

## Economic Development Action Plan 2003-2007

Action	RDC Resources	Responsibility	Timescale
<b>Objective 1 - Work in Partnership</b>			
1.1 Work in partnership with other agencies whose remit is to support economic development in the area	All Rochford District Council Officers Rochford District Council Members	Rochford District Council All partners	2003/07
1.2 Consult with the business community and partners to ensure their views are taken into consideration in developing policies, plans and initiatives. A consultation protocol for this consultation to be developed.	All Rochford District Council Officers Rochford District Council Members	Rochford District Council All partners	2003/07
<b>Objective 2 - Skills and employability for business</b>			
2.1 Encourage business to access training for their workforce, particularly using the Employer Training Pilot (2002/04)	Nil cost to Rochford District Council	Rochford District Council Business Link for Essex Learning and Skills Council for Essex	2002/04
2.2 Encourage businesses to take up opportunities of mentoring through the Business Champions Programme established through	In kind cost Rochford District Council Project funded via	Rochford District Council Southend Borough Council Castle Point Borough	2001/04

the South East Essex Economic Partnership	European Social Fund 2001/03	Council SEEEP	
2.3 With partners, identify potential future funding for the Business Champions Programme established through the South East Essex Economic Partnership	In kind contribution of EDO/Rochford District Council	Rochford District Council Southend Borough Council Castle Point Borough Council SEES	2003/07
2.4 Work closely with Business Link for Essex and the Learning and Skills Council Essex, to identify the gaps in skills for businesses in the Rochford area, and develop initiatives to meet those needs	Economic Development Officer in kind contribution	Rochford District Council Business Link for Essex Learning & Skills Council – Essex	2003/04
2.5 With Business Link for Essex target businesses in the district to achieve the Investors in People Award, recognising the need to train and develop staff 2.6	Economic Development Officer referrals	Rochford District Council Business Link for Essex	2003/07
2.6 Ensure Rochford District Council staff are fully trained to meet the skill needs of the local authority	Within existing training and development budgets	Managers in Rochford District Council	2003/07
2.7 Promote the use of graduate skills to small businesses through the promotion to businesses of the Shell Technology Enterprise Programme managed by Essex County Council	Economic Development Officer referral	Rochford District Council Essex County Council	2003/07

<b>Objective 3 - Town centre and industrial estate enhancement</b>			
3.1 with partners promote and support the market towns health check initiative/village appraisal to engage businesses in planning the future of their town centres.	Approximately £5,000 per initiative Rochford market Town Health Check approved £5000 2002/03	Rochford District Council Countryside Agency Chambers of Trade Parish/Town Councils	2003/07
3.2 Maintain liaison with the Chambers of Trade in their respective areas to maintain the quality and environment of the town centres.	Economic Development Officer	Rochford District Council Chambers of Trade	2003/07
3.3 With business advisory partners provide information to businesses in the town centres to help them develop their businesses	Economic Development Officer	Rochford District Council Business Link for Essex Chambers of Trade & Commerce	2003/07
3.4 Continue to seek funding to develop sites of historic interest and support projects for improvement and access with partners, such as Rayleigh Windmill	Lottery and Heritage Bids	Rochford District Council Parish/Town Councils Local Organisations	2003/07
3.5 Promote clear sign posting for visitor information and tourism in town centres	Leisure Officer	Rochford District Council Essex County Council	2003/07
3.6 Link information about Rochford district to the Essex County Council Tourism web site	Nil	Rochford District Council Essex County Council	2003/04

3.7 Install CCTV in Hockley, Rochford and Hullbridge to reduce and deter crime	Funding of £31,400 agreed	Rochford District Council Parish Councils	2003/04
3.8 Developing recycling initiatives with the business community for industrial estates in the district to improve the cost effectiveness of waste disposal and improve the environment	EDO Recycling Officer and assistant Funding for Brook Road Industrial estate environmental works £9,550 2002/03 received Bids being investigated	Rochford District Council Essex County Council EEP Essex Investment Office EEDA Chambers of Commerce and Trade Federation of Small Businesses	2003/07
3.9 With partners develop a Business Watch Scheme in town centres and industrial estates	Home Office funding of £4200 bid 2003/04	Crime and Disorder Reduction Partnership Federation of Small Businesses Chambers of Trade and Commerce	2003/04
<b>Objective 4 - Business support initiatives</b>			
4.1 Work with Business Link for Essex, Enterprise Agencies and Chambers of Trade and Commerce, SEEEP and other agencies, to promote the range of advice and support that is available to	Economic Development Officer	Rochford District Council Business Link for Essex Enterprise Agencies Chamber of Trade & Commerce	2003/07

businesses in the area, in order to reduce the number of business failures and increase opportunities for business growth			
4.2 Every three years produce a Business Directory to help promote business to business contact in the area, and promote business advisory services	Economic Development Officer £1,000 completed 2002 £1000 to be requested 2005	Rochford District Council Business Support Agencies	2005
4.3 Produce an annual newsletter for businesses informing them of business support activities in the area, what Rochford District Council can do to help them and any funding opportunities available	Economic Development Officer £100 from existing budgets pa	Rochford District Council	2003 2004 2005 2006 2007
4.4 Encourage businesses to take up opportunities of mentoring through the Business Champions Programme in order to improve their business prospects	See previous item		
4.5 Identify funding opportunities for businesses and business development in the area, and submit bids where appropriate	Economic Development Officer	Rochford District Council Essex County Council Thames Gateway South Essex Essex Economic Partnership	2003/07
4.6 Raise awareness of Council functions which liase with businesses through business contact with the Economic	Economic Development Officer	Rochford District Council	2003/07

Development Officer to ensure they are aware of council guidance and initiatives			
4.7 Work with rural businesses and partners to identify ways in which it can support the rural economy, such as in policies on the conversion of redundant buildings in the Local Plan and specialist business support via partners	Economic Development Officer Planning Officers	Rochford District Council EEDA Writtle College DEFRA	2003/07
4.8 Work with the 'Waymark Project' sponsored by EEDA and delivered locally through Writtle College, to promote rural enterprise	Economic Development Officer	Rochford District Council East of England Development Agency Writtle College	2003/07
<b>Objective 5 - Transport and Infrastructure</b>			
5.1 Develop and implement a Community Transport Strategy to ensure all residents can access employment and recreation opportunities	Community Planning Officer Corporate Policy Manager Head of Revenue & Housing Management	Rochford District Council Essex County Council Community Transport Partnership	2002/05
5.2 Work with partners and BT to ensure that businesses in the area have access to broadband should they want it.	Economic Development Officer	Rochford District Council Chambers of Commerce and Trade Federation of Small	2003/07

		Businesses B.T.	
5.3 with Partners encourage the use of e-commerce amongst businesses through e-procurement	Economic Development Officer	Rochford District Council Essex County Council Federation of Small Buinsesses Chambers of Commerce and Trade TGSE EEP EEDA	2003/07
5.4 Liaison with London Southend Airport to preserve airport related employment in the district	Economic Development Officer	Rochford District Council London Southend Airport	2003/07
5.5 Work with partners to facilitate the development of small industrial premises for businesses in the area	Economic Development Officer to investigate funding opportunities	Rochford District Council Essex County Council SEEEP Federation of Small Businesses TGSE EEDA	2007
<b>Objective 6 - Tourism and heritage</b>			
6.1 continue to seek funding to develop sites of historic interest and support projects for improvement and access with partners, such as Rayleigh Windmill	See previous item	Rochford District Council Partners	2003/07

6.2 Promote clear sign posting for visitor information and tourism in town centres	See previous item		
6.3 Link information about Rochford district to the Essex County Council Tourism web site	See previous item		
6.4 Work with Essex County Council, EEDA and TGSE to encourage the development of a wider choice of overnight accommodation in the district to encourage tourism in the area	Economic Development Officer Leisure Officer	Rochford District Council Thames Gateway South Essex East of England Development Agency	2003/07
6.5 Promote Rochford facilities as venues for business meetings for local businesses retaining the income in the local economy, i.e. Mill Hall and Freight House	Economic Development Officer	Rochford District Council Holmes Place	2003/07
6.6 Raise the profile of sites of historic and scientific interest with partners to attract visitors to the area, using the website where possible	Economic Development Officer Leisure Officer	Rochford District Council Essex County Council East of England Development Agency TGSE	2003/07
6.7 Develop marketing campaigns to promote sites of historic interest or sites for leisure and recreation	Communications Officer Leisure Officers Economic Development Officer Resource requirements to be investigated	Rochford District Council Essex County Council East of England Development Agency TGSE	2003/07



<b>Objective 7 - Inward Investment</b>			
7.1 Work with ECC to establish the Property Pilot in Rochford District Council, collating site availability in the area	Economic Development Officer £100 modem 2002	Rochford District Council Essex County Council	2002/03
7.2 Consultation will take place with businesses and their representatives on the Local Plan development for the district	Planning Department Economic Development Officer	Rochford District Council	2002/03
7.3 The Economic Development Officer will work closely with the Planning Department to help provide advice to businesses in the area on planning issues	Economic Development Officer Planning Department	Rochford District Council	2002/05
7.4 Work with businesses to identify opportunities for site improvement, e.g. environmental improvements to Brook Road Industrial Estate	Economic Development Officer Chambers Initiative Fund (RDC) Industrial Estate Improvement Scheme (ECC)	Essex County Council Rochford District Council Chambers of Trade	2002/05
7.5 Provide information about Rochford District to the Essex Investment Office to respond to Inward Investment requirements	Economic Development Officer	Rochford District Council Essex County Council – Essex Investment Office	2003/07
<b>Resources and Funding for Economic Development</b>			
8.1 Continue to provide National Non-Domestic Rate relief based	Up to a maximum of £25,000 pa	Rochford District Council	2003/07

on a cases by case basis			
8.2 Support bids for funding from businesses and business support agencies, where these support the aims and objectives of the Council	Economic Development Officer in kind contribution	Rochford District Council	2003/07
8.3 Maintain the policy of the Council to try to purchase products and services locally wherever possible.	All Staff	Rochford District Council	2003/07
8.4 Continue to fund the following agencies through annual subscriptions: Chambers of trade for projects to support the local town centre Initiatives, Enterprise Agency, EEP, TGSE, SEEEP	Chamber Initiatives £5,000 pa Enterprise Agency £1,500 pa EEP £3,500 pa TGSE £5,000 pa SEEEP £1,000pa	Rochford District Council	2003/07