

# 2020

# BACK TO BUSINESS

**Tendring**  
District Council





Although this is Tendring District Council's approach to bouncing back from Covid-19, it is not something we can or want to tackle alone. As always our approach is about community leadership, and working with our partners to draw upon their expertise, funding and initiatives, for the good of all.

**Tendring**  
District Council



**ActiveEssex**  
Local Delivery Pilot



**TENDRING 4 GROWTH**

**ActiveTendring**



**ActiveEssex**



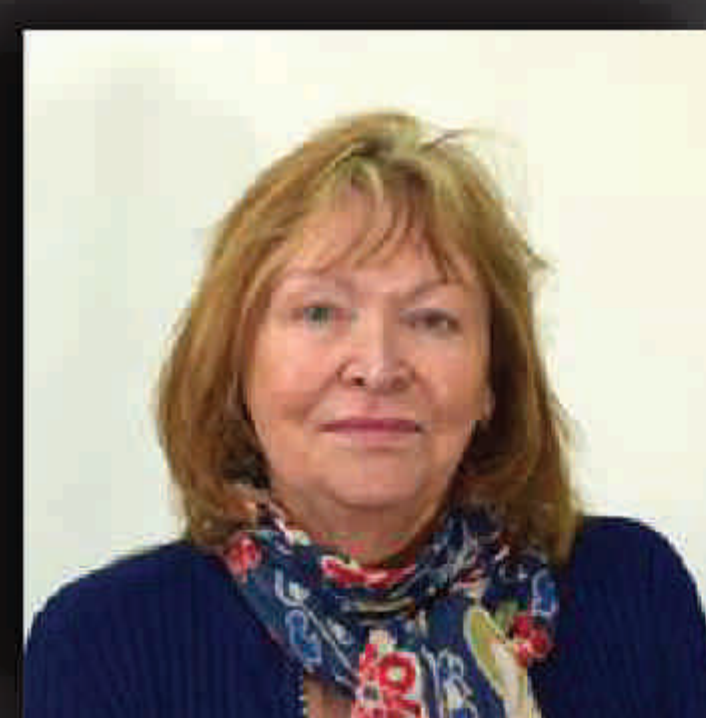
Department  
for Work &  
Pensions

**Tendring  
Careline**  
On hand when you need us the most

# Cabinet Members



**Councillor Neil Stock OBE**  
Leader of the Council



**Councillor Joy Broderick**  
Portfolio Holder for  
Independent Living



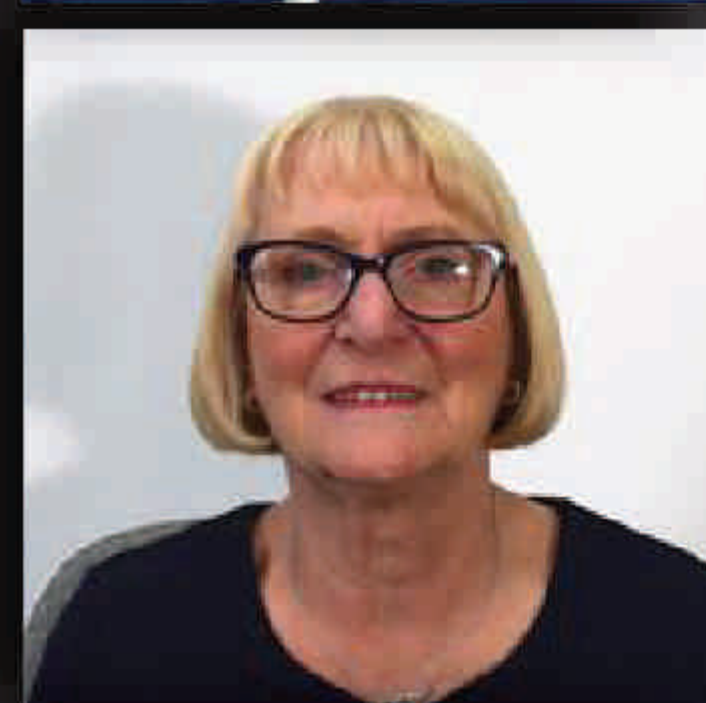
**Councillor Carlos Guglielmi**  
Portfolio Holder for  
Corporate Finance  
& Governance



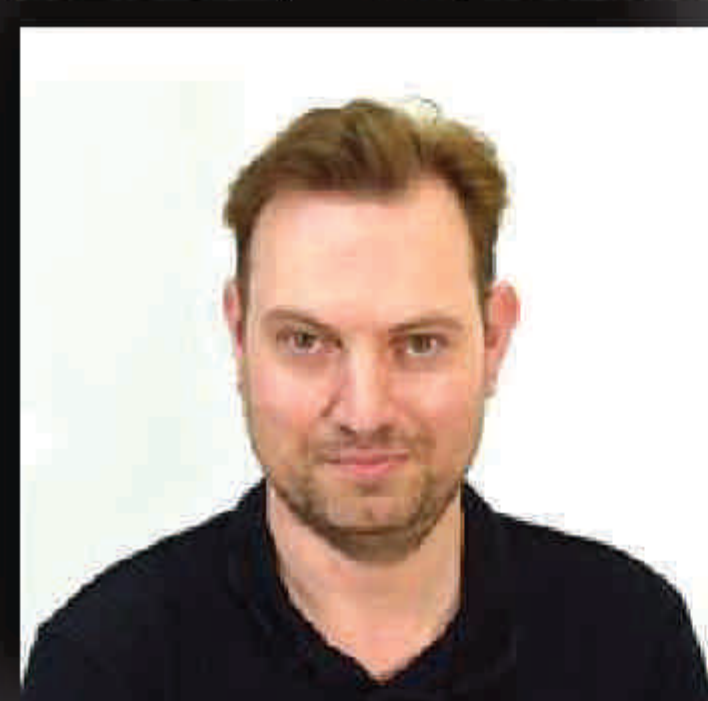
**Councillor Paul Honeywood**  
Portfolio Holder for Housing



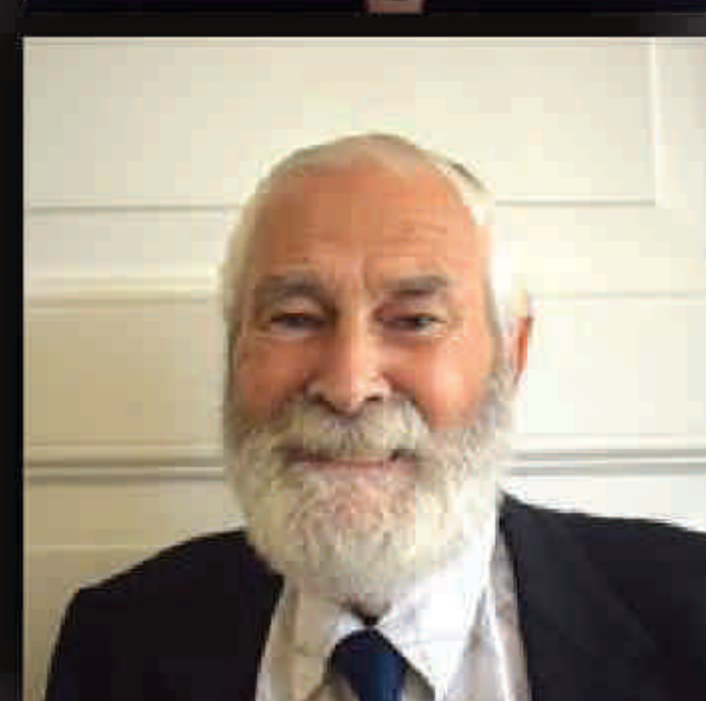
**Councillor Lynda McWilliams**  
Portfolio Holder for  
Partnerships



**Councillor Mary Newton**  
Portfolio Holder for  
Business & Economic  
Growth



**Councillor Alex Porter**  
Portfolio Holder for  
Leisure & Tourism



**Councillor Michael Talbot**  
Portfolio Holder for  
Environmental &  
Public Space

We are committed to working across all of our portfolios to deliver this recovery plan and help our district spring back from the pressures placed on it by Covid-19. By putting this as a focus for the whole Council, together – with our partners, businesses and residents – we can ensure Tendring prospers. Although we will be publishing our full delivery plan soon, this plan includes many of the things we have done or are planning to aid our recovery.



# Foreword

At any given moment Tendring District Council will have a number of exciting projects on the go, all contributing in some way to our overall Corporate Plan and long-term strategies to improve our district for the good of all. It's just what we do.

Covid-19 has had a massive impact on everyone, changing the way we all work and live our social lives, and we at the council are no exception to that.

Our passion and determination to deliver the very best for our district has not lessened during the pandemic – if anything it has been strengthened – but it has meant we have to look again at what our priorities are, and how we achieve those to fit with our Corporate Plan.

Coronavirus has had many negative impacts, and our thoughts are with everyone who has lost a loved one or seen their health deteriorate as a result of this virus.

But it also provides an opportunity to change the way we work, while also re-prioritising our focus. Some projects may be less relevant now, while others have become more important than ever.

What they all do is improve the way we **live, strive and thrive** in Tendring; from having a decent home, creating employment opportunities, and improving how we spend our free time.

This is how we will help Tendring through these tough times.

*Councillor Neil Stock OBE*

Leader, Tendring District Council



As we work to put measures in place to support our residents and businesses, and nurture our visitor economy, we have to think about how we pay for these things without putting pressure on our council tax payers.

That is why we're re-prioritising our existing budgets and drawing on outside funding – whether from Government, partners or lottery funding – as much as we can, while minimising other lost income caused by the lockdown.

We are halfway through our ten-year financial plan, which set out a savings target for the council each year as we transitioned from being reliant on Government funding, to being self-sufficient. But following this unprecedented pandemic, we are looking at relaxing our savings target for 2021/22 to ensure there is no adverse impact on service during this challenging time.

*Councillor Carlos Cuglielmi*

Deputy Leader and Cabinet Member for Finance  
& Corporate Resources





# Live

Alongside economic recovery, we will continue to focus on the importance of pride in where we live, celebrating our culture and heritage and improving quality of life. There has never been a more appropriate time to focus on all the things that make Tendring special.

**£250,000 – amount of money received from National Lottery Heritage Fund to celebrate Clacton's 150th anniversary**

## **Cllr Alex Porter:**

*"We are blessed with unspoilt coastline, family attractions, heritage of international importance, stunning countryside and some of the best events in the country. These proposals will complement a series of events, which could make 2021 a very special year."*

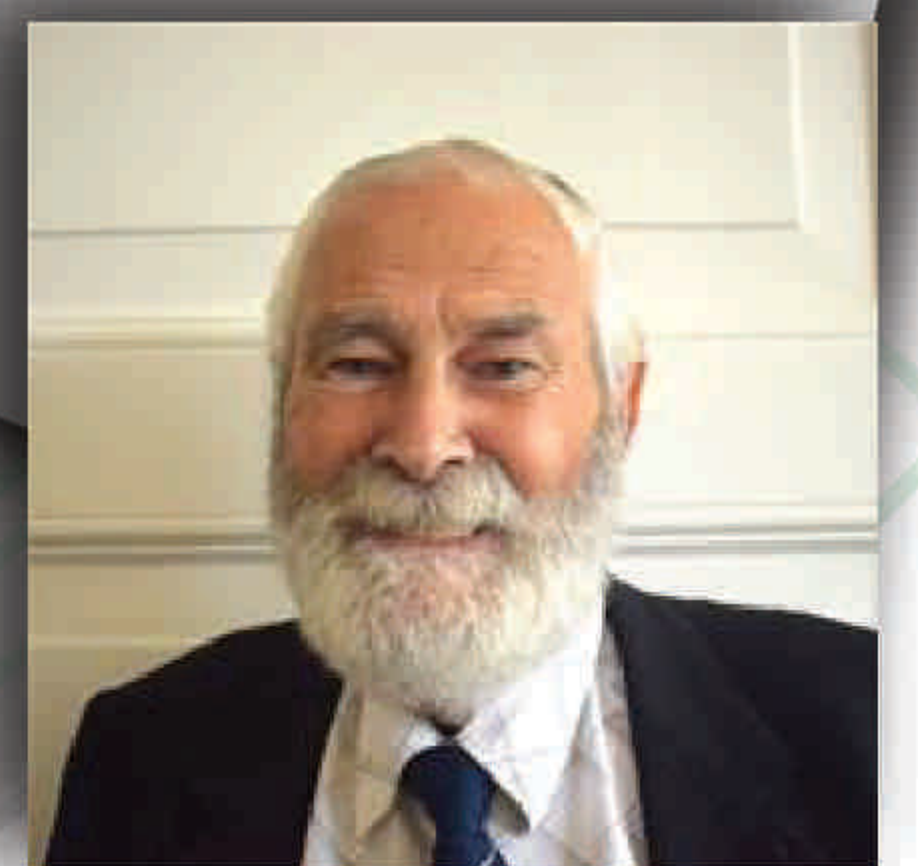


**Four – number of Green Flags held by open spaces in Tendring**



## **Cllr Michael Talbot:**

*"Our open spaces team work incredibly hard, hand-in-hand with local volunteers, to keep our green spaces so vibrant for residents and visitors alike to enjoy."*



**Three Blue Flags and Seven Seaside Awards held by our seafronts**





# What have we done?

Continued our national and international partnership work to reinvigorate plans to commemorate Mayflower 400 and welcome postponed visitor tours from the US, Holland and UK in 2021.



Developed plans for a heritage trail from Jaywick Sands to Holland Haven, including Clacton town centre, to mark the town's 150th anniversary – paid for with lottery funding.

# What are we doing?



Preparing to stage a 'Celebrate Tendring' initiative in 2021, including the Illuminate Festival and attracting high quality events such as cycling's Women's Tour and the British Rally Championship Corbeau Rally stage.

Working with the Football Foundation (FF) and Essex Football Association to secure match funding for three new artificial grass pitches by 2022.

Work with users to refurbish Clacton Skate Park.

Deliver with partners an art sculpture trail for Tendring in summer 2021; encouraging people to get active and visit local attractions and retailers.



# Strive

Throughout the pandemic the Council has been working hard preparing for how we can support our economy through the challenges it undoubtedly faces. We have updated our economic development strategy and are concentrating resources to support the local recovery, whilst recognising it is Tendring's businesses that will deliver economic growth.

Businesses have been kept informed of available national and local support via a dedicated webpage and through issuing 17 e-bulletins since lockdown began, using an existing database of local businesses already signed up to hear from the Council in quarterly updates. A survey was also held to get feedback and tailor the Council's services to best help the business community.

**The Council has paid out a total of £1,727,721 in discretionary grants to local businesses.**

**Shop Local campaign running since mid-July has had a combined reach of 3.1 million.**

## **Billy Peak, owner Clacton Pavilion and Magic City:**

*"Thank you in assisting us with the Discretionary Grant process. These grants have come at a time that will help us be able to plan before the critical winter months."*



## **Cllr Mary Newton:**

*"Local businesses are the cornerstones of our economy, not only supplying goods and services but also providing jobs, and it is important we support them."*



# What have we done?

Using cash from Government's 'Reopening High Streets Safely Fund', a 'Shop Local, Shop Safe' campaign has been running since July, promoting local businesses/town centres and how people can shop in a Covid-Secure way.



Funding application made to develop new affordable business space in Jaywick Sands



Provided grants to businesses to support growth; such as £625k through the existing SME Growth Fund, and £4k from the ongoing Harwich & Dovercourt Bay Grant scheme (from an original allocation of £20k)

Set up a Creative and Cultural Board with £100k to allocate to initiatives to grow businesses and create jobs in this important sector.

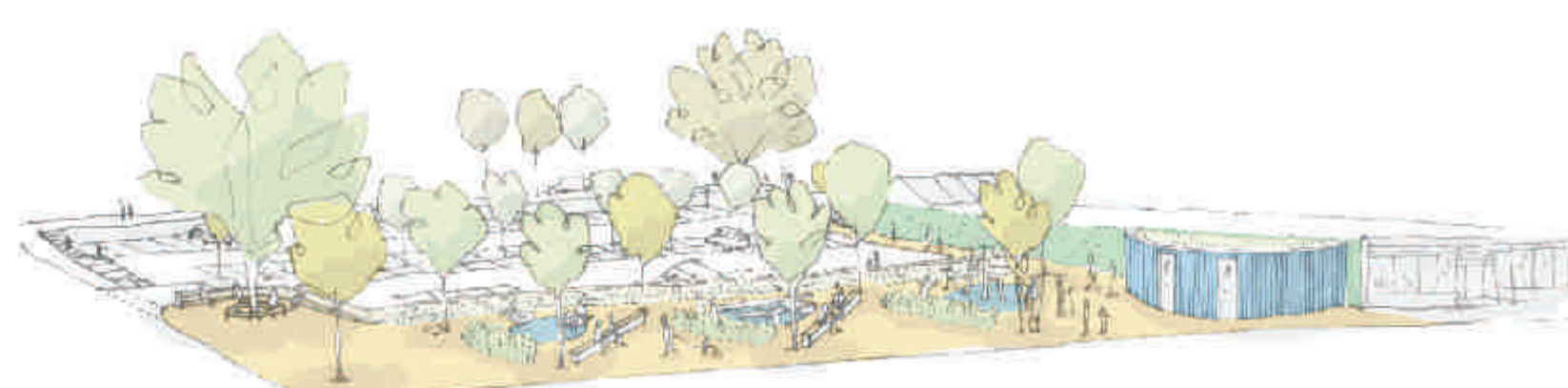
# What are we doing?

Reviewing our purchasing rules to see how we keep more of our spending in our local economy by using Tendring firms.



Working with partners to present a compelling case to Government for developing Harwich as a Freeport

Moving forward with the existing 'Starlings' redevelopment project in Dovercourt to see it delivered in 2021 - supporting local businesses and improving public space.



Working with partners to bring forward a range of additional projects to support our community.



# Thrive

Many residents of all ages have been adversely affected by the impact of the Covid-19 pandemic, whether through being furloughed, feeling isolated while shielding or being home-schooled during lockdown. We are looking at measures to support our residents through these difficult times, towards a positive future.

Our ultimate aim is to improve everyone's quality of life, through supporting active lifestyles, healthy minds, a sense of belonging and wellbeing.

**Cllr Lynda McWilliams:** *"To help residents remain healthy, both physically and mentally, we will work with Active Essex and the Sport England Local Delivery Pilot, and partners such as the Tendring Mental Health Hub to support people in maintaining a good quality of life."*



**The Council won Best Employer and Trade Union Partnership at the Public Services People Managers' Association Awards 2020**



**Cllr Joy Broderick:** *"We know how difficult it has been for businesses to adapt, having to change the way our Careline team has worked during the pandemic. Throughout, our professional, dedicated and hardworking Careline team has been helping keep so many members of our community independent and safe in their own homes."*



**27 apprentices have been supported within Tendring by the Council's Career Track team during the pandemic**



**97 individuals or families have been supported by the homelessness team during the pandemic**



**Cllr Paul Honeywood:**

*"Through our new Housing Strategy we are supporting families who find themselves homeless, helping those living with disabilities to keep their independence, and by ensuring we make best use of housing can help young people find a house near their home as they grow older – all contributing to a better quality of life for+ our residents."*



We're building ten new flood resilient homes in Jaywick Sands, five for rent and five for sale with priority for locals, to help provide high quality homes for our residents to live in. We are planning to provide another 200 over the coming years.

## What have we done?

Continued to employ and support our own apprentices, and others in partner organisations and businesses, through our Career Track programme

Started to set up a Local Creative Education Partnership (LCEP) to foster links with schools to improve the skills of young people, part-funded by the Royal Opera House Bridge.





# What are we doing?

We have applied for funding for two full-time employment and training advisors for a year, to help residents find sustainable jobs, work experience or training.

Giving our redundant IT equipment to local groups and schools so disadvantaged children and young adults can do homework or home-learning study.

Working with partners to find extra funding for the Digital Access Support Team, which gives people the knowledge and confidence to go online safely – particularly important as we have reduced contact due to Covid-19.

*Our new street cleaning regime will keep our town centres pleasant places to visit and work in.*



Working with businesses and other partners, we've received £150k to bid for a grant of up to £25million from Government to re-shape Clacton town centre for the better.







