

# Amble Coastal Community Team Economic Development Plan



## COASTAL COMMUNITY TEAM 2017

### ECONOMIC PLAN

#### Key Information

**1. Name of CCT: Amble Coastal Community Team**

#### **2. Single Point of Contact (SPOC)**

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#### **3(a). CCT Membership - Names and position**

Andrew Gooding - Amble Development Trust

Jeff Watson - Amble Development Trust

Ann Burke - Amble Business Club and local business owner

Craig Weir - Amble Town Council

Rob Angus - Amble Community Rowing Club

Jon Green - Northumberland Inshore Fisheries Conservation Authority

Julie Dodds - ARCH

David Hall - Northumberland Tourism

Robert Arckless - Northumberland County Council

Nick Spurr - Warkworth Harbour Commissioners and business owner

Julia Aston - Amble Development Trust

### **3(b). CCT Membership**

Other partners and/or stakeholders to be involved

Vic Brown - Coquet Shorebase Trust

FLAG representation

Iain Robson - AONB officer

Hauxley Nature Reserve

Druridge Bay County Park

### **4. Accountable Body - Local Authority Contact name & details**

Northumberland County Council

Tony Kirsop

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Does the Accountable Body have a representative on the CCT membership? Y

### **5. Local Area**

Amble is commonly known as 'the friendliest port' and gained the name in the 1930's when Amble Council sent the RMS Mauretania a message on its last voyage to be dismantled 'Still the finest ship on the seas' and they replied with greetings 'to the last and friendliest port in England'. The Town lying at the mouth of the River Coquet and set between SSSI and AONB sites, is now a popular place for holidays with its pleasant harbour, marina, proximity to beautiful beaches and many facilities.

The town grew from a small farming community in the nineteenth century as collieries were opened. Its then newly built railway linked the Northumberland coalfields to the sea

and it became a centre for the transport and export of coal. Shipbuilding and repair industries developed on the Braid as sea fishing expanded with the growth of the town. Traditional Northumberland fishing vessels, cobs, sheltered in the natural harbour for centuries. Along with the closure of these mines came industrial decline and while the fishing industry continues, it too is depleted due to onerous fishing quotas. On the outskirts of the town is an industrial estate mainly occupied by small businesses and a telecommunications company. The one large employer on the estate (potato processing) having closed its doors in 2011 with the loss of over 250 jobs. Due to the industrial heritage of the town it has taken many years to shake off long held perceptions of the grimy infrastructure.

Tourism forms one of the most important future sectors for the town's economy. More than ever, the partners of Amble must think through how to adapt, survive and transform itself in the period ahead. It must address the possibility of developing new sustainable community industries to secure a healthy and viable future.

However investment has improved the general aesthetics of the town making it a prime location to capture the growing tourism staycation market as well as increasing overseas tourists looking for places of historical interest or outdoor activities. Funding secured through the Coastal Community Fund to build the innovative Harbour Village linking the main thoroughfare to the harbour area won Great British High Street award in 2015 through community voting which provided a fitting endorsement for town improvements and acknowledgment of raised aspirations.

## **6. Description of local community with demographics**

The current population of Amble is 6400 of whom 76.4% are economically active, however only 68.9% are in full time employment with the remainder made up of 31.1% part time. Of the economically inactive cohort only 6.7% are retired.

The locality is made up of 3 electoral wards of which one is in the top 30% of IMD

House prices are approx. 35% below the county average although generally in good condition, with 2.5% of households lacking key amenities compared to a rate of 7.1% for England as a whole (2001) .

30% of the towns 60+ population claim pension credit in comparison to other small seaside towns where the average is 20% and 25% of households claim housing benefit (2005). Therefore raising the disposable income for residents would have a significant impact on local economic multipliers and sustain critical services and encourage enterprise.

Educational attainment is also below the county average with 58.6% achieving 5 or more GCSE's in comparison to the Northumberland average of 68.8%

VAT registered SME stock is higher than the average for small seaside towns as identified in the chart below:

VAT Registered Businesses 2007		
Area	Stock of VAT Registered Businesses Per 10,000 Residents	New VAT Registrations
Amble	402	29
Small Seaside Towns	396	29
Large Seaside Towns	305	29
North East	204	23

These figures indicate the potential to grow the small firms sector of the town. This entrepreneurial attitude could be exploited with encouragement, support and the correct infrastructure in place to release untapped potential.

This is particularly relevant given issues the town has faced previously in attracting large businesses as a result of the distance from trunk roads and opportunities for digital businesses.

## 7. Context - economy

Employment Sector % of all employee jobs	
Agriculture	1.9
Fishing	1.6
Mining & Quarrying	2.5
Manufacturing	12.6
Utilities	0.4
Construction	11.4
Wholesale & Retail	14.2
Distribution/ Hotels/ Catering	5.4
Transport & Communications	6.4
Banking & Financial Services	8.5
Public Administration	18.3
Health & Social Work	13.1

Figures are taken from data collected in 2011, prior to factory closures, cuts in public sector employment and the private contracting and merging of local prison establishments losing circa 600 jobs, which from an economically active preliminary figure of 3007 represents a high percentage rate of job losses which have not been replaced.

As a town increasingly reliant upon tourism we have to think creatively - what is our USP, why do tourists come to your town? And what about the tourists we are not attracting - what are we missing?

Amble's main thoroughfare, Queen Street, retains its original charm mainly due to independent retailing. Similarly cafes and restaurants offer independent fare, adding to the town's natural attractiveness.

An indication of local entrepreneurial attitude and creativity can be evidenced through the recently developed Harbour Village which consists of 15 small retail pods established to encourage new business start-ups. Situated on the quayside, looking out over nearby Warkworth Castle, the view is captivating and provides the perfect site to harness footfall from visitors with directional signage to encourage tourists to explore the high street. To-date pods are fully occupied with 10 new businesses, 3 new businesses to the town and 2 extensions to existing businesses. 10 of the new start-ups are women making their first foray into the world of business providing a mix of crafts, food and clothing, adding to the towns retail offer. This innovative project has already attracted inward investment by way of development of luxury apartments and extensions to existing business.

Visitor feedback indicates this distinctiveness and seaside location as being the main reasons for coming to the town.

It is therefore this independent and entrepreneurial attitude we will capitalise on, retaining individualism and enterprise as well as providing the working infrastructure to build confidence in those with perceived lack of skills.

**8. Related initiatives** - What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF

**Northumberland Coast AONB Management Plan 2014-19**, establishes the policy for managing the AONB and has adopted 3 key themes through which to implement the plan. Although the AONB starts to the North of Amble the plan is important for the area and covers initiatives such as the heritage coast which runs to the South of Druridge Bay.

Themes:

- Conserve and enhance the special landscape, natural environment and cultural heritage of the Northumberland Coast AONB
- The Northumberland Coast AONB remains as a living and thriving landscape
- Celebrating and exploring the Northumberland Coast

**Northumberland Coast and Lowlands LEADER Local Development Strategy 2014-2020**, operates over an area stretching from Berwick in the North to Lynemouth in the

South. The LEADER approach is seen by the Department for Environment, Food and Rural Affairs (Defra), who manage the RDPE, as an important way of addressing rural needs and is based on a community led, bottom-up approach to rural development. It is important to note that as part of mainstream RDPE, the current LEADER programme has a stronger economic emphasis than previously.

### **Rural Growth Network**

The North East Rural Growth Network spans Northumberland, Durham and Gateshead and is one of five national pilot schemes to stimulate economic growth in rural locations.

The Rural Growth Network has specific funding and expertise available for businesses located in rural locations, to help generate rural economic growth.

- Strategic Economic Infrastructure Fund (SEIF)

This capital fund will provide 40% of eligible costs to support the development of business infrastructure projects in rural areas to help unlock economic growth.

- Rural Business Growth Fund (RBGF)

A small business grant scheme that will support investment projects that enable rural businesses to expand productivity or diversify into new markets or products.

**The Coastal Communities Fund (CCF)** encourages the economic development of UK coastal communities by giving funding to create sustainable economic growth and jobs. Since the start of the CCF in 2012 we have awarded grants to 218 organisations across the UK to the value of £125 million. This funding is forecast to deliver over 12,000 jobs and help attract over £240 million of additional funds to coastal areas.

ARCH investment

### **Specific interventions include:**

Facilitate creation of at least 1,000 sq m of commercial floorspace

Create 1,900 sq m of tourism accommodation

Create/sustain minimum of 55 fte jobs

Private sector investment - £4.6m

Infrastructure to advance masterplan of Coquet Enterprise Park

Development of business space for light industrial/office use

Enhanced business support offer to provide 1:1 support to Amble based businesses

Enhanced car parking provision to facilitate town centre movement and enhanced visitor provision

European Agricultural Fund for Rural Development (EAFRD), which is part of the European

Structural Investment Funds (ESIF).

You could be eligible for a Growth Programme grant if your business is carrying out a project to create jobs or bring more money into the rural economy.

There are 3 types of grant:

- Business development
- Food processing
- Rural tourism infrastructure

**The North of Tyne Fisheries Local Action Group (FLAG)**, led by Northumberland County Council, has been awarded £800,000 from the European Maritime and Fisheries Fund which will support development across 14 fishing communities between Berwick upon Tweed and North Shields.

The funding, distributed by the Marine Management Organisation, will fund projects which support the fishing and aquaculture sectors including harbours, ports, fishermen, wholesalers, processing and research.

#### **Private investment**

Harbour Village has acted as a catalyst for private investment

Persimmon Homes - housing

Coble Developments - housing, retail

Hindhaugh Homes - housing

Cheviot Holdings - housing

ARCH (Development arm of NCC) - Investing in the Industrial estate  
(Hotel/retail/motorhome park/housing)

#### **9. Ambition**

**CCT Plan:** For this EDPlan we will review negative economic impact implications and offer mitigating positive action reform.

As a town we must seize and maximise all opportunities presented, building a resilient economy for the town that is not solely reliant upon one economic generator.

As an independent community we have to learn to accept change and to some degree take risks to achieve personal potential.

To achieve this the CCT will need to create the infrastructure that will allow continuing change and inward investment, offer opportunities to inspire community aspiration in all age groups and be attractive to a diverse talent pool looking to relocate for lifestyle choice.

By 2020 Amble will be a vibrant, lively, welcoming town that is proud of its social,

industrial and maritime history. The harbour area will be key to the visitor experience of Amble. The town will be recognised for its heritage, water sport and leisure activities as well as renowned restaurants and hospitality. Amble will attract a diverse range of national and international visitors including active holiday makers, birdwatchers, walkers, yachting people and families.

We start with a fully occupied high street, but one which struggles with seasonality as do existing tourism businesses.

We will therefore look at developing a town brand that will be synonymous with the 'new' Amble as well as extending the tourism season by adding to the towns visitor experience, expanding current activity and events programme by encouraging existing businesses to consider diversifying and adding to their core offer

For our community we will provide the infrastructure for accessible enhanced education and training leading to employment opportunities through a skills, training and mentoring programme.

Our strategy covers 5 main themes

Many of the projects initiated will cross between headings adding strength to the outcomes of our core objectives

1. **Town Brand**
2. **Employment, Enterprise and Business Growth**
3. **Tourism**
4. **Heritage**
5. **Food and Drink**

## **10. Needs of the community and intentions of the team to meet them.**

Amble in 2012; A Socio-Economic Profile

Amble is one of 37 smaller 'seaside towns' (or resorts) in England and Wales which have a population below 10,000 and which qualify as 'rural' settlements in official definitions (see map Fig. 1.1). Its population is 6,600.

The population has been declining and it has a greater proportion of 0-15 year olds, yet a lower proportion of elderly residents than other smaller seaside resorts as Table 2.1 shows.

(however this is changing as Northumberland experiences an upsurge in migration of older residents either returning to the town on retirement or visitors looking to change their

(lifestyle and retire by the sea)

Outward migration of young people looking to enhance their career prospects, taking up higher education and finding employment in city areas.

**Amble: Age Distribution of Population in 2007 (% of total population)**

Area	0-15	16-64	60-65+
Amble	18	60	22
Small Seaside Towns	14	52	34
Large Seaside Towns	17	58	25

**Employment Sector % of all employee jobs**

Agriculture	1.9
Fishing	1.6
Mining & Quarrying	2.5
Manufacturing	12.6
Utilities	0.4
Construction	11.4
Wholesale & Retail	14.2
Distribution/ Hotels/ Catering	5.4
Transport & Communications	6.4
Banking & Financial Services	8.5
Public Administration	18.3
Health & Social Work	13.1

**Occupational Status of Residents**

Area	M/P	W/C	S/M	Other Managerial
Amble	17	25	16	42
Small Seaside Towns	24	21	16	39
Large Seaside Towns	24	26	12	37

**11. Analysis**

**Strengths**

Location: coastline set between AONB and SSSI sites

Visitor interest in Northumberland

Environment - outdoor activities

Independent high street

Innovative harbour village

Community buy in built on previous projects

Willingness for the town to move forward

Current interest in the town from developers

Capitalise on interest gained through winning GBH

Capitalise on current private and public sector investment

Entrepreneurial attitude

Award winning seafood restaurants

Lobster Hatchery

Friendly community

Existing links with external organisations

### **Weaknesses**

Established negative perceptions of the town

Reducing fishing fleet (tourist attraction)

Lack of employment opportunities

Disparate marketing

Limited all weather attractions

Seasonality of tourism

Low skills base

Low community aspiration

Fragmentation of organisations

Public Sector funding cuts

Small population/ domestic market

Inadequate hotel accommodation

Traffic on A1068 Image on arrival (A1068)

Unattractive at night time- street lighting, graffiti shutters

### **Opportunities**

To work within existing partnerships

Share experiences

Current developer interest

Capitalise on entrepreneurialism

New hotel

Plans to develop the industrial estate

Identified funding opportunities

Potential for birdwatching Sustainable development

Creative/ Cultural industries

Better sailing/ Marina opportunities

Development of Amble as a Food Centre

### **Threats**

Not able to secure appropriate funding

Not able to secure match funding

Partners not working together

Inability to secure suitable site(s)

Continued de-industrialisation

Too much fragmentation of agencies

Low aspirations

Poor marketing image

Competition from other towns

Poor understanding of policy changes

Too inwardly focused

## **11. Data**

Amble has been the subject of several studies and initiatives over the years, each in response to government initiatives set to address the many issues faced by communities suffering the loss of heavy industry and mine closures.

Initiatives researched various elements in the town from retailing to infrastructure development, with all involving the community through a consultation process.

2003 - Market Town Initiative

2004 - Amble The Next level

2007 - Retail Distinctiveness

2012 - Amble 2020.

2013 - Amble: The Seafood Town Final Report

2016 - Northumberland County Council Core Strategy

2017 - FLAG Local Development Strategy.

Statistics collated by Nomis (2011), are the most current available but are prior to local factory closures and public sector cuts which account for circa 600 job losses within the town postcode area therefore not accounted for within the statistics provided.

Managerial and professional positions account for 17% of those actively employed. However the majority of those employed within these roles are commuters to Newcastle, London or Edinburgh.

Administrative and Secretarial 18.3% are mainly employed within public administration.

Figures are evidenced in the Amble 2020 strategic document.

On the positive side:

Northumberland as a whole records 13,200 direct Ft employees within the tourism sector which brings £665 million into the local economy. That equates to 13% of the total county employment which is 2.7% higher than the national average.

The Northumberland Tourism Destination Management plan which is fully coordinated with Northumberland County Councils Economic Development Plan outlines the vision to increase visitor numbers by 5% by 2020, employment in the sector increased by 10% and value of visitor spend increased by 6%

Amble's vision is to build its own identity and be part of this growing trend.

## 12. Projects

Town Branding	Theme	Brand	Enterprise	Tourism	Heritage	Food
Status	In development		Timeframe		For 2018 Season	
Description						
<p>Amble is steadily establishing itself as a seaside destination, however it needs to compete/complement the offers of other towns and attractions within the tourist area. There are many options around which brand development could be built and the town needs to undergo a process of choosing a route that offers something that:</p> <ul style="list-style-type: none"> <li>• the community can buy into over time</li> <li>• the private sector can invest in it</li> <li>• can be made obvious and pervasive throughout the town</li> <li>• extend our seasons</li> <li>• has tireless champions for this cause</li> <li>• is experiential - things to do, not things to look at.</li> </ul>						
Cost	£10k		Funding sources		LEADER	
Short term actions			Medium term actions			
Niche identification Marketing plan Develop buy-in and momentum			Festivals based on niche May link into Amble website coordination			
Partners	Amble 2020		Resources		<ul style="list-style-type: none"> <li>• Market towns welcome</li> <li>• Retail distinctiveness plan</li> </ul>	

Experience Co-ordination	Theme	Brand	Enterprise	Tourism	Heritage	Food
Status	In development		Timeframe		For 2018 Season	
Description						
<p>Increasingly tourists are looking for experiences whilst on holiday and the coordination and timetabling of these activities are time consuming and awkward to facilitate. There is an opportunity for experience businesses in Amble to present a common platform to present to visitors that presents a greater range of activity in the area and the opportunity to maximise peoples time.</p>						
Cost	£5k		Funding sources		tbc	
Short term actions			Medium term actions			
Audit of activities Liaison between business Develop delivery model Market test			Online platform linked to Amble website			
Partners	Amble 2020		Resources		<ul style="list-style-type: none"> <li>• Market towns welcome</li> <li>• Retail</li> </ul>	

			distinctiveness plan
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<b>Welcome Packs</b>	<b>Theme</b>	<b>Brand</b>		<b>Tourism</b>		
Status	In development		Timeframe		2017 Season	
Description						
Local information, facilities, amenities services and events collated with a map to direct those unfamiliar with the area with what we can offer.						
Cost	£2000		Funding sources	Great British High St Award		
Short term actions			Medium term actions			
<ul style="list-style-type: none"> <li>Collate all necessary information</li> <li>Print new annotated map</li> </ul>			<ul style="list-style-type: none"> <li>Review for 2018</li> </ul>			
Partners (Lead)	(ADT) , ATC, ABC		Resources	Current leaflets from partners		

<b>Signage &amp; Parking</b>	<b>Theme</b>	<b>Brand</b>		<b>Tourism</b>		
Status	Under review		Timeframe		2018 season	
Description						
Availability of convenient town centre parking is a long running issue, this is set to be resolved with the allocation of land via ARCH developments. Following a signage audit in the town in 2017 it has been identified as a priority for Amble in 2018 NCC finances.						
Cost	TBC		Funding sources	ARCH, NCC		
Short term actions			Medium term actions			
<ul style="list-style-type: none"> <li>Securing land for parking</li> <li>Consultations on car park design</li> <li>Planning application</li> <li>Sign rationalisation and replacement</li> <li>Car park developed</li> </ul>						
Partners (Lead)	(NCC/ARCH), ATC, ABC, ADT		Resources	<ul style="list-style-type: none"> <li>Signage audit</li> <li>Market towns welcome</li> <li>Retail distinctiveness plan</li> </ul>		

<b>Business Development Support &amp; Grow Digital</b>	<b>Theme</b>		<b>Enterprise</b>			
Lead Partner	ARCH		Key dates	Until 2020		

<b>Description</b>			
A 1.3m service to provide advice, support and workshops to assist new and growing businesses in the area to succeed.			
<b>Cost</b>	£1.3m	<b>Funding sources</b>	ERDF, ARCH
<b>Short term actions</b>		<b>Medium term actions</b>	
<ul style="list-style-type: none"> <li>Support 360 businesses in Northumberland</li> <li>Create 131 new jobs in Northumberland</li> </ul>			
<b>Partners (Lead)</b>	(ARCH)	<b>Resources</b>	

<b>Sectional Structures Apprenticeship</b>	<b>Theme</b>		<b>Enterprise</b>	<b>Tourism</b>		
<b>Status</b>	Concept		<b>Timeframe</b>	18 Months		
<b>Description</b>						
Following the success of the pods at Amble Harbour Village we are using the lessons learnt to initiate a project looking to develop a hybrid of construction apprenticeship provision alongside the production of niche sectional buildings. Specifically these will include info pods (unmanned tourist information provision), retail pods and art installation.						
<b>Cost</b>	tbc		<b>Funding sources</b>	tbc		
<b>Short term actions</b>		<b>Medium term actions</b>				
<ul style="list-style-type: none"> <li>Secure partners to develop apprenticeship scheme</li> <li>Agree designs and costs of buildings</li> <li>Agree sites with customers</li> </ul>		<ul style="list-style-type: none"> <li>Secure funding</li> <li>Secure production site</li> </ul>				
<b>Partners (Lead)</b>	(ADT), Blyth Valley Enterprises, ARCH		<b>Resources</b>	AHV model		

<b>Industrial Estate Development Strategy</b>	<b>Theme</b>		<b>Enterprise</b>			
<b>Status</b>	Live		<b>Timeframe</b>	6 Months		
<b>Description</b>						
The industrial estate enjoys a prominent position at the gateway to the town, as such it creates the first impression for many visitors. ARCH have identified the structural changes required on the site to make it a fit for purpose employment site.						
<b>Cost</b>	Unknown		<b>Funding sources</b>	ARCH		
<b>Short term actions</b>		<b>Medium term actions</b>				
<ul style="list-style-type: none"> <li>Development of strategy</li> <li>Consultation</li> <li>Location of: Hotel, new housing, manufacturing units, motorhome park and retail units.</li> </ul>		<ul style="list-style-type: none"> <li>Implementation of strategy</li> <li>Secure new tenants for site and operators for hotel/motorhome park</li> </ul>				
<b>Partners (Lead)</b>	(ARCH)		<b>Resources</b>	Amble 2020		

<b>Lobster Hatchery</b>	<b>Theme</b>		<b>Enterprise</b>	<b>Tourism</b>	<b>Heritage</b>	<b>Food</b>
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Status	Live	Timeframe	Fully implemented within 6 months
Description			
The lobster hatchery aims to address a number of issues: 1. Sustainability of local lobster fishery, 2. Provision of an indoor tourist attraction in the town, 3. Creation of new employment opportunities, 4. Facility for the research of Northeast shellfish issues.			
Cost	£250k	Funding sources	Power 2 Change, NCC
Short term actions		Medium term actions	
<ul style="list-style-type: none"> <li>Commission tanks and filters</li> <li>Secure lobster stock</li> <li>Promote to visitors</li> <li>Train new staff</li> </ul>		<ul style="list-style-type: none"> <li>Develop techniques for crab and langoustine</li> <li>Increase seafood sales</li> <li>Provide stock for other localities</li> </ul>	
Partners (Lead)	(ADT), NIFCA, Newcastle University	Resources	Feasibility plan

<b>The Sea Works</b>	<b>Theme</b>	<b>Enterprise</b>	<b>Tourism</b>	<b>Heritage</b>
Status	Concept	Timeframe		
Description				
Create an interactive experience based attraction linked to the retention of fishing and heritage skills. Our actively working collection of historic fishing boats and gear will help us to demonstrate the ways of life, skills, customs, dress, creativity and resilience, of fishing communities and to appreciate the role the weather, technology and commerce has on the fishing industry. We will particularly celebrating the coble, an east coast boat for which Amble was a principle builder of note. The facility will have a shared makerspace workshop for the construction and repair of wooden boats and other community projects. Including: boat building, seacrafts, makerspace. Apprenticeship				
Cost	tbc	Funding sources	FLAG, HLF	
Short term actions		Medium term actions		
Feasibility Study Friends of Sea Works Identify site Support community of interest		Annual wooden boat festival A to B (Amble to Blyth Race)		
Partners (Lead)	(ADT), Amble Rowing Club	Resources		

<b>Training</b>	<b>Theme</b>	<b>Brand</b>	<b>Enterprise</b>	<b>Tourism</b>	<b>Heritage</b>	<b>Food</b>
Status	In development	Timeframe	2 years			
Description						
Shared hospitality training to enhance the visitor experience to be shared with the Bamburgh, Seahouses and Beadnel coastal community team. Training to increase the sustainability, safety and added value within the fisheries sector.						
Cost	tbc	Funding sources	FLAG			
Short term actions			Medium term actions			
Secure funding Agree programme of activity Promote programme			Review 2018 activity Measure success			

Deliver programmes			
Partners (Lead)	<ul style="list-style-type: none"> <li>• (ASSFTA, ADT)</li> <li>• BSB cct,</li> <li>• Northumberland College</li> </ul>	Resources	<ul style="list-style-type: none"> <li>• TEAM Report</li> <li>• Amble 2020</li> <li>• Amble Harbour Village</li> <li>• FLAG Strategy</li> </ul>

<b>Aquaponics</b>	<b>Theme</b>		<b>Enterprise</b>	<b>Tourism</b>		<b>Food</b>
Status	Concept		Timeframe	2 years		
Description						
Study to determine the feasibility of an aquaponics production facility within the town.						
Cost	£5k		Funding sources	EFRID, LEADER		
Short term actions			Medium term actions			
<ul style="list-style-type: none"> <li>• Secure funds</li> <li>• Determine project brief</li> <li>• Appoint consultant</li> </ul>			<ul style="list-style-type: none"> <li>• Review report</li> <li>• Implement recommendations</li> </ul>			
Partners (Lead)	(ADT), Newcastle University, ARCH		Resources	Amble 2020		

<b>Seafood Processing</b>	<b>Theme</b>		<b>Enterprise</b>	<b>Tourism</b>		<b>Food</b>
Status	Concept		Timeframe	2 years		
Description						
Currently the vast majority of landed fish and shellfish are transported elsewhere for primary and secondary processing; an opportunity exists to capture added value through processing (smoking, filleting, preparing).						
Cost	tbc		Funding sources	FLAG		
Short term actions			Medium term actions			
Discuss with fishermen, processors and restaurants the opportunities to build on the seafood concept through developing new products Research techniques and equipment needed Trial small scale artisan products to test market			Build / adapt processing facilities			
Partners (Lead)	(ADT), Moirs, WHC, Fishermen		Resources			

<b>Events</b>	<b>Theme</b>	<b>Brand</b>	<b>Enterprise</b>	<b>Tourism</b>	<b>Heritage</b>	<b>Food</b>
Status	Live and In development		Timeframe	Ongoing		
Description						
Amble aims to have a well curated programme of events to ensure there is a mix of general interest and niche activity throughout the year. We have well established festivals such as Puffin Festival, Torchlight and Harbour day. Niche events such as the						

Seafood Festival target the shoulder months and are growing in popularity. Future plans are to programme events around The Sea Works as the concept becomes more established.			
Cost	tbc	Funding sources	Self -funded, sponsorship, in-kind activities
Short term actions		Medium term actions	
Promote and deliver 2017 programme		Develop The Sea Works activities for 2018 and beyond	
Partners (Lead)	(ADT), ABC, ATC, wider community	Resources	Knowledge of past event, steering committees.

### 13 Barriers

Our identified barriers will be similar to other CCTeams;

1. access to funding
2. breakdown in partnership relations
3. insufficient action or inexperience of partners to delivery projects
4. partners inappropriate bodies to take ownership of projects.

### Contingency options / mitigation

1. Access to appropriate funding will be as always, a bidding process. We have to ensure any applications submitted are supported by robust business planning and due diligence followed.

2. The main partners identified within this group have worked together on projects for over 20 years. While relationships are not always straightforward, each group has the ability to express opinion which has provided progressive results - these are the partners who have had the foresight and motivation to drive the town forward.

3. As above

4. Amble Development Trust has a proven record in project delivery working with various partners. By identifying community requirements, taking the lead on

developing plans, bringing appropriate partners and the community together accessing funding to remediate community assets and regenerate the infrastructure of the town. These actions have proven ADT is willing to take ownership of projects that fall out with the remit of public bodies.

#### **14. Resources**

Each of the projects identified will require a variety of resources, from funding through to strategic planning, administration and community buy in.

Partners ARCH have their own administration and specialist teams but will harness community feedback through the CCT and consultations.

ARCH business growth team will provide business support through secured NBSL, RDPE and EAFRD funding

Amble Development Trust will provide ongoing administrative support for the Coastal Community Team 'In Kind'. This will include initiating feasibility studies, project planning, identifying and accessing appropriate funding, project delivery and financial management.

Northumberland County Council will provide in kind legal and process advice as well as funding support should they be required as the accountable body.

Other identified partners will provide volunteer time and relevant expertise where appropriate to support and direct CCT projects.

Community consultations will be held for each project initiated with encourage community inclusion by taking up roles where they feel comfortable or able to execute. This will help grow their understanding of process and delivery through shared skills and knowledge exchange.

Events are generally delivered on a volunteer basis supported by an events group who act as the umbrella organisation providing legal and statutory advice. Insurances and licences are paid for through fundraising.

#### **15. Costs**

Due to the number of proposals included within the EDP it isn't possible to predict project costings. Costings are indicated against projects where available.

Supporting administration costs covered by ADT (Charity) who have developed sustainable income streams.

Northumberland County and Amble Town Councils are none profit making statutory bodies. As such any profits generated by projects would be 'ploughed 'back into projects that benefit the community.

Events: voluntary time supported by an existing group. Funds generated via fund raising.

Infrastructure projects: funds secured through appropriate grant streams.

ARCH developments: grant and private funding

ARCH business support: secured grant funds

Blyth Enterprise has significant experience in running an apprenticeship scheme. This knowledge will be shared as a resource and used to upskill a local labour force.

Social media: 'In Kind' provided by partners

Local Media publicity - The Ambler - provided 'In Kind' by ADT

Marketing and publicity - Public and private funds plus 'in kind'.

### **16. Communications & Consultation**

Describe existing results of consultations, planned consultation exercises and expressions of support.

ADT has been in operation for over 20 years and has consistently sought the views and active collaboration of the community, through this period through identifying with the local people what is needed we have brought many significant capital and social regeneration schemes to fruition. For the CCT process partners will be actively engaged through the 2020 partnership and the wider community will be informed via 'The Ambler' our community newspaper (run by ADT) with its associated social media platforms.

[www.theambler.co.uk](http://www.theambler.co.uk) and on twitter @AmbleByTheSea

### **17. CCT Logistics**

How the team will operate, frequency of meetings, centrality of team to projects, etc.  
How the team is representative of the community.

The activities of the Coastal Communities Team will be aligned with the Amble 2020 team. Amble 2020 have enabled a shared strategic vision for Amble to be delivered over the last few years, resulting in a demonstrable change in the town that has changed people's perceptions of the area in a very positive way. The overlap of activity and composition of membership of the two teams meant it was ineffective to operate separately.

The team is supported by Amble Development Trust who coordinate activity and provide a secretariat function.

There is significant support for community based activity within the town, we enjoy the sustained support of the Business Club, Town Council, County Council, Northumberland Tourism and many local societies and businesses.

The coordination phase of delivery has limited costs, however the delivery of many of the projects has significant costs attached which need to be carefully evaluated prior to their inception.

### **18. Interests in cooperation**

Amble CCT would be interested in collaborating with other CCT's on the following issues

- Seafood promotion
- Traditional Maritime experience and wooden boatbuilding
- Social enterprise development
- Watersports