



## Hull Coastal City Centre Community Team

### Economic Plan (2018)

No.	Heading	Detail	Information
<b>Key Information</b>			
1	Name of CCT	N/A	Hull City Centre Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address  Tel no Email	Carl Lewis, Project Manager Hull City Council Major Projects and Infrastructure Team Earle House, Colonial Street, Hull, HU2 8JY 01482 612 554 <a href="mailto:carl.lewis@hullcc.gov.uk">carl.lewis@hullcc.gov.uk</a>
3 (a)	CCT Membership	Names and position	<ul style="list-style-type: none"> <li>• Cllr Martin Mancey, Portfolio Holder for Economic Investment, Regeneration and Planning, Hull City Council</li> <li>• Carl Lewis, Project Manager, Hull City Council</li> <li>• Meredith Trowsdale, Tourism Development Officer, VHEY</li> </ul>

			<ul style="list-style-type: none"> <li>• <i>David Donkin/ Tom Watson, LLP Members, Fruit Market LLP</i></li> <li>• <i>Charlie Allenby, Contracts Manager, Allenby Commercial</i></li> <li>• <i>Jane Owen, Operations Manager, Hull Minster</i></li> <li>• <i>Mike Outram, Estates Manager, Hull Trinity House Charity</i></li> <li>• <i>John Scotney, Chair, Hull Civic Society</i></li> <li>• <i>Kathryn Shilitto, City Centre Manager, Hull BID</i></li> <li>• <i>James Claxton, Owner, The Brain Jar - TBC</i></li> <li>• <i>Ellie Burrell, Manager, Jaz Bar - TBC</i></li> <li>• <i>Chris Harrison, Owner, Shoot the Bull - TBC</i></li> <li>• <i>Chris Birch, Manager, Fruit - TBC</i></li> </ul>
<b>4</b>	Accountable Body	Local Authority Contact name & details	<p>Hull City Council Carl Lewis, Project Manager (contact details as above)</p> <p>Does the Accountable Body have a representative on the CCT membership? <b>Yes</b></p>
<b>5</b>	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>The Hull Coastal Community Team covers the whole of the Hull city centre area as defined in the Hull Local Plan (2017) and covers approximately 1.6 square kilometres. The city centre is bounded by the River Hull's bankside and The Deep to the east, the River Humber to the south, St Stephens Shopping Centre to the west and Freetown Way to the north.</p> <p>This area includes the Hull Old Town Conservation Area that covers the historic heart of the city and boasts a medieval street pattern, over 180 listed buildings and 2 scheduled ancient monuments. The built landscape across the city centre details the development of Hull from its establishment as a port during the Middle Ages, its growth as a major industrial city during the 19<sup>th</sup> Century and its current status as an emerging energy city and world class visitor destination.</p>

6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>The city centre area roughly corresponds with Lower Super Output Areas 01012851, 01033104 and 01033109.</p> <p>In terms of demographics, the city centre area has a total population of 5,407 and a median age of 33, compared to a median age across the city of Hull of 35.</p> <p>Just over 58% of the population identify as male, with 42% identifying as female. Only 3% of households in the city centre are occupied by lone parents with dependent children, compared to a value of 9.1% across Hull.</p> <p>As may be expected from a city centre location, 55% of households are occupied by single non-pensioners which is over twice that of the value across the city as a whole. The Hull City Council customer segmentation model shows that the city centre also has the highest percentage of ‘group K’ households (educated young professionals in private rented flats) in the city, standing at 37% compared to a citywide average of 7%.</p> <p>The city centre area has a higher rate of ethnic diversity, where 71% of residents describe themselves as White British, compared to 90% across Hull, and 10% describe themselves as White Other compared to 4% across Hull. Whilst these figures represent a diverse population within the city, they also represent a higher diversity than the comparable national indicators.</p> <p>Within the city centre, 69% of 16-74 years olds are economically active, which is slightly higher than the figure across Hull but lower than the national figure. Conversely, the total unemployment claimant figure stands at 6%, compared to a citywide figure of 4% and a national rate of 2%.</p> <p>Data from the IMD 2015 shows that Hull is ranked as the 3rd most deprived local authority in England (out of 326 local authorities) and that is it has the 3rd highest IMD 2015 score, having been the 10th most deprived local</p>
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			<p>authority in IMD 2010. Top domains of deprivation across the city centre area are Employment (16<sup>th</sup> decile), Barriers to Housing and Services (15th percentile), Crime (10th decile) and Health and Disability (8th decile).</p>
7	<p>Context – economy (suggested maximum 400 words)</p>	<p>Local economy, e.g. business, tourism, manufacture, etc, ‘Starting point’, i.e. where are you now?</p>	<p>Hull’s local economy has seen an extensive period of decline throughout much of the 20<sup>th</sup> Century. Having prospered on the back of the whaling trade, the devastating air raids during the Second World War and the Icelandic Cod Wars of the 1970s took a heavy toll on the city’s staple industries.</p> <p>However, since the beginning of the 21<sup>st</sup> century, Hull has seen large scale economic regeneration that has focused on the city’s ports and the renewable energy and digital economy sectors. Over the last decade the city has demonstrated an enterprising nature, as the number of businesses has steadily increased to a current total of 10,000.</p> <p>Although Hull’s economy is definitely on the up, there is much work still to be done to ensure that this trend is sustained over the long term.</p> <p>Within the city centre area, the largest BRES (2016) industry sector by number of employees is ‘administrative and support service activities’, closely followed by wholesale and retail trade.</p> <p>Hull’s retail environment has changed considerably over recent years with the opening of new indoor shopping centres to the west of the traditional retail area. Combined with decades of underinvestment, the Old Town area of the city centre has seen a decline in the variety and quality of the retail offer with a high number of long term vacant units. There are also a number of retail and food and beverage operators that are present in other cities of comparable characteristics, but are currently missing from Hull.</p> <p>Recent investment in the city centre’s public realm and an Old Town Grant</p>

			<p>Scheme for local businesses has helped to kick start the long term ambition to repurpose the historic core within the city centre. A recent retail, food and beverage strategy undertaken by Carter Jonas has also identified a number of suitable national and regional operators that could be approached to open up branches in Hull in order to bolster the city centre retail offer and support the highly successful regeneration work that is in progress at the Fruit Market and the recently refurbished Trinity Market.</p> <p>Key to the wider regeneration efforts within the city centre is Whitefriargate, which acts as the main pedestrian gateway to Hull's Old Town and our impressive range of heritage based visitor attractions. Currently, tourism only accounts for a small fraction of employment within the city centre area, but through joined up regeneration efforts, this could be further boosted providing more jobs and a stronger overall city centre offer building upon the momentum generated from Hull's year as UK City of Culture 2017.</p>
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>A number of other initiatives are running within the Hull Coastal Community Team area. These include:</p> <p><b>Regeneration projects:</b></p> <ul style="list-style-type: none"> <li>• Fruit Market Regeneration – an £80m programme, overseen by the public-private Fruit Market LLP is regenerating Hull's waterfront and creating a new cultural and digital quarter which is becoming a place to live, work and play, morning noon and night</li> <li>• Old Town Grants Scheme - the Humber LEP, along with Hull City Council, funded a highly successful Old Town Grants scheme which has to date assisted over 40 businesses, created 132 jobs and brought over 2000 sqm of unused floor space back into use surpassing all targets set for the project</li> <li>• Hull: Yorkshire's Maritime City - a major £27m Heritage Lottery Fund</li> </ul>

			<p>programme that will transform the city’s Maritime Museum, the Spurn Lightship and the Arctic Corsair</p> <ul style="list-style-type: none"> <li>• Heritage Action Zone - Hull Old Town was one of the first of the new Heritage Action Zones launched by Historic England in March 2017. This programme seeks to de-risk historic buildings, better connect the city’s various heritage attractions and increase engagement with Hull’s heritage amongst local people and visitors alike</li> <li>• A63 Castle Street Project – a major upgrade to the city centre section of the E20 route which will alleviate congestion and re-connect the waterside with the rest of the city centre</li> </ul> <p><b>Ongoing initiatives</b></p> <ul style="list-style-type: none"> <li>• Hull BID - the BID helps businesses in the city to sustainably grow and progress. BID initiatives such as the YUM! Festival, Hull Street Food Evenings and Trinity Festival have helped to attract thousands of extra people in the city centre and increase revenue for city centre businesses</li> <li>• Visit Hull and East Yorkshire (VHEY) - VHEY works to promote the fantastic range of tourist attractions within the city centre and also organises the ever popular annual Hanse Day festival in May</li> <li>• Culture Company - as part of the legacy of Hull’s year as UK City of Culture 2017, the Culture Company continues to deliver a programme of innovative cultural events and activities across the city centre that builds upon the achievements delivered within 2017</li> </ul>
<b>CCT Plan</b>			

9	Ambition	<p>A positive statement of the aims and objectives of the plan and a description of what the team will achieve by its delivery. Description of 'what success will look like'.</p>	<p>The Coastal Community Team's ambition is to support the delivery of our City Plan which serves to guide the long term economic development of Hull. The City Plan was launched in 2013 and its delivery is overseen by the City Leadership Board who work with a wide range of partners from the public, private and voluntary and community sectors.</p> <p>The City Plan aims to create 7,500 jobs for local people through projects and investments that will drive the delivery of a clear set of ambitions. This will allow Hull to seize the once-in-a-generation opportunity it has to reassert its role as a gateway to Europe and its place in the Northern Powerhouse of cities that will help to rebalance the economic, social and cultural fabric of the UK.</p> <p>The three main ambitions within the City Plan cover the following themes:</p> <ul style="list-style-type: none"> <li>• <b>UK Energy City</b> As the city at the heart of the UK's biggest port complex and home to Europe's biggest wind turbine manufacturing plant, Hull is on its way to becoming a leading hub for renewable energy industries</li> <li>• <b>Destination Hull</b> The city's proud heritage, its role as UK City of Culture 2017 and the ongoing multi-million pound investments being delivered in our cultural and tourism infrastructure, are major steps towards realising Hull's long-term ambition to become a world-class visitor destination</li> <li>• <b>Community &amp; Opportunity</b> Hull aims to be a place of opportunity for all, as highlighted by three City Plan ambitions designed to build strong, resilient communities by focusing on: <ul style="list-style-type: none"> <li>○ safeguarding the most vulnerable</li> <li>○ prevention and early intervention</li> <li>○ making money go further</li> </ul> </li> </ul>
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			In terms of delivering these objectives within a city centre context, the team will contribute to the delivery of over £400m of regeneration projects that include the Fruit Market Regeneration, the Hull Old Town Grants Scheme, Hull: Yorkshire's Maritime City, the Heritage Action Zone and the A63 Castle Street project.
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 (SMART).	<p>The socio economic needs of Hull's city centre community are informed by the demographic information in the above section. Opportunities to tackle some the challenges faced with regards to the deprivation of the area are as follows:</p> <ul style="list-style-type: none"> <li>• <b>Provision of new jobs:</b> the Coastal Community Team will pursue opportunities to encourage new national and regional businesses to the area who do not currently have a presence in Hull whilst also supporting new startups and expansion of existing local businesses. This will help to reduce the higher than desirable unemployment claimant figure within the city centre area. The number and range of businesses within the area will be monitored over the next four years and benchmarked against 2017 figures</li> <li>• <b>Provision of new training opportunities:</b> the Coastal Community Team will engage with stakeholders and organisations within the city centre to ensure that training opportunities are offered to local people, particularly in relation to current and future externally funded capital investment works. This will help to reduce unemployment by equipping people with new skills, whilst also assisting to tackle the high ranking deprivation categories for health and crime. The number and range of new training opportunities will be recorded over the next four years and feedback will be collected from participants to quantify the benefits</li> </ul>

			<ul style="list-style-type: none"> <li>• <b>Provision of new activities and heritage interpretation material:</b> the Coastal Community Team will engage with stakeholders and organisations within the city centre to provide new activities and heritage interpretation. Effectively engaging the local community and increasing understanding of the important role that the city centre, and particularly its heritage, plays within Hull’s tourism offer will encourage greater pride in the area helping to address the current high ranking deprivation categories for crime. This is particularly pertinent for members of the community who are not originally from Hull and who may not be aware of its rich heritage. New activities and volunteering opportunities will also bring positive health benefits that will tackle the deprivation categories of health and disability. The number and range of new activities and heritage interpretation material will be recorded over the next four years and feedback will be collected from participants to quantify the benefits.</li> </ul>
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	<p>The strengths, opportunities, weaknesses and threats in meeting the needs of the community are outlined below:</p> <p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Major investment leading up to Hull’s year as UK City of Culture 2017 has kickstarted the regeneration as outlined within the City Plan and helped to improve the perception and reputation of the city</li> <li>• The Fruit Market regeneration is transforming the waterfront area of the city and creating a new urban village and high quality visitor destination</li> <li>• Hull’s city centre contains Hull Old Town which, through its listed built architecture and multiple visitor attractions, serves to show how Hull’s coastal location has shaped its development from its origins in the Middle Ages to its current status as an energy city and world class destination</li> <li>• Hull has a strong maritime heritage and has a unique selling point in</li> </ul>

			<p>terms of its status as Yorkshire's only Maritime City</p> <ul style="list-style-type: none"> <li>• The planning framework outlined within Hull's Local Plan (2016-2032) fully supports the ambitions to address the needs of the city centre community</li> <li>• The A63 is part of the E20 corridor and Hull serves as a gateway to Europe via its large ports complex</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• There is huge potential to build on the Hull City of Culture 2017 programme through the legacy programme being delivered by the Culture Company</li> <li>• Hull is currently developing a £27m HLF project to transform its Maritime visitor attractions that will further bolster the city's tourism offer</li> <li>• The Fruit Market regeneration is increasing footfall through the Old Town, bringing with it opportunities to transform areas that are in a spiral of long term decline</li> <li>• The Heritage Action Zone provides an opportunity to coordinate the various offers within the Old Town and to use heritage as a tool to drive regeneration across the whole of the city centre</li> <li>• Passenger ferry traffic travelling past the city centre represents a largely untapped visitor audience</li> </ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• The A63 continues to pose a barrier to the connectivity of the city centre, however, plans are in place to introduce a new pedestrian bridge that will rectify this issue in the long term</li> <li>• Regional and local transport links are sub-optimal, however, improvements to the A63 will rectify this issue in the long term and lobbying continues to improve the rail service to the city</li> </ul> <p><b>Threats:</b></p>
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			<ul style="list-style-type: none"> <li>• There are ongoing political and economic issues at a national level that may adversely impact the city, particularly in terms of the long term availability and range of capital funding options</li> </ul>
<b>12</b>	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.	<p>The research, data and statistics to support the Coastal Community Team Economic Plan is available within the following range of strategic documents:</p> <ol style="list-style-type: none"> <li>1. Hull City Plan, Report to Hull City Council Cabinet, May 2013 <a href="https://bit.ly/2Fj4daH">https://bit.ly/2Fj4daH</a></li> <li>2. Hull City Council Visitor Destination, Report to Hull City Council Cabinet, February 2015 <a href="https://bit.ly/2JtYIZo">https://bit.ly/2JtYIZo</a></li> <li>3. Hull City Council Strategic Business Plan 2015-2018 <a href="https://bit.ly/2Fi8Ku8">https://bit.ly/2Fi8Ku8</a></li> <li>4. Hull Old Town Heritage Action Zone Delivery Plan, March 2017 <a href="https://bit.ly/2nJUC5i">https://bit.ly/2nJUC5i</a></li> <li>5. Hull Local Plan, November 2017 <a href="https://bit.ly/2GVY8pq">https://bit.ly/2GVY8pq</a></li> </ol> <p>Data collection and research across Hull and its city centre is an ongoing exercise, and the list above will be updated when new strategic documentation is published.</p>
<b>Delivering the Plan</b>			
<b>13</b>	Key projects	High level description of	The Coastal Community Team is fully integrated into the Hull Old Town

	and/or bodies of work.	discrete pieces of work showing CCT role, indicative partners and timescales.	<p>Heritage Action Zone project which serves as an umbrella to join-up the regeneration work that is taking place across the city centre. This also includes the new town area, which has an important role to play in drawing people to the city centre who may then go on to visit Hull’s Old Town. The work will revolve around the following broad themes:</p> <ol style="list-style-type: none"> <li><b>1. Bringing unused floorspace back into economic use (2018 – 2021)</b> The Coastal Community Team will work with property owners to bring unused floorspace back into use. As much of the unused floorspace within the city centre is currently within the Old Town, funding will be sought to help address the ‘heritage deficit’ associated with the additional expense of refurbishing historic buildings for new uses, which has been the cause of market failure in areas such as Whitefriargate.</li> <li><b>2. Increasing the tourism offer/ marketing (2018 – 2022)</b> The Coastal Community Team will work with Visit Hull and East Yorkshire, their partners and other key stakeholders to identify new opportunities to grow tourism within Hull city centre. This will involve the production of new tourism materials and strategic work to ensure that the existing visitor attractions within the city centre, such as the Fruit Market and the museums, are better connected.</li> <li><b>3. Engaging people with the Old Town’s heritage (2018 – 2022)</b> The Coastal Community Team will work with local stakeholders, educational partners and Historic England to roll out a comprehensive Activity Plan that will engage people with the Old Town’s heritage. This will increase the ‘experiential’ dimension of the city centre which is essential to the continued sustainability of the shopping offer</li> </ol>
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			<p>located in the new town area</p> <p><b>4. Contribute to ongoing economic regeneration projects within Hull City Centre as appropriate (2018 – 2025)</b></p> <ul style="list-style-type: none"> <li>○ Fruit Market Regeneration</li> <li>○ Hull Old Town Grants Scheme</li> <li>○ Hull: Yorkshire’s Maritime City</li> <li>○ Heritage Action Zone</li> <li>○ A63 Castle Street project</li> </ul>
<b>14</b>	Short term goals/actions	<p>What will the team achieve in the next 6 months? Should demonstrate ‘quick wins’.</p>	<p>Within the next six months the team will:</p> <ol style="list-style-type: none"> <li>1. Refine a strategy for the regeneration of Whitefriargate to address the severe issue of long-term vacant shop units that blight the main pedestrian entrance to Hull Old Town</li> <li>2. Outline a branding strategy for the Old Town that raises awareness of its important heritage and complements similar schemes within the new town area (eg. The Royal Quarter)</li> <li>3. Confirm engagement activities for the 2018/19 season and identify funding to support with delivery costs</li> </ol>
<b>15</b>	Performance measures	<p>For first 6 months – to be SMART This could include increased footfall, extension of season, new businesses, jobs, training, etc</p>	<p>The following performance measures will be used:</p> <ol style="list-style-type: none"> <li>1. Recording of the number of people attending engagement activities</li> <li>2. Extent of media coverage of city centre activities and regeneration proposals</li> <li>3. Extent of new followers on social media channels</li> </ol>

			<ol style="list-style-type: none"> <li>4. Measurement of footfall using Hull BID footfall counters</li> <li>5. Satisfaction rating with city centre as per the Hull People's Panel surveys</li> </ol>
<b>16</b>	Medium term goals/actions	For 6mths to 5 years	<p>For the period after the next six months and up to year 5, the team will:</p> <ol style="list-style-type: none"> <li>1. Adopt the strategy for the regeneration of Whitefriargate to address the severe problems with long term vacant shop units that blight the main pedestrian entrance to Hull Old Town</li> <li>2. Actively promote the proposed scheme to regenerate Whitefriargate and facilitate the engagement of city centre property owners and tenants to bring unused floor space back into use, to deliver frontage improvements to buildings and most importantly to create new jobs</li> <li>3. Provide full support to the ongoing and emerging city centre regeneration projects (eg. Fruit Market, Hull: Yorkshire's Maritime City etc.) in order to achieve the objectives as set out within the Hull City Plan</li> <li>4. Adopt and roll out a branding strategy for the Old Town that is adequately funded and which raises awareness of its important heritage and complements similar successful established branding within the Fruit Market and the new town area (eg. The Royal Quarter)</li> <li>5. Adopt a rolling programme that is adequately funded to increase the tourism offer for the Old Town and identify new opportunities to grow tourism within Hull city centre as a whole.</li> </ol>

			6. Adopt a rolling programme covering ongoing engagement activities that are adequately funded and which tie in with the national activity calendar for Hull as well and national and international themed events
17	Performance measures	For 6mths to 5 years – to be SMART This could include increased footfall, extension of season, new businesses, jobs, training, etc	The following performance measures will be used: <ol style="list-style-type: none"> <li>1. Recording the amount of city centre floorspace brought back into economic use</li> <li>2. Recording the number of new jobs created within the city centre</li> <li>3. Recording the amount of people involved in training exercises within the city centre</li> <li>4. Recording of the number of people attending city centre engagement activities</li> <li>5. Extent of media coverage of city centre activities and regeneration proposals</li> <li>6. Extent of new followers on city centre social media channels</li> <li>7. Measurement of city centre footfall using Hull BID footfall counters</li> <li>8. Satisfaction rating with city centre as per the Hull People’s Panel surveys</li> </ol>
18	Long term goals and actions <b>Optional</b>	Strategic plans beyond 5 years – include performance measures where appropriate. Include desired outcomes.	The long term goals and actions for the Coastal Community Team beyond year 5 will align with the vision as set out within the Hull City Plan and/ or the relevant strategic plan that succeeds this in the future. However, specific actions will need to be tailored to the outcomes that have been achieved up to year 5 closer to this time.

19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	<p>With a strong strategic vision that has been agreed by the key stakeholders within the city, and a planning policy framework that supports Hull's long term strategic objectives, the main barrier to delivering the plan is securing the necessary capital funding.</p> <p>However, the Council's Deputy Chief Executive oversees the external funding strategy for the authority which allows for joined up working with funding bodies. This ensures that projects are only put forward for consideration by the most appropriate organisations in order to achieve shared objectives and generate maximum value for money.</p>
20	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services, volunteers, etc. demonstrate how local expertise will be utilised and/or grown.	<p>The plan will be delivered using the resources of the Council's Major Projects and Infrastructure Team, with additional resources being made available from other teams within the Council's Regeneration Directorate as required.</p> <p>Funding to deliver the objectives within the plan will be provided by Hull City Council, Historic England, the Heritage Lottery Fund, the Coastal Community Fund and private individuals (eg. match contribution).</p> <p>'In kind' services, such as volunteers, will be provided via active city centre regeneration projects that deliver social outcomes in addition to economic outcomes (eg. Heritage Action Zone, Hull: Yorkshire's Maritime City etc.)</p> <p>The Coastal Community Team comprises a wide range of members with local expertise and knowledge. The group will provide input on all aspects of the regeneration of Hull's city centre, particularly inward investment, to ensure that the City Plan's strategic objectives are successfully delivered on the ground.</p>
21	Costs & Funding	Detail of costs of each	The costs of the different themes within the plan are as follows:

<p><b>&amp; 22</b></p>		<p>element of plan. This should describe likely spend, revenue to be raised, resources – including time for volunteers, social/virtual banking (i.e. swapping, sharing resources, skills, time, etc). Identification of funding streams and how costs of project(s) will or could be met.</p>	<ol style="list-style-type: none"> <li><b>1. Bringing unused floorspace buildings back into economic use (2018 – 2021)</b> <ul style="list-style-type: none"> <li>○ Total cost £1.6m capital funding: Hull City Council (£200k), Historic England (300k), Private Match (£200k), Coastal Communities (£900k)</li> <li>○ Resourcing: Hull City Council project manager and Culture Company Volunteers (HCC funded)</li> </ul> </li>   <li><b>2. Increasing the tourism offer/ marketing (2018 – 2022)</b> <ul style="list-style-type: none"> <li>○ Total cost £50k capital funding: Hull City Council (£25k), Coastal Communities (£25k)</li> <li>○ Resourcing: Hull City Council project manager, Visit Hull and East Yorkshire staff and Culture Company Volunteers (HCC funded)</li> </ul> </li>   <li><b>3. Engaging people with the Old Town’s heritage (2018 – 2022)</b> <ul style="list-style-type: none"> <li>○ Total cost £35k capital funding: Hull City Council (£10k), Historic England (£15k), Coastal Communities (£10k)</li> <li>○ Resourcing: Hull City Council project manager, Visit Hull and East Yorkshire staff and Culture Company Volunteers (HCC funded)</li> </ul> </li>   <li><b>4. Contribute to ongoing economic regeneration projects within Hull City Centre as appropriate (2018 – 2025) £&gt;500m</b> <ul style="list-style-type: none"> <li>○ Fruit Market Regeneration - £80m: public-private Joint Venture with Hull City Council and Wykeland-Beal</li> </ul> </li> </ol>
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			<ul style="list-style-type: none"> <li>○ Hull Old Town Grants Scheme - £800k: Hull City Council and Humber LEP</li> <li>○ Hull: Yorkshire's Maritime City - £27m: Hull City Council and Heritage Lottery Fund</li> <li>○ Heritage Action Zone - £1.6m: Hull City Council and Historic England</li> <li>○ A63 Castle Street project - £400m: Highways England</li> </ul>
<b>23</b>	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	<p>The Hull Old Town Heritage Action Zone acts as an umbrella to the wider city centre regeneration works and as such enables effective coordination of the various projects that will be delivered under the Hull City Plan to maximise efficiency.</p> <p>One such example is using a centralised SNAP survey system to collect information across all city centre projects in a coordinated manner. Whether this is at consultation and engagement events, where the Council use a common pool of tablets for survey data collection, or through the People's Panel (a group of 3,000 residents across the city who provide feedback on all things Hull), data collection is carried out in a coordinated way that provides meaningful and useful evidence to measure progress on all projects against City Plan objectives.</p>
<b>Communications</b>			
<b>24</b>	Consultation	Describe existing results of consultations, planned consultation exercises and expressions of support.	<p>Extensive consultation has been undertaken in recent years in order to inform the regeneration work within Hull City Centre. Large scale events were held in 2014 to inform the Hull City Council Visitor Destination Report.</p> <p>Building upon this, a two pronged consultation approach has informed this</p>

			<p>plan. The People’s Panel has collected a range of data on what the public would like to see prioritised for regeneration within the city centre, whilst work undertaken to develop the Heritage Action Zone project has involved extensive consultation with local stakeholders in the public, private and voluntary and community sectors.</p> <p>Feedback from both sources has identified Whitefriargate as the number one priority for regeneration within the city centre. Members of the Coastal Community Team have been calling for improvements to this part of the city centre for a number of years, and they fully support the proposals to tackle the market failure in the area by bringing unused floorspace back into use and creating new jobs.</p> <p>As the strategy for Whitefriargate is further refined, additional consultation will take place to ensure that the project fully embraces any opportunities that may have been overlooked during the project initiation stage.</p>
<b>25</b>		Describe plans to involve and inform partners and other bodies, including accountable body, DCLG and CCA.	<p>Partners and other bodies will be informed through quarterly progress reports. This will include reporting on performance management and measurement of outcomes through the use of key indicators.</p> <p>The Coastal Communities Alliance will be kept informed of progress through the use of the community portal and through updates that can be provided throughout the calendar of workshops, meetings and conferences.</p>
<b>26</b>	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes.	<p>The community and stakeholders will be involved and informed of progress and outcomes via Hull city centre newsletters, the Council’s website, meetings, engagement events and information stands at the various events and activities that will be taking place across the city centre under the Heritage Action Zone project.</p> <p>In line with Hull City Council policy, communications with the community will</p>

			be offered in a range of formats to ensure that specific groups (eg. those without internet access) are not disadvantaged.
<b>27</b>	Communications Contact	Details of local contact for comms, media and informing DCLG et al of updates, events, etc.	<p>Carl Lewis, Hull City Council Project Manager 01482 612 554 carl.lewis@hullcc.gov.uk</p> <p>Jenny Langrick, Hull City Council Media Officer 01482 613 305 jenny.langrick@hullcc.gov.uk</p>
<b>CCT Logistics</b>			
<b>28</b>	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	<p>The team will meet on a quarterly basis. However, there will be flexibility to hold more regular meetings during critical development phases of the various projects which the Coastal Community Team will be involved in.</p> <p>The team is representative of the community as it comprises representatives from the local authority and a range of stakeholders and business people who have an understanding of the issues facing Hull's city centre and who can develop an effective forward strategy to assist in the delivery of our City Plan. The current makeup of the team is diverse and includes property investors, business people, community group leaders, tourism specialists and city centre property owners.</p>
<b>29</b>	Support structure	Network of support built to enable CCT to deliver the economic plan	<p>The Coastal Community Team is supported by an extensive network that can draw upon both physical and financial resources.</p> <p>The integration of the team with the Hull Old Town Heritage Action Zone automatically draws upon the considerable support available from Hull City Council's Directorate of Regeneration. Furthermore, high profile members from the private and voluntary sectors and city-centre-wide bodies such as</p>

			Hull BID provide additional expert support that will enable the economic plan to be successfully delivered.
<b>30</b>	Costs	Running costs of CCT itself. These may be approximate and are likely to include, purchases, admin, attendance, travel & subsistence, etc	<p>Hull City Council will facilitate the basic requirements of the Coastal Community Team through the provision of meeting facilities, presentation facilities and tea and coffee as required for meetings and workshops.</p> <p>Additional costs related to travel and purchasing of goods and services (as required) will be covered by 'engagement activity' budget lines within capital programmes to which the Coastal Community Team can make an active contribution.</p> <p>In terms of coordinating the Coastal Community Team, this task will fall within the day to day duties of the Project Manager for the Hull Old Town Heritage Action Zone.</p>
<b>31</b>	Sustainability	Long term plan for team and how this will be managed. E.g. how are businesses sustained while giving to team, how are volunteers supported, co-funding, shared locations, etc	<p>The team will be sustained and managed over the next four years via the Heritage Action Zone project which will run until 2022. The Heritage Action Zone acts as an umbrella to join up the various ongoing regeneration projects within Hull's City Centre and is able to draw upon its own resources, and those from other projects running within the vicinity, to support business input to the Coastal Community Team. The Heritage Action Zone also has established links to the Culture Company's pool of volunteers who play a vital role in engaging the local population and visitors to Hull within the wider regeneration agenda.</p> <p>In 2022, the future plan for the team will be reviewed. It is likely, however, that due to the extensive capacity building that will have been achieved between 2018 and 2022, the Coastal Community Team will be in a strong position to continue its work through existing well-established partnerships.</p>
<b>32</b>	Areas of	Provide areas of on which	The Coastal Community Team is interested in the following areas:

	Specific Interest	you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	<ul style="list-style-type: none"><li>• Tourism</li><li>• Heritage</li><li>• Marketing</li><li>• Culture</li></ul>
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