



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update March 2017

River Crouch Coastal Community Team

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	River Crouch Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Heidi Turnbull Economic Development Officer Maldon District Council Council Offices Princes Road Maldon Essex CM9 5DL 01621 876215 heidi.turnbull@maldon.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Parish Cllr Glen Dryhurst, Ashingdon Parish Council Ben Brown, Maldon District Council Beverley Davies, Rural Community Council for Essex Brandy Hole Restaurant Burnham Town Council - Town Clerk Canewdon Parish Council Chelmsford City Council Chris Tyas, RSPB Claire Cadman, Natural England Clem Freeman, The Crouch Association of Yachtsman & Fisherman Cllr Andrew St Joseph, Maldon District Council Parish Cllr. Diane Hoy, Hullbridge Parish Council Cllr George Ioannou, Rochford District Council Cllr Julia Jeapes, Chelmsford City Council Cllr June Lumley, Rochford District Council

			<p> Cllr Michael Hoy, Rochford District Council Cllr Mrs Wendy Stamp, Burnham Town Council Cllr Terry Cutmore, Rochford District Council Cllr. Adrian Fluker, Maldon District Council Cllr. Bob Boyce, Maldon District Council Cllr. Brenda Harker, Maldon District Council Cllr. Brian Beale, Maldon District Council Cllr. Elaine Bamford, Maldon District Council Cllr. Helen Elliott, Maldon District Council Cllr. Michael Helm, Maldon District Council Cllr. Miriam Lewis, Maldon District Council Cllr. Penny Channer, Maldon District Council Cllr. Peter Elliott, Maldon District Council Cllr. Richard Dewick, Maldon District Council Cllr. Ron Pratt, Maldon District Council Crouch Harbour Authority Dan Hull, Wrekin Farm Shop Dean Border, Baltic Distribution Ltd. Doug MacEwen Elizabeth Rose, Rural Community Council for Essex Essex Marina sam@essexmarina.co.uk Fr Mark North Jack Ellum, Maldon District Council James Cleary James Lamb, Natural England Keith Batcheler Keith Powell, Dengie Enterprise Support Parish Cllr. Lynne Van Outen, Canewdon Parish Council Louise Best Natalie Holt, RSPB Nina Smith Patrick Welsh, Natural England Paul Haworth, Dengie Hundred Bus Users Group Paul Wilkins, Azzurro Marketing Phil Sturgess, Natural England Richard Holmes, Maldon District Council Kim Hughes, Riverside Village Holiday Park </p>
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			Russell Everard, Maldon District Council Cheryl Milton-White, Rochford District Council Paula Chapman, Rochford District Council Sarah Bedell, Aspirational Arts Partnership Sarah Sanctuary, Essex County Council Tony Pitt, Burnham Yacht Harbour
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	The CCT is keen to engage with all groups and organisations which have an interest in the economic well-being of the coastal areas.
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016 - March 2017)	<ol style="list-style-type: none"> 1. Agreed the Economic Plan and developed an Action Plan. 2. Formed a Management Team and set up task and finish groups for 2 projects (Lower Crouch Crossing & Video Production). 3. Developed a Project List and produced a Project Template for feasibility purposes. 4. Supported the development of new tourist signage hubs. 5. Supported a detailed feasibility study to identify investment required to establish new cycle ways along the river Crouch and to connect to Wallasea Island, Essex. 6. Produced a new Guide to the River Crouch for visitors. 7. Provided Natural England with feedback to their Coast Path project. 8. Endorsed District and County Council bids to the Coastal Revival Fund during 2016. 9. Secured funding for a promotional video working with a local secondary school.

			<p>10. Secured funding from sponsors and local parishes to produce a revised River Crouch Guide for 2017.</p> <p>11. Identified 6 short walks on footpaths on both sides of the River Crouch to add to the revised guide.</p>
5	Performance measures	Outcomes	Awaiting tourism data for 2016/17. Outcomes yet to be determined.
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<ol style="list-style-type: none"> 1. The Lower Crouch (river) Crossing project is addressing improved communications and travel. Further progression of this medium term goal will be subject to securing public and private sector funding. 2. Work will shortly commence on production of a promotional video for the Crouch. 3. Work is continuing to secure funding to deliver a cycle route from Rochford Train Station to the River Crouch. 4. Revised River Crouch Guide for 2017 is due to be published Easter 2017.
7	Performance measures	Outcomes	<ol style="list-style-type: none"> 1. Delivery of the Lower Crouch Crossing project is subject to external funding. 2. The promotional video will help to raise the profile of the Crouch as a visitor destination, and impact on the overall number of visitors to the area. 3. There should be a demonstrable impact on visitor numbers and spend.
8	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what	The long term goals will be discussed and agreed following the Team's AGM which is being held on Monday 27 th March 2017 at Rayleigh, Essex.

		are the team's long term goals now?	
9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	<ol style="list-style-type: none"> 1. £2k of the initial DCLG grant was allocated by the CCT to support a feasibility study for cycle ways on the Rochford side of the Crouch. 2. A further £2k of the DCLG was used to produce a visitor guide at http://mediafiles.thedms.co.uk/Publication/EE-MDCW/cms/pdf/CrouchLeafletForWebLoRes.pdf . This guide is now being reprinted and a further circa £2k revenue is being sought from sponsors to meet production and distribution costs. Maldon DC, Rochford DC, Chelmsford CC and RSPB have all contributed £200 each to this reprint and funding has also been secured from local Parish Councils. 3. The CCT has also secured a local grant of £1k to help with the production of a promotional video 'Explore the beauty of the Crouch Coastline'. 4. CCT meetings are currently being hosted by member organisations and Maldon District Council is currently providing the Secretariat service <u>at no cost to the CCT</u>. Secretariat provision was previously provided throughout 2016 by Rochford District Council free of charge.
10	Value	What value to the local economy has been realised by the team?	Awaiting tourism data for 2016/17. Outcomes are yet to be determined.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP?	The CCT has linkages with SE LEP via Officer and Member networking at organised meetings and business briefing events. Details of the work and ambitions of the CCT are shared with the District's employer representative of the Greater Essex Business Board

		Does the CCT have a LEP coastal contact?	https://www.birkettlong.co.uk/site/about/firm_news/making-the-voice-of-essex-heard .
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	<ol style="list-style-type: none"> 1. Comments and contributions are invited via social media and news releases as per examples http://www.maldonandburnhamstandard.co.uk/news/14244980.Coastal_community_team_elects_chairman/ And https://www.rochford.gov.uk/work-continues-our-local-coastal-community-teams
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	<ol style="list-style-type: none"> 1. The CCT has sought to engage with as many interested parties as possible, via social media and local media news releases. 2. All CCT documents and meeting information are available on the www at https://www.maldon.gov.uk/info/20073/business/9262/business_groups/2 3. Rochford DC also have a dedicated Coastal Community Page on their website at: www.rochford.gov.uk/cct
14	GBC Logo	How has the team made use locally of the Great British Coast	The logo is used on all CCT documents and leaflets. http://mediafiles.thedms.co.uk/Publication/EE-MDCW/cms/pdf/CrouchLeafletForWebLoRes.pdf is an example where the logo has been used to great effect.

		logo? Please provide examples.	Other uses of the logo can be seen at https://www.maldon.gov.uk/info/20073/business/9262/business_groups/2 and Rochford's dedicated CCT page:- www.rochford.gov.uk/cct
15	Comms Contact	Details of local contact for comms, media, etc	<p>Jack Ellum, Maldon District Council Jack.ellum@maldon.gov.uk</p> <p>Paula Chapman, Rochford District Council Paula.chapman@rochford.gov.uk</p>
CCT Logistics			
16	Costs	Average running costs of CCT itself	<p>Annual accountable body costs (Maldon District Council), including secretariat provision, are currently estimated at £8,118.00. Secretariat costs and meeting room hire for Rochford District Council during 2016 are estimated at £5,000.00.</p> <p>(Include secretariat provision by RDC during 2016 and room hire at Rayleigh).</p>
17	Sustainability	How will the team continue to sustain itself?	Maldon District Council, the accountable body, provide appropriate secretariat support for meetings of the CCT. Provision of services of this type are subject to the discretion of the Council.