



**COASTAL COMMUNITY TEAMS
ECONOMIC PLAN**

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Crosby and Waterloo Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Hannah Wilson c/o Crosby Housing Association 10 Church Road Waterloo Liverpool L22 5NB 0151 920 7300 hannah.wilson@crosby-ha.org.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Paulette Lappin – Councillor Paul Cummins – Councillor Peter Harvey – A Better Crosby Adrian Swift – A Better Crosby Mandy Elliott – Waterloo Town Team Nick Thompson – FOWSG Dave McAleavy – Sefton Council Mark Catherall – Sefton Council Chris White – Sefton Council
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	
4	Accountable Body	Local Authority Contact name & details	Mark Catherall Service Manager – Tourism Southport Town Hall Lord Street Southport PR8 1DN Does the Accountable Body have a representative on the CCT membership? Y

5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	Waterloo sits on the coastline of Sefton. Located at the north of the borough it nestles between the river Mersey and Rimrose Valley country park.
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	Crosby and Waterloo Coastal Communities Team seeks to engage the coastal communities from Waterloo to Crosby, encourage visitors to enjoy the coastal high streets and Anthony Gormley's wonderful Iron men. The Coastal Communities Project seeks to build on the teams successes, engage the coastal communities from Waterloo to Crosby, encourage visitors to enjoy the coastal high streets and Anthony Gormley's wonderful Iron men.
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	Waterloo and Crosby each have a high street with a range of retail and leisure outlets. There are several empty premises in the area. At the edge of the area Peel Ports are developing their flagship Liverpool 2 development. Currently any commercial approach to tourism is lacking.
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	Waterloo has a constituted "Town Team" and a range of community groups that are well established and delivering very well.
CCT Plan			
9	Ambition	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'.	<ul style="list-style-type: none"> ○ link with Sefton Council, who are responsible for the Gormley statues, so that together we can attract people to the coast, support businesses who are seeking to improve the area e.g. the new café (converted from a toilet block) to promote their retail offer throughout the Waterloo/Crosby coast line. ○ Introduce new signage to encourage people to access all facilities along the beach. ○ Work with the local authority seek to develop facilities in Waterloo to ensure they reflect a high standard for visiting tourists.

			<ul style="list-style-type: none"> ○ Maximise engagement of the local leisure facilities, Crosby Lakeside Centre and Crosby Leisure Centre to encourage all visitors to access these facilities. ○ look to develop lovewaterloo.com to include Crosby and continue to build the tourism offer through this website as a well as social media ○ Support the traders in both areas and look to develop a small fund to enable traders to bid for funding to promote their business in the context the coast.
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>There is deprivation in the area particularly around Waterloo with issues around health, lifestyle and employment prospects.</p> <p>Using the coastline as an economic asset will enhance tourism and in turn the success of the High Street.</p> <p>The aim is that this will improve job prospects and also draw quality businesses into the area.</p>
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	
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.	Please see enclosed Business Plan.
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.	Please see enclosed Business Plan.
14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	Please see enclosed Business Plan – Waterloo and Crosby Coastal Communities Business Plan.
15	Performance measures	For first 6 months – to be SMART	Please see enclosed Business Plan
16	Medium term goals/actions	For 6mths to 5 years	Please see enclosed Business Plan
17	Performance measures	For 6mths to 5 years – to be SMART	Please see enclosed Business Plan
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	The fund of £10,000 will not realistically deliver very much in terms of strategic benefits. However the team is now well linked into the local authority and the work it is doing on the overarching coastal strategy. In the absence of funding through our unsuccessful CRF bid . This is a very positive outcome on which to further develop and build our plan.
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	
20	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services, volunteers, etc. demonstrate how	See business plan

		local expertise will be utilise and/or grown.	
21	Costs	Detail of costs of each element of plan.	See business plan
22	Value	What is the value of the plan to the local economy?	See business plan
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	See business plan
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	Look at developing a website which builds on Love Waterloo.com with splash page and website for Crosby and the Coast
Communications			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	Working as part of Sefton's Coastal strategy group
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	See business plan
CCT Logistics			
28	Management of team	How the team will operate, frequency of meetings,	Monthly meetings initially, quarterly in future. The project is based at the offices of Crosby Housing Association, 10 Church

		centrality of team to projects, etc. How the team is representative of the community.	Road, Waterloo, L22 5NB. The project spans the L22 and L23 postcodes.
29	Support structure	Network of support built to enable CCT to deliver the economic plan	Sefton Council
30	Costs	Running costs of CCT itself	Minimal costs absorbed largely by partner organisations
31	Sustainability	Long term plan for team and how this will be managed.	
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.	The coast and its surrounding areas - Crosby and Waterloo (L22 and L23 areas).