

## Economic Development Team Update

### 1. COASTAL COMMUNITY TEAMS (CCT)

- 1.1 Maldon and Blackwater Estuary CCT. The most recent meeting was held on 19th January 2017.

Officers updated the meeting on progress with the Historic Water Revival Project, Hythe Quay, Maldon and arrangements for public consultation on a number of proposals to improve the District's tourism offer.

The meeting also discussed the CCT project list and it was agreed to include Heybridge Basin Public Conveniences on the project list of ideas.

- 1.2 A representative from Heritage Marine Foundation, which had been developed from the Cutty Sark project, gave a presentation on a proposed maritime apprenticeship programme to be based in Maldon. The Foundation plan to establish a recognised training scheme, in association with Colchester Institute, that encompasses all aspects of traditional vessel conservation, maintenance and operation, with the emphasis on "Preservation by Operation" taking the Thames Sailing Barges and East Coast Smacks as a prime example.

They intend to develop a three year apprenticeship where each apprentice will spend 18 months at sea, in various vessels and 18 months working in a traditional ship/boatyard environment, as well as attending the appropriate "Standards of Training, Certification and Watchkeeping for Seafarers" (STCW) and other required courses. It is intended that completion of the training period will give the apprentices a good chance at either a job at sea on a traditional vessel or ashore in operation/conservation.. It is intended that training will be provided from a classroom to be situated out of Down's Road Boat Yard. The Foundation is seeking the support of Colchester Institute with a view to them becoming the course provider. They have submitted an initial funding enquiry to Heritage Lottery Fund and are exploring other revenue streams.

This project has the potential to link with the proposed LIBOR project that is mentioned in more detail below.

The Foundation has requested that the Council endorse the project, as an opportunity to meet a strategic need to support maritime skills provision.

This proposal supports **Action 3.3 – Promote Apprenticeships and Pre-Apprenticeship Programmes set out in our Economic Prosperity Strategy** - *The Council will work with businesses and a range of partners to expand the breadth of apprenticeship opportunities on offer in the District and increase uptake of these opportunities through promotional activity.*

It is **RECOMMENDED** that the Council provide in principle support to the Heritage Marine Foundation's maritime apprenticeship project, subject to all necessary planning and environmental requirements being met.

- 1.3 The next meeting of the Maldon and Blackwater Estuary CCT will be the annual General meeting on Friday 5 May 2017.

- 1.4 The River Crouch Management Team met on 17th January 2017 and agreed to progress a reprint of the popular River Crouch Guide. The RSPB, Maldon, Rochford and Chelmsford City Councils agreed to contribute £200 each to the cost of the reprint, and the Team will be seeking sponsorship for the balance of c.£1,200 from attractions and parishes featured in the document. A copy of the current guide can be found at <http://mediafiles.thedms.co.uk/Publication/EE-MDCW/cms/pdf/CrouchLeafletForWebLoRes.pdf>

Following discussion and feedback from the CCT, the Management team agreed to include a number of new project ideas in their work plan as follows:

- Crouch CCT website development
- Newsletter & marketing
- Burnham week
- Coast Path landowner engagement

The next meeting of the River Crouch CCT will be the AGM which is being held on Monday 27th March 2017.

- 1.5 A copy of the updated Project List for both CCTs is attached to this report for members' information.

## **2. BUSINESS SUPPORT**

### **2.1 Dengie Enterprise Support (DES)**

With the current contract for this service coming to an end at the end of March 2017 the Economic Development Team are currently seeking funding from the Magnox Socio Economic Grant Fund to continue the service for at least a further 2 years. Since its inception DES has assisted in the start-up of 21 new businesses which is estimated to have created 43 jobs. The bid to extend the services will include an additional day in Maldon with a view to increasing business advice services in the Maldon District. The service also provides a regular monthly forum for clients where they meet for a workshop on a themed subject, currently relating to sales and marketing, and compare experiences and problems on an informal networking basis. The forum has an active membership of 23.

In addition to the funded activities DES has also been assisting in the re-launch of the Burnham Chamber of Commerce, exhibited at the BEST Growth Hub Business Showcase event, and sit on the River Crouch Coastal Communities Team management group and the Bradwell Legacy Partnership.

At the request of the BLP and Maldon District Council, Dengie Enterprise Support has also been providing assistance to a local group of wine growers who are considering forming the Crouch Valley Wine Growers Association. This will promote and create awareness of the area as a wine producing region. Longer term goals include running tours of the vineyards, developing co-operation in joint training schemes, wine festivals and other activities with brewers and food producers of the District.

## 2.2 BEST Growth Hub

**Training Workshops** - The Economic Development Team are currently promoting a series of fully funded training workshops available to Maldon District businesses. The workshops are commissioned by BEST Growth Hub and are being delivered online and face-to-face across Essex including in the Maldon District from January-March 2017.

**BEST Growth Hub Drop in Clinic** - The Economic Development Team have arranged for drop-in clinics to now take place on a regular basis in the Maldon District every 6 weeks, with the next clinic taking place on Monday 20<sup>th</sup> March 2017 at Maldon Library. This will be from 10-4pm and will be a mixture of booked appointments and drop-ins.

**Local Engagement Plan** – Maldon District Council are currently putting together a local engagement plan with BEST Growth Hub to see how best this government initiative can complement those services currently delivered by Dengie Enterprise Support to provide Maldon District businesses with the best possible business support and create additional business support activities.

## 3. BUSINESS ENGAGEMENT

- 3.1 The Economic Department Team continues to attend and support local business networking and support groups including Burnham-on-Crouch ( as Executive member, attending next meeting which takes place on 6th February, to discuss further its re-launch on April 1, 2017), Maldon Small Business Networking Lunch ( next meeting 8th February) and the Local Clinic (next meeting Tuesday 7 February).

### 3.2 Events

#### a. Maldon District Council Chairman's Business Awards

Judging of the 20 entries received has now been completed and Members and all entrants have been invited to an Afternoon Tea Event which is to take place on Friday 24 February 2017 between 3 and 5 pm at the Royal Corinthian Yacht Club, Burnham-on-Crouch to announce the winners.

#### b. BEST Essex Business Show

The Economic Development Team were represented on a stand at this event which took place on 16 February 2017 at Hylands House, Chelmsford and assisted in its promotion prior to the event. 320 people attended the show and support was provided to 7 Maldon Businesses while they were there.

It was also a good opportunity to network with other Essex Authorities and potential partners in the Business Support sector.

## 4. BRADWELL LEGACY PARTNERSHIP (BLP)

- 4.1 The Bradwell Legacy Partnership met at Newhall Vineyards on the 25th January 2017 to discuss and progress project ideas recently supported by the Planning & Licensing Committee. The agenda provided an opportunity for the Partnership to discuss details of the Wine Region project with local wine growers, with a view to using their proposals to support a formal bid to the Magnox Socio-Economic Fund.

The Magnox representative at the meeting commented that the fund excluded bids for marketing activity, and that the wine growers would need to become a formal association if they wanted to submit a bid to the Fund for their proposed project activity. However, a bid from the District Council to support a food and drink festival would be considered, as would bids from community groups.

### *RGE comments.....*

*We understand that Magnox are always pleased to support community groups to organise events which help to build sustainable communities. Grants of up to £1k are available for small projects neighbouring Magnox sites. Grants of over £10k are available to support large projects which make a significant contribution towards mitigating the impact of decommissioning.*

*Note: We are now working with and advising the wine growers (wine region project) to pursue the EAFRD (European Agricultural Fund for Rural Development) which makes particular reference to this industry in its call for bids, as per below:*

#### *EAFRD rolling call - Food Processing*

*Funding available: Up to £3.7m is being made available under this Call. Grants of between £50,000 and £1m are available to good quality eligible projects in the SELEP area.*

*Priority will be given to projects that:*

- 1. adopt new techniques and processes*
- 2. create new "local food" products and/or involve the processing of local food*
- 3. open new product markets to the business including new products in new market categories*
- 4. **increase the productivity of the emerging wine industry***

*Priority will also be given to projects from micro and small breweries based in rural areas increasing their productivity.*

*Projects can submit an Expression of Interest at any time before the closing date.*

*Projects will be expected to make a contribution to both national and local priorities.*

*Deadline: 31 January 2018*

Further work is now required to work with the project sponsor to review options to develop and progress the wine region project, which has the potential to bring significant benefits to the locality.

- 4.2 The Partnership also received progress updates on the work of the Dengie Enterprise Support (DES) service, which included a detailed update on new business start-ups achieved by DES, and from Officers on the recent Economic Impact of Tourism study for 2015. Jobcentre Plus reported that the key employment sector for them was construction and that they were experiencing significant growth in demand for skilled labour. Care was also a significant growth sector as far as local job opportunities were concerned.
- 4.3 During the meeting the Infrastructure Manager at Bradwell Power Station stated that the Bradwell site would move into the Care & Maintenance phase during November 2018. Dengie Enterprise Support was to be invited to meet with staff at the site during the coming months to provide business start-up advice. Magnox confirmed their intention to retain some of the existing car park covering, along with the river walk. However, the nature trial would need to be transferred to another body.

- 4.4 Officers are now progressing formal bids, as previously reported to the Planning and Licensing Committee, to the Magnox Socio-Economic Fund, and seeking match funding opportunities with partners from the public and private sectors.

**5. MAGNOX / NUCLEAR DECOMMISSIONING AUTHORITY (NDA)**

- 5.1 Individual Bradwell Legacy Partnership project bids continue to be worked up by the Economic Development team in conjunction with Dan Davies from Essex County Council's Funding Team and as information becomes available for each they will be submitted as soon as possible this year.
- 5.2 The Secretariat costs bid of £33k in relation to the Bradwell Legacy Partnership between 2017 and 2019 has now been submitted for consideration to Magnox.

**6. ENTERPRISE CENTRE FOR THE MALDON DISTRICT**

- 6.1 Investigation continues in relation to the feasibility of an Enterprise Centre in the Maldon District and meetings are currently being held by Officers with stakeholders to establish how to unify various proposals, in terms of its purpose, funding and resource.

External funding is being sought to commission further and detailed works on preparation of a business plan for the proposed centre. This will provide recommendations for service model, location, management arrangements and will assess financial viability. Officers have met with representatives from the Nuclear Decommissioning Authority (NDA) and Magnox, with a view to securing grant funding for the project through the Socio-Economic Fund.

**7. SENSE OF PLACE (SOP)**

- 7.1 MDC Officers are periodically meeting with the Place Board Chairman to update on Council activities and seek to ensure they work in a coordinated way.
- 7.2 The Maldon District Council Communications Team in consultation with the Economic Development and Tourism Teams are currently developing some Sense of Place promotion aids that are complementary to business brands, quick and easy to implement and at little or no cost to the business. These will be delivered in a phased approach, with the initial applications to include a logo, with short and simple guidelines for use; templates for headed paper, reverse of business cards and adverts. This should be available by the end of February 2017. A standalone Sense of Place website is also currently being developed with its own branding and functionality which will link to the corporate website.

Phase 2 will be implemented once Maldon District Council has its own marketing strategy agreed. It could include window stickers for business windows and cars provided by the Council subject to available funding.

Phase 3 will be developed dependent on feedback from previous applications.

The ED Team continue to promote the use of the brand through use of bunting, banners and SOP photography mount boards at local events and meetings. The ED Team are promoting awareness and encouraging adoption of the Sense of Place graphic language at network events and meetings with businesses.

## 8. SKILLS

### 8.1 Employers Apprenticeship Event

The Economic Development Team is organising an Apprenticeship Event in co-ordination with the 3 local Secondary Schools (Plume Academy, Ormiston Rivers Academy and the Heybridge Alternative Provision School) and Directions IAG. The aim is to increase the recruitment of apprentices from the local schools by local business. The event will be delivered in 3 parts, one each for students, parents and employers and will take place from 2 -7pm on Tuesday 28 March 2017 at Plume Academy. Presentations planned for the employer's section are:

- An independent overview of the recruitment process including the Apprenticeship Levy.
- Maldon District Council's experience.
- A local small business's experience.

50 training providers that deliver training in the Maldon District are being invited to apply for stands. This will include those that deliver training for the Care and Maritime sector, which are currently of particular focus for the Maldon District.

### 8.2 Essex Employment and Skills Board Education and Industry STEM Programme and CEC - Greater Essex Enterprise Adviser Network.

The Economic Development Team is continuing to work with Essex County Council Employability & Skills Unit to facilitate Maldon District industry links with the 3 local secondary schools through the STEM Project and the Enterprise Adviser Network (EAN). Blackman & White have committed to work with Plume Academy. A meeting between Senior Managers of both organisations is due to take place shortly to plan the way forward. Heybridge Alternative Provision School is also committed to the Enterprise Advisor Network and is interested in becoming engaged in the STEM programme whilst Ormiston Rivers Academy has now agreed to discuss further the STEM programme with its organisers.

### 8.3 Care

- a. Centre for Excellence in Care – investigation is currently being carried out in relation to the development of a business case to deliver the vision for a Centre of Excellence in Care Training in the Maldon District.

The Economic Development Team is also in discussion with Anglia Ruskin University to see if a meeting can be arranged to establish whether they are able to partner with Maldon District Council on this proposal.

- b. Essex Skills Board Care (ESB) Action Group Activities - Maldon DC Economic Development Team is currently working with the ESB Care Action Group to deliver a Gift of Care Campaign event late February/early March in the Maldon District. It will give local residents the opportunity to meet care organisations who are actively recruiting in Maldon. Employers attending the recruitment events will be available to provide information on current and future job opportunities in the District and 1:1 information and advice on working within the care sector. The Economic Development Team is assisting in spreading the word in conjunction with Maldon District Council Communications Team.

- c. Care Sector Return Worker Pilot - This is an Essex County Council pilot seeking to address some of the emerging pressures in the care sector from an economic growth perspective and how it could support the development of providers in the sector.

One of the main areas identified was that of workers who may have previously had careers in care and may be seeking a route back into the sector. This is likely to be on a self-employed basis to enable a greater level of flexibility to fit around other commitments.

The project brief for this pilot exercise is to pull together a cohort of participants to receive training to give them the support and tools to enable them to develop their own business to serve a small number of clients. The Eastern Enterprise Hub has been appointed to undertake the work.

Essex County Council is currently pulling together a cohort of circa 20 participants to undertake a training programme that will commence from February 8<sup>th</sup> 2017. It will focus on the Colchester, Maldon and Tendring local authority areas.

The training will consist of a number of modules that will provide information on the skills to enable people to start their own businesses, but will also provide an update on the current requirements and practices in the sector. This programme will be completed in April 2017.

Again the Maldon Economic Development Team in conjunction with Maldon District Council Communications Team is assisting in promoting this initiative across the Maldon District.

- d. SEAS 2 Grow Project

Researchers at Anglia Ruskin are involved in a cross-EU project called SEAS (Silver Economy Accelerating Strategies) 2 Grow, which aims to speed up the development of innovative products and services to improve the health and wellbeing of older people and ease the pressure on healthcare providers as well as promoting independence, health and wellbeing among older people within their own homes.

The Leader of Maldon District Council and the Economic Development Officer attended the SEAS 2 Grow 'Realising the Potential of the Silver Economy Workshop' on Monday 16th January, at Anglia Ruskin University.

Areas that were being looked at during the workshop were the prioritised age-related needs or demands of those organisations present, what innovative products or services are the best way to meet these needs and what obstacles or hurdles stand in the way of an organisation's ability to take these ideas forward.

As well as break-out sessions for discussions on these subjects there were various speakers connected to the SEAS 2 Grow Silver Economy Accelerator programme representing various aspects of the project, providing an overview of the project and including topics such as

- Smart Technology for the elderly
- Ways of working together to advance the way we care

- How to combine public and private sector funds to overcome the challenges of innovation and adoption in the Silver economy
- User needs and how they are embedded within the design and development of smart technologies
- Better apps for better health outcomes

The Economic Development Team has expressed its interest in being involved with the programme in relation to identifying potential technology companies in the District that may wish to be engaged in the technological innovation of the project as well as promoting the opportunity for elderly representatives of its community to become involved in the testing of the innovative products.

#### 8.4 The Maritime Sector

With our growing maritime sector in mind, meetings are currently taking place involving Members of the Planning & Licensing Committee, Officers from the Economic Development Team, representatives from the Coastal Community Teams, local stakeholders and other potential external working partners, with a clear focus on addressing the District's skills training needs in the growing maritime sector.

- a. The meeting held with the Chief Executive Officer of Thames Skills Academy, <http://www.thamesacademy.london/> a subscription based organisation held on the 27th March 2017 at Maldon, identified a number of clear linkages with local skills training needs of young people and adults. The Chairman of Maldon and Blackwater Estuary CCT agreed to share contact details with local businesses and CCT members, and Officers agreed to inform them of any future organised meetings with the District's maritime sector.
- b. A meeting with the Chief Executive at National Maritime, Peter Green, <http://www.nmdg.co.uk/blog/making-the-maritimeconnection> has also been arranged for **Tuesday 7th April 2017**, with a view to engaging their services in developing the maritime skills project. Maldon District Council is a member of National Maritime and participates in meetings of their Blue Council. National Maritime promotes and develops excellence in all activities related to business, skills and education in the maritime sector.
- c. A suggestion for the District Council to facilitate a meeting of District businesses and stakeholders which are wholly or significantly reliant on our rivers and associated activities for income is now being progressed by Officers. The proposed 'Maldon District Maritime Summit - 2017' would seek to identify the skills and other business challenges being experienced by our employers, investors and stakeholders, and identify possible solutions through partnership working.
- d. The Economic Development Unit currently maintains a database containing some 165 contact details of businesses and organisations who have a keen interest in the economic vitality and sustainability of the maritime sector. The event, which will be held during May 2017, will have a keynote speaker to set the scene, and would seek to engage attendees in open discussion and debate on their key challenges. The meeting will capture headline challenges which will be summarised and addressed through an Action Plan developed during the workshop sessions. It is hoped that the meeting outcome will be a District approach to tackling identified skills deficit issues in the maritime sector, and other perceived barriers impacting on business growth.

- e. Officers would very much welcome Members' ideas on a potential location to hold the Summit, and thoughts on a keynote speaker and other potential attendees.

## **8.5 Building Better Opportunities**

Maldon District Council Economic Development Team are a working delivery partner with Abberton Rural Training on this ESF funded initiative for 45 year+ unemployed in Maldon to get them into employment, training or the voluntary sector. After successfully getting through to Phase 2 of the bid and providing additional evidence and answers to further questions we are currently awaiting the final decision. We are not however competing against any other bidder for this project and we should know mid February 2017 if we have been successful.

## **9. ECONOMIC RE-GENERATION**

The Council has been approached with an idea to develop a scheme to support ex service personnel (Blue Light and Military) to re-integrate into civilian life. The proposal would be to create a centre in which ex service personnel would gain valuable skills which could further future employment. Part of the scheme would include social facilities and it would be necessary to create family residential accommodation for those attending the centre.

The proposal links closely with objectives within the Maldon & Heybridge Central Master Plan area and may kick start some of the desired regeneration within the area. Officers are looking into potential partners for the scheme as well as funding sources. The LIBOR fund has been identified as a possible major funder for this scheme, the project sets out to provide a 'soft landing' for ex-service personnel. Maldon's geographic location near to the garrison Town of Colchester makes Maldon an ideal location for addressing this need. Further updates will be given to this Committee when the concept has been developed further and a business case emerges.

## **10. INDUSTRIAL STRATEGY**

The Government has recently published its Industrial Strategy Green Paper, outlining the broad measures which it said would help 'build a stronger, fairer Britain'. The paper sets out 10 pillars of a modern industrial strategy, including 'developing skills', with an emphasis on technical education, and 'driving growth across the whole country'. The LGA have published [a briefing](#) summarising the main announcements in the Industrial Strategy of relevance to local government, and will be submitting a formal response to the consultation, which is open until 17 April 2017. This is attached as a background paper to the report.

## **11. ESSEX ECONOMIC COMMISSION**

The Essex Economic Commission is a new advisory body set up to help shape the Essex Economy. Local Authorities across Greater Essex have an ambition to become one of the strongest and fastest growing economies in the Country. Dr Andrew Sentance CBE was invited by local authority leaders to lead the independent Economic Commission that would provide advice and analysis of over three years, following its launch in May 2016.

The Commission will provide analysis that is objective, independent and evidence based. It will seek to inform and influence investments that affect Greater Essex, whether these are made at a local, national or European level.

The Commission has recently launched its first report, Enterprising Essex: Challenges and Opportunities. This report aims to develop a comprehensive analysis of the Greater Essex economy. Key challenges identified within the report include:-

The key challenges include:

- Raising skills and qualifications.
- Developing opportunity sectors and technologies.
- Improving transport Infrastructure.
- Expanding availability of suitable workspace and commercial premises.
- Supporting coastal districts.

The Commission will be reviewing how best these challenges can be addressed, taking into account initiatives that are already in place.

The full report is also available on the Commission's website  
[http://www.essexgrowth.co.uk/Portals/70/Essex\\_Economic\\_Report.pdf](http://www.essexgrowth.co.uk/Portals/70/Essex_Economic_Report.pdf)