

COASTAL COMMUNITY TEAMS

ECONOMIC PLAN – JUNE 2018



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	Anglene Crowley Economic Development Officer Maldon District Council Princes Road Maldon Essex CM9 5DL 01621 875846 anglene.crowley@maldon.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Ashingdon Parish Council Ben Brown, Maldon District Council Beverley Davies, Rural Community Council for Essex Brandy Hole Resturant Burnham Town Council - Town Clerk Canewdon Parish Council Chelmsford City Council Chris Tyas, RSPB Claire Cadman, Natural England Clem Freeman Cllr Andrew St Joseph, Maldon District Council Cllr Diane Hoy, Rochford District Council Cllr George Ioannou, Rochford District Council Cllr Bob Massey, Chelmsford City Council Cllr June Lumley, Rochford District Council 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

			<p>Crouch Harbour Authority Dan Hull Dean Border 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, Independent Ken Wickham Lin Van Outen, Van Outen Associates Louise Best Jeff Kew - 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 Riverside Village Anglene Crowley, Maldon District Council Sarah Bedell Sarah Sanctuary, Essex County Council Tony Pitt, Burnham Yacht Harbour</p>
3 (b)	CCT Members hip	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 12 months (March 2017 – March 2018)	<ol style="list-style-type: none"> 1. Agreed the Economic Plan and developed an Action Plan. 2. Set up task and finish groups for 3 projects (Lower Crouch Crossing, Mid Crouch Crossing & Video Production). 3. New tourist hubs installed. 4. Provided Natural England with feedback to their Coast Path project. 5. Beauty of the River Crouch leaflet produced and distributed. 6. Offered letter of support for Essex County Council Round 5 CCF bid.

			7. Video produced and promoted.
5	Performance measures	Outcomes	Awaiting visitor numbers
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<ol style="list-style-type: none"> 1. After extensive meetings the Lower Crouch (river) Crossing has been divided into 4 elements and each is being pursued separately A HLF bid is being worked up for the Wallasea RSPB Visitor Centre 2. The mid crouch crossing bid has stalled due to lack of funding success. 3. The promotional video for the River Crouch has been completed by Ormiston Rivers Academy and is being promoted.
7	Performance measures	Outcomes	<ol style="list-style-type: none"> 1. The Lower Crouch Crossing project has been separated into 4 elements and these are being pursued individually. 2. The promotional video and the promotional leaflet will help to raise the profile of the Crouch as a visitor destination.
8	Long term goals and actions	Are these still relevant? If not previously stated, what are the team's long term goals now?	The long term goals will be discussed and agreed following the Team's AGM - Monday 21st May 2018 at Rayleigh, Essex.
9	Costs	Description of spend, revenue	<ol style="list-style-type: none"> 1. £2k of the initial DCLG grant was allocated by the CCT to support a feasibility study for footpaths and cycle ways on the Rochford side of the Crouch.

		<p>raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)</p>	<p>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 .</p> <p>3. CCT meetings are currently being hosted by member organisations and the District Council is currently providing the Secretariat <u>service at no cost to the CCT.</u></p>
10	Value	<p>What value to the local economy has been realised by the team?</p>	<p>Awaiting tourism data.</p>
11	Local Enterprise Partnership (LEP)	<p>What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?</p>	<p>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 https://www.birkettlong.co.uk/site/about/firm_news/making-the-voice-of-essex-heard .</p>

Communications

12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	<p>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</p>
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	<p>1. The CCT has sought to engage with as many interested parties as possible, via social media and local media news releases.</p> <p>2. A consultation event was held on 26 August 2017 at Quay Day in Burnham to determine views of the proposed Lower Crouch Ferry, a successful event which indicated that there is demand for a ferry crossing in Burnham-on-Crouch.</p> <p>3. All CCT documents and meeting information are available at https://www.maldon.gov.uk/info/20073/business/9262/business_groups/2</p>
14	GBC Logo	How has the team made use locally	<p>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.</p> <p>Other uses of the logo can be seen at https://www.maldon.gov.uk/info/20073/business/9262/business</p>

		of the Great British Coast logo? Please provide examples.	ss_groups/2
15	Comms Contact	Details of local contact for comms, media, etc	Jack Ellum, Maldon District Council Jack.ellum@maldon.gov.uk Paula Chapman, Rochford District Council Paula.chapman@rochford.gov.uk
CCT Logistics			
16	Costs	Average running costs of CCT itself	Accountable body costs, including secretariat provision, are currently estimated at £3,500 pa.

17	Sustainability	How will the team continue to sustain itself?	Maldon District Council, the accountable body, currently provides secretariat support for CCT meetings. Provision of this service is subject to the discretion of the Council.
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