

Economic Development Team Update
14 September 2017

1. COASTAL COMMUNITY TEAMS (CCT)

1.1 Maldon and Blackwater Estuary CCT

The next meeting of the Maldon and Blackwater CCT is to be arranged for the end of September at which the main focus will be regarding the possibility of producing a tourist guide for the River Blackwater, similar to that produced by the River Crouch CCT who are now on the distribution of their second issue due to its successful take-up and distribution.

They will also be looking at the potential of a walking/camping route incorporating potentially shepherd huts/yurts or something similar.

1.2 River Crouch CCT

The River Crouch CCT is due to meet next mid-September 2017, the main focus of which will be the Lower Crouch Crossing.

The Crouch CCT Working Group is continuing to develop a detailed grant funding bid for a new, all-weather and wheelchair friendly Lower Crouch River Crossing. The Working Group has met with representatives from Maldon and Rochford district councils and private sector partners, where a number of actions were agreed which would clarify the role and responsibilities of each partner, and identify overall project costs. The Working Group is aiming to assemble all necessary information and planning consents, where applicable, in time for the next call for bids to the Coastal Community Fund, which is now anticipated by government as 'late 2017'. They are also developing a business plan and members of the CCT are having a stand at Quay Day in Burnham Week to promote its work and gather input from those attending with regards to the potential demand and usage for this service.

2. BRADWELL LEGACY PARTNERSHIP (BLP)

Members of the Bradwell Legacy Partnership and the Blackwater & Crouch CCTs met on 29th of June to say farewell to Russell Everard and to meet for the first time Anglene Crowley who has been appointed to take over the secretariat role for the Bradwell Legacy Partnership. This was then followed by their regular meeting on 19th July 2017 which took place at Stone Sailing Club, St Lawrence.

The following were key discussion points at this meeting:

2.1 Stow Maries Aerodrome – Skills Training bid to Magnox Socio-Economic Fund

As a Trustee of Stow Maries Great War Aerodrome, Cllr Adrian Fluker updated the partnership that Stow Maries has been approached by education providers to discuss how they can work together. It was proposed to employ an Education Development Officer to scope the way supply education and skills could be delivered on site.

The Education Development Officer would work 2 – 3 days per week & liaise with partnerships. The proposal is for the post to be part funded for 2 years at a salary of approximately £40,000 pro rata per year.

Haf Morris commented that skills development & apprenticeships are what Magnox are looking for & the proposal seems feasible.

The group took a vote & agreed to support the proposal and the bid.

2.2 Magnox Grant - Enterprise Centre Feasibility Study Bid

Haf Morris met with Fiona Marshall, CEO of Maldon District Council, to discuss the Enterprise Centre funding bid which is currently a draft bid for the feasibility and the development of a business case and delivery plan, circa £70,000. Maldon District Council have also received as a result of a discussion at this meeting a £10,000 contribution from Essex County Council towards the cost of this feasibility study.

A vote was held for the BLP to continue to support the Enterprise Centre bid; all agreed.

3. BUSINESS SUPPORT

3.1 BEST Growth Hub – Economic Development (ED) continues to work closely with the BEST Growth Hub with whom we now have an engagement plan. Following BEST GH's offer to provide a bi-weekly infill service with regards to 1:1 support for the Maldon District alternating between Burnham-on-Crouch and/or Maldon, dependant on a minimum of 2 booked appointments per session, the decision made at the Burnham Town Council Meeting on 20th June was to only authorise the use of Burnham Town Council offices free of charge until funding of the Dengie Enterprise Support was reinstated and then we would be charged retrospectively. As this proposal does not fit with the purpose of the Dengie Enterprise Support bid and neither Best GH or MDC have the funds to hire a venue, we still do not have suitable premises in the Dengie Peninsula to offer local support to businesses. However, this proposal is to be re-considered at the next Burnham-on-Crouch Chamber of Commerce meeting on 5th September 2011, at which point we hope that Burnham-on-Crouch Town Council would agree to offer the Town Council Chamber free of charge for this purpose.

3.2 Dengie Enterprise Support

ED is continuing to pay for the retention of the DES website, dealing with any new enquiries and has also paid for the current DES phone line to be diverted to the ED's phone line. We have continued to receive enquiries from new business starting up in the Maldon District via this portal which we have been able to assist. Colbea have agreed to continue to look after any existing clients if they can travel to their Colchester base for the time being at no cost to MDC.

3.3 The Grape & Grain Trail

The Grape and Grain Trail (a joint project between Braintree District Council and Maldon Tourist Information Centre) was launched at the Essex Festival of Food and Drink at Cressing Temple Barn in

July was an immense success. Over the weekend circa 4,500 attendees visited the stand with an overwhelmingly positive response. Some producers have already had visitors who discovered them via the Trail map.

Following on from this they were invited to attend the Chelmsford Bond Street's Food Event, on 11th and 12th August, and Coggeshall Food Festival on 30th September and 1st October. They have also been approached by both the PR companies for these events and are attending the Smoke and Fire Festival on 19th and 20th August at the Promenade Park.

They are looking to update the map, as more producers wish to take part which they hope to have available by the end of summer, and is being produced by Braintree District Council, and Maldon District Council will be creating a website using the already owned www.grapeandgrailtrail.co.uk currently linked to a webpage on the www.visitmaldondistrict.co.uk site. Website statistics will be released for this once the first set become available in September 2017.

Meanwhile Alexis Brown will be distributing the current Trail map to all of the producers within the Maldon District during August. CAMRA have already taken 1,000 leaflets to distribute to their pubs within Braintree and Maldon Districts and the surrounding areas and UK Vineyard Association have written an article regarding the Grape and Grain Trail and this will be in the August edition.

4. BUSINESS ENGAGEMENT

4.1 Causeway Business Forum – Economic Development is organising a follow on event from the recent Leader's Supper to instigate and implement the formation of a Causeway Business Forum with the hope that this will also lead to the creation of a Business Improvement District. The Event will take place on October 5th 2017 from 3.30-5pm, at Maldon Town Council and will provide updates on the Heybridge and Maldon Central Area Masterplan, Flooding Alleviation for the Causeway, further information on Business Improvement Districts, Superfast Broadband as well as a discussion as to where the Causeway Businesses would like to go from here.

4.2 Burnham-on-Crouch Chamber of Commerce The Economic Development Team continues to be an Executive member of the Burnham-on-Crouch Chamber of Commerce and following the success of the last 2 business events, another event is being organised at the Royal Corinthian Yacht Club on 13th September 2017 between 7.30 and 9pm with the theme 'Funding for Business'. The Economic Development Team have arranged a speaker from LOCASE and for a number of other organisations to attend and have stands to promote a variety of funded opportunities for businesses across the Maldon District.

4.3 Small Business Saturday - (2nd December 2017) – Following a request made last year, the Economic Development Team has been successful in securing a place on its bus tour to the Maldon District on 15th November between 10am and 2pm. In consultation with local business associations and groups, Maldon District businesses, Burnham-on-Crouch and Maldon Town Council the Economic Development team is looking to identify a common initiative/incentive that all businesses wishing to get involved can participate in before, during and after the event. The idea is to increase the sales of Maldon District business products and services, whatever the sector. The Economic

Development Team is also looking to identify 4 local businesses that could provide mentor services on the bus.

4.4 Maldon Town Council - The Economic Development is working with the current Mayor, Cllr Jeanette Stilts and Julie and Chris Cinglio, local business owners to see what initiatives could be put in place to support the growth and sustainability of Maldon Town Centre retail business.

4.5 Business Newsletter – The Economic Development Team are issuing a newsletter this month to raise awareness of funding opportunities, BEST Growth Hub, business feedback opportunities, particularly in relation to digital connectivity, and the chance to enter Essex Business Excellence Awards.

4.6 Superfast Broadband –

A contract was signed with BT in June 2017 which included further premises within the Maldon District to be superfast broadband enabled during the period 2018-20.

Superfast Broadband at Essex County Council also supplied Maldon District Council with the percentage of current and future coverage proposed in the Maldon District as follows:

Maldon District	
Status	Premises
a) Superfast: Superfast Essex Available	40%
b) Superfast: Commercial Operator Available/Planned	35%
c) Superfast: Superfast Essex Planned	16%
d) Superfast: Under Review	4%
e) Superfast: Not Available	6%

The Chief Executive and the Economic Development team met with Connie Kerbst, Programme Manager at Essex County Council on 5 June for an update.

5. SKILLS

5.1 Employment and Skills - Economic Development recently met with Tony Forsdick, Essex County Council Employability and Skills Unit Careers Enterprise Co-Ordinator who provided us with a delivery update and it was decided that we need to organise a meeting for the 3rd week of the new Academic Year with the 3 secondary schools and Directions IAG Ltd to identify the priority sectors/activities before contacting any further businesses to deliver.

5.2 ICON Workshop -

ED attended a workshop organised and delivered by the Haven Gateway on 27th June 2017.

Having discussed the idea of a construction based project with some of its members and received positive encouragement, Haven Gateway have worked up the project proposal further and are aiming to submit an outline proposal to the next ERDF call at the end of July.

They have named the project ICON – Innovation in Construction as it focuses on enabling local SMEs in the local construction industry (SELEP and NALEP) to adopt new techniques, business processes and technologies so that they are able to build, or be part of consortia to develop, housing and infrastructure more efficiently and to high quality standards. ICON will also develop a construction innovation network as an outcome of the project to help bring together the sector with local authorities, housing associations, logistics, technology companies, Universities, FE colleges and other sectors involved in the development of new homes and infrastructure in the longer term.

The workshop was organised to obtain further input and feedback on the proposal to help them shape the bid further. At the workshop further information was given on the work they had already done with regards to the justification and business case. They also wanted to verify a large amount of compelling evidence that shows that the construction industry is critical to economic growth but faces major structural problems which cannot be addressed without innovation – most recently the Farmer Review (Innovate or Die) and the Housing White Paper (Fixing our Broken Housing market) - and to ensure that they had captured the key issues and to add any other evidence which those attending had identified as a need and demand for the project.

Haven Gateway also talked through the project, what it will do, how, and what the outcomes will be, and again sought feedback and input from those present, including how as a council we could get involved.

5.3 Essex Rural Skills Project (formerly referred to as the Building Better Opportunities bid in former P&L Reports) – The Economic Development team organised the successful launch of the European Social and Big Lottery Funded Essex Rural Skills Training Project (in which we are a working partner with Abberton Rural Training) at Stow Maries Great War Aerodrome on 3rd August 2017. Cllr Henry Bass, Chairman of Maldon District Council, made one of the opening speeches introducing Maldon District Council's role and reasons for being involved and over 40 organisations attended to find out more and how they can refer trainees that could benefit from the programme. Attendees were also given an overview of the programme and Stow Maries Great War Aerodrome where the programme will take place. The programme was positively received with much enthusiasm from the potential referrers.

This project aims to provide intensive and ongoing practical employment support for older people (aged 45 and over) to move into sustainable volunteering, training or employment and will give trainees the opportunity to gain a Level 1 qualification, as well as literacy, numeracy, and employability skills.

5.4 Skills Strategy - The Economic Development Team is currently analysing data and feedback from businesses in the Maldon District in order to identify the exact nature of our skills deficit and to develop and implement a Skills Strategy. The Chief Executive and the Economic Development Team are meeting with Essex County Council's Caroline Betts, Lead Commissioner for Employability & Skills, Education & Lifelong Learning on 17th August to see whether there is any other data that we are missing or have not yet identified that could be useful and sourced either via Caroline or other external sources.

6. SENSE OF PLACE

6.1 The Communications team have created the Sense of Place assets for business which can now be accessed live via the Sense of Place dedicated satellite website linked to the MDC website www.warealdondistrict.co.uk . However, the website will not be officially launched until MDC Corporate Leadership Team and members of the Sense of Place Board have given their feedback which we expect to have been completed by 25th August 2017.

6.2 Since the last Planning & Licensing Committee there has been one update meeting with Charlie Fillingham, Chairman of the Sense of Place Board, and Charlie has also agreed to attend the upcoming Causeway Business Forum on 5th October 2017 to provide a Sense of Place update to businesses.

7.ECONOMIC DEVELOPMENT AND PARTNERSHIPS MANAGER

We are pleased to announce and welcome to the Economic Development team David Burrows, the new Economic Development and Partnerships Manager, who started with us on Tuesday 15th August, 2017.