



**COASTAL COMMUNITY TEAMS
ECONOMIC PLAN**

No	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Dominic Comonte The Energy Shop Hamilton House Wadebridge PL27 7AE 01208 812992 dominic.comonte@wren.uk.com
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	<ul style="list-style-type: none"> • Dominic Comonte WREN Operations Manager/ resident • Leonie Mc Gregor Director of Wadebridge Creative Hub / programmer for Carn to Cove & resident • Tony Faragher WREN company Secretary & resident , • Lizzy-Jane Frankel Local Artist / Events Organiser, resident. • Anna Druce Cornwall Council Community Link Officer <p>Significant input into the CCT Wadebridge Energy economic report was received from Sam Angwin masters graduate in Energy and Sustainability.</p>

3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	<ul style="list-style-type: none"> • Chamber of Commerce • Cornwall Council • Visit Cornwall • Wadebridge Creative Hub • Cornwall 365 • Wadebridge Town Council • Dance Republic 2 • Wadebridge Plays • River Festival
4	Accountable Body	Local Authority Contact name & details	<p>Cornwall Council Druce Anna – Community Link Officer Wadebridge and Padstow, anna.druce@cornwall.gov.uk</p> <p>Does the Accountable Body have a representative on the CCT membership? YES</p>
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>Wadebridge lies about 5 miles south west of the Coastal town of Padstow and is dissected by the river Camel, the town has around 3500 homes, housing around 8000 people. Historically known as Wade, the town was the first crossing point on the Camel estuary when a bridge was built in the 15th century and it established a reputation for agricultural trade at its farmers market. The town was also host to the third railway in the world (1831) to carry sand from the Camel estuary to inland farms for use as fertiliser.</p> <p>The town has a proud history of engineering with companies winning international recognition in the C19 for its engineering in harnessing energy through turbines.</p> <p>Whilst for many centuries the bridge was a key to the town's economic growth, a high volume of traffic especially during the summer months led the town to significant traffic issues until a bypass was added in 1993.</p> <p>The town was one of the first in the country to operate its own energy company in the 1920's and 1930's through the Wadebridge Electricity Supply Company. In addition a gas coking works that was able to supply the town with its own gas supply was in operation from the 1840's.</p>

Through the development of renewable generation within the locality, Wadebridge and the surrounding area now generate more electricity (kWh) per annum than is currently consumed.

Historical timeline

- 1312 — Licence granted for Wade to hold a market.
- 1460 — Reverend Thomas Lovibond commenced building the bridge.
- 1646 — Oliver Cromwell and his men descended onto Wadebridge to take control of the bridge.
- 1793 — A shipping canal from Wadebridge to Fowey was surveyed.
- 1834 — The Bodmin and Wadebridge Railway took its first passengers.
- 1845 — The Bodmin and Wadebridge Railway became part of the London and South Western Railway
- 1852 — The Bridge was widened from 3 m to 5 m.
- 1882 — Work began on replacing the Eddystone lighthouse.
- 1888 — The Town Hall (then known as the Molesworth Hall) was completed.
- 1888 — The Bodmin and Wadebridge railway was connected to the Great Western Railway.
- 1894 — Wadebridge Town Football Club was founded.
- 1895 — The London and South Western Railway, reached Wadebridge from Halwill Junction and Launceston.
- 1897 — A serious outbreak of typhoid in the town led to better water supplies.
- 1899 — The Bodmin and Wadebridge railway was extended to Padstow.
- 1925 – Wadebridge Electricity Supply Company formed
- 1930 — The Cinedrome (now the Regal) opened to its first customers.
- 1955 — Wadebridge Camels RFC was founded.
- 1960 — Wadebridge was chosen as the permanent

			<p>site of the Royal Cornwall Agricultural Show.</p> <ul style="list-style-type: none"> • 1963 — The Bridge was widened from 5m to 12m. • 1967 — The railway line was closed to passengers. • 1983 – Camel Trail Cycle Track established • 1991 — The Challenge Bridge was completed. • 1993 — The Wadebridge Bypass was completed • 2011 – Wadebridge Renewable Energy Network (WREN) established as a not for profit community energy cooperative. • 2015 – Wadebridge announced as area with highest penetration of PV in the country.
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<ul style="list-style-type: none"> • Wadebridge has a strong sense of social cohesion and remains an attractive place to live ref1. There are a vast array of organisations and clubs active within the area. • The demographics for the town are captured by the Wadebridge and Padstow network area which has a combined population of just over 20,000 people. • The demographic seeing the highest level of growth in terms of numbers of people are between 40-69 years of age. • Population growth in the area from 2001-2011 was lower than the Cornwall average at 1.5% compared to 6.6% across Cornwall. • Approximately 30% of the population live in rented accommodation (either social housing or private rented). • Approx 30% of households are classed as single person. <p>Ref 1 https://www.cornwall.gov.uk/media/10088324/Wadebridge-and-Padstow-Community-Network-proof-6.pdf</p>
7	Context – economy (suggested maximum 400)	Local economy, e.g. business, tourism, manufacture	<p>https://www.cornwall.gov.uk/media/3627647/cornwall-towns-issues-paper-061113-final-with-tables-1.pdf</p> <p>The smart Cornwall evidence base report (ref 2)</p>

	words)	, etc, 'Starting point'	<p>produced by Regen SW, identifies Wadebridge as 'a local centre of shops, services and tourism, with a buoyant local economy and vital town centre', and estimates that the GVA of the Wadebridge local economy was £103 million. Data from Cornwall Council estimates that 4,150 people work in Wadebridge. The average adult wage in Cornwall is £21,000 per annum, implying earned income in Wadebridge is of the order of £87 million per year. The same report describes the employment split for the Wadebridge and Padstow areas together as: 26% working in accommodation and food services, 21% in retail, 7% work in each of construction, health, and education. 5% <i>work in arts and entertainment</i> with some of the remaining 27% spread across business administration and support (4%), professional scientific and technical (4%)."</p> <p>The towns energy spend is estimated to be around £13million per annum when combining transport, electricity and heat in both the residential and commercial market.</p> <p>Ref 2 : http://www.cornwall.gov.uk/media/3620621/Smart-Cornwall-Evidence-base-report-FINAL.pdf</p>
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>SMART Market Town – Application for ERDF</p> <p>The Smart Market Town (SMT) will develop a replicable model to demonstrate activities required to localise Cornwall and the Isles of Scilly's £1bn energy spend. In doing so, it will become a European exemplar for Local Energy Market innovation.</p> <p>In partnership with industry, academia, public sector and the community we will, within 3 years:</p> <ul style="list-style-type: none"> • Demonstrate measurable renewable energy and carbon saving outcomes and long term system level local energy integration within 316 homes and 20 businesses. • Create a near to market demonstration site of a SMT. • Work with 20 new and existing growth businesses developing Smart Energy products and services.

			<p>Unlocking Wadebridge: £17M –</p> <p>The emerging Wadebridge Neighbourhood Development Plan is the result of over three years of local public engagement. It has identified projects to unlock and maximise the future economic development of Wadebridge including technologies supporting Cornwall’s ambitions for growth in this area.</p> <p>Phase one on the unlocking Wadebridge project requires rerouting an existing road to create new employment land and improved access to adjacent sites including a proposed 3.5MW solar allotment.</p> <p>These new sites will allow the relocation of industrial businesses whose current position of the northern bank of the Camel Estuary limits future expansion.</p> <p>The cleared site creates an opportunity for mixed usage of housing and employment including the potential to create an Innovation Hub, designed to support incubator stage SMART businesses and valuable cultural space which has political, business and academic support.</p> <p>Development of Neighbourhood Plan:</p> <p>Egloshayle, St. Breock Parish Councils & Wadebridge Town Council have come together to develop a Neighbourhood Plan. The plan is being designed to provide a vision for the future, guiding future development and supporting local resident’s priorities.</p> <p>Local Area Action Group</p>
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			<p>Atlantic and Moor Local Action Group, bringing £3.246m of rural funding to the area</p> <p>Local Enterprise Partnership</p> <p>Cornwall and Isles of Scilly LEP area allocated approx €600m through European structural funds to drive economic growth</p> <p>The emerging NDP has identified the energy economy and the towns cultural offer as two important factors in the future sustainability of Wadebridge and this economic plan has been developed to compliment the work already undertaken by the community in designing their future.</p>
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CCT Plan

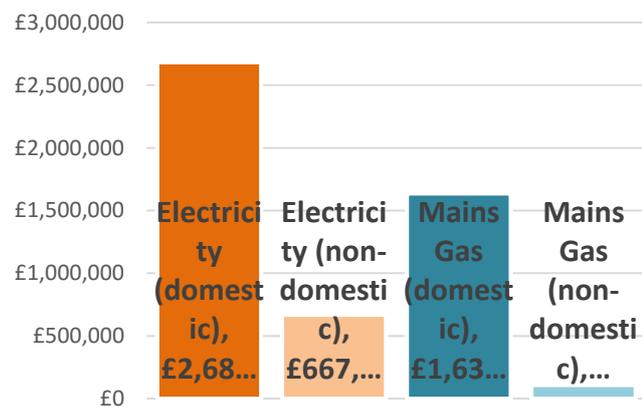
<p>9</p>	<p>Ambition</p>	<p>A positive statement of the aims and objectives of the plan and a description of what it will achieve. Description of 'what success will look like'.</p>	<p>Our economic plan has been designed with two distinct but complementary strands that have been specifically identified to compliment the emerging Neighbourhood plan and have the potential to create a significant impact on the local economy.</p> <p>Whilst the CCT have together produced the report and carried out the necessary research and engagement it is understood that organisations already operating in these fields will deliver the identified outcomes. The CCT will however remain in place and will review progress across the identified strands and where possible will provide support.</p> <p>Strand 1) Energy Economy</p> <p>Increasing economic resilience through the delivery of a distributed energy economy.</p> <p>A sustainable energy economy offers one key to a wider sustainable economy. Technological developments in the energy and communications sectors have created a unique opportunity to enhance the vigour of Cornwall's communities. The Resilient Wadebridge CCT Energy Economy - Plan sets out where existing spend occurs and identifies ways in which this can be negated through a reduction in consumption but equally highlights ways in which ongoing spend can be retained by the community. This work has already been started by Wadebridge with some significant achievements, further work in this area however can bring huge local benefit. Indeed the energy economy is one such area that individuals have the ability to turn from an individual cost into a collective asset.</p>
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			<p>Strand 2) Cultural offering</p> <p>The delivery of an Enhanced and coordinated cultural offering to increase tourism & local social cohesion within the town.</p> <p>The tourist economy remains a key source of local income and job stability. The Resilient Wadebridge CCT -Cultural Offer report highlights the economic benefit the town currently realises from its existing offering and identifies ways in which both visitor spend and local cohesion can be developed. It is clear that the towns existing offer has developed over many years and relies on the efforts of a number of key individuals from within the community more often on a voluntary basis to organise events. The report has sought to identify through a range of interviews with those key individuals / organisations how the offer can be enhanced in terms of marketing, available resources and event enhancement. A number of key findings within the study provide clear next steps in terms of resource development.</p> <p>It is important to note that our initial emphasis on building tourism through the development of the towns ‘green reputation’ was further developed following consultation with the CCT partners as part of the research for this report.</p> <p>Partners agreed that whilst such a reputation could be a draw on its own, having something specific and tangible to offer visitors was important. It was felt that the cultural offer had the potential not only to deliver this but also gave the town greater control over when and how the offer was developed. This is vital to ensure that existing resources are not overburdened at time of peak visitor numbers but can help to extend visitor stage (more evening visits) and seasons.</p>
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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>The emerging Neighbourhood plan will identify the needs and wishes of the community and will focus on areas such as housing, schools and other infrastructure and services. This report is not seeking to replicate this work and concentrates on two specific areas namely the energy economy and cultural offer.</p> <p>Energy Economy</p> <p>The total energy spend for Wadebridge town on mains gas and electricity is approximately £5.1 million. This breaks down as £4.3 million from domestic customers and £800,000 from non-domestic customers. This spend is also heavily weighted towards electricity, with £3.4 million spent on electricity and £1.7 million spent on gas each year. This is to be expected, due to the relatively low number of customers connected to the mains gas network compared to the national average. We see this trend amplified in the surrounding parishes, where the electricity spend is approximately £4.9 million and the gas spend is around £250,000. The graph below taken from the Resilient Wadebridge CCT energy economy report shows the breakdown of the £5.1 million pound energy spend of Wadebridge town, into fuel and customer type.</p> <p>As a consequence of the UKs highly centralised energy system, much of this money flows to large corporations owned and controlled not only out of the town, but also out of the county and country and almost all of the value, aside from the service itself, is lost.</p> <p>For an economy such as that of Wadebridge, with an estimated GVA of £103 million (Roger Tym & Partners, 2006), the potential to retain a greater amount of the £5 million energy spend represents a significant opportunity to bolster the local economy. This report, identifies a programme of actions which the town, supported by WREN, or a similar group,</p>
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could undertake which would serve to localise as much of this spend as possible.

This report progresses through the opportunities available, first identifying well understood and mainstream opportunities to reduce our energy spend, gradually becoming more complex and innovative, eventually touching on opportunities which are currently untested but have the potential to revolutionise how towns such as Wadebridge consume energy. An example of such an opportunity is in the supply of a local energy tariff. To this end WREN are trialling the first 'time of use' tariff encouraging local domestic customers to use a greater proportion of their energy at times when local renewable generation is at a maximum.



There are clear financial benefits to the community by retaining a greater proportion of the towns energy spend but there are also immediate health and welfare benefits. Living in better insulated homes not only saves residents money but also enables them to live more comfortable which positively impacts on individual's health. A number of the strands within The outcomes identified within the Wadebridge Energy Economic Report will particularly benefit those living in fuel poverty. Wadebridge and the surrounding network area has a higher than average number of people living in fuel poverty due to lower than average income and a higher than average number of people living away from mains gas (the cheapest form of heating).

			<p>Cultural Offer</p> <p>We strongly believe that Wadebridge’s vibrant and extensive cultural offer has a positive impact on the towns social cohesion. Indeed the report highlights that a great many people attending events are from the local area. Through the types of support and projects highlighted in this report not only does the CCT believe that unity and a sense of belonging can be enhanced but the town can also benefit from increase tourist footfall and spend.</p>
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	<p><u>Strengths</u></p> <p>Energy Economy – The town has already taken strides to benefit from their energy economy and are retaining an every greater proportion of their energy spend:</p> <p>Measurable outputs</p> <p>To date the town has with WREN’s support:</p> <ul style="list-style-type: none"> • Directly facilitated the installation of 1.6MW solar PV in 112 projects ranging from 1.5 to 400kW • Directly facilitated the installation of 1.2MW of renewable heat in the form of solar thermal, heat-pumps and biomass boilers • Directly arranged installation of insulation in 160 homes (many more insulated directly with installers) • The above procured installations represent £2.9 million in sales for local installers • WREN’s promotional activities have also influenced the installation of considerably more capacity by raising awareness and conducting feasibility studies (BBC Business reported that Wadebridge now has the highest number of solar installations in the

			<p>country, with over 1 in 10 households having now installed solar PV).</p> <ul style="list-style-type: none"> • The above measures result in £2.5 million per year remaining in the local economy in the form of tariffs and energy savings, and 3600 tonnes of carbon emissions saved per year. <p>The scale of achieved activity means that the community is already well on their way to achieving the levels of economic benefit highlighted in the energy report.</p> <p>Through the delivery of the above projects, a number of key strengths have been developed:</p> <p>1) Community Engagement</p> <p>It is understood that in order to complete the transition to a low carbon economy it is vital to engage the whole community. Similarly the required changes need to be at a community scale. These conditions mean that something has to be offered which interests those not otherwise engaged in issues of sustainability. WREN's membership continues to increase, and now stands at over 1150 members, illustrating that the programme is gaining mainstream momentum within the community.</p> <p>Working with those living in fuel poverty to ensure that energy efficiency measures are carried out in their homes and support is provided in terms of choosing the most cost effective heating systems and tariff choices is a key strand of the work carried out. To this end, WREN participated in DECC's Big Energy Saving Fund, a program specifically designed to engage those living in fuel poverty through delivery of an outreach support service.</p>
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			<p>The community engagement element had been a key factor in the successful delivery of WRENs projects to date. Whilst the organisation does enjoy some paid capacity the organisation remains primarily volunteer led.</p> <p>Nowhere is technological innovation separate from cultural creativity. WREN is therefore involved in a range of cultural initiatives, for example organising a summer festival in 2016 themed around renewable energy, and being engaged with BikeLights, a glittering nocturnal bicycle carnival procession around Wadebridge that this year attracted over 500 decorated bicycles. The organisation is also represented at local events such as the Wadebridge carnival (2015 winners of Best Carnival Float), Camel River Race, and fetes.</p> <p>2) Easy access – the Energy Shop</p> <p>Perhaps the most important aspect of embedding the ‘energy conversation’ within the community is the permanent shop presence in the centre of Wadebridge. The Energy shop is open six days per week and is celebrating its 4th year of operation.</p> <p>3) Funding local projects and organisations</p> <p>A foretaste of the substantial economic flows from the local energy market that the town is developing is provided by the community funds are distributed annually. Since inception</p>
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			<p>in 2013,over £50k has been distributed to local organisations and charities.–From 2016 the community expects to see the distribution of over £70k per annum in community funds.</p> <p>4) Saving energy (and residents money)</p> <p>WREN takes an active role in improving the local housing stock by supporting local residents to take advantage of a range of government schemes and incentives. Residents have been encouraged to insulate their houses (often for free) and significant numbers have responded, WREN has directly supported the installation of insulation in over 160 homes leading to energy savings with a value of £18,000 and carbon saving of 73 tonnes per annum, however actual take up levels are likely to be much higher.</p> <p>5) Local Business Support</p> <p>It is largely a matter of indifference to the environment who owns any particular low carbon solution. While WREN is working to provide communally owned generation at the scale of consumption, a major focus has been on providing a service as a trusted intermediary for individuals and businesses to secure the most reliable, appropriate and economical solutions through formal procurement processes, and bulk purchase. This installer process has led to over £2 million of solar panel installations (domestic and commercial) as well as £560,000 biomass.</p> <p><u>Weaknesses</u></p>
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			<p>1) Government policy</p> <p>The continual delivery of the benefits identified in The CCT Wadebridge Energy - Economic Report are reliant on consistent government policy. For example improving the energy efficiency of the local housing stock has been to a great extent reliant on schemes such as Eco and the Green Deal. Similarly households have been incentivised to take advantage of micro generation on a domestic basis through the Feed in Tariff scheme. Whilst costs in the sector continue to fall and WREN have developed methods of adjusting their communication to ensure residents are able to benefit from such projects an uncertain or continuously changing environment is a barrier to uptake.</p> <p>2) Regulation</p> <p>The energy market is highly regulated with many of the existing incumbents reluctant to see the status quo disrupted. Despite this the sector is in the process of a paradigm shift, through the projects highlighted in this economic report we feel the community is well placed to benefit from this shift however many of the projects will require significant investment to ensure regulatory compliance. This can cause significant delay and adds uncertainty to projects.</p> <p>3) Consumer apathy</p> <p>There is much evidence to suggest there remains a high degree of apathy amongst many consumers with regards their energy spend despite it often representing a significant proportion of their household income. This pattern of behaviour is replicated nationwide for example 80% of energy consumers have not changed energy suppliers within the last 15 years (source http://www.bbc.co.uk/news/magazine-14989860.)</p> <p>Opportunities</p>
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			<p>1) Localised Economies</p> <p>The CCT believe the energy economy is the only element of the economy which is rapidly localisable, and so offers the only convincing means for transforming that economic underperformance which sustains Cornwall’s position below 75% GVA, and which underpins unnecessary mortality, morbidity, and low quality of life for some.</p> <p>2) Event Tourism</p> <p>Enhancement of the town’s cultural offer also gives Wadebridge the opportunity to benefit from increased tourist spend whilst concentrating on improving out of season or evening offerings so as not to overburden existing infrastructure. Such an approach compliments the SMART Cornwall Evidence report (see Cultural report).</p> <p><u>Threats</u></p> <p>1) Maintaining the Status Quo</p> <p>The energy market is complex and dominated by a relatively small number key organisations, many of whom have business models based on the current regulatory framework enduring. To some extent this threat can be reduced thanks to improved technology and the creation of a range of what might be described as disruptive organisations.</p> <p>2) Government policy</p> <p>Due to the importance of the energy sector it remains highly politicised. This can be of huge benefit when government identifies areas of the market where they wish to see increased competition / innovation, such intent can be illustrated by the profusion of</p>
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			<p>new energy suppliers in the market, however as has also been seen in the developing renewable market such innovation can equally be quashed by the removal of incentives.</p> <p>Within the cultural offer many events are reliant on significant volunteer time. It is possible that one of more of these key individuals could withdraw services and any additional developments should be mindful of the communities capacity to deliver.</p>
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.	<p>Please refer to:</p> <p>The Wadebridge Energy Economy Report</p> <p>The Wadebridge Cultural Offer Report</p>
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.	<p>This economic report will be a key document for use by those individuals & organisations involved in the energy and cultural spaces to focus and reference.</p> <p>The CCT will continue to meet quarterly to ensure that progress is being made in both these areas and that key milestones are being met.</p> <p>Whilst we expect the economic reports to be living documents, the CCT undertake to update both strands of the economic reports</p>

			<p>by April 2017 noting key milestones, measuring impact and adjusting longer term goals.</p> <p>The CCT will also continuously review the report in light of developments from other local initiatives including the adoption of a neighbourhood plan and success in funding bids.</p> <p>The CCT will also continue to identify sources of funding or support that can be utilised by the delivery partners.</p>
14	Short term goals/actions	<p>What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.</p>	<p>Both short term and longer term goals are contained within the two daughter documents. Some of the key goals are also set out below for clarity:</p> <ol style="list-style-type: none"> 1) Delivery of Sunshine Tariff – open to all local domestic customers (tariff designed to shift usage to times when energy is cheaper saving customers money). 2) Develop and submit SMART market town bid for ERDF funding – to be based on Social Housing and to build on strong delivery partnerships with local and national organisations. 3) Conclude purchase of partial share of local wind turbine. Funding to be raised through crowd funding platform. 4) Continue to promote energy efficiency measures to improve local housing stock and develop methods of promoting roof top PV in the low subsidy environment. 5) Outreach program – CCT to ensure a minimum of 2 events / engagement opportunities attended to promote outcomes from economic plan. 6) Submit funding applications for summer festival. If successful in near term event to be held summer 2016. 7) Build on this economic report through the

			development and delivery of a full cultural report. Report to be carried out either by CCT or commissioned from local third party.
15	Performance measures	For first 6 months – to be SMART	<ol style="list-style-type: none"> 1) Sunshine Tariff – 100 customers to be signed up to Sunshine Tariff by April 2016. 2) Prepare for submission of outline bid for European funding (ERDF). Call expected May / June 2016 – submit bid in accordance with call criteria. 3) Conclude negotiations with turbine owners, conclude outstanding negotiations with regards access requirements. Launch Crowdfunder raise (up to £500k) prioritising local support / investment opportunity. May 2016. 4) Ensure all government supported programs aimed at improving housing stock are identified and locals given opportunity to benefit through targeted promotion / publicity. 5) Seek match funding for the Summer festival to be run in June 2016 (see Appendix 2). 6) Liaise with the Arts Council and Cornwall Council with regards to the development of the cultural plan.
16	Medium term goals/actions	For 6mths to 5 years	<p>Key medium term goals are contained within the respective daughter documents, below are some examples of these goals.</p> <ol style="list-style-type: none"> 7) Continue to promote uptake of energy efficiency measures for example through deliver of bulk buying clubs. 8) Electricity supply chain - Evaluate the financial impact on the local economy of the Sunshine Tariff and customer experience. 9) Local Ownership of Generating assets – Identify opportunities for the development

			<p>of local renewable generation to be publically owned / identify models of deliver in post subsidy world.</p> <p>10) Support the development of the cultural offering through the promotion of community funds to event organisers - Community funds expected to be around £70k per annum.</p> <p>11) The CCT team to help to broaden the range of arts and cultural venues and activities.</p> <p>12) Promote local culture and artists through the development of a marketing strategy.</p> <p>13) Explore the potential for a centre for arts and cultural activity.</p>
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	Longer term objectives - please see individual daughter documents that highlight longer term goals including taking control of local transmission network.
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	<p>Energy Economy</p> <p>The report highlights that with the adoption of all the with all the measures highlighted in the Wadebridge Energy Economic Report it is possible that as little as £430,000 per year would flow out of the local economy compared to the current estimate of £3.35m. As the report states some of the easier projects have already proved successful however there are still a number of regulatory issues that support the continuation of the existing centralised arrangements. Some of theregulation is already being challenged for example the running of a time of use tariff in the town as a Trial however, other projects will take longer to bring to fruition.</p> <p>Cultural Economy</p>

			<p>The success of the town's cultural offering remains reliant on a small number of committed volunteers. In order to ensure that a wider program is not faced with capacity issues it is important to ensure that where possible the CCT is able to identify ways of supporting the program.</p> <p>It has been noted in interviews with the Town Council that during the height of summer the town is close to capacity in terms of infrastructure it is therefore important to ensure that the emerging plan is developed in such a way as to maximise the existing infrastructure without creating additional pressure. Some of these wider infrastructure issues will be addressed by the neighbourhood plan.</p>
20	Resources	<p>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.</p>	<p>Energy Economy:</p> <p>WREN as a volunteer led organisation will be key to the development of a local energy market. The organisation is supported by a small team of salaried employees who work from the Energy shop. Whilst the organisation has proved to be very cost effective in terms of creating value in the local community and generates income from a range of projects, WREN's long term viability remains key to the delivery of the outlined outcomes within the energy report.</p> <p>WREN employ 5 individuals (PT) supported by 11 volunteer directors. The shop is supported by volunteers with specialist roles within the organisation being drawn from both salaried and volunteer staff.</p> <p>When necessary WREN engage the support of specialist advisors to carry out specific projects for example Community For Renewables (CfR CIC) are supporting WREN with the Share issue for local people. Legal and financial advice is also purchased as required.</p> <p>From the delivery of projects to date the WREN team are building an ever increasing</p>

			<p>base of skills and expertise in the energy market and have been successful in attracting support from energy companies, distribution network operators, technology companies and higher education institutions.</p> <p>The organisation has supported a number of interns and offers placements to individuals from the local secondary school to provide experience for those considering employment in this exciting sector.</p> <p>Cultural Economy</p> <p>Cornwall Council has proposed that we should look to “join up culture, heritage and tourism, to generate increased levels of business for these sectors and invest in a small number of infrastructure projects to create a network of connected cultural hubs across Cornwall.</p> <p>It seems a logical next step, therefore, for Wadebridge to seek to position itself to take advantage of any inward investment from the county, and to use wisely any opportunities that are forthcoming.</p> <p>The CCT will work with existing participants in ensuring that when such opportunities arise Wadebridge is able to take advantage</p>
21	Costs	Detail of costs of each element of plan.	Please see attached the respective daughter documents
22	Value	What is the value of the plan to the local economy?	<p>Energy Economy : up to £3m per annum</p> <p>Cultural Economy: up to £162k per annum in the short to medium term.</p>
23	Funding	Identification of funding streams and	Energy Economy

		<p>how costs of project(s) will or could be met.</p>	<p>In order to realise the maximum value of the energy economy it will be necessary for WREN to generate income from a number of areas:</p> <p>Fees: WREN receives a steady income from fees generated through consultancy work and other projects.</p> <p>Trials: An important source of income will be generated from the delivery of trials that require both residential and business engagement.</p> <p>Grant Funding: Whilst some of the projects identified in the report are now 'main stream' others are still on the cutting edge of the move to a more decentralised energy system. Grant funding is available to prove technologies, develop ICT platforms etc...</p> <p>Renewable Generation Income: Through the delivery of community owned generating assets, a revenue stream will be produced which has the potential to support the local population to take further advantage of their energy economy by reducing their energy spend. The existing asset owned by the Wadebridge Energy company and the potential to own a share in an existing wind turbine sited above the town have been designed to generate such income.</p> <p>Cultural Economy</p> <p>Whilst a number of the current events are able to cover their own costs through the charging of entrance fees etc. A number of the events have also received support through grant funding. As identified in the cultural report, The delivery of a Cultural plan will require grant funding.</p>
<p>24</p>	<p>Maximising resources and costs</p>	<p>Describe how this will be minimised, e.g. shared services, use</p>	<p>Both the sectors covered by this report have been required to be lean in terms of embedded costs through necessity. This has ensured that where possible resources are</p>

		of technology, avoidance of bureaucracy, etc.	<p>shared although there is scope for this to be further developed.</p> <p>Within the energy economy advances in technology and communications have been central to the innovation found in the sector for example the Innovative energy Tariff currently being trailed in Wadebridge is only possible due to the roll out of smart metering.</p> <p>Volunteer support will remain a critical to the success in delivering both strands of the economic report.</p>
Communications			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	<p>There has been an early consultation by Wadebridge Creative Hub with regards the existing offer. The CCT were also able to carry out a number of interviews with important stakeholders as part of the cultural economic report including:</p> <ul style="list-style-type: none"> • Dance Republic 2 • Wadebridge Plays • Wadebridge Town Council • Laura Francis Martin – Artist • Adrian Jones – Musician • River Festival • Cornwall Folk Festival • Christmas Weekend Event • The Big Lunch <p>Case Studies carried out for: Bike Lights, Wadebridge Christmas Shopping Event, Artist Laura Francis Martin.</p> <p>Wadebridge Energy Futures exhibition – three day exhibition in Wadebridge town Hall to give local people opportunity to vote on key areas of development for WREN. (see link for exhibition details and visitor responses http://wren.uk.com/virtual-exhibition) .</p> <p>WREN have a continuous high street presence (shop centrally located and open 6 days a week). This enables continuous</p>

			<p>feedback from residents on existing and future project. A compliments and complaints database is held and updated.</p> <p>Additional consultation work is carried out as required for specific projects. For example discussions with individual parish and town councils was carried out in November 2015 in regards to the viability of locally owned wind generation. A community engagement exercise is also underway by WREN in early 2016 to promote a trial energy tariff that seeks to deliver the first domestic time of use energy tariff.</p>
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	<ol style="list-style-type: none"> 1) The CCA will be kept informed of progress against outcomes and as a CCT member will be invited to the quarterly review meetings 2) There will be an ongoing two way communication between the CCT and delivery partners. Formal communication will be channelled through the quarterly reviews however the CCT members also work with or for a number of the delivery partners. 3) As a member of the CCT and WREN operation manager, regular meetings have been set up with the Town Council. Progress in the delivery of the Economic plan outcomes will be discussed at these meetings.
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	It will be up to the individual delivery partners to communicate with the community. For example WREN will engage with stakeholders in regards to projects that will benefit the local population using a variety of methods including: Website, Shop presence, bi-monthly newsletters, adverts and editorials in local papers and outreach work.
CCT Logistics			
28	Management of team	How the team will operate, frequency of meetings,	The team will meet quarterly to measure performance against identified outcomes. Each team member is a local resident (with

		centrality of team to projects, etc. How the team is representative of the community.	<p>the exception of the Cornwall Council Community Link Officer). Members of the team also sit within the key organisations that will deliver the outcomes including WREN and Wadebridge Cultural Hub and Wadebridge Plays.</p> <p>Dominic Comonte from the CCT has regular update sessions with the town council. Members of the CCT are represented on the Chamber of Commerce and active across a wide number of organisations including the administration of the local community energy funds.</p>
29	Support structure	Network of support built to enable CCT to deliver the economic plan	<p>The delivery of the Energy program will be led by WREN, a number of the CCT members are currently engaged with the community organisation and are working to deliver the benefits highlighted by a more localised energy economy.</p> <p>WREN has established important partnerships with a range of organisations in order to deliver the outcomes sought these include:</p> <ul style="list-style-type: none"> • Renewable energy installers • Institutes for further education • District Network Operator • Energy Companies • Crowdfunding platforms • Technology providers. <p>With regards the cultural strand, members of the CCT have met and discussed and developed the plan with a number of the key individuals / organisations active in this area. Having carried out initial research through interviews it is the CCT's intention to continue to liaise with the sector and provide support through not only the direct participation in a range of local events but also providing a more overarching support in delivering the wider vision.</p>
30	Costs	Running costs of CCT itself	We do not envisage that there will be ongoing

			costs in the running of CCT itself however it will be necessary to seek funding to deliver the identified outcomes via the delivery partners. The CCT will support the delivery partners in identifying viable revenue streams as required.
31	Sustainability	Long term plan for team and how this will be managed.	<p>In order to ensure that the outcomes identified within the daughter documents are realised it is key that members of the CCT are closely involved in the delivery of projects. To this end the team will need to evolve should members no longer represent key stakeholders/delivery partners. Dominic Comonte will take responsibility for arranging the quarterly review meetings.</p> <p>It is important to note that the CCT has already evolved in the way described above in the delivery of this report. A key person in drawing up the energy report Sam Angwin has since left the CCT due to his taking up a position in London. Sam was replaced by Lizzy-Jane Frankel who has been key in developing the cultural offer and is represented in a number of organisations delivering the existing program of events.</p>
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, marketing, etc.	<ul style="list-style-type: none"> • Energy Economy • Marketing • Arts and Culture