



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

No.	Heading	Detail	Information
<b>Key Information</b>			
1	Name of CCT	N/A	Southport Costal Community Team (Visit Southport)
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	No update required
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	No update required
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	No update required
<b>Delivering the Plan</b>			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<ul style="list-style-type: none"> <li>• Developed a leisure and retail Investment prospectus working with national agents to stimulate investment</li> <li>• Completed a feasibility study looking at a comprehensive redevelopment of the Lord Street Public Realm.</li> <li>• Submitted a CCF application for</li> </ul>

			<p>the comprehensive refurbishment of the Southport Pier, linked to the Southport Development Strategy</p> <ul style="list-style-type: none"> <li>• Undertook a new brand strategy</li> <li>• Planning for the 2017 Open Championship</li> </ul>
<b>5</b>	Performance measures	Outcomes	<ul style="list-style-type: none"> <li>• Investment prospectus</li> <li>• Refreshed brand</li> <li>• Fully worked up Lord Street public realm scheme</li> </ul>
<b>6</b>	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<ul style="list-style-type: none"> <li>• Implement an ambitious Destination Management Plan</li> <li>• Secure Funding for Southport Pier</li> <li>• Deliver a successful Open Golf Championship</li> </ul>
<b>7</b>	Performance measures	Outcomes	<ul style="list-style-type: none"> <li>• Newly refurbished Southport Pier (Oldest Cast Iron Pier in UK and second longest) attracting more visitors a year</li> <li>• New joined up partnership working</li> <li>• Attracting over 200,000 visitors both domestic and international to Southport as part of the Open Golf Championship</li> </ul>
<b>8</b>	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?	Long term goals and actions are still relevant.
<b>9</b>	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 leisure and retail investment prospectus cost £20,000, with the help of local and regional agents there has been and will continue to be an in-kind contribution in relation to agents times accounting for £20,000</p> <p>A further £35,000 was spent on the brand review and £50,000 was secured from the Coastal revival fund for the Lord Street feasibility work.</p> <p>A number of Sefton officers along with</p>

			private sector partners continue to devote time and resource to deliver the short, medium and long term actions.
10	Value	What value to the local economy has been realised by the team?	£2 million has been secured to refurbish Southport Pier that will untimely create additional jobs, visitors and economic spend. Furthermore the investment prospectus will leverage in private sector investment while the new brand strategy will target new visitor audiences.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	A close working partnership exists with the Liverpool LEP. The LEP takes a strategic role for the City Region visitor economy. Through officer representation the Southport CCT views are fed into the LEP.
<b>Communications</b>			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	As part of the Southport Pier CCF application consultation with concessions, the private sector and public took place.
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	Through press releases and direct communication to key stakeholders.
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	The logo will appear on all publicity with regards to the Pier refurbishment.
15	Comms Contact	Details of local contact for comms, media, etc	Use Single Point of Contact

<b>CCT Logistics</b>			
<b>16</b>	Costs	Average running costs of CCT itself	N/A
<b>17</b>	Sustainability	How will the team continue to sustain itself?	It will continue to be staff resourced through Sefton MBC.