



**COASTAL COMMUNITY TEAMS
ECONOMIC PLAN**

Key Information	
1 Name of CCT	
Bamburgh, Seahouses and Beadnell (BSB)	
2 Single Point of Contact (SPOC)	
Name	Iain Robson Access and Natural Environment Officer Northumberland Coast AONB Partnership
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3 (a) Current CCT Membership	
Name	Position
Jude Aldred	Chair, Bamburgh Parish Council
Jen Hall	Beadnell Parish Council and local tourism operator
Geoffrey Stewart	Chair, North Sunderland Parish Council
Shirley Wright	Seahouses Development Trust
Philip Brabban	Harbour Master, North Sunderland Harbour
Noel Page	Local retailer and Bamburgh Parish Council
Paul Nichol	Active Northumberland
Judy Glover	CofE Vicar, Seahouses
Jude Leitch	Northumberland Tourism
Jeff Sutheran	Tourism Business Operator
Rody White	Tourism Business Operator
James Boulton	Saville Smiths Gore (Estate Manager)

John Woodman	NCC Councillor, Bamburgh
Allison Thompson	Local tourism operator

3 (b) Others to be involved in CCT Membership

Organisation/Group
Other members to be invited at launch

4 Accountable Body

Local Authority	Northumberland County Council (NCC)
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Does the Accountable Body have a representative on the CCT membership? **YES**

5 Local Area



The BSB CCT area comprises the parishes of Bamburgh, Beadnell and Seahouses and covers a space of 4,487 hectares with a usual resident population of 2,919. This equates to around 0.7 residents per hectare across the area, meaning the area is relatively sparsely populated when compared with national averages of 4.1 residents per hectare. However, this disguises notable differences

between parishes with North Sunderland parish which covers Seahouses, home to 2.5 residents per hectare, compared with 0.3 in Bamburgh and 0.2 in Beadnell and accounting for 67% of the total resident population.

The population profile differs between the three parishes with the populations of Bamburgh and Beadnell generally older, more highly qualified and employed in higher level occupations than the population of North Sunderland. Therefore while BSB is often recognised as a common area, the three population centres that comprise it have their own characteristics, challenges and opportunities alongside those that are shared between them. Recognition of this is embedded throughout this Economic Plan.

The area sits at the heart of the Northumberland Coast Area of Outstanding Natural Beauty (AONB) and incorporates coastal tourism areas. The coastline benefits from an excellent natural environment and historical and heritage sites, such as Bamburgh Castle and Farne Islands, and has a significant rural hinterland.

However, tourism and the attractiveness of the area has had some impact on local communities with a growth of holiday and second homes impacting on year-round communities and potentially posing a threat to the ongoing long-term sustainability of some communities and services. This is a particular issue in Beadnell parish where analysis of local Council Tax and Business Rates data suggests that second and/or holiday homes account for more than four out of five properties in some parts of the area, especially Beadnell. This in turn has a substantial impact on the price of housing, which effects the affordability of parts of the area to families and younger people.

6 Context – community

The area faces a number of demographic challenges due to a significantly older population profile with the percentage of residents aged 65 and above double the national average (32% in BSB compared to 16% across England). This means that the area has proportionally fewer children and younger people than the national average. Clearly this has a number of implications relating to economic opportunities and the sustainability of local services.

However, the area has a relatively vibrant community sector with a range of community assets, organisations and activists seeking to provide services and opportunities, inform policy and practice and attract additional resources to enhance the sustainability of the area and its communities. For example, as well as playing a central role in driving forward the Coastal Community Team the local parish councils are also leading on the development of a Neighbourhood Plan for the area.

Health related data from the 2011 Census shows that more than three quarters of residents classify themselves as having very good or good health, although this is

lower than Northumberland and England averages. Further analysis of health related data shows that the proportion of the working age population with limiting health conditions is broadly similar to County and national averages.

There is limited supply of social housing across the BSB area with lower proportion of social rented housing than Northumberland and England averages. As highlighted above the issue of second homes and holiday homes is a particular issue for the area and is something on which the local Neighbourhood Plan will bring a specific focus.

While the BSB population aged 16 and above have lower qualification levels than Northumberland and national averages, this disguises some notable differences between the parishes that make up the area. For example, the percentage of the population with higher level qualifications (Level 4 and above) is higher in Bamburgh and Beadnell than the Northumberland and national averages, while in North Sunderland the percentage with no qualifications is higher than County and national averages. This further shows the significant differences between the communities that comprise the BSB area.

7 Context – economy

Accommodation and food service activities account for a substantial proportion of employment in the BSB area, with almost one in five (18%) working residents, employed by the sector. This is more than three times the level of employment in the sector in Northumberland as a whole and across England. The next two biggest employers of residents in BSB are the wholesale and retail trade, which are also closely linked to tourism, and construction. Collectively these three industries account for 40% of BSB residents in employment. In comparison levels of public sector employment (21%) are notably lower than Northumberland (33%) and national (28%) averages. This is due to the lack of large public sector facilities in the area, with many of those employed in the sector travelling out of BSB to work.

Micro businesses (0-9 employees) dominate the area, accounting for 89% of enterprises¹, and small businesses (10-49 employees) accounting for a further 10%. An assessment of local business units (which includes regional, national and international businesses with a base in the area without autonomy) shows that medium-sized businesses (50-249 employees) only account for 1% of all businesses with a presence in the area.

Economic activity levels are lower than those found across Northumberland and England as a whole. However, further analysis of the data provided in the annexes to this Economic Plan shows that this is largely due to the significantly higher level

¹ An Enterprise is the smallest combination of legal units which has a certain degree of autonomy within an Enterprise Group. This therefore excludes those often large businesses operating in an area that are units without autonomy.

of retired residents in the area among the working age population.

Importantly rates for unemployment and the long term-sick or disabled are lower in the BSB area than Northumberland and England averages. In addition the area has significant levels of self-employment (18%), with the percentage of working age adults working for themselves in Bamburgh (22%) and Beadnell (23%) more than double the national average (10%). Levels of self-employment in the area are therefore a central factor in the local economy and are an important strength that the CCT and the Economic Plan will seek to build on.

Reflecting the age profile of the area, there are low proportions of working age students in the area when compared with national averages. This also reflects the lack of local Further and Higher Education provision in the immediate locality.

While unemployment levels are lower than Northumberland and national averages, wages in the area are relatively low with data from the Annual Survey of Hours and Earnings shows average earnings in the area are £307.40 gross pay per week, compared to Northumberland and national averages of £354.

Analysis of employment of the resident population by occupation shows that skilled trade occupations account for 21.4% of employment, while managers, directors and senior officials account for 14.9% and elementary occupations 13.3%. All of these are higher than County and national averages with the gap particularly large for skilled trades. The occupational profile of employment is broadly to be expected given the prevalence of self-employment and the sectors outlined above. As highlighted earlier there are some notable differences between parishes with higher level occupations more prevalent among residents within Bamburgh and Beadnell.

Many residents work in the local area, although the area does have a substantial proportion with a long commute to work. For example BSB has a particularly high proportion of homeworkers with more than one in five of those in work (22%), working mainly at or from home compared to one in ten across England as a whole. Analysis of the distance travelled to work shows that a further 28% of residents in employment travel less than 5km to work. Collectively this means that 50% of residents in employment either work from home in the CCT area or travel less than 5km to work. This suggests that up to half of residents in work, actually work within the CCT area itself. However, a significant number also travel relatively long distances to work with 28% travelling 20km or more compared to 13% across England.

Business owners, employees and residents alike recognise that more can be done to create networks and develop collective action among the area's businesses. Clearly any efforts to do so must recognise the prevalence of micro businesses in the area. However, the fact that most of the businesses with a presence in the area have autonomy (89%) illustrates how many of the businesses are truly local, a fact

that can contribute significantly to the CCT and efforts to engage and support local businesses through this Economic Plan, although the pressures on time of these business owner/managers also have to be acknowledged.

8 Related initiatives

It is essential that this Economic Plan is grounded in the local and regional policy and delivery context. This will ensure that the activities of the CCT are focussed on addressing challenges and taking forward opportunities that could or would not otherwise be tackled while ensuring that they add value to other initiatives. As a consequence this Economic Plan has been developed with a strong understanding of initiatives to supporting economic growth across areas that include BSB, with the contents of the Plan designed to add value and complement their approaches. Initiatives of particular relevance to the BSB CCT include:

- **Northumberland Coast AONB Management Plan 2014-19**, establishes the policy for managing the AONB over this time period to ensure that planning, services and furthering the social and economic wellbeing of communities within BSB and the wider AONB area is delivered in ways that are consistent with the conservation and enhancement of the natural beauty of the area. The Plan outlines a long term vision for the AONB and outlines the following three priority themes and the policies that will support them:
 - Conserve and enhance the special landscape, natural environment and cultural heritage;
 - The Northumberland Coast remains as a living and thriving landscape;
 - Celebrate and discover the Northumberland Coast AONB.

These priority themes underpin the objectives of this Economic Plan and with the projects contained within it, designed to contribute towards their achievement. The Management Plan is further supported by the AONB Sustainable Tourism Strategy, which has also informed the development of this Plan;

- **Northumberland Coast Neighbourhood Plan**, covering the BSB parishes. The Neighbourhood Plan is currently in the process of development but is shaping up to focus on addressing the challenges presented by second homes and holiday lets through setting local planning policies on housing delivery and affordable housing; employment and business development needs in the context of environmental and infrastructure constraints; and protection of the environment, including protection to the built and cultural heritage;
- **Northumberland Coast and Lowlands LEADER Local Development Strategy 2014-2020**, which includes BSB within a broader area stretching

from Berwick to Lynemouth. The LEADER programme brings a particular focus on economic development with 70% of the funding to be used to support projects that directly support job creation and economic growth. To do so the programme will provide grants to small businesses, farmers, foresters and communities for projects that create jobs and grow the rural economy in the Coast and Lowlands LEADER area;

- **North East Rural Growth Network² (NERGN) 2015-2020**, a successor to an earlier programme the NERGN is funded through Local Growth Funding from NELEP and Central Government and aims to support the growth and development of rural businesses across Northumberland (including BSB), Durham and Gateshead. This includes the following two grant programmes:
 - **Strategic Economic Infrastructure Fund** – a capital fund to provide 40% of eligible costs for business infrastructure projects, including supporting the development of new or refurbished business accommodation, unlocking potential sites for development and tourism infrastructure projects;
 - **Rural Business Growth Fund** – designed to support small businesses capital investment projects to expand capacity or diversify into new products or market through grants of £10,000 to £60,000 to support 40% of eligible costs;

- **Coastal Revival Fund**, with £26,000 secured through the CCT for Bamburgh Heritage Trust to create a visitor centre and 21st century ossuary in Bamburgh³ and resources accessed to undertake a survey of the limekilns at Seahouses harbour to assess the potential for alternative economic uses;

- **Coastal Communities Fund** support for the Harbour Village project in Amble, which seeks to transform a neighbouring coastal community less than 20 miles from Beadnell by transforming it into a tourism destination which seeks to build on the fishing industry along the whole Northumberland Coast (including BSB);

- Proposals by the AONB Partnership to Heritage Lottery Fund to establish **Coast Care - Volunteers on the Northumberland Coast AONB**, a support framework to involve volunteers in maintaining local heritage and the natural environment.

Within this context resources available through the NERGN (which is currently closed until the next call for proposals) are able to focus on larger business projects while LEADER funds can be used to support more flexible approaches

² <http://www.archnorthumberland.co.uk/north-east-rural-growth-network/>

³ <http://www.visitnorthumberland.com/news/2015/12/accessing-aidan-coastal-revival-fund-success>

that can include smaller interventions.

The CCT recognise the role these various initiatives can play in helping them to fulfil the objectives of this Economic Plan. However, consultations undertaken as part of this process suggest many businesses in the area are not aware of the potential support and opportunities available. Therefore the CCT believes it can provide an important mechanism to improve awareness across BSB and engage BSB businesses with these initiatives

The CCT are also aware of economic development and inclusion activity which will be available across Northumberland and the wider region through funding allocated under the North East Local Enterprise Partnership European Structural and Investment Funds (ESIF) Strategy and associated calls for proposals.

At present there are no business-led forums or initiatives in the area and this is something that the CCT are hoping to address.

CCT Plan

9 Ambition

Our ambition is to preserve:

‘A beautiful landscape with a thriving and sustainable future’

BSB is already an area where people like to live, visit and work. We aim to:

- Ensure that the year-round community continues to thrive within a sustainable environment and economy;
- Assist in the creation of employment opportunities, through:
 - The provision of new vocational training places, especially for young people;
 - Support and accommodation for new businesses;
- Further improve the quality of the visitor experience, through:
 - Maintaining and supporting the quality of amenities for visitors (e.g. footpaths, toilets, parking);
 - Supporting the increase of facilities (especially wet weather) for tourism activity;
 - Targeting niche opportunities (e.g. watersports, historical heritage, wildlife).

10 Needs of the community and intentions of the team to meet them.

Our strategy focuses on five themes:

- **Stabilising the Community:** The high levels of holiday and second homes in Bamburgh and particularly Beadnell is a central issue which was heavily emphasised throughout community consultations. Many respondents felt this issue poses risks to the ongoing sustainability of these communities and the businesses and services they access and require. This is by no means an issue unique to BSB with the problem acknowledged in the Taylor Review (2008)⁴, where the affordability issue and '*sustainability trap*' of communities in rural areas was investigated. In BSB, this clearly has some impact on local service use, and possibly on the labour market, as some tourism providers suggest a difficulty in getting staff to fill service jobs⁵. While this is an issue that relates closely to the objectives of the Economic Plan the Northumberland Coast Neighbourhood Plan currently being developed for the three parishes that comprise the BSB CCT area is the principal mechanism for attempts to address this issue;
- **Employment & Skills:** Consultations identified the development of new employment and training opportunities as a priority for the area. There is a widely held belief that there are limited employment opportunities for people in the area, with a lack of opportunities providing clear long term prospects and quality training for young people a particular concern among the BSB community, as well as young people not viewing some sectors or opportunities as meaningful career options. However, business consultations did reveal the difficulties some employers face in recruiting staff for particular roles, even where wages are offered at above industry standards, while other employers identify challenges in finding trained local staff for public facing hospitality roles. This points to the need to develop interventions that provide training and employment opportunities for young people and others in the area by providing clear pathways for progression and accredited in-work training while encouraging employers to offer such opportunities. This approach needs to recognise the needs of specific industries in the area as well as recognising the high levels of self-employment and small and micro-businesses in the area by providing support that mitigates the risk such businesses may see in taking on additional staff while encouraging and facilitating their growth;
- **Business Support:** While there are many informal and social linkages between business owners in the area, consultations revealed the lack of more formal business linkages and networks. This in itself creates some challenges for engaging the sector and delivery of business focused interventions. Consequently the CCT will seek to enhance this infrastructure

⁴ http://www.wensumalliance.org.uk/publications/Taylor_Review_Livingworkingcountryside.pdf

⁵ Although see page 3 above on wage levels

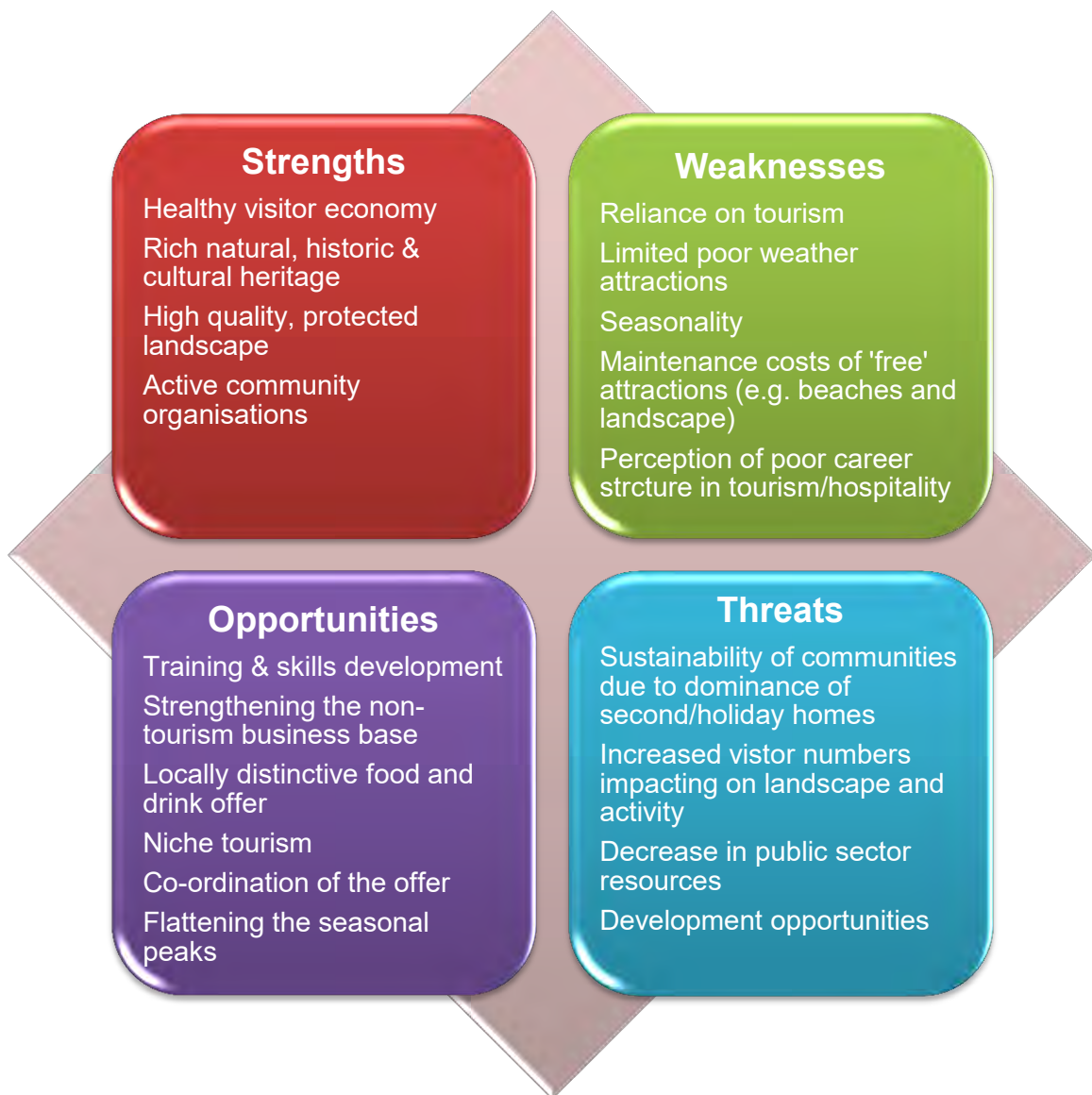
and linkages through its functions and the delivery of this Economic Plan. Here it is important to recognise that such networks cannot be imposed upon businesses as if they are to prove successful, sustainable and of value to the business community then they themselves need to take ownership over their development and delivery. Therefore rather than developing a specific project focused on establishing a local business network, our approach holds this as an underpinning desired outcome to be developed through the successful delivery of other activities outlined within this Economic Plan;

- **Visitor Amenity:** BSB sits within an AONB and benefits from an excellent natural environment that is one of the principal attractions for tourists, and acts as the gateway to the Farne Islands. The downside of this is that it does not cost anything to take in the scenery, yet there is a requirement for cleaning and facilities (e.g. toilets; car parks; managed pathways) which come with a cost attached. In the current climate of public sector austerity, investment in these facilities is dropping off. Therefore the BSB community is keen to explore how this natural environment can be used to generate revenue that will help to fund this infrastructure and supporting activities without creating complex mechanisms and processes that are expensive to put in place. There is scope for innovative solutions, for example in combining retail with other facilities, or in the use of electronic payment methods to encourage small contributions from those enjoying the natural environment;
- **Tourism offer:** the sector is the largest employer in the area and widely recognised across the community as central to further economic growth. However, we are keen to promote further tourism by:
 - Diversifying the offer;
 - Extending trade into the shoulder seasons;
 - Driving standards of service through training and support;
 - Encouraging activities which make more of the areas considerable assets and heritage; and
 - Increasing the value of tourism to the local area by encouraging higher visitor spend.

The establishment of new businesses is not something that the CCT can in itself provide. Not only will it require the market to be developed, it will also require a willingness by individuals and groups to establish businesses that will service this market. This willingness to invest can be encouraged, but not necessarily created, by public investment. The example of the potential for the limekilns at Seahouses Harbour points to one possibility where this could be encouraged, as does the development of additional facilities at Beadnell car park, and the redevelopment of the TIC/toilet block at Seahouses.

11 Analysis

The figure below summarises our analysis of the SWOT for the BSB area.



12 Data

See Annex A. Data is also referred to throughout this Economic Plan.

Delivering the Plan

13 Key projects and/or bodies of work.

Our projects are grouped under the strategic headings described in **Section 10**, above.

Stabilising the Community

As a result of its natural beauty, the area acts as a ‘honeypot’ for second home owners. While there are obvious benefits from a visitor economy (for example through spend in the local economy), there is a danger of ‘hollowing out’ communities, with a consequent impact on the availability of affordable housing, and potential decrease in local services.

The overarching aim of the Plan is therefore to secure a sustainable future for the area as a living and working community that provides employment opportunities for local residents who will in turn participate in the stewardship of this special area. This is closely linked to the current work being undertaken on the Neighbourhood Plan, which sets out housing priorities.

CCT Role	Supporting the creation of economic opportunities for local residents
Partners	Private sector, Parish Councils, NCC, AONB
Timescale	Ongoing (Neighbourhood Plan currently being agreed)

Employment & Skills

It is widely acknowledged that there are limited opportunities for local employment for young people in the area, although there is also anecdotal evidence of difficulties in finding local employees in tourism businesses. In part, this is a reflection of the reputation of tourism employment as low paid and seasonal, with limited progression opportunities.

As has been noted, there is anecdotal evidence of service jobs being difficult to fill locally, and some employers paying over market rates to secure staff. Again anecdotally (although evidence of this exists elsewhere), there is a feeling that young people do not view tourism/hospitality as a meaningful career option. Qualification levels, at least in North Sunderland parish, are clearly an issue.

The tourism and hospitality sector is clearly central to this, with a need to build up

the local training and employment infrastructure. There is also the issue that, as an area where economic activity is dominated by microbusinesses, there is an understandable unwillingness for the owners of these businesses to commit to full-time training posts. This approach is also relevant to construction trades, which are often made up of single person businesses.

Experience from elsewhere has pointed to the potential for **shared apprenticeships** between micro/small businesses where a number of small hospitality businesses work together to train and support new entrants. This type of approach may be potentially rewarding, together with promotional approaches in schools to promote careers in the sector. Pilots⁶ point to the usefulness of the approach, and community-led initiatives⁷ have been developed in rural areas.

We therefore propose to develop a CCT-led **Employment & Skills Partnership**, with a focus on supporting microbusinesses to work together on the provision of local vocational training opportunities, with the aim of:

- Encouraging local businesses to work together to provide access to training and employment;
- Promoting skills opportunities to labour market entrants in the locality;
- Accessing the support of the relevant sector skills councils (People 1st – tourism and hospitality; CITB – Construction), and working with local training providers.

CCT Role	Enabling an Employment and Skills Partnership
Partners	CCT; local employers; labour market entrants; local further education providers; People 1 st ; CITB
Timescale	Establishment of partnership: Third quarter 2016 Agreement of apprenticeship places: First quarter 2017 Apprenticeships in place: Second quarter 2017

Business Support

There are few employment sites in the area, apart from the small industrial estate at North Sunderland. However, evidence points to the fact that there are a significant number of homeworkers in the area, who could potentially benefit from support or local premises. This builds on the experience of the INTERREG IVC Micropol Programme 2011-2013⁸, focusing on smart work centres in rural areas, in which NCC was a partner.

⁶ <http://www.citb.co.uk/citb-apprenticeships/shared-apprenticeship-scheme/>;
<http://channels.visitbristol.co.uk/destinationbristol/information/apprenticeships>

⁷ <http://www.thecommunitypartnership.org.uk/project/skills-partnership/>

⁸ <http://micropol-interreg.eu/>

We will therefore:

- Work to identify sites that can be used to host small business premises, targeted on the needs of existing homeworkers. A focus of this will be to encourage local businesses that are not necessarily tourism-dependent. This will include integrating this approach with the development of new tourism facilities, notably the proposed Coastal Interpretation Centre at Seahouses; and
- Seek to engage with economic development agencies to provide support for the development of new businesses.

CCT Role	Partner liaison
Partners	Property owners; Local businesses; NERGN; ARCH
Timescale	Agreement over sites: Fourth quarter 2016 Development of facilities: First/second quarters 2017

Visitor Amenity

BSB has an excellent reputation for natural environment and wildlife tourism. This creates a need for management and facilities provision (car parks, toilets, pathways), which currently falls on the restricted budgets of the public sector.

We will seek to maximise the economic inputs by visitors through encouraging donations to a visitor payback or giving scheme. This will be enabled through signage and publicity that encourages small donations, specifically through charged texts from mobile phones, and small scale donations from charitable sources, such as the local allocations of funds from carrier bag levy from the Co-operative Group. We will also seek to engage businesses in collecting donations.

These funds will be directly used to enhance the facilities provided for visitors, and enhance the overall experience.

CCT Role	Co-ordination
Partners	AONB; NCC; local community; visitors
Timescale	Second quarter 2016

Tourism Facilities

As the economically dominant sector, tourism clearly provides an important focus for the Plan. We will approach this in a systematic way, focusing on:

- The development of new facilities, notably through the creation of a Coastal Interpretation Centre in Seahouses, built on the existing TIC or toilet block. This is a longer-term project that would aim to provide a significant new facility at Seahouses, which acts as a hub for tourism-related activity along the coast;

- Monitoring the progress of Bamburgh Heritage Trust's new **Crypt Centre**⁹, in order to assess demand and potential growth in the future, including possibilities for future development into a heritage hub;
- Supporting the creation of **additional facilities** through the development of existing provision at Beadnell car park to enhance the development of water-based pursuits. This to include the upgrading of changing facilities, and potential for other economic activities;
- Fostering a culture of local **food and drink** for visitors, through linkages with projects such as Amble's (CCF-funded) Seafood Centre, 'Northumberland Seafood' brand (see inset), and Active Northumberland's 'Produced in Northumberland' scheme. This will include the proposed Bamburgh Food Festival in autumn 2016, and linkages with other food initiatives across Northumberland.



In addition, we will support the co-ordination and promotion of the offer, including:

- The encouragement of increased provision of short-term accommodation facilities, such as bunkhouses for activity tourists;
- Promotion of watersports and nature tourism activities;
- Further development of the Food Trail¹⁰.

Coastal Interpretation Centre

CCT Role	Project sponsor
Partners	Seahouses Development Trust; NCC; AONB; Active Northumberland; Northumberland Tourism; National Trust
Timescale	Feasibility & Funding: Fourth quarter 2016 Design and Development: First/Second quarters 2017 Build: Third/Fourth quarters 2017

Bamburgh Visitor Centre

CCT Role	Support and review
Partners	Bamburgh Heritage Trust; AONB
Timescale	Evaluation of first year of operation: Third quarter 2017

Beadnell Facilities

CCT Role	Liaison & promotion
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⁹ <http://www.chroniclive.co.uk/news/north-east-news/bamburgh-castle-dig-skeletons-re-10621425>

¹⁰ <http://www.visitnorthumberland.com/eat/food-trails>

Partners	Private/third sector operator; NCC; Beadnell Harbour Trust
Timescale	Agreement of site: Second quarter 2016 Design and identification of operator: Third quarter 2016 Development of facility: First quarter 2017

Food & Drink

CCT Role	Liaison & promotion
Partners	Local food producers (notably fisheries); restaurants
Timescale	Branding & materials: Second quarter 2016 Bamburgh Food Festival: Fourth quarter 2016

The Gantt chart over shows our initial implementation timescale.

Initial Activity Summary

Activity	2016				2017				2018+
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Stabilising the Community									
Employment & Skills									
• E&S Partnership									
• Apprenticeship places									
• Recruitment									
• Employment									
Business Support									
• Sites									
• Facilities development									
Visitor Amenity									
• Funding support mechanism									
Tourism Facilities									
<i>Coastal Interpretation Centre</i>									
• Feasibility & Funding									
• Design & Development									
• Build									
<i>Bamburgh Visitor Centre</i>									
• Evaluation									
• Assessment of further development									
• Development of Heritage Centre									
<i>Beadnell Facilities</i>									
• Agreement of site									
• Design/operator									
• Development									

<i>Food & Drink</i>									
• Branding & Materials									
• Bamburgh Food Festival									

14 Short term goals/actions

Our activities for the first six months will therefore comprise:

- **Formally establishing the team:** At this stage, we will remain an unincorporated, informal association. However, we will consider whether would be appropriate to establish a more formal structure, should that be necessary to take any of our proposed actions forward;
- **Set up communications structure:** We will use existing networks (e.g. Parish Councils; AONB; Seahouses Development Trust) to keep our local communities in touch with developments. We find that these networks work well. We will also use social media, and have already established a Facebook page;
- **Supporting existing CCF projects:** This will include the Bamburgh heritage Trust project, and the survey of the historic limekilns at Seahouses Harbour;
- **Establish Employment & Skills Partnership:** A priority will be to establish a partnership of business and community interests to take forward proposals for shared apprenticeship activities in the area. This will have the benefit of engaging with the local business community, and provide a tangible example of ways in which the CCT can encourage the development of local employment opportunities and contribute to improved standards of service;
- **Seek funding support for feasibility of a Coastal Interpretation Centre:** Get funding in place to start process of development of the centre;
- **Identify sites for small business provision:** Discussions will take place with property owners and other stakeholders over the identification of potential development sites for small business provision with property and landowners. This could include the piloting of co-working in vacant or underused facilities;
- **Voluntary charging mechanism for visitors:** At an early stage, we will pilot a visitor payback or giving mechanism to encourage donations that can be contribute to the benefit of the visitor amenity structure in the locality;
- **Food & drink branding and promotion:** Working with producers, retailers and other agencies and initiatives in promoting the unique quality of the locality's produce on building up to the Bamburgh food festival.

15 Performance measures

Activity	Target	Achieved by
Develop the team	Increase membership from 12 to 18	March 2016
Communications Structure	Quarterly updates to wider community	March 2016
Support to existing projects	Assist to achieve activities, outputs and impacts as part of funding requirements	Ongoing
Employment and Skills Partnership	Establish with initial membership of 10-12, involving employers and local provider interests	June 2016
Interpretation Centre Feasibility	Source c.£10,000 funding for feasibility and design	July 2016
Business development sites	Two sites identified	July 2016
Food & Drink	Involve at least 10 local businesses in promoting local produce	May 2016

16 Medium term goals/actions

Our medium term goals comprise:

- **Coastal Interpretation Centre:** Establishment of hub building to interpret the area and involve visitors and local people in exploring the coast and what it has to offer;
- **Employment & Skills Partnership:**
 - The involvement of local businesses in the delivery and support of shared apprentices;
 - The promotion of careers in tourism and hospitality to local labour market entrants;
 - Supporting local labour in construction projects;
 - Supporting service improvement;
- **Bamburgh Heritage Hub:** Evaluation of performance in order to assess scope for development, and the potential for growth and development;
- **Visitor amenity:** The creation of a sustainable revenue stream to support amenity management and improvement;
- **Beadnell:** The development of watersports-focused provision (changing

facilities and interpretation) in the car park;

- **Food & Drink:** the creation of a clear identity and positive reputation for the quality and delivery of local food and drink and delivery of the Bamburgh Food Festival.

17 Performance measures

Activity	Target	Achieved by
Coastal Interpretation Centre	Creation of facility Attraction of 50,000 visitors	March 2018 October 2019
Employment and Skills Partnership	10 businesses supporting 4 shared apprenticeships	April 2017 (doubling by 2019)
Bamburgh Visitor Centre	Involving 8 volunteers and attracting 30,000 visitors	September 2017
Visitor amenity	Raising £10,000 p.a. on sustainable basis	March 2017
Beadnell	Creation of changing and café facility	April 2017
Food & Drink	Involvement of at least 15 local producers/retailers in Active Northumberland's Produced in Northumberland scheme Delivery of Bamburgh Food Festival	October 2016

18 Long term goals and actions

The Plan will contribute to the following long-term aims over the next 10 years:

- Cementing BSB's reputation as a leading visitor destination;
- Increasing visitor spend per head by 10-15% in real terms;
- Increasing the proportion of year-round residents from 50% of households to 60%;
- Creating new and more diverse employment opportunities for local residents and young people in particular, increasing the economic activity rate to the Northumberland average.

19 Barriers

Barrier	Implications	Contingency
<p>Resourcing</p>	<p>At present, the CCT has no resources of its own, relying on volunteer input and support from the AONB partnership.</p> <p>In addition, all projects will be contingent on sourcing external funding.</p>	<p>There is, at present, no intention to seek full time staff for the CCT. However, project funding will need to take into account development costs associated with implementation.</p> <p>The overall approach of the CCT will be project-focused, rather than requiring continuous support.</p>
<p>Local appetite for change</p>	<p>It has been suggested that there is a limited local appetite for significant change, on the basis that existing residents and businesses are happy with their environment and economy, with existing businesses not seeking further challenges. This perceived cultural issue could potentially provide a block to economic development.</p>	<p>Our approach to overcome this will be to develop a focus for positive change around the emerging CCT to provide the impetus that will demonstrate the benefits of collective economic development action.</p>

20 Resources

The CCT currently benefits from support through the AONB partnership, and it has been assumed that this will be able to continue. In addition, it benefits from significant volunteer input from local individuals and organisations.

Individual projects will require input for development, and additional costs for this have been built into our assumptions. In some cases, this may require a contribution to partner organisations for delivery, or alternatively the recruitment of short-term consultancy support.

21 Costs

Summary costs shown below – these are all indicative at present

Activity	Capital	Revenue
Employment & Skills		
• E&S Partnership	-	£20,000 (annual)
Business Support		
• Sites	-	£3,000 (one off)
• Facilities development	£300,000	£5,000 (annual)
Visitor Amenity		
• Visitor giving scheme	-	Net contributor after £5,000 pump priming
Tourism Facilities		
<i>Coastal Interpretation Centre</i>		
• Feasibility & Funding	-	£10,000 (one off)
• Design & Development	-	£8,000 (one off)
• Build	£800,000	-
• Delivery	-	£50,000 (in the first year decreasing to £0 over 3 years)
<i>Bamburgh Visitor Centre</i>		
• Evaluation	-	£1,000 (one off)
<i>Beadnell Facilities</i>		
• Agreement of site	-	£2,000 (one off)
• Design/operator	-	£3,000 (one off)
• Development	£200,000	-
<i>Food & Drink</i>		
• Branding & Materials	-	£3,000 (annual)
• Bamburgh Food Festival	-	£60,000

22 Value

At this stage, it is not possible to provide a precise quantitative appraisal of the benefits, although it is our intention to introduce a monitoring and evaluation framework at an early stage. Quantification within this framework will be undertaken on a project by project basis with collective impact assessed via a bottom up intervention-led approach.

The projected benefits include:

- Increased **employment** in the area, including training places for young people, retaining them in the community;
- Increased **profitability** in businesses, reflected in increased GVA for the locality;
- The development of additional **facilities**, which will encourage increase in visitor spend;
- The continuing protection of the **local environment**;
- Developing and maintaining local **pride** in the area;
- And not least, the **sustainability** of our communities for the future.

23 Funding

Each individual project within the plan will develop its own funding package. This will require design input which will be taken into account in our appraisals. This funding-led approach will minimise ongoing revenue costs.

For the larger capital items, we will seek to make use of:

- European Structural and Investment Funds, specifically ERDF;
- Coastal Communities Fund;
- NERGN;
- Lottery funds.

For revenue items, we will in general seek to create sustainable funding streams. Where this is not possible, we will seek to use short-term funding, such as LEADER, which will also be used for small scale capital items.

In the case of the Bamburgh Food festival, substantial private sector funding has already been sourced.

We will also encourage local businesses to utilise external support for wider project development, such as EAFRD for activities through tourism, food and drink, farm diversification to create bunkhouses.

24 Maximising resources and costs

As has already been noted, the CCT will take a project led approach to minimise revenue costs. As a small, focused community, we are able to marshal local resources to enable the maximum benefits to developing our community, with limited resources being used to establish bureaucratic working.

The CCT will also tie in to the proposed Heritage Lottery Fund Coast care project, involving volunteers in managing the natural and cultural heritage of the area.

Communications

25 Consultation

Our Economic Plan has been developed through a programme of engagement, consultation and participation with local communities, organisations and businesses from across BSB. This has focused on exploring and identifying perceptions of the strengths and weaknesses of the BSB economy and the settlements within it, as well as identifying potential opportunities and the ways in which the Economic Plan and the CCT can most effectively contribute to and enable economic development and make a positive difference to BSB.

Elements of this consultation process have included:

- Attending, presenting and facilitating discussions at relevant meetings across BSB including parish councils and local community groups;
- Interviews with stakeholders including local businesses, support organisations and projects including the AONB, Parish and County Councillors, and local community and private sector agencies and organisations;
- A web based questionnaire was made available throughout January 2016. Information on the programme and e-mailed invitations to participate in the questionnaire were sent to and disseminated through:
 - Parish councils;
 - The Northumberland Coast AONB;
 - Distribution of 1000 'postcards' (see inset), raising awareness of the survey and the CCT and inviting participation in the consultation process. Postcards were delivered to addresses throughout the three parishes within BSB;
 - Articles and publicity in local newsletters.



These processes have been used to stimulate further interest in the CCT from

across the public, private and community sectors with a number of individuals and organisations expressing an interest in becoming part of the CCT and a contact list developed to enable ongoing communication with those that have participated to date.

Results

The web-based questionnaire elicited 103 responses of which:

- 83% were BSB residents;
- 17% were employed in BSB;
- 21% were business owners in BSB;
- 17% were regular visitors, property owners, previously worked in the area or work in a wider area that includes BSB¹¹.

Economic Development Priorities

Priority	Score (the higher the average score the higher the priority, with 6 the highest score achievable)	% of respondents voting as number 1 priority
Activities to support training and employment opportunities	3.60	41%
Maximising use and benefit of the historical, built and natural environment	3.34	22%
Making more of and enhancing the tourism offer and visitor economy	3.14	19%
Improving public spaces	2.91	11%
New and improved offices and workspaces	2.11	7%

The survey asked respondents to prioritise five potential areas for development to support growth in the local economy. These themes or areas for development were identified through consultation with stakeholders and a preliminary analysis of the BSB area. The outcomes from this prioritisation process are shown in the Figure below in order of their importance as rated by survey respondents. This shows that the top 3 priorities for respondents are:

1. Activities to support training and employment opportunities – 41% voted this their top priority.

¹¹ The %s shown do not total 100% as the categories are not mutually exclusive. For example any individual respondent could be both a resident of the area and a business owner in the area.

2. Maximising use and benefit of the historical, built and natural environment – 22% voted this their top priority.
3. Making more of and enhancing the tourism offer and visitor economy – 19% voted this their top priority.

Those responding to the survey were then asked to identify what specifically they think could or should be done within BSB to take forward their top three priorities themes. This prompted a range of responses that particular challenges and issues that need to be addressed within BSB as well as identifying some specific project ideas to address these challenges and make a positive difference to the area. These suggestions and the above prioritisation process were used to inform discussions and workshops held with two of the three parish councils covering the area and the CCT itself. These were used to explore and discuss the priorities identified and build upon and refine some of the potential projects and interventions to be included within the Economic Plan.

26 Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.

As a small community, the CCT already has excellent linkages to local groups and organisations, as well as to local stakeholders, such as AONB, NCC and Northumberland Tourism.

We intend to produce regular quarterly updates on our activities, which will be directed both to our communities and external stakeholders. We intend to play an active part in the CCA, and ensure that we both transfer learning from our experience, and learn from others

27 Communication with community

Consultations undertaken to date are just the starting point for the CCT. The CCT alone cannot deliver the objectives identified within this Plan. Only through the ongoing participation of CCT partners and the wider community (including businesses) can we hope to achieve our objectives and continue to grow the AONB economy. As a consequence we have some short term consultation events planned for the short term to accompany our medium and longer term approaches to engagement, communication and participation. In the short term this includes:

- Dissemination of the Economic Plan to local communities, through:
 - Direct contact with those consulted during the consultation processes described above;
 - Making the Economic Plan available through local websites, including the AONB and local community and private sector bodies;
 - Requesting organisations across BSB to disseminate the Economic Plan through their newsletters and communications networks;
 - News releases for local print and broadcast media;

- A meeting of the CCT in February 2016 to launch the Economic Plan and build on the delivery plans with the CCT and organisations that have been identified to take activities forward.

CCT Logistics

28 Management of team

The CCT currently operates collectively, chaired by the lead of the AONB partnership. The AONB partnership currently operate as the ‘secretariat’ for the CCT. The CCT meets monthly, or more often as required (for example through the consultation period over the Economic Plan). Where appropriate, ‘Task and Finish’ groups will be used to monitor project progress.

Appointments are made from individuals representing business, community groups and Parish Councils in the locality. We are currently building the membership, and obtained 39 expressions of interest in participating as a result of our recent local survey.

While the CCT itself is not structured as a delivery body, it provides clear local oversight of the issues addressed in the Plan. In addition, individual members play an active part in communications, for example in the delivery of the ‘postcards’ publicising the consultation, and in talking to consultees. Individual members have excellent links to the local community and businesses.

29 Support structure

The CCT is well connected to stakeholders, and will seek to build on these linkages as the Plan goes forward to implementation. We will engage with stakeholders and businesses through project development

30 Costs

The running costs of the CCT are intended to be minimal, as a result of our project-focused approach. However, administrative costs are currently being absorbed by the AONB partnership, and we are likely to seek some administrative contribution from projects as they develop. In general, these development costs are counted for in the Table at Q21, above.

31 Sustainability

As our initial targets are achieved, we will continue to identify the potential for further developments, and will play an active role in the monitoring and evaluation of the projects as they are delivered. Yet again, our project-led approach

Specifically, the Employment & Skills Partnership is intended to develop as a sustainable, business led operation, focusing on skills development for business improvement.

32 Areas of Specific Interest

Our specific areas of interest are:

- Housing;
- Heritage;
- Natural environment;
- Employment and skills.

Annex A: Data

A.1 Population

Data from the 2011 Census shows that the usual resident population of the BSB CCT area is 2,919. Population density differs significantly across the three parishes that make up the area with the North Sunderland parish (including Seahouses) the most densely populated with 2.5 residents per hectare.

Figure A.1 Usual Resident Population

	Bamburgh	Beadnell	N. Sunderland	BSB CCT Area	N'land	England
All usual residents	414	546	1,959	2,919	316,028	53,012,456
Area (Hectares)	1,445.21	2,251.49	790.33	4,487	501,301.83	13,027,842.85
Density (number of persons per hectare)	0.3	0.2	2.5	0.7	0.6	4.1

The area has an older age profile than Northumberland as a whole. For example, 18.4% of the CCT area population is aged 24 and under, compared to 26.8% across Northumberland and a national average of 30.8%. In addition almost a third of the BSB CCT area population are aged 65 and above compared to a fifth across Northumberland. This is almost double the national average.

Figure A.2 Age Profile of the Resident Population

	Bamburgh	Beadnell	N.Sunderland	BSB CCT Area	Northumberland	England
0-15	8.1%	8.8%	13.4%	11.7%	17.1%	18.9%
16-24	6.0%	4.9%	7.3%	6.7%	9.7%	11.9%
25-44	15.7%	17.7%	17.8%	17.4%	22.9%	27.5%
45-59	22.9%	22.5%	20.7%	21.4%	22.5%	19.4%
60-64	13.5%	10.8%	9.6%	10.4%	7.8%	6.0%
65+	33.5%	35.2%	31.2%	32.4%	20.2%	16.4%

By certain measures levels of deprivation in the CCT area are higher than County and national averages with 38.4% of households not deprived in any dimension

compared to 43.6% in Northumberland and 42.5% across England. However, further analysis reveals that households in the CCT area are marginally less likely to suffer more acute and multiple deprivation.

Figure A.3: Households by Deprivation Dimensions

	Bamburgh	Beadnell	North Sunderland	CCT Area	N'land	England
Household is not deprived in any dimension	36.9%	42.5%	37.4%	38.4%	43.6%	42.5%
Household is deprived in 1 dimension	43.7%	37.4%	37.7%	38.5%	32.4%	32.7%
Household is deprived in 2 dimensions	15.3%	16.9%	21.1%	19.4%	19.3%	19.1%
Household is deprived in 3 dimensions	4.1%	3.2%	3.5%	3.5%	4.4%	5.1%
Household is deprived in 4 dimensions	0.0%	0.0%	0.3%	0.2%	0.3%	0.5%

A.2 Economic Activity

While the economic activity rate is lower within the CCT area than the County and national averages, the data shows that this is largely to do with the significantly higher level of retired residents in the area (28.4% of 16-74 year olds in the CCT area compared to 18.8% across Northumberland and 13.7% across England). Rates for unemployment and long term-sick or disabled are also lower in BSB than County and National averages. Interestingly self-employment rates in the area are substantially larger than across Northumberland and England as a whole.

Figure A.4 Economic Activity of the Working Age Population¹²

	Bamburgh	Beadnell	North Sunderland	CCT area	N'land	England
Economically active	63.3%	62.5%	61.1%	61.7%	67.9%	69.9%
<i>In employment</i>	58.8%	58.8%	57.0%	57.6%	61.2%	62.1%
<i>Employee: Part-time</i>	9.6%	11.4%	14.0%	12.9%	14.7%	13.7%
<i>Employee: Full-time</i>	27.3%	24.2%	27.5%	26.8%	37.0%	38.6%
<i>Self-employed</i>	21.9%	23.2%	15.5%	17.9%	9.5%	9.8%
<i>Unemployed</i>	3.2%	2.7%	2.6%	2.7%	4.4%	4.4%
<i>Full-time student</i>	1.3%	1.0%	1.5%	1.4%	2.2%	3.4%
Economically Inactive	36.7%	37.5%	38.9%	38.3%	32.1%	30.1%
<i>Retired</i>	27.0%	28.3%	28.8%	28.4%	18.8%	13.7%
<i>Student (including full-time students)</i>	1.6%	2.9%	1.8%	2.0%	3.5%	5.8%
<i>Looking after home or family</i>	2.6%	1.7%	3.1%	2.8%	3.6%	4.4%
<i>Long-term sick or disabled</i>	3.5%	3.1%	3.2%	3.2%	4.4%	4.0%
<i>Other</i>	1.9%	1.5%	2.0%	1.9%	1.8%	2.2%

Females in the CCT area are much more likely to work part-time than males (51% compared with 16%).

Wages in the area are below the County average. Data from the Annual Survey of Hours and Earnings shows average earnings in the area are £307.40 gross pay per week¹³, compared to Northumberland and national averages of £354. The gross average wage for full-time staff is £485 per week and £163.20 for part-time staff.

Accommodation and food service activities account for a substantial proportion of employment in the CCT area, with almost one in five (18%) of usual residents that

¹² population aged 16-74

¹³ This is based on median wage figures for the Berwick upon Tweed Parliamentary Constituency in which the three parishes that make up the CCT area are based.

are in work, employed by the sector. This is more than three times the level of employment in the sector in Northumberland as a whole and across England.

The next biggest employers of residents in the CCT area are the wholesale and retail trade (and repair of motor vehicles and motor cycles) and construction. Collectively these three industries account for 40% of BSB residents in employment.

Figure A.5: Employment of Residents by Industry

	Bamburgh	Beadnell	North Sunderland	CCT area	N'land	England
A Agriculture, forestry and fishing	10.2%	7.7%	5.4%	6.5%	2.5%	0.8%
B Mining and quarrying	0.0%	1.2%	0.4%	0.5%	0.5%	0.2%
C Manufacturing	4.8%	5.3%	6.2%	5.8%	9.2%	8.8%
D Electricity, gas, steam and air conditioning supply	0.0%	0.8%	0.4%	0.4%	0.6%	0.6%
E Water supply; sewerage, waste management and remediation activities	0.5%	0.0	0.5%	0.4	0.7%	0.7%
F Construction	7.0%	10.1%	9.2%	9.1%	7.9%	7.7%
G Wholesale and retail trade; repair of motor vehicles and motor cycles	10.8%	11.7%	13.3%	12.6%	14.6%	15.9%
H Transport and storage	2.2%	2.0%	6.2%	4.8%	4.2%	5.0%
I Accommodation and food service activities	22.0%	17.4%	17.9%	18.4%	6.0%	5.6%
J Information and communication	1.1%	1.6%	1.9%	1.7%	2.5%	4.1%
K Financial and insurance activities	0.5%	1.6%	1.2%	1.2%	2.4%	4.4%
L Real estate activities	3.2%	1.2%	0.8%	1.3%	1.5%	1.5%
M Professional, scientific and technical activities	5.4%	8.5%	2.5%	4.1%	5.2%	6.7%
N Administrative and support service activities	4.3%	5.7%	5.4%	5.3%	3.8%	4.9%
O Public administration and defence; compulsory social security	4.3%	5.3%	5.6%	5.4%	9.1%	5.9%
P Education	7.5%	4.0%	8.4%	7.4%	8.9%	9.9%
Q Human health and social work activities	9.1%	10.1%	7.2%	8.0%	15.4%	12.4%
R, S, T, U Other	7.0%	5.7%	7.6%	7.2%	4.9%	5.0%

Analysis of employment of the resident population by occupation shows that skilled trade occupations account for 21.4% of employment, while managers, directors and senior officials account for 14.9% and elementary occupations 13.3%. All of these are higher than County and national averages with the gap particularly large for skilled trades. The occupational profile of employment is broadly to be expected given the prevalence of self-employment and the sectors outlined above.

Figure A.6: Employment of Residents by Occupation

	Bamburgh	Beadnell	North Sunderland	CCT area	N'land	England
1. Managers, directors and senior officials	19.4%	21.5%	11.9%	14.9%	10.5%	10.9%
2. Professional occupations	15.6%	13.4%	9.6%	11.2%	15.5%	17.5%
3. Associate professional and technical occupations	7.0%	8.5%	7.8%	7.8%	11.5%	12.8%
4. Administrative and secretarial occupations	5.4%	9.3%	8.1%	8.0%	11.5%	11.5%
5. Skilled trades occupations	19.4%	21.9%	21.7%	21.4%	13.0%	11.4%
6. Caring, leisure and other service occupations	9.1%	8.5%	11.2%	10.4%	10.6%	9.3%
7. Sales and customer service occupations	5.4%	2.0%	7.3%	6.0%	8.6%	8.4%
8. Process plant and machine operatives	4.3%	4.9%	8.4%	7.1%	7.8%	7.2%
9. Elementary occupations	14.5%	10.1%	14.0%	13.3%	11.0%	11.1%

The area has a particularly high proportion of homeworkers with more than a fifth of those in work (22%), working mainly at or from home compared to one in ten across England as a whole. Analysis of the distance travelled to work shows that a further 28% of residents in employment travel less than 5km to work. Collectively this means that 50% of residents in employment either work from home in the CCT area or travel less than 5km to work. This suggests that up to half of residents in work, actually work within the CCT area itself.

Figure A.7: Distance Travelled to Work

	Bamburgh	Beadnell	North Sunderland	CCT Area	Northumberland	England
Mainly at or from home	25%	33%	18%	22%	12%	10%
Less than 5km	29%	15%	31%	28%	28%	35%
5km to less than 10km	8%	2%	4%	4%	13%	17%
10km to less than 20km	1%	9%	10%	8%	21%	15%
20km to less than 40km	15%	10%	11%	11%	13%	8%
40km and over	16%	23%	15%	17%	7%	5%

A.3 Skills and Qualifications

While the population within the total BSB CCT area (aged 16 and above) has lower qualification levels than Northumberland and national averages, this disguises some notable differences between the parishes that make up the area. For example, the percentage of the population with higher level qualifications (Level 4 and above) is higher in Bamburgh and Beadnell than the Northumberland and national averages, while in North Sunderland the percentage with no qualifications is higher than County and national averages.

Figure A.8: Highest Qualifications

	Bamburgh	Beadnell	North Sunderland	CCT area	Northumberland	England
No qualifications	23.2%	22.5%	27.9%	26.1%	23.9%	22.5%
Level 1 or 2	26.0%	30.4%	29.3%	29.0%	30.2%	28.5%
Apprenticeship	5.5%	4.6%	6.0%	5.6%	4.5%	3.6%
Level 3	8.4%	8.8%	9.3%	9.0%	12.1%	12.4%
Level 4 or above	30.8%	29.5%	22.3%	25.0%	25.6%	27.4%
Other	6.1%	4.2%	5.3%	5.2%	3.8%	5.7%

A.4 Health

Health related data from the 2011 Census shows that more than three quarters of residents (76.2%) classify themselves as having very good or good health. This compares to 78.3% across Northumberland and 81.4% in England as a whole.

A.9: Health of the Resident Population

	Bamburgh	Beadnell	North Sunderland	CCT area	Northumberland	England
Very good health	38.6%	35.5%	39.2%	38.4%	44.0%	47.2%
Good health	36.0%	42.5%	36.8%	37.8%	34.3%	34.2%
Fair health	18.8%	17.4%	17.3%	17.5%	15.4%	13.1%
Bad health	5.3%	3.3%	4.8%	4.6%	4.9%	4.2%
Very bad health	1.2%	1.3%	1.9%	1.7%	1.4%	1.2%

Further analysis of health related data shows that the proportion of the working age population with limiting health conditions is broadly similar to County and national averages.

A.10: Limiting Health Conditions

	Bamburgh	Beadnell	North Sunderland	CCT area	Northumb erland	England
Day-to-day activities limited a lot: Age 16 to 64	9%	4%	5%	6%	7%	6%
Day-to-day activities limited a little: Age 16 to 64	7%	11%	8%	8%	8%	7%
Day-to-day activities not limited: Age 16 to 64	84%	86%	87%	86%	85%	87%

A.4 Housing

Housing in the BSB area is more likely to be privately owned than across Northumberland and England as a whole, with private ownership particularly prevalent in Beadnell (74.1% of households). Social housing in the area is particularly concentrated in the North Sunderland parish.

A.11: Households by Tenure

Tenure	Bamburgh	Beadnell	North Sunderland	CCT area	Northumberland	England
Owned	64.4%	74.1%	69.3%	69.6%	65.8%	63.3%
Shared ownership (part owned and part rented)	3.6%	0.0%	0.5%	0.9%	0.4%	0.8%
Social rented	8.1%	9.3%	16.7%	13.9%	18.7%	17.7%
Private rented	20.7%	13.4%	11.2%	13.1%	13.3%	16.8%
Living rent free	3.2%	3.2%	2.2%	2.6%	1.8%	1.3%
All households	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The area is also characterised by particularly high levels of second homes and holiday homes. For example, data from the 2011 Census shows that around 40% of household spaces within the BSB CCT area had no usual residents. This suggests that a total of 975 household spaces in the CCT area have no usual residents¹⁴. This issue is particularly acute in the Beadnell and Bamburgh parishes where 47% and 55% of household spaces are classified as having no usual residents. Indeed recent fieldwork undertaken on behalf of the Northumberland Coast Area of Outstanding Natural Beauty (AONB) suggested that second homes or holiday homes are even more prevalent with a survey suggesting that 73% of dwellings in Beadnell are second or holiday homes.

A.12: Household Spaces with no usual residents

	Household spaces with at least one usual resident	Household spaces with no usual residents	Total Household spaces	
Bamburgh	52.9%	47.1%	100.0%	420
Beadnell	44.7%	55.3%	100.0%	701
North Sunderland	71.0%	29.0%	100.0%	1,341
CCT area	60.4%	39.6%	100.0%	2,462
Northumberland	93.6%	6.4%	100.0%	148,043
England	95.7%	4.3%	100.0%	23,044,097

¹⁴ A household space is the accommodation used or available for use by an individual household. A household space with no usual residents may still be used by short-term residents, visitors who were present on census night, or a combination of short-term residents and visitors. Vacant household spaces, and household spaces that are used as second addresses, are also classified in census results as 'household spaces with no usual residents'.

