

## **Uttlesford Economic Recovery Plan**

### **Delivery Plan**

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#### **Introduction**

The Economic Recovery Plan was submitted to and approved by Council on 8/12/2020. The Plan provided a framework for up to 18 months, up to 31/3/2022, of activities to address the constantly and rapidly changing and evolving situation; infection surges, Government restrictions, lockdowns, re-openings, an expectation of a “new normal” but no real clarity as to what that might look like or how it would impact on local businesses. It contained details of current activity, planned and potential projects and activities that would be required to address the local impacts of a global pandemic.

Six months later, some Government restrictions remain, the “new normal” is still hazy and many business sectors, although open and trading, are still being severely impacted by the COVID-19 pandemic. This Delivery Plan is itself an evolving document and will need to be reviewed and updated quarterly throughout the year so that the Council can respond swiftly and effectively to address local emerging needs.

The Economic Recovery Plan recognised that the necessity of addressing the Climate Change agenda and ensuring that all actions needed to reflect that ambition, whilst also reflecting and being integrated into the emerging Local Plan. Collaborative work continues with the team developing the Local Plan but to reflect on progress during the last six months work is also listed within this Delivery Plan under a new priority; Priority 5 – Creating a “greener” local economy. All activities included in the Delivery Plan are mindful of the need to address climate change but those in Priority 5 lay a basis for a longer-term plan for the Uttlesford economy.

The Delivery Plan includes activities to be delivered in the period up to 31/3/2022 and it will have become the basis of and been absorbed into a new Economic Development Strategy for 2022 - 24.

The Delivery Plan identifies objectives within each of the five priorities. Each objective has actions that will be delivered by 31/3/2022.

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## Priority 1 - Business Engagement and Support

### Objective 1.1 - Support businesses already located in Uttlesford district

Businesses are spread across the whole district, in town and village centres, in converted farm buildings, within industrial estates and business parks; at Chesterford Research Park and based at or near to London Stansted Airport which is the largest employer in the East of England. There are unknown number of home-based businesses and self-employed residents who deliver services across the district. .

Existing business networks include Saffron Walden Business Improvement District (SWBID), Great Dunmow Town Team, Stansted Business Forum and Stansted Airport Chamber of Commerce.

In November 2020 UDC paid [www.clickitlocal.co.uk](http://www.clickitlocal.co.uk), a “shop local” on-line e-commerce platform, with a home delivery service, to provide support to local businesses to trade on-line and enable ordered goods to be delivered to the home of the purchaser within 24 hours of the order being placed. The pandemic has heightened the desire to shop local and this platform has provided local people with access to Uttlesford businesses on the platform, providing an additional way for those businesses to sell their products.

Data shows that most [www.clickitlocal.co.uk](http://www.clickitlocal.co.uk) shoppers live in Saffron Walden, with much smaller numbers in Great Dunmow. There are also anecdotal reports that the residents of the growing Woodlands estate rarely venture into the town centre. A local promotion (£5 off next order) is to be delivered to all Woodlands estate households in Great Dunmow to encourage residents to support their local shops.

Task	Responsibility	Target	UDC Resources	External Funding
Engage and support business networks and individual businesses 1 – 2 – 1 contact by telephone / email.	Business Support Officers (BSO)	Evidence of regular contact with business networks inc. SWBID, GDTT, SBF and email contact via <a href="mailto:business@uttlesford.gov.uk">business@uttlesford.gov.uk</a> in 2021/22	1 permanent BSO + 1 additional BSO on 2-year contract until 31/3/20 - £42,850 (inc on costs) pa	.
Referrals to specialist business support agencies including BEST Growth Hub	BSOs	No. referrals made to specialist business support agencies in 2021/22 No. local businesses supported by 31/3/2022	Existing	BEST Growth Hub funded through external resources. NEEB top sliced funds from ARG grant monies

		No. onward referrals to other programmes of support by 31/3/2022 No. drop-in sessions delivered in Uttlesford by 31/3/2022		supporting additional resources for businesses across North and Mid Essex – NEEB additional support 1/9/2021 - 31/3/2022
Work with businesses to develop additional business networks across the district	BSO	Minimum of 1 additional business network in place by 31/3/2022	Existing	
Continue to promote the online e-commerce platform <a href="http://www.clickitlocal.co.uk">www.clickitlocal.co.uk</a>	BSO	Growth in the no. of Uttlesford businesses on the platform by 31/3/2022 Baseline – 1/4/2021 – 69 stores	£5k for future advertising	
Deliver <a href="http://www.clickitlocal.co.uk">www.clickitlocal.co.uk</a> promotion to 1100 Woodlands estate households in Great Dunmow to encourage local residents to shop local	BSOs	No. of Woodlands discount vouchers used by 31/7/2021	£200 for delivery of leaflets	ClickitLocal covering cost of £5 discount voucher
Work with BEST Growth Hub to promote and deliver virtual drop-in session for local businesses	BSO	No. drop in sessions delivered by 31/3/2022	Existing	BEST Growth Hub own resources
Deliver Annual Business Breakfast	EDO	Annual Business Breakfast delivered by 31/3/2022	£3k	
		TOTAL	£51,050	

### Objective 1.2 - Support businesses in sectors hardest hit by the COVID-19 pandemic

The COVID-19 pandemic has had greatest impact on those businesses that were forced to close or were severely impacted by the Government restrictions, and those businesses in their supply chains. The Government have provided business support grants, initially to those in commercial premises and registered with a business rateable value, but also through the provision of discretionary grants to help other businesses, including home-based businesses, market traders, event managers and taxis.

Essex County Council (ECC) also received grant funds from the Government, some of which have provided Essex Business Adaptations Fund grants to local businesses to help make changes to their business model to build resilience and maintain service delivery. Other ECC funds have been available as discretionary funds, known as Additional Business Support (ABS) monies.

The UDC Business Rates Team have led on the administration of the Government's business support grants since March 2020. The Economic Development Team (ED Team) has provided assistance since May 2020. The ED Team has been dealing with queries since November 2020 and took over the administration of the Additional Restrictions Grant on 1/4/2021.

The Economic Development Team delivered the Essex Business Adaptations Fund Round 1 in December 2020 – January 2021 and are currently administering Round 2 which was launched in April 2021.

The Team are also administering the ABS funds which are being processed as part of the Additional Restrictions Grant.

Most of the work of the ED Team has been reactive and focused on provision of Government grants. It is recognised that a more proactive role is required, working with businesses to identify key actions to support the hardest hit sectors both short and long term.

Task	Responsibility	Target	UDC Resources	External Funding
Support the delivery of business support grants	EDO and BSOs	Current ARG funds exhausted by 31/3/2022 EBAF monies exhausted by 31/7/2021 ECC ABS exhausted by 31/7/2021 New tranche ARG exhausted by 31/3/2022	Existing	ARG grant monies from Government ABS grant monies from ECC – processed as ARG EBAF grant monies from ECC
Develop and deliver plan to support the aviation and transport sector and the supply chain	EDO and Asst Director, Planning	Plan produced and delivered by 31/3/2022	Existing	ARG funds
Establish Visitor Economy Forum and develop and deliver a plan with short term and	BSO	1 <sup>st</sup> meeting of Forum held by 31/7/2021	Existing staff resources	

medium-term actions to support the sector				
Develop photo library	BSO	1 <sup>st</sup> round of photos produced by 31/7/2021 Additional seasonal photos added by 31/3/2022	£10k	
Develop "Visit Uttlesford" website	BSO	Website launched by 31/8/21	£5k	
Develop and deliver a "Visit Uttlesford" branding and marketing campaign	BSO	By 31/3/2022	£10k	
Investigate potential for ONS "Get outside" and "Telling Stories" mobile applications	BSO	By 31/3/22	£5k	
Keep Visit Essex website up to date with Uttlesford events / venues etc.	BSO	Ongoing until 31/3/22	Existing	
Work with SWTIC on joint projects - development of day / weekend itineraries for visitors	BSO	Day / weekend itineraries produced by 31/8/21	Existing staff £5k budget for paid input	
Work with partners to develop a Levelling Up Fund bid to install cycle routes across the district, linking key sites	EDO	Project framework in place by 31/3/2022	Existing Climate Change Project Officer Local Plan officers	
		TOTAL	£35,000	

### Objective 1.3 - Foster the development of existing town centres as vibrant locations for business and leisure

Uttlesford district has two medieval market towns, and a few villages with small businesses serving the local community. For some time the Government have been concerned about the increase in online shopping and the impact on life of the commercial centres across the country. The COVID-19 pandemic has increased the pace of change in these commercial centres. Car parking ticket sales have not recovered to their pre-2020 levels, and footfall dependent businesses in villages with railway stations has been hit hard. Some smaller villages have seen the establishment of a village shop, serving the needs of those working from home. Our understanding of the "new normal" is growing, but the picture is still unclear. It will be important to reflect and plan for the future.

The lockdowns in 2020 and 2021 left only essential shops and market stalls trading in the town centres, and local businesses had to learn to deliver their services in new and innovative ways. Those who could work from home were encouraged to do so. In June 2020 the Government provided £80,809 of European funds, initially known as the Re-opening the High Street Safely Fund directly to the District Council. These funds were focused on supporting communications campaigns to both businesses and residents to inform of measures necessary to re-open safely, and to reassure residents that those measures were in place. In March 2021 the Government announced a second grant of £80,809 and rebranded the funds as Welcome Back funds. A revised Grant Action Plan has been submitted and we await confirmation that the proposed actions fit the eligibility criteria.

Task	R5responsibility	Target	UDC Resources	External Resources
Management of Re-opening the High Street Safely Fund / Welcome Back Fund	EDO	Ensure Grant Action Plan (GAP) approved and funds spent in line with the GAP – expiry 31/3/2022 Ensure 1/4ly claims submitted on time.	Existing	
Advise businesses in commercial centres in Saffron Walden, Great Dunmow and Stansted Mountfitchet to ensure compliance with Government COVID-19 restrictions and deliver communications campaigns to reassure residents of measures in place for their safety. Post to be funded from 1/7 by Environmental Health. Contract expiry date not yet set.	RHSS funded Information and Communications Officer	Compliance of businesses in Saffron Walden, Great Dunmow and Stansted Mountfitchet with Government restrictions.  Residents appear confident to return to town centres – shown by footfall figures		RHSS / WBF grant to cover all expenses until end of contract 30/6/2021
Delivery of WBF communications campaigns	BSO with Comms Team	Delivery of agreed funded actions	Existing for BSO	WBF £20k inc. Information and Communications Officer until 30/6/2021

Commission specialist business to measure footfall	EDO	Delivery of agreed funded actions.		WBF £11k
Provision of hand sanitiser stations	EDO	Delivery of agreed funded actions		WBF £500
Refurbishment of landscape area in Saffron Walden town centre	EDO	Delivery of agreed funded actions		WBF £20k
Repair and repaint street furniture and public toilets in Great Dunmow and Thaxted	EDO	Delivery of agreed funded actions		WBF £25k
Installation of additional benches and picnic tables in Stansted and Thaxted	EDO	Delivery of agreed funded actions		WBF £16k
Installation of new planters in SW town centre	EDO	Delivery of agreed funded actions		WBF £5k
Installation of planters in Lower Street, Stansted Mountfitchet	EDO	Delivery of agreed funded actions		WBF £10k
Purchase of Xmas lights in SM and banners and lights in Thaxted	EDO	Delivery of agreed funded actions		WBF £2k
Delivery of "Welcome Back" events in Dunmow, Stansted and SW	EDO	Delivery of agreed funded actions		WBF £15k
SWBID promotional campaign	EDO	Delivery of agreed funded actions		WBF £10k
SW resident consultation re future of town centre pedestrianisation	EDO	Delivery of agreed funded actions		WBF £5k

Please note that shaded actions above are not approved but are included in the Grant Action Plan for the Welcome Back Fund. Approval decision will follow. If not approved, it will be possible for an amended Grant Action Plan to be submitted.

Attendance at Safety Advisory Group meetings re town centres	BSO	Attendance at regular meetings	Existing	
Membership of the DIZ Special Interest Group for town centres	EDO and BSO	Production of action plan for future initiatives	Existing	
Work with GDTC May Dunmow Prosper Group / GDTT/other stakeholders to develop longer term plan for Dunmow town centre	BSO	Master planning work underway by 31/3/22	£20k for specialist support in master-planning	
Organisation and delivery of events in Great Dunmow, Stansted Mountfitchet and Thaxted – either by recruitment of officer or commission specialist services	BSO + new officer	Officer in post by 30/9/2021 No. events delivered in Great Dunmow town centre by 31/3/2022	£ 25k	
Day-to-day management of the car parks, including maintenance, appearance and ease of use.	BSO	Officer in post	BSO works 18.5 hours per week on fixed term contract until 28/2/2023 – cost of 21/22 year is £22,520 (inc on costs)	
Deliver the planned upgrade of ticket machines in Council's car parks	BSO	Upgrade of all car park ticket machines completed by 30/9/2022	£92k capital monies set aside to cover costs.	
Manage production of district wide car parking review to inform development of Car Parking Strategy	EDO / BSO	Commissioned specialists to start review in Autumn 2021, if Government restrictions have been lifted	Existing	£70k from NEPP to fund both pieces of work
Officer support for Stansted Mountfitchet, Thaxted to develop longer term plans for those centres, build resilience		To be included in longer term plans		

		TOTAL	£67,520	
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**Objective 1.4 – Support business start-ups and pre-starts.**

Pre-pandemic Uttlesford was seen as an area of very low unemployment, without the need for a Job Centre Plus base in the district. There are now more than 2,000 residents claiming Universal Credit in Uttlesford, the highest number for almost 30 years claiming employment related benefits. Many employed residents are still furloughed, and some business sectors are still being severely impacted with more redundancies expected.

Work to support business start-ups will offer an alternative to job searching for those residents who may have become unemployed or are facing redundancy, or just looking for a change of career, or those who have developed a new skills during the lockdown period and would benefit from the opportunity to turn that idea in to a business as a “lockdown entrepreneur”.

Business start-ups are defined as those that have been trading for up to two years.

Pre-start-ups might include those thinking about a specific idea, those with a desire but no idea, or those with a very loose idea.

Task	Responsibility	Target	UDC Resources	External Funding
Promote The Rebel Business School pre-recorded webinars, tools and tips – free to access until 1/12/2021	BSOs	No. people accessing resources.		Part of national pilot to test project. 6 month contract from 2/6/2021 – 1/12/2021
Produce Business Start-Up Guide to distribute to business start-ups and pre-start-ups	BSO	Guide produced by 30/7/2021	Existing	
Pop up shops and market stalls, including craft, teenage, artisan, new businesses	BSO	Minimum of one market in three main centres during the year	£10k	
Work with ECC to consider their proposal for Essex Lockdown Entrepreneurs project	EDO	Project under consideration		? possible ARG top slice

Promote NEEB funded Start-Up and pre start-up support project and refer businesses and potential start-ups as appropriate	BSOs	Evidence of promotion of scheme in communications and number of referrals	Existing	NEEB top sliced funds from ARG grant monies. Project life - 1/9/2021 - 31/3/2022
Research the feasibility of targeted projects e.g., Young Entrepreneurs Scheme, Women in Business, a project to target older residents who are now unemployed	BSOs	Evaluated proposals by 31/12/2021	Existing	ARG funds if projects are developed
		TOTAL	£10,000	
<b>Objective 1.5 – Work with partners to ensure the residents and businesses across the district benefit from the delivery of superfast broadband</b>				
<p>There are several commercial superfast broadband providers working in Uttlesford district. Due to the rural nature of the district, installation in some areas is very expensive and there are areas unlikely to receive superfast broadband. The Council have previously committed £500,000 towards the costs of provision of broadband installation to parts of the district not included in the plans of commercial suppliers. This contract is managed by ECC Superfast Essex. The contract is due to complete on 31/12/2021. It is expected that this contract will increase coverage to 98%.</p> <p>Currently the target for supply will leave approximately 2% of premises without superfast broadband. Due to the complexity of supply programmes, and a lack of information about commercial plans it is difficult to be definitive about the actual number of properties that will not benefit from a superfast broadband connection.</p> <p>Ambitions for broadband speed have now moved to gigabit speeds with a Government “Project Gigabit” target of 85% of premises enjoying gigabit speeds by 2025.</p>				
Task	Responsibility	Target	UDC Resources	External Funding
Monitor the delivery of the Gigaclear full fibre to the premises contract	EDO	Contract expiry date is 31/12/2021 Target of 98% of premises have superfast broadband available	£500,000 contract contribution – previously agreed	
Work with ECC to identify potential solutions for the	EDO	By 31/3/2022 plan in place with identified solutions to	Commission specialist resources to identify the	ECC / SFE / Digital Connectivity Strategy

remaining 2% who will not have access to superfast broadband by the end of 2021		ensure all properties have access to superfast broadband	missing 2% and possible solutions £10,000	
Collaborative working within the Essex + Herts Digital Innovation Zone (DIZ) to ensure local residents and businesses enjoy maximum benefit from superfast / gigabit broadband installation	EDO	Development and delivery of DIZ plans	£10,000 Partnership contribution	
NEEB Digital Support Project - to provide digital and e-commerce support to local businesses to include webinars, diagnostics and 1 – 2 – 1 advice.	EDO	No. business supported up to 31/3/2022 No. businesses safeguarded up to 31/3/2022		NEEB top sliced funds from ARG grant monies. Project life - 1/9/2021 - 31/3/2022
Increase availability of high-speed gigabit broadband in the district	EDO input through Superfast Essex Steering Board		Existing	
		TOTAL	£20,000	

## Priority 2 – Information, Advice and Guidance

### Objective 2.1 – Promotion of national, regional, county and local initiatives

A priority activity for the Economic Development team continues to be the provision of clear, comprehensive and consistent advice to local businesses through a number of different communications channels in order to reach as many as possible.

Task	Responsibility	Target	UDC Resources	External Funding
Refresh <a href="http://www.uttlesford.gov.uk/business">www.uttlesford.gov.uk/business</a> to ensure that all Council departments that work with local businesses provide quality 'of the moment' information with communication that is easy to access, relevant and helpful.	BSO working with all UDC departments whose work impacts on local businesses	Refresh of website completed to reflect "new normal" and needs of local businesses by 30/9/2021	Commission resources for refresh of current website £5k	
Ensure that <a href="http://www.uttlesford.gov.uk">www.uttlesford.gov.uk</a> resident website has appropriate information and links to assist any resident to develop skills, start or run a business.	BSO	Evidence of relevant information included on UDC resident website	Existing	
Produce a series of informative e-newsletters that assist local business to grow and adapt following COVID-19, EU transition and into the 21st century.	BSO working with UDC Communications Team	Minimum of 12 e-newsletters during the year	Existing	
Use social media and press releases to disseminate	BSO working with town / parish councils	Evidence of use of social media and press releases to	Existing	

information as widely as possible		disseminate appropriate and relevant information		
Work with town / parish councils and village groups to disseminate communications as widely as possible. Currently 3 parish magazines receive materials directly from UDC to disseminate through their local media routes.	BSO / Ward Members	To increase number of parish magazines that directly receive information from UDC to disseminate via local magazine, social media groups etc. by 31/3/2022	Existing	
Use newspaper advertising to promote key messages and reach a wider audience.	BSO	Monthly newspaper adverts in Saffron Walden Reporter and Dunmow Broadcast	Apr - Dec 2021 - £4,950	
Adverts in Archant Residents' Quarterly magazine	BSO	Evidence of quarterly adverts	June 2021 - £500 Sep + Dec 2021 - £1,000 Total - £1,500	
Share NEEB Communications	ED / Communications Team	To promote NEEB business support activities	Existing	NEEB top sliced funds from ARG grant monies. Project life - 1/9/2021 - 31/3/2022
Promote NEEB funded Finance and Debt Management Support project and refer businesses as appropriate	BSO	No. businesses supported between 1/9/2021 – 31/3/2022	Existing resources to promote project	NEEB top sliced funds from ARG grant monies. Project life - 1/9/2021 - 31/3/2022
To promote NEEB specialist Import and Export advice, delivered through 1-2-1 and 1-2 – many sessions via webinars, events and training courses and refer	BSO	No. initial support sessions with local businesses No. engaged local businesses who currently trade internationally No. local business attendees at training courses No. local case studies	Existing resources to promote project	NEEB top sliced funds from ARG grant monies. Project life - 1/9/2021 - 31/3/2022

Ensure targeted promotional work is undertaken linked to specific projects or activities including developme, the Rebel Business School, ClickitLocal, CAB debt counselling service, Transitions Project, Touchpoint and other externally funded initiatives	BSO	Evidence of targeted communications as appropriate	£10k	
		TOTAL	£21,450	
<b>Objective 2.2 Provision of information, advice and guidance to local businesses, start-ups and potential businesses</b>				
Task	Responsibility	Target	UDC Resources	External Resources
Updated Business Support Guide up for distribution with business rates bills	BSO	No. Business Support Guides posted out with Business rates bills in March 2022	Existing	
Updated business support newsletter sent out with Council Tax bills, particular focus on home-based businesses and business start-ups	BSO	No. Business support newsletters posted out with Council Tax bills in March 2022	Existing	
Business Start-Up Guide produced and promoted as part of the business start-up actions included in see Objective 1.4	BSO	Guide produced and available through website and advertised through communications channels	Existing	
		TOTAL	£ ZERO	

### Priority 3 – Skills and Training

#### Objective 3.1 – Provision and promotion of initiatives to support local residents into work

In April 2021 2,120 Uttlesford residents were claiming Universal Credit. 3.8% of the resident population aged 16 – 64 years. This is lower than the East of England at 5.5%, or Great Britain at 6.4%.

Task	Responsibility	Target	UDC Resources	External Resources
Provision of Developme project to support employability and job searching, being job ready skills	BSO	No. residents engaged with website resources by 31/3/2022	£12k pa	
Deliver information session to appropriate Council services to promote developme to residents in need of employability support inc. Youth, Housing, Benefits	BSO	Evidence of promotion of developme in Council activities and delivery of information session	Existing	
Tailor support offered by Developme to be relevant to needs of local residents	BSO	Ongoing until 31/3/2022	Existing	
Continue to lobby DWP for the delivery of a DWP presence in the Uttlesford district	EDO	Ongoing	Existing	
Promote the Transitions Project that offers support to unemployed residents	BSO	Evidence of promotional activity	Existing	
Support the establishment of the Touchpoint Project in Stansted Mountfitchet	EDO	Support in place to enable project to launch	£10k	
Commission skills audit to identify skills and training gaps	EDO	Report produced by 31/12/2021	£10k	

Promotion of Essex Jobs and Apprenticeships Fair	BSO	Virtual event to be held on 7/7/21	Existing	ECC Skills Commissioner organising
Promotion of North Essex Jobs and Apprenticeships Fair	BSO	Scheduled for October	Existing	ECC Skills Commissioner organising
		TOTAL	£32,000	

### Objective 3.2 Promote and support initiatives to help young people into work

In April 2021 there were 320 young people aged 18 – 24 years who were claiming Universal Credit In Uttlesford district, or 5.6% of the resident population of the same age. This compares with 8.6% in the East of England or 8.9% in Great Britain.

175 of these young people were aged between 18 and 21 years old, with 145 aged between 22 – 24 years.

Task	Responsibility	Target	UDC resources	External resources
Kickstart Scheme – work placements for 16 – 24-year-olds. Placement offers submitted to DWP who offer to suitable candidates	HR Team collating offers of placements ED link to ECC	Promotion of Kickstart Scheme internally and externally	Existing	Government funding to cover minimum wage, training, and mentoring costs
Promotion of apprenticeships schemes to help people back into work	BSO	Evidence of promotional work	Existing	
Recruitment of apprentice in ED Team	EDO working with HR Team	Recruitment of apprentice by 31/12/2021	Cost of salary from ED budget - £15,000pa / pro rata for 7 months - £8,750 Training costs from HR budget	
		TOTAL	£8,750	

### Objective 3.3 Promotion of skills and training initiatives, including digital skills

The recent Ofcom Online Nation 2021 survey found that UK adults spent an average of three hours and 47 minutes online every day during the pandemic. Online shopping sales increased by 48% with food and drink sales growing the most. Communication at work and play

changed as workplaces were closed and travel was restricted. Zoom had extraordinary growth, from a few hundred thousand in the first two months of 2020 to 13 million in April and May.

The report also notes that while many benefited from access to the internet, it also meant that “lockdown had a greater effect on people who are digitally excluded”. It noted nearly one in five over-64s and roughly one in 10 in lower socio-economic households did not have internet access, turning a digital divide into a social one.

Task	Responsibility	Target	UDC Resources	External Resources
Promotion of Maybe* social media marketing training	BSO	Evidence of promotional activity by 31/3/2022	£5k current contract expires in August 2021	
Promotion of NEEB Digital Support Project	BSO	No. businesses supported between 1/9/2021 – 31/3/2022	Existing	NEEB top sliced funds from ARG grant monies. Project life - 1/9/2021 - 31/3/2022
Promote Essex Opportunities website which contains all training and skills offers	BSO	Evidence of promotional activity by 31/3/2022	Existing	
		TOTAL	£5,000	

**Priority 4 - Creating Jobs / Inward investment**

**Objective 4.1 Support the sustainable growth of existing businesses**

The Council has previously supported the growth of existing businesses, or encouraged new businesses to move into the district, through the use of a Business Development Discounted Business Rates Scheme. The scheme expired and new applications have not been accepted since 2017. This scheme could be resurrected as part of the business growth programme.

Task	Responsibility	Target	UDC Resources	External Resources
Refresh the Business Development Business Rates Discount Scheme to support the sustainable growth of existing businesses	EDO	Scheme in place No. applicants 2021/22 No. successful applicants 2021/22	£60k	
Launch of grant scheme to support businesses planning to grow	EDO	Scheme in place No. applicants by 31/3/2022		ARG funds
		TOTAL	£60k	

**Objective 4.2 Increase inward investment**

Task	Responsibility	Target	UDC Resources	External Resources
Keep the Innovation Core – prospectus up to date with available commercial land and development opportunities in Uttlesford district and trade shows	EDO	Prospectus kept up to date	Existing	
Membership of the UK Innovation Corridor	EDO	Ongoing participation	£10,000p.a.	
Contribution towards the Innovation Core Officer	EDO	Ongoing participation	£15,000p.a.	

Ensure commercial land is identified in the Local Plan	EDO	Ongoing collaboration with Local Plan Team to include commercial land	Existing	
Continue to build business case for business incubator hubs at CRP and elsewhere, and ensure inclusion in Local Plan	EDO	Ongoing collaboration with Local Plan Team to include commercial land	Existing	
		TOTAL	£25,000	

**Priority 5 – Creating a “greener” local economy**

**Objective 5.1 Support local businesses to address Climate Change issues**

Task	Responsibility	Target	UDC Resources	External Resources
Promote energy efficiency schemes to local businesses	BSO	Evidence of promotion of appropriate schemes	Existing	Externally funded “Make it Cheaper” schemes
Promote LoCase – grants programme for green projects – expiry March 2023	BSO	Evidence of promotion	Existing	LoCase grants
Promote water conservation initiatives to local businesses	BSO	Evidence of promotion	Existing	
Promote the transition to electric vehicles or hydrogen powered vehicles	BSO	Evidence of promotion	Existing	
		TOTAL	£ZERO	

**Objective 5.2 Support the growth of businesses to maximise the opportunities of the green economy**

Uttlesford is a beautiful rural district, an area of outstanding natural heritage with a strong farming community, high quality agricultural land and the majority of the population living in small villages and hamlets.

A sustainable local economy would provide local jobs for local people, local services to address the retrofitting challenges of the Climate Change agenda and provide opportunities for the research and development required to address key challenges in the longer term.

Task	Responsibility	Target	UDC Resources	External Resources
Research opportunities to incentivise local businesses to become approved to deliver retrofitting services	Climate Change Project Officer / EDO	Research completed and proposals submitted by 31/3/2022	Existing	

		TOTAL	£ZERO	
<b>Objective 5.3 – Research and develop plans to grow the green economy in Uttlesford</b>				
Recently Cllr Reeve submitted a proposal to the University of Cambridge and a group of four students accepted the challenge to produce a report describing how to grow a green economy in Uttlesford district. They presented their findings to an audience of Members and officers on 4 <sup>th</sup> June 2021. We have yet to receive their final report but believe that there will be several recommendations that will deserve more exploration and assessment.				
Task	Responsibility	Target	UDC Resources	External Resources
Collaborate with University of Cambridge students on research project “how to grow a green economy in Uttlesford”	EDO	Completed report by 30/6/2021	Existing	
Follow up on initiatives identified in University of Cambridge students’ report which contains recommendations as listed at the end of this section*	EDO	Proposals evaluated by 31/3/2022	Existing	
Work with partners inc. Writtle University College, Uni of Essex to investigate future options for collaborative projects, possibly including agri-tech	EDO	Meetings held to discuss future work options	Existing	
Schools competition with Writtle Uni with Agri-tech challenge involving 4 secondary schools in Uttlesford	EDO	Schools competition planned for 21/22 school year	£8,000	ECC Skills Commissioner
Promote the iConstruct project re: new methods of construction	BSO	Evidence of promotional work	Existing	
		TOTAL	£8,000	

### “How to build a green economy in Uttlesford” Recommendations

1. Build green business incubator and network
2. Build strategic partnerships for lithium recycling plant
3. Connect with Hydrogen Research Network
4. Improve cycling infrastructure
5. Establish management of Green Festival

Management of the Economic Recovery Plan				
Task	Responsibility	Target	UDC Resources	External Funding
Collect data from BankSearch	EDO		£2,000	
Collect footfall data	EDO			RHSS / WBF
Collect unemployment data	EDO		Existing	
Collect car parking ticket sales data	BSO		Existing	
Collect vacant premises in town centres data	EDO		Existing + Business Rates Team	
Collect data from website	EDO		Communications Team / Webmaster	
Production of ED Strategy	EDO	ED Strategy for 2022 – 2? in place by 31/3/2022	Existing	
Collection of case studies	EDO		Existing	
Staff development	EDO		£2,000	
		TOTAL	£4,000	

<b>Proposed Spend Profile by Priority and Objective</b>	
<b>Priority / Objective</b>	<b>Proposed spend</b>
<b>Priority 1 – Business Engagement and Support</b>	
1.1 Support businesses already located in Uttlesford district	£51,050
1.2 Support businesses in sectors hardest hit by the COVID-19 pandemic	£35,000
1.3 Foster the development of existing town centres as vibrant locations for business and leisure	£67,520
1.4 Support business start-ups and pre-starts	£10,000
1.5 Work with partners to ensure the residents and businesses across the district benefit from the delivery of superfast broadband	£20,000
<b>PRIORITY 1 TOTAL</b>	<b>£183,570</b>
<b>Priority 2 – Information, Advice and Guidance</b>	
2.1 Promotion of national, regional, county and local initiatives	£21,450
2.2 Provision of information, advice and guidance to local businesses, start-ups and potential businesses	£ zero
<b>PRIORITY 2 TOTAL</b>	<b>£21,450</b>
<b>Priority 3 – Skills and Training</b>	
3.1 Provision and promotion of initiatives to support local residents into work	£32,000
3.2 Promote and support initiatives to help young people into work	£8,750
3.3 Promotion of skills and training initiatives, including digital skills	£5,000
<b>PRIORITY 3 TOTAL</b>	<b>£45,750</b>
<b>Priority 4 – Creating Jobs / Inward investment</b>	
4.1 Support the sustainable growth of existing businesses	£60,000
4.2 Increase inward investment	£25,000
<b>PRIORITY 4 TOTAL</b>	<b>£85,000</b>
<b>Priority 5 - Creating a “greener” local economy</b>	

5.1 Support local businesses to address Climate Change issues	£ zero
5.2 Support the growth of businesses to maximise the opportunities of the green economy	£ zero
5.3 Research and develop plans to grow the green economy in Uttlesford	£8,000
<b>PRIORITY 5 TOTAL</b>	<b>£8,000</b>
Costs of management of Delivery Plan	£4,000
<b>OVERALL TOTAL</b>	<b>£347,770</b>

<b>Actions identified in Economic Recovery Plan that are not included in the Delivery Plan</b>		
<b>Section of Economic Recovery Plan</b>	<b>Removed action</b>	<b>Reason / Replacement</b>
Business Engagement / Planned activities	Establish a closed Facebook group for Uttlesford businesses	Exploring the option of using LinkedIn as a better route to contact with businesses
Business Engagement / Proposed additional Recovery Plan activities	Recruitment of Business Engagement and Social Media Officer	Business Support Officer recruited. Looking to recruit additional officer whose remit will include social media activity
Skills and Training / Planned activities	ECC to commission EMSI to produce report on skills of local unemployed people	Not commissioned. UDC to identify options to compete this piece of work. Action included in the Delivery Plan.
Skills and Training / Additional Recovery Plan activities	Establish a Support Providers Coordination Group	Need a review of existing multiagency groups with a view to establishing a group to take on role of coordinating skills and training across the district
Skills and Training / Additional Recovery Plan activities	Coordination of all employability support projects across the district to ensure that all residents have access to high quality provision that meets their needs	CVSU have a project with an employability element. Saffron Walden Transitions have reported very few requests for help. Stansted touchpoint not yet up and running.
Skills and Training / Additional Recovery Plan activities	Support to create more sustainable businesses e.g Core	Longer term aim. Not considered appropriate for recovery phase.
Skills and Training / Additional Recovery Plan activities	Use of a local Employment Code and local Procurement Policy and of a feeder network, paid for by a donation / levy on developers for a member of staff to coordinate.	Longer term aim. Not considered appropriate for recovery phase.
Creating Jobs / Inward Investment	Direct investment	Longer term action
Creating Jobs / Inward Investment	Develop plan for growth of rural economy	Longer term action
Creating Jobs / Inward Investment	Partnership contribution to NEEB	Not required in 21/22
Creating Jobs / Inward Investment	Commission life sciences expertise to attract life sciences businesses to CRP	Currently activity being delivered by Innovation Core

## Glossary

ABS	Essex County Council grant funds, processed alongside the Additional Restrictions Grant
ARG	Government discretionary business support grant known as the Additional Restrictions Grant
BSO	Business Support Officer
CAB	Citizens' Advice Bureau
CRP	Chesterford Research Park
DIZ	Essex + Herts Digital Innovation Zone
DIZ SIG	Essex + Herts Digital Innovation Zone Special Interest Group
ECC / SFE	Essex County Council / Superfast Essex
EDO	Economic Development Officer
EBAF	(Essex County Council funded) Essex Business Adaptations Fund
ECC	Essex County Council
GAP	Grant Action Plan
GDTC	Great Dunmow Town Council
GDTT	Great Dunmow Town Team
ONS	Office for National Statistics
NEEB	North Essex Business Board
RHSS	Re-opening the High Streets Safely Fund
SWBID	Saffron Walden Business Improvement District
SWTC	Saffron Walden Town Council
SWTIC	Saffron Walden Tourist Information Centre
WBF	Welcome Back Fund