

COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update March 2017



Maldon & Blackwater Estuary Coastal Community Team

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	The Maldon & Blackwater Estuary Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Heidi Turnbull Economic Development Officer Maldon District Council Council Offices Princes Road Maldon Essex CM9 5DL 01621 876215 heidi.turnbull@maldon.gov.uk
3 (a)	CCT Members hip	Names and position, e.g. resident, Local Councillor	Alexis Brown, Maldon District Council Anthony Sinclair, Heybridge Hall Lakes Belinda Worsley, Heybridge Hall Lakes Ben Brown, Maldon District Council Cheryl Milton-White, Rochford District Council Clare Cadman, Natural England Cllr Lew Schnur, Heybridge Parish Council Cllr Michael Edwards, Heybridge Parish Council Cllr. Adrian Fluker, Maldon District Council Cllr. Andrew St.Joseph Maldon District Council Cllr. Bob Boyce, Maldon District Council Cllr Brenda Harker, Maldon District Council Cllr. Brian Beale, Maldon District Council Cllr. Bryan Harker, Maldon District Council Cllr. Elaine Bamford, Maldon District Council Cllr. Helen Elliott, Maldon District Council Cllr. Maddie Thompson, Maldon District Council Cllr. Miriam Lewis, Maldon District Council Cllr. Penny Channer, Maldon District Council Cllr. Ron Pratt, Maldon District Council Daniel Leggett, National Trust David Gibson, Barge Trust David Smart, Essex Waterways Dean Border, Baltic Distribution Dengie Hundred Bus Users Group Doug MacEwen, Crouch CCT Vice Chairman Emma Ormond - Essex Wildlife Trust Fiona Marshall, Maldon District Council Gerard Swift, Dawn Sailing Barge Trust Heidi Turnbull, Maldon District Council Jack Ellum, Maldon District Council

			<p>Jean Allen, Bradwell Parish Council John Oatham, Mayland Parish Council John Rayment, Thames Sailing Barge Trust Jon Howorth, MHIC Jonathan Bustard, Natural England Judy Lea, Maldon Society Julia Bourn, Goldhanger Parish Council Julian Goldie, Tollesbury Marina Marion Gibson, St Lawrence Parish Council Marion Sidebottom, Maldon District Council Michael Sandison, Essex Wildlife Trust Nicky Spurr, Essex County Council Noel Probyn, Maldon Riverside Association Patrich Welsh, Natural England Paul Jeffries, Topsail Charters (CCT Chairman) Paula Chapman, Rochford District Council Phil Sturges, Natural England Richard Holmes, Maldon District Council Roy Chandler, Essex Waterways Russell Everard, Maldon District Council Sarah Allison, Essex Wildlife Trust Sarah Laskar, Maldon Voluntary Services Stephanie Valentine, Topsail Charters Suzanne Harris, Rural Community Council for Essex.</p>
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	The CCT is keen to engage with all groups and organisations which have an interest in the economic well-being of the District's coastal areas.
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016-March 2017)	<ol style="list-style-type: none"> 1. Agreed the Economic Plan and developed an Action Plan. 2. Formed a Management Team and set up task and finish groups for 2 key projects. 3. Developed a Project List and designed a Project Template for project feasibility purposes. 4. Sponsored the design and development of new tourist signage hubs for coastal areas. 5. Engaged with Natural England and provided feedback to their Coast Path project. 6. Provided support for Maldon District Council and Essex County Council bids to the Coastal Revival Fund.

			7. Hosted a joint meeting with the River Crouch Coastal Community Team in December 2016.
5	Performance measures	Outcomes	Awaiting tourism data for 2016/17. Outcomes yet to be determined.
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<ol style="list-style-type: none"> 1. The Team's Economic Plan and Action Plan will be reviewed after the AGM in May 2017. 2. Members of the CCT have actively supported the District Council's Sense of Place project, and provided input to the District's tourism web site. The signage hub project, located in Heybridge Basin, is also nearing completion. 3. The Coastal Ambassador project is awaiting external funding. A funding bid will be drafted shortly.
7	Performance measures	Outcomes	<ol style="list-style-type: none"> 1. Visitor numbers are being captured by electronic counters placed at strategic locations. Results will be available at the end of 2017. 2. The number of tourism website 'hits' is continuing to increase. 3. The District Council's Sense of Place branding is being adopted by local businesses and tourism operators.
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 long term goals remain as published in the 2016 Economic Plan.</p> <p>The Economic Plan will be reviewed following the Team's Annual General Meeting which is being held on Friday 5th May 2017.</p>
9	Costs	Description of spend, revenue raised,	<ol style="list-style-type: none"> 1. £4k of the initial DCLG grant was allocated by the CCT to works associated with a local tourism signage project. The pilot signage hub is located in

		resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	<p>Heybridge Basin, Maldon, Essex, which is a key visitor location along the District's coastline.</p> <p>2. The CCT did not seek to raise any other revenue funding during the year. CCT meetings are currently being hosted by member organisations and Maldon District Council, the accountable body, is currently providing the Secretariat service at no cost to the CCT.</p> <p>3. All CCT members, including members of the Management Team, are providing their services free of charge.</p>
10	Value	What value to the local economy has been realised by the team?	Awaiting tourism data for 2016/17. Outcomes yet to be determined.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	<p>The CCT has linkages with SE LEP via Senior Officer and Member networking at organised meetings and briefing events.</p> <p>Details of the work and ambitions of the CCT are shared with the District's employer representative of the Greater Essex Business Board</p> <p>https://www.birkettlong.co.uk/site/about/firm_news/making-the-voice-of-essex-heard .</p>
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	<p>1. A visitor parking survey was conducted during July 2016 and the results shared with CCT members and other interested parties, including elected Members at the District Council.</p> <p>2. Comments and contributions are invited via social media and news releases as per examples http://www.maldonandburnhamstandard.co.uk/news/14244980.Coastal_community_team_elects_chairman/</p>

			And https://www.rochford.gov.uk/work-continues-our-local-coastal-community-teams
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	<ol style="list-style-type: none"> 1. The CCT has sought to engage with as many interested parties as possible, via social media and local media news releases. 2. All CCT documents and meeting information are available on the www at https://www.maldon.gov.uk/info/20073/business/9262/business_groups/2
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	<p>The Great British Coast logo is used on all CCT related documents and leaflets.</p> <p>http://mediafiles.thedms.co.uk/Publication/EE-MDCW/cms/pdf/CrouchLeafletForWebLoRes.pdf is an example where the logo has been used to great effect.</p> <p>Other uses of the logo can be seen at https://www.maldon.gov.uk/info/20073/business/9262/business_groups/2</p>
15	Comms Contact	Details of local contact for comms, media, etc	Jack Ellum, Maldon District Council Jack.ellum@maldon.gov.uk
CCT Logistics			
16	Costs	Average running costs of CCT itself	Accountable body costs for Maldon District Council, including secretariat provision for the Maldon & Blackwater Estuary CCT are currently estimated at £8,118.00 per annum.
17	Sustainability	How will the team continue to sustain itself?	Maldon District Council, the accountable body, currently provide secretariat support for meetings of the CCT. Provision of services of this type are subject to the discretion of the Council.