

Economic Development Work Plan 2017/8

Strategic Priority 1 – Enable and support business development and growth

Activity	Detailed Actions	Timescale	Funding/Resource
Brentwood Business Showcase 2017	<ul style="list-style-type: none">• Evaluate 2016 Event• Prepare 2017 Project Plan• Prepare 2017 Project Budget• Identify activities to be led in-house at BBC• Identify activities requiring external support or resource• Draft invitation to tender and commission any external resource• Assess tenders and interview• Commission and contract work• Steer and monitor external contractors• Implement key in-house BBC activities including:<ul style="list-style-type: none">○ Scoping and planning event○ Securing and deciding layout of venue, catering and logistics○ Identifying and securing keynote speakers and workshop leaders○ Creating and finalizing event programme and timings○ Speaker biographies○ Floor plan for exhibition○ Exhibitor promotion, packages and fees	April – November 2017	<p>ED Team time and possible external resource</p> <p>Budget estimated at £8k but may reduce if more sponsorship or paying exhibitors)</p>

	<ul style="list-style-type: none"> ○ Exhibitors biographies ○ Sponsorship packages and securing sponsors, then managing relations ○ Updating Showcase website with 2017 details ○ Creating booking system via Eventbrite and managing this ○ Promotion via PR, business networking, social media and business directory ○ Organising BBC exhibitor stand ○ Briefing BBC staff and securing involvement ○ Event management ○ Evaluation of event and reporting 		
Business Support Workshops	<ul style="list-style-type: none"> ● Liaise with a range of business workshop providers to research available free resource ● Scope a programme of business support workshops with key providers ensuring complimentary ● Secure and organize venue and catering ● Create marketing collateral ● Promote workshops via directory, business groups, PR and social media ● Host workshops and network with businesses, presenting BBC 	<p>3 planned:</p> <ul style="list-style-type: none"> ● 25 April – BEST workshop on Search Engine Optimisation (SEO) ● 16 May – Proactions workshop on Marketing for Growth and an introduction to Social Media ● 23 May – BEST workshop on Presenting and Pitching 	<p>Refreshments provided from central BBC resource</p> <p>BBC Committee Rooms as venue</p> <p>ED Team time</p>

	ED function <ul style="list-style-type: none"> Evaluate workshops and continue to improve for the future 		
Business e-newsletter	<ul style="list-style-type: none"> Prepare, write and produce regular Brentwood Business Newsletters Issue via Business Directory and I-mail, Chamber and other business networks. Utilise as a communication and engagement tool at business events. 	Monthly	ED Team Time BBC Print room cost
Maintain up to date BBC Website and Discover Brentwood Business pages and Advice	<ul style="list-style-type: none"> Watching brief on existing and new business support opportunities Maintain and update business pages of both BBC Website and Discover Brentwood 	On-going	ED Team time
Maximise benefits from evolving Essex Growth Hub	<ul style="list-style-type: none"> Assist Hub by organizing free business advice and training sessions at the Town Hall and promoting these Secure free BEST one-to-one business advice sessions at Showcase event 	On-going	ED Team time
Business Directory maintenance and updating	<ul style="list-style-type: none"> Supervise graduate intern to undertake data cleansing and to undertake telephone call exercise to increase number of businesses with email on the directory Review options for the ongoing maintenance of the directory 	May-June 2017	Graduate intern time ED Team time
Promote Superfast Broadband	<ul style="list-style-type: none"> Attend County meetings to 	On-going	ED Team Time

	<ul style="list-style-type: none"> maintain watching brief Roll-out and promote phase 2 		
Promote LoCASE (Low Carbon Grants)	<ul style="list-style-type: none"> Work with Thurrock Council to promote and secure grants to Brentwood businesses Attend PR opportunities 	On-going	ED Team Time
Work with Invest Essex to package and promote our employment site and commercial offer and promote this to investors and potential tenants	<ul style="list-style-type: none"> Raise external awareness of Brentwood Enterprise Park as future key employment site – via networking, social media, blogs, PR. Work with commercial agents and hold familiarisation trips to understand the vacant employment sites and commercial buildings, identifying the offer and promote to potential tenants. 	April 2017 onwards	ED Team Time
Work with Universities to research possible roll out of Knowledge Transfer Partnerships to businesses	<ul style="list-style-type: none"> Meet with University of Essex and Anglia Ruskin to understand KTP offers Promote to businesses including BFG 	May 2017 onwards	ED Team time

Strategic Priority 2 – Facilitate and deliver skills and employability support

Activity	Detailed Action	Timescale	Funding/Resource
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BBC Apprenticeship Programme	<ul style="list-style-type: none"> • Implement and promote take-up of wage subsidy grant for apprenticeship opportunities with businesses • Implement and monitor grant to Third Sector to appoint apprentices – Brentwood Theatre and Fitness In Mind (Royal Coach Foundation) 	May 2017 onwards	£18k (separate budget to ED, but managed by ED)
Promote County's Skills Hub, Enterprise Advisors and other skills programmes to businesses	<ul style="list-style-type: none"> • Promote schemes to businesses in borough via directory, business for and comms. • Identifying other opportunities with ECC for the Brentwood area 	On-going	County programme Officer time
Watching brief of Essex Employability and Skills Board and maximize any opportunities arising	<ul style="list-style-type: none"> • Read ESB newsletter and maintain up to date on activities and opportunities and support refresh of area profiles 	On-going	Officer time
ED Internship	<ul style="list-style-type: none"> • Secure external resources for ED intern with Uni of Essex • Recruit candidate • Induction and supervision of intern • Management and development of intern 	December 2017 January 2018 onwards	ED Team time

Strategic Priority 3 – Encourage business workspace, infrastructure and inward investment

Activity	Detailed Action	Timescale	Funding/Resource
Brentwood Enterprise Park – work with land owner, St Modwens (developer), Invest Essex and BBC Planning Team to look to bring forward site for development	<ul style="list-style-type: none"> • Maintain relationships with land owner and St Modwens (developer) and ensure regular status update on site • Maximise opportunities site brings for ED – look to work with developer to prepare a skills and employment package 	May 2017 onwards	ED Team Time
Understand smaller existing and proposed employment sites and their offer and how can they be marketed together with Invest Essex support	<ul style="list-style-type: none"> • Visit key employment sites with Invest Essex • Identify and promote offer 	May 2017 onwards	ED Team Time
Brentwood Town Centre Re-development	<ul style="list-style-type: none"> • Assist with business engagement and liaison during the master planning process. • Ensure complementarity of Renaissance Group with the Town Centre Development process 	On-going	ED Team Time

Strategic Priority 4 – Facilitate and support stronger and more vibrant town and village centres

Activity	Detailed Action	Timescale	Funding/Resource
Appointment of RG Chair	<ul style="list-style-type: none"> • Liaise with existing Chair to help appoint a successor and ensure a successful handover and support for new Chair 	By April 2017	ED Team Time
Brentwood new Cluster Formation	<ul style="list-style-type: none"> • Development of new West and East End clusters. 	On-going	ED Team Time
Promotion of RG website	<ul style="list-style-type: none"> • Provide news, events, initiatives and PR to LE. • Arrange regular review meetings with LE. • Manage payments for 3 year contract and ensure contractual agreements fulfilled. • Review introduction of further social media packages. Answer information requests via website. • Link and promote events on Discover Brentwood Website 	On-going	RG funding ED Team Time
RG project assessment	<ul style="list-style-type: none"> • Assess and put forward recommendations for project bid funding applications. Ensure they meet funding criteria and are within overall or cluster budget. • Issue letters confirming receipt of bid applications. Verify costs and request supporting information by liaising with bid applicants. 	On-going	ED Team Time
RG project approval	<ul style="list-style-type: none"> • Issue letters of acceptance, rejection or reduced funds 	On-going	ED Team Time

	<p>agreed, or if deferred.</p> <ul style="list-style-type: none"> Request revised bid if necessary. 		
RG project implementation	<ul style="list-style-type: none"> Oversee and monitor projects to ensure timescales, budgets and promotions are adhered to and objectives achieved. 	On-going	ED Team Time
RG project monitoring/evaluation	<ul style="list-style-type: none"> Monitor agreed project budget, timescales, support, resources and publicity. Ensure Project Final & Evaluation Reports are completed by project leads and feedback to RG. Include project de-briefs and reviews in meetings. Liaise with Community Events team re community events, joint working, sponsorship and attend event de-brief meetings where RG involvement. 	On-going	ED Team Time
RG future project development	<ul style="list-style-type: none"> Meet with cluster leaders and management team to plan and instigate new projects for retail, business, the public realm and visitor economy within budget limitations and maximize use of PR and social media to ensure cost effective. 	On-going	ED Team Time
RG budget management	<ul style="list-style-type: none"> Manage and monitor RG budget. Support Chair with annual 	Monthly monitoring	ED Team Time

	<p>budget request.</p> <ul style="list-style-type: none"> • Plan detailed budget at project and cluster level in liaison with management team. • Meet monthly with key accountant. • Manage bid funding applications, invoicing and payments. • Ensure business self funding is in place for bids and increases for each financial year also through encouraging more private sponsorship and access to Brentwood for Growth contacts 		
RG meetings	<ul style="list-style-type: none"> • Lead Officer for RG meetings. Agree dates, set agenda, draft minutes and carry out actions. • Partnership working with RG members and arrange guest speakers. 	<p>Every 6 weeks</p> <p>On-going</p>	ED Team Time
RG management meetings	<ul style="list-style-type: none"> • Arrange regular management meetings, set agenda and issue notes/minutes. 	Every 6 weeks	ED Team Time
PR	<ul style="list-style-type: none"> • Ensure maximum publicity for RG, its objectives, bid funding access, events, projects, news, business support through website LE, Discover Brentwood and BBC comms. Utilise local and regional press, trade press, social media and radio. 	On-going	ED Team Time

Liaison with Community Events Team and support for cultural/heritage event planning	<ul style="list-style-type: none"> • Work with Community Events to ensure RG support and presence at events, business sponsorship and cluster projects as part of these events. 	On-going	ED Team Time
Market liaison management	<ul style="list-style-type: none"> • Lead Officer for Brentwood Markets. • Manage the tender process for the market provider, public consultations, market promotions, Love Your Local Market Day. • Arrange regular meetings with EFM. • Assist in resolving complaints and ensure good relationships with retailers and shoppers. • Work with licensing to ensure the BBC Street Trading and Market Policy is adhered to, reviewed and updated through Licensing Committee, as necessary 	On-going	ED Team Time
Developing new markets	<ul style="list-style-type: none"> • Support business trade clusters with sourcing and hosting alternative markets including continental markets in Crown Street. • Help Mike Allen of EFM to establish a Teenagers market with the support of local secondary schools. 	On-going	ED Team Time
Committee reports	<ul style="list-style-type: none"> • Prepare and submit 	On-going	ED Team Time

	Renaissance Group Update Report and Budget Workplan and present as required to FPR Committee		
Strengthen strategic linkages with ATCM, Towns Alive. Network with town centre managers re: shared practice/opportunities for collaborative working	<ul style="list-style-type: none"> • Explore funding for ATCM membership and collaborative working with TC managers through SM. • Visit trade events such as Love Your Local High Street Campaign roadshow and future High Street Summit, subject to agreed funding. • Attend Tourism Officers Meeting as appropriate. 	On-going	ED Team Time
Business Support	<ul style="list-style-type: none"> • Secure RG sponsorship funding to facilitate events. • Arrange venue hire and marketing of events with event provider and AK, SA 	On-going	ED Team Time

Strategic Priority 5 – Develop and support the borough’s rural economy

Activity	Detailed Action	Timescale	Funding/Resource
Active member of Essex Rivers LAG	Member of LAG – attend meetings and ensure benefits of LEADER programme to Brentwood	On-going	ED Team Time
Promote programme in borough Identify key businesses and business groupings in borough and raise their awareness of	Work with Essex RCC to devise PR plan and implement for borough	April/May 2017	ED Team Time

programme			
Leading and championing programme within BBC	Communicate opportunity and be key officer at BBC for programme	On-going	ED Team Time
Identify possible projects to be developed and submitted to programme	Identify and encourage projects to be developed and to apply for LEADER funding.	April 2017 onwards	ED Team Time
Assist with project development	Enabling role with colleagues and partners (meetings, working groups)	On-going	ED Team Time

Strategic Priority 6 – Promote Brentwood borough as a place to visit and invest, encouraging the visitor economy

Activity	Detailed Action	Timescale	Funding/Resource
Launch, promote and utilize the new Discover Brentwood website	<ul style="list-style-type: none"> Organise and hold formal launch event for Discover Brentwood working with Visit Essex Develop marketing plan for DB with Visit Essex Promote and utilize Discover Brentwood as a tool for place-promotion and attracting increased investment 	<p>8 June 2017</p> <p>June 2017</p> <p>On-going</p>	<p>Estimated £3,000 (of which £2,500 is Visit Essex Membership)</p> <p>ED Team Time</p>
Specific promotions with Visit Essex e.g. night time economy, love local, rural etc	<ul style="list-style-type: none"> Identify key promotions to be involved with via Visit Essex and roll out as appropriate 	July 2017 onwards	ED Team time Estimated campaign costs £4,000
Facilitate joint working with our attractions – joined up offers	<ul style="list-style-type: none"> Meet with attractions, understand existing collaborative offers and identify any additional 	July 2017 onwards	ED Team time

	opportunities we can enable		
Investigate business start-up and training support for our attractions from Visit Essex to improve quality of offer	<ul style="list-style-type: none"> Meet with Visit Essex to investigate training support available for businesses and consider how we could help promote this 	July 2017	ED Team time

Other ED Work

Activity	Detailed Action	Timescale	Funding/Resource
SE LEP	Maintain watching brief on national and EU funding opportunities and identify suitable projects in borough that may benefit Develop projects with County support so that they are “investment ready” for when funding opportunities arise	On-going	ED Team Time
Essex County Council	Quarterly Economic Working Group Integrated Growth Forum Contribute to Strategy refresh ED Team liaison officer working	On-going Quarterly and monthly meetings	ED Team Time
Sub-regional Partnership	Joint initiatives and events Regular Partnership meetings	TBC	ED Team Time
Refresh of ED Strategy	Refresh and promote Strategy and monitor	February – June 2017	ED Team Time
Report to FPR Committee	Prepare ED work plan and other reports for consideration Attend and present reports at Committee meetings	March 2017 On-going	ED Team Time
ED Budget Management and	Manage and monitor ED budget	Monthly	ED Team Time

Planning	Monthly meetings with finance		
Team Line Management	Keep in touch meetings Work planning and objective setting, line management	Weekly meetings, staff reviews	ED Team Time