



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Goole 2016 CCT
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Please update if required No change
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Please update if required No change
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Please update if required No change
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<p><u>Preserving & Celebrating the Towns Heritage</u></p> <p>A draft Conservation & Heritage Management Plan has been produced and the town is now considering applying for 'Heritage Action Zone' status</p> <p>The concept for establishing an annual 'Festival of Water' event has been developed with the first event planned for October 2017. The event is also likely to include a demonstration of lighting</p>

			<p>tall Structures and historical buildings.</p> <p><u>Promoting & growing the towns recreation & leisure facilities & opportunities</u></p> <p>Partners have worked together on a cohesive publicity and communication campaign for the town that has started to embrace the <i>'next regeneration chapter'</i> focussing on <i>'quality of lifestyle'</i>. This has included Facebook, local press and network forums.</p>
5	Performance measures	Outcomes	<p>A Coast to Coast Canoe Canal Trail working group has been formed, and the trail has been featured on the BBC1 One Show. A roundabout improvement scheme has been completed and features a Canoe within the design.</p> <p>A draft Conservation & Heritage Management Plan is in circulation and Goole Civic Society are undertaking a community activity to gather local stories of interest that will be compiled into a film with a premier evening in October 2017</p> <p>The CCT have so far secured £30,000 towards town centre initiatives.</p> <p>A study is to be commissioned in September 2017 to identify new uses for a growing number of large vacant historical town centre buildings.</p>
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<p>The profile and image of Goole continues to be a core focus for activity and discussions are underway with a view to Goole applying for Historic England's 'Heritage Action Zone' Scheme.</p>
7	Performance measures	Outcomes	<p>Goole will be 200 years old in 2026 and to prepare for this an annual 'Festival of Water' is being conceived with the support of Associated British Ports (ABP). The event will build year on year to 'Carnival' proportions with year one taking place in October 2017. The core aim is to position Goole as a great place to live as well as do Port related and logistics business.</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 vision remains the same which put simply is that <i>'the more that is made of the towns assets, the more the opportunity for success will grow'</i></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>The launch event 'Miracle on Aire Street' brought Christmas festivities to the oldest street in the town and Santa sailed in on a boat. It was the back drop for a community consultation exercise that saw 150 residents express their view on heritage recreation and leisure in the town. These have now been evaluated and form part of the long term action plan.</p> <p>The following year, 'Goole Christmas Crackers' took place with local Arts groups and individuals showcasing in local businesses.</p> <p>For each pound of CCF, in kind match was generated at a rate of 55% from volunteer time, services and premises use.</p>
10	Value	What value to the local economy has been realised by the team?	From the town centre events that have taken place, retail businesses have reported an increase in takings of an average 35% on the day.
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 Goole 2016 Coastal Community Team have a representative that also sits on the Humber LEP. The Goole CCT is fortunate in having strong strategic links with its local MP and the Local Authority
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	Consultation exercises have highlighted the lack of awareness of local activities and natural assets. As a result, groups have been offered training in social media techniques to promote their activities and products. It was also found that postcards instead of posters worked well for publicity as people picked them up and took them home rather than seeing a poster.
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	Regular updates are provided to the local media and communicated via the weekly local newspaper. Stakeholders also provide updates via their media platforms and to their wider group audiences
14	GBC Logo	How has the team made use locally of the	The logo has been used on publicity materials. This in itself has been a communication tool to explain why Goole as a tidal river town is regarded as a Coastal Community.

		Great British Coast logo? Please provide examples.	
15	Comms Contact	Details of local contact for comms, media, etc	Helen Hout Helen.hout@eastriding.gov.uk 01405 767654
CCT Logistics			
16	Costs	Average running costs of CCT itself	£3,000 per annum
17	Sustainability	How will the team continue to sustain itself?	The Goole CCT will continue under the umbrella of the town Local Growth Partnership administered by the Local Authority.