



**COASTAL COMMUNITY TEAMS  
ECONOMIC PLAN**

No.	Heading	Detail	Information
<b>Key Information</b>			
1	Name of CCT	West Itchen Community Trust Ltd	To be confirmed through consultation
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Rick Harwood Chief Executive West Itchen Community Trust Ropewalk Centre 53 Derby Road Southampton SO14 0DJ 023 8038 5880 r.harwood@wict.co.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Rick Harwood, Chief Executive, West Itchen Community Trust John Connelly, Southampton City Council as Accountable Body Neil Maddock, Chair of Northam Community Link Alex Ivancevic, local resident and community organiser

<p><b>3 (b)</b></p>	<p>CCT Membership</p>	<p>Other partners and/or stakeholders to be involved.</p>	<p>Southampton City Council Housing Team Residents Neighbourhood Policing Team Existing local businesses SureStart Riverside Family Church Taqwah Mosque</p>
<p><b>4</b></p>	<p>Accountable Body</p>	<p>Local Authority Contact name &amp; details</p>	<p>John Connelly Southampton City Council Civic Centre Southampton SO14 7LY Does the Accountable Body have a representative on the CCT membership? <b>Y</b></p>
<p><b>5</b></p>	<p>Local Area</p>	<p>Provide brief geographical description of the locality and a brief history if relevant.</p>	<p><b>Place and Community</b> The neighbourhood of Northam is surrounded to the East by the tidal River Itchen and to the North by a dual carriageway running East/West. The City Centre/docks form the boundaries to the South and West. The neighbourhood forms part of the Bevois Ward and is an identifiable community dominated by public housing stock.</p>
<p><b>6</b></p>	<p>Context – community (suggested maximum 300 words)</p>	<p>Description of local community with demographics.</p>	<p>The neighbourhood is characterised as having a high proportion of young people (Aged 16 -24) living within the area and is the most ethnically diverse community within the city. There are no Secondary schools located within the area and educational attainment is generally lower than the City Average.</p> <p>There are higher rates of unemployment and worklessness (38% of the population are economically inactive) compared with the city as a whole (26%), along with high levels of income deprivation, and benefit dependency. Income deprivation is an issue in the area especially</p>

			amongst children and older people. A significant proportion of the working age population is economically inactive due to being permanently sick or disabled.
<b>7</b>	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	<p><b>Business &amp; Entrepreneurialism</b></p> <p>The residential parts of the neighbourhood are adjacent to approximately 3,000 businesses, although this is due to the location of the 'central' industrial estates and the city centre retail areas. The popular Southampton Football Club home 'St Mary's Stadium' is located on the boundary of the neighbourhood and regularly attracts 30,000 visitors.</p> <p><b>Retail and Community</b></p> <p>There are currently very few retail units that are open and serving local domestic need – these include one petrol station, one newsagent and 2 pubs. Supermarkets, fresh fruit/vegetables, prescriptions, library resources, job-shops and mainstream retail opportunities are located a 20 minute walk away.</p>
<b>8</b>	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>The community of Northam is within both the Solent Local Economic Partnership (LEP) area and that of PUSH (Partnership for Urban South Hampshire). A registered charity is the Lead Partner for the Coastal Communities Fund project, and is also the lead for a local Future High Street Fund project.</p> <p>The popular Southampton Football Club home 'St Mary's Stadium' is located on the easterly boundary of the neighbourhood and regularly attracts 30,000 fans.</p> <p>The CCF plan seeks to exploit the untapped resources and new economic opportunities that characterise this neighbourhood - including the recent announcement of £40m plans to transform a large brownfield site in Northam to create 350 new homes, and the Chapel Riverside development</p>

			<p>forecast to create up to 700 jobs as well as at least 380 flats and houses.</p> <p><a href="http://www.dailyecho.co.uk/business/14196773.Revealed_100_million_scheme_to_transform_Southampton_and_create_700_jobs/">http://www.dailyecho.co.uk/business/14196773.Revealed_100_million_scheme_to_transform_Southampton_and_create_700_jobs/</a></p> <p><a href="http://www.dailyecho.co.uk/news/13349223.40m_plan_for_Southampton_s_old_Meridian_site_approved/">http://www.dailyecho.co.uk/news/13349223.40m_plan_for_Southampton_s_old_Meridian_site_approved/</a></p>
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**CCT Plan**

<b>9</b>	Ambition	<p>A positive statement of the aims and objectives of the plan and a description of what it will achieve.</p> <p>Description of 'what success will look like'.</p>	<p>Through this project the partnership aims to deliver a feasibility study with recommendations into what is needed to help establish an enterprise training centre and a community resource to develop enterprise-skills in Southampton's inner-city. Exploring the possibility of encouraging the community to find a positive way to use a precinct of empty shops within a densely populated area. The ambition will be to create a training room to provide the opportunity for 'live learning' with the retail units for potential entrepreneurs, social entrepreneurs and community groups to sell or promote their products, services and/or their skills on a rotational or ongoing basis. Through this approach, the team hopes to also help develop the local economy, encourage social enterprise, to engage and inspire the community and to raise aspiration.</p>
<b>10</b>	Needs of the community and intentions of the team to meet them.	<p>Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific,</p>	<p>The neighbourhood is characterised as having a high proportion of young people (Aged 16 -24) living within the area and is the most ethnically diverse community within the city. There are no Secondary schools located within the area and educational attainment is generally lower than the City Average.</p> <p>There are higher rates of unemployment and worklessness (38% of the population are economically inactive) compared with the city as a whole</p>

		Measureable, Achievable, Realistic and Timed.	<p>(26%), along with high levels of income deprivation, and benefit dependency. Income deprivation is an issue in the area especially amongst children and older people. A significant proportion of the working age population is economically inactive due to being permanently sick or disabled.</p> <ol style="list-style-type: none"> <li>1. Engage with 100-150 local residents and consult on future use of the closed retail units in Northam Parade, by April 2016</li> <li>2. Identify 10 local 'champions' interested in learning more about establishing small-business and/or community enterprise, by Spring 2016</li> <li>3. Produce a Feasibility Study on the 'physical' challenges that bringing the retail units back into use will create (Planning, Licensing, Buildings), by April 2016</li> </ol>
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	<p>The strength of the project is that initial work has already secured the support of the owner of the retail units, and indicative interest within the community regarding bringing the closed retail units back into use. The Lead Organisation (WICT) has a long-standing presence in the local community and has established mechanisms to promote successful outputs and to engage with all members of the community.</p> <p>The single greatest 'threat' to the project is time, although WICT's officers have identified the project actions as a priority and have resourced this appropriately</p>
12	Data – <i>while an essential element of the plan, it could be included in a 'daughter'</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader	<p>The most recent demographic evidence on deprivation in Northam can be found using Nomis (for unemployment data) <a href="https://www.nomisweb.co.uk/Default.asp">https://www.nomisweb.co.uk/Default.asp</a></p> <p>and through the use of the Index of Multiple deprivation (2014) <a href="http://www.southampton.gov.uk/policies/Southampton-IMD-2015-">http://www.southampton.gov.uk/policies/Southampton-IMD-2015-</a></p>

	<i>document.</i>	data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	<a href="#">Analysis tcm63-378050.pdf</a>  Northam Estate remains in the 5 most deprived areas in Southampton and Northam (Stadium) is now ranked 1 <sup>st</sup> (Most Deprived) - previously in IMD 2010 this area was ranked 41 <sup>st</sup> and indicates a significant increase in deprivation in this LSOA.
<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.	<p>Through this project the partnership aims to deliver a feasibility study with recommendations into what is needed to help establish an enterprise training centre and a community resource to develop enterprise-skills in Northam. The ambition is to create a training room to provide 'live learning' within the long-closed retail units in which potential entrepreneurs, social entrepreneurs and community groups can sell or promote their products, services and/or their skills on a rotational or ongoing basis. Through this approach, the team hopes to also help develop the local economy, encourage social enterprise, and to engage and inspire the local community.</p> <p>The fund will be used to help the Team explore the practical issues that we may face in getting the precinct of closed retail units back into use, the longer term financial implications with regards to ongoing costs of their potential use and to host a series of community engagement events to identify what the community want to see happening in these currently empty units.</p> <p>Outputs; 1 Feasibility Study on investment required to open long-closed retail units</p>

			2 Consultation and Engagement events in the local community 1 shortlist of potential partners, investors and entrepreneurs
<b>14</b>	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	Outputs; 1 Feasibility Study on investment required to open long-closed retail units 2 Consultation and Engagement events in the local community 1 shortlist of potential partners, investors and entrepreneurs
<b>15</b>	Performance measures	For first 6 months – to be SMART	Outputs; 1 Feasibility Study on investment required to open long-closed retail units 2 Consultation and Engagement events in the local community 1 shortlist of potential partners, investors and entrepreneurs 10 Community Champions identified 100-150 residents engaged
<b>16</b>	Medium term goals/actions	For 6mths to 5 years	Outputs; 1 Community Plan to develop local enterprise, SME's and the economy of the community 100 local residents taking part in enterprise training 4 retail units open on a sustainable basis
<b>17</b>	Performance measures	For 6mths to 5 years – to be SMART	Local businesses serving local community needs Physical regeneration of retail units Sustainable training programme created Ongoing community engagement Community leaders being identified regularly
<b>18</b>	Long term goals and actions <b>Optional</b>	Strategic plans beyond 5 years – include performance	Future development of a plan will be informed through consultation with residents and local stakeholders

		measures where appropriate.	
<b>19</b>	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	N/A
<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.	Feasibility Study – WICT will direct a suitable professional to complete this work within the timescale Consultation and Engagement – Through its community organising model and with the support of Northam Community Link and local residents, stakeholders and the housing team, WICT will ensure events in the local community are organised, delivered and reported on. WICT will support potential partners, investors and entrepreneurs interested in developing the local retail economy
<b>21</b>	Costs	Detail of costs of each element of plan.	Feasibility Study – estimate £5,000 Consultation and Engagement – estimate £3,000 Economic and Community Development – estimate £2,000
<b>22</b>	Value	What is the value of the plan to the local economy?	To be identified in the Feasibility Study
<b>23</b>	Funding	Identification of funding streams and how costs of project(s) will or could be met.	Additional resources will be provided through WICT's investment plans (Business and Strategic Plans) and leveraging in external investment. The plan as identified is fully funded.

24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	N/A
<b>Communications</b>			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	<p>The Team hopes to develop the local economy, encourage social enterprise, and to engage and inspire the local community.</p> <p>The fund will be used to help the Team explore the practical issues that we may face in getting the precinct of closed retail units back into use, the longer term financial implications with regards to ongoing costs of their potential use and to host a series of community engagement events to identify what the community want to see happening in these currently empty units.</p> <p>Outputs;  1 Feasibility Study on investment required to open long-closed retail units  2 Consultation and Engagement events in the local community  1 shortlist of potential partners, investors and entrepreneurs</p>
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and	West Itchen Community Trust (WICT) will disseminate information through the use of its own active website at <a href="http://www.wict.co.uk">www.wict.co.uk</a> , its monthly newsletter and noticeboards throughout its community buildings and through our partners in Northam Community Centre. It will also be reported on a 6 weekly basis in formal reports to the Trust's board of trustees with updates on progress and budget reports against spending commitments (These meetings are recorded and minutes are available on request).

		DCLG.	WICT will maximise publicity regarding the CCF investment and the Feasibility Study through engagement with local residents, the media and partner organisations. Progress will be reported on through a local radio station, Unity 101.
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	<p>West Itchen Community Trust (WICT) will disseminate information through the use of its own active website at <a href="http://www.wict.co.uk">www.wict.co.uk</a>, its monthly newsletter and noticeboards throughout its community buildings and through our partners in Northam Community Centre. It will also be reported on a 6 weekly basis in formal reports to the Trust's board of trustees with updates on progress and budget reports against spending commitments (These meetings are recorded and minutes are available on request).</p> <p>WICT will maximise publicity regarding the CCF investment and the Feasibility Study through engagement with local residents, the media and partner organisations. Progress will be reported on through a local radio station, Unity 101.</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>West Itchen Community Trust is an active charity in Southampton with a sustainable enterprise model that is based on both commercial and community property. In recent years by working more closely together with Southampton City Council, Locality, local residents, local businesses, housing associations, developers, traders associations, the health authority and numerous local community groups, we have seen the power of collaboration working exceptionally well, even through a difficult economic climate.</p> <p>We have formed a strong relationship with many partners based on trust</p>

			<p>and being able to engage the local community to unearth active people willing to create change. We have done this quite successfully through our Community Organiser programme and have learnt how to establish groups of like-minded people who want to see things through.</p> <p>It is proposed for the Team to meet on a monthly basis (On a Task and finish basis), following reports to the WICT managing committee.</p>
<b>29</b>	Support structure	Network of support built to enable CCT to deliver the economic plan	We have formed a strong relationship with many partners based on trust and being able to engage the local community to unearth active people willing to create change. We have done this quite successfully through our Community Organiser programme and have learnt how to establish groups of like-minded people who want to see things through.
<b>30</b>	Costs	Running costs of CCT itself	The Team will be established on a Task and Finish basis to reduce overheads. The long-term development of the retail opportunities will be reported to the managing board of WICT. This proposal will reduce overhead costs to a minimum.
<b>31</b>	Sustainability	Long term plan for team and how this will be managed.	<p>The partners in this team are fully committed to long term economic and physical regeneration in Northam. As a team, we will co-ordinate activity together to make sure the impact of any actions recommended in the plan create a lasting and sustainable outcome. With WICT and Northam Community Link being registered charities serving the local community, there will be ongoing engagement to identify community leaders and local entrepreneurs that want to take part in the project. The long-term development of the retail opportunities will be reported to the managing board of WICT and to the partners. This proposal will reduce overhead costs to a minimum.</p> <p>Sustainability will be part of the feasibility study to identify ongoing costs in the longer term, once initial capital costs and seed funding is identified to</p>

			get the project off the ground.
<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.	The reduction of worklessness and movement of long-term unemployed residents into work, volunteering, or training is a priority for WICT, its partners and a significant challenge in what is now the most deprived community in the City