



COASTAL COMMUNITY TEAMS ECONOMIC PLAN – GUIDANCE

Purpose

The purpose of the Economic Plan is to guide the activities of your Coastal Community Team (CCT).

The Economic Plan should assist you in focusing on the key economic issues facing your coastal area, setting out both the short term and longer term priorities for your CCT, to enable economic growth in your local coastal area. It should help to develop local partnership working and to secure agreement of all partners to the priorities and plan of action for the CCT.

This guidance is not intended to be prescriptive but it does outline an expectation to capture the local context and character of your area, as well as the challenges and objectives. The Plan should reflect the agreed views of all CCT member organisations as well as your local community partners if they are not members of your CCT. You are being offered a word document but may interpret your economic plan in a manner to suit your own locality.

Additionally, the Economic Plan will enable CCTs around the country to identify common themes and work together to find solution and promote best practice.

All CCTs should submit their completed Economic Plans to DCLG no later than 31 January 2016 using the following email address CoastalCommunities@communities.gsi.gov.uk

Principles

The Economic Plan is intended to capture relevant local, economic information and the accompanying template is intended as a guide to CCTs in developing your plans and helping you identify and shape your objectives and actions.

The plan should be available to all and therefore needs to be in language that clearly articulates the CCT's ambition to all sections of the community.

It is not expected that your Economic Plan will repeat information which is held elsewhere, it will suffice to provide headline data and reference other relevant plans and documents where they are in the public domain. It is also possible to publish more detailed documents to support your Economic Plan and these can be referenced once available – they do not need to be available by the end of January 2016.

Your Economic Plan should be a “living” document and we would expect progress of the CCT to be monitored against the actions contained in it, and for the Plan to be updated as necessary or on an annual basis.

Expectations

The focus of the plan is to be on outputs and how the issue you are addressing will make a positive difference to your coastal area.

It is essential that while the long term vision of the CCT may be ambitious, the economic plan has a realistic and measurable programme of actions in order to manage expectations and ensure the credibility of your proposals within the wider community.

We suggest considering 'SMART' objectives when outlining your specific priorities, i.e. specific, measureable, achievable, realistic and timed. Each area of the plan must also be evidenced with a clear rationale for action. It may also be useful to explain any actions or objectives which local areas may have expected to be included in your Plan but your CCT have decided not to be pursue this, or to indicate if it will be considered at a later date.

We expect all organisations listed as members of your CCT to be involved in developing your Plan, as well as local community organisations where they are specifically part of your team.

Once completed, your Economic Plan should be available on local websites and will also be posted on the Great British Coast website hosted by the Coastal Communities Alliance.

The Economic Plan Template

The format of the Economic Plan is up to you. We have provided a template and a checklist with this note. The following information reflects the sections in the template but should also help you in completing your Plan:

Key Information: Rows 1 - 8

Provide specific contact information to enable effective communication locally and between CCTs.

The remaining information is required to provide local context which sets the scene for the ambitions and proposals of your CCT.

CCT Plan: Rows 9 - 12

The ambition for the CCT is an essential headline statement to explain their actions for the community in the most positive light. The wording should be clear and succinct, reflecting key activities and outcomes in the Plan and an indication of timing.

'What success will look like' is designed to demonstrate that the team have a clear and realistic view of the future for the community. Success should be about economic factors but also the wider impact on the community as a whole.

Delivering the Plan: Rows 13 - 24

This section of the plan will demonstrate how the plan will be achieved. It is designed to demonstrate what your CCT intends to achieve, the priority projects and the how they intend to deliver the plan.

It allows for short, medium and long term goals but not all three will be represented in plans for all CCTs. The three categories may still assist to break activities and phases of the project into manageable chunks. In particular, long term goals are optional.

As well as articulating how the plan will be delivered, it is important (section 24) to demonstrate how the team is to achieve this in the most cost-effective and community-focused way.

Communications: Rows 25 - 27

This section required clarity and detail and may contain accessible links which the community and others can access. If the CCT has a communications lead, these details may also be useful in this section.

CCT Logistics: Rows 28 to 32

This section is important in outlining how your CCT operates, will deliver the Plan, and the sustainability of the CCT

We also invite you to outline working groups or networks you would wish to be involved with – our suggested areas of specific interest on the template are merely suggestions and not intended to be exhaustive.

Maldon District Council

3rd November 2015