



COASTAL COMMUNITY TEAMS

FLEETWOOD ECONOMIC PLAN – Review March 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT		Fleetwood Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Angela Kershaw – Senior Economic Development Officer Angela.kershaw@wyre.gov.uk 01253 887282 Wyre Council, Civic Centre, Breck Road, Poulton-le-Fylde, FY6 7PU
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Cllr Peter Murphy Planning and Economic Development Portfolio Holder Pete.murphy@wyre.gov.uk Wyre Council, Civic Centre, Breck Road, Poulton-le-Fylde, FY6 7PU
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Members included representatives from the following:- Wyre Council, Fleetwood Town Council, YMCA, Fleetwood Football Club, Blackpool & The Fylde College/Nautical College, Freeport Shopping Village, Asda, Regenda Housing Association, many individual companies, retail traders and town activists.
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	See appendix 1

5	Performance measures	Outcomes	See appendix 1
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	See appendix 1
7	Performance measures	Outcomes	See appendix 1
8	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?	See appendix 1
9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	<ul style="list-style-type: none"> • Regenda Housing Group - £4,000 donation towards CCT activities • Fleetwood Town Council £1,000 towards the restoration of the heritage feature façade of 'Ye 'Olde Bacca Shoppe' an empty town centre building, now successfully let/occupied. Total cost £1,750 • £6,000 secured from the Local Government Association (LGA) for a specialist to put a development plan in place, commencing June 17. • Specialist visual merchandising (window dressing/shop presentation) training to 20 businesses/personal shop visits to put training into practice at cost of. £2,440.42 • 18 shop front improvements have been completed so far 2/6/17, costing £6776.19

10	Value	What value to the local economy has been realised by the team?	<ul style="list-style-type: none"> • Match funding from Regenda Housing Group • Fleetwood Town Council contributions • Volunteer time in painting and DIY by some traders/landlords • Photo audit done by local volunteer • Retail training – CCT and CCF2 courses have provided improved skills for sustainable results • Improved shop front appearances • Assist in relocations and setting up new businesses
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	N/A
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	Town Council meetings Consultation exercise with Key Town Centre businesses at a Wyred Up Business Networking event held at Fleetwood Town Football Club in Sept 2015 Volunteers were recruited at the event and information was given at the time
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	Town Council meetings All team news and updates were publicised via our social media links. We used Twitter, Facebook and did regular press releases.
14	GBC Logo	How has the team made use locally of the Great British Coast logo?	Ice Skating Under the Marine Hall Dome since its renovation courtesy of the Coastal Revival Fund.

		Please provide examples.	Recipients of the Shop front grants used Twitter and Facebook to say their thanks and helped to promote the Team.
15	Comms Contact	Details of local contact for comms, media, etc	Please contact our engagement team: communications@wyre.gov.uk
CCT Logistics			
16	Costs	Average running costs of CCT itself	Wyre Council and Fleetwood Town Council staff time. Need a town centre manager as detailed in outline CCF4 application which was not encouraged to proceed to stage 2 application. Insufficient funding is a common issue facing local authorities and small award of £10k is not an incentive to town centre stakeholders for longer term ambitions.
17	Sustainability	How will the team continue to sustain itself?	Support from Wyre Council and Fleetwood Town Council who have appointed a community development officer as have Regenda Housing Group. But their primary focus is community development and this needs balancing with town centre management and commercial/economic skills.