

Economic Development Team Update

1. COASTAL COMMUNITY TEAMS (CCT)

1.1 Maldon and Blackwater Estuary CCT

- 1.1.1 The CCT Management Team met on the 7 March 2017 to discuss progress on a number of key projects, including bringing Bradwell Observation Tower back into use, the Heritage Marine Foundation project which is seeking to address local skills needs, and Heybridge Lakes where it was hoped to engage with the land owner to discuss a number of options. The meeting was also briefed on progress with reinstating the Heybridge Basin public convenience but it was understood that a number of funding issues would need to be resolved before any works could commence.
- 1.1.2 The Team was anxious to share details of the CCT's work via a printed newsletter to tourism-related businesses which could also be circulated electronically, and this was to be progressed by a sub-group.
- 1.1.3 The next meeting of the Team will be the Annual Meeting which is being held on Friday 5 May 2017 at the Heybridge Plantation Hall, commencing at 2.00 pm.

1.2 River Crouch CCT

- 1.2.1 The River Crouch CCT held its Annual General Meeting on Monday 27 March 2017 at Rayleigh Civic Suite. The meeting elected its Management Team and agreed a number of key projects, including a Lower Crouch Crossing which it will focus on during the next 12 months.

2. BUSINESS SUPPORT

2.1 Dengie Enterprise Support (DES)

- 2.1.1 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 Dengie Enterprise Support has delivered 87 advice sessions, assisted in the start-up of 24 new businesses and is estimated to have created 45 jobs. The service also provides a regular monthly Forum for clients where they meet for a workshop on a business themed subject, and additionally compare experiences and problems on an informal networking basis. The Forum is gradually increasing in numbers, currently averaging 11 individual businesses per session.
- 2.1.2 Dengie Enterprise Support (DES) also participated at the re-launch of Burnham Chamber of Commerce held on 1 April 2017, and sit on the River Crouch Coastal Communities Team Management Group as well as the Bradwell Legacy Partnership. DES continues to provide assistance to a local group of wine growers who are considering the economic benefits of forming a Crouch Valley Wine Growers Association.

2.2 Bidding for Funding workshop

2.2.1 The Economic Development Team have organised a 1-Day Funding workshop which is taking place at the Blackwater Sailing Club on 24 April 2017 for the River Blackwater and River Crouch Coastal Community Team Members, to enhance their bidding for funding skills in relation to their proposed project lists. By the end of the workshop the delegates will:

- Understand the three-phased approach of future planning in bid proposals;
- Understand the skills needed to write better funding proposals;
- Have practical tools to build fundable projects;
- Be able to find information about funding;
- Have confidence in applying for funding;
- Have developed their capability to be ready to bid for funding.

2.2.2 Time has also been allocated for delegates to discuss their own projects with the County's Funding & Investment Team and for them to share best practice during the day. Members of the proposed wine grower association have also been given the opportunity to attend. At the time of writing, all 20 places had been allocated.

2.3 BEST Growth Hub

2.3.1 BEST Growth Hub Drop in Clinic

2.3.1.1 The Economic Development Team have arranged for Best Growth Hub drop-in clinics to take place in the Maldon District every 6 weeks. The 2nd drop-in clinic took place on Monday 20 March 2017 at Maldon Library between 10 and 4pm, and 2 Maldon District businesses were given support.

2.3.1.2 Best Growth Hub also had a stand at the Burnham-on-Crouch Chamber of Commerce Re-Launch Event held on 1 April, 2017.

3. BUSINESS ENGAGEMENT

3.1 Burnham-on-Crouch Chamber of Commerce Re-launch Event

3.1.1 The event took place on Saturday 1 April, 2017 between 10.00 and 13.00 at the Royal Burnham Yacht Club and attracted more than 60 people. The District Council is now represented on the Chamber's Executive Committee by the Economic Development Team and provided support for the event in the following ways:

- A press release in the Maldon & Burnham Standard
- Arranged the design of the event flyer incorporating the Sense of Place graphic language
- Dedicated considerable time to distributing e-shots and making phone calls to Maldon District businesses to encourage them to attend
- Invited Maldon District Council Members to attend
- Arranged promotion via Maldon District Council social media channels and intranet
- Arranged for BEST Growth Hub, Dengie Enterprise Support, and Leader and LoCase funding representatives to have stands

- Designed the Post-Event Evaluation Sheet
- And conducted other general administrative and logistical support for the day

3.1.2 The main objective of the event was to re-launch the Chamber and attract membership. The Chamber collected information on the day via a questionnaire to ensure future events are designed to meet the needs of local business. There was also a networking opportunity for local businesses.

3.2 Employers Apprenticeship Event

3.2.1 The Apprenticeship Event was organised by Maldon District Council in partnership with the 3 local schools and Directions IAG. The event took place on Tuesday 28th March 2017 at Plume Community Academy; with the evening session being specifically targeted at local businesses. The event was well attended by local employers and also supported by District Councillors.

3.2.2 20 training providers, who offer apprenticeships to businesses in the Maldon District across a diverse range of sectors, participated and there were 3 speakers. An Eventbrite link was set up for attendee registration.

3.2.3 The Economic Development Team was responsible for:

- A press release in the Maldon & Burnham Standard;
- Arranging the design of the event flyer incorporating the Sense of Place graphic language;
- Dedicating time to distributing e-shots and making phone calls to Maldon District businesses to encourage them to attend;
- Inviting Maldon District Council Members to attend;
- Arranging promotion via Maldon District Council social media channels and the intranet;
- Arranging all the speakers;
- Designing the Post-Event Evaluation Sheet;
- And conducting other general administrative and logistical support before and on the day.

3.3 Tall Ship Festival 2017

3.3.1 The District Council was offered a free 3mtr x 3mtr exhibition space at the Tall Ship Festival at Greenwich from 13 to 16 April 2017 inclusive by National Maritime of which we are a member.

3.3.2 The Economic Development Team will be staffing the stand on Thursday 13 April, promoting the Maldon as a tourist destination, and as a place to do business, live and enjoy. Maldon Tourist Information Centre will be staffing the stand for the remainder of the exhibition.

3.4 The Leader's 3rd Big Business Conversation

3.4.1 The Economic Development Team participated in the Leader's third Big Business Conversation on 20 March, 2017. Businesses from the Causeway were presented with an update on the Central Area Master Plan, which forms part of Maldon District Local Plan, to obtain their engagement and to encourage their input during the period

of public consultation, launched on 19 April and ending on 28 April 2017. There were 35 attendees and there was a positive response to the event with a number of expressions of interest from businesses regarding the idea of setting up a Business Forum and using this as a vehicle to create a Business Improvement District in the near future. Businesses were also informed of current funding opportunities and the next steps for the Sense of Place branding for the use of businesses.

4. BRADWELL LEGACY PARTNERSHIP (BLP)

- 4.1.1 Maldon District Council has been successful in its bid to the Magnox Socio-Economic Fund, to assist with the Council's costs in supplying secretariat services for the work of the Partnership. The total award of £33k will support Officer costs during the 2017/18 and 2018/19 financial years.
- 4.1.2 Two further bids to support development of the Maldon District Enterprise Centre project and to continue the work of the Dengie Enterprise Support service are also due to be submitted to Magnox. The Enterprise Centre project will focus on the strategic case as well as detailed economic, commercial, financial and management matters. This project will also seek to identify a location for the service. These two projects have an indicative cost of £100k.
- 4.1.3 The Economic Development Officer met with West Mersea Town Council Waterside Committee on the 8 March 2017. The Foot Ferry service project was warmly welcomed by the well-attended meeting held at West Mersea. There were a number of comments made regarding parking provision and pontoon capacity at West Mersea, and arrangements for returning travellers in the event of inclement weather which are now being discussed with the potential operator who is based at Bradwell Marina. The Officer was also advised to review the successful business model currently used by a ferry service operated out of Brightlingsea.
- 4.1.4 The most recent meeting of the Legacy Partnership was held on Wednesday 19 April 2017 at Tollesbury Marina. A verbal update of any key issues raised at that meeting will be provided by Officers at this Planning & Licensing Committee meeting.

5. SENSE OF PLACE (SOP)

- 5.1 Monthly meetings continue to take place between Maldon District Council Economic Development Team, the MDC Chief Executive, and the Chairman of the Sense of Place Board, to ensure they work in a coordinated way to deliver the desired outcomes for the District.
- 5.2 Some Sense of Place aids that are complementary to business brands, quick and easy to implement, and of little or no cost to the business have now been developed in-house. These include a logo with short and simple guidelines for use with available templates for letter headed paper, the reverse of business cards and adverts. These will shortly be accessible via a separate website linked from/to the corporate and tourism websites.
- 5.3 Fuff Design recently presented the newly proposed Maldon District Tourism Marketing Strategy incorporating Sense of Place to Officers. The Economic Development team will be able to adapt and disseminate some of these ideas for the benefit of Maldon District businesses and others to adopt.

- 5.4 The Economic Development Team is also continuing to pursue the viability of hoardings marketing Sense of Place on the development site adjacent to the Fullbridge Roundabout.
- 5.5 The Economic Development team continues to display Sense of Place bunting, banners and Sense of Place photography at local events and meetings in which they are involved as well as on all its stationery and promotional materials.

6. SKILLS

6.1 Essex Employment and Skills Board Education and Industry STEM Programme and CEC - Greater Essex Enterprise Adviser Network

- 6.1.1 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 schools through the STEM Project and the Enterprise Adviser Network (EAN).
- 6.1.2 Blackman & White have committed to work with Plume Community Academy. A meeting was set up between Senior Managers of Maldon District Council and Plume Community Academy, and Essex County Council, Employability & Skills Unit for 27 March 2017 to ensure that the school was maximising on all the opportunities that the current Essex County Council STEM project and Enterprise Adviser Network can offer .
- 6.1.3 Heybridge Alternative Provision School is also committed to the Enterprise Advisor Network and is interested in becoming engaged in the STEM programme. A meeting has now taken place between Essex County Council the Economic Development Team and Ormiston Rivers Academy to discuss further the STEM and Enterprise Adviser Network and plans are being put in place as to how these can be delivered.

6.2 Care

- 6.2.1 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, which could be submitted to Central Government.
- 6.2.2 A meeting is to be organised with Clare Morris, Managing Director, Anglia Ruskin Health Partnership, Julia Lawrence, Anglia Ruskin University Faculty of Health, Social Care and Education, Louise Hall, Head of Commissioning, Vulnerable People at Essex County Council, Cllr Miriam Lewis, Leader of Maldon District Council, Cllr Penny Channer, Chairman of Planning and Licensing, Fiona Marshall, Maldon District Council CEO, Heidi Turnbull, Economic Development Officer, and Sarah Sanctuary, Principal Economic Growth & Regeneration Officer to establish whether these organisations could partner with Maldon District Council on this proposal.

6.2.3 ESB Care Action Group Activities

- 6.2.3.1 The Gift of Care Campaign Event took place in Maldon District Council Reception from 10am -1pm on Monday 6 March 2017. The event gave local residents the opportunity to meet care organisations who are actively recruiting in Maldon. Employers attending the recruitment events provided 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 assisted in spreading the word in conjunction with Maldon District Council Communications Team and the

Customer Services Team as well as providing other logistical/administrative support in the arrangement of the event.

- 6.2.3.2 There were 11 show stands and 42 attendees made up from a mixture of pre-booked and people arriving on the day. Although final data is still being collated, verbal feedback from the exhibitors has been positive and we have been advised by one of the stands, Action for Family Carers, that it has resulted in 6/7 applicants for posts already.

6.3 The Maritime Sector

- 6.3.1 The Economic Development Team is planning to progress a meeting of District businesses and stakeholders which are wholly or significantly reliant on our rivers and associated activities for income. The proposed 'Maldon District Maritime Breakfast Meeting' would seek to identify the skills and other business challenges being experienced by our employers, investors and stakeholders, and to identify possible solutions through partnership working.
- 6.3.2 The Economic Development Unit currently maintains a data base containing some 165 contact details of businesses and organisations which we believe have a keen interest in the economic vitality and sustainability of the maritime sector. The event, which will be held later during the year, would seek to engage attendees in open discussion and debate on their key challenges. It is hoped that the meeting outcome will be development of a strategy to tackle identified skills deficit issues in the maritime sector, and other perceived barriers impacting on business growth.
- 6.3.3 Officers would welcome Members' ideas on a potential location to hold the breakfast meeting, and thoughts on a keynote speaker and other potential attendees.

6.4 Building Better Opportunities

- 6.4.1 Maldon District Council Economic Development Team are a working delivery partner with Abberton Rural Training (ART) on this ESF funded initiative for 45 year+ unemployed in Maldon to get them into employment, training or working in 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. It is understood that we are not however competing against any other bidder for this project.

7. FUNDING

7.1 Leader

- 7.1.1 Maldon District has been the top performer in terms of successful applications with 3 out of the 4 successful applications and by far expressing the most interest. There are currently a further 6 potential applications for the Maldon District in the pipeline.

8. GROWTH INFRASTRUCTURE FRAMEWORK

- 8.1 Commissioned by Pan- Essex Leader's and CEOs in Essex originally in relation to Devolution and delivered by Aecom, the purpose of the GIF is to project all the infrastructure requirements across Greater Essex for the next 20 years (2016-2036), to establish the capital requirement to fulfil these needs, to identify what capital

APPENDIX 1

resources are already committed, and establish ways in which the funding gap can be met. This Framework is a live document and will be refreshed periodically.

- 8.2 Further details of its findings and how this document can be used to formulate future strategy can be found at the following link:



161207 GIF Leaders
Presentation.pdf