



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Dymchurch
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Gill Smith Parish Clerk Dymchurch Parish Council 13 Orgarswick Ave, Dymchurch, Romney Marsh TN29 0NX 01303 872708 dymchurchparishcouncil@btconnect.com
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Please update if required
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Please update if required
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	Promotional leaflet – 5,000 printed and distributed along M20/25. Heritage Trail in place and building plaques being installed. Public realm improvements undertaken including new planters fashioned by Dymchurch's blacksmith.

			<p>Trial beach entertainments provided and proved popular and will be increased for 2017 season.</p> <p>Christmas shop windows competition well received by traders and shoppers.</p>
5	Performance measures	Outcomes	<p>Anecdotally there is more confidence amongst traders.</p> <p>Leaflet distribution has gone well.</p> <p>Will be receiving more monitoring.</p> <p>Coach parking spaces seem to be fully occupied during main season, due to free parking for coaches being approved by the district council.</p> <p>Martello Tower 24 project has generated new enthusiasm and connections.</p> <p>Greater understanding/better working is developing between CCT and large caravan parks.</p>
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<p>CCT has agreed to focus on a small number of important projects rather than spread thinly. The main projects for the medium term will be:</p> <p>Martello Tower 24 – owned by English Heritage but open by appointment only. A new Heritage Group has been established as a charity and will be working with EH to increase opening this summer using a team of appx. 20 volunteers who will be trained as greeters.</p> <p>Beach Entertainments – spend will be increased this year.</p> <p>Promotional leaflet – 5,000 will be distributed this year.</p>
7	Performance measures	Outcomes	<p>Anticipate higher visitor numbers at Martello Tower 24 but hard to predict.</p> <p>Closer monitoring of beach entertainments will be carried out this summer to see what is and isn't popular.</p> <p>Leaflet campaign figures will be received in August.</p>
8	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?	<p>The main long term project will be the Property improvement project – this has been researched with the help of the Coastal Community Alliance and district council is currently looking at Section 215 powers to improve appearance.</p> <p>Aim to visibly improve the appearance of the central shopping parade to create a good first and last impression of Dymchurch.</p>

9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	<p>Cash spend has included:</p> <ul style="list-style-type: none"> • Dymchurch promotional leaflet Dymchurch Parish Council £1,000 • Dymchurch Heritage trail Magnox Socio-economic Fund £1,000 • Planters made by local blacksmith Dymchurch Parish Council £2,000 • Floral Displays Dymchurch Parish Council £450 • Parish Council Asset Study Dymchurch Parish Council £3,000 • Picnic benches and exercise equipment Dymchurch Parish Council £14,500 <p>The value of volunteer time though has not to date been calculated, but will have been very considerable. We are now looking at closer recording of volunteer time through the Martello project.</p>
10	Value	What value to the local economy has been realised by the team?	Difficult to quantify financially, especially at this early stage but improved monitoring is being put in place so benefits should be easier to identify over the coming year.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	There is no direct link with SELEP but Shepway District council is happy to act as a link.
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	Consultation has focused on the Martello Tower project, with the Trust volunteers and English Heritage. Progress is being hindered by EH's reluctance to undertake total responsibility for the fabric and condition of the Tower. Talks are continuing. Promotion of the tower has been positive with volunteers offering their time to open the building to the public.
13	Communicati	How has the	The parish council has provided information

	on with community	community and stakeholders been involved and informed of progress and outcomes through all forms of media	about the work of the CCT through its newsletter and at parish meetings The CCT is also featured on: http://theromneymarsh.net/business#DCCT
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	The logo is on the cover of the economic plan and will be incorporated into the reprint of the Dymchurch promotional leaflet in due course.
15	Comms Contact	Details of local contact for comms, media, etc	Gill Smith 01303 872708 dymchurchparishcouncil@btconnect.com
CCT Logistics			
16	Costs	Average running costs of CCT itself	Costs have largely been absorbed by the parish council and by volunteer time.
17	Sustainability	How will the team continue to sustain itself?	The parish council and co-opted volunteers will continue to meet to pursue key projects identified in the plan.