

Committee: Scrutiny

Date: Thursday, 22
September 2022

Title: Economic Recovery Delivery Plan Year 2
2022/23

**Portfolio
Holder:** Cllr Neil Reeve

**Report
Author:** Linda Howells – Economic Development
Manager
Angela Knight – Assistant Director – Business
and Change Management

Key decision: No
N

Summary

1. The Council approved a £1 million Economic Recovery Plan over 3 financial years, April 2021 to March 2024 to support businesses to recover from the COVID-19 pandemic.
2. Year 1 delivery was impacted by the prolonged effect of the COVID-19 pandemic and the Economic Development Team's involvement with the processing of business support grants throughout the 2021/22 year. Unspent Year 1 allocated funds were carried over to Year 2.
3. The Year 2 Economic Recovery Delivery Plan was delayed as the Economic Development Team were tasked with the development and submission of an Investment Plan for £1 million of UK Shared Prosperity Fund, which has now been submitted.

Recommendations

4. To note the proposed year 2 Delivery Plan for 2022/23.

Financial Implications

5. The Economic Recovery fund of £1 million is in place to support the Delivery Plan.

Background Papers

6. The following papers were referred to by the author in the preparation of this report and are available for inspection from the author of the report.

Uttlesford Economic Recovery Plan
Uttlesford Economic Recovery Delivery Plan 2021/22

Impact

7.

Communication/Consultation	None
Community Safety	None
Equalities	None
Health and Safety	None
Human Rights/Legal Implications	None
Sustainability	None
Ward-specific impacts	None
Workforce/Workplace	None

Situation

8. The UK's economic situation has been impacted by both national and international factors and now faces a challenging environment with inflation at 10.1% in July 2022 and expected to continue to increase, alongside a cost of living crisis and a slide into recession in the next few months, according to the Bank of England.
9. Businesses are also reporting serious recruitment difficulties and problems with supply chains and getting goods into the UK.
10. It would have been expected that the Economic Recovery Plan would evolve and move from short term activities into a longer-term approach with a renewed focus on economic growth.
11. The current economic situation requires the Delivery Plan to address the need to support the businesses most likely to be hit the hardest by the recession, including those who provide goods or services that might be considered luxuries as disposable income is squeezed.
12. However, there is no certainty about the sectors that will be the hardest hit and so the Delivery Plan needs to be focused on how it supports businesses through whatever challenges they face in the next few months.
13. The Year 2 Delivery Plan also needs to address local issues including the need for commercial premises for growing businesses or those moving into the district, and start-up hubs for new businesses.

14. The original Delivery Plan 2021/2022 identified five priority areas of work, each contained objectives. Appendix 1 contains the details of the priorities and the objectives
15. The Delivery Plan for 2022/23 uses the same framework but includes projects offering free skills and training, specialist business support, small grants to assist with a range of challenges, and some larger projects to start planning for the future. The Delivery Plan is attached as Appendix 2.
16. The Delivery Plan now also includes the Corporate Plan Delivery Plan actions to provide the corporate framework.
17. Appendix 3 includes the total funds allocated to each objective in the Delivery Plan 2022/23.

Appendices

Appendix 1 – Delivery Plan Priorities and Objectives

Appendix 2 – Delivery plan

Appendix 3 – Funding profile by Priority and Objective

Appendix 4 – Year 1 Delivery Plan updates

Risk Analysis

18.

Risk	Likelihood	Impact	Mitigating actions
Recruitment of two new staff members may be unsuccessful	3 - Recruitment issues are widely impacting on local and national economy.	Restricted staff resources will impact on delivery	Need to commission external delivery of some projects
Government plans to support business need to be delivered at local level as priority over local plans	2 – new prime Minister and Cabinet in early September will set out plans to deal with current crisis	Restricted staff resources will impact on delivery	Review of activities to identify local priorities in light of national plans and amend Delivery Plan as required.

1 = Little or no risk or impact

2 = Some risk or impact – action may be necessary.

3 = Significant risk or impact – action required

4 = Near certainty of risk occurring, catastrophic effect or failure of project.

Appendix 1 – Delivery Plan Priorities and Objectives

Priority 1 – Business Engagement and Support

Objective 1.1 – Support businesses already located in Uttlesford district

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

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

Objective 1.4 – Support business start-ups and pre-starts

Objective 1.5 – Work with partners to ensure the residents and businesses across the district benefit from the delivery of superfast broadband

Priority 2 – Information, Advice and Guidance

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

Objective 2.2 – Provision of information, advice and guidance to local businesses, start-ups and potential businesses

Priority 3 – Skills and Training

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

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

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

Priority 4 – Creating Jobs / Inward Investment

Objective 4.1 – Support the sustainable growth of existing businesses

Objective 4.2 – Increase inward investment

Priority 5 – creating a “greener” local economy

Objective 5.1 – Support local businesses to address Climate Change issues

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

Objective 5.3 – research and develop plans to grow the green economy in Uttlesford

Appendix 2

Economic Recovery Delivery Plan 2022/23					
Priority 1 Business Engagement and Support					
Objective 1.1 - Support businesses already located in Uttlesford district					
Task	Responsibility	Target	UDC ED Staff Resources	Cost	External Funding
Engage and support business networks and individual businesses 1 – 2 – 1 contact by telephone / email.	All Business Support Officers (BSOs)	Evidence of regular contact with business networks inc. SWBID, GDTT, SBF, SACC and email contact via business@uttlesford.gov.uk in 2022/23	1 permanent BSO 2 BSOs - on fixed term contracts	£39,500 in 21/22 £95,000 in 23/24 £50,000 in 24/25	
Referrals to specialist business support agencies including ARG funded / NEEB procured BEST Growth Hub	BSOs	No. referrals made to specialist business support agencies in 2022/23 No. local businesses supported by 31/3/2023 No. onward referrals to other programmes of support by 31/3/2023	Existing		BEST Growth Hub Business Navigators funded by ARG / NEEB procurement - UDC contribution £125k
Monitor performance of business support initiatives funded by ARG, procured by NEEB, delivered in NEEB area. 1. Colbea - How to start importing / exporting 2. LDB - Debt and Finance Advice	EDM	No. Uttlesford business supported in 2022/23	Existing		NEEB top sliced funds from ARG grant monies supporting additional resources for businesses across North and Mid Essex – NEEB additional support contract expires end Feb 2023. UDC contribution - £125k
Deliver Business Innovation and Support Scheme - 50% matched funding up to maximum grant of £5k.	BSO	No. grants provided against 4 different funding streams: 1. Growth and Increased Productivity 2. Enterprise and Innovation 3. High Street Premises Enhancement 4. Environmental Sustainability	Existing	£50,000	
Support delivery of Business Support Day in Saffron Walden	BSO	No. businesses and residents who attended event in SW town centre in September 2022	Existing	£1,000	BEST Growth Hub Business Navigator involved, Lo-Case, LDB Group, Colbea and NEEB to all be invited to attend and offer support.
Delivery of business survey to identify current needs of local businesses and how the ED Team can support them.	BSO	Business survey completed by end Dec 2022, Agreed actions added to this Delivery Plan	Existing	£8,000	
Deliver Annual Business Breakfast as part of programme of events including business awards	EDM	Annual Business Breakfast delivered by 31/3/2023	Existing	£7,000	
Deliver "Business4Uttlesford" meetings across district on a quarterly basis with Cllr Reeve in attendance	EDM	Quarterly meetings held, starting in October 2022	Existing	£2,000	
Sponsorship of and attendance at Check-in@stansted with LoCase and BEST Growth Hub	BSO	Postponed until 29 June 2023	Existing	£2,000 paid in 2021/22	
Lead on delivery of the UK Shared Prosperity Fund Investment Plan, working with Communities Team and external partners	EDM	Investment Plan submitted, awaiting approval. Delivery will start immediately, scheduled for October 2022.	Existing		£1 million grant to spend by 31/3/2025 £20k additional funds to be received on approval of Investment Plan
Continue to lobby for cardboard recycling service in Uttlesford district as this is an important issue for many businesses causing much complaint and concern.	EDM	UDC to provide a waste recycling service for commercial customers	Existing		
		TOTAL 2022/23		£107,500	

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

Task	Responsibility	Target	UDC Resources	Cost	External Funding
CPDP Active place maker for our towns and villages 5f Work with the airport to increase local airport-based employment opportunities					
Effective re-engagement with the airport, developing relationship and offering support	EDM	Build relationship and offer support	Existing		
Promotion of job opportunities	BSO	Regular promotion of job opportunities including those at the airport	Existing		
CPDP Active place maker for our towns and villages 5b Increase tourist spend					
Ensure maintenance of the "Discover Uttlesford" website, and monitor the usage of the site. Make changes as required to reflect learnings from monitoring data	BSO	Website updated during the year to reflect seasonal changes and in response to monitoring data.	Existing	£2,500	
Deliver tourism marketing campaign targeting both Uttlesford residents, via social media, and visitors from up to 2 hours drive away using print advertising and influencers.	BSO	1. Delivery of targeted print ads and influencers to target London market. 2. Targeted print advertising to target visitors from up to 2 hours drive away. 3. Delivery of social media targeting local residents	Existing	1. £10,000 2. £2,000 3. £1,000	
Work with partners to keep dscvr app up to date for the four individual sites, and extend content to include the nearby villages. Promote the app including in car parks, and monitor usage, making changes if required.	BSO	1. Delivery of social media advertising. 2. Delivery of print advertising 3. installation of banners and posters in car parks to promote use of the dscvr app to all visitors.	Existing	1. £1,000 2. £1,000 3. £2,000	
Deliver competitions across district to engage local residents, to promote the district and for use on the website and app.	BSO	1. Delivery of photo competition in Autumn 2022. 2. Trail based competition via the dscvr app.	Existing	£1,000 for two competitions	
Continue to grow Discover Uttlesford photo library	BSO	Increase number of photos in the library.	Existing	£2,000	
Encourage all UDC Members and staff to use photos of the district as background to virtual meetings by providing a library of seasonal photos to support the Discover Uttlesford campaign.	BSO	Promote the use of the photos to Members and staff.	Existing		
Be an active member of Visit Essex	BSO	Ongoing		£2,260	
Keep Visit Essex website up to date with Uttlesford events / venues etc.	BSO	Ongoing until 31/3/23	Existing		
To improve the profile of Uttlesford tourism sector businesses. Fund upgraded membership for 15 Uttlesford businesses that are currently members of Visit Essex. Fund free annual membership to local tourism sector businesses who are not currently members on a first come first served basis.	BSO	No. businesses whose membership was upgraded. No. businesses who have become members of Visit Essex.	Existing	£20,000	
Build awareness of the Ride London event and the benefits of participation to appropriate local businesses	BSO	No. businesses whose membership was upgraded.	Existing		
Commission Destination Research to provide 2021 Value and Volume report for Uttlesford district	BSO	Report to establish state of tourism sector in 2021	Existing	£1,450	
Commission Destination Research to deliver a listening exercise with people who do not visit Uttlesford to identify the reasons, and actions that could be taken to increase visitor numbers.	BSO	Research completed and report submitted to UDC.	Existing	£9,700	
Work with internal colleagues on the development of a Cultural Strategy following work for the Cultural, Arts and Creativity Baseline assessment which was produced in 2021/22	EDM	Cultural Strategy in place and future actions identified.	Existing		
Review brown road signs, rationalise, ensure sense and appropriate signs are in place	BSO	Review of existing signs and costed plans for any future changes in place.	Existing		
		TOTAL		£55,910	

Objective 1.3 - Foster the development of existing town centres as vibrant locations for business and leisure					
Task	Responsibility	Target	UDC Resources	Cost	External Resources
CPDP Active place maker for our towns and villages 5a Protect and grow our town centres as economic hubs					
MASTERPLANNING					
Saffron Walden	EDM / BSO	Master planning consultants commissioned and work underway	Existing	£50,000	
Great Dunmow	EDM / BSO	Master planning consultants commissioned and work underway	Existing	£50,000	
Attendance at Safety Advisory Group meetings for events in town centres as required	BSO	Attendance at meetings as required	Existing		
Membership of the DIZ Special Interest Group for High Streets	EDM and BSO	Delivery of DIZ SIG Action Plan - collection of town centre data, digital tech in car parks, online platforms, place making apps	Existing		
Attendance at UK Innovation Corridor High Streets Forum	EDM and BSO	Ongoing attendance at meetings	Existing		
Monitor HUQ footfall data	BSO	Reports identifying matters of interest to be produced.	Existing		
Research into other data streams that would support the town centres which may include spend data.	BSO	Identification of additional data streams	Existing		
Grants to improve appearance of premises in the town centres - see Business Innovation and Support Scheme (Line 19 above)					
Investigate the potential for a multi-user studio/retail space in Saffron Walden.	EDM	A plan is in place to establish a multi-user studio / retail space.	Existing	£50,000	
DAY TO DAY SUPPORT / EVENTS					
Saffron Walden					
Repurposing large building in SW town centre - mixed use, hot desk, public sector services, business start up support	EDM / BSO	Identify suitable large empty premises in the town centre that needs repurposing. Produce business plan for the project	Existing	TBC (subject to business case and available property)	
Great Dunmow					
Support Great Dunmow Town Team to deliver events	EDM / BSO	Attendance at meetings and appropriate support provided	Existing		
Great Dunmow market - signage and promotion	BSO	New signage in place and promotional campaign delivered	Existing	£1,500	
Stansted Mountfitchet					
Attendance at Economic Development Working Group / SBF	BSO				
		TOTAL - TOWN CENTRES		£151,500	
CAR PARKS					
CPDP Active place maker for our towns and villages 4b Implement programmes to reduce airport related village fly parking					
Manage delivery of Car Park Review to be completed by September 2022	EDM	Completed Car Park Review with recommendations. By end September 2022	Existing		£80k from NEPP
Deliver agreed actions from car park review including income generation opportunities and energy generation opportunities	BSO	Actions plan in place by end Sept 2022 agreed actions completed by end March 2023	Existing		Balance of above NEPP funds for TROs
Commission research into car park management options	EDM	Options paper produced by end 2022		£2,500	
NEPP performance management meetings at least quarterly	EDM	Attendance at scheduled SLA bi-monthly performance meetings	Existing		
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	£24,000	
Deliver the planned upgrade of ticket machines in Council's car parks	BSO	Upgrade of all car park ticket machines completed by 31/03/2023	£92k capital monies set aside to cover costs.		
Promotion of MPermit app to purchase car park tickets	BSO	Increase in number of MPermit ticket sales as % of total pay and display ticket sales		£2,000	
Car park incentives promotions through MPermit	BSO				
Black Friday car park promotion to support town centres	BSO	Free or reduced car parking in town centres on Black Friday or that weekend. A report to be submitted in september with options.			Loss of income
Tariff board upgrades and refresh	BSO	As part of Car Park Review actions			
Regular inspections of car parks and risk assessments completed	BSO	As part of Car Park Review actions			
Evaluate TRO applications in Aug / Sep 2022	BSO	Applications evaluated for decision-making at October NEPP JMC meeting	Existing		
Town centre maps inc way finding, signage in car parks	BSO	New signage installed in key car parks	Existing	£10,000	
		TOTAL - CAR PARKS		£38,500	
		TOTAL - TOWN CENTRES + CAR PARKS		£190,000	

Objective 1.5 – Work with partners to ensure the residents and businesses across the district benefit from the delivery of superfast broadband					
Task	Responsibility	Target	UDC Resources	Cost	External Funding
CPDP Champion for our District 1f Work with ECC and hold them to account to deliver rural superfast broadband in our district					
Monitor the delivery of the Gigaclear full fibre to the premises contract	EDM	Contract expiry date is 30/09/2022 - now extended to end November 2022 Target of 95.6% of premises have at least superfast broadband available	£500,000 contract contribution – previously agreed		
Work with ECC to identify potential solutions for the remaining 5% who will not have access to at least superfast broadband by the end of September 2022	EDM	Identify number and location of premises without access to superfast broadband by end 2022. Identify available options.		Capital previously approved £100,000 Revenue £10,000	ECC / SFE / Digital Connectivity Strategy
Attendance at Digital Essex Steering Board	EDM	Quarterly meetings	Existing		
Collaborative working within the Essex + Herts Digital Innovation Zone (DIZ) to ensure local residents and businesses enjoy maximum benefit from superfast / gigabit broadband installation	EDM	Development and delivery of DIZ plans	Existing	£10,000	
Attend 5G and mobile telephony planning meeting in August 2022 and report back.	EDM	Identified current position and future options	Existing		
Promote and monitor performance of NEEB Digital Skills for Business workshops - to provide digital and e-commerce support to local businesses to include webinars, diagnostics and 1 – 2 – 1 advice.	BSO	No. business supported up to 31/3/2022 No. businesses safeguarded up to 31/3/2022	Existing		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	EDM input through Digital Essex Steering Board		Existing		
Deliver "Uttlesford Digital Week" in October 2022 - to include free workshops sessions on video production, social media support, website development and digital marketing and a linked grant scheme	BSO	Uttlesford Digital Week delivered in October 2022. Grants of up to £2500	Existing	£40,000	
Promote CVSU Digital inclusion project					
		TOTAL		£60,000	
Objective 1.4 – Support business start-ups and pre-starts.					
Task	Responsibility	Target	UDC Resources	Cost	External Funding
Update Business Start-Up Guide as required and distribute to business start-ups and pre-start-ups	BSO	Guide produced by 30/7/2021	Existing		
Send Business Start-up guide and covering letter to all new enterprises listed by Banksearch on their monthly return	BSO	Info sent to all business start-ups from 1/4/2022	Existing	£1,000	
Pop up shops and market stalls, including craft, teenage, artisan, new businesses	BSO	Delivery of a programme of markets across the district, incorporating business support services and cost of living advice for residents	Existing	£20,000	
Promote and monitor performance of NEEB procured First Steps to Start-Up Success for pre start-ups and start up businesses (residents and businesses) support project	BSOs	No. Uttlesford pre-start / start-ups engaged with initiative.	Existing		NEEB top sliced funds from ARG grant monies. Project delivered by Colbea.
The Rebel Business School after expiry of NEEB project	BSO	1 week face to face course delivered in the district	Existing	£25,000	
Incubator hubs and wraparound business support	EDM				
		TOTAL		£46,000	

Priority 2 – Information, Advice and Guidance					
Objective 2.1 – Promotion of national, regional, county and local initiatives					
Task	Responsibility	Target	UDC Resources	Cost	External Funding
Keep Council's business website up to date www.uttlesford.gov.uk/business 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	Existing		
Ensure that www.uttlesford.gov.uk 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.	BSO working with UDC Communications Team	Minimum of 12 e-newsletters during the year	Existing		
Use social media and press releases to disseminate information as widely as possible	BSO working with town / parish councils	Evidence of use of social media and press releases to disseminate appropriate and relevant information	Existing		
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 31/3/2023	Existing		
Use newspaper advertising to promote key messages and reach a wider audience.	BSO	Monthly newspaper adverts in Saffron Walden Reporter and Dunmow Broadcast	Existing	£7,000	
Arrange for promotional advertising to be included in the Archant Residents' Quarterly magazine which became Essex Living magazine in Summer 2022	BSO	Evidence of quarterly adverts	Existing	£2,500	
Share NEEB Communications and promote all NEEB procured business support projects, and projects to support residents back into work	BSO / 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
		TOTAL		£9,000	
Objective 2.2 Provision of information, advice and guidance to local businesses, start-ups and potential businesses					
Task	Responsibility	Target	UDC Resources	Cost	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		£0	
Priority 3 – Skills and Training					
Objective 3.1 – Provision and promotion of initiatives to support local residents into work					
Task	Responsibility	Target	UDC Resources	Cost	External Resources
Work with partners (Harlow DC, Epping Forest DC) to provide Developme project(website and app) to support employability and job searching, being job ready skills	BSO	No. residents engaged with website resources by 31/3/2022	Existing	£12,000	
Promote all projects that offer support to unemployed and economically inactive residents including transitions, Touchpoint and other community hub projects	EDM	Evidence of promotional activity	Existing		
Promotion of Essex Jobs and Apprenticeships Fair	BSO	Evidence of promotional activity	Existing		ECC Skills Commissioner leading
Work with partners (Harlow DC, Tendring DC, ECC, DWP) to provide HGV driver training project	EDM	13 HGV drivers successfully completed training. Funds per resident.	Existing	£30,000	
Promotion of NEEB procured training for residents - Work related in construction, health and social care, warehousing and digital skills	BSO	No residents engaged / completed the training and in work placement in 2022/23	Existing		ARG top slice, NEEB procured and managed contracts. Delivered by bixon Holdings
Promotion of NEEB procured training for residents - Kickstart your career in tech	BSO	No. residents engaged / completed training and in work placement in 2022/2023	Existing		ARG funded, NEEB procured. Delivered by Tech Talent
		TOTAL		£42,000	
Objective 3.2 Promote and support initiatives to help young people into work					
Task	Responsibility	Target	UDC resources	Cost	External resources
Promotion of apprenticeships schemes to help people back into work	BSO	Evidence of promotional work	Existing		
		TOTAL		£0	

Objective 3.3 Promotion of skills and training initiatives, including digital skills					
Task	Responsibility	Target	UDC Resources	Cost	External Resources
Promote and monitor performance of of ARG funded, NEEB procured Get Online (Unemployed Residents) Digital Support Project for beginners	BSO	No. residents supported in 2022/23	Existing		ARG top slice, NEEB procured and managed contracts. Delivered by We Are Digital.
Promotion of Essex Opportunities and SELEP's South East Skills websites which contains all training and skills offers	BSO	Evidence of promotional activity by 31/3/2023	Existing		
		TOTAL		£0	

Priority 4 - Creating Jobs / Inward investment

Objective 4.1 Support the sustainable growth of existing businesses					
Task	Responsibility	Target	UDC Resources	Cost	External Resources
Refresh the Business Development Business Rates Discount Scheme to support the sustainable growth of existing businesses	EDM	Scheme in place No. applicants 2021/22 No. successful applicants 2021/22	Existing - £60,000 from Economic Development Reserves		
Investigate the value of an Uttlesford Opportunities programme, based on the Haven Gateway delivered pilot project in Harlow. This provides training support to local SMEs to help them to bid for contracts	BSO	Cost to deliver project requested from Haven Gateway but unlikely to be delivered until pilot is evaluated.	Existing	£5,000	
		TOTAL		£5,000	

Objective 4.2 Increase inward investment

Task	Responsibility	Target	UDC Resources	Cost	External Resources
CPDP Active place maker for our towns and villages 5c Support the creation of amenities that stimulate and facilitates local businesses, such as enterprise zones, business parks, office blocks, industrial areas, and start-up hubs					
Lobby to ensure that the Northside development contains smaller business units and business start-up units.	EDM		Existing		
CPDP Active place maker for our towns and villages 5d Support the expansion and promotion of key relevant employment sectors for the district					
Develop an Economic Development Strategy to cover the period 2023 - identifying key employment sectors in the district	EDM				
CPDP Active place maker for our towns and villages 5e Work with partners to promote the economic opportunities of the UK Innovation Corridor (previously known as London - Cambridge Innovation Corridor), Stansted Airport and our main transport corridors					
Membership of the UK Innovation Corridor	EDM	Ongoing participation	Existing	£10,000p.a.	
Active participatin in Innovation Core, and the development of a new Economic Development Strategy	EDM	Ongoing participation	Existing	£5,000 pa	
Keep the Innovation Core – prospectus and webiste up to date with available commercial land and development opportunities in Uttlesford district and trade shows	EDM	Prospectus and website kept up to date	Existing		
Ensure commercial land is identified in the Local Plan	EDM	Ongoing collaboration with Local Plan Team to include commercial land	Existing		
Continue to build business case for business incubator hubs potentially suitable locations, and ensure inclusion in Local Plan	EDM	Ongoing collaboration with Local Plan Team to include commercial land, start up units.	Existing		
		TOTAL		£15,000	

Priority 5 – Creating a “greener” local economy					
Objective 5.1 Support local businesses to address Climate Change issues					
Task	Responsibility	Target	UDC Resources	Cost	External Resources
CPDP Progressive Custodian of our Rural Environment					
1h Recognise the district's "greenest" businesses and developers					
Deliver green business awards - see programme of events on Line 22 above	EDM	Green categories in business awards in 22/23	Existing		
Promote LoCase – grants programme for green projects – expiry March 2023	BSO	Evidence of promotion	Existing		LoCase grants - max grant is £10k
Promote and monitor performance of NEEB procured Low Carbon Sustainability project	BSO / EDM	Evidence of promotinal activity No. businesses engaged with project	Existing		Funded by ARG, procured by NEEB. Delivered by Colbea.
Work with partners to deliver the Air Quality project in Saffron Walden	EDM	Business Engagement, communications, Zero emission deliveries, E-cargo bikescommunity hire scheme (Audley End and Great checterford rail stations), town centre parking, energy audits	Existing		£500k funding for project. Project management team will lead on most projects
Attendance at Lo-Case Sustainability event with Essex Wildlife Trust in Barnston on 21/4/2022	BSO	Attendance and engagement with Uttlesford businesses who are attending	Existing staff resources		
Promote the Essex Climate Action Commission Action Pack for businesses	BSO				
		TOTAL		£0	
Objective 5.2 Support the growth of businesses to maximise the opportunities of the green economy					
Task	Responsibility	Target	UDC Resources	Cost	External Resources
Promotion of Essex Retrofit Academy and their services to incentivise local businesses to become approved to deliver retrofitting services	BSO	Evidence of promotinal activity	Existing		
Business Innovation and Support Scheme including grants is included on Line 22 above	EDM	No. Businesses with grants under the relevant stream.			
		TOTAL		£0	
Objective 5.3 – Research and develop plans to grow the green economy in Uttlesford					
Task	Responsibility	Target	UDC Resources	Cost	External Resources
Evaluate proposals identified in University of Cambridge students' report - listed at the end of this section*	EDM		Existing		
Promote the iConstruct project re: new methods of construction	BSO	Evidence of promotional work	Existing		
		TOTAL		£0	

Appendix 3

Spend Profile for 2022/23

Spend Profile by Priority and Objective	
Priority / Objective	Proposed Spend 2022/23
Priority 1 – Business Engagement and Support	
1.1 Support businesses already located in Uttlesford district	£107,500
1.2 Support businesses in sectors hardest hit by the COVID-19 pandemic	£55,910
1.3 Foster the development of existing town centres as vibrant locations for business and leisure	£190,000
1.4 Support business start-ups and pre-starts	£46,000
1.5 Work with partners to ensure the residents and businesses across the district benefit from the delivery of superfast broadband	£60,000
PRIORITY 1 TOTAL	£459,410
Priority 2 – Information, Advice and Guidance	
2.1 Promotion of national, regional, county and local initiatives	£9,000
2.2 Provision of information, advice and guidance to local businesses, start-ups and potential businesses	£ 0
PRIORITY 2 TOTAL	£9,000
Priority 3 – Skills and Training	
3.1 Provision and promotion of initiatives to support local residents into work	£42,000
3.2 Promote and support initiatives to help young people into work	£ 0
3.3 Promotion of skills and training initiatives, including digital skills	£ 0
PRIORITY 3 TOTAL	£42,000
Priority 4 – Creating Jobs / Inward investment	
4.1 Support the sustainable growth of existing businesses	£ 5,000
4.2 Increase inward investment	£15,000
PRIORITY 4 TOTAL	£20,000
Priority 5 - Creating a “greener” local economy	
5.1 Support local businesses to address Climate Change issues	£ 0
5.2 Support the growth of businesses to maximise the opportunities of the green economy	£ 0
5.3 Research and develop plans to grow the green economy in Uttlesford	£ 0
PRIORITY 5 TOTAL	£ 0
Costs of management of Delivery Plan	£3,000
OVERALL TOTAL	£533,410

Appendix 4

Economic Recovery Plan Delivery Plan 2021/22 Economic Development Team Performance Report as at end March 2022

Priority 1 Business Engagement and Support

Objective 1.1 - Support businesses already located in Uttlesford district

Task	Responsibility	Target	UDC Resources	External Funding	End March 2022
Engage and support business networks and individual businesses 1 – 2 – 1 contact by telephone / email.	All Business Support Officers (BSO)	Evidence of regular contact with business networks inc. SWBID, GDTT, SBF and email contact via business@uttlesford.gov.uk in 2021/22	1 permanent BSO 1 additional BSO on 2 yr contract until 31/3/2023 - £42,850 inc. on costs p.a.		Regular contact with SWBID on matters relating to the SW town centre. Support given to GDTT by BSO including attendance at TT meetings and social media support. EDM and BSOs on Dunmow TT WhatsApp group with key information for businesses regarding grants etc. and answering questions Attendance at meetings and email contact with SBF regarding grants and initiatives relevant to Stansted businesses. Emails with info to SACC. 432 business contacts via business@uttlesford.gov.uk email address inb the year 2021/22
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 No. onward referrals to other programmes of support by 31/3/2022	Existing	BEST Growth Hub funded through external resources. NEEB top sliced funds from ARG grant monies supporting additional resources for businesses across North and Mid Essex – NEEB additional support 1/9/2021 - 31/3/2022	27 referrals made to BEST since 1/4/21, UDC is 5th out of 14 Essex authorities for referrals to BEST. 60 business supported by BEST 01/04/21 - 31/03/21
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		Moved to year 2
Continue to promote the online e-commerce platform www.clickitlocal.co.uk	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		Click it Local ceased trading in March 2022 as business model no longer viable. It had worked well in Uttlesford with £112,560 in revenue being raised for Uttlesford businesses on the platform as of 26.11.21
Deliver www.clickitlocal.co.uk 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	Completed but only one voucher redeemed.
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	Virtual drop-in session held on 10th September but no attendees. Will consider face to face option.
Deliver Annual Business Breakfast	EDO	Annual Business Breakfast delivered by 31/3/2022	£3k		Moved to year 2
Participate in LoCase - Sustainability day with Essex Wildlife Trust, near Barnston	BSO				BSO attended Sustainability Event. Engaged with some local businesses although limited amount of Uttlesford businesses present.
		TOTAL	£51,050		

Objective 1.2 - Support businesses in sectors hardest hit by the COVID-19 pandemic					
Task	Responsibility	Target	UDC Resources	External Funding	End March 2022
Administer the Additional Restrictions Grant scheme	BSO	Current ARG funds exhausted by 30/6/2021 ECC ABS exhausted by 31/7/2021 Final tranche of ARG exhausted by 31/3/2022	Existing	Total ARG funds from Government - £3,551,970 Funds received from ECC treated as ARG - £222,235.55	Additional Restrictions Grant (ARG) scheme expired on 31/3/2022. All funds (£4 million) paid out as business support grants to local businesses.
Administer-Essex Business Adaptations Fund	BSO	Grant monies exhausted by 31/12/2021	Existing	Grant monies received to date £968,742.98 from ECC	Closed 31/12/2022 £1,599,223.39 paid out to 410 businesses. 718 applications received. 635 paid. 3 outstanding - no funds left to pay.
Develop and deliver plan to support the aviation and transport sector and the supply chain	EDO	Plan produced and delivered by 31/3/2022	Existing	ARG funds	Aviation and transport companies received ARG grants and are included in the figures above.
Establish Visitor Economy Forum and develop and deliver a plan with short term and medium-term actions to support the sector	BSO	1 st meeting of Forum held by 31/7/2021	Existing staff resources		Moved to year 3 to maximise impact of year 2 work with this sector
Develop photo library	BSO	1 st round of photos produced by 31/7/2021 Additional seasonal photos added by 31/3/2022	£10k		Photo library developed to include a range of seasons.
Develop "Visit Uttlesford" website	BSO	Website launched by 31/8/21	£5k		Website launched 09.03.21
Develop and deliver a "Visit Uttlesford" branding and marketing campaign	BSO	By 31/3/2022	£10k		Procurement for marketing campaign completed and commenced with virtual launch of website and development of town centre videos.
Investigate potential for ONS "Get outside" and "Telling Stories" mobile applications	BSO	By 31/3/2022	£5k		No longer being progressed by Visit Essex.
Keep Visit Essex website up to date with Uttlesford events / venues etc.	BSO	Ongoing until 31/3/22	Existing		Ongoing work to keep website updated.
Be an active member of Visit Essex	BSO	Ongoing	Annual SLA £2,260		Membership in place
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		UDC and SWTIC had a joint stall at the Excursions exhibition 19/03/21.
Work with partners to develop a Levelling Up Fund bid to install cycle routes across the district, linking key sites	EDO and BSO	Project framework in place by 31/3/2022	Existing Climate Change Project Officer Local Plan officers		Not proceeding in 21/22
		TOTAL		£35,000	

Objective 1.3 - Foster the development of existing town centres as vibrant locations for business and leisure					
Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
Management of Re-opening the High Street Safety 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	£161,618	Final claim submitted on time 31/03/22
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	Information and Communications Officer in post from 30/11/2020 - 30/6/2021
Delivery of WBF communications campaigns	BSO with Comms Team	Delivery of agreed funded actions	Existing BSO	WBF £20k inc. Information and Communications Officer until 30/6/2021	Public facing and business facing campaigns delivered
Commission specialist business to measure footfall	EDO	Delivery of agreed funded actions.		WBF £11k	Footfall monitoring contract in place. Dashboard live 01/04/22
Provision of hand sanitiser stations	EDO	Delivery of agreed funded actions		WBF £500	Hand sanitiser stations provided in Saffron Walden and Stansted Mountfitchet
Refurbishment of landscape area in Saffron Walden town centre	EDO	Delivery of agreed funded actions		WBF £20k	Rejected for funding by WBF. Not delivered.
Repair and repaint street furniture and public toilets in Great Dunmow and Thaxted	EDO	Delivery of agreed funded actions		WBF £25k	Rejected for funding by WBF. Not delivered.
Installation of additional benches and picnic tables in Stansted and Thaxted	EDO	Delivery of agreed funded actions		WBF £16k	Delivered
Installation of new planters in SW town centre	EDO	Delivery of agreed funded actions		WBF £5k	Delivered
Installation of planters in Lower Street, Stansted Mountfitchet	EDO	Delivery of agreed funded actions		WBF £10k	Delivered
Purchase of Xmas lights in SM and banners and lights in Thaxted	EDO	Delivery of agreed funded actions		WBF £2k	Delivered
Delivery of "Welcome Back" events in Dunmow, Stansted and SW	EDO	Delivery of agreed funded actions		WBF £15k	Delivered in Saffron Walden
SWBID promotional campaign	EDO	Delivery of agreed funded actions		WBF £10k	Delivered
SW resident consultation re future of town centre pedestrianisation	EDO	Delivery of agreed funded actions		WBF £5k	Rejected for funding by WBF. Not delivered.
<i>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.</i>					
Attendance at Safety Advisory Group meetings re town centres	BSO	Attendance at regular meetings	Existing		Attendance as required.
Membership of the DIZ Special Interest Group for town centres	EDO and BSO	Production of action plan for future initiatives	Existing		EDM is Co-Chair, both EDM and BSO attend.
Work with GDTTC 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		Moved to years 2 and 3
Organisation and delivery of events in Great Dunmow, Stansted Mountfitchet and Thaxted – either by recruitment of officer or commission specialist services	BSO	Officer in post by 30/9/2021 No. events delivered in Great Dunmow town centre by 31/3/2022	£ 25k		BSO assisted GDTT with Christmas market. No other events held due to staff resources.
Officer support for Stansted Mountfitchet, Thaxted to develop longer term plans for those centres, build resilience		To be included in longer term plans			Moved to years 2 and 3
Attend and exhibit at ECC High Street Summit on 24/11/21	BSO	Attendance on 24/11, and exhibition stand	Existing		Attended by 2 BSO's
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)		Ongoing day to day management of car parks
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.		Upgrade partially complete - 19 out of 37 machines upgraded. Theft and damage to machines changed plan and then upgraded machines suffered from a software problem, now resolved. New plan to be agreed soon.
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	Procurement started for review in 2022.
NEPP Partnership Agreement expires 31/3/2022 - liaison with all parties regarding proposed agreement form 1/4/2022	EDO	To report to Cabinet in December 2021	Existing		Draft Agreement in place. Final negotiations underway.
		TOTAL		£67,520	

Objective 1.4 – Support business start-ups and pre-starts.					
Task	Responsibility	Target	UDC Resources	External Funding	End March 2022
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	National pilot has now ended. Results encouraging.
Produce Business Start-Up Guide to distribute to business start-ups and pre-start-ups	BSO	Guide produced by 30/7/2021	Existing		Guide finalised and printed. Used at networking events and digital version sent to budding entrepreneurs when contacting us.
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		Moved to year 2
Work with ECC to consider their proposal for Essex Lockdown Entrepreneurs project	EDO	Project under consideration		? possible ARG top slice	No further updates from ECC, the lead agency
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	Contract started December 2021. Up to 31.03.21 1 Uttlesford residents was enrolled
Promote WSX (SELEP funded) business start-up project Starting and Succeeding in Digital					Promotional work is ongoing
Direct mailings of new businesses on Banksearch database	BSO	No. of direct mailings	Existing staff and Business start-up guide		Moved to year 2 due to staff resources
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	ECC have started Women in Business project. Lack of staff restricted further UDC work.
		TOTAL		£10,000	

Objective 1.5 – Work with partners to ensure the residents and businesses across the district benefit from the delivery of superfast broadband					
Task	Responsibility	Target	UDC Resources	External Funding	End March 2022
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		Contract due to expire at end September 2022
Work with ECC to identify potential solutions for the remaining 2% who will not have access to superfast broadband by the end of 2021	EDO	By 31/3/2022 plan in place with identified solutions to ensure all properties have access to superfast broadband	Commission specialist resources to identify the missing 2% and possible solutions £10,000	ECC / SFE / Digital Connectivity Strategy	Ongoing
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		Ongoing
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	Courses started December 2021. No Uttlesford business signed up. Courses have been widely promoted locally.
Increase availability of high-speed gigabit broadband in the district	EDO input through Superfast Essex Steering Board		Existing		Superfast Essex leads. ECC launching Digital Connectivity Strategy.
		TOTAL		£20,000	

Priority 2 – Information, Advice and Guidance					
Objective 2.1 – Promotion of national, regional, county and local initiatives					
Task	Responsibility	Target	UDC Resources	External Funding	End March 2022
Refresh www Uttlesford.gov.uk/business 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		Refresh of Uttlesford.gov.uk/business website completed by internal resources
Ensure that www Uttlesford.gov.uk 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		Updated on regular basis by BSO and website officer
Produce a series of informative e-newsletters that assist local business to grow and adapt following COVID-19, EU transition and into the 21st	BSO working with UDC Communications Team	Minimum of 12 e-newsletters during the year	Existing		31 newsletters between 01/04 and 31/03/22
Use social media and press releases to disseminate information as widely as possible	BSO working with town / parish councils	Evidence of use of social media and press releases to disseminate appropriate and relevant information	Existing		Ongoing
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		Still looking to increase spread across other village / ward / parish magazines
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		Monthly adverts completed
Adverts in Archant Residents' Quarterly magazine	BSO	Evidence of quarterly adverts	June 2021 - £500 Sep + Dec 2021 - £1,000 Total - £1,500		June, Sept, Dec and March magazines
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	ongoing
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	Support started Feb 2021. 1 Uttlesford business supported
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	Course started December 2021. No businesses engaged
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		Not delivered - COVID-19 pandemic priority work and lack of staff restricted activities.
		TOTAL	£21,450		
Objective 2.2 Provision of information, advice and guidance to local businesses, start-ups and potential businesses					
Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
Updated Business Support Guide up for distribution with business rates bills	BSO SL	No. Business Support Guides posted out with Business Rates bills in March 2022	Existing		Updated Jan 2022
Updated business support newsletter sent out with Council Tax bills, particular focus on home-based businesses and business start-ups	BSO SL	No. Business support newsletters posted out with Council Tax bills in March 2022	Existing		Completed and sent out with Council Tax bills
Business Start-Up Guide produced and promoted as part of the business start-up actions included in see Objective 1.4	BSO SL	Guide produced and available through website and advertised through communications channels	Existing		Completed and distributed as required
		TOTAL	£0		

Priority 3 – Skills and Training					
Objective 3.1 – Provision and promotion of initiatives to support local residents into work					
Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
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		01/03/21-31/03/22 = 27 registered users. 155 logins. 501 activities undertaken.
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		Not done
Tailor support offered by Developme to be relevant to needs of local residents	BSO	Ongoing until 31/3/2022	Existing		Carousel updated every month. Local offering all in place. Bi-weekly admin meeting to ensure it is kept up to date.
Continue to lobby DWP for the delivery of a DWP presence in the Uttlesford district	EDO	Ongoing	Existing		Lobbying continues.
Promote the Transitions Project that offers support to unemployed residents	BSO	Evidence of promotional activity	Existing		Ongoing
Support the establishment of the Touchpoint Project in Stansted Mountfitchet	EDO	Support in place to enable project to launch	£10k		No proposal received. Touchpoint being supported by other UDC teams, and community hub has opened.
Commission skills audit to identify skills and training gaps	EDO	Report produced by 31/12/2021	£10k		Now part of the UK Shared Prosperity Fund
Promotion of Essex Jobs and Apprenticeships Fair	BSO	Virtual event to be held on 7/7/21	Existing	ECC Skills Commissioner leading	Promotion delivered. Jobs fairs organised by ECC.
Promotion of North Essex Jobs and Apprenticeships Fair	BSO	Scheduled for October	NEEB funds to cover costs	ECC Skills Commissioner organising	Delivered by ECC skills commissioner
Support HGV training project with ECC, tendring, Harlow and DWP	EDO	Due to start end 2021/22 or early 2022/23	£30k	ECC Director	Project about to go live.
		TOTAL	£32,000		

Objective 3.2 Promote and support initiatives to help young people into work					
Task	Responsibility	Target	UDC resources	External resources	End March 2022
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 done via DevelopMe Hub, website, Business Support Guide, newsletters
Promotion of apprenticeships schemes to help people back into work	BSO	Evidence of promotional work	Existing		Promotion done via DevelopMe Hub, website, Business Support Guide, newsletters
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		Not yet started recruitment process. Move to Year 2?
		TOTAL	£8,750		

Objective 3.3 Promotion of skills and training initiatives, including digital skills					
Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
Promotion of Maybe* social media marketing training	BSO	Evidence of promotional activity by 31/3/2022	£5k current contract expires in August 2021		Contract now completed. Decision not to renew. Investigating options for social media support for businesses
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	Skills courses starting in April 2022
Promote Essex Opportunities website which contains all training and skills offers	BSO	Evidence of promotional activity by 31/3/2022	Existing		Promotion done via website, Business Support Guide, newsletters
		TOTAL	£5,000		

Priority 4 - Creating Jobs / Inward investment					
Objective 4.1 Support the sustainable growth of existing businesses					
Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
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		Moved to year 2
Launch of grant scheme to support businesses planning to grow	EDO	Scheme in place No. applicants by 31/3/2022		ARG funds	No ARG funds available for this scheme. The serious impact of COVID-19 required funds to support businesses to survive rather than grow in 21/22.
		TOTAL	£60k		

Objective 4.2 Increase inward investment					
Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
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		Ongoing
Membership of the UK Innovation Corridor	EDO	Ongoing participation	£10,000p.a.		Ongoing
Contribution towards the Innovation Core Officer	EDO	Ongoing participation	£15,000p.a.		Ongoing. Contract expired 30/3/2022.
Ensure commercial land is identified in the Local Plan	EDO	Ongoing collaboration with Local Plan Team to include commercial land	Existing		Ongoing
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		Ongoing
		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	End March 2022
Promote energy efficiency schemes to local businesses	BSO	Evidence of promotion of appropriate schemes	Existing	Externally funded “Make it Cheaper” schemes	Promoted on website, newsletters and Business support guide
Promote LoCase – grants programme for green projects – expiry March 2023	BSO	Evidence of promotion	Existing	LoCase grants	Promoted on website, newspaper adverts, newsletters and Business support guide. Up to 31.03.21 6 Uttlesford businesses had grants approved with 15 more starting the process.
Promote water conservation initiatives to local businesses	BSO	Evidence of promotion	Existing		Moved to Year 2
Promote the transition to electric vehicles or hydrogen powered vehicles	BSO	Evidence of promotion	Existing		Moved to Year 2
		TOTAL	£0		

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

Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
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		Moved to Year 2
		TOTAL	£0		

Objective 5.3 – Research and develop plans to grow the green economy in Uttlesford

Task	Responsibility	Target	UDC Resources	External Resources	End March 2022
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		Report completed June 2021
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		Moved to Year 2
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		Moved to Year 3
Schools competition with Writtle Uni with Agri-tech challenge involving 4 secondary schools in Uttlesford	EDO / BSO	Schools competition planned for 21/22 school year	£8,000	ECC Skills Commissioner	Schools had other priorities due to impact of COVID-19
Promote the iConstruct project re: new methods of construction	BSO	Evidence of promotional work	Existing		promoted on website, social media, newsletters
		TOTAL	£8,000		