

Status Key

- 1 Action in progress needs intervention
- 2 Action in progress needs attention
- 3 Action in progress no issues
- 4 Action completed
- 5 Action not started/On Hold



Economic Development Strategy 2021 - 2025

1 - Council's key priorities – Growing our economy: Sponsor - Phil Drane

	2022 Objectives	Strategic Aims			Delivery Projects	Update	Target date	Status
		Promote Brentwood	Enable Growth	Encourage Investment				
1	Expand the 2022 Brentwood Business Showcase to attract more visitors and exhibitors					1A. Date is being confirmed, a report for decision will be submitted to SLT (Jan 2022). 1B. Format of event being discussed with Communities Team and partners.	30/09/2022	3
2	Increase the membership of BEBA				PRJ-012	2A. Promote BEBA regularly in business newsletters. 2B. Attend BEBA board meetings to seek opportunities to engage with business community.	Ongoing	3
3	Support the work of the Brentwood Business Partnership					3A. Attendance at regular BBP meetings. 3B. Meeting scheduled to discuss sponsorship of the Artisan Ingatestone Market taking place on 19 March 2022. 3C. Seeking sponsorship for 2022/23 - discussion with Beresfords and Tees about extending sponsorship (Feb 2022).	Ongoing	3
4	Develop Brentwood Open as a resource to support our high streets					4A. Daily monitoring to ensure that all recommendations are for Brentwood-based businesses. 4B. Consider promoting Click It Local to start-up and home-based businesses via Brentwood Open. 4C. Investigate options for the future of Brentwood Open once the pandemic has ended.	Ongoing	3
5	Use the Discover Brentwood website and social media channels as key tools to promote local businesses and events				PRJ-201	5A. Events directory being finalised (Jan 2022). 5B. Social media support for Discover Brentwood has been secured (Dec 2021). 5C. Discover Brentwood video launched at the High Streets Conference (Jan 2022).	Ongoing	3
6	Support the use of the Click It Local online shopping platform					6A. Meeting scheduled with Click It Local MD to discuss the future plans for the platform (Feb 2022). 6B. Report back to PRED on performance (Mar 2022).	Ongoing	3
7	Encourage repeat shopping through Local Rewards digital loyalty scheme					7A. Brentwood is included in a new ECC loyalty scheme pilot programme to support high streets across the county.	Ongoing	3
8	Maximise commercial opportunities arising from the acquisition of The Baytree Centre				PRJ-060	8A. Redevelopment presentation given at the High Streets Conference on 11 January, new tenants to be announced shortly. 8B. Public consultation on initial ideas concluded (Jan 2022). 8C. ED team part of regular Baytree management meetings gauging local business demand etc.	Ongoing	3

9	Publish a vision for Brentwood Town Centre linking council-led regeneration and wider aspirations					9A. High Streets Conference feedback to inform first draft (to issue Mar 2022). 9B. Engagement with SAIL and BDP (Autumn 2021).	22/01/2022	3
10	Hold enlightenment and event programmes to increase footfall to our town centres				PRJ-013	10A. Sourcing an events company to bring in a dinosaur trail for Brentwood, Shenfield and Ingatestone high streets (Feb/Mar 2022). 10B. Platinum Jubilee events being planned. Will be promoted as 'Discover Jubilee' (June 2022). 10C. Work with Community Events team and BBP to organise activities linked to the Welcome Back Fund (must be held by 31 Mar).	Ongoing	3
11	Hold a High Streets Conference to bring together key high street stakeholders				PRJ-012	11A. Over 100 people registered to attend conference. Residents, businesses and other stakeholders listened to short presentations from Essex Police, PFCC, SLT, Richard Wilson and Paul Clement. A feedback report has been shared with SLT (Jan 2022). 11B. Identify outcome workstreams and review whether another conference is to be scheduled (Mar 2022).	11/01/2022	4
12	Identify short- and long-term economic benefits from Dunton Hills Garden Village & Brentwood Enterprise Park					12A. DHGV Economic Strategy submitted as part of outline planning application, ED Team reviewed (Nov 2021). Further work with CEG on economic outputs (Mar 2022). 12B. Initial work through BEP pre-application stages with St Modwen (Jan 2022). Application submission and review Economic Strategy (Mar 2022).	31/12/2022	3
13	Deliver business support workshops				PRJ-227	13A. "Marketing Your Sustainability" workshop will be co-hosted by BBC and Backing Essex Business and presented by Creative Quills (23 Feb).	Ongoing	3
14	Work with ASELA to progress delivery of key projects such as the university, freeport and estuary park					14A. Brentwood BC input on projects TBC	TBC	5
15	Maximise broadband rollout to businesses arising from the Local Full Fibre Network programme				PRJ-090	15A. Work with local businesses to identify and address current issues and challenges in respect to fixed broadband or mobile coverage. 15B. Continue to proactively engage with the market to promote the borough and attract investment. 15C. Proactively promote the LFFN Dark Fibre Network to attract private sector investment to deliver FTTP to businesses within the borough in areas either currently badly served by broadband services or where no immediate plans. 15D. Work with rural businesses to promote the Gigabit Voucher Scheme and identify opportunities for potential voucher applications. 15E. Host a Market Day for local businesses to meet business Internet providers/fibre carriers (autumn 2022).	Ongoing	2
16	Ensure new development allocations contribute to the local economy					16A. Economic Development Team involved in major application pre-app discussion and consultee on applications. 16B. Hallmark Care Homes HQ proposal job growth, submitted planning application, determination Spring 2022.	Ongoing	3
17	Resource our Planning Development Management service to increase the delivery of new homes and jobs				PRJ-227	17A. Business engagement on development needs and inward investment opportunities.	Summer 2022	5
18	Publish a Parking Strategy that supports economic growth					18A. Economic Development Team involved as consultee on strategy development. 18B. Involved in engagement with businesses. 18C. To be brought to PRED summer 2022.	Summer 2022	3
19	Develop inward investment content to promote the borough					19A. Discover Brentwood video launched (Jan 2022) using Welcome Back Fund. 19B. Review inward investment strategy and resources to deliver (Jul 2022)	Ongoing	3

20	Adopt a Green Strategy				PRJ-060	20A. Economic Development Team involved as consultee on strategy development.	TBC	5
21	Secure investment to deliver the West Horndon transport hub and unlock wider economic growth					21A. Secure Essex CC signature to MoU (Jan 2022). 21B. Sign MoU, present to committee (Spring 2022).	Ongoing	2
22	Work with Essex County Council to deliver active travel routes and the School Streets Programme					22A. Plans have been developed by ECC and DfT, works will start in late 2022. 22B. Identify further projects with ECC (Spring 2022).	Late 2022	3
23	Support Essex County Council's levelling up strategy					23A. Identify consistencies between strategies and work with Essex CC on joint projects.	Ongoing	5
24	COVID support					24A. Develop and launch the Brentwood Business Growth Grant (approved Nov 2021, launch Jan 2022, distribute grants Feb/Mar 2022). 24B. Round 6 of ARG funding (Jan-Feb 2022). 24C. Omicron Hospitality and Leisure Grant (Jan-Mar 2022).	31/3/2022	3
25	Other work					TBC	Ongoing	5

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