

Economic Development Strategy

2021-2025



Brentwood is a thriving borough that welcomes a wealth of business and culture. We have a proactive attitude to growth that maintains the spirit of our borough's character – the reason why so many people choose to live and work here. Brentwood Borough Council is leading that vision, directly delivering growth, setting an example for quality and innovation, such as zero carbon development. We are keen to promote that Brentwood is open for business.

Brentwood is **ambitious**. Our Corporate Strategy, Brentwood 2025 “Where Everyone Matters”, sets out how the council will build on our strengths and successes when looking to the future. The Corporate Strategy lists out our key priorities, led by a commitment to grow our economy. This Economic Development Strategy provides greater detail on how we will grow the economy, combined with other priorities to protect our environment, develop our communities, improve our housing, and deliver an effective & efficient council.

To grow our economy we will



Promote Brentwood as a place to set up and do business from



Enable the growth of existing business



Encourage the creation of new enterprises and inward investment

Brentwood is well placed to achieve these goals because we are ambitious, collaborative, growing, connected, balanced and spirited.

Brentwood **collaborates** with major partners like the Association of South Essex Local Authorities (ASELA), Thames Estuary Growth Board and Opportunity South Essex. We recognise that being a part of something bigger can help to drive investment in the borough, for example securing funding to deliver new homes and broadband infrastructure.

Brentwood is **growing**. The council is progressing a local plan for the borough that meets our future growth needs to deliver around 8,000 new homes and employment land over the next 15 years. We will enable a minimum of 5,000 new jobs to be created by 2033. Dunton Hills Garden Village, the first garden village in South Essex, will provide 4,000 new homes and supporting services and facilities, along with integrated employment opportunities and new business parks for research and design. These parks will contribute to our aims in the South Brentwood Growth Corridor, creating a hub of innovation in South Essex. We will maintain our local character whilst breathing new life into our town centres through regeneration projects. We will maximise the opportunities that the Elizabeth Line will bring, growing with new homes and jobs in and around existing urban areas.

Brentwood is well **connected**. We are close to London, connected by the Elizabeth Line (Crossrail) and other rail services. We are on the strategic road network, with the M25 linking us to the rest of the UK, the A12 to East Anglia and A127 across South Essex. We have planned road investment to the borough through the Lower Thames Crossing project, providing a new river crossing and links to the South East and the continent. Brentwood is located near major airports like Stansted, London City and Southend, as well as the Elizabeth Line providing a direct link to Heathrow. Located near major ports like London Gateway

and Tilbury, we will work in partnership to help create The Thames Freeport to drive economic growth across South Essex. Through our ASELA partnership, we are also working to ensure that every household, business and community facility has high speed digital connectivity by 2025.

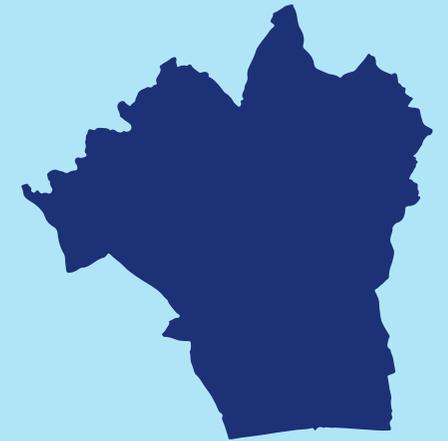
Brentwood offers a **balanced** lifestyle. In addition to the excellent transport links and hyper-connectivity, the borough is leafy and green. We have quality open spaces and countryside, beautiful homes, excellent schools and local high streets with a good mix of national brands and independent shops. We have a village character with all the benefits of connected urban areas. Our Corporate Strategy balances the vision to grow whilst protecting our environment and taking opportunities to enhance it. In partnership with ASELA, we will link our Brentwood parklands with the regional South Essex Estuary (SEE) Park. With the launch of the Brentwood Environmental Business Alliance (BEBA), we are also at the forefront of driving a green agenda that will reduce carbon emissions, deliver zero carbon development and encourage other businesses to follow.

Brentwood is **spirited**. We have high levels of entrepreneurship and start-ups, created by people who have great skills and gained experience to step out and start a business. We have a highly skilled and educated workforce with a growth mindset, always striving to achieve more. We are working with partners to deliver a new South Essex Technical University to attract high-performing students looking to jumpstart careers, build a pipeline of skilled talent, retrain an existing workforce, and build local talent pools, driven by a commitment to identify needs in partnership with major employers across South Essex.

This strategy sets out how we will achieve our ambitious economic growth goals.

About Brentwood

 **20 Miles**
from the City of London



 **35,000**
Total employee jobs
in the borough of
Brentwood

 **5,000+**
New jobs by 2033

 **76,550**
Population

 **4,390**
Enterprises in
the borough of
Brentwood

 **2,000**
Planning applications
processed per year

Promote Brentwood



Market the borough as a place to visit and work

- Utilise the Discover Brentwood website to increase the number of visitors to the borough
- Create social media campaigns to build awareness of what the borough has to offer
- Adopt digital platforms and mobile applications to encourage footfall and spend in the borough
- Maximise our benefits of membership with Visit Essex to attract more visitors
- Host the Brentwood Business Showcase to spotlight the local business offer to a wider regional audience
- Embed a culture that seeks economic growth in all council activity



Deliver regeneration

- Acquire property to enable strategic leadership on the delivery of regeneration and employment space
- Build on the vision and key priorities for use of council-owned assets in town and village centres
- Work with partners to deliver quality development that contributes to economic growth
- Support healthier lifestyles by connecting places of work



Create thriving town and village centres

- Promote the unique characteristics of each centre
- Continue to grow our economy through a healthy mix of residential, commercial and leisure uses
- Ensure our centres have inviting and inclusive places that people can enjoy
- Attract visitors through a range of exciting entertainment and events programmes
- Work with arts, culture and leisure groups to create vibrant cultural hubs
- Assist local traders to play an active role in shaping their retail areas

Enable growth



Create more jobs in the borough

- Create incubation hubs to grow the number of business start-ups
- Enable opportunities for businesses to scale up and think big
- Work in partnership with businesses, schools and training providers to identify and address local skills gaps
- Support apprenticeship opportunities in the borough
- Ensure residents and businesses take advantage of the benefits from the creation of South Essex Technical University
- Maximise opportunities to create long term jobs from major infrastructure projects across South Essex



Deliver business support initiatives

- Provide training sessions on a range of practical subjects
- Work with partners to identify advice, funding, networking and learning opportunities
- Encourage businesses to recognise the benefits of social value to themselves and their employees
- Support BEBA to encourage businesses to minimise their environmental impact
- Recognise and celebrate business success in the borough



Support the rollout and take up of new technologies

- Enable a digital first approach to sustainable economic growth through skills, employment and communities
- Work with small businesses to embrace emerging online platforms that will support our high streets
- Work in partnership with providers to deliver high speed gigabit digital connectivity for every business by 2025
- Maximise connectivity opportunities arising from 5G and the Local Full Fibre Network implementation
- Increase the number of zero carbon developments schemes
- Encourage businesses to reduce their effect on the environment by embracing green initiatives

Encourage inward investment



Enable the delivery of quality and flexible employment space

- Use council assets to deliver commercial space and regenerate retail areas
- Work with partners to bring forward quality retail and commercial schemes that deliver employment
- Be open to innovations that diversify the borough's rural economy
- Deliver transport hubs with creative employment, retail and community spaces
- Embrace a customer-focused planning process that promotes growth



Support major infrastructure projects

- Capitalise on the arrival of the Elizabeth Line to attract new businesses and increase the number of visitors
- Encourage use of active travel to help the borough become carbon neutral by 2040
- Communicate the benefits and opportunities of new sustainable transport infrastructure to local businesses
- Encourage delivery of renewable energy schemes in urban areas and on buildings
- Reinvest development contributions in local infrastructure
- Ensure the borough's parking provision supports economic growth
- Seize supply chain opportunities for employment and upskilling



Position Brentwood in the wider London and Essex economy

- Build strategic relationships with neighbouring authorities within our region
- Attract employers looking to relocate from other areas
- Attend events to promote Brentwood as a place to set up and do business from
- Ensure Brentwood receives maximum economic return from strategic partnerships
- Realise the vision to create science and innovation spaces in the South Brentwood Growth Corridor
- Build on our reputation as a preferred partner in South Essex and influencer in the region

2021-22 Objectives

Promote Brentwood
 Enable Growth
 Encourage inward investment

Expand the 2022 Brentwood Business Showcase to attract more visitors and exhibitors			
Increase the membership of BEBA			
Support the work of the Brentwood Business Partnership			
Develop Brentwood Open as a resource to support our high streets			
Use the Discover Brentwood website and social media channels as key tools to promote local businesses and events			
Support the use of the Click It Local online shopping platform			
Encourage repeat shopping through Local Rewards digital loyalty scheme			
Maximise commercial opportunities arising from the acquisition of The Baytree Centre			
Publish a vision for Brentwood Town Centre linking council-led regeneration and wider aspirations			
Hold enlivenment and event programmes to increase footfall to our town centres			
Hold a Town Centre Conference to bring together key high street stakeholders			
Identify short- and long-term economic benefits from Dunton Hills Garden Village & Brentwood Enterprise Park			
Deliver business support workshops			
Work with ASELA to progress delivery of key projects such as the university, freeport and estuary park			
Maximise broadband rollout to businesses arising from the Local Full Fibre Network programme			
Ensure new development allocations contribute to the local economy			
Resource our Planning Development Management service to increase the delivery of new homes and jobs			
Publish a Parking Strategy that supports economic growth			
Develop inward investment content to promote the borough			
Adopt a Green Strategy			
Secure investment to deliver the West Horndon transport hub and unlock wider economic growth			
Work with Essex County Council to deliver active travel routes and the School Streets Programme			
Support Essex County Council's levelling up strategy			



BRENTWOOD
BOROUGH COUNCIL

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