

BUILDING A PROSPEROUS DISTRICT



**BRAINTREE DISTRICT
ECONOMIC DEVELOPMENT
PROSPECTUS 2013/2026**

Building a Prosperous District



The Prospectus

This Prospectus sets out how we intend to create the conditions for economic growth and deliver a prosperous Braintree District from 2013 to 2026. It is based upon a review of economic data, summarised in a supporting District Economic Profile, which has informed our priorities and Key Performance Indicators. The Prospectus will deliver our Corporate Strategy priority of **Prosperity** – ensuring that our economy grows sustainably. It will be a key component in delivering our Core Strategy – creating the conditions to hit the target of **14,000 new jobs by 2026**.

Our competitive advantage - location

Braintree District has a superb location to support business growth and inward investment: lying between the regional growth centres of Chelmsford and Colchester; Cambridge as a global technology research and development centre; and the international transport hubs of Stansted Airport and the Haven Ports. London is 45 minutes away by rail; and the A120 and A12 trunk roads cross the District giving access to the Haven and Thames ports, Stansted and Southend airports, and to the M11, London and the M25.

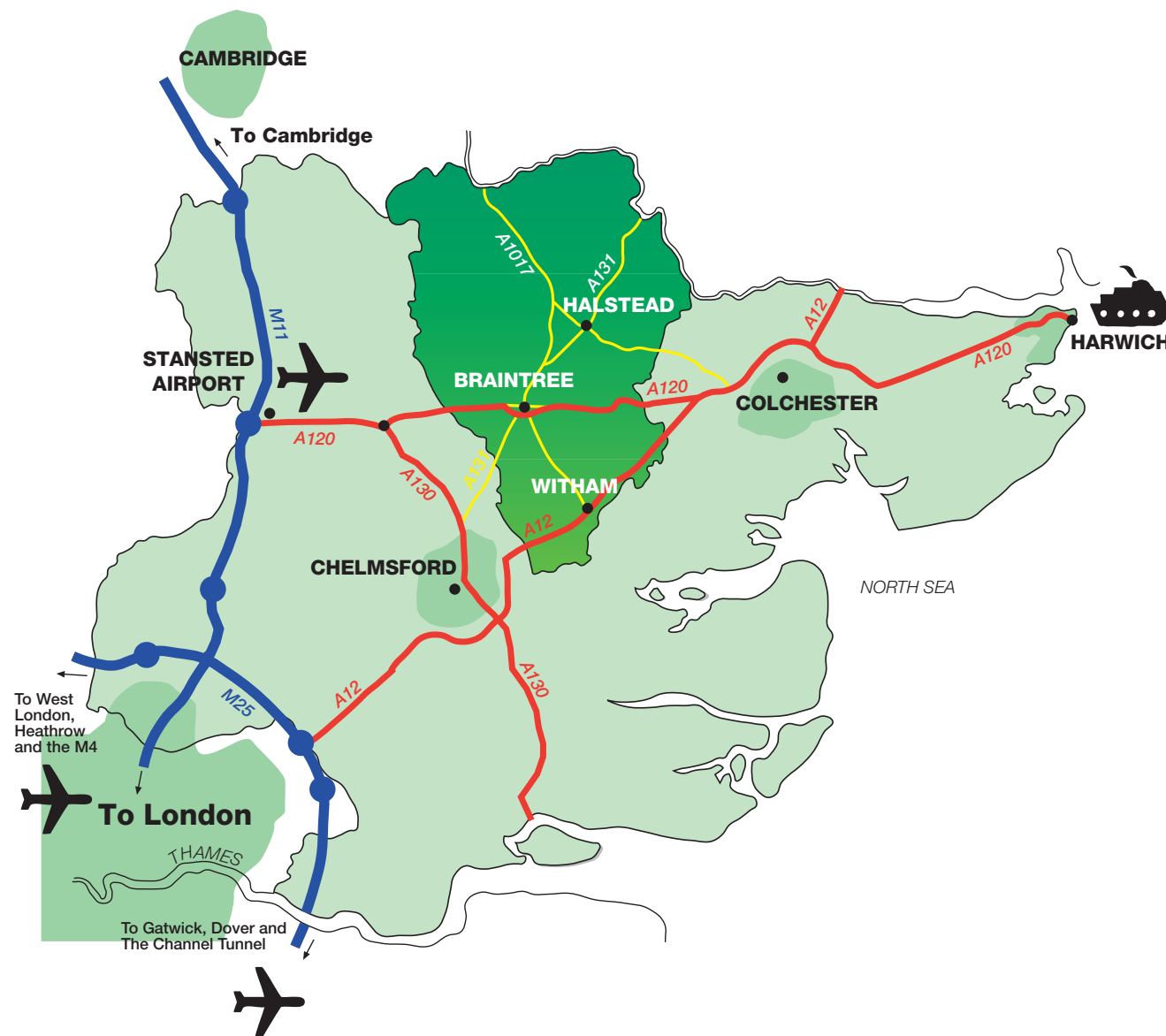
This locational advantage is complemented by a high quality natural and historic environment, and a supportive and entrepreneurial business environment, where employment land is competitively priced. The Council and its partners are serious about enabling investment, and helping businesses establish and grow.

Barriers to growth

The District economy has the potential to be at the forefront of economic recovery regionally and nationally, but there are barriers to growth. The District's **infrastructure** needs improvement – the A120 is only dualled from Stansted to Braintree, and the A12 is above capacity with serious peak hour congestion; the rail connection from Braintree to the East Coast mainline at Witham is single track, limiting the frequency of service. The rural parts of the District in particular lack access to superfast broadband – essential if we are to foster innovative micro businesses and SME's. We have attractive and accessible employment sites but need to support the private sector to develop those sites. We need to build on our foundation of **business support**, stimulating demand through a co-ordinated approach to inward investment. We need to support the growth of businesses with innovation potential including supporting the growth of the green economy. We need to ensure effective employment support to make sure our residents have the skills to compete for new jobs. We need to continue **Town Centre and Rural Regeneration** to strengthen the role of our key towns and villages in providing services and the cultural and social heart of the District. We need to create the conditions for effective **delivery**, working with our partners in the private and public sectors.

Our Prospectus Priorities

Our number one economic priority is to strengthen the 'hard' economic **infrastructure** of the District. This will be complemented by supportive 'soft infrastructure' – effective **business and employment support** and **town centre and rural regeneration**.



Priority 1 - Infrastructure



We will secure improvements to the Districts strategic employment infrastructure: improve road and rail connectivity and public transport; provide superfast broadband across all parts of the District; bring forward strategic employment sites and ensure a range of premises are available for businesses.

Road - we will:

- secure improvements to, and dualling of, the A120 between Braintree and the A12, as part of the development of the wider A120 economic corridor, to improve safety reliability and encourage inward investment
- secure slip road improvements on the A120 to reduce peak hour congestion
- secure junction improvements on the A12 and other strategic road improvements, to reduce congestion and encourage inward investment

Broadband - we will:

- work with Essex County Council and BT to secure the earliest availability of universal broadband coverage and fastest available connection speeds to support business needs and the development of e-commerce
- work with Haven Gateway partners to lobby BDUK for broadband infrastructure in support of our growth corridor
- ensure that broadband provision is made in new commercial and industrial development

Rail - we will:

- lobby to secure funding for, and the delivery of, the Braintree rail loop to substantially improve access to London and reduce congestion

Employment sites and premises - we will:

- work with owners and developers to bring forward key strategic employment sites as part of the development of the wider A120 economic corridor :
 - Land to the west of the A131 at Great Notley
 - Braintree north west (land off Panfield Lane)
- Work with existing businesses to improve the fabric of our industrial estates to encourage investment
- invest in the creation of new small "incubator" business units to encourage new start up businesses
- ensure that there is a range of growth on space to meet business needs

Public transport - we will:

- work with partners to improve express links between Stansted Airport , Braintree, Witham and the rail network

Priority 2 - Business and Employment Support



Building on our current foundation, we will ensure the availability of a full range of business support, to support start up and growth, including home based businesses and rural and social enterprises. We will attract inward investment through co-ordinated action and target support to businesses with innovation potential, and renewable/low carbon technologies. We will work with businesses and providers to help improve educational attainment, support young people into sustainable employment and help all our residents compete for jobs.

Business support

- we will:

- work with Ignite and other business organisations to increase levels of business support in order to generate more new business starts and increased growth rates, including social enterprise, home business and rural business support
- support existing businesses through ensuring access to business advice, access to finance, and business energy advice
- identify businesses with innovation potential and support collaboration with higher education
- stimulate inward investment, producing an investment prospectus, working with partners in a co-ordinated approach and improving information on commercial land and property
- provide targeted business rate relief to stimulate investment and jobs growth
- as a Council, support employment creation and provide business friendly service
- strengthen business engagement through key businesses and business boards

Employment support

- we will:

- work with local schools and colleges and Essex County Council on improvements in attainment levels for 16-24 year olds
- broker stronger engagement between businesses, colleges and schools including work experience and curriculum development and delivery
- work with businesses to identify their skill needs
- promote the business case for apprenticeships, work with providers to improve support, and work with businesses to deliver more apprenticeships
- support links between businesses and higher education to develop knowledge transfer partnerships and support innovation
- Promote apprenticeships and training through procurement

Priority 3 - Town Centre and Rural Regeneration



We will support retailers, service providers and other businesses in our key town to develop an economically sustainable future for those towns as the heart of our community, and support the growth of rural based enterprises.

Regenerating our key towns - we will:

- undertake town centre improvements to deliver increased footfall and enhance commercial vitality
- ensure the delivery of key town centre regeneration schemes
- work with partners including the Town Teams to deliver shop local campaigns and events to attract people into the towns
- support Town Teams to become sustainable partnership models for the future
- examine the future role of our town centres and stimulate development that will support that new role

Rural communities

- we will:

- promote the regeneration of village regeneration schemes including at Sible Hedingham (Premdor and adjacent Rockways premises) and
- Silver End – (Crittall Works and adjoining Carriers premises)
- ensure the provision of business support for rural enterprises and home based businesses
- ensure the provision of flexible working spaces to support the growth of home based businesses and rural enterprises

Delivery



Business led/ partnership delivery

The private sector - making individual business decisions and investments, will deliver jobs and prosperity in the District. We will work closely with: private sector partners through supporting and developing business partnerships; the business support organisation Ignite; and business representative organisations; to ensure that delivery of the Prospectus is business led.

The Council's key role is to champion the opportunities and needs of the District and to create the conditions for growth. We don't have the direct means of delivering all the actions necessary to deliver the prospectus but will work with a wide range of partners including local regional and national public sector bodies, education and training providers, and the local private sector. In particular we will work through the South East Local Enterprise Partnership; Essex County Council; and the Haven Gateway Partnership; exerting significant influence and helping those bodies achieve their strategic objectives

Delivery Plans

The plan below shows short medium and long term delivery for key Prospectus projects:

Priority	Short Term (2013-2015)	Medium Term (2015-2020)	Long Term (2020-2026)
Infrastructure	A120 Feasibility, Funding and design	A120/A12 Junction Improvements	
		A120 Dualling	
	Braintree Rail Loop, lobbying, technical studies, design	Braintree Rail Loop	
	Skyline II Planning	Skyline II	Key Employment Sites
	Ignite Enterprise Units		
	Broadband Campaign	Broadband Roll out	
Business and Employment	Business start up advice, business growth support, Inward Investment support		
	Educational attainment, skills, and employment support		
Town Centre and Rural Regeneration	Braintree Town Centre Regeneration		
	Braintree Town Centre Public Works	Braintree Victoria Street	
	Halstead Town Centre Regeneration		
		East of High Street Halstead	
	Witham Town Centre Regeneration		
		Newlands Centre Witham	
	Sible Hedingham (Premdor)	Silver End (Crittall Works)	

We will produce an annual delivery plan to measure progress against key performance indicators and our longer term strategic aims.

Supporting the Prospectus



Key Performance Indicators (KPI's)

Prospectus:	Jobs growth; GVA; economic performance ranking
Infrastructure:	Hectares of employment land developed; Broadband coverage
Business:	Business start-up and survival; GVA; innovation
Employment:	Work place skill and wage levels; apprenticeship numbers
Regeneration:	Retail vacancy rates; footfall

This Prospectus gives a high level overview of how we will create the conditions for economic growth and deliver a prosperous Braintree District. A more detailed explanation of each of the Prospectus Priorities, including project delivery details and Key Performance Indicators is to be found in separate accompanying brochures:

- An Annual Delivery Plan
- An up to date District Economic profile
- An Investment Prospectus to support Inward Investment

The Prospectus will be periodically reviewed to reflect changing economic conditions and opportunities.

For more information visit: **www.braintree.gov.uk**
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South East
Local Enterprise Partnership

