



**COASTAL COMMUNITY TEAMS
ECONOMIC PLAN**

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	PEVENSEY VILLAGES PARTNERSHIP COASTAL COMMUNITY TEAM
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	LIN CLARK 2 The Beachings, Pevensey Bay, Pevensey BN24 6JF 01323 768530 info@pevenseyvillages.org
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Project Leader / Secretary : Lin Clark Wealden District Cllr Chairman : Barbara Molog Pevensey Town Trust Clerk / Stone Cross Windmill Trust Chair Treasurer : Micky Reeson : Martello Beach Park Committee : Carolyn Little : Resident Melitta Cullis : Pev Bay Baptist Church Glyn Morgan : Local Business : Anglers Den Lloyd Stebbings : Local Business : Pevensey Bay Marine Ian Thomas : Pevensey Coastal Defence Ltd Peter Amies : Environment Agency Mason Bryant : Estate Agent
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Wealden District Council Pevensey Parish Council Pevensey Villages Partnership – (working in tandem with members forming the Coastal Team)

4	Accountable Body	Local Authority Contact name & details	<p>Wealden District Council Helen Markwick, Wealden District Council Offices, Hailsham. Email : helen.markwick@wealden.gov.uk Tel : 01323 443322</p> <p>Does the Accountable Body have a representative on the CCT membership? YES : Lin Clark(cllr)</p>
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>4.4 Broad description of the area that the Team will focus on (a map may be attached if preferred) Pevensy Bay in East Sussex is a coastal village within the Parish Of Pevensy. The village has an attractive shoreline which is extremely busy within the summer season.</p> <p>The hinterland of Pevensy Bay is of great historic importance-it was at Pevensy Bay that William the Conqueror first landed on and invaded England in 1066 after crossing the English Channel from Normandy, France.</p> <p>The village of Pevensy is located one mile inland from Pevensy Bay and 5 miles (8 km) north-east of Eastbourne. The medieval Pevensy Castle (owned by English Heritage) is sited within Pevensy.</p> <p>Close by are the marshes, known as the Pevensy Levels which cover an area of around 47 miles² (120 km²). They are a Site of Special Scientific Interest and a large nature reserve, jointly owned by Natural England and the Sussex Wildlife Trust. There are many nationally rare plants and invertebrates, including the fen raft spider.</p> <p>East Sussex has an extraordinarily quality of environment. The coastline of Pevensy Bay is close to the famous white cliffs of the Seven Sisters and Beachy Head- a nationally iconic stretch of coastline within the South Downs National Park.</p>

			<p>Pevensey Bay is also near to renowned cultural venues such as the De La Warr Pavilion at Bexhill – On- Sea, the Towner in Eastbourne and the Jerwood Gallery at Hastings.</p> <p>There are also clear links to literary characters as Pevensey features several times in Rudyard Kipling's Puck of Pook's Hill (1907). Kipling's characters describe it as "England's Gate", the reason for this being the above history. Kipling lived near to Pevensey at Burwash.</p>
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>The Parish of Pevensey has 1414 households. 529 of these households shown as being in poverty in 2015.</p> <p>609 households of one person (367 over 65) which denotes a large proportion of older people.</p> <p>In 2011 31.4% of the population were between the ages of 45 and 64 and 37.5 over 65</p> <p>In 2011, 232 households had dependent children. 47 of these - lone parents .</p> <p>15.2hrs per week of people providing unpaid care 97.9% people white 29.6% with health problems and disability</p> <p>In 2011 -Retired 29% /unemployed 3% 32% have no qualification 279 households with no car</p> <p>The community has a large proportion of retired people. There is very little employment within the village and no social housing. There are great many holiday/weekend homes on the beachfront, a large holiday park which is integral to the village economy, and an estate of bungalows, now lived in full time, which used to once be holiday homes. The village centre is lucky not to have any empty shops, but conversely is</p>

			<p>made up of mainly take aways, eateries, pubs, estate agents, hairdressers, car show room and motorbike shop. There is a convenience store to provide for those who cannot leave the village for food shopping. There is an abundance of clubs and groups though the groups need to move forward and need younger members to survive. Transport provision to get to the nearest town is average in the week and is poor to the hospitals. The library is currently closed and with it the provision for internet access to those not on the internet. There is a good, busy, and invaluable information centre.</p>
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	<p>The Parish of Pevensey relies on its tourism economy particularly visitors during peak season and its local businesses to provide essential local services all year round.</p> <p>Close to Pevensey is the town of Eastbourne which provides business/ retail/ sports and leisure and cultural facilities. Eastbourne is a very well know tourism destination so there is potential for people to visit Pevensey as it is just a few miles along the coast.</p> <p>Pevensey is well located, just off the A27 which links Hastings to Brighton and beyond. Pevensey also has a train service.</p> <p>Overall the Parish has many holiday/weekend homes on the beachfront, a large holiday park which is integral to the village economy, and an estate of bungalows, now lived in full time, which used to once be holiday homes.</p> <p>The village centre is lucky not to have any empty shops, but conversely is made up of mainly take aways, eateries, pubs, a convenience store, estate agents, hairdressers, car show room and motorbike shop.</p>

8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>Wealden District Council is within the SELEP. Team East Sussex is one of the four federated areas within SELEP.</p> <p>Long Term economic plans</p> <ul style="list-style-type: none"> - East Sussex Growth Strategy 2014-2020 - Implementation plan - Three strategic objectives- Business/ Place and People <p>7 priorities</p> <ul style="list-style-type: none"> - Access and Connectivity - Business and Access to finance - Business Property - Housing - Skills - Visitor Economy and Cultural offer - Specialisms and Niche sub sectors <p>LGF Infrastructure improvements – A27; Walking and Cycling improvements</p> <p>Site investments- Sovereign Harbour (Eastbourne) and Swallow Business Park (Wealden)</p> <p>E-sussex- broadband infrastructure</p> <p>Wealden draft Local Plan Proposed housing and employment growth</p> <p>East Sussex Coastal Cultural Trail- extending and improving the visitor offer to increase overnights and spend.</p> <p>Wealden District Council’s Community and Regeneration Team is currently running a “Streets Ahead” project which aims to support the areas in the District which have 10 or more shops in their High Streets, and PVP members have been involved in meetings and networking events to share best practice.</p>
CCT Plan			
9	Ambition	A positive statement of the	PVP was set up to encourage greater local partnership within our villages, and

		<p>aims and objectives of the plan and a description of what it will achieve. Description of 'what success will look like'.</p>	<p>this includes Pevensey Bay. We have demonstrated that we have established strong partnership support across a wide range of organisations, and already have our team in place. The PVP Coastal Team is an extension to an already well established and known partnership. The PVP Coastal Team has enhanced existing partnership arrangements, involving more businesses as they are now pro-active participants in this new project.</p> <p>PVP CCT Vision</p> <ul style="list-style-type: none"> • Encourage greater local partnership within our villages including Pevensey Bay. • Enhance existing partnership arrangements, involving more businesses as pro-active participants in the project. • Deliver Wealden District Council's Corporate Plan 2015-2019 objectives around Communities, Environment and Local Economy - in particular the aims of ' Growing Wealden's tourism offer to make the District increasingly a destination of choice and encourage higher visitor spending' and 'Promoting busier, more vibrant high streets and village centres'. • Contribute to the wider East Sussex Growth Strategy of 'Doing Business brilliantly' which aims to promote East Sussex as open for business; boosting the visitor economy and seeing residents quality of life further enhanced. • Promote the Village as a destination and to encourage footfall into the high street to support the high street shops and local businesses which are predominately independent traders. • Connectivity and communication between every business and organisation within the village. • Promote the village to visitors and encouraging local residents to use the village shops, businesses and facilities. • Promote the Heritage within our neighbouring villages Pevensey and Westham. (1066, Magna Carta, Pevensey Castle, Pevensey Court House and Gaol,
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			<p>St Mary's Church, St Nicolas Church, Stone Cross Windmill)</p> <p>"PVP CCT Success" : We will do this by:</p> <ul style="list-style-type: none"> • Promoting our existing assets • Extending the tourism season-encouraging more overnight stays in area • Supporting wider strategic initiatives • Building a sense of place and civic pride • By being a recognised partnership to support future growth • Securing funding to make projects happen
10	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.	<p>Economic Development and Tourism</p> <ul style="list-style-type: none"> • Support and promote the village businesses -Raise awareness of free training courses to businesses -support infrastructure improvements - encourage better connectivity (broadband and mobile) <p>Health and Wellbeing</p> <p>Understand the health challenges in our area, particularly access to local services and nearby hospital services</p> <p>Community Development</p> <ul style="list-style-type: none"> • Support community engagement and volunteering • Creating a welcoming area where residents and visitors enjoy living and visiting. <p>Communities</p> <ul style="list-style-type: none"> • • Recognise the difficulties of access to the housing market for young people -Recognise needs of older population and issues of rural isolation
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in	<p>Strengths</p> <ul style="list-style-type: none"> • Attractive natural environment: a unique coastal environment to provide a welcoming offer to visitors and offers a good quality of life for residents

		<p>meeting the needs at 10 (a).</p>	<ul style="list-style-type: none"> • Transport links (road and rail). • Unique village character • Heritage – Pevensey Castle, Pevensey Court House Museum, Stone Cross Windmill, Martello Towers • Schools x 3 primary schools in area • Seaside identity • Caravanning and camping and other accommodation for short stays • Coastline and Pevensey Levels • Local partnerships working with the District and County Councils and a wide range of private sector and charitable bodies and associations <p>Weaknesses</p> <ul style="list-style-type: none"> • Retail offer • Less than adequate public transport with poor connectivity (rail,bus, walking, cycling) • Parking in Pevensey Bay is limited • Increase in footfall can lead to an increase in litter • Anti- social behaviour <p>Opportunities</p> <ul style="list-style-type: none"> • Pevensey has a rich and varied history • Independent businesses • Partnership working through existing Partnerships, clubs and societies • Work through TES/ SELEP • The landscape character and biodiversity surrounding the coast and countryside • There is a growing trend to holiday in the UK and visitor numbers to attractions have increased -Annual events and festivals <p>Threats</p> <ul style="list-style-type: none"> • Failure to bid and secure funding for projects • Public sector cuts result in a greater impact on the district • Failure to support and encourage the village offer, especially for out of season visits • Some negative public perception
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			<ul style="list-style-type: none"> • Lack of high quality tourist accommodation
12	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.	<ul style="list-style-type: none"> - East Sussex in figures Ward Profiles (2015) - Wealden Health Profile 2015 - -WDC Corporate Plan (2014 – 2019) - - East Sussex Growth Strategy (2014 – 2020) - Wealden Local Plan - Local data- Pevensay Information Centre in Pevensay Bay
Delivering the Plan			
13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	<ol style="list-style-type: none"> 1) Workshop : Nov 2016 Brought together local businesses, organisation and groups. The workshop collected and collated information and ideas. These will be used to form the final plan with expected outcomes and timescales. Publicity - Village booklet and leaflets (printing and including some delivering) 2) Signage to improve access to the village and bring in visitors. 3) Christmas lights, trees and wall mounted brackets (permanent) already in place. Flagpoles and flags/banners will be installed for the season. 4) Publicity : Village leaflet 5) Streets Ahead – continue to be an active part of the project, attending meetings and sharing best practice from other Towns and Villages in the Wealden area to see what can be replicated in Pevensay Bay - ongoing 6) Work together to ensure that the needs of the young people of the village can be met and to encourage the volunteers of the

			<p>village in the future</p> <p>7) Businesses – continue to encourage local businesses to share information and work together and also provide sponsorship for projects/ events</p> <p>8) Voluntary Sector – work with the local CVS and Volunteer Centre East Sussex to encourage volunteering in the area – 1 year</p> <p>9) Work with the local District Council on one major event which will benefit the whole village – 6 months</p> <p>10) Continue to keep the website up to date with all information relating to events, business and community groups in the area</p> <p>11) Work with the Information and Caring Centre to improve what is on offer</p>
14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	<p>The conference has brought forward many ideas and from the community. PVPCCCT will work with PVP to forward plans and achieve the goals set.</p> <p>-PVP will be part of the Food and Wine Festival which is being run by the District Council in July</p> <p>-Another scarecrow festival will be run in July</p> <p>-A representative from PVP and the local pub will attend the Wealden Pub is the Hub launch on 19th April</p> <p>-PVP representative to attend Streets Ahead networking meeting and share ideas with partners</p> <p>-2016 is the 950th anniversary of the Battle of Hastings – PVP will help promote the work by partners such as the church which is holding a series of celebratory activities</p> <p>-Publicise the grant successes of the third sector in the area and encourage greater community involvement – the District Council has awarded almost £10,000 of funding to 4 projects including;</p> <p>St Nicola's and St Wilfrid's PCC (Pevensey) - towards a series of events</p>

			<p>open to all to celebrate the 950th anniversary of 1066.</p> <p>Stone Cross Mill Trust - new gears to mill flour and a water heater for this Grade II building which is open to the public</p> <p>St Nicola's church has also been awarded £90,000 of Heritage lottery funding to restore this beautiful building which has its 800th anniversary this year.</p>
15	Performance measures	For first 6 months – to be SMART	<ul style="list-style-type: none"> -Publicise and monitor another scarecrow competition with more households and businesses taking part compared to 2015 -Have a stall at the Food and wine festival to promote the work we do and ask residents for more ideas surveying at least 40 residents in -Formulate a plan with the local pub about how Pub is the Hub initiative could be involved in Pevensey Bay -Website to be updated every 4 weeks
16	Medium term goals/actions	For 6mths to 5 years	<p>PVPCCT will follow the plan that PVP</p> <ul style="list-style-type: none"> -The team will support such projects by assisting small organisations to obtain monies needed. -Produce a role description with Volunteer Centre East Sussex to be advertised on the Do It website to encourage people to come forward to be involved in the regeneration of the village
17	Performance measures	For 6mths to 5 years – to be SMART	<ul style="list-style-type: none"> -Be involved in at least one summer event and include the Christmas lights and trees as part of a Christmas event every year -Ensure that there is a team of volunteers taking the lead on different strands of the project to ensure that the community continues to work together -Apply for at least one grant or obtain business sponsorship for an event every year -Work with ESCC to ensure that signage for the village is as good as it can be -Utilise the brackets for events during each year

			<ul style="list-style-type: none"> -Hold a coffee cake and computers event in the village when the library is open to encourage people to get online -Work with information available for 3VA and the District Council to update the list of third sector groups on the website once a year
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	<p>The PVP business plan is at present being delivered to time. PVPCCCT will work with PVP to deliver their forward plan. There may be access to monies from different sources, but the two will work together.</p> <ul style="list-style-type: none"> -Publicise business support available in the area – social media training, start up and business development training from EDEAL) Eastbourne and District Enterprise Agency - encourage local businesses to find out about Apprenticeships and also Leader grant funding -Encourage local shops to ensure that their premises are presentable -Ensure that there is a coordinated approach during Airbourne in August to ensure that local businesses can benefit – encourage discounts or events in the evening during the 4 days so that there is higher local spend -Make heritage trail map available during Airbourne, Wealden Walking Festival
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	<ul style="list-style-type: none"> -Completing grant applications involves a lot of goodwill and work on behalf of volunteers as does completing monitoring information -Raising funds for small projects. Searching out and applying from grant funding. Attracting additional volunteers Cooperation with partners
20	Resources	Who and what will be required to deliver each element of the plan. Include ‘in kind’ services, volunteers, etc. demonstrate how	<p>PVP will continue to work for the future of the villages and their communities, and the PVPCCCT will be under the umbrella and ready to look for funding for projects that are identified. There are 3 key points in the business plan :</p> <ul style="list-style-type: none"> Community Cohesion The Economy

		local expertise will be utilise and/or grown.	Sustainability The team will continue to deliver projects that include these aspects and endeavour to bring growth to the economy of the Pevensey Bay and its sister villages, Pevensey and Westham.
21	Costs	Detail of costs of each element of plan.	Ask local groups who have received grant funding how they intend to spend their funds on projects.
22	Value	What is the value of the plan to the local economy?	To bring Community Cohesion and provide a sustainable future The District Council is investing nearly £11,000 of community grant funding into the area in the next financial year which is being spent on 5 separate projects £20k is being spent on the food and wine festival. It is expected to attract 6000 visitors over the 2 days 1066 events will encourage footfall into the village Christmas Trees and Lights was very effective last year and we hope to increase numbers this year Projects will help local people learn new skills
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	Parish Council Local business sponsorship Waitrose green token scheme Awards for All Leader
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	PVP works in partnership with many different organisations and is concentrating on providing information and supporting events organised by local groups which will be free of charge or very low cost as Pevensey Bay is a very small village with limited resources
Communications			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	The PVP conference was a consultation exercise and provided a great insight into people's aspirations for the village. It has assisted in the making of PVP's forward plan. PVP will continue a dialogue with the community via its website, at the food and wine festival and the current forums such as Parish Council meetings

26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	Parish and District Council meetings Streets Ahead meetings Meetings with businesses Food and Wine festival involvement
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	Informed through the PVP website. Be invited to attend meetings. Press releases PVP Youtube video
CCT Logistics			
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.	Team is representative as it includes business people with businesses in the village, organisations and long term residents. The partnership will meet 4 times a year
29	Support structure	Network of support built to enable CCT to deliver the economic plan	District Council Parish Council Local third sector groups Tourist attractions such as Pevensey Castle and Stone Cross windmill School
30	Costs	Running costs of CCT itself	Basic overheads such as stationery and printing
31	Sustainability	Long term plan for team and how this will be managed.	Increase the number of volunteers involved by working with partners, including Volunteer Centre East Sussex
32	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,	Heritage, tourism, marketing, sport and the arts would be of interest to PVP

		marketing, etc.	
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