



WHITBY COASTAL COMMUNITY TEAM

ECONOMIC PLAN 2018 – 20

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Whitby Coastal Communities Team
2	Single Point of Contact (SPOC)	Name Address Tel no Email	Simon Featherstone Town Hall, Scarborough YO11 2HG 01723 232324 simon.featherstone@scarborough.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Charlotte Angus – Totally Socially Kelly Brown/Richard Mair – Coast & Country Homes Cllr Rebecca Pearson – Whitby Town Council Sandra Smith – Gateway Environmental Group Lisa O’Brien – Eastside Community centre Steve Smith - Business Rep Amanda Smith – In Bloom group Cllr Joe Plant – North Yorkshire County Council PCSO Ann Burton – North Yorkshire Police Cllr Sandra Turner - Scarborough Borough Council (portfolio holder) Simon Featherstone - Scarborough Borough Council (lead officer)
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Cllr Rob Barnett- Scarborough Borough Council Cllr Alf Abbott – Scarborough Borough Council
4	Accountable Body	Local Authority Contact Does the Accountable Body have representation on the CCT?	Scarborough Borough Council Alex Richards – 01723 384317 Alex.richards@scarborough.gov.uk Yes
5	Local Area	Provide brief geographical description of the	The CCT has now extended its scope to take in the whole of Whitby. Whilst much of the focus will still be the east side of the river the Coastal Communities Team wish to support

		locality and a brief history if relevant.	<p>projects elsewhere in the town which have an impact across a wider area.</p> <p>Part of the area lies within the Heritage Coast, with a number of important historic buildings, quaint streets and alleyways. In contrast there are two comparatively large social housing estates, and a number of HMOs where multiple deprivation is ever present</p> <p>The main approach to the town from the east/south side is unwelcoming, in contrast to the picturesque approaches from the west and north. This approach to the town is relatively industrial and comes in through one of the main social housing areas where indiscriminate parking is an issue.</p>
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>Large parts of the town suffer complex deprivation problems which are masked by the façade of Whitby as a thriving and picturesque tourist town.</p> <p>Problems include: poor quality environments, poor access to services, low aspirations leading to poor educational attainment and poor skills base, seasonal minimum wage employment, high numbers of under employed, unemployed single parents and families dependent benefits.</p> <p>The low education/skills base is exacerbated by a lack of local training provision and prohibitive costs for those in low paid jobs. Consequently much of the population is unable to take advantage of new employment opportunities offered by the Business Park, the new Potash mine, the many opportunities in the construction industry, associated with several relatively large scale housing developments in the town, and the skilled jobs advertised by micro businesses..</p>
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	<p>The local economy is heavily dependent on tourism and retail consequently the majority of jobs are seasonal, part time and minimum wage. The business park does provide a number of permanent jobs. However the majority of local people employed there are in unskilled manual work which attracts lower rates of pay.</p> <p>The area benefits from a number of micro businesses where there is potential for growth, provided they can recruit suitably skilled employees.</p> <p>A number of local people are currently employed in the construction of a new potash mine however this does not compensate for the large numbers of people made redundant or laid off by the existing Boulby Potash Mine</p>
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID,	Whitby abuts the North York Moors Coast and Hills LEADER area, led by the North York Moors National Park, who also have a Coastal Communities Team. Coastal Communities Funding is operative in the area and Sirius minerals have both a

		LEP, CIC, CCF, CRF	community fund and a large project fund which are accessible for the area.
CCT Plan			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of what it will achieve. Description of 'what success will look like'.	An attractive town environment where both residents and tourists enjoy a fulfilling and positive experience. Inspiring facilities where ambition and aspiration is enabled, encouraged and supported. A vibrant market place where local businesses employing local people can flourish and expand.
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.	<p>Whitby Coastal Communities team seeks to improve the gateway to the town from the east/south side through a series of environmental improvements along Helredale road. Much of this will be achieved through volunteering activities.</p> <p>Working with Eskdale school we will ensure the successful delivery of the east side 3G sports facility. A range of football clubs and other sports groups will have access to a first class playing facility where young talent can be nurtured and aspirations raised.</p> <p>We will address the low skills base by working with employers and training providers to increase the opportunities to improve skills locally. This initiative will focus on the provision of a Job Match service which will arrange training, match prospective employees to employers, arrange work trials, placements and apprenticeships.</p> <p>Linking closely to this we aim to Increase volunteering activities. Volunteer work can, in many cases, provide a stepping stone into training or employment. Volunteers also provide invaluable work in improving the local environment and embedding the ethos of working together to help each other.</p> <p>The plan proposes to support a range of initiatives that help to extend the tourist season, enabling seasonal jobs to be sustained for a greater part of the year.</p> <p>The plan supports projects which provide space, both indoor and outdoor, for a range of businesses to develop and flourish. The plan particularly seeks to support initiatives which improve the tourism/visitor offer by supporting outdoor markets, farmers markets, Christmas markets and festivals</p> <p>Access all areas - The plan seeks to encourage projects which improve the pedestrian infrastructure and enable easy access to and around the town for both able bodied and disabled people</p> <p>The plan seeks to encourage investment into facilities on the</p>

			west cliff to improve the visitor offer . The plan also seeks to encourage projects which encourage visitors to explore more of the town, not just the harbour area.
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	Strengths – well researched community plans, good community involvement, strong agency and local authority partnerships, can do attitude, varied skills and expertise.. Weaknesses – Uncertain funding streams. Poor engagement from some of the local business community. Opportunities – Expansion to Business Park, Funding opportunities from Sirius, Communities willing to undertake local fundraising. Threats – difficulties in attracting/securing local training delivery. Failure to attract suitable funding.
12	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.	Statistical information has been obtained from IMD.and shows two wards are still within the worst 20% most deprived. Recent research activity shows that despite the town seemingly flourishing many of the needs identified in the 2014-18 Eastside Action Plan still persist. The town has also felt the impact of redundancies from Boulby Potash mine, which had provided a large number of well paid jobs.
Delivering the Plan			
13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	Continuation of the Job Match project at Eastside Community Centre in conjunction with Whitby Turning Point. Projects involving and encouraging volunteers to assist with environmental improvements on Helredale Road. This will be an ongoing project however we would hope that initial improvement work could begin summer 2018. Support for Eskdale 3G sports facility project with the aim of the facility being open autumn 2018. Support for Whitby Town Council's shoulder season festivals and markets with the aim to begin delivery autumn 2019. Support for environmental projects which improve the Calla Beck/Spital Bridge area to improve access and encourage its use as a visitor destination. Support for projects which improve access, in particular pedestrian access, to and around the town, with the aim of encouraging walking. Support also for projects which improve public transport access to the town for disabled people. Eg level

			<p>access trains and busses.</p> <p>Improvements to a range of visitor facilities on the west cliff to improve the visitor offer and deliver environmental improvements.</p>
14	Short term goals/actions	What will the team achieve in the next 6 months?	<p>We anticipate that we will be successful in attracting funding for the continuation of the Job Match project.</p> <p>We are confident that the new 3G facility at Eskdale school can be delivered by autumn 2018.</p> <p>We anticipate being able to develop some volunteer activity to improve the general appearance of Helredale Road.</p> <p>We anticipate being able to deliver a project to encourage people onto the west cliff by provision of an Art trail</p>
15	Performance measures	For first 6 months – to be SMART	<p>Funding received</p> <p>Number of Unemployed/under employed people into training</p> <p>Number of Volunteers recruited</p> <p>Number of Volunteers trained</p> <p>Number of Voluntary hours completed</p> <p>Number of People into jobs</p> <p>Number of Organisations assisted to develop and deliver projects</p>
16	Medium term goals/actions	For 6mths to 5 years	<p>Shoulder festivals delivered commencing autumn 2019.</p> <p>Further larger scale improvements to Helredale Road</p> <p>Improvements to Pedestrian access into and around the town.</p> <p>Improvements to public transport to improve access by disabled people.</p> <p>Improvements to west cliff area and visitor attractions</p>
17	Performance measures	For 6mths to 5 years – to be SMART	<p>2 New Festivals established</p> <p>Project delivered to Improve access to the town by public transport</p> <p>Delivery of Environmental Improvements to Helredale Road.</p> <p>Delivery of Environmental improvements to the Calla Beck/Spital Bridge area</p> <p>Improvements to pedestrian access delivered</p>
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	
19	Barriers	Identify any barriers to delivering the plan	The main barrier to delivery of any of the projects will be the accessibility of external funding. We will mitigate against this by

		and if you have contingencies to manage them.	phasing projects into more manageable/fundable parts
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 utilise and/or grown.	All the projects will depend heavily on volunteers to ensure successful delivery. This 'in kind' volunteer time will be a mix of management time, expert/professional advice and, in the case of some of the environmental work 'hands on' help. Scarborough Borough Council and Whitby Town Council are committed to providing resources in the form of officer time. Members of the CCT, who have expert knowledge of the area will also provide a resource.
21	Costs	Detail of costs of each element of plan.	Job Match project Staffing £7,200 pa, Venue £960 pa, Total £8,160 pa, X 3 years = £24,480 3G Facility – capital £650,000 Helredale Environmental improvements circa £15,000. Whitby Town Council's Festivals and events programme. £157,000 West Cliff Art trail £50.000
22	Value	What is the value of the plan to the local economy?	In excess of £1,000,000
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	Job Match – SBC has committed to 12 month funding to enable time for a more sustainable funding source to be secured Eskdale 3G facility - Football Association has committed to fund 50% a further.£275,000 has already been secured, leaving a current shortfall of £50,000. Whitby Town Council has contribute £3,000 of 'in kind' project management for the Festivals and Events programme. An application has been submitted the Coastal Communities Fund round 5 for the remaining funds. Helredale environmental improvements – Sirius minerals, Whitby in Bloom volunteers, Eastside CC volunteers West Cliff Art trail – Coastal Revival Fund
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	The CCT facilitates organisations working together to deliver projects. The CCT itself communicates electronically, having few physical meetings, which enables it to exist with minimal running costs. Working alongside other organisations and forming strong partnerships helps reduce bureaucracy and eliminate duplication.
Communications			
25	Consultation	Describe existing results of consultations and planned consultation	Existing consultation through the Eastside Action plan and CLLD consultation, identified a lack of permanent high quality jobs in Whitby as a priority. There are now opportunities coming through for these better quality jobs with Sirius Mineral

		exercises.	<p>(potash mine) and, off shore work servicing the Dogger bank wind farm. Work will soon begin on the expansion to the business park which included two new retail outlets.</p> <p>The consultations also identify the low skills base and lack of aspirations amongst local people, These issues need addressing to enable local people to benefit from the new jobs.</p> <p>Consultations identified the need for Improvements to the local environment, including better pedestrian access and improved streetscape.</p> <p>Access to a range of services was also highlighted in the consultations including access to sport and play facilities.</p> <p>We are confident in the flexibility of our consultation strategy, which uses a range of different consultation methods including peer to peer research, survey monkey and open consultation events.</p>
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	<p>Scarborough Borough Council as the accountable body, will be represented at all meetings and consultations and will take part in discussions at all levels i.e. officers and elected members.</p> <p>Our main partner Coast and Country Homes (formally Yorkshire Coast Homes), will also be represented at all events, meetings and feedback sessions. Virtual meetings enable more partners to be involved in discussions, avoiding the need for a physical meeting.</p> <p>Minutes of meetings and consultation results will be distributed via email to all CCT members, who will be encouraged to distribute across their own networks.</p>
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	<p>Minutes of the CCT meetings are freely available via email to all stakeholders and other interested parties.</p> <p>Updates on specific projects will be circulated via email to all interested parties, people can register with the lead officer to be included on the circulation list, press releases may also be provided to the local media.</p> <p>The lead officer is available to be contacted by members of the public.</p>
CCT Logistics			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is	<p>The team has an established email system of communication which has proved highly effective.</p> <p>Representatives of local community groups are included within the CCT and other members of the public are welcome to be involved via the circulation list..</p>

		representative of the community.	The team is committed to a physical meeting once a year however virtual meetings, using Facetime or Video conferencing , may take place more frequently.
29	Support structure	Network of support built to enable CCT to deliver the economic plan	Strong partnerships exist between represented organisations and the team is well connected to a range of support networks.
30	Costs	Running costs of CCT itself	Running costs for the CCT will be minimal as all agency/stakeholder support for the team is provided 'in kind'. There are no costs for the 'virtual' meetings. The only venue hire costs will be for annual meetings and consultation events
31	Sustainability	Long term plan for team and how this will be managed.	The team will be managed administratively by Scarborough Borough Council and be supported by Coast and Country Homes as the main partners
32	Areas of Specific Interest	Provide areas on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	The team welcomes involvement in relevant National networks that may improve understanding of specific issues.