Committee for approval will be needed.</p>	Initiation March 2019; 10 draft work-streams identified; workstream focus meetings planned July; whole Group meeting & review in October 2019 for further tasking.
F) Environmental Initiatives	Successfully deliver promotional campaigns to support a sustainable Place	Target Met 	<p>Q4 - We had been participating in a number of campaigns which have been suspended due to the Coronavirus outbreak. The campaigns on hold include the plastics campaign, Love Essex campaign, coastal Essex promotion, events including food festivals and VE75 have also been suspended. We have focussed our energy in supporting and advising business and heavily supporting the Government and PHE Coronavirus campaigns.</p> <p>Q3- We have delivered and supported a number of promotional campaigns which have included the Cleaner Essex campaign, Christmas waste collections, Christmas Tree collection, #Warm Maldon. We have supported two New Homes events as well as supporting partner agencies with their Health and Flooding campaigns.</p> <p>Q2 - Supporting delivery of Love Essex's anti-littering campaign - 'See it, Report it'</p>	Deliver three campaigns during 2019/20

Place supporting plans

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
F) Environmental Initiatives	Develop and adopt an Environment and Climate Change Strategy	Target not met 	<p>Q4- Limited progress on updating and adopting the Climate Change strategy, due to conflicting service delivery demands and the subsequent disruption from Corona Virus</p> <p>Q3 - Meeting scheduled for January to discuss CCS and any possible amendments. Results of residents survey under analysis.</p> <p>Q2 - Transformation has taken priority however, draft Strategy is being prepared awaiting results of Resident Survey to complete outcomes. This will ensure the outcomes reflect the view of the residents</p>	Submit draft Strategy to Committee by November 2019
H) Strategic sites development	Infrastructure delivered in relation to the strategic allocations in accordance with Policy S3 and S4 and the negotiated and signed S.106 agreements	Target Met 	<p>Q4 - No infrastructure delivery targets interrupted for projects under way. New starts and part constructed schemes are not being checked on site. Funding monitoring also delayed by lack of site visits - alternative method being implemented to avoid the need for site visits.</p> <p>Q3 - A review of the infrastructure completed and income received was reported to Overview and Scrutiny Committee in October 2019. Since then a S106 Officer has been appointed and a comprehensive review of all outstanding agreements is under way. There are no new risks identified at this time.</p> <p>Q2 - A S106 update report for the period of April to September has been submitted to Overview and Scrutiny Committee. This meeting is taking place on the 31st October. However, performance data for this specific measure cannot be reported on as we are currently without a S106 officer. We hope to have resource from mid-October.</p>	Delivery in accordance with the Infrastructure Delivery Plan
J) Section 106 planning agreements effectively discharged	All s106's are monitored in accordance with the signed legal agreement	Target not met 	<p>Q4 - No requiring site visits on return to business as usual - a desk based remote audit / survey of participating developers has been instigated. All S106 agreements currently under full review</p> <p>Q3 - A review of the infrastructure completed and income received was reported to Overview and Scrutiny Committee in October 2019. Since then a S106 Officer has been appointed to the establishment and a comprehensive review of all outstanding agreements is under way. The monitoring process, including site checks will commence in February following a desktop review of outstanding agreements.</p> <p>Q2 - A monitoring and progress report on S106 for the period of April to September has been submitted to Overview & Scrutiny Committee October meeting.</p>	100% implementation

Place supporting plans

Supportive Outcome	Place Actions Plans	Status	Highlights/Low Lights	Target
K) Maintaining coastal defences	To monitor delivery of the agreed 2019 Maldon District Strategic Flood Projects and Maintenance Plan and maximise grant opportunities towards local coastal defences.	Target Ongoing 	<p>Q4 - Essex County Council supplied a list of flood sites for assessment. DG & JL were due to meet with Dave Chapman however the meeting was cancelled due to Corona virus restrictions and is yet to take place. At present, work on the strategy has paused due disruption caused by Corona virus</p> <p>Q3 - The Action Plan was last updated by partners in December 2019 with projects and maintenance works to be completed during 2020. There is a caveat that some works are dependent on a number of variables so may be delayed or deferred but the group will be kept updated. Next update due in May 2020.</p> <p>Q2 - Revised plan discussed at July Audit Committee and risk score reduce. A number of maintenance projects completed with an addition of 4 new projects in Q2. Next meeting booked in Q3</p>	80% of works/maintenance projects put forward annually are completed in accordance with the project timescales
L) Improved access to Superfast Broadband	To work with Partners to accelerate and maximise the rollout of Superfast Broadband across premises in the District.	Target not met 	<p>Q4 - Superfast Essex Rollout Programme continuing during Covid-19 restrictions to stated percentages. Current coverage 92%. Future work planned to bring the District to 95%, but this will not complete until March 2021. So far 16,320 properties have been enabled, with work planned for 914 properties under our Phase 3.4 (completion date September 2020) and Phase 4b (completion date March 2021).</p> <p>Q3 - As Phase 2 of the Programme is completed and as reported in Q2, Phase 3 is underway and due to complete by June 2020. It has been reported that Phase 3 may take 6 months longer than planned due to the nature of the network build becoming more complex in rural areas. This impacts on 3,000 addresses across 5 Districts including Maldon (also Tendring, Castle Point, Colchester, Rochford). The Parish Councils and Broadband Champions in these areas have been updated in these areas.</p> <p>Q2 - Superfast Essex Programme short term rollout figures are on track and likely to be surpassed. Phase 2 of the Programme will be completed by December 2019. Current status as at 12 August 2019 91% coverage. Phase 3 and Phase 4 roll out to December 2021 forecast coverage 96.2%.</p>	94.7% Superfast broadband available by March 2020

Prosperity Strategic Performance


Prosperity Outcomes

Reference	Title	Status	Commentary
A	Delivery of strategic employment sites in accordance with the Local Development Plan	On Track - Conditional elements	Q4 - Following approval of the Council's Prosperity Strategy, measures are being developed as part of the Prosperity action plan for the promotion of District Strategic Employment Sites. The details of all District Strategic Employment Sites was shared with our Strategic Partner - Invest Essex, part of the Let's Do Business Group, who are commissioned by Essex County Council (ECC). From 2020 ECC have ended their support for Invest Essex as an organisation. The delivery of this objective is now under review as part of the and pending the Economic Response and Recovery Plan to COVID19
B	Partnership working to provide an Enterprise Centre	On Track - Conditional elements	Q4 - The creation of an enterprise centre in the Maldon District is identified as part of the SoP Place Plan for delivery. The operating model and delivery/funding method is under review. Occupancy in Enterprise Hub is 0 as hub is not yet operational
C	Rural business and diversification supported	On Track - Conditional elements	Q4 - Actions are being developed as part of the Prosperity action plan and in partnership with the Place Board. The need to support rural/district businesses in the creation of the Bradwell B supply chain has been identified as part of BRB engagement. Initial targets were not met due to scope change with the KPI activity.
D	Tourism supported and encouraged	On Track - Conditional elements	Q4 - The Council's tourism website and social media have recovered very well following the closure of the Tourist Information Centres, with a large increase in users over the quarter compared to last year. The delivery of a Tourism Industry Event was a big success with a good turnout. An action Plan is being developed with industry stakeholders to be delivered as part of the Sense of Place initiative. Promotional activity is now on hold owing to response to COVID19



Prosperity Strategic Performance

Prosperity Outcomes

Reference	Title	Status	Commentary
E 	Efficient and effective engagement with businesses	On Track - Conditional elements	Q4 - Working is progressing with strategic and key partners and business groups. A proposal was presented (Place Board on 10th Feb and at the Maldon Business Hub and Lower High Street Group on 19th Feb) to strategically network the Maldon District Business groups via Sense of Place and the creation of a 'Maldon Business Board' (working title) to link local businesses and ensure the coordination Place Plan and Prosperity initiatives. This work forms part of the Central Area Masterplan Project 2 - Lower High Street, due to be ratified by Members in April. Progress has been slowed by COVID19 outbreak but will continue and support economic recovery. Further Business Engagement Action Plan being developed.



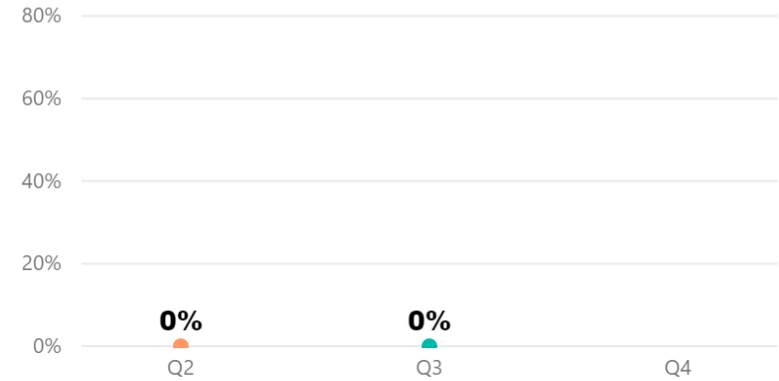
Prosperity performance measures

A) Delivery of strategic employments sites

% of identified sites promoted through partners

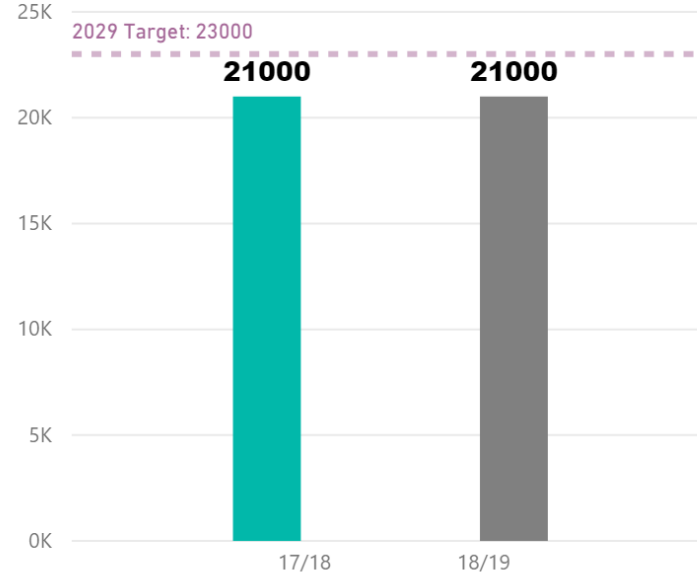
Quarter ● Q2 ● Q3 ● Q4

Annual Target 100%



Job Creation ●

Year ● 17/18 ● 18/19

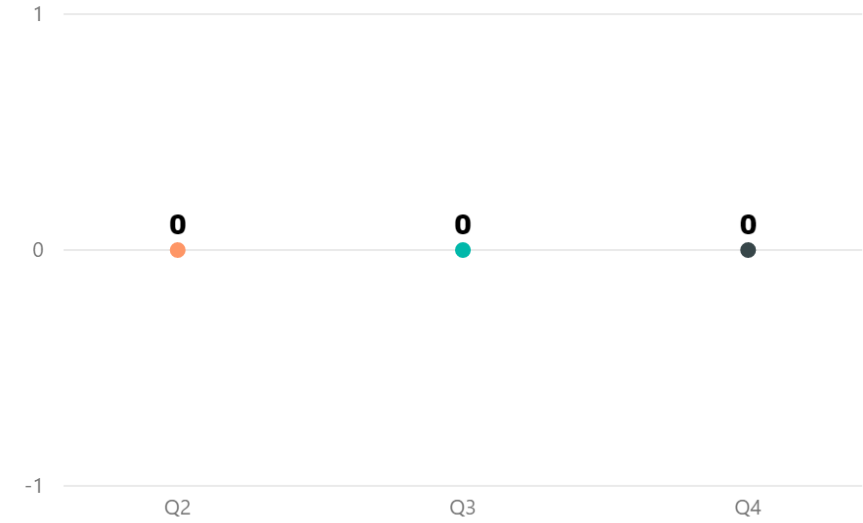


B) Partnership working to provide an Enterprise Centre

Occupancy in the Enterprise hub ●

Quarter ● Q2 ● Q3 ● Q4

Target: TBC

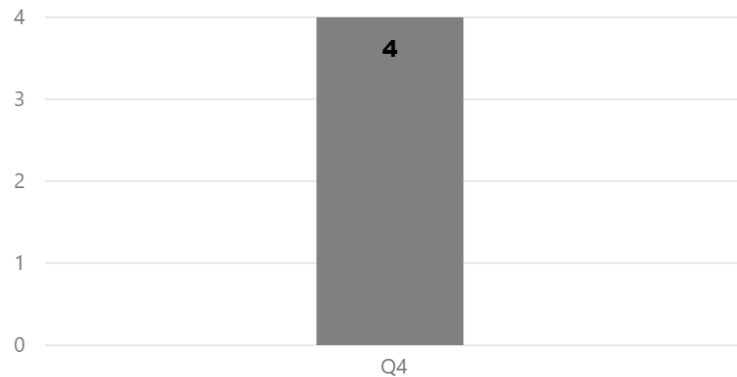


E) Efficient & Effective engagement with Businesses

Number of business groups engaged and networked through Sense of Place ●

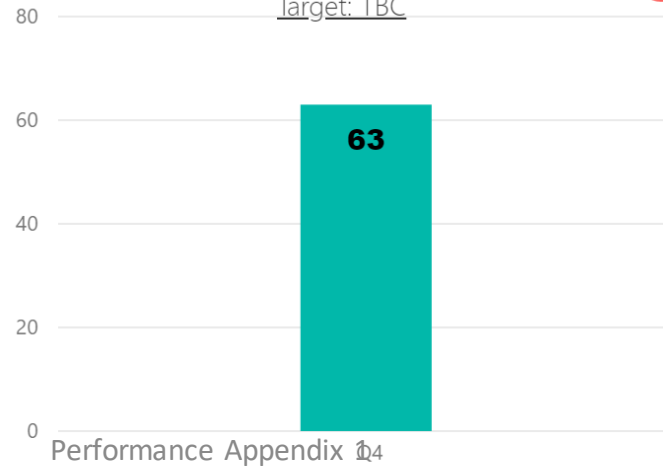
Quarter ● Q4

Target: TBC



Members of the LinkedIn Maldon District - "Sense of Place" Business Group ●

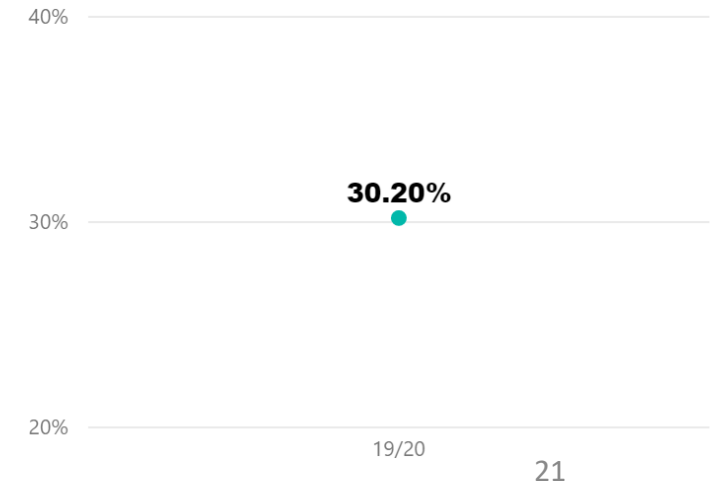
Target: TBC



Business satisfaction with MDC services ●

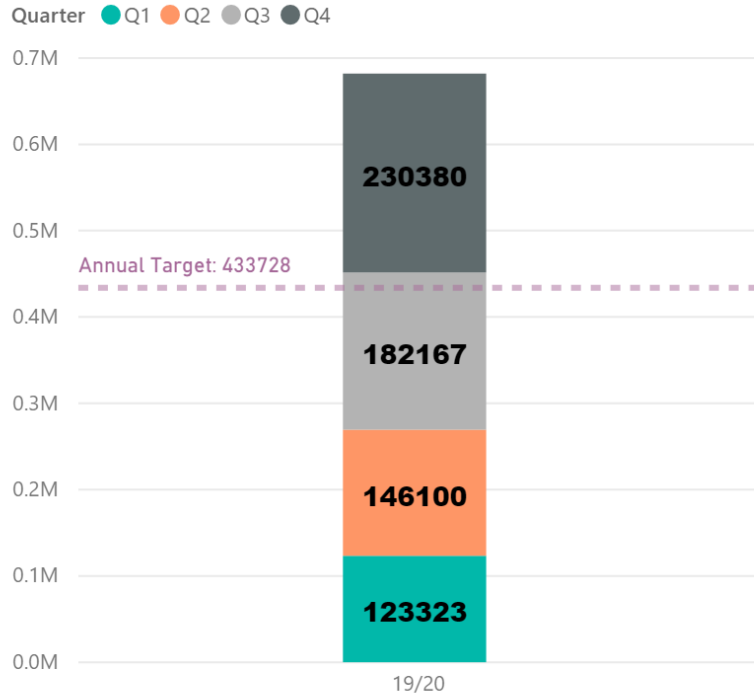
Year ● 19/20

Target: Establish baseline

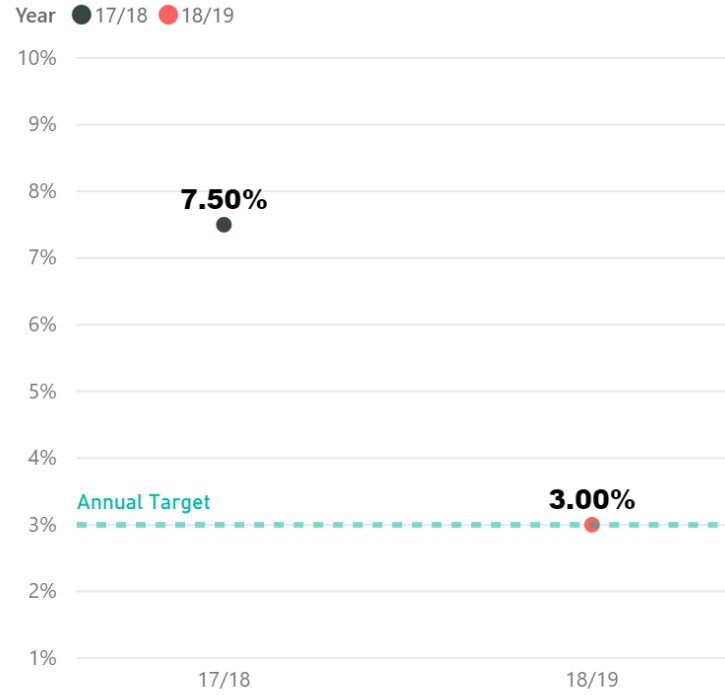


D) Tourism supported and encouraged

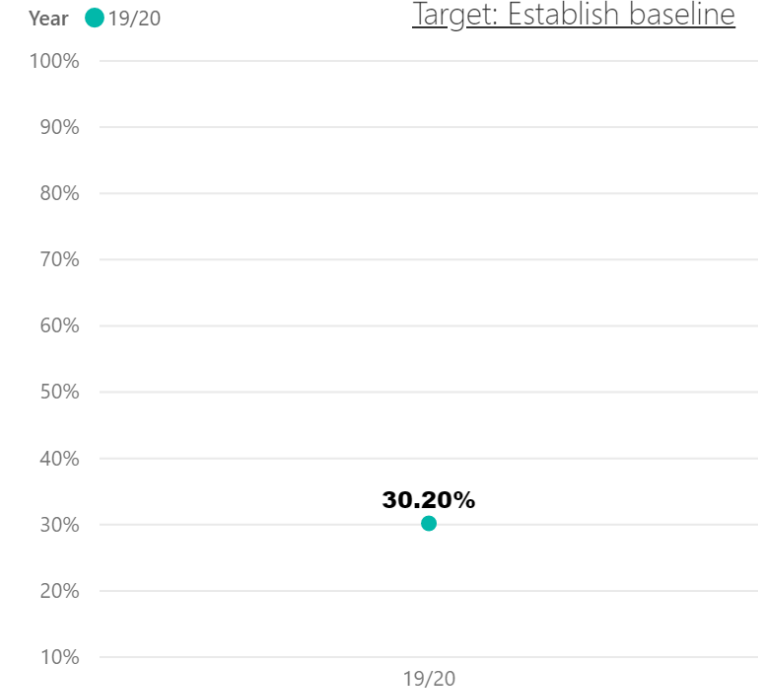
Visitors to Maldon Website






Tourism Growth




Business Tourism Benefit




Prosperity supporting plans

Supportive Outcome	Prosperity Actions Plans	Status	Highlights/Low Lights	Targets
B) Partnership working to provide an Enterprise Centre	Deliver Enterprise Hub based in Maldon District Council's building	Target ongoing 	<p>Q4 - Review of the space is on-going. Options are being implemented to achieve income targets in 2020, however these are unlikely to meet specific enterprise/start up objectives of the "enterprise" approach. what success looks like for the enterprise approach is not clearly defined at this stage.</p> <p>Q3 - Review of space, approach & security is on-going. Options are being reviewed and income from rental of space within the building is still likely in 2020, however may not meet specific enterprise (new business, start-up) objectives.</p> <p>Q2 - Progress slightly delayed, awaiting start of Commercial Manager, start date Nov 19. Project should still be delivered on track in 2020.</p>	Enterprise Hub delivered by 2020
B) Partnership working to provide an Enterprise Centre	Deliver Enterprise Centre	Target ongoing 	<p>Q4 - Scope & definition has not yet commenced for a enterprise centre within the district</p> <p>Q3 - Business Case for scope of the Enterprise Centre has not started</p> <p>Q2 - Currently reviewing initial feasibility study and reviewing approach, project still within timescales.</p>	Enterprise Centre delivered by 2025
C) Rural and coastal business supported	Establish Maldon Rural Business Growth Strategy	Target ongoing 	<p>Q4 - The establishment of a Maldon District Rural Business Growth Strategy is identified for delivery as part of the draft Sense of Place - Place Plan</p> <p>Q3 - Following the approval of the Council's Prosperity Strategy; Rural Business Actions are being developed as part of the Prosperity Action Plan. Data will be reported from Q4</p> <p>Q2 - Activity pending approval of the Thematic Strategy</p>	Contractual SoP Objectives met

Prosperity supporting plans

Supportive Outcome	Prosperity Actions Plans	Status	Highlights/Low Lights	Targets
C) Rural and coastal business supported	Bradwell B project	Target not met 	<p>Q4 - A full response to BRB's Stage One Consultation is being prepared by Maldon District Council, alongside Essex County Council, in line with the extended consultation time scale. The socio-economic response workstream is progressing on track. Officers remain engaged with BRB and appropriate stakeholders.</p> <p>Q3 - The production of a Supplementary Planning Document is no longer part of the Bradwell B Programme. A Development Plan Document (DPD) for longer term impacts is now being progressed with a report going to the January S&R Committee. Maldon District Council and Essex County Council are engaged with BRB in advance of their Public Consultation and Development Consent Order application. A new target and action plan to ensure Local Businesses engaged in Bradwell B supply chain is being reviewed.</p> <p>Q2 - Bradwell B (BRB) nuclear power plant - The developer BRB, comprised of China General Nuclear (CGN) and EDF Energy commenced scoping working for the Development Consent Order process on July 4th. Consultation with the public will happen from Spring 2020. In parallel to this, the developer is applying for a license for the nuclear reactor. Both activities will take approximately two years. If the project progresses, it will be a further five years before any construction would take place. Maldon District Council are the lead local planning authority for this development and is working with Essex County Council and the Developer to inform all scoping activities. Maldon District Council is actively recruiting a Programme Manager and Senior Specialist - Local Plan to ensure the required supplementary planning document can be produced by March 2020. However, we have found it difficult to recruit permanent staff to these roles.</p>	Production of Supplementary Planning Documents March 2020

Prosperity supporting plans

Supportive Outcome	Prosperity Actions Plans	Status	Highlights/Low Lights	Targets
D) Tourism supported & encouraged	Digital Tourism campaigns delivered	Target not met 	<p>Q4 - Staff resource now in place. Our digital focus in the this quarter has related to supporting our tourism businesses but we have produced a virtual visit video to the District to encourage visitors to stay away. We have been held in high esteem for our virtual visit approach.</p> <p>Q3 - This action has not as yet started due to the staff resource not being in place.</p> <p>Q2 - Delivery of Saltmarsh 2019 comms campaign</p>	TBC