

North Essex Action Plan



North Essex
Economic
Board

North Essex Vision

“A proactive, productive and progressive North Essex that advances its economic potential through inward and outward-facing partnerships, with all residents, businesses and visitors benefitting from the region’s economic prosperity.”



North Essex's core strengths

Our innovative and thriving SME community and cutting edge HE and FE institutions, delivering good, local jobs

Our unique strategic location linked to regional and international partners, supporting inward investment

Our dynamic and competitive renewable energy generation strengths, driving net zero progression

Our proud urban, rural and coastal communities, focused on supporting prosperous residents and businesses



North Essex
Economic
Board

North Essex's Strategic Priorities

Innovative Businesses and Skilled Residents

A resilient and outward-facing economy that builds on its incumbent strengths and is positioned to deliver economic opportunities for North Essex's residents and drive inward investment to support businesses within the region's critical growth sectors.

A Dynamic and Connected Region

A well-connected and digitally-linked region that provides residents with quick and reliable access to key services, encourages inward investment, and makes the most of ties to regional and international neighbours.

A Green and High Growth Economy

A forward-looking economy that utilises the diversity of its resources in a sustainable way that furthers North Essex's clean energy strengths, boosts growth, and promotes residents' prosperity through net zero commitments.

Prosperous and Inclusive Communities

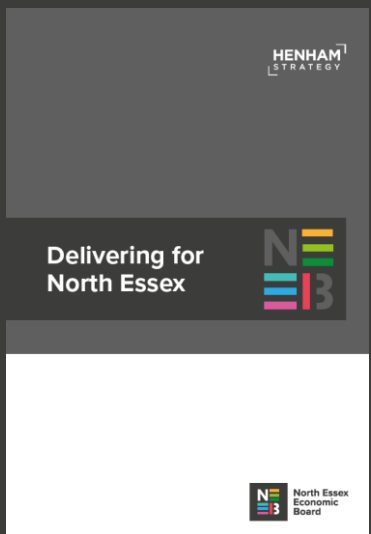
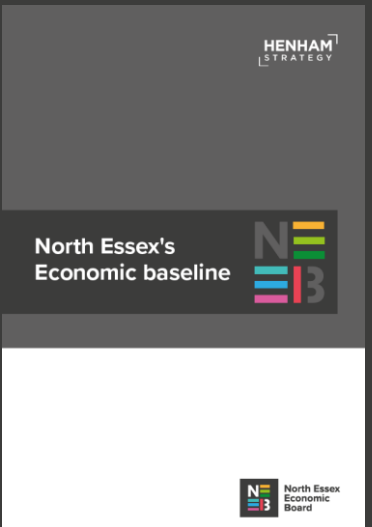
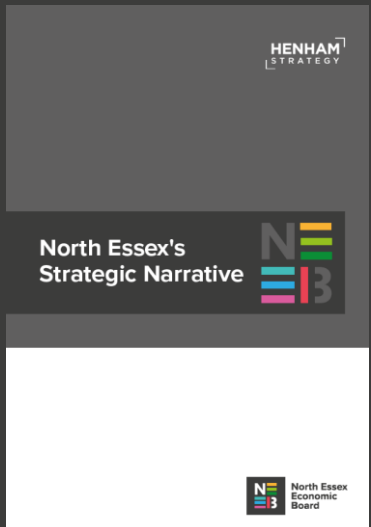
A thriving and inclusive region where all residents and businesses have the opportunity to contribute and prosper, exemplifying the region as a great place to live, work and visit.

Implementation Plan – 2024 onwards

North Essex’s Strategic Narrative sets out the key elements of a long-term plan that will lead to a significant and sustained increase in growth for North Essex.

This is targeted towards the specific needs of North Essex residents, which will assist in tackling wider problems associated with inclusion, communities, growth and inequalities of opportunities.

The NEEB Implementation Plan will ensure the strategic priorities can be achieved through a series of actions/interventions, which have been grouped into the four key strengths.



Guiding Principals

- The Action Plan collectively benefits all NEEB.
- Understanding the key incentives of each action to tailor it towards North Essex.
- Not every action identified will be applicable for all. Districts do not have to 'join in' every action.
- Decisions on budgets for projects and delivery will be discussed at the commissioning stage.

The delivery of the action plan is to add value to each district and strengthen our connection.

Action Plan key

Indicative costs (to be calculated)		
£ - Low between £0 and £25,000		
££ - Medium between £25,001 and £100,000		
£££ - High between £100,001 and £250,000		
Short Term	Medium Term	Long Term
Within 12 months	1-5 years	5 years+

Innovative Businesses and Skilled Residents

A resilient and outward-facing economy

Link To Strategic Priorities	Action	Lead Organisation	Timescale	Funding /Source	What does success look like?
					Measure
Auditing Digital Skills Programme	Map existing skills provision. Work with ECC Digital Inclusion Team to understand the skills landscape in North Essex. Using LSIP's, analyse the district skills gap and create a brief to present to local skills providers for course/qualification need intelligence.	NEEB LAs/ECC	Short/medium	NA	<ul style="list-style-type: none"> Improved strategic opportunities through partnership working Increased provision of training and courses to match the need of the district
Convening Local Business Support Organisations	ECC Business Intermediaries Forum NEEB representative to join the forum to feedback to Steering Group.	ECC	Short	NA	<ul style="list-style-type: none"> Increased business engagement. Informed service delivery Increased business support take up
	North Essex Business Expo North Essex business showcase to focus on facilitating connections, collaborations, and opportunities for local SMEs. With dedicated stands or booths, SMEs can showcase their offerings, engage with visitors and partners within their local business ecosystem.	NEEB LAs	Medium	£	<ul style="list-style-type: none"> Economic growth Increased business engagement Increased take up of business support schemes Partnerships Business collaboration
Promoting North Essex to Graduates	Sector based job fairs Each district to host a sector specific job fair to their region. Connecting skills to job opportunities.	NEEB LA's	Short/medium	£	<ul style="list-style-type: none"> Improved support for high growth sectors Job creation Increased skills development in growth sectors Reduce unemployment

Innovative Businesses and Skilled Residents

A resilient and outward-facing economy

Link To Strategic Priorities	Action	Lead Organisation	Timescale	Funding /Source	What does success look like?
					Measure
Securing further R&D Investment	<p>Inward Investment campaign Develop and promote the new place-based brand for North Essex which will be used to promote our rich economic opportunities to investor. Linking in with Extraordinary Essex work.</p>	NEEB LAs/ECC	Short	£	<ul style="list-style-type: none"> Improved marketing Increased inward investment Job creation
Delivering the NEEB's 23/24 and 24/25 Business Support Programmes	<p>Delivering the NEEB's 23/24 and 24/25 Business Support Programmes. Building on the success of previous business support programmes, the NEEB will deliver its business support programmes planned for 23/24 and 24/25.</p>	Programme Manager/BDC	Medium	Already funded	<ul style="list-style-type: none"> Increased business engagement Increased take up of business support scheme Job creation New business start ups Jobs safeguarded Improved productivity Businesses receiving financial support

Green and High Growth Economy

A forward-looking economy that utilises the diversity of its resources in a sustainable way

Link To Strategic Priorities	Action	Lead Organisation	Timescale	Funding /Source	What does success look like?
					Measure
Convening Green Businesses	Green Opportunities for businesses Identify opportunities to develop low carbon skills, education, training and employment opportunities and support ECC work.	NEEB LAs/ECC	Medium	NA	<ul style="list-style-type: none"> Increased awareness of climate change issues Increased R&D activity
Promoting North Essex's Green Potential	NEEB 'Green credentials' website Existing NEEB website used as the 'host' for green support. Downloadable travel plans, where to find grants. Monthly 'Green briefings' 15 minutes long on a green topic. Sustrains active/sustainable travel plans.	BDC/TDC	Short	£	<ul style="list-style-type: none"> Increased awareness of sustainability Increased support to residents/businesses of green support Increased awareness of opportunities to become carbon neutral Increased sharing and recognition of best practice across businesses
	Understanding the green/net zero landscape. Identify Funding needs and lobby government.	ECC			
Delivering Student Green Economy Engagement	Understanding the green/net zero landscape. Identify Funding needs and lobby government.	NEEB LAs/ECC	Medium/Long	£	<ul style="list-style-type: none"> Increased awareness of sustainability Increased awareness of opportunities to become carbon neutral Additional funding to businesses to 'green'
	Engaging HE & FE's to 'green courses' - North Essex Skills Board. Create a skills board/link in with ECC plans across North Essex to link education and districts, promote working and good practice. Working with the Chamber to deliver LSIP's recommendations.	NEEB LAs/ECC	Medium	£	<ul style="list-style-type: none"> Improved green skills provisions across North Essex Greater awareness of educational needs Awareness of green jobs potential to students

A Dynamic and Connected Region

A well-connected and digitally-linked region that provides residents with quick and reliable access to key services

Link To Strategic Priorities	Action	Lead Organisation	Timescale	Funding /Source	What does success look like?
					Measure
Convening Local Transport Operators	Local transport plan – NEEB perspective Gaps in district level provision, what is NEEB ambition - <i>top 5 transport/infrastructure asks?</i> Working closely with ECC to represent the North Essex landscape and increase connectivity with transport operators. Opportunities from North Essex devolution.	NEEB	Medium	£	<ul style="list-style-type: none"> Improved rural connectivity Increased funding Improved strategic opportunities through partnership working
	Air quality designated area Opportunities to leverage funding.	NEEB	Long	£	<ul style="list-style-type: none"> Reduced carbon footprint Reduced CO2 levels
Facilitating Effective EV Charging Roll-out	Grants / ECC EV roll out What is offered at district level? Map provisions of support/grants.	ECC	Medium	£	<ul style="list-style-type: none"> Reduced carbon footprint Higher take up of electric vehicles Reduced CO2 levels through transportation Increased awareness of EV opportunities
Leading Digital Infrastructure	Lobby central gov for support to deliver rural digital connectivity (ECC Superfast Essex)	NEEB LAs/ECC	Long	£	<ul style="list-style-type: none"> Raised awareness of digital connectivity Improved opportunities for residents and businesses in rural areas of NEEB Partnership working Raised awareness of digital connectivity opportunities
	5G Innovation Zones ECC bid submitted to DZIT for 5G innovation zone to cover Essex & Herts. NEEB has supported the bid and will support delivery where appropriate.	ECC/Herts/ NEEB LAs	Short/ medium	£	<ul style="list-style-type: none"> Improved rural connectivity Increased funding Improved strategic opportunities through partnership working

Prosperous and Inclusive Communities

A thriving and inclusive region where all residents and businesses have the opportunity to contribute and prosper

Link To Strategic Priorities	Action	Lead Organisation	Timescale	Funding /Source	What does success look like?
					Measure
Developing a North Essex Pride in Place Evidence Base	Co-ordinating young start-ups/young entrepreneurs Support young entrepreneurship through the Young Entrepreneurs programmes. Supporting existing provision such as Princes Trust.	NEEB LA's/ECC	Medium	£	<ul style="list-style-type: none"> New business start-ups Increased support for young business people
	Pride of place surveys Identify what is needed by residents. Exploring opportunities through thriving places. (existing survey data). Using thriving places index to help determine support.	NEEB	Short	£	<ul style="list-style-type: none"> Improved resident health and wellbeing Pride of place (levelling up) Increased volunteering
Leading North Essex's Visitor Economy Promotion	Business support for Tourism Conduit for partnerships.	NEEB LAs/ECC	Short	£	<ul style="list-style-type: none"> Economic Growth Increased jobs creation Support a struggling sector
	Increase tourism across North Essex 'Offer' trails etc to promote a continuous tourism journey. Online offers that move from one place to another to encourage sales.	NEEB/Comms Lead/Visit Essex	Short	£	<ul style="list-style-type: none"> Improved marketing Increased inward investment Job creation

Prosperous and Inclusive Communities

A thriving and inclusive region where all residents and businesses have the opportunity to contribute and prosper.

Link To Strategic Priorities	Action	Lead Organisation	Timescale	Funding /Source	What does success look like?
					Measure
Convening Local Third Sector Organisations	Social enterprise Supporting businesses with corporate social responsibility, linking businesses with charities and volunteering organisations.	NEEB	Long	£	<ul style="list-style-type: none"> Improved opportunities through partnership working
Increasing Community Investment	Inclusive business support Each district to 'nominate/pick' a business park and introduce businesses to community support schemes to improve wellness. Working with Provide to support businesses with NHS health check and training available (e.g., mental health training).	NEEB LAs/Provide/NHS	Short	NA	<ul style="list-style-type: none"> Improved opportunities through partnership working Improved health and wellbeing

NEEB Strategy four key delivery themes

Inclusive Businesses & Skilled Residents



Skills & Sector support

- Opportunities that reflect North Essex's business and skills strengths.
- Seizing the opportunities associated with key growth sectors.



Green & High Growth Economy

Young Entrepreneurs

Understanding young entrepreneurs' progression can support their personal aspirations and goals.

Dynamic & Connected Region



Infrastructure

- NEEB – top 5 ask?
- Strategic partnerships enabling North Essex to be presented within strategic transport.

Prosperous & Inclusive Communities



Inward Investment Campaign

Promoting North Essex's businesses and potential to attract inward investment.



Next steps....

September 23

**NEEB Board
Members**

Member decision
on Action Plan

October 23

**Strategy
soft
Launch**

Strategy adopted
by NEEB LAs

November 23

**Action Plan
Logistics**

- Budgets
- District spread
- Projects agreed

January 24

**Project
programme**

Action Plan
projects agreed
and planned

April 24

Delivery

Delivery of
identified projects



North Essex
Economic
Board



For further information



<https://neeb.org.uk/>



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