

## COASTAL COMMUNITY TEAM APPLICATION FORM

Please read the prospectus 'An Invitation to establish a Coastal Community Team' before completing this form.

<b>SECTION 1: Contact Details</b>		
1.1 Lead Contact for the Coastal Community Team	Simon Meecham	
1.2 Role and organisation of the Lead Contact	Director of Planning & Regulatory Services Maldon District Council	
1.3 Contact Address	Princes Road Maldon Essex CM9 5DL	
1.4 Telephone number (s) (a) Office (b) Mobile	(a) 01621 854477	(b) 07507 858907
1.5 Email address of lead contact	<a href="mailto:simon.meecham@maldon.gov.uk">simon.meecham@maldon.gov.uk</a>	

<b>SECTION 2: Local Authority Contact Details</b>		
<p>The Department will <u>only</u> consider applications that have support from the unitary or lower tier local authority for the area that will be covered by the Team. Any groups interested in establishing a Coastal Community Team who are having difficulty engaging with their local authority should contact DCLG at <a href="mailto:coastalcommunities@gsi.gov.uk">coastalcommunities@gsi.gov.uk</a></p> <p>Grant funding will be paid to a local authority on behalf of the Coastal Community Team. Please attach a letter from the authority confirming that they are willing to act as the accountable body for the funding. The authority that is the accountable body could be different to the unitary or lower tier authority for the area (e.g. an adjacent authority or the county) but support for the Team from the relevant unitary or lower tier authority is still required.</p>		
2.1 Name of unitary or lower tier local authority	Maldon District Council	
2.2 Main local authority contact - name and main role (if different from 1.1)	Kerry Martin Economic Development Partnerships & Projects Manager	
2.3 LA Address	Maldon District Council Council Offices Princes Road Maldon Essex CM9 5DL	
2.4 LA Telephone number	(a) 01621 875846	(b) 07818 013720

(a) Office (b) mobile		
2.5 Email address of LA contact	kerry.martin@maldon.gov.uk	
2.6 Name of local authority who will act as the accountable body for funding (if different from 2.1).		
2.7 Contact at the local authority in 2.6 (if different from 2.2) – name, telephone and email.		

**SECTION 3: Coastal Community Team Area**

3.1 Name of area to be covered by the Team	<b>River Crouch estuary and southern part of the Dengie Peninsula coastline.</b>
4.4 Broad description of the area that the Team will focus on (a map may be attached if preferred)	The Team will cover the tidal reaches of the River Crouch on both banks of the river down to and including Wallasea Island on the southern bank and out to Holliwell Point on the northern bank and northwards to Asheldham Brook.

**SECTION 4: Coastal Community Team**

4.1 Who / which organisation will lead the Coastal Community Team?
Maldon District Council
4.2 Who / which organisations will be members of the Team?
Maldon District Council, Rochford District Council, Essex County Council The Crouch Harbour Authority, Joint Clubs Committee.  Burnham on Crouch Town Council, North Fambridge Parish Council, Purleigh Parish Council, Latchingdon Parish Council, Althorne Parish Council, Southminster Parish Council, Dengie Parish Council, Rawreth Parish Council Canewdon Parish Council, Ashingdon Parish Council, Hullbridge Parish Council.

RSPB (Chris Tyas & Dave Hedges), Essex Coastal Farmers Group, Essex Wildlife Trust, Visit Essex (Lisa Bone).

Rural Community Council for Essex/Essex Rivers LEADER Local Action Group, Bradwell Legacy Partnership, Maldon & District CVS, RRAVS, Aspirational Arts Partnership (Sarah Bedell) and the Maldon & Burnham Standard and Essex Chronicle newspapers

4.3 What will the name of the Coastal Community Team be?

### **The River Crouch Coastal Community Team**

4.4 Will the Coastal Community Team be based on an existing partnership? If yes, please give brief details of the history of this existing partnership and how it will change (if at all) to become the Coastal Community Team (e.g. if there will be changes to membership, constitution or governance arrangements).

The River Crouch Coastal Community Team will be a new partnership, but will be building upon the successful MDC Coastal Communities Fund Bid, 'The Dengie Gateway Project' on the southern coast of the Dengie Peninsula.

It is envisaged that the Team will work alongside the proposed Maldon & Blackwater Estuary Coastal Community Team, who will be working on the northern coast of the Dengie Peninsula. The team will also reference the work carried out to date by the Bradwell Legacy Partnership which has been operating on the Dengie Peninsula to mitigate the economic impacts on the closure of decommissioning works at Bradwell Nuclear Power station in 2016.

June 2015 has also seen the establishment of a cross river initiative called 'The River Crouch Celebrations' which are focused upon local art & artists and river-side walks, and the organisation which has developed this initiative, Aspiration Arts Partnership, will be invited to join the River Crouch Coastal Community Team.

The proposed River Crouch Coastal Community Team will also draw upon the Sense of Place project that is currently underway across Maldon District (an open consultation meeting takes place in Burnham-on-Crouch on the 1<sup>st</sup> July 2015) which is working towards providing a unique identity for the District driven by the people of Maldon.

## **SECTION 5: Support for Partnership Working**

5.1 One of the main aims of the Coastal Community Teams programme is to encourage greater local partnership working in coastal areas. We are therefore looking for applicants for Coastal Community Teams who can demonstrate that the creation of a Team will have broad local support and will increase the level of partnership working and coordination already in place in the local area. Please use this section to set out how a Coastal Community Team will improve and enhance existing arrangements and the range of organisations that are supportive of the Team (maximum 300 words)

The River Crouch Coastal Community Team will bring together the Local Authorities, parish councils, RSPB, local voluntary sector and local business, especially those involved in the visitor and outdoor leisure sectors (including nature and sailing) to work together for the benefit of the people and community by working to build visitor numbers to the River Crouch to experience the fantastic and diverse outdoor attractions the area has to offer.

The team will build upon the call to action issued by TV's Simon Calder at the March 2015 Maldon District Tourism Summit to transform the area into a top class visitor destination, building on all that is on offer locally.

Rochford District Tourism Forum was held in February 2015. The forum acknowledged the District as a beautiful, scenic area, that has many assets, a diverse environment characterised by substantial spaces of unspoilt, attractive countryside; a rich heritage including many iconic and historical buildings and our villages and market towns which are supported by strong vibrant communities. The area has also been identified as the 'green' part of the Thames Gateway, hence we want to be recognised as a tourist destination, with good access to the rivers and waterways and many visitors to the nationally recognised wetlands at Wallasea. We will champion environmentally friendly tourism, encourage and support schemes that positively protect the environment but which are, at the same time, tourist attractions.

The work initiated in the June/July 2015 River Crouch Celebrations events will be built upon by the partnership and team, together with the MDC Sense of Place project which is developing a new identity, way of viewing and approach to promoting the District.

The team will link with The Maldon & Blackwater Estuary Team and ensure that visitors also experience their contrasting offerings.

## **SECTION 6: Understanding of the needs of the area and vision for improvement**

6.1 Another aim of the programme is to support the development of local solutions to the economic issues facing coastal communities. We are therefore looking for applicants to show understanding of the issues affecting the area, particularly as regards constraints to growth. Please use this section to set out (in broad terms) what the economic issues are that the area is facing, how establishing a Team will contribute to addressing these issues and what the overall vision is for the future of the area (maximum 400 words).

The Crouch runs west/east and separates communities north and south of the river. Northern road access to Burnham-on-Crouch, the only town is via the B1010, and road access to Wallasea on the south bank is via tortuous minor roads. There is currently a small foot ferry operating between Burnham and Wallasea as the only crossing of the river for 15 miles to Battlesbridge. A second foot crossing between North & South Fambridge may open. All areas of the river and estuary are isolated, some very isolated.

The RSPB Wallasea Island reserve, partially open in the summer 2015, will eventually become the largest man-made nature reserve in Europe, is key to the economic prosperity of the area. RSPB plans are for circa 50,000 visitors/year in the short/medium term, and circa 100,000 long-term. Plans are for a reserve which attracts overwintering birds from northern Europe, for dedicated nature lovers; and for a more general nature experience to attract family-type audiences.

Visitors will be attracted both nationally and internationally, and benefiting from their visits will be key to supporting the local economy of the River Crouch.

Sailing is popular on the River Crouch and there are a number of different yacht clubs, marinas and berths along the river. Burnham Week was once the second most important event on the British sailing calendar, and is still very important, and takes place annually at the end of August/beginning of September. The Joint Clubs Committee who run Burnham Week have, working with Burnham Carnival and Quay Day, begun to turn the corner in attracting more people to the events.

MDC staff have set up and run the successful Saltmarsh 75 Ultramarathon race, and have secured CCF to upgrade the coastal footpath to a Coastal Trail around the District Coast. This will link with the planned Essex Coastal Trail south of the river, and eventually integrate into the Great Britain Coastal footpath.

All of this activity exhibits that there is significant potential for the community which has been particularly hard hit by the slowdown in decommissioning works at Bradwell and its planned move into Care & Maintenance late in 2015, resulting in 1000 jobs lost.

The team will draw together existing activity into a coherent offering to boost the visitor numbers to the Crouch to experience the diverse outdoor activities available, thus delivering an economic benefit by increasing visitor numbers, stays, and visitor spend.

## **SECTION 7: Proposed Outputs**

7.1 Applicants should set out how the Team will draw up their plan for the local area, the timescales involved in achieving this and how the £10,000 available will be used, including specifying outputs that will be delivered. It is expected that the funding will be used to support delivery of the plan but some or all of it could also be used for other activities if preferred. Please use this section to set out how the available funding will be used, how the plan will be produced and the expected timescales for delivery of outputs. Please note that the funding should be spent by the end of March 2016.

(NB The capital funding available through the Coastal Revival Fund will be subject to a separate bidding process).

The funding will be spent on the following:

- Commissioning of the formulation and writing of the plan (by 31st August

2015)

- Consultation Meetings/workshops on the plan (by 31<sup>st</sup> October 2015) - up to 3 events £1,000.00
- Production of the plan (by 31<sup>st</sup> December 2015) £5,000.00
- Dissemination of the plan (public meeting) (by 31<sup>st</sup> January 2016 & onwards) £1,000.00
- Delivery of the plan-promotional website and publicity of The River Crouch Coastal Community Team & its plan (to March 2016) (Winter is the peak time for bird activity on Wallasea). £3,000.00

## **SECTION 8: Transparency and engagement**

8.1 Please explain (maximum 200 words) how you will ensure information about the membership of the Team, use of the grant, decisions made, and the plan produced by the Team are made publicly available.

The team will use a dedicated micro site on the MDC Website to make publicly available all documents pertaining to its operations. The team will be facilitated by MDC. All member organisations will be encouraged to publish documents and links on their own websites.

A transparent procurement process will take place to select the plan writers, and thus commissioned.

The team will meet initially in September 2015 and agree Terms of Reference.

Meetings/Workshops on both sides of the river will be open to all members of the team to contribute, and new team members will be encouraged to join and contribute to the team, its plan and the activity.

Once complete the plan, together with its actions will be published, and a public meeting held to communicate the objectives of the plan.

The plan will cross reference to the existing MDC Economic Prosperity Strategy & RDC Growth Strategy.

Once work towards achieving the objectives has been commenced, a regular news bulletin will be issued.

On an ongoing basis, an annual public meeting together with a document showing the activities and outputs of the Team will be produced and distributed. The team will link with The Maldon & Blackwater Estuary Team.

8.2 Please confirm that you will share information with the Coastal Communities Alliance and with Government about how the grant has been spent and the Team's plan for the local area.

Yes

Please email your completed form to [coastalcommunities@communities.gsi.gov.uk](mailto:coastalcommunities@communities.gsi.gov.uk) you can also email this address if you have any questions about this form or Coastal Community Teams more generally.