

Bradwell Legacy Partnership (BLP) – Action Plan 2014/15

Recommendation	Strategic Themes	Suggested Budget	Timescales	Narrative	Update – 7 th December 2015
<p>Recommendation 1:</p> <p>To create a unique identity/branding for the Dengie Peninsular.</p>	<p>BLP Primary Theme: Tourism</p> <p>BLP Secondary Themes: Business & Community Support</p> <p>Regeneris Report Priority: Area 2 Diversification and Resilience of the Local Economy</p> <p>Ingham Pinnock objectives 1 & 2. Improving overarching co-ordination across the Dengie Peninsula & Building awareness and improving perception of the Dengie Peninsula</p> <p>Economic Plan for Essex: Issue 3 Enhancing the productivity within the Essex Economy Issue 4 The reputation of Essex.</p>	<p>Suggested Budget: £5,000</p>	<p>Project brief issued October 2014</p> <p>Designers selected mid-November 2014</p> <p>Project completed mid-December 2014</p>	<p>Whilst the tourism offer has a wide and varied offer from family attractions; cultural, heritage and historical attractions, a variety of sporting and physical activities, and unique attractions such as St Peter’s on the Wall and Stow Maries Aerodrome, currently there is no single identity for the area.</p> <p>Thus each different attraction is working on its own to market itself, and all of this activity appears to be uncoordinated. This opinion is shared by businesses operating in the Dengie and Maldon DC Officers.</p> <p>Areas such as the north Norfolk Coast, the Jurassic Coast, and long established attractions such as the Cotswolds, have well developed individual identities. Whilst these are larger areas and benefit from special statuses, this does not exclude the Dengie Peninsular from following the same route.</p> <p>Once a definitive identity and branding through this recommendation is developed, then a more overarching and broad-reaching strategy can be developed to market the area (See Recommendation 2). The identity/branding will be used as an umbrella under which all the different</p>	<p><i>This Recommendation is being progressed through the Sense of Place project.</i></p>



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	Maldon District Economic Prosperity Strategy 2013-2029 Strategic Intervention 2- Support Diversification and Enterprise			tourism, and eventually business offers can be made. Branding guidelines will be developed and issued to users.	
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<p>Recommendation 2:</p> <p>To develop and deliver a joined-up marketing plan for the Dengie Peninsula</p>	<p>BLP Primary Theme: Tourism</p> <p>BLP Secondary Themes: Business & Community Support</p> <p>Regeneris Report Priority: Diversification and Resilience of the Local Economy</p> <p>Ingham Pinnock Report Objective 2. Building awareness and improving perception of the Dengie Peninsula</p> <p>Economic Plan for Essex: Issue 3 Enhancing the productivity within the Essex Economy Issue 4 The Reputation of Essex.</p>	<p>Suggested Budget for developing the strategy and website & app: circa £15,000</p> <p>Ongoing the costs would be self-financing thorough a membership scheme</p>	<p>Project brief issued: December 2014</p> <p>Contractors selected January 2015</p> <p>Project completed March 2015</p>	<p>Sitting alongside and working with the Visit Essex and Visit England offers, the new brand needs to define whether it has an events dominated (as Chelmsford has chosen) or attractions dominated (as Colchester has chosen) appeal, and to market along those lines.</p> <p>The strategy will define different target markets and communicate the whole Dengie Peninsula offer to them. For too long the tourism offer has focused locally upon serving people from other parts of the district, or Essex: we need to always be aware that the Dengie Peninsula is within an hour of London.</p> <p>Many people from across the UK are only just beginning to wake up to what the rest of the UK has to offer. It is therefore suggested that the marketing focus is diverted away from more local markets and target:</p> <ul style="list-style-type: none"> • London • European markets (the Dengie Peninsula is only 1 hour from Stansted or Harwich as potential entry points) • The rest of the UK <p>Marketing collateral is likely to include</p>	<p><i>Recommendation 2 is being progressed through the Sense of Place project.</i></p>



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	<p>Maldon District Economic Prosperity Strategy 2013-2029 Strategic Intervention 2- Support Diversification and Enterprise</p>			<p>a new website, mobile enabled, which will highlight all that the Dengie Peninsula has to offer. Social media will need to be regularly updated and the website designed so that brand users/members can use social media to promote offers/events.</p> <p>Different target markets will be defined as part of this strategy. This could include:</p> <ul style="list-style-type: none"> • Families • Cultural and Heritage tourists • Walkers • Different water-sports users such as racing sailors, cruising sailors, heritage sailors, fishermen • Other sports enthusiasts such as golf, shooting, cycling etc. 	
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<p>Recommendation 3:</p> <p>To develop and deliver a tailored business advisory service to those looking to grow an existing small or micro business or start-up a new business in the Dengie Peninsula</p>	<p>BLP Primary Theme: Business Support</p> <p>BLP Secondary Themes: Tourism, Skills</p> <p>Regeneris Report Priority: Skills and Employability</p> <p>Ingham Pinnock Report Objective 3. Capitalising on existing and emerging assets within the Dengie Peninsula.</p> <p>Economic Plan for Essex: Issue 3 Enhancing the productivity within the Essex Economy</p>	<p>Suggested Budget: £15,000 pa</p>	<p>Project brief issued October 2014</p> <p>Contractor/s selected December 2014</p> <p>Project delivery commences January 2015</p>	<p>With the proposed growth in Tourism (detailed in Recommendation 2) is designed to deliver, it will be necessary for businesses in this sector to meet the expectations of the growing tourist traffic.</p> <p>In order to meet this there are a number of currently planned initiatives, funded elsewhere, which will begin to stimulate the demand for help in sustaining business growth and survival:</p> <ul style="list-style-type: none"> • Low Carbon Business Grants and Awareness Roadshow • UKTI Exporters Briefing • ECC Access To Finance Roadshows <p>Despite there being a plethora of different services available to businesses such as:</p> <ul style="list-style-type: none"> • Growth Accelerator • Growth Vouchers • UKTI International Trade support • Essex Innovation Service..... <p>..... statistically there has been extremely low take up of these services, often because their availability is not local to the Dengie, yet businesses recently consulted have indicated their desire for locally</p>	<p><i>The Dengie Enterprise Support service has delivered in excess of 68 interviews/business advice sessions since the contract commenced earlier in the year. The advisers have provided support to a wide range of local entrepreneurs seeking to develop business ideas in for example snacks manufacturing, pest control, photography, equestrian holidays, cookery, and disability diagnostics. 10 trading businesses have also taken the opportunity to use the service.</i></p> <p><i>At a recent contract review meeting, it was agreed to extend the business advice sessions up to the end of March 2016, and seek funding opportunities to extend the service further.</i></p>



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	<p>Maldon District Economic Prosperity Strategy 2013-2029 Strategic Intervention 2- Support Diversification and Enterprise Strategic Intervention 3- Improve Skills and Training Provision</p>			<p>delivered services.</p> <p>Ignite, who operate Start-Up and Micro Business (under 10 employees) support services in Braintree, mentor clients from Maldon District but these are invariably from the west of the district.</p> <p>The service offered by Chelmsford City Council in Chelmsford through Ixion is available only 1 day per month currently. Travel time to either Braintree or Chelmsford is 1 hr plus from the eastern fringes of the Dengie Peninsula, therefore outreach onto the Dengie is required.</p> <p>The impact of the movement to the care and maintenance phase at Bradwell will have significant impact upon the local economy and provide potential opportunities for some. Support and advice is required for people and businesses to make the most of these, therefore it is proposed that a service to support the start-up and micro businesses, delivered locally encompassing:</p> <ul style="list-style-type: none"> • One-to-one face to face advice sessions • A business training programme encompassing a variety of topics such as writing a business plan, how to approach a bank for funding, developing and delivering a marketing strategy, getting the best from social media, and 	
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				<p>employing staff for the first time.</p> <ul style="list-style-type: none"> • Building and developing a network of Dengie Peninsular based businesses, to benefit from peer to peer learning and working. <p>Early discussions have been held with Ormiston Rivers Academy. The Academy is keen to position themselves at the heart of the community and for their assets to be used as community assets. They have been identified as a future potential home for community activities and are engaged in programmes for delivering adult community learning, so could potentially house this activity.</p>	
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Recommendation	Strategic Themes	Suggested Budget	Timescales	Narrative	Update – 7 th December 2015
<p>Recommendation 4:</p> <p>To identify a suitable site where local business support services can be delivered on the Dengie Peninsula and to develop a business case to transform into a Dengie Business Support and Business Incubation Centre.</p>	<p>BLP Primary Theme: Business Space</p> <p>BLP Secondary Themes: Business & Community Support, Skills, Tourism</p> <p>Regeneris Report Priority: Skills and Employment</p> <p>Ingham Pinnock Report Objective 2. Capitalising on existing and emerging assets within the Dengie Peninsula.</p> <p>Economic Plan for Essex: Issue 3 Enhancing the productivity within the Essex Economy</p> <p>Maldon District Economic Prosperity Strategy 2013-2029:</p>	<p>Suggested Budget: £25,000 - £50,000 dependent upon location</p>	<p>Property search October to December 2014</p> <p>Property fit out/ renovation January to March 2015</p> <p>Centre operational April 2015</p>	<p>If a transformation is going to happen within the Dengie business population, then a central focal point needs to be created. This will provide a facility for Recommendation 3 to be delivered from a space where people can develop and explore their business ideas (using UKBI principles).</p> <p>Ideally it will:</p> <ul style="list-style-type: none"> • Be accessible from all points on the Dengie Peninsula. • Encompass a BB enabled Hot Desking Facility. (Part of this could also be used by members of the community who currently do not have access to good Broadband either through physical, economic or social reasons, to enable them to interact with the wider world) • Encompass a training/meeting room which can be used to deliver the courses as in Recommendation 3; used by other training providers to deliver selective local skills provision (private and public organisations); used by local businesses for meetings etc. • Encompass a facility to deliver one to one business advice. • Be recognised by the 	<p><i>A formal feasibility study on the potential demand for a Business Advice and Incubation Centre is now being commissioned (December 2015) by the District Council. It is anticipated that the findings will be published in March 2016.</i></p> <p><i>The study, which will have a budget of circa £20k, was prompted by concerns at a previous BLP meeting that further work needed to be carried out on a suitable location, and serious consideration would also have to be given to sustainability. The study would also need to be mindful of any recommendations from the recent Employment Land Review, published in May 2015, and the LDP Employment Evidence and Policy Update.</i></p>



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	<p>Strategic Intervention 1- increase the supply of high quality, flexible premises</p> <p>Strategic Intervention 2- Support Diversification and Enterprise</p> <p>Strategic Intervention 3- Improve Skills and Training Provision</p>			<p>community as their asset and their place locally for business.</p> <p>Successful Incubators have included the concept of a pop up shop to allow fledgling businesses to start trading in a low key way to test the market for their goods/services.</p> <p>This is a model which is successfully operated across the country from Okehampton to Northumberland. In many cases these are connected to or associated with a place of learning. This needs be of a size which reflects the size of the community and probably less than 2000 sq. ft. in total.</p> <p>Potential sites currently identified are Burnham Railway Station, Units on the Springfield Nursery Units. A working group which encompasses ECC Officers, MDC Officers, BTC Officers, Abellio Greater Anglia Staff and interested local parties should be formed to lead the project.</p> <p>If in the short term no suitable premises can be secured perhaps the new concept of a ‘pop up incubator’ could be tried in an unoccupied shop or building.</p> <p>Burnham is seen as the likely location due to its connectivity and accessibility both internally and externally for the Dengie Peninsula, though if suitable premises can be found elsewhere then other locations could be considered.</p>	
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<p>Recommendation 5:</p> <p>To enable a better rollout of Broadband across the Dengie Peninsula to ensure that current and potential future businesses on the Dengie Peninsula can share equally good Internet access to the rest of the country.</p>	<p>BLP Primary Theme: Business & Community Support</p> <p>BLP Secondary Themes: Skills, Tourism</p> <p>Regeneris Report Priority: Skills & Employability</p> <p>Ingham Pinnock Report Objective 2. Capitalising on existing and emerging assets within the Dengie Peninsula.</p> <p>Economic Plan for Essex: Issue 3 Enhancing the productivity within the Essex Economy</p> <p>Maldon District Economic Prosperity Strategy 2013-2029 Strategic Intervention 4- Improve Connectivity</p>	<p>£90,994</p> <p>(RESOLVED on the 29th July 2014 that the principle of an Expression of Interest to Essex County Council for contributing match funding up to £90,994 to secure a wider coverage of Superfast Broadband across the District, is agreed)</p>	<p>Timescales dependent on funding and contractors</p>	<p>Under current plans the rollout of Broadband in the Dengie Peninsula is not a high priority for BT, however ECC and MDC have recently leveraged funds to enable extended coverage, and negotiations are currently ongoing regarding this matter.</p> <p>All businesses, regardless of size or sector, need access to broadband. Achieving the maximum possible coverage will inevitably support business start-ups and business growth.</p>	<p><i>At a meeting of the Finance and Corporate Services Committee held on the 22nd September 2015, it was resolved that a capital sum of up to £90,994 <u>not be transferred</u> to Essex County Council in respect of match funding for Phase 2a of the Essex Superfast Broadband Project.</i></p> <p><i>(The meeting Chairman summed up advising that the principle was good, Members had concern regarding the number of authorities that had signed up and that the Officer had made a strong case but this was a very large commitment from the Authority.)</i></p>



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<p>Recommendation 6:</p> <p>To enable the delivery of focused skills provision to the people of the Dengie Peninsula, especially 18-25 and adult skills.</p>	<p>BLP Primary Theme: Skills</p> <p>Regeneris Report Link: Skills and Employability</p> <p>Ingham Pinnock Report Objective 4. Delivering physical improvements and enhancements to the Dengie Peninsula.</p> <p>Economic Plan for Essex: Issue 1 Enhancing the Essex Workforce</p> <p>Maldon District Economic Prosperity Strategy 2013-2029 Strategic Intervention 3 Improve Skills and Training Provision</p>	<p>Potential ECC funding identified</p>	<p>Dependent upon educational delivery partners.</p>	<p>There are aspirations in the public and private sectors to secure the provision of 16+ vocational skills training in the Maldon district. This offer would serve the Dengie Peninsula, and work continues to identify partners and funding opportunities.</p> <p>The STEM (Science Technology Engineering & Mathematics) Ambassador programme is continuing to be delivered into the schools which service the Dengie Peninsula.</p> <p>Feedback has indicated that there is also an aspiration that some ‘land based’ skills could be delivered on an outreach, or ‘go to the learner’ approach, as travel to the nearest provider, Writtle College involves a change of bus once the learner has got to Chelmsford. It is important not to underestimate the size and significance of agriculture and land based industries to the Dengie Peninsula.</p> <p>It is therefore recommended that approaches are made to a number of vocational providers, for example Writtle College, to establish if there is sufficient interest to develop learning opportunities based in the project area.</p> <p>It should be noted that the previous scheme of Landskills East has now ceased.</p>	<p><i>The BLP meeting held at Stow Maries Aerodrome in May 2015 supported a proposal for 20 apprentices to commence at the Aerodrome in September. The meeting suggested that the project could attract funding from the South East Local Enterprise Partnership (SE LEP). It was also understood that the Essex CC Apprentice wage subsidy was still available, at that time.</i></p> <p><i>The Partnership agreed not to allocate any revenue funding from its existing resources to the project. The Magnox representative suggested that the project team develop a proposal which would be put forward for consideration to the Magnox Socio Economic scheme.</i></p> <p><i>Work is continuing on identifying private and public sector partners to develop a skills training offer for the District.</i></p>



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<p>Recommendation 7:</p> <p>To upgrade the Saltmarsh 75 route into a dedicated long- distance footpath with improved signage and information boards and promotion through a dedicated website, ‘phone apps and other appropriate media</p>	<p>BLP Primary Theme: Tourism</p> <p>Regeneris Report Link: Skills and Employability</p> <p>Ingham Pinnock Report Objective 4. Delivering physical improvements and enhancements to the Dengie Peninsula.</p> <p>Economic Plan for Essex: Issue 3 Enhancing the productivity within the Essex Economy Issue 4 The reputation of Essex</p> <p>Maldon District Economic Prosperity Strategy 2013-2029 Strategic Intervention 2 Support Diversification and Enterprise</p>	<p>Suggested Budget Stages 1 & 2 £15-20,000.</p> <p>Stage 3 to leverage other funding sources.</p>		<p>Whilst the route of the Saltmarsh 75 is well designated there are a number of issues which need to be addressed in order to upgrade it to the required status:</p> <ul style="list-style-type: none"> • Improved signage needs to be installed to ensure that waypoints are clearly marked and people undertaking part of the route are aware of potential stop off points. This would aid trade at local B&Bs, pubs, cafes, and restaurants. These are also required to ensure that the walkers keep to the route and do not wander onto adjacent farmland. • Information boards need to be installed to inform users of the differing special interest issues around the route. These include natural, historical, and cultural. • In some places it has been noted that urgent repairs are required to parts of the route. The different responsible parties need to be encouraged to fulfil their obligations regarding care and maintenance of the route. To this end it is suggested that a volunteer 	<p><i>This Recommendation links directly with the Coastal Community Fund project known as the Dengie Gateway.</i></p> <p><i>Work commenced in April 2015 and projects include upgrading the Burnham-on-Crouch pontoon, developing the coastal trail, supporting existing businesses and expanding the Saltmarsh 75 offer. Projects are being managed and delivered by Officers at the District Council.</i></p> <p><i>The £20k budget agreed by the BLP forms part of the planned expenditure for the Dengie Gateway project. All works will be completed by the end of December 2016.</i></p>



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				<p>'Friends of the Saltmarsh 75' is set up (similar to groups for the Pennine Way) who periodically ensure that an inspection takes place of the whole route, including the more inaccessible parts, and reports back to those responsible parties so that they can fulfil their obligations.</p> <p>Walking and fitness is of increasing importance to our health and well-being. Saltmarsh 75 offers is a long distance and accessible coastal path which comprises of physical challenges at different levels for people living in and around the Southeast/London hinterlands, and beyond.</p> <p>Stage 1: to establish a 'Friends of Saltmarsh 75' group. (The Friends could undertake minor work such as minor vegetation clearance and way-marking);</p> <p>Stage 2: set up a steering group that supports Saltmarsh 75 made up of LA's, Parish and Town Councils, statutory agencies and representatives of the local community to help develop and promote the route;</p> <p>Stage 3: to develop an outline plan for the enhancement of the Saltmarsh 75;</p> <p>Stage 4: To implement the enhancement of the Saltmarsh 75.</p>	
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