



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Clevedon CCT
2	Single Point of Contact (SPOC)	Name Address Tel no's Email	Ms Paula Heath Clevedon Town Council 44 Old Street Clevedon BS21 6BU 01275877815
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Paul Anslow, Chamber of Trade Chairman Mrs Kate Gay – Chamber of Trade Robert Hardcastle, Clevedon Civic Society John Tranter, Clevedon Civic Society Paul Tompkins, Clevedon Commissioning Network – network representing services to children, young people and the wider community Phil Curme, Clevedon Pier & Heritage Trust Ltd Simon Talbot-Ponsonby, Pier & Heritage Trust Ltd Chairman Mike Bisacre, Clevedon Pride, community group Laurence Holmes, Clevedon School 6 th Form Cllr Graham Watkins, Clevedon Town Council Cllr Jane Geldart, Clevedon Town Council Cllr Linda Little Clevedon Town Council Cllr Carl Francis-Pester, Clevedon

			<p>Town Council Paula Heath, Clevedon Town Clerk. Susannah Shaw , Curzon Cinema – Chris Tucker, Hill & Sea –Traders Representative (Hill Road/Alexandra Road) Linda Knott , Marlens President Joe Norman, Marlens Chairman John Flannigan, North Somerset Council Gareth Withers, North Somerset Council Fiona Mathews, Theatre Orchard John Fox –Triangle Traders (Town Centre)</p>
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	<p>Clevedon Sailing Club Clevedon Pilot Gig Clevedon Canoe Club Clevedon Open Water Swimmers The Barn Youth Centre YMCA Youth Centre Clevedon Neighbourhood Plan Steering Group</p>
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<ul style="list-style-type: none"> • Business Improvement District – to obtain funding and support to investigate the creation of a BID covering the key retail areas. • Signage – application to Department of Transport for Brown Sign on the M5 Motorway – Negotiations on cost and feasibility underway. • Shopfronts – Liaison with owners/landlords to decorate and upgrade the visual aspects of shopfronts in the key retail areas • Marketing – the production of a marketing strategy. ‘Discover Clevedon’ brand to be launched Twitter and Web URL secured • Workshops with North Somerset Council to identify budget and work programs to carry forward the CCT Ideas • Proposal for Creative Hub co use of the Library – A business plan is being prepared for an application to West of England LEP for a Curzon Cinema Creative Quarter incorporating the Creative Hub.

5	Performance measures	Outcomes	<p>Completion of projects Increase profile of the Town Increase connectivity between sectors</p>
6	Medium term goals/actions	<p>Where is the team currently against these? Have they been amended?</p>	<p>Signage –brown tourist sign on the M5 junction – Moved to short term</p> <p>Car Access - accessibility for cars to improve the shopper/visitor experience Use of Offices and business carparks could be freed up for use by shoppers and visitors on the weekend. – Trial carried out in August 2016 at a seafront event. A further trial run will be held in July 2017.</p> <p>Princes Hall Sunhill –connecting Hill/Seafront with The Triangle and town centre by using the Princes Hall and Sunhill facility. – Ongoing discussions by the Management Committee at the Community Centre re the feasibility of use</p> <p>Connectivity - Clevedon is a town very much of two parts in terms of shopping and any measures to connect the two offers for visitors should be encouraged – discussions with bus companies not successful other approaches being considered</p> <p>Hotel and B&B Accommodation –To create a choice of accommodation for visitors – increase in B & B and Airbnb being planned</p> <p>:</p> <p>Cycling and cycle hire – the Sustrans 410 ‘Avon Cycleway’ is a route joining the town with Bristol, the route skirts the edge of Clevedon rather than bringing cyclists in the town and coast. Approaches should be made to Sustrans to work a route to the centre and coast ideally – no action pending legal rights of way for the England Coastal path</p> <p>Curzon Cinema Creative Quarter – If LEP funding is successful it could be used to contribute to match funding</p>

			for the application to HLF for restoration funds to create a second screen to make the creative quarter competitive and sustainable.
7	Performance measures	Outcomes	£30k raised to mobilised BID The two main retail areas of town now have a common development agenda facilitated through the CCT
8	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?	Building on the Curzon Creative Quarter pending the short term and medium term actions. Liaise and working with the Neighbourhood Plan to build the economic viability of the town to support the proposed increase in housing and associated infrastructure. Re-plan of Clevedon Town Centre when lease for Morrisons anchor site falls due (2020)
9	Costs	Description of spend, revenue raised, resources, etc. (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc.)	<u>Revenue Raised</u> Initial £10,000 grant £15,000 North Somerset Council for the BID Consultation £15,000 Clevedon Town Council for the BID consultation <u>Expenditure</u> Consultant for BID feasibility study £5600 Consultant for writing Economic Plan £2500 Consultation work for Economic Plan £1800 Workshop expenses £480.75 3 delegates to Great British Coastal Conference £282.90 Volunteer/Social hours and in kind work re BID consultation by Traders and Chamber of Trade Marketing strategy Chamber of Trade Creative Hub –Chamber of Trade, Clevedon Networking, Curzon Cinema, NSC Shop Fronts – Triangle Traders,

			Independent Traders, NSC, CTC Volunteer Hours in excess of 1000 hrs to date Clevedon Town Council provide secretariat and office support, also room hire
10	Value	What value to the local economy has been realised by the team?	CCT adds value in terms of: <ul style="list-style-type: none"> • Bringing community groups together to collaborate on improving the economic position of Clevedon. • Putting measures in place to improve the appearance of and signage in and around Clevedon, to get it 'fit for' more visitors. • Development of a design brief to create a website and cohesive marketing campaign to 'put Clevedon on the map', as a desirable destination, business location and place to live – to attract more visitors and build long-term value for the community. • Highest ever footfall on Clevedon Pier partly due to collaborative working between key parties like The Curzon and Marine Lake
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	Members of the CCT have been in contact with the LEP. Due to the forthcoming alterations with the South West Metro Mayor and North Somerset Councils decision to be part of the South West Group there is clarification required as to the working relationship between LEP and North Somerset Council's which will affect the CCT
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc.	BID Feasibility Study and consultations held with business across the area, included details of the CCT. Feedback from the business community has been positive. .

13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	Regular articles in the local newspaper have kept members of the public informed. Specific page on the Town Council web site linked to CCT members websites. Events and projects undertaken by members of the CCT used to promote the work of the CCT. Use of the Neighbourhood Plan consultation to promote CCT work and get feedback. 'Discover Clevedon' brand launch planned for the summer of 2017
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	Included on the CCT letters along with the logos of all the partners – copy attached.
15	Comms Contact	Details of local contact for comms, media, etc.	Ms Paula Heath As above.
CCT Logistics			
16	Costs	Average running costs of CCT itself	Secretariat - Ms Paula Heath £ 2430 Room hire £291 Office £100 Plus volunteer hours see 9
17	Sustainability	How will the team continue to sustain itself?	Clevedon Town Council will support the Secretariat of the CCT. Members give their time voluntarily BID once activated will financial support projects agreed; CCT members will sit on the BID board. Match funding being sort dependant on the project. North Somerset Council continue to provide professional advice and assistance