



**COASTAL COMMUNITY TEAMS**  
**ECONOMIC PLAN – Update February 2017**

No.	Heading	Detail	Information
<b>Key Information</b>			
<b>1</b>	Name of CCT	N/A	<b>East Lindsey Heritage Coast</b>
<b>2</b>	Single Point of Contact (SPOC)	Name Address Tel nos Email	Paul Learoyd Chief Executive Lincolnshire Wildlife Trust Banovallum House Manor House Street Horncastle LN9 5HF 01507 526667 <a href="mailto:plearoyd@lincstrust.co.uk">plearoyd@lincstrust.co.uk</a>
<b>3 (a)</b>	CCT Membership	Names and position, e.g. resident, Local Councillor	Vicki Bush Senior Education & Community Officer Lincolnshire Wildlife Trust Tammy Smalley Head of Conservation Lincolnshire Wildlife Trust Kate Percival Senior Environment Officer Lincolnshire County Council Andy Bailey Sustainable Places (Planning Specialist) Environment Agency Nicola Radford Coastal Communities Alliance and Lincolnshire County Council
<b>3 (b)</b>	CCT Membership	Other partners and/or stakeholders to be involved.	James Marshall Local Operations Manager Natural England

<b>Delivering the Plan</b>			
<b>4</b>	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	Core team brought together. 24. Greater Lincolnshire Partnership Nature Tourism Report published March 2016. New Gibraltar Point Visitor Centre opened May 2016. 33. Successful My Wildlife Campaign with Gibraltar Point nature reserve heavily featured June 2016. 6. Attended county Leaflet Swap March 2017 8. Access guide for Gibraltar Point nature reserve published. 20. CCT members participating in various tourism networks, no attempt to progress a nature tourism network.
<b>5</b>	Performance measures	Outcomes	1. Agreed name – Lincolnshire’s Heritage Coast. 2. Increased media interest associated with visitor centre and observatory construction, particularly the formal opening. Included in Lincolnshire Showcase at Kings Cross Station May 2016. Increase in visitors to the Lincolnshire Coast and highest ever levels to Gibraltar Point.
<b>6</b>	Medium term goals/actions	Where is the team currently against these? Have they been amended?	12. Support secured from local authorities and Natural England for defining area as a Heritage Coast. 4. 5. & 19 Postponed web based work while county based generic toolkit is considered. 25. & 35. Various partner/stakeholder familiarisation events held at Gibraltar Point Visitor Centre. Completion of the Observatory at Chapel St Leonards delayed due to construction issues.
<b>7</b>	Performance measures	Outcomes	
<b>8</b>	Long term goals and actions	Are these still relevant? Changes?	30. Traffic management plan delayed due to planning issues. 31. Designation of further Marine

		If not previously stated, what are the team's long term goals now?	Conservation Zones delayed by Government. 32. Preliminary ideas for expansion of Lincolnshire Coastal Country Park considered.
9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	Expenditure incurred by partners is not separately accounted for by the CCT. 8. Access guide £500 25. Familiarisation events £750 (income £500)
10	Value	What value to the local economy has been realised by the team?	Indirectly the most significance has been the increased turnover at Gibraltar Point Visitor Centre, £90,000 since it opened in May 2016. Employs 14 permanent members of staff and apprentice.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	The Greater Lincolnshire Local Enterprise Partnership has the visitor economy as a priority theme though not coast specific. CCT members work closely with GLLEP Board members Cllr Colin Davie and Chris Baron (leads on visitor economy) both active advocates for East Lindsey coast). GLLEP vision (DMP 2013-2020) states as a success indication “The coastal product re-established as a quality offer presenting a range of experiences appropriate to a wide range of target audiences” and as a principle “generating interest and support for the conservation of the area’s natural and cultural heritage whilst working to minimise potential environmental impacts” SPOC has made an application to join the new GLLEP Visitor Economy Board, outcome awaited.

<b>Communications</b>			
<b>12</b>	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	Monitoring of feedback from visitors to Gibraltar Point via visitor book and social media. Overall encouraging and positive feedback. Prompted an increase in public engagement and interpretative material. Formal survey planned in association with other Lincolnshire coastal destinations.
<b>13</b>	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	Face to face engagement at Gibraltar Point and Donna Nook. Local press, radio and television around key events such as the opening of the VC, Donna Nook seals and 'hightide breakfast'. Provided letters of support to East Midlands Trains and the National Coastal Tourism Academy for CCF applications.
<b>14</b>	GBC Logo	How has the team made use locally of the Great British Coast logo?	On published Economic Plan (printed and web).
<b>15</b>	Comms Contact	Details of local contact for comms, media, etc	Rachel Shaw Communications Officer Lincolnshire Wildlife Trust Direct dial: 01507 528390 Email: <a href="mailto:rshaw@lincstrust.co.uk">rshaw@lincstrust.co.uk</a> Twitter <a href="#">@LincsWildlife</a>   <a href="#">Facebook</a>
<b>CCT Logistics</b>			
<b>16</b>	Costs	Average running costs of CCT itself	c£1000 pa
<b>17</b>	Sustainability	How will the team continue to sustain itself?	Direct and indirect support from partners – staff and resources. Expenditure incurred by partners is not separately accounted for by the CCT.