

## A.4 Appendix A: Back to Business Delivery Plan

Key Priority Area	Action	Budget	Timescales	Project Initiation Doc (PID) Required?	New (N) or Existing (E) Project
<p><b>STRIVE</b> 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</p>	<p>Under the Tendring 4 Growth banner, use a specialist third party provider to introduce a comprehensive range of business engagement, support and outreach services to be made available to emerging and established businesses across the district for a period of three years.</p> <p>A wide spectrum of services and interventions will be offered, to include generic business support, business planning, cash-flow management, Covid safe working and recovery support, marketing and communications and support with funding applications.</p>	£100,000 (funded from Economic Growth budgets)	April 2021 to March 2024	No	N
	<p>Open up a bidding process to provide e-commerce packages for up to 20 Tendring businesses. This will allow them to provide an online ordering and payment service for their customers.</p>	£50,000 (The number of businesses could be increased, depending on the take up and success).	May 2021	No	N
	<p>Following the successful SELEP funding bid, as outlined in the Back to Business report, deliver the new workspace scheme for Jaywick Sands. This will support the local</p>	£2m (separate budget)	Completion by February 2022	No	N

<i>Tendring's businesses that will deliver economic growth.</i>	economy, grow local entrepreneurship, and grow and retain economic activity and job creation in the local area.				
	To review the governance arrangements associated with procurement to identify any necessary changes required to enable Services to maximise the benefit if suppliers outside of the district are engaged e.g. employee local people, apprenticeships and using Tendring district supply chains wherever possible.	£0	April 2021	No	N
	Expedite the existing 'Starlings' project in Dovercourt town centre, to support local businesses during the challenging economic climate and improve public space.	£1.5m (separate budget)	Completion by March 2021	No	E
	Work with partners, including Hutchinson Ports to present a compelling case for developing Harwich International as one of the Government's nominated Freeports, following EU Exit.	Funded through separate budget	Submission by 5 February 2021	No	E
	Work with partners to deliver an art sculpture trail for Tendring, in the summer of 2021. This will serve to drive footfall for retail and tourism related businesses, with a key link to the Local Delivery Pilots scheme to encourage active travel around the District. Data collected for a previous local sculpture trail, shows 100,000 QR code scans – demonstrating the potential power of these projects.	£100,000	July to September 2021	Yes	E
<b>THRIVE</b> <i>Many residents of all ages have been adversely affected by the</i>	Within the parameters of the Council's financial regulations, make arrangements for a framework to be developed to provide redundant Council IT equipment to disadvantaged young people.	£7,000 (to 'clean up' IT kit before it is transferred)	April 2021	No	N

<p><i>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</i></p>	<p>Explore options to allocate additional funding towards local organisations providing mental health services to young people</p>	£30,000	April 2021	No	N
	<p>Submit a funding bid to DWP to meet the cost of two full time posts for 12 months to assist in delivering targeted support to residents. The outcome being to move them into employment, work experience or training with the resilience to sustain it.</p>	£0	June 2021	No	N
	<p>Investigate relaxing the savings target included in the Long Term Forecast for 2021/22 to ensure that there is no potential adverse impact on the delivery of services to residents during the very challenging environmental they have faced and continue to face.</p>	£0	April 2021 and constantly reviewed	No	N
	<p>Expand upon our existing network of volunteers that assist with our parks and open spaces and to try and form larger networks of “friends of” groups in parks, cemeteries and open spaces throughout the District. This would involve Council gardeners, acting up into a role of “volunteer, community engagement officer” and possibly another in a similar or lesser role.</p> <p>The officer(s) would work with volunteer groups, other Council services such as health and well-being and others, to seek out referrals, or to assist in finding people who would benefit from working within a team of volunteers within our wider service. This would be akin to the ‘Dig for Jaywick’ project, but on a District wide basis.</p>	£35,000 (Subject to its success in year one, this project has the potential to be extended).	April 2021	No	N
	<p>Work with partners to identify opportunities to lever in additional funding to enable the work of the Digital Access Team who operate across Essex. This will provide residents with the knowledge to go online safely and with</p>	£0 Separate Budget	March 2021	No	N

	confidence, which is timely given the significant move to online service provision during the current COVID 19 crisis.				
	<p>Add value to the Council's Career Track Programme to improve opportunities and quality of apprenticeship schemes for young people by:</p> <ul style="list-style-type: none"> <li>▪ Providing small/medium employer wage incentive for apprenticeships;</li> <li>▪ Providing an online platform to enable remote assessments for learners;</li> <li>▪ Provide a learner engagement app;</li> <li>▪ Provide increased soft skill support, i.e. focussing on the right behaviours;</li> <li>▪ Provide functional skills taught courses (to raise English and Maths levels);</li> <li>▪ Provide laptops and tablets for use by apprentices in small settings, for training courses, one to one sessions and initial assessment.</li> </ul>	£30,000	June 2021	No	N
	Roll out of the Primary School wellbeing hubs across 16 schools (to support the health of the District). Two schools have had hubs running for over a year and the additional 16 will launch at the start of the Summer Term 2021.	£5,000	September 2021 launch	No	N
	Tendring Education Strategic Board (this could be to support health and or the economy – there are examples in both categories). The Strategic Board currently has four task and finish groups working across a number of education themes.	£0	The timescales will be determined by national guidance for schools, but	No	N

			is anticipated this could commence in September 2021		
	Introduce a Memorandum of Understanding with Universities, to improve education opportunities for Tendring residents.	£0	September 2021	No	N
	Work with partners to publish an action plan to look at the wider determinants of health across Tendring and inform future decision making. This project will look at health inequalities and innovative employment opportunities across the District.	£5,000 (further funding from DWP)		No	N
	Identify opportunities to establish 'quiet spaces' for children / young adults to study remotely if they cannot easily do so from home.	Once an evaluation has taken place, consideration will be given to the cost	Study complete by June 2021	Yes	N
	Undertake a corporate review of the Council's operational assets to prioritise spending from an associated reserve over the next few years.	£0	Review to be complete by December 2021	No	N

	Develop an investment plan during 2021/22 which will be directly linked to the Council's budget and evolving financial position. To be supported by the reprioritisation of budgets / existing funding and/or as part of the long term forecast	£0	April 2021	No	N
	Work with local organisations to identify where an asset transfer could maximise the benefit to the district and local outcomes.	£0	Discussions ongoing. Identify scope by December 2021	No. (Further work will be required for any individual projects as and when they are identified.)	N
<b>LIVE</b> <i>Alongside economic recovery, we will continue to focus on the importance of pride in where we live, celebrating our culture and heritage and improving</i>	Work with the users to refurbish Clacton Skate Park.	£250,000	Completion by September 2021	Yes	N
	Following the successful bid to the National Lottery Heritage Fund, as outlined in the Back to Business report, deliver a project to celebrate the 150 <sup>th</sup> anniversary of Clacton, which falls in 2021. This will provide new heritage features on the seafront between Jaywick Sands and Holland Haven, including the Town Centre. Furthermore, two additional members of staff could be recruited on a fixed term basis to promote and develop our seafront tourism offer.	£250,000 Separate Budget	April 2021 to March 2023	No	N

<p><i>quality of life. There has never been a more appropriate time to focus on all the things that make Tendring special</i></p>	<p>With the Council's Community Leadership platform and a key partner on the Essex Local Delivery Pilots scheme, the Council will ensure health and increased physical activity is pivotal in short term projects. This will include:</p> <ul style="list-style-type: none"> <li>- Work with the Football Foundation and Essex Football Association to secure match funding for a new 3G pitch at Clacton Leisure Centre to be complete in summer 2021;</li> <li>- Continue this work to explore further potential for pitches at Harwich/Dovercourt and Frinton/Walton</li> </ul>	<p>TBC Separate Budget and subject to outcome of Football Foundation funding bid. (The decision on the first is due by the end of February 2021.)</p>	<p>September 2021  September 2022 &amp; 2023</p>	<p>Yes</p>	<p>E</p>
	<p>In order to tackle physical and mental health at this challenging time, Tendring will work with Active Essex and partners, in a joined approach, to support the most inactive and deprived groups. With this in mind, Officers will continue to work towards utilising the funds secured from the Local Delivery Pilots project, to improve activity in our communities.</p>	<p>Separate Budget</p>	<p>Ongoing</p>	<p>No</p>	<p>N</p>
	<p>Reintroduce a comprehensive GP referral scheme on a trial/fixed term basis, to tackle physical and mental health.</p> <p>Full criteria: Heart Disease, Diabetes, Hypertension, Stroke, Obesity, Mental health, Arthritis, Back conditions, Asthma/COPD, Smoking Cessation.</p> <p>(Presently the criteria includes Heart Disease, Diabetes, Hypertension, Stroke, and Obesity).</p>	<p>£30,000</p>	<p>The timescales will be determined by national guidance relating to the opening of leisure</p>	<p>No</p>	<p>N</p>

			facilities. Subject to national guidance, it is anticipated that this will commence in the spring of 2021		
	Implement a 'Celebrate Tendring' initiative in 2021 – to include the Illuminate Festival (Harwich) and Clacton's 150 year anniversary. Work with external organisers to facilitate a wider series of quality local events which (subject to national guidance) will take place throughout the 2021 season. This would be essentially 'bookended' by the Harwich Illuminate and the Clacton Airshow.	Separate revenue budgets and National Lottery Heritage funding	The timescales will be determined by national guidance around mass participation events	No	E (with the exception of the Clacton 150 event)
	Work with national and international partners to reinvigorate plans for Mayflower 400, to welcome the postponed visitor tours from the US, Holland and UK in 2021. Extend the lease for Christopher Jones house until the end of 2021, to ensure visits to the attraction will be maintained throughout the year.	£6,000	Ongoing (Christopher Jones house will be open until at least December 2021)	No	E
	Through the emerging Tourism Strategy action plan and working with the Portfolio Holder for Leisure and Tourism and local Ward Members to bring forward proposals for	£100,000	June 2021 an onwards	Yes	N



	<p>improvements to the District's seafront offer. This will deliver improvement projects in the following locations:</p> <ul style="list-style-type: none"> <li>- Clacton/Holland on Sea</li> <li>- Harwich/Dovercourt Bay</li> <li>- Brightlingsea</li> <li>- Walton on the Naze</li> <li>- Frinton on Sea</li> </ul>				
	<p>Provide seed funding for local events organisers to facilitate a high quality programme to support the Tendring tourism economy in its recovery.</p>	<p>£35,000</p>	<p>The timescales will be determined by national guidance around mass participation events</p>	<p>No. <i>(The Portfolio Holder for Leisure and Tourism will chair the panel)</i></p>	<p>N</p>
	<p>Provide free Leisure Centre vouchers to all residents, to support activity levels and</p>	<p>£2,500</p>	<p>As soon as possible after national restrictions are lifted on Leisure Centres re-opening.</p>	<p>No</p>	<p>N</p>

	Provide a budget for bid writing expertise, towards key local projects such as: <ul style="list-style-type: none"> <li>- The refurbishment of Clacton Victorian Lights</li> <li>- The refurbishment of Dovercourt Leading Lights</li> <li>- Digital Access Team</li> </ul>	£10,000	March 2021 and onwards	No. (A PID will be required for the individual projects.)	N
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