



Essex County Council

Place Services and Economic Growth Policy and Scrutiny Committee

14:00	Monday, 10 January 2022	Council Chamber County Hall, Chelmsford, CM1 1QH
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For information about the meeting please ask for:

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Essex County Council and Committees Information

All Council and Committee Meetings are held in public unless the business is exempt in accordance with the requirements of the Local Government Act 1972.

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Should you wish to record the meeting, please contact the officer shown on the agenda front page.

		Pages
1	Membership, Apologies, Substitutions and Declarations of Interest	4 - 4
2	Minutes from the previous meeting To approve as a correct record the Minutes of the meeting held on 25 November 2021.	5 - 9
3	Questions from the Public A period of up to 15 minutes will be allowed for members of the public to ask questions or make representations on any item on the agenda for this meeting. No statement or question shall be longer than three minutes and speakers will be timed. If you would like to ask a question at this meeting, please email Democratic Services by 12 noon the day before (Friday 7 January).	

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|----------|---|----------------|
| 4 | Work Programme
To receive an update (PSEG/01/22) on the current Committee Work Programme. | 10 - 13 |
| 5 | Visit Essex
To receive an update (PSEG/02/22) on the recent work of Visit Essex introduced by Councillor Graham Butland, Cabinet Member for Devolution, the Arts, Heritage and Culture. | 14 - 32 |
| 6 | Green Infrastructure Strategy and Essex Forest Initiative
To receive a report and presentation (PSEG/03/22) on the Green Infrastructure Strategy and Essex Forest Initiative introduced by Councillor Graham Butland, Cabinet Member for Devolution, the Arts, Heritage and Culture. | 33 - 56 |
| 7 | Date of Next Meeting
To note that the next meeting of the Committee is scheduled to take place on Thursday 20 January 2022 at County Hall. | |
| 8 | Urgent Business
To consider any matter which in the opinion of the Chairman should be considered in public by reason of special circumstances (to be specified) as a matter of urgency. | |

Exempt Items

(During consideration of these items the meeting is not likely to be open to the press and public)

The following items of business have not been published on the grounds that they involve the likely disclosure of exempt information falling within Part I of Schedule 12A of the Local Government Act 1972. Members are asked to consider whether or not the press and public should be excluded during the consideration of these items. If so it will be necessary for the meeting to pass a formal resolution:

That the press and public are excluded from the meeting during the consideration of the remaining items of business on the grounds that they involve the likely disclosure of exempt information falling within Schedule 12A to the Local Government Act 1972, the specific paragraph(s) of Schedule 12A engaged being set out in the report or appendix relating to that item of business.

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|----------|---|
| 9 | Urgent Exempt Business
To consider in private any other matter which in the opinion of the Chairman should be considered by reason of special circumstances (to be specified) as a matter of urgency. |
|----------|---|

Agenda item 1

Committee: Place Services and Economic Growth Policy and Scrutiny Committee

Enquiries to: Justin Long, Senior Democratic Services Officer

Membership, Apologies, Substitutions and Declarations of Interest

Recommendations:

To note

1. Membership as shown below
2. Apologies and substitutions
3. Declarations of interest to be made by Members in accordance with the Members' Code of Conduct

Membership

(Quorum: 5)

Councillor A Goggin	Chairman
Councillor D Blackwell	Vice-Chairman
Councillor S Crow	
Councillor P Honeywood	
Councillor D Land	
Councillor R Moore	
Councillor L Scordis	
Councillor L Shaw	Vice-Chairman
Councillor M Skeels	
Councillor M Steel	
Councillor M Stephenson	
Councillor M Vance	
Councillor H Whitbread	
Liberal Democrat	Position to be filled

Minutes of the meeting of the Place Services and Economic Growth Policy and Scrutiny Committee, that was held in the Council Chamber, County Hall, Chelmsford on Thursday, 25 November 2021

[A YouTube recording of the meeting is to be found online.](#)

Present:

Members:

Councillor A Goggin	Chairman
Councillor D Blackwell	Vice-Chairman
Councillor P Honeywood	
Councillor D Land	
Councillor R Moore	
Councillor L Shaw	Vice-Chairman
Councillor M Skeels	
Councillor M Steel	(to Item 6)
Councillor M Stephenson	
Councillor M Vance	
Councillor H Whitbread	
Councillor M Mackrory	

ECC Officers:

Clare Perkins	Business Intelligence Partner
Helen Morris	Head of Integrated Transport Unit
Richard Greaves	Chief Planning Officer (County Planning and Major Development)
Phil Dash	Principal Planning Officer
Justin Long	Senior Democratic Services Officer (clerk to the meeting)
Lisa Siggins	Democratic Services Officer
Jasmine-Harley Carswell	Democratic Services Officer

Also in attendance were:

Councillor G Butland, Cabinet Member for Devolution, the Arts, Heritage and Culture
Councillor M Durham, Deputy to the Cabinet Member for Devolution, the Arts, Heritage and Culture
Councillor L Wagland, Cabinet Member for Economic Renewal, Infrastructure and Planning
Councillor L Scott, Cabinet Member for Highways Maintenance and Sustainable Transport

Welcome and Introduction

Councillor Goggin, the Chairman of the Place Services and Economic Growth Policy and Scrutiny Committee, welcomed those in attendance. He noted that the meeting was taking place under the rules of social distancing, and that if anyone moved from their seat, they should wear a facemask.

1. Membership, Apologies, Substitutions and Declarations of Interest

The report on Membership, Apologies and Declarations was received, and it was noted that:

1. The membership of the Place Services and Economic Growth Policy and Scrutiny Committee was as shown in the report.
2. Councillor Mackrory was substituting for Councillor Crow.
3. No Declarations of interests were made.

The Chairman, Councillor Goggin, reminded members that any interests must be declared during the meeting if the need to do so arose.

2. Minutes and Matters Arising

The Minutes of the meeting held on Thursday 28 October 2021 were approved as a correct record and were signed by the Chairman.

3. Questions from the Public

It was noted that no questions had been received from the public.

4. Cabinet Member Update – Councillor Butland

Councillor Butland, Cabinet Member for Devolution, the Arts, Heritage and Culture and the Business Intelligence Partner gave a presentation on the portfolio and how the performance measures in *Everyone's Essex – Our Plan for Levelling Up the County: 2021-2025* would be achieved. They were joined by Councillor Durham, Deputy to the Cabinet Member for Devolution, the Arts, Heritage and Culture.

The presentation can be found [here](#).

It was noted that the plan was to bring two papers to the Committee in January 2021 on Visit Essex and on the Green Infrastructure Strategy, Essex Forest Initiative and Country Parks

Following the presentation, members were invited to ask questions and provide comment.

Key points raised during this discussion included:

- The focus was on re-engaging with the Arts, Heritage and Culture and understanding the current challenges and opportunities.

- Information would be provided to Councillor Blackwell on the start times for the Essex Forest Initiative on Canvey Island.
- Members questioned what 'levelling-up' meant in the portfolio, and it was confirmed that it should be considered in the wider community context with outreach work a key priority.
- The importance of smaller museums and 'hidden gems' was highlighted with further work being considered to promote them.
- Accessibility (including public transport provision) to the Arts, Heritage and Culture was a key challenge in many areas of the county.
- Councillor Shaw would be provided with information on the relevant discussions between Essex County Council and Rochford District Council.
- In light of the closure of the Chelmsford Tourism Information Centre in 2003, it was reported that a central tourism point, delivered through partnership working, could be considered in the future.

5. Essex Enhanced Bus Partnership

The Head of the Integrated Passenger Transport Unit gave a presentation on the Essex Enhanced Partnership. The presentation can be found [here](#).

Councillor Scott, Cabinet for Highways, Maintenance and Sustainable Transport, paid tribute to the work of the team and outlined that they were committed to providing the best service to residents, working closely with bus operators, and the process would be one of evolution rather than revolution.

Following the presentation, members were invited to ask questions and provide comment.

Key points raised during this discussion included:

- The viability of bus services in rural areas and the risks around the future of these with the ending of Central Government 'recovering funding' in March 2022.
- Passenger numbers had not returned to pre-pandemic levels.
- The absence or poor condition of bus shelters was a key issue for residents and there were plans to re-establish the scheme working with parish councils.
- The importance of making digital platforms accessible to all.
- The Council was working with bus operators to make fleets more environmentally sustainable; however, the biggest 'carbon-gain' in transport

terms in the county was encouraging a modal shift from cars to buses (whatever their fuel source).

- Members supported a proposal that a member of the Place Services and Economic Growth Policy and Scrutiny Committee should sit on the proposed Essex Bus Strategy Board (EBSB).

6. Review of the Essex Minerals Local Plan 2014

The Cabinet Member Cabinet Member for Economic Renewal, Infrastructure and Planning introduced the item and praised the hard work of all the team involved in the Minerals Local Plan.

The Chief Planning Officer gave a presentation on the Review of the Essex Minerals Local Plan. The presentation can be found [here](#).

Following the presentation, members were invited to ask questions and provide comment.

Key points raised during this discussion included:

- Transportation to and from the sites was a key concern for residents. To address any issues, the Chief Planning Officer outlined the importance of the site selection process, encouraging sustainable transport links, and routing agreements.
- The wider of issue of HGVs and the role that policy and technology could play in ensuring that they take the most appropriate routes.
- The importance of restoration policy including the aim of creating new habitats, enhanced biodiversity, and public access.
- Clarification on the national requirement for a landbank of a minimum seven years, and the proposed allocation of 8.67mt of sand and gravel supply in Essex.
- The importance of working with residents including the practice of mineral operators holding liaison meetings with local communities to address any concerns.
- Progress on the Minerals Local Plan Review would be brought back to the Committee, and members were invited to consider how they would like to see scrutiny work undertaken in this area.

7. Work Programme

The report was noted. A further update would be presented to the Committee for consideration at its next meeting.

8. Date of Next Meeting

The committee noted that the meeting scheduled for Friday 10 December would be cancelled, and replaced by a meeting on Monday 10 January, 2pm at County Hall.

9. Urgent Business

No items were raised.

Chairman

Work Programme

Agenda Item 4

Reference Number: PSEG/01/22

Report title: Work Programme	
Report to: Place Services and Economic Growth Policy and Scrutiny Committee	
Report author: Justin Long, Senior Democratic Services Officer	
Date: 10 January 2022	For: Discussion
Enquiries to: Justin Long, Senior Democratic Services Officer at justin.long@essex.gov.uk	
County Divisions affected: Not applicable	

1. Introduction

- 1.1 The work programme is a standard agenda item.

2. Action required

- 2.1 The Committee is asked to consider the work programme in the Appendix and suggest any additional items.

3. Background

3.1 Developing a work programme

Since the last meeting of the Committee in November 2021, work has continued to identify priorities and future agenda items. This has included discussions with Cabinet Members and Officers.

This work has reflected the adoption of the *Everyone's Essex – Our Plan for Levelling Up the County: 2021-2025* organisation strategy at Council on 12 October 2021.

The current work programme is attached in the **Appendix**.

4. Everyone's Essex

The Committee should take account of the *Everyone's Essex – Our Plan for Levelling Up the County: 2021-2025* strategy when considering the work programme and future items.

Particular attention should be paid to the strategic ambitions (and associated commitments and performance measures) most relevant to the work of the Committee: 'Strong, Inclusive and Sustainable Economy', and 'High Quality Environment'.

Work Programme

5. Update and Next Steps

See Appendix.

6. Appendix – Current work programme

Appendix - PSEG Work Programme (January 2022)

Provisional Date	Topic Title	Lead Contact / Cabinet Member	Purpose and Target Outcomes	Relevance to Scrutiny Theme	Cross-Committee Work Identified (where applicable)
10 January	Visit Essex	Councillor Butland Devolution, the Arts, Heritage and Culture	Update on response to the pandemic, how the market was supported, short-term campaigns to support 'unlocking', recent campaign wins, and plans to support the visitor economy to recover in the longer-term.	Link to Scrutiny of the Corporate Strategy	
10 January	Green Infrastructure Strategy and Essex Forrest Initiative	Councillor Butland, Devolution, the Arts, Heritage and Culture	Update on the Essex Forrest Initiative and the Green Infrastructure Strategy (which pulls together the work that is being done across the council)	Link to Scrutiny of the Corporate Strategy	
20 January	Cabinet Member Update	Councillor Scott, Highways Maintenance and Sustainable Transport	To understand how the performance measures outlined in <i>Everyone's Essex</i> will be achieved and identify any further work for PSEG	Scrutiny of the Corporate Strategy	Link to the performance monitoring work of the Corporate Policy and Scrutiny Committee
20 January	Climate Change	Sam Kennedy, Director, Environment and Climate Action / Councillor Peter Schwier, Climate Tsar	Update on Climate Change work across ECC and response to Essex Climate Action Commission (this follows update in July 2021)	Climate Change	Link to the performance monitoring work of the Corporate Policy and Scrutiny Committee

Appendix - PSEG Work Programme (January 2022)

Future Items

Local Highway Panels (LHPs) – to receive the final report and recommendations from the Task & Finish Group on the future direction of LHPs

Provisional Date 24 March 2022

Bus Service Improvement Plan - to receive a six-month update on the implementation of the Bus Service Improvement Plan

Provisional Date 24 March 2022

Culture and The Arts – update on plans to support the arts and culture in Essex (expected early 2022)

Provisional Date TBC

Minerals Local Plan Update - to receive a further update on the Minerals Local Plan

Provisional Date TBC

Future Briefings

Transport East – to receive a briefing on the latest strategy and work.

Task and Finish Groups

Local Highway Panels – meetings in November 2021 to February 2022 with final report and recommendations to be considered at 24 March meeting.

Report title: Visit Essex - how the visitor economy has responded to the pandemic	
Report to: Place Services and Economic Growth Policy and Scrutiny Committee	
Report author: Councillor Graham Butland, Cabinet Member for Devolution, the Arts, Heritage and Culture	
Date: 10 January 2022	For: Discussion
Enquiries to: Lisa Bone, Tourism and Place Marketing Manager, Visit Essex at Lisa.Bone@essex.gov.uk	
County Divisions affected: Not applicable	

1. Purpose of Report

This report and presentation aims to provide information to the Scrutiny Committee on how Visit Essex has responded to the impacts of the pandemic on the Essex visitor economy. Visit Essex produced a recovery plan to support the industry and outlined a programme of work.

2. Background

Visit Essex is a destination management organisation (DMO) that has operated a membership model since 2010. The remit is to promote and develop tourism across the county, and to co-ordinate the tourism proposition. Over the past 18 months, COVID-19 has had a detrimental effect on the economy, and, tourism and hospitality have been amongst the hardest hit. Over 60% of the £3.4 billion industry was estimated to have been lost. 50% of businesses decreased their staffing levels and 73% were running at 75% capacity or less during the months they were open.

This recovery plan produced in April 2021 sets out how Visit Essex will support businesses to prepare for a sustainable future and has 6 key priorities to best cope with the impacts of COVID. We continue to emphasise the quality and diversity of our offer but also begin to differentiate the Essex brand and reposition the county. The priorities are:

1. Understand our customers and deliver to their needs ensuring the product is consumer ready
2. Develop our digital infrastructure
3. Supporting our businesses to ensure their sustainability and success
4. Deliver stand out marketing campaigns to aid recovery and re-position Essex by creating awareness of assets
5. Position Essex as an important component in place making and place marketing,

6. Building links and celebrating collaboration

The Visit Essex team have been successful in attracting external funding which has allowed an increase in activity. This is we have had the highest member retention rate of 98% and 49 new members which has provided evidence that our efforts have been valued. Activity has been aimed at communicating being a responsible visitor, supporting the industry and promotion to raise the awareness of Essex as a place and the tourism offer within the county. Activity has included:

- Virtual member events including the presence of the Tourism Minister, to ensure the industry is kept up date. This has been supported by monthly newsletters and emails communicating changes, opportunities they need to be aware of.
- Securing additional grants for businesses from SELEP via the REVIVE programme in which £160k was given to Essex businesses.
- Training has been provided for our members at no cost the business to help them with recovery and we have set up a new virtual network and knowledge hub for the industry.
- Digital marketing activity which has led to a 120% increase in website traffic and a 14% increase in social media activity.
- A coastal campaign which aimed to promote the lesser-known parts of the Essex coast and encourage walking and cycling.
- A locals campaign "Make Memories close to home" which also included the Essex bigger weekend whereby locals could bid for free attraction tickets.
- A staycation campaign "Break away from the crowds" attracting visitors from London with an advertising, digital and press campaign. The Visit Essex team have hosted 15 press visits.

Next year Visit Essex will continue with our locals and staycations campaigns. In March we will be airing a SKY TV advert supported by digital and press activity and we will have a focus on food and drink and will launch a new film in the Autumn. The Visit Essex team are also developing a plan to ensure that the industry is responding to climate change and implementing sustainable practices.

3. Place Marketing

In addition to COVID-19 recovery Visit Essex has been working with colleagues on a wider remit of place marketing, re-positioning Essex as a great place to live, work, study, invest and visit. Essex is a great county of amazing contrasts but due to certain perceptions there is a lack of awareness of all that the county has to offer. We want to bring to bring key stakeholders together to develop a new narrative and vision for the future as well as a programme to promote Essex's key assets with a clear message as to why people should come to Essex. This will benefit other businesses aside from tourism attractions and accommodation providers, and will seek investment from wider stakeholders e.g. transport providers, universities and

large businesses across the county who see the benefit in being part of this well-connected and vibrant county. This will also help us to gain greater credibility with national organisations like Visit England, Arts Council, etc.

In 2019 Visit Essex created the “This is Essex” campaign to start promoting Essex as a place to an external audience. The campaign involved the recruitment of local ambassadors, a calendar, and a film challenging the perceptions of Essex people. The campaign attracted a lot of press attention and got covered in all national papers, BBC Breakfast and This Morning. Since the campaign the media’s coverage of Essex has become more positive and the Visit Essex team have won three awards including the prestigious PRCA DARE national marketing award.

Appendix – Presentation on the work of Visit Essex

Visit Essex

Lisa Bone

Visit Essex

- Hosted within Sustainable growth within ECC
- Destination management organisation
- Membership of 265
- Structure and board set up in 2010
- Promotion and development of tourism
- £3.6billion to economy
- 54 million visitors
- 65,000 people employed
- Work with partners including VisitEngland and VisitBritain

Aims and objectives

Aim

To raise the awareness of what Essex has to offer to enable business to recover and grow beyond pre-COVID by taking an advantages of opportunities.

Objectives

- Increase spend
- Encourage short breaks
- Extend season
- Challenge perceptions/raise awareness
- (increase traffic to web, and social activity)
- Prioritise value over volume

Latest statistics

Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2019	2020	Annual variation
Day trips Volume	51,359,367	26,432,000	-49%
Day trips Value	£2,120,464,529	£963,555,000	-55%
<u>Overnight trips</u>			
Number of trip	2,335,000	1,009,000	-57%
Number of nights	8,014,000	3,274,000	-59%
Trip value	£431,617,000	£169,813,000	-61%
Total Value	£3,535,519,550	£1,598,163,843	-55%
Actual Jobs	69,054	44,596	-35%

Tourism Recovery Plan

- Understand our customers and deliver to their needs ensuring the product is consumer ready.
- Develop our digital infrastructure.
- Supporting our businesses to ensure their sustainability and success.
- Deliver stand out marketing campaigns to aid recovery and re-position Essex by creating awareness of assets.
- Position Essex as an important component in place making and place marketing.
- Building links and celebrating collaboration.

Audiences and messaging

Audience

- Locals/ domestic - families, empty nesters, young professionals, connoisseurs, fun and activity, slow pace, VFR

Key messages

- Close to London
- Lots of open space (no over tourism)
- Spend family time making new memories through experiences
- Re connect through nostalgia and familiarity
- Discover the real Essex a place of hidden gems/best kept secret (unexpected Essex, extraordinary places)
- We have availability (last minute offers)
- Something all year round
- Warm weather
- Protect and respect
- Know before you go and we're good to go

The Essex Coast

Launched 28 May

- Coastal Essex film
- Postcard distribution and competition
- Microsite www.theessexcoast.com
- Itineraries and bookability
- Links to other coastal campaigns and activities
- Social content
- Digital marketing
- PR campaign including
- Advertising
- Go Jauntly walking app
- NCTA activity
- Creative coast – installation, geocaching

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Gourmet Garden Trails

- Part of national Escape the Everyday
- Microsite
- Travel trade
- New itineraries
- Bookable experiences
- Press trips



Break away from the crowds

Heart radio

London outdoor screens

London underground

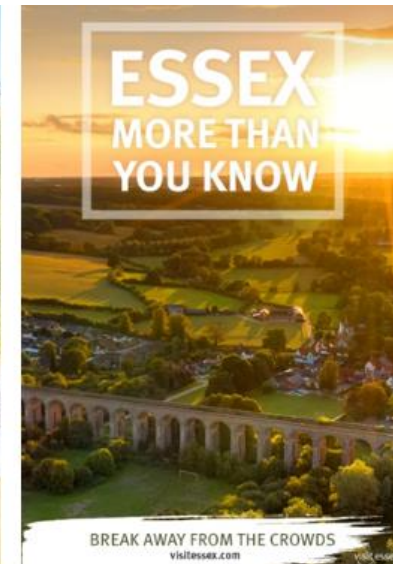
London planner

Press and pr campaign

influencers

Digital campaign

Greater Anglian TV ad



Make memories close to home

Heart radio

Radio Essex

Weekly slot on BBC Essex

Primary Times

Digital campaign

Bus streetliners

Foodie Festival

Big weekend



ESSEX
BIGGER WEEKEND™

18th September to 17th October 2021

Make memories close to home



Make memories close to home



What's next

2022 Activity

- Tourism strategy to maximise opportunities
- Research to understand changes in the market
- Plan for climate action response
- Domestic campaign including SKY TV ad, press and PR and digital activity
- Locals campaign including Big Weekend, media and PR, advertising
- Food and Drink campaign (film, trails, digital activity, website, focus on local produce use)
- Group travel

Marketing Essex

Marketing Essex

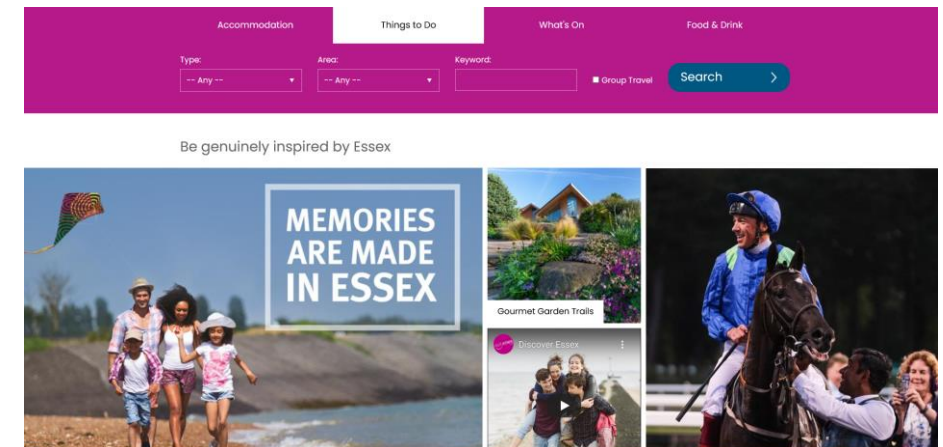
- Workshops
- Building a narrative
- Supporting wider team on next steps

This is Essex

- Build on award winning campaign
- New logos
- Secret Essex Instagram campaign
- In the footsteps of a local
- Section on website
- Vox pops and quotes
- Digital marketing

Digital activity

- Website (TXGB, interactive map, itinerary builder)
- Social media and google ads
- Newsletter
- Blog
- Influencers
- Image library
- Spotify



Business support

- Business barometer and research requests
- Training courses
- Certificate, sticker and Visit Essex logo
- Facebook and linked in
- Essex tourism knowledge hub
- Revive funding
- East of England Tourism awards
- Phone calls, emails, newsletters



Visit Essex

Lisa Bone

Report title: Green Infrastructure Strategy and Essex Forrest Initiative	
Report to: Place Services and Economic Growth Policy and Scrutiny Committee	
Report author: Councillor Graham Butland, Cabinet Member for Devolution, the Arts, Heritage and Culture	
Date: 10 January 2022	For: Discussion
Enquiries to: John Meehan, Head of Climate Adaptation and Mitigation at John.Meehan@essex.gov.uk	
County Divisions affected: Not applicable	

1. Purpose of Report

The presentation found in the Appendix updates the Place Services and Economic Growth Policy and Scrutiny Committee on the Green Infrastructure Strategy and Essex Forrest Initiative. Members are invited to scrutinise the plans and make any subsequent recommendations.

Appendix – Presentation on the Green Infrastructure Strategy and Essex Forrest Initiative.



ESSEX GREEN INFRASTRUCTURE STRATEGY

John Meehan,
Head of Climate Adaptation & Mitigation

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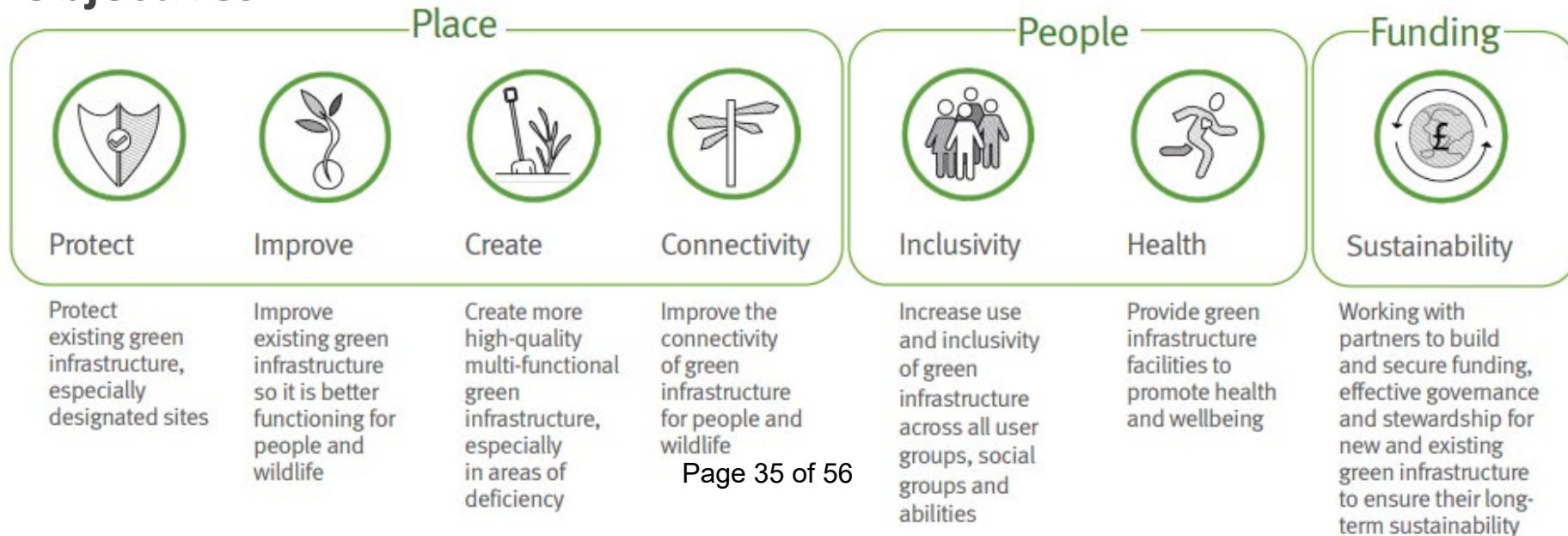
Essex Green Infrastructure Strategy

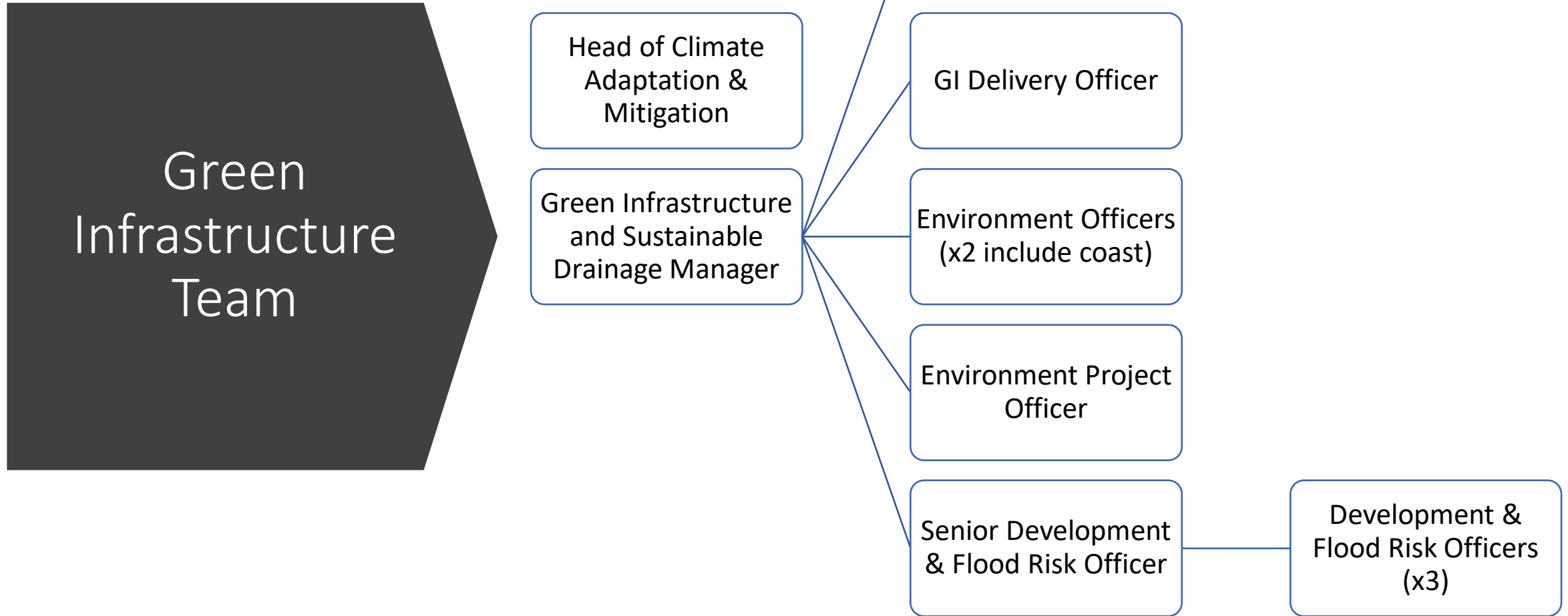


Our Vision

We will protect, develop and enhance a high quality connected green infrastructure network that extends from our city and town centres, and urban areas to the countryside and coast and which is self-sustaining and is designed for people and wildlife.

Our Objectives





Action Plan

- Key Project themes
 - Marketing, branding and promotion .
 - Re-designation of green infrastructure .
 - Environment net gain and offsetting .
 - Improve, repurpose and create new multi-functional green infrastructure .
 - Natural flood management techniques .
 - Connect people to green infrastructure through active travel
 - Delivering environmental therapies and activities.

Sectors

- Planning
 - Supporting Large & Small Developments
 - Retrofitting in our Towns and Villages
 - Minerals & Waste Restoration
- Improve Highways and Greenways
 - Enhance PRow
 - Reduce pollution
- Coastal
 - Living shorelines – reclaim land for GI
 - RAMS
- Flooding
 - GI as part of SuDs
 - Natural Flood Management – i.e. leaky Dams

Energy

- Bio-solar Farms
- Bio-Fuels

Health and Wellbeing

- Social prescribing
- Active Essex Local Delivery Plan

Education

- Outdoor classroom – Living laboratories
- Forest schools
- Ensure access to GO on school grounds.

Agriculture

- Opportunities through the Agricultural Act & Environment Bill
- Environment Land Management Schemes

Delivery

Phase One

Delivery - Action Plan

Objective	Themes	Proposals	Actions
Protect	Re-designation of green infrastructure	<p>Encourage and support the review of existing designations (i.e. SSSIs etc.) and local landscape designations to ensure their currency and maintain the accuracy of site information.</p> <p>Support the recognition and appropriate designation of new green infrastructure, e.g. Local Wildlife Site, Local Nature Reserve.</p>	Discuss with Local Planning Authorities, Natural England, Essex Wildlife Trust and Place Services (Environmental consultancy to lead) regarding reviewing and re-designating (as LoWS etc.) the new green infrastructure as new designations e.g. Wallasea, South Essex Marshes, Thames Chase etc. taking into consideration the Assessments and Best and Most versatile Land analysis for agricultural land.

Phase Two

Delivery - Action Plan

Objective	Themes	Proposals	Actions
Protect	Marketing, branding & promotion	Highlight green infrastructure in Essex in terms of their multi-functionality and benefits – through rebranding Essex as Green Essex with 1,978 designations.	Working with Visit Essex, Essex Communications and partners to develop a pan Essex Marketing Strategy to create a brand for Green Essex that also promotes local identities and brands

Phase one and two action delivery in progress.

Projects in Delivery

- Designated Sites Review
- England Coast path in Essex
 - “Path to Prosperity” in Tendring
- Natural Flood Management
 - Canvey Make Rainwater Happy
 - Increased Adoption of SuDs in all development
- Town Centre Regeneration
- Active Essex Local Delivery Plan
- Biodiversity Net Gain Approach
- GI Investment Report/ Green Essex Fund

- Green Infrastructure Garden Communities and Development consultation service and GI Standards Trials
- Green Essex Network/Local Nature Partnerships,
- Nature Recovery Strategy
- Essex Forest Initiative

Green Infrastructure Planning Consultation Service

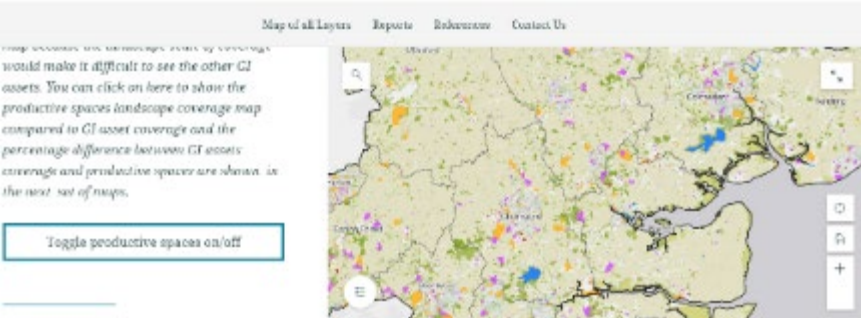


Essex Trial Project

Aim: To mainstream GI into the Essex planning system and decision making through a more robust planning review process that endorses stronger policy wording and coverage of high-quality and multi-functional GI within the Local Plans and other planning documents and the development of Local GI standards to set conditions for future planning applications. These to be agreed by all Planning Authorities across Essex

Green Essex GI GIS Online Storymap

- Interactive Layer maps



Essex GI Principles



Mainstreaming and integration



Evidence-led



Multifunctional outcomes



Early collaboration and engagement



Managing different expectations



Health, Wellbeing and Social Equity



Increased connectivity



Commitment to delivery (via strong policy wording)



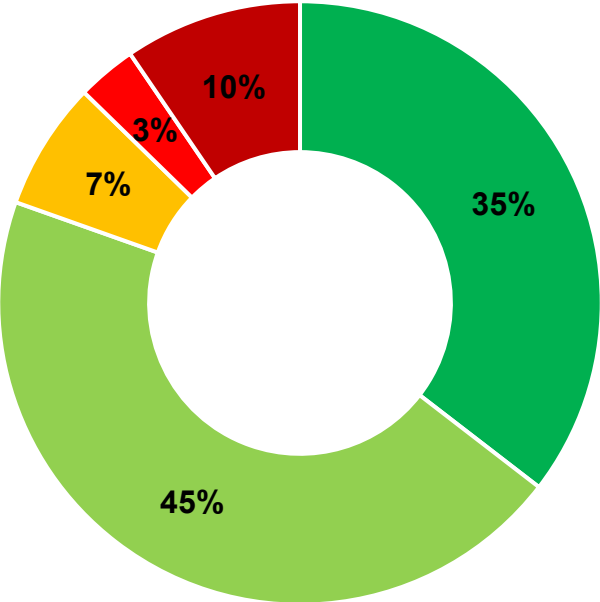
Stewardship and maintenance



WHERE WE ARE NOW ON THE CONSULTANCY SERVICE

Consultation:

Do you support the 9 principles and standards?



Essex GI Standards Guidance

- Consultation Feedback report Finalised.
- Edit the GI Standards guidance with aim to finalise and publish in 2022.
- Produce Non-technical summary

Essex GI Planning Service

- New GI & SuDs Team
 - 2 New GI Planning Officers
 - 1 New GI Delivery Officer
- Drafted Planning response templates and Checklist
- Testing approach with an LPA and a Developer.
- Develop training
- Continue refinement.
- Aiming official launch 2022.

Essex Local Nature Partnership (LNP)

Purpose

To coordinate a positive change in the natural environment across Greater Essex.

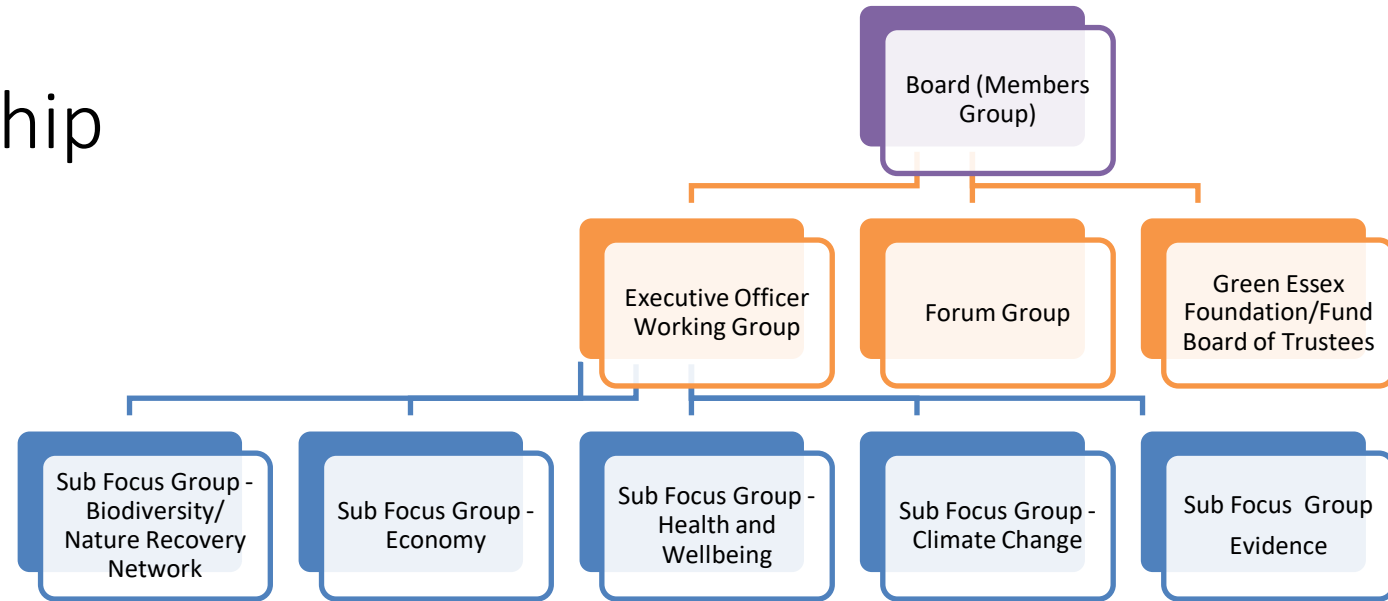
To take a strategic view of the challenges and opportunities from climate change, ecological and health and wellbeing emergencies. As well as the green growth agenda .

To improve, create and manage our natural environment through the delivery of multifunctional green infrastructure, biodiversity net gain and Nature Recovery Networks and strategies to deliver environmental, social and economic benefits.

To ensure that the outputs of the DEFRA 25 Year Plan, Agricultural Act and Environment Bill deliver the best outcomes for nature in Essex (e.g. LNRS, BNG, Environment Land Management, tree planting).

Our ambition is to enable a diverse range of organisations and communities to work together in partnership and to make the best use of our available resources in order to achieve significant gains to meet these challenges and opportunities benefiting biodiversity, people and the local economy.

Local Nature Partnership Proposed Structure



The Partnership is led by an Executive Level Board chaired by [Councillor].

- The role of the Board is to provide political and strategic direction for the partnership and act as a champion and advocate, securing support for the partnership's work and engagement across all sectors

The work of Board is supported by the Officers Working Group.

- The role of the Officer Working Group is to provide the technical and sectoral advice required to realise the strategic vision of the Green Essex Partnership and act as sector representatives, gaining input to the partnership's work from all relevant partners. The Working Group will deliver a programme of work as agreed by the Board.

The partnership also has a range of sub focus (Task and Finish) groups working on priority areas and projects.

- These will be a task and finish groups to deliver the projects on the ground.
- Potential themes – BNG, NRN, Climate Change, Health and Wellbeing.

Forum

- Keeping in touch/ knowledge exchange platform for members and non-members put interested parties



Local Nature Recovery Strategies: how to prepare and what to include

Overview

Closes 2 Nov 2021

Opened 10 Aug 2021

<https://consult.defra.gov.uk/land-use/local-nature-recovery-strategies/>

Local Nature Recovery Strategy

- Environment Act - Nature Recovery Network
- Coverage: Greater Essex
- The LNRS will be co-owned and co-created by stakeholders.
- Stakeholder Engagement
- Opportunity Mapping
- DEFRA guidance available in the first quarter of 2022

Local Nature Recovery Strategy For Essex

- A clear strategy document
- identifies areas for biodiversity, and areas of recovery/enhancement
- Deliver wider environment goals

This will include:

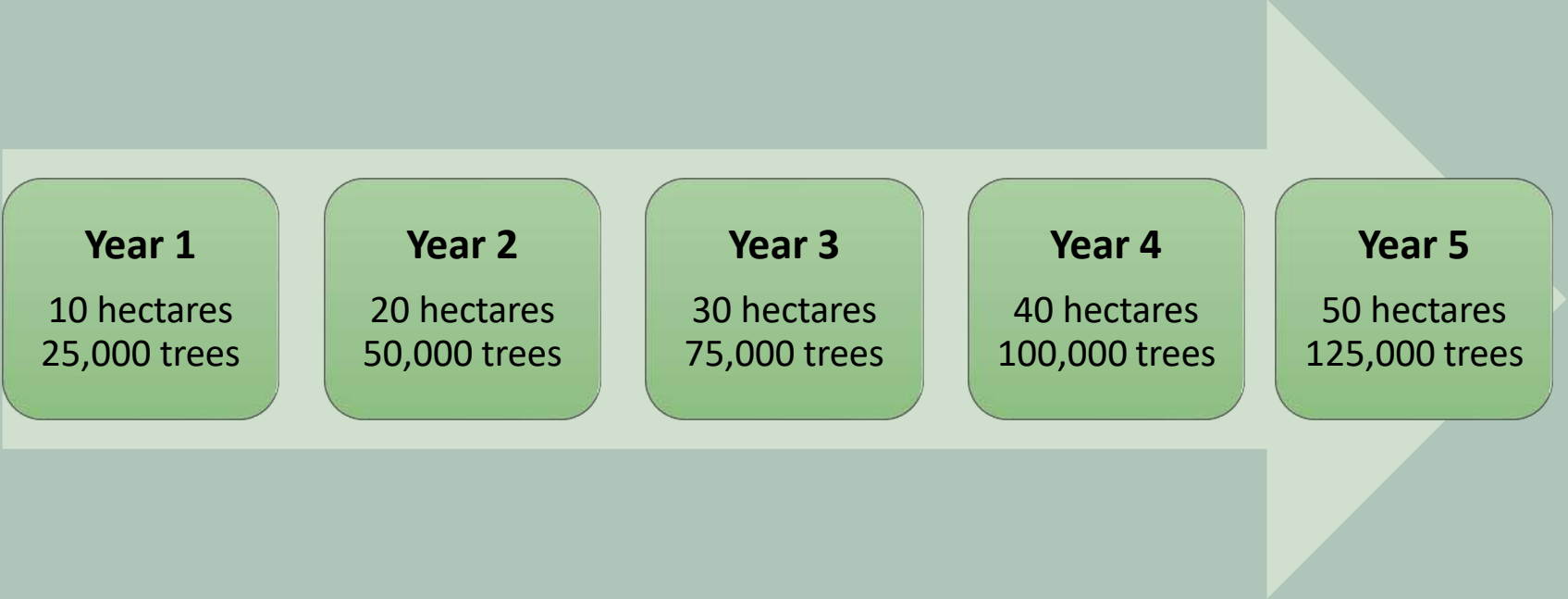
- Set of Local Nature Recovery Network (LNRN) Principles and clear priorities for Essex.
- Guide other important local and national policy initiatives, such as Biodiversity net gain and credits
- Help to attract future funding for environmental growth
- LNRN opportunity map that is accessible and updated



Essex Forest Initiative



EFI Tree Planting Targets



Total	150 hectares	375,000 trees
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EFI Tree Planting 2020/21 Year 1 Achievements



	Trees
Chelmer Valley	14,110
Country Parks	5,588
Codham Hall Woods	20
Boyles Court	75
Maldon	77
Uttlesford DC	211
Steeple PC	1,504
Private Landowner	800
TWIG 3	10,000
BBC/Thames Chase	6,230

TOTAL	38,615
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154% above 25,000 tree target

EFI Tree Planting 2021/22 Year 2 Targets

	Trees
Ramsey	14,333
Country Parks	3,305
Basildon DC	12,700
Castle Point BC	6,000
Colchester BC	10,000
Epping Forest DC	15,000
Harlow	2,340
Parish Councils	2,334
Landowners	5,000
Schools	2,000
TOTAL	73,012
146% above the 50,000 tree target	

Year 2 – First Pre Xmas plantings

- Ramsey – 14,333 trees - planted
- Hatfield Peverel Parish Council – 1,000 trees – planted
- Boreham Parish Council – 1000 trees - planted
- Cressing Temple – 1005 trees - planted
- Cold Norton Parish Council – 300 trees – planted
- Saffron Walden Parish Council – 500 trees - planted
- Smallholdings in Rettendon and Cold Norton – 2500 trees – planted
- Basildon Council – 6000 trees – planted
- TBGI – 10,000 trees – planted
- **TOTAL 36,632 trees**



The Conservation Volunteers

- TCV - National Volunteer charity
- Offer of free trees - We're currently taking 57,400 trees.
- Offer of Corporate planting teams to plant trees
- Offer of full time Community EFI planting officer: 60% funded for 4 years

Woodland Trust MOREwoods

- Partnership funding to support tree planting – Woodland Trust cover 75% on the cost of trees, ECC cover 15% and the landowner covers 10%
- Makes planting more affordable to the landowner and brings in expertise to advise on the project
- Collaborating on a number of sites across the county.



Forestry Commission Grants

- **Woodland Creation and Maintenance (WCM) part of Countryside Stewardship**
 - capital payment to create a woodland followed by, if eligible, an annual maintenance payment to maintain the new woodland for a period of 10 years
 - capped at an average of **£6,800 per hectare** for capital items that cover both planting and tree protection
 - maintenance element of grant will offer a payment of **£200 per hectare** each year for 10 years
 - **3 hectares minimum** area with minimum 0.5 hectare blocks of $\geq 20\text{m}$ width
- **England Woodland Creation Offer (EWCO)**
 - flagship new grant scheme to encourage investment in woodland creation
 - help mitigate climate change and deliver nature recovery providing wider environmental and social benefits
 - up to a cap of **£8,500 per hectare** and annual maintenance payments of **£200 per hectare** for 10 years
 - additional Contributions per hectare for: nature recovery: £1,100 to £2,800; water quality: £400; reduced flood risk: £500; riparian buffers: £1,600; close to settlements: £500; public access: £2,200
 - Total Grant £66,540 for the ECC Ramsey site with maintenance contributions of £13,700

Forestry Commission Capital Successful Applications

- **Local Authority Treescape Fund (LATF)**

- capital only grant and covers costs of tree planting or natural and the cost of maintenance activities for years 2 - 4.
- We have successfully secured £300,000 from the Forestry Commission
- £5,972 match funding
- 5,595 trees for Colchester, Harlow, Epping Forest and Cressing Temple Barns

- **Urban Tree Challenge Fund**

- provides 50% funding of standard costs for planting large trees and their establishment costs for 3 years following planting.
- supports the cost of buying a tree, planting in grass, the cost of basic protection and the labour required to plant it.
- Establishment payments support the cost of weeding, watering and checking trees during multiple visits over a 3 year period
- The Urban Tree Challenge Fund, provided by the Forestry Commission, offers up to £30,000 funding per bid. Our bid totals £29,311.00.

Tree Protection and Maintenance

- **Mulching t**

- Mulch is an effective alternative to using herbicides and works by covering the soil around the trees which helps retain moisture and reduce competition from weeds and grasses. Essex Green waste from Birch is a great example of the circular economy, despite costing more.

- **Tubes**

- Tubes and guard provide protection against rabbits and deer. We try to source the most sustainable materials and remove plastic tubes when not necessary for recycling. We have now moved to cardboard and corn-based tubes, also more expensive

- **Fencing**

- If possible, fencing eliminates the need for tubes and guards by keeping rabbits and deer out of the planting sites.



Essex Forest Initiative Challenges

- **Capacity**, one officer is not enough, hence we have secured a 2nd Officer for 4 years from a revenue bid
- **Land** is the big restrictor for tree planting hence our partnership approach with public and private sector land owners
- **Maintenance**: Forestry Commission grants are up to 10 years, others are only 3 years. We are investigating long term incomes:
 - Biodiversity Net Gain
 - Carbon income (ECC plantings are all in the Carbon Code scheme)
 - Water Company water quality credits
 - Highways Green Infrastructure Reserve agreed for £1.925 million
 - Corporate Social Responsibility
 - Timber products (construction, bioenergy etc)
 - Recreation incomes (visitor centres, glamping etc)

Questions



Amazing Black Poplar growth 10 months after planting on ECC Chelmer Valley site

