



**COASTAL COMMUNITY TEAMS  
ECONOMIC PLAN**

No.	Heading	Detail	Information
<b>Key Information</b>			
1	Name of CCT	N/A	CoastNEL
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Lorna Reeve Municipal Offices, Grimsby, DN31 1HU 01472 324615 <a href="mailto:lorna@discovernel.co.uk">lorna@discovernel.co.uk</a>
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	<ol style="list-style-type: none"> <li>1. Lawrence Brown, VESR Member</li> <li>2. Julia Thompson, VESR Member</li> <li>3. Colin Eastwell Tourism North East Lincolnshire Chair</li> <li>4. Amanda Austin, Freshney Place Shopping Centre Director</li> <li>5. Jo Middleton, Grimsby Minster</li> <li>6. Ann Reavey, Friends of Cleethorpes Heritage</li> <li>7. Steve Edwards, Seaview Street Traders</li> <li>8. Janine Walker, Cycle Hub</li> <li>9. Vicky Hartung, Grimsby Ice Factory / CultureWorks</li> <li>10. Mary Vickers, Industrial Chaplain</li> <li>11. Robert Callison, Cleethorpes in Bloom</li> <li>12. Paula Denton, Events and Culture</li> <li>13. Sheila Smith, resident</li> </ol> <p>CCT Co-Ordinator: Lorna Reeve</p>

3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	<p>Damien Jaines-White, North East Lincolnshire Council, Head of Economic Development</p> <p>Mark Webb, Development and Growth Board Chair</p> <p>Town and Parish Councils</p> <p>NELC Councillors</p>
4	Accountable Body	Local Authority Contact name & details	<p>Damien Jaines White Municipal Offices, Grimsby, DN31 1HU <a href="mailto:Damien.jaines-white@nelincs.gov.uk">Damien.jaines-white@nelincs.gov.uk</a> 01472 324674</p> <p>Does the Accountable Body have a representative on the CCT membership? Y/N</p>
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>North East Lincolnshire is located on the east coast of the UK and comprises the following:</p> <ul style="list-style-type: none"> <li>• Grimsby – port town on the Humber estuary with retail core visitor offer and maritime heritage attraction.</li> <li>• Cleethorpes – coastal resort with beach, vibrant evening economy, traditional amusements and leisure activities.</li> <li>• Immingham – port town on the Humber estuary, part of the UK’s busiest Port complex and has historic connections to the pilgrim fathers</li> <li>• Wold villages – Lincolnshire Wolds, part of “Area of Outstanding Natural Beauty” and key part of the visitor accommodation offer.</li> </ul>
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>North East Lincolnshire is home to an estimated 159,804 people, most of whom live in urban places. Population change in the Borough has been relatively static over recent years, with an increase of 1.1% in the decade 2004 – 2014, which compares to 8.2% nationally. The net internal migration flows have been similarly static, with an</p>

			<p>outward trend recorded between the years 2011 to 2014. A large proportion of these movements can be attributed to outward migration amongst the 15 to 19 year age group and inward migration in the 20 to 29 year age group, which is influenced by students going on to higher education out of the area and a smaller proportion returning afterwards.</p> <p>The Borough's population is ageing. The number of young people living in the Borough is reducing and the proportion of older people (age 65 and over) is rising – and is predicted to continue to rise at a faster rate than the rest of the country during the plan period. There have been particularly sharp declines in the number of residents aged 5 to 15 and 30 to 40, which reflects historically weak training and employment opportunities and may also be attributed to shortcomings in the Borough's housing offer.</p> <p>The loss of economically active population is a particular challenge for the area, and one that must be reversed if economic growth aspirations are to be fully realised.</p>
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	<p>The economy of North East Lincolnshire is strong and varied.</p> <p>The coastline and estuary define NEL's identity and culture and are responsible for attracting the industries that have prospered here including logistics which serves the UK's largest Ports complex (Grimsby and Immingham); a burgeoning offshore wind operations and maintenance hub for the North Sea; mature chemical industries; a historic seafood processing cluster; and the Visitor Economy, Services and Retail sector providing a strong tourism industry.</p> <p>Unfortunately, North East Lincolnshire and in particular Grimsby has suffered from a poor a perception, generally based on its fishing</p>

			<p>heritage and 'grim' title. Once acknowledged as the 'World's premier fishing port', Grimsby lost both identity and employment as a result the demise of that industry.</p> <p>The rate* of unemployment is however decreasing with a drop of 1% reported between June 2014 and June 2015, but remains higher than the regional or national rate.</p> <p>*% of all economically active people aged 16-64.</p> <p>The attraction of globally recognised employers such as DONG Energy, Centrica, Eon and Siemens on the Port of Grimsby goes some way to address these issues in terms of wealth, employment opportunities, success and profile raising. This is also linked to the launch of new brand Discover North East Lincolnshire (<a href="http://www.DiscoverNEL.co.uk">www.DiscoverNEL.co.uk</a>) – promoting the area as a location to work-stay-play.</p> <p>According to the latest STEAM report, almost 6,500 FTE's are employed locally in the Tourism Industry. Considerable levels of additional seasonal positions are also created over the summer season to cope with demand.</p> <p>The following figures showcase the importance of the Visitor Economy for the borough:</p> <p>Economic Impact - £518,941  Visitor days = 11,613,000  Tourist Numbers = 9,374,000</p> <p>Clearly attracting additional visitor numbers, employment opportunities and inward investment are key drivers - attracting new employers and encouraging existing industry to local senior management as residents in NEL. In this context, expanding the cultural offer, building a local civic identity and</p>
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			promoting civic self-esteem are priorities.
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>COASTNEL has recently been awarded £50,000 from the Coastal Revival Fund to undertake a restoration project within Cleethorpes Railway Station. The former ticket office that sits within the listed building will be transformed in to a Cycle Hub allowing visitors to store, hire and repair cycles.</p> <p>COASTNEL hopes to be successful with its 2 remaining projects that were submitted in round 1. These included public realm improvements at Cleethorpes Railway Station and the restoration of entrance gates to The Pier, Cleethorpes, located on central promenade. The Pier, Cleethorpes has recently undergone huge investment to become a dining and entertainment venue attracting new visitors from far and wide to the borough.</p> <p>The VESR Group which is the lead organisation behind COASTNEL became a CIC in November 2015, formalising its structure.</p> <p>North East Lincolnshire is part of two Local Enterprise Partnerships, the Humber and the Greater Lincolnshire area. The proposed devolution agenda is likely to mean that North East Lincolnshire will formally commit to Greater Lincolnshire whilst retaining its economic relationship with the Humber region.</p>
<b>CCT Plan</b>			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of what it will achieve. Description of 'what success will look like'.	<p>To make North East Lincolnshire a desirable destination to work, stay &amp; play. A place to have a career, not just a job, a home not just a house and a place to thrive and enjoy life.</p> <p>To create a sense of place for the community, create a cultural identity and be a place that aspires for more.</p> <p>Success indicators include:</p>

			<ul style="list-style-type: none"> <li>• Young people choosing to stay in the area, that the benefits are recognised such as affordable, quality housing, close to a quality seaside resort, employment within a range of well-paid industries and access to cities within 40 minutes.</li> <li>• Families and professionals relocating to NEL, recognising that quality of life is high on the agenda with no commutes necessary and endless green spaces. Quality pre-schools, primary and secondary education is available on the doorstep, augmented by additional cultural opportunities, especially within the Social Enterprise Sector. A quality retail and eating out offer meaning the whole family is satisfied.</li> <li>• Positive press nationally means building on the success of the offshore wind investments, Grimsby has seen more national coverage than ever before. Work can be developed to showcase the fabulous area that is being impacted and how it's changing lives.</li> <li>• Year round visitor numbers increasing. Cleethorpes is a popular resort due to its quality but also due to the neighbouring business community and offer of night time economy. An extension of organised events and co-ordination means Cleethorpes will be even more successful and welcome future investment.</li> <li>• Thriving local businesses, and new businesses locating here enables more employment opportunities to be created allowing more spend in the borough, having a positive impact on the economy. The cycle is completed by being able to retain young people and attract families and professionals. A strong economy contributes massively to a successful place and</li> </ul>
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			vice versa.
<b>10</b>	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	Following the consultation that has been undertaken during the production of the CCT Plan, the community issues reflect those identified in the associated action plan under the high level descriptions.
<b>11</b>	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	See Action Plan
<b>12</b>	Data – <i>while an essential element of the plan, it could be included in a ‘daughter’ document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	See <b>draft</b> VESR Strategy. See <b>draft</b> NEL Economic Strategy Nomis Local Authority Profile
<b>Delivering the Plan</b>			
<b>13</b>	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	See action plan

<b>14</b>	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	See Action Plan
<b>15</b>	Performance measures	For first 6 months – to be SMART	See Action Plan
<b>16</b>	Medium term goals/actions	For 6mths to 5 years	See Action Plan
<b>17</b>	Performance measures	For 6mths to 5 years – to be SMART	See Action Plan
<b>18</b>	Long term goals and actions <b>Optional</b>	Strategic plans beyond 5 years – include performance measures where appropriate.	See Action Plan
<b>19</b>	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	See VESR Strategy SWOT analysis in Appendix 1 which identifies some barriers and contingencies the sector faces. Also each outcome on the Action Plan has its own weakness and threats section.
<b>20</b>	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services, volunteers, etc. demonstrate how local expertise will be utilise and/or grown.	See Action Plan
<b>21</b>	Costs	Detail of costs of each element of plan.	See Action Plan
<b>22</b>	Value	What is the value of the plan to the local economy?	The potential value of the plan is in excess of £5m per annum based on the larger projects coming forward.

<b>23</b>	Funding	Identification of funding streams and how costs of project(s) will or could be met.	Coastal Communities Funding Private sector Investment North East Lincolnshire Council support Lottery Fund including Heritage, Arts Council etc. Private Trusts and Foundations European Funding Local Enterprise Partnerships Other government funding opportunities that arise.
<b>24</b>	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	Through continued co-operation and partnership, public and private sectors are focussed on delivering activity through a structured approach. This includes the Economic Strategy, Local Plan, VESR Strategy and now the CCT Plan which will, if not already, have been approved and adopted by North East Lincolnshire Council and the Development and Growth Board.
<b>Communications</b>			
<b>25</b>	Consultation	Describe existing results of consultations and planned consultation exercises.	See attached Consultation Report.
<b>26</b>		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	The CCT will continue to liaise with its members and share messages with the wider community through direct emails, marketing and social media.  The Local Authority as accountable body is a member of the CCT and the Coastal Community Co-ordinator (CCC) is an employee of the Local Authority therefore communication will be ongoing.  It is the role of the CCC to liaise with the CCA and DCLG as appropriate.  The CCC is also responsible for liaising with other delivery partners listed within the action plan for updates and networks such as the Voluntary Community Social

			Enterprise Sector Alliance (VCSE Alliance), Churches Together, and Cultural Quarter.
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	<p>Continual updates will be available via Social media including Twitter @coastnel / @DiscoverNEL and Facebook @DiscoverNEL. Press releases will be produced for local, regional and national media.</p> <p>Future regular meetings will be held with the CCT and this will be extended to the wider community and stakeholders as and when appropriate.</p>
<b>CCT Logistics</b>			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	<p>The CCC will act as the central point, liaising with the CCT and will organise meetings every 6 weeks or as appropriate subject to critical timings.</p> <p>Sub groups may also meet separately in order to ensure actions are kept on track.</p> <p>As all the projects are located within NEL and the area is relatively small, the CCC will select a range of locations to meet to represent the urban and rural areas.</p> <p>The team as outlined above consists of business representatives, community groups, arts and culture organisers and residents.</p> <p>This combination was specifically created in order to increase the community involvement given the VESR group as the lead organisation is very business focussed.</p>
29	Support structure	Network of support built to enable CCT to deliver the economic plan	<p>Through continued co-operation and partnership, public and private sectors are focussed on delivering activity through a structured approach. This includes the Economic Strategy, Local Plan, VESR Strategy and now the CCT Plan which will, if not already, have been approved and adopted by North East Lincolnshire Council and the Development and Growth Board.</p> <p>This allows a large network of individuals</p>

			and organisations to be called upon and to feed into the CCT Plan, co-ordinated by a local authority officer.
<b>30</b>	Costs	Running costs of CCT itself	A fair and reasonable proportion of funding is required to support the running of the CCT as it delivers its projects undertaken within the Plan.
<b>31</b>	Sustainability	Long term plan for team and how this will be managed.	<p>Now the team is developed and new relationships have been formed, it is important the momentum is continued and activity remains by holding regular meetings and focussing on delivery of the CCT plan. Membership will evolve and be reviewed at appropriate stages.</p> <p>The team meetings will be co-ordinated by the local authority officer.</p>
<b>32</b>	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	Arts, heritage, tourism, town centre housing, Piers, culture, events, town centre management, resort development, marketing, evening economy and transport.