

Bradwell Legacy Partnership
Economic Development – Business & Tourism Growth Project Opportunities 2016/17 – Dengie Peninsular

Project Title	Potential Funding Sources	Location / Land	What is to be delivered?	Indicative Overall Cost	Annual / Ongoing revenue costs	Timescale – Benefits/outcomes
<p>Project 1</p> <p>Dengie Enterprise Centre & Growth Hub</p> <p>Research suggests that there is a strong case for the Council to pursue the development of an Enterprise Centre aimed at business start-ups and Micro-businesses, offering small office / manufacturing units, let on flexible terms, with good broadband connectivity.</p> <p>Project would provide some 3,000 sq ft of shared working space, 9,000 sq ft office space, and 8,000 sq ft of small workshop/light industrial use in a managed workspace/ incubation environment.</p> <p>This could equate to 10 Small Offices, 10 Small workshops, 2 meeting rooms?</p> <p>❖ Feasibility study commissioned to assess current and projected demand for a business centre & identify site options, to identify</p>	<p>Magnox SE LEP Essex CC Maldon DC ERDF LEADER</p>	<p>No current land allocation.</p> <p>Site options include Latchingdon</p> <p>Land cost to be determined.</p>	<p>Construction, External works, Car Parking, Professional fees.</p>	<p>Circa £3.45m</p> <p>£15k (Already allocated by BLP)</p>	<p>Maintenance & Operational costs: circa £216K P/A</p>	<p>2016/2017 onwards:</p> <p>Increased GVA to district</p> <p>Stimulate entrepreneurial activity. Support business growth & resilience</p> <p>Jobs: creation / sustainability / safeguarded</p> <p>Development of local supply chain opportunities</p> <p>Link to skills agenda: Stow Maries – STEM / Aviation /apprentices</p> <p>Bradwell B - Nuclear technology</p>



<p>revenue streams/ sustainability options. Findings will determine viability of Enterprise Centre project.</p>						
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<p>Project 2</p> <p>Saltmarsh Hub</p> <p>It is already recognised that there is a variety of visitor attractions across the district but no coordination or centre point to signpost visitors and the local community to what there is on offer in this tourist destination.</p> <p>This project aims to provide a new tourism hub in Burnham which will support the anticipated growth of circa 50,000 visitors (pa) to the Dengie, and the Wallasea Island Wild Coast Project. Ideally suited because of its proximity to the Wallasey Island Project and railway station connectivity as well as other attractions and areas of interest.</p>	<p>Maldon DC Magnox LEADER CCF (Coastal Revival Fund) RSPB</p>	<p>Burnham Quay Site owned by MDC</p>	<p>Construction Fit out Signage</p>	<p>£450K</p>	<p>Already included in base budget</p>	<p>2016/17 onwards</p> <p>Increased GVA to district Development of cultural & heritage offer /increased footfall Job creation / sustainability Community/ educational hub Link to Health & Wellbeing agenda</p> <p>Skills development : Hospitality/ retail (softer skills eg merchandising, window dressing)</p>

**Project 3****Arts and Culture Programme.**

The Maldon district has an established Arts Scene with Maldon having its own successful Arts Festival and the Dengie peninsular also has its own annual event through the Burnham Art trail. There is potential to grow the Arts scene within the area and to create an extensive offer similar to other high profile sea side towns such as Southwold.

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Project 3a – Arts Feasibility Study. To establish the current value of the Arts scene to the local economy and establish the potential for growth and what it could generate in terms of jobs.	Magnox Maldon DC		Feasibility Study	£10k		2016/17 onwards
Project 3b – Public Art. To deliver a set of permanent public art installations that are a visitor attraction in their own right and potentially supporting jobs through the Saltmarsh Hub. Phase 1. Small scale art trail featuring sculptures of well-known children’s characters i.e. the Gruffalo trail at Thorndon Country park which has increased visitor numbers at the park significantly and provides families with	Maldon DC Magnox	Sites owned by MDC or BTC	Trail established	£40k - £50k	Depends on whether licensable characters are used	2016/17 increased visitor numbers to Riverside Park and wider area. Experience elsewhere shows a demonstrable increase in footfall as a result of installation.



<p>an added activity when visiting Burnham on Crouch.</p> <p>The Trail relies on information (a map) being sold at low cost to participants and these could potentially be made available at a number of outlets within the town.</p> <p>The trail could be developed using local business sponsorship to help fund individual sculptures and a programme involving local school children. There are a number of established models for delivering programmes of this nature that could be adapted to suit the needs of the local community.</p> <p>Phase 2. Large Scale public art. To act as a catalyst to the arts scene there are a number of locations where large scale public art might be installed subject to funding. I.e. Aldeburgh Scallops , Falkirk Horse.</p>	<p>Magnox Arts Council? NDA</p>	<p>Would require site owners' permission or sites owned by MDC / ECC</p>	<p>Public Art</p>	<p>£250K+</p>	<p>None</p>	<p>Increase: visitor numbers / dwell time /average spend</p> <p>Rural business growth: increased number & range of accommodation providers / diversification</p> <p>Jobs: creation/ sustainability</p> <p>Creative sector: merchandise / supply chain opportunities</p> <p>Environmental awareness Links to health & wellbeing</p>
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<p>Project 4 (a)</p> <p>Circular Off-Road Dengie Cycle Path (to access attractions and food trail)</p> <p>Feasibility study to determine land ownership, determine route, and to produce a business plan to develop a circular cycle path.</p>	<p>Magnox Essex CC Maldon DC Coastal Revival Fund Natural England Strutt & Parker Farms</p>	<p>Various and extremely complex</p>	<p>Consultant fee including engineers reports and costings</p>	<p>£50k</p>	<p>To be determined</p>	<p>2016/17</p> <p>Project benefits: Jobs: sustainability of existing businesses/ creation of new</p> <p>Business opportunities: e.g. retail, bike hire/maintenance/ catering/ accommodation providers</p> <p>Environmental/ family friendly/health & well being</p> <p>Connectivity of tourism offer</p>
<p>Project 4 (b)</p> <p>Ferry provision between Bradwell and Mersea Island</p> <p>Feasibility study to determine need for regular river crossing between Bradwell and Mersea Island. Cost will include limited sponsorship of a local vessel to test the service.</p>	<p>Magnox Essex CC Coastal Revival Fund</p>	<p>To be determined</p>	<p>Consultant fee</p> <p>Hire of local vessel to test viability of project</p>	<p>£15k</p> <p>£5k</p>	<p>To be determined</p>	<p>2016/17</p> <p>Enhance tourism offer Demonstrate viability/ need</p>



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<p>Project 5</p> <p>Feasibility Study for use of the Bradwell Reactor cladding</p> <p>To identify opportunities and barriers in using the cladding as a “Screen” for a range of art projections, events or Lumiere light show</p>	Magna	N/A	<p>Consultant fees</p> <p>Implementation</p>	<p>£10k</p> <p>£75k</p>	Unknown	<p>2016/17 (or post closure of the Bradwell Site)</p> <p>Community engagement</p> <p>Potentially another innovative attraction to the area with benefits of spend in the area and Mersea Island</p>
<p>Project 6</p> <p>Broadband Provision</p> <p>Community broadband provision using alternative delivery mechanism (to fibre) to provide an enhanced offer/coverage</p>	MDC BDUK Essex CC	To be determined	Site specific installations	£100k	Minimal	<p>2017/18</p> <p>Benefit rural business clusters & individual premises. Installations on locations linked directly to voluntary & community sector</p>



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<p>Project 7</p> <p>Building Resilient Communities</p> <p>Engaging with local communities, listening to their needs, supporting them to develop local solutions.</p> <p>Utilising community assets and building localism in an inclusive way. Target groups include elderly/care sector, young families and other minority groups.</p> <p>(Based on a pilot project delivered in north Essex)</p>	<p>Magnox ECC SE LEP</p>	<p>Various</p>	<p>Implementation</p>	<p>£25k</p>	<p>Medium-term kick-starting of projects, then self-sustaining</p>	<p>30 months</p> <p>New clubs and groups Reducing social isolation</p> <p>Outcomes may include lunch clubs, support groups for young mums, employment workshops, etc.</p> <p>Increase in support networks</p> <p>Increased capacity of local people</p> <p>Increased skills and confidence</p> <p>Early intervention</p>



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<p>Project 8</p> <p>Demand Responsive Transport Project</p> <p>Feasibility – determine suitable route and frequency/timing</p> <p>Implementation – 2 year funding to reach point of sustainability</p> <p>Demand responsive transport, based on agreed route with variation by request (DR)</p> <p>Providing transport primarily to employment and training</p>	Magnox ECC	Various		<p>£18k</p> <p>£20k</p>		<p>Accessibility benefits</p> <p>Those in remote areas able to access door-to-door service to reach employment and skills training</p> <p>Reduction in NEETs</p> <p>Reduction in unemployment rates</p>



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<p>Project 9</p> <p>Supporting existing small businesses and social enterprise</p> <p>Advice and support tailored to small retail and independent traders Particularly focussing on trades, such as retail and food and drink, where it is difficult for the owner/sole trader to leave premises to attend training, join networking, share good practice. Evidence shows these small independent traders do not have risk of competition by sharing information, but have difficulty leaving their business to do so.</p> <p>A one-to-one mobile support service tailored to small independent traders, with a focus on retail, accommodation providers, and the food and drink sector.</p>	<p>Magnox Jobcentre Plus ECC</p>	<p>Various</p>	<p>Consultant / adviser</p>	<p>£18k / 1yr</p>	<p>£17k/yr</p>	<p>Viable and sustainable small businesses helping to make small communities socially and economically vibrant places to live and work.</p> <p>Enhance service and product development.</p>



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Project 10 Tourism Ambassadors (WH) Recruitment and management of volunteers to be available for tourism activities and events to help with marshalling of events, signpost to additional attractions and local businesses and to promote longer stays/return visits in the district. (Based on www.worldhost.uk.com)	Magnox CCF CCT ECC	Throughout Maldon District	Volunteer Expenses Admin support Training	£20k	£20k per annum	Support local attractions with additional resources, encourage more visitors to visit multiple attractions and to use locally based business over larger corporations.
Project 11 Business Ready workshops	Magnox Jobcentre Plus	Throughout Maldon District	Series of training courses for people in locally based SMEs and VCS groups. Focus on business planning, marketing , strategic planning, social media etc.	Between £650-£1,050 depending on topic, per course. Maximum groups of 10.		Local business community more informed and more resilient,



Allocation of remaining Magnox Socio-economic Grant

Background Information.

Magnox awarded the District Council a total of £50k per year for 3 years from its Socio-economic fund in 2013. During 2014 expenditure of £120k was proposed by the Bradwell Legacy Partnership against its 2014/15 Action Plan, and this proposal was endorsed by meetings of the Planning & Licencing Committee held on the 2nd October 2014 and the 15th January 2015. Regular updates on project activity and outcomes have been provided to the Planning & Licensing Committee and to the Bradwell Legacy Partnership.

The Partnership now wishes to allocate the remaining £30k to project activity as detailed below:

1. **To provide support to the Dengie Enterprise Support (DES) service from April 2016 to March 2017. £15,000**

Previous Recommendation 3 from the BLP Action Plan 2014/15 - To develop and deliver a tailored business advisory service to those looking to grow an existing small or micro business or start-up a new business in the Dengie Peninsula. It is proposed to build on the success of the Dengie Enterprise Support service, and continue to grant support the service during 2016/17.

Background Information: The **2015/16** business support service has been delivered by Colbea, following a comprehensive procurement process which was managed by the District Council during early 2015. The contract value (paid on outputs) for 2015/16 is £14,540.00.

To date, the Dengie Enterprise Support Service (DES) has delivered:

- 90 face to face client interviews/advice sessions at Burnham-on-Crouch and at client premises
- 10 new start business (14 projected by end of March 2016)
- Formal workshops to 19 business people
- 11 businesses helped with development activities
- Advice and support to 5 clients with unrealistic business plans

Colbea also created mailing lists, participated in Burnham Chamber and Maldon Business Association networking events, created a training needs survey, managed social media advertising campaigns to promote the service, and engaged with the work of the emerging Crouch Coastal Community Team.



Invitations to quote for a **2016/17** contract were sent to 5 organisations during January 2016. Two organisations responded, with one saying that they had insufficient resources to deliver the proposed outputs. Following formal assessment of the quotation submitted by Colbea, it was decided to award the contract, subject to endorsement by the Legacy Partnership and support from the Magnox Socio-economic grant, to Colbea (the existing supplier for the Dengie Enterprise Support service).

The output related contract value for 2016/17 is £14,630.00. Payment will be made against delivery of the following outputs, as follows:

- At least 80 face-to-face business advisory counselling sessions to individuals - £4,000.00
- At least 40 eligible individuals actively participating in organised workshops to develop their business plans - £4,000.00
- 20 new business starts - £4,000.00
- Assistance with marketing and promotion via leaflets, local advertising, social media, networking and other business events - £2,630.00

As in 2015/16, Officers will undertake quarterly contract reviews with the supplier. The balance of £370.00 (£15,000.00 minus £14,630.00) will assist with the cost of part-time office accommodation for the service kindly provided by Burnham Town Council.

2. To support costs associated with providing meeting secretariat services and the Meeting Facilitator role to the Bradwell Legacy Partnership during 2016/17. £10,000

The BLP terms of reference state that the Group will be facilitated by a representative from the Partnership and resourced with staff from Maldon District Council. It is estimated that Maldon DC Officers spend at least 2.5 days a week in supporting the work of the Partnership. This includes providing ongoing secretariat and meeting facilitator services, preparing reports for the Partnership and for the Planning & Licensing Committee, research, stakeholder engagement, project development, project initiation, project implementation, and project monitoring and reporting. This funding will help towards meeting some of those costs.

3. Marketing Dengie Businesses. £5,000

This funding will be focussed on raising the profile of tourism businesses located along the Dengie peninsular. It is anticipated that the funding will be used to match fund and/or support costs associated with other promotional activities as outlined in the Blackwater & Crouch Coastal Community Teams Economic Plan. The activity will likely align with work currently being undertaken through the Dengie Gateway Coastal Community Fund project.

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