



**COASTAL COMMUNITY TEAMS
ECONOMIC PLAN**

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Ryde Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Peter Griffiths, 10 Lind Street, Ryde, Isle of Wight, PO33 2DN, 01983 811105 rtcplanning@btconnect.com
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	<ul style="list-style-type: none"> • Peter Griffiths, Planning Clerk, Ryde Town Council • Kevin Smith, Chief Executive, Isle of Wight Chamber of Commerce, Tourism & Industry, • Cllr. Tim Wakeley, Ryde Town Council Planning Chair
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	All residents and businesses of Ryde on a case by case basis.
4	Accountable Body	Local Authority Contact name & details	Isle of Wight Council, Lee Byrne, lee.byrne@iow.gov.uk Does the Accountable Body have a representative on the CCT membership? N
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	The Parish of Ryde on the Isle of Wight
6	Context – community	Description of local	The Parish of Ryde has a population of circa 23,999 residents. 18% of residents are under

	(suggested maximum 300 words)	community with demographics.	<p>16, 62% of residents are aged between 16 and 64, and 3% of residents are aged over 85.</p> <p>Key facts and figures can be found at the following link:</p> <p>https://www.neighbourhood.statistics.gov.uk/dissemination/LeadKeyFigures.do?a=7&b=11128119&c=ryde&d=16&e=62&g=6401987&i=1001x1003x1032x1004&m=0&r=1&s=1452506053058&enc=1</p> <p>Within the Parish of Ryde, Ryde North East B (LSOA) is among the 10% most deprived areas in England. Additionally St.Johns West A, Ryde South East B and Ryde North West A are within the 20% most deprived LSOA's.</p> <p>Ryde is the most populous urban area on the Isle of Wight and lies on the north-east coast.</p> <p>The influence of this era is still strongly visible in the town's central and seafront architecture.</p> <p>As a resort, the town is noted for its expansive sands, which are revealed at low tide, making its pier necessary on the wide beach for a regular passenger service. Ryde Pier is a listed structure, and the fourth longest pier in the United Kingdom, as well as the oldest.</p> <p>The town's large and long esplanade area provides amenities such as a swimming pool, bowls club, ice rink, bowling alley, and boating lake, and there are various children's playgrounds, amusement arcades and cafés.</p> <p>Ryde has few large public open spaces beyond the esplanade, but areas for public recreation include Appley Park, Puckpool Park, Vernon Square, Simeon Street Recreation Ground, St John's Park, St Thomas' churchyard, Salters Road recreation ground, and Oakfield Football Club.</p> <p>Ryde has a small marina located to the east of Ryde Pier which has provision for up to 200 boats, either on floating pontoons or leaning against the harbour wall.</p>
7	Context –	Local	A full assessment of the Town has been

	<p>economy (suggested maximum 400 words)</p>	<p>economy, e.g. business, tourism, manufacture, etc, 'Starting point'</p>	<p>undertaken by consultants Aukett Fitzroy Robinson which can be found at the following link:</p> <p>http://www.rydetowncouncil.org.uk/wp-content/uploads/2015/08/5704_RP_100_Stag e-1_VB_A.pdf</p> <p>The employment structure of Ryde is very similar to the Isle of Wight, in general. The only notable difference is the higher proportion of employment in wholesale and retail and the lower proportion in accommodation and restaurants.</p> <p>The greater dominance of the retail sector is expected as Ryde is the largest urban area on the Island and is one of the key island retail locations.</p> <p>10.4% of employment in Ryde is in business services. There is a high proportion of businesses in the hotels and restaurant sector. 8.4% of employment in Ryde is in this sector compared to 6.7% for the region and 6.6% for England.</p> <p>The Transport and communication sector is under-represented in Ryde at less than 5% of employment. At the regional and national level employment in this sector is closer to 9%. Proportions of employment across remaining sectors of the economy are very similar to regional and national trends.</p> <p>The lower levels of employment in business services is an area that the economy should try to build more strength, as this is set to grow nationally.</p> <p>The professional service sector in the UK is the one of the largest sectors of employment and has shown considerable potential for growth.</p> <p>Many of the services provided by professional service arms (such as legal and financial support) are integral to supporting the</p>
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			<p>development of other sectors of the economy including the Isle of Wight's key growth sectors of advanced manufacturing and creative industries.</p> <p>The above average levels of employment in the public sector is most likely a consequence of the Isle of Wight being an island.</p> <p>An area where Ryde performs well is in manufacturing, which constitutes 9% of total employment in the town, which is higher than the regional (7%) and England (8.6%) averages.</p> <p>The Employment Deprivation Domain measures the proportion of the working-age population in an area involuntarily excluded from the labour market.</p> <p>There are two Ryde LSOAs which are among the 10% most deprived areas in England:</p> <ul style="list-style-type: none"> • Ryde North East B • St Johns East A <p>And a further 5 within the 20% most deprived:</p> <ul style="list-style-type: none"> • St Johns West A • Ryde North West A • Ryde North East A • Ryde South East B • Ryde South West B
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	Ryde Coastal Communities Team is currently working with the Down to the Coast programme to deliver improvements for Green Infrastructure in the Town. Additionally a bid has been submitted to the Tesco Green bag scheme to improve facilities along the esplanade. A bid was submitted for the CRF but it was unsuccessful.
CCT Plan			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of	<p>The aims of the Ryde Coastal Communities Team are to deliver on the outcomes of the stage 1 masterplan vision which articulates the view of the town that it will provide:</p> <ol style="list-style-type: none"> 1. A positive arrival experience for visitors

		<p>what it will achieve. Description of 'what success will look like'.</p>	<p>to the Island,</p> <ol style="list-style-type: none"> 2. Opportunities for residents to be less dependent on employment in the public sector through an enhanced private sector economic base, 3. Enhanced Public realm and landscaping, particularly on the seafront. 4. Improvements to the structure of the High Street to assist economic viability. 5. A reinvigorated current car parking strategy for the town. 6. Improvements to the Canoe Lake. 7. Improvements to the town's leisure and culture. 8. Preserve the well respected and historic skyline whilst enhancing the historic built environment 9. Opportunities to improve the offer for short break holidays 10. Preservation for the globally important sites for wintering birds as feeding grounds. 11. Opportunities to reduce the impact of the motor car in Ryde's main thoroughfares. 12. Opportunities to implement a green space strategy and promote pedestrian routes and cycleways in the area. 13. Opportunities to regenerate the seafront as part of an initial regeneration to boost leisure and tourism. 14. Improvements to adapt the tourism offer. 15. Improvements to the Pier, railway station, bus station and hovercraft arrival points to improve connectivity, design and environment. 16. Opportunities to improve the connectivity between the town and the beach 17. Opportunities to improve the marina 18. Opportunities to improve iconic sites within the town 19. Opportunities to zone the beachfront, creating destination points of interest and revitalising the visitor experience
10	Needs of the	Identify the socio-	The socio-economic needs of the community are set out in the following packs of

	community and intentions of the team to meet them.	economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	information: https://www.iwight.com/Council/OtherServices/Isle-of-Wight-Facts-and-Figures-Ward-Area-Data/Ryde Please see Appendix A.
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	Please see Appendix B.
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.	http://www.rydetowncouncil.org.uk/wp-content/uploads/2015/08/5704_RP_100_Stage-1_VB_A.pdf
Delivering the Plan			
13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing	Please see Appendix A

		CCT role, indicative partners and timescales.	
14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	Please see Appendix A.
15	Performance measures	For first 6 months – to be SMART	Please see Appendix A
16	Medium term goals/actions	For 6mths to 5 years	Please see Appendix A
17	Performance measures	For 6mths to 5 years – to be SMART	Please see Appendix A
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	Please see Appendix A
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	Please see Appendix B
20	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services, volunteers,	Please see Appendix B

		etc. demonstrate how local expertise will be utilise and/or grown.	
21	Costs	Detail of costs of each element of plan.	Please see Appendix B
22	Value	What is the value of the plan to the local economy?	Please see Appendix B
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	Please see Appendix B
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	There is only one officer running the day to day operations part time.
Communications			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	Consultation has taken place with the community through the Ryde Masterplan process and copies of this can be found at http://www.rydetowncouncil.org.uk/wp-content/uploads/2015/08/5704_RP_100_Stag_e-1_VB_A.pdf , and current consultation is under way on pedestrianisation of the high street.
26		Describe plans to involve and inform partners and other bodies, including accountable	The projects are communicated through the Isle of Wight County Press, the Beacon, RTC web page, twitter, facebook and RTC planning committee minutes and through direct communication issued by RTC and the Isle of Wight Chamber of Commerce.

		body, CCA and DCLG.	
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	The projects are communicated through the Isle of Wight County Press, the Beacon, RTC web page, twitter, facebook and RTC planning committee minutes and through direct communication issued by RTC and the Isle of Wight Chamber of Commerce.
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.	The team is supported by Ryde Town Council's planning committee which is a public meeting and meets every three weeks.
29	Support structure	Network of support built to enable CCT to deliver the economic plan	Structure already in place
30	Costs	Running costs of CCT itself	All running costs of the CCT are managed within time of the Town Council
31	Sustainability	Long term plan for team and how this will be managed.	All running costs of the CCT are managed within time of the Town Council
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,	None

		housing, piers, sport, transport, heritage, marketing, etc.	
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