

# A Development Plan For The Deben Peninsula

January 2016

Deben  
Peninsula  
Coastal Community Team



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# The Deben Peninsula Coastal Community Team

## What is a Coastal Community Team (CCT)?

Coastal Community Teams (CCTs) are a Department for Communities and Local Government (DCLG) initiative across England which is intended to encourage greater local partnership working in coastal areas. The Deben Peninsula CCT is one of 118 that are now establishing themselves.

Each CCT is intended to encourage greater local partnership working in coastal areas by:

- Supporting the development of local solutions to economic issues facing coastal communities.
- Encouraging the sustainable use of heritage/cultural assets to provide both a focus for community activities and enhanced economic opportunities.
- Establish a network of CCT teams across England who can work together and with Government to tackle issues facing coastal communities.

## What will the Deben Peninsula CCT do?

The Deben Peninsula CCT has consulted with local residents, businesses, visitors and other stakeholders on the issues facing the Deben Peninsula and has developed this plan that will tell the Government what the priorities are for the area.

The Deben Peninsula CCT will also use this plan to bid for funding to deliver the projects within it (listed on page 14).

## What area does it cover?

The Deben Peninsula CCT covers the seven electoral wards detailed in the map below:



(Alderton, Bawdsey, Boyton, Hollesley, Ramsholt, Shottisham & Sutton).

## Who is the Deben Peninsula CCT?

The CCT is currently made up of representatives from a number of local organisations and groups, as well as businesses. It currently has representation from the following organisations:

- The Suffolk Punch Trust
- The Deben Estuary Partnership
- Bawdsey Radar Trust
- The Bawdsey Coastal Partnership
- Suffolk County Council
- Suffolk Coastal Destination Management Organisation
- Suffolk Coastal District Council
- Suffolk Coastal District Councillor for Deben Ward

### **What is the purpose of the Economic Plan?**

This Economic Plan is intended to be a simple summary of the priorities for the Deben Peninsula. What is contained in this Economic Plan has been informed entirely through the partnership that has been formed through the Coastal Community Team. This is through meetings of the team, consultation, and discussions with partners (those involved with the CCT and others).

This document will be constantly reviewed and updated.

### **Neighbouring Coastal Community Teams**

There is one other Coastal Community Team in the Suffolk Coastal District area Felixstowe Forward. We share a resource (Felixstowe Ferry) and as such we will be collaborating on this and other shared priorities, for example encouraging tourism.

## Aims of The Economic Plan & The Local Policy Framework

This is the first partnership driven study of The Deben Peninsula and as such represents an opportunity for local communities, businesses and public sector partners to collaborate to improve the economic and cultural vibrancy and diversity of the area. This economic plan cannot identify and tackle all of the issues that impact upon The Deben Peninsula but it does provide opportunities that can have a direct impact or influence on the local offer for residents and visitors and indeed wider transport and infrastructure challenges.

Ultimately the the Deben Peninsula CCT is determined to make the most of funding opportunities and new partnerships to achieve both economic and social development in the area. The opportunities that the CCT are interested in pursuing at this stage relate to developing the tourist offer, marketing it as a destination, supporting new and existing micro businesses, developing a strategic approach to transport and safeguarding village life.

### Increased levels of partnership working

Partnership working at the local level is central to the concept of Coastal Community Teams. The Deben Peninsula CCT is now well established and will continue to develop its identity as a group, and to engage proactively on the issues that are identified as being most important to the area as a Coastal Community. Many of the key local organisations are part of the CCT such as the Deben Estuary Partnership, the Bawdsey Coastal Partnership, the major

attractions, Suffolk Coastal District Council and business representatives.

Clarity on purpose and vision will be important if Government or public sector funding is to be secured in the future for priority projects.

The CCT also provides an excellent forum for stakeholders who have an interest and influence on the area to engage with a representative group.

### The local policy framework

Whilst this plan is not part of the overall policy framework for the area it has been written with an intent to fit into this structure and position itself to be adopted. In particular, the projects detailed within this plan compliment the objectives detailed within the Suffolk Coastal District Local Plan (Core Strategy & Development Management Policies). In particular, the following apply to this plan:

#### Objective 3 – New Homes

To provide for the full range of types and locations of new homes to meet the needs of existing and future residents of the district.

#### Objective 4 – Economic Development

To support the growth and regeneration of the local economy and to build on those elements of its unique economic profile that are identified as being of sub-regional, regional and national significance.

#### Objective 5 – The Rural Economy

To sustain, strengthen and diversify the rural economy.

### Objective 6 - Tourism

To promote all year round tourism based on the environmental, cultural and social attributes of the area.

### Objective 8 – Transport

To enhance the transport network across the district

### Objective 11 - Protecting and Enhancing the Physical Environment

To conserve and enhance the quality of the distinctive natural, historic and built environments including ensuring that new development does not give rise to issues of coalescence.

### Objective 13 – Accessibility

To promote better access to housing, employment, services and facilities for every member of the community.

### Objective 15 – Physical and Community Infrastructure

To ensure that, as a priority, adequate infrastructure such as transport, utilities or community facilities are provided at an appropriate time, in order to address current deficiencies and meet the needs of new development.

In addition, this plan also supports the:

### New Anglia Local Enterprise Partnership Strategic Economic Plan and the following ambitions:

Infrastructure and Connectivity - campaigning for better transport infrastructure and connectivity from Superfast Broadband and mobile phone coverage

Business Support - Supporting businesses is central to the New Anglia Local Enterprise Partnerships ambition to drive growth and enterprise

### The Deben, Alde & Ore Estuary Plans

The above partnerships operate at a ground level managing and implementing initiatives to:

- Safeguard the estuaries from degradation
- Ensure proactive estuary management
- Deliver sustainable flood risk management

The Deben Peninsula CCT has adopted their philosophy and will work to support their initiatives where possible.

### Flood risk management

Areas of the Deben Peninsula are at risk from flooding and coastal erosion jeopardising businesses and farming. Whilst the Deben Peninsula CCT recognise this as a major issue it also recognises that both the Environment Agency, Suffolk Coastal District Council and the Bawdsey Coastal Partnership are working or campaigning to manage these threats as such the CCT will support any jointly agreed initiatives.

## Baseline Information & Peninsula Overview

### Where is the Deben Peninsula and what is there?

The Deben Peninsula is located in Suffolk between the Deben River to the South and the Alde & Ore Estuary to the North. It has a unique charm and varied natural beauty, its coastal heathlands contrasting with the undulating farmland to the west. The landscape quality of the area has been recognised nationally by its designation by the Countryside Commission as an Area of Outstanding Natural Beauty. The significance of the Deben Peninsula coastline and estuary is further recognised as forming part of the Suffolk Heritage Coast and the upper reaches of the Deben River designated as Special Landscape Areas. The area is also important for nature conservation, and heritage with unspoilt natural habitats and national heritage sites including, the World's First Operational Radar Station, Sutton Hoo and The Suffolk Punch Trust.

### What do we know about the Deben Peninsula?

The Deben Peninsula is tranquil and attractive primarily due to the River Deben acting as a physical barrier to through traffic. Its land is predominantly agricultural with small areas of livestock production. The total turnover of businesses on the Deben Peninsula is approximately £30 million with two thirds being attributable to farm production. The remaining £10 million is attributed to the 75 micro businesses operating in the area:

- 5 Pubs,
- 3 Tourist attractions
- 3 Cafes
- 4 Livery centres
- 3 Campsites

- 2 Village shops
- 24 Holiday lets
- 8 B&B's
- 23 Other non farm businesses

Initial research undertaken by the Coastal Community Team has shown that approximately 160,000 visitors come to the Deben Peninsula every year however, only 90,000 of these venture beyond Sutton Hoo (a National Trust Anglo Saxon Royal Burial Site located on the main entrance route to the Deben Peninsula). Further research has also shown only 20% visit more than one attraction with many traveling onto the peninsula for a half day visit and not utilising the Peninsula's hospitality venues. From discussions with the main attractions it is clear that each promotes themselves individually (many being small half day attractions) and not as a multiple attraction area.

The 2013 mid year population statistics from the Office of National Statistics shows the Deben Peninsula has a population of 4481 split between the parishes as follows:

- 461 Alderton
- 179 Bawdsey
- 136 Boyton
- 1694 Hollesley (including HMP  
Hollesley Bay)
- 191 Ramsholt & Shottisham
- 1820 Sutton

In addition:

- Statistically
- 17% are 65 or over
- 7% are self employed
- 1.5% are unemployed
- 3% are considered to be in bad health.

## What's does the Deben Peninsula offer visitors?

### Walks, Cycle Paths and Bridleways



There are many walks, cycle paths and bridleways on the peninsula covering estuarine, coastal and environmental themes, many of which are Idea spots from which to observe the wildlife or take in the beautiful views.

### Bawdsey Radar



The Transmitter Block at Bawdsey is a Grade II\* listed building and part of the world's first operational radar station built in 1938 by Robert Watson Watt and Arnold Wilkins. It was the prototype and first of the chain home radar stations which helped defend Britain in WW2 and win the Battle of Britain.

### Sutton Hoo



Sutton Hoo is the site of two 6th- and early 7th-century cemeteries. One containing an undisturbed ship burial, including a wealth of Anglo-Saxon artefacts of outstanding art-historical and archaeological significance.

### The Suffolk Punch Trust



The Suffolk Punch Trust is dedicated to preserving the Suffolk Punch breed and the skills of the people needed to handle these wonderful horses. Offering a dedicated visitor centre and tours it is very popular with visitors.



## Bawdsey Manor



Built by William Cuthbert Quilter in 1873 Bawdsey Manor is a large country home built in the Victorian Gothic style with towers and facades in Flemish, Tudor/Jacobean, French chateaux and Oriental styles. The Manor is a private school which also caters for weddings, conferences and open days.

## The Deben Peninsulas Churches



The Deben Peninsula has seven churches offering much to see in relation to Medieval, Norman and Victorian architecture.

## Pubs and Cafés



With five pubs and two cafes the Deben Peninsula has much to offer visitors in terms of hospitality. Whether for refreshments, a quick snack or something more substantial they are an attraction in their own right or a compliment to a day out.

- The Sorrel Horse (Shottisham)
- The Ramsholt Arms (Ramsholt)
- The Swan (Alderton)
- The Plough (Sutton)
- The Sheperd & Dog (Hollesey)
- The Boathouse Café (Bawdsey Quay)
- Coffee Republic at Hollesey Bay Prison (Hollesey)

## Ferries



Connecting the peninsula its neighbouring areas is two quaint ferries services one across the Deben estuary and the other connecting Boyton Orford and Butley in the Alde & Ore Estuary.

## RSPB Boyton & Hollesley Marshes



Boyton and Hollesley Marshes are two coastal reserves in the lower reaches of the Alde-Ore Estuary. Both are coastal grazing marshes with shallow pools and flood during the winter. They are important for a variety of breeding wading birds and wintering ducks and geese, as well as many grassland insects and flowers. The 'reilts' are also great for watching birds of prey, owls, butterflies and dragonflies.

## Shingle Street and the Martello Towers



Shingle Street is a small coastal hamlet on the Deben Peninsula which, over the years has seen many changes from being the home of fishermen and river pilots, to the building of Martello tower defences and then in WW2 being a site where the Barnes Wallis Bouncing bomb was tested demolishing the Lifeboat Inn public house

## **The Deben Peninsula economy & village life**

Apart from farming the Deben Peninsula relies heavily on tourism. However, with independently operating attractions and businesses and increasing competition from other areas the Deben Peninsula's economy is declining with its heritage sites reporting a drop in visitors and shops, pubs and other local businesses struggling to survive. Employment from the farms is decreasing due to greater automation and most people either work in a tourist related industry or away from the the peninsula.

Village life has changed over the past twenty-five years with up to 21% of village houses now being owned as a second home. Whilst the occupants of second homes are bringing some wealth into the area, village life has become decimated with few occupants being present during the week and the cost of buying a home has become artificially high due to second home demand.

Transport has also become a major issue on the Deben Peninsula with the previously subsidised bus service ceasing some years back. Travelling for the young, old and the frail has become very difficult and this is having a knock on effect with youth groups, elderly coffee mornings and social gatherings which are struggling to survive as their clientele cannot travel between villages and there are insufficient volunteers and demand to run services in each small village.

Consultation on the Deben Peninsula has also highlighted concerns that young people are moving away due to a lack of facilities and the high cost of homes. Indeed, this is confirmed within the population statistics of the five smaller parishes (Alderton, Bawdsey, Shottisham, Boyton & Ramsholt).

## Consultation

### Expanding our knowledge

Whilst members of the Deben Peninsula Coastal Community Team had a reasonable knowledge of the local economy; we needed to enhance this knowledge, uncover new issues and indeed discuss solutions to them. In addition it was important that the local community understood the Coastal Community Teams role, where it fits strategically (e.g. with Parish Councils and other organisations) and to gain their support.

In order to achieve this, we consulted our audience in the following ways:

### Launch event & workshop

On the 5th November 2015 the Deben Peninsula CCT held a launch event and workshop at the Suffolk Punch Trust. The event explained the role of the CCT and broke the audience into 6 different groups to discuss the issues facing the local economy and village life. The output of this workshop was circulated to all attendees encouraging them to share it with their neighbours and colleagues and passing comments back to us.



### Understanding the business community

During October 2015 the CCT spent 3 days touring the Deben Peninsula conducting one to one interviews with 60 of the 75 micro businesses and one large farm. This one to one approach allowed us to obtain many different views and to collate common themes.

### Community drop-in sessions

During December 2015 the CCT held community drop in sessions at 4 different venues over two days. These sessions were repeated again in January 2016. The local communities were invited to call in and discuss their views on the local economy and living on the peninsula. These sessions were particularly popular with those who could not attend the launch event in November.

### Update event and feedback session

On Wednesday the 20th January 2016 The CCT invited all Deben Peninsula businesses and residents to an update event held at the Suffolk Punch Trust. The event concentrated on the themes which had emerged from the consultation and the projects which could help improve the economy and village life. These themes were accepted by the group and prioritised.



## Six Key Themes

Whilst the Deben Peninsula CCT has brought together projects which will help support the local community, businesses and economy, it is important not to forget that the underlying reasons behind this process is to make the Deben Peninsula:

- a better place to live,
- a better place to visit, and
- a better place to work

It is therefore in this context that the themes and projects have been developed.

### Theme Development

From our consultations and research, it is clear that the Deben Peninsula's micro business economy is heavily reliant on tourism and in particular its secondary spend. With each business advertising independently, visitor research has shown that 80% of day trippers visit the peninsula for a half day or less only visiting one attraction with many not knowing what else is there.

### Key Theme 1: Develop joint marketing and a brand for the area (Destination Management)

The development of a brand and joint marketing will enable the Deben Peninsula to be promoted as a full day or weekend destination encouraging tourists to visit more than one attraction or activity perhaps taking lunch or sandwiches from local hostelrys and shops, increasing the secondary spend. Through direct marketing the season can be extended by for instance, attracting birdwatchers in the early spring to see the migrating wildlife

and offering refreshment, food and facilities to warm up. As the Peninsula's offer develops destination marketing will develop with it and it is for this reason that key theme 2 considers the Peninsula's offer.

### Key Theme 2: Develop the heritage and cultural offer and interpretation

The development of existing attractions such as the restoration of the Worlds First Operational Radar Station and the development of a Bawdsey Quay Visitor Centre / Café at the end of the peninsula is vital to encouraging tourists through the area therefore increasing the chances of secondary spend. The area has many other attractions and hidden stories which need promoting and conveying, such as the Barnes Wallis Bouncing Bomb experiment which demolished the Lifeboat Inn at Shingle Street. In addition, the many village halls lay empty during the day when they could be used as a place to display art, craft, or sell local fruit & veg providing additional income for its maintenance and adding to the Peninsulas offer. Developing the attractions and conveying both the history and natural environment is therefore a key element of this plan as ensuring adequate disabled facilities.

### Key Theme 3: Support for new and existing businesses and develop local supply chains

The Deben Peninsula is predominantly in a mobile black spot and internet connectivity is extremely poor in most

villages due to it not being cost effective for private companies to develop. Both these services, whilst being important for the residents, are vital to a successful business and as such resolving this is a major priority for the CCT. Our consultation with businesses has also highlighted both the need and want for additional training to help them become more sustainable. In addition, young people are not encouraged to start new businesses on the peninsula due to physical constraints, this in turn encourages them to move away. It is therefore our intention to support new business initiatives where possible for example with training and small start up grants.

#### **Key Theme 4: Develop a strategic approach to Transport**

With the local bus service ceasing following subsidy cuts the Deben Peninsula has little to no public transport. This is a problem for young people, the elderly, visitors and businesses. Our consultation, however, has highlighted a number of independent services such as the hopper bus, school bus, care transport to name a few. The CCT's aim is to look at this strategically together with visitor needs from major link points like Melton Train Station (just off the Peninsula). Whilst a full public service may not be possible, by linking these resources and developing the visitor needs, a better service may become cost effective. In time this could develop into a full park and ride service for visitors therefore reducing traffic on the peninsula roads.

#### **Key Theme 5: Safeguard village life and providing opportunities for young people to build their lives on the Deben Peninsula**

Keeping young residents in a small village has always been difficult due to its remoteness. However, with the second home market artificially inflating house prices, limited public transport, no indoor leisure facilities, and limited access to public transport it is becoming more and more difficult to retain young villagers. Many of the interventions suggested in this plan will help towards safeguarding village life but in particular the CCT is keen to develop initiatives which support affordable homes, access to indoor leisure facilities and transport to clubs, coffee mornings etc. As such we intend to review how other villages have secured housing for locals, have a say in the neighborhood planning process and bring villages together as one voice for the Deben Peninsula.

#### **Key Theme 6: Making the Deben Peninsula Coastal Community Team sustainable**

The Deben Peninsula CCT is primarily voluntary but it recognises that in order to succeed it will require a small level of core funding. As such it has positioned itself as both a facilitator and deliverer of projects making it of value to the community and Local Government. Continued support from the Parish Councils, Suffolk Coastal District Council and Suffolk County Council will support bids for small scale core funding to enable us to drive projects forward.

## Projects and Major Issues

All of the following projects and issues have been identified by the CCT as being important to the overall economy on the Deben Peninsula and will help make it a better place to live, work and visit. The table below provides details on each project (which the resident, businesses and tourists support) together with the lead organisation, information on partnerships required, next steps, current funding and future funding required as well as highlighting the expected output.

Each of the projects within the table has been given a priority and timeframe for delivery as follows:

- Priority 1: Feb 2016 - July 2016
- Priority 2: Aug 2016 - July 2017
- Priority 3: Aug 2017 - July 2018
- Priority 4: Aug 2018 - Jan 2021
- Priority 5: Beyond 2021

<b>Key Theme 1 – Develop joint marketing and a brand for the area (Destination Management)</b>							
<b>Project Title</b>	<b>Brief Description</b>	<b>Lead Organisation / Partners</b>	<b>Next Steps</b>	<b>Current Funding Status</b>	<b>Priority</b>	<b>Link to Other Themes</b>	<b>Output</b>
Develop a Destination Management Plan through the CCT	The overall Vision for the CCT is to develop a coherent strategy for promoting The Deben Peninsula. The aim of this strategy is to encourage visitors at Sutton Hoo and other local attractions like Snape malting's to venture on to peninsula attractions, increase visitor spend and extend the visitor season.	Lead: The Deben Peninsula CCT  Partners: All tourist businesses on the Deben Peninsula	Liaise with all tourist businesses on the Deben Peninsula to develop a coherent approach to Destination Management and promotion  Seek to identify the full potential of each attraction on Deben Peninsula taking into account its educational, specialist groups and other opportunities which can be used to extend the season and increase visitor spend.  Undertaken further consultation with visitors to the Deben Peninsula during the late Spring and early Summer to identify opportunities and challenges	No current funding in place  Estimated cost of work £20,000	Priority 2	Theme 2 Theme 3	Increase visitors in a controlled fashion Extend the visitor season Increase visitor spend Help support & create Job

<p>Develop joint marketing</p>	<p>The vision is to promote and publicise joint offers for a visit to the Deben Peninsula (e.g. go to Bawdsey Radar Museum, have lunch in the Sorrel Horse and then take a walk along the River Deben path).</p>	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: All tourist businesses on the Deben Peninsula</p>	<p>Stage 1: Liaise with all tourist businesses on the Deben Peninsula to develop a simple leaflet which shows the Deben Peninsula attractions on a map and encourages full day trips to the area.</p> <p>The leaflet will be distributed at local popular destinations e.g. Snape Malting's and Woodbridge, and rolled out further in a controlled approach so as not to oversell.</p> <p>Stage 2: Develop further mechanisms for joint marketing and bringing the offer into one place e.g. website, social media etc.</p>	<p>Currently have £3,000 for Stage 1</p> <p>Need an additional £7000 for stage: 2</p>	<p>Stage 1: Priority 1</p> <p>Stage 2: Priority 3</p>	<p>Theme 2 Theme 3</p>	<p>Increase visitors in a controlled fashion Extend the visitor season Increase visitor spend Help support &amp; create Job</p>
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<p>Extending the visitor season</p>	<p>Develop and market out of season visits by targeting specific groups like bird watchers, winter walker's, visitors to specific indoor attractions e.g. Suffolk punch trust, Bawdsey radar ensuring the facilities are open and used.</p>	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: All tourist businesses on the Deben Peninsula</p>	<p>Work with Deben Peninsula attractions and facilities to identify specific out of season target groups.</p> <p>Develop an offer which accommodated out of season visits. e.g. if outdoor link with an indoor facility.</p> <p>Market to target groups</p>	<p>No current funding in place</p> <p>Estimated cost of work £6,000</p>	<p>Priority 1</p>	<p>Theme 2 Theme 3</p>	<p>Extend the visitor season Help support &amp; create Job</p>
<p>Develop direction finding</p>	<p>Ensure all attractions and facilities on the Deben Peninsula are visible at strategic entry points and from the A12</p>	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: All tourist businesses on the Deben Peninsula Suffolk Coastal District Council Suffolk County Council</p>	<p>Strategically review where and what type of signage is acceptable and implement signs.</p>	<p>No current funding in place</p> <p>Estimated cost of work £6,000</p>	<p>Priority 2</p>	<p>Theme 2 Theme 3</p>	<p>Increase visitors in a controlled fashion Extend the visitor season Increase visitor spend Help support &amp; create Job</p>

Further develop cycling as a tourist attraction	Publicise all cycle routes and work to establish a cycle hire scheme	Lead: The Deben Peninsula CCT  Partners: All tourist businesses on the Deben Peninsula Suffolk Coastal District Council	Stage 1: Bring all cycle paths together into one easy to read map with all attractions and their facilities listed. Link the routes to themes like the history of the Deben Peninsula providing information stops whilst they cycle.  Stage 2: Work to establish a cycle hire facility across the Deben Peninsula so tourists can ride from one place to another leaving their bike at the end and receiving a lift back to their car.	No current funding in place  Need £6000 for Stage 1  Need an additional £25,000 Stage: 2	Stage 1: Priority 2  Stage 2: Priority 3	Theme 2 Theme 3	Increase visitors in a controlled fashion Extend the visitor season Increase visitor spend Help support & create Job
Develop a Deben Peninsula Website	The creation of a full destination website with current details and events.	Lead: The Deben Peninsula CCT  Partners: All tourist businesses on the Deben Peninsula	Bring the current Peninsula offer together  Work with the tourist businesses and organisations to develop the content	No current funding in place  Need £15,000	Priority 3/4	Theme 2 Theme 3	Increase visitors in a controlled fashion Extend the visitor season Increase visitor spend Help support & create Job

<p>Develop a historic trail around the Deben Peninsula</p>	<p>The Deben Peninsula is steeped in history from early Saxons to the cold war much of which is not visible. The aim is to develop a means to communicate this to the visitor and build it into a historic trail</p>	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: All tourist businesses on the Deben Peninsula Suffolk Coastal District Council</p>	<p>Bring all the historic information together into one leaflet / booklet which can be used by tourists</p>	<p>No current funding in place</p> <p>Estimated cost of work £8,000</p>	<p>Priority 2</p>	<p>Theme 2 Theme 3</p>	<p>Increase visitors in a controlled fashion by making the area more attractive</p>
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<b>Key Theme 2: Develop the heritage and cultural offer and interpretation</b>							
<b>Project Title</b>	<b>Brief Description</b>	<b>Lead Organisation / Partners</b>	<b>Next Steps</b>	<b>Current Funding Status</b>	<b>Priority</b>	<b>Link to Other Themes</b>	<b>Output</b>
Bawdsey Radar	<p>Bawdsey radar Transmitter Block is part of the World's First Operational Radar Station.</p> <p>Having secured Heritage Lottery and Historic England funding Bawdsey Radar Trust will be restoring and re-exhibiting the Transmitter block</p> <p>the project will need support to attract and build its visitors and indeed this new attraction will support tourism on the Deben Peninsula</p>	<p>Lead: Bawdsey Radar Trust</p> <p>Partners: The Deben Peninsula CCT All tourist businesses on the Deben Peninsula Suffolk Coastal District Council</p>	<p>Works will be completed by July 2017</p> <p>Joint advertising and promotion with other attractions on the Deben Peninsula</p>	Restoration project has secured £1.8 million	Priory 2	Theme 1 Theme 3	<p>Increase the number of visitors travelling to the end of the peninsula therefore giving passing trade to the other attractions and tourism economy.</p> <p>Extend the visitor season</p> <p>Make the Peninsula more attractive to potential visitors.</p> <p>Help support &amp; create Jobs</p>

<p>Bawdsey Quay Visitor, Education and Café Facilities.</p>	<p>Bawdsey Parish Council wish to take possession of the current car park and toilets at Bawdsey Quay with a view to establishing a commercial visitors Centre, car apart and other facilities thus providing a destination point at the end of the Deben peninsula</p>	<p>Lead: Bawdsey Parish Council / Private Partner</p> <p>Partners: The Deben Peninsula CCT All tourist businesses on the Deben Peninsula Suffolk Coastal District Council</p>	<p>Legal possession and development of the site.</p>	<p>Coastal revival funding of £25,000 has complimented the already secured 205,000 allowing the project to proceed with a new utility connections and the visitor centre / café facility.</p> <p>Further funding is needed to develop the area further.</p>	<p>Priority 2</p>	<p>Theme 1 Theme 3</p>	<p>Increase the number of visitors travelling to the end of the peninsula therefore giving passing trade to the other attractions and tourism economy. Extend the visitor season Make the Peninsula more attractive to potential visitors. Help support &amp; create Jobs</p>
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New Cultural & Heritage Opportunities	There are a number of areas on the Deben Peninsula such as the cold war sites, look out areas, derelict buildings etc. In addition, there is a lot of locally and nationally recognised talent living on the peninsula. The aim is to link the two and develop further cultural or heritage attractions.	Lead: The Deben Peninsula CCT  Partners: Local Talent Local Landowners Suffolk Coastal District Council	CCT to work with Local landowners and talent linking the two with opportunities	No current funding in place  Funding may be required depending on assets required.	Priority 4	Theme 1 Theme 3	Increase the number of visitors Extend the visitor season Make the Peninsula more attractive to potential visitors. Help support & create Job
Support the Deben Estuary Partnership in its operations	The Deben Estuary Partnerships aim is to:  Safeguard the Deben Estuary from degradation Ensure proactive estuary management Deliver sustainable flood risk management	Lead: The Deben Estuary Partnership  Partners: The Deben Peninsula CCT All tourist businesses on the Deben Peninsula Suffolk Coastal District Council Suffolk County Council The Environment Agency	See the Deben Estuary Plan: <a href="http://www.debenestuarypartnership.co.uk">http://www.debenestuarypartnership.co.uk</a>	Various funding for specific projects	Priority 2/3	Theme 1 Theme 3	Safeguard Deben Peninsula communities and businesses from flooding. Supports tourism

Support the Alde & Ore Estuary Partnership in its operations	<p>The Alde &amp; Ore Estuary Partnerships aim is to:</p> <p>Safeguard the Deben Estuary from degradation Ensure proactive estuary management Deliver sustainable flood risk management</p>	<p>Lead: The Alde &amp; Ore Estuary Partnership</p> <p>Partners: The Deben Peninsula CCT businesses on the Deben Peninsula Suffolk Coastal District Council Suffolk County Council The Environment Agency</p>	See the Alde & Ore Estuary Plan: <a href="http://aoep.co.uk">http://aoep.co.uk</a>	Various funding for specific projects	Priority 2/3	Theme 1 Theme 3	Safeguard Deben Peninsula communities and businesses from flooding. Supports tourism
The Suffolk Punch Trust	Assist the Suffolk Punch Trust to develop its offer in terms of attracting specialist groups throughout the season.	<p>Lead: The Suffolk Punch Trust</p> <p>Partners: The Deben Peninsula CCT</p>	Identify specialist groups and develop targeted marketing	No funding is required	Priority 1/2	Theme 1 Theme 2 Theme 5	Supports local businesses & tourism

Community Halls	Whilst each of the villages has a community hall, many are not fully utilised and as such their viability is sometimes difficult. The aim of this initiative is to develop opportunities which can utilise the halls for example the Bawdsey Food Market working from the halls attracting both locals and tourists. Another opportunities is as an temporary art or craft gallery	Lead: The Deben Peninsula CCT  Partners: Deben Peninsula Businesses & Residents Parish Councils Other groups and organisations Local artists	Develop a network where interested local artists etc. can use a community hall to exhibit their work.  Work with organisations like Bawdsey Food Market to help them expand	No funding is required	Priority 1/2	Theme 1 Theme 2 Theme 5	Supports local businesses & tourism
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<b>Key Theme 3 – Support for new and existing businesses and develop local supply chains</b>							
<b>Project Title</b>	<b>Brief Description</b>	<b>Lead Organisation / Partners</b>	<b>Next Steps</b>	<b>Current Funding Status</b>	<b>Priority</b>	<b>Link to Other Themes</b>	<b>Output</b>
Develop the mobile and internet infrastructure	The Deben Peninsula has struggled for years to gain adequate mobile and internet coverage due to many commercial companies not perceiving the Peninsula as a commercial investment the coverage therefore remains patchy and intermittent.	Lead: The Deben Peninsula CCT  Partners: Deben Peninsula Businesses & Residents Parish Councils Suffolk Coastal District Council Suffolk County Council	Undertake a review of infrastructure requirements and detriment a strategy to implement	No current funding in place  Estimated cost of infrastructure review and development £10,000	Priority 2	Theme 1 Theme 3	<ul style="list-style-type: none"> <li>• Ensure consistent reception across the peninsula</li> <li>• Support new &amp; existing businesses</li> <li>• Improve communication</li> <li>• Help support &amp; create Jobs</li> </ul>
Develop New & Existing Business Support	Operating a business on the Deben Peninsula is difficult with many operating more than one business to make a living. It is therefore not surprising that any your people resident on the Peninsula choose to set up businesses elsewhere. The aim is therefor to develop help for existing businesses thrive and new businesses to develop	Lead: The Deben Peninsula CCT  Partners: New Anglia Local Enterprise Partnership Parish Councils Suffolk Coastal District Council Suffolk County Council	Work with the partners to identify free or low cost training opportunities in relevant areas.  Secure funding to support new business grants	No current funding in place  Cost of training and grant programme to be identified	Priority 1/2	Theme 1 Theme 3	<ul style="list-style-type: none"> <li>• Help existing businesses develop and become part of the peninsulas offer.</li> <li>• Help new businesses to become sustainable and be part of the peninsulas offer.</li> <li>• Help support &amp; create Jobs</li> </ul>

Develop access and promote the use of local produce	The Deben Peninsula is home to vegetable and livestock farming with an annual turnover of approximately £55 million per year. In addition, the local home grown market is considerable with many stall on the side of the road. However, many locals and holiday lets still use the supermarket. The aim of this initiative is to develop the use of local produce.	Lead: The Deben Peninsula CCT  Partners: Local Farmers Local home growers Local shops & Businesses	Work with local farmers to identify who can sell produce without breaching their supermarket contracts  Develop and promote the use of local produce by developing a guide of where to source your local vitals	No current funding in place  Cost of developing the guide £4,000	Priority 1/2	Theme 1 Theme 3 Theme 4 Theme 5	<ul style="list-style-type: none"> <li>• Keep money circulating in the local economy</li> <li>• Supports tourism</li> </ul>
Promote local resources	The aims of this initiative is to develop networking between relevant businesses and the community to support the elderly and vulnerable at a cost which is reasonable to both e.g. link catering businesses to those requiring a meal on wheels' service or shops to deliver shopping etc.	Lead: The Deben Peninsula CCT  Partners: Local Businesses Parish Councils The Peninsula Health Centre	Develop mechanisms where local businesses can lean what need there is in the local community and then consider if they can help provide this need at reasonable cost helping both the client and them.	No funding is required	Priority 2	Theme 5	<ul style="list-style-type: none"> <li>• Supports the elderly &amp; vulnerable on the peninsula</li> <li>• Supports Businesses</li> </ul>

<p>Developing the fish industry</p>	<p>Develop an eel / lobster hatchery in the Deben Estuary and other small fish related businesses on the peninsula bringing employment whilst by exploiting the local resources</p>	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: Deben Estuary Partnership Suffolk Coastal District Council</p>	<p>Undertake a feasibility study and options appraisal.</p> <p>Support new fish related businesses on the peninsula</p>	<p>No current funding in place</p> <p>Cost undertaking the feasibility £30,000</p>	<p>Priority 5</p>	<p>Theme 1 Theme 2 Theme 3 Theme 5</p>	<ul style="list-style-type: none"> <li>• Help support &amp; create Jobs</li> </ul>
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<b>Key Theme 4 – Develop a strategic approach to transport</b>							
<b>Project Title</b>	<b>Brief Description</b>	<b>Lead Organisation / Partners</b>	<b>Next Steps</b>	<b>Current Funding Status</b>	<b>Priority</b>	<b>Link to Other Themes</b>	<b>Output</b>
Transport	Due to cuts in public funding subsidies for a bus service around the Deben Peninsula have ceased in any sustainable way. The current provision consists of a Hopper bus which is usually unavailable or requires booking days in advance. Despite this there are a number of uncoordinated services running on the Deben Peninsula e.g. School Buses, independent hire services, post services, care services, etc. The aim of this project is to see if the current services with a provision for tourists can be combined into an improved public transport service.	Lead: The Deben Peninsula CCT  Partners: New Anglia Local Enterprise Partnership Parish Councils Suffolk Coastal District Council Suffolk County Council	Undertake a feasibility study into developing cost effective local public transport by linking the current hopper bus, school transport, private hire, care visits etc.	No current funding in place  Cost undertaking the feasibility £15,000	Priority 2/3	Theme 1 Theme 2 Theme 3 Theme 5	<ul style="list-style-type: none"> <li>• Help for locals who can't drive to travel to shops etc.</li> <li>• Provision for young people to get together and attend youth groups etc.</li> <li>• Develop tourism</li> </ul>

Bawdsey Ferry	Bawdsey Ferry operates between Felixstowe Ferry and Bawdsey Quay opening up a vital tourist link with Felixstowe. However, the service at present is intermittent and unreliable.	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: Deben Estuary Partnership Suffolk Coastal District Council Felixstowe CCT The Ferry License Holder</p>	Review the current provision and identify what is required to make the service reliable and to promote the service	<p>No current funding in place</p> <p>Cost undertaking the feasibility £3,000</p>	Priority 3	Theme 1 Theme 2 Theme 3 Theme 5	<ul style="list-style-type: none"> <li>• Increase tourism access from Felixtowe</li> <li>• Improve emergency access to the peninsula.</li> <li>• Help support &amp; create Jobs.</li> </ul>
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**Key Theme 5 – Safeguard village life and provide opportunities for young people to build their lives on the Deben Peninsula**

<b>Project Title</b>	<b>Brief Description</b>	<b>Lead Organisation / Partners</b>	<b>Next Steps</b>	<b>Current Funding Status</b>	<b>Priority</b>	<b>Link to Other Themes</b>	<b>Output</b>
Influencing neighbourhood development	At present Suffolk Coastal District Council works with independently Parishes Councils and local residents to develop planning policy and review applications. The development of a neighbourhood planning group will assist the Council and provide a greater voice for the area.	Lead: The Deben Peninsula CCT  Partners: Deben Peninsula Businesses & Residents Parish Councils Suffolk Coastal District Council	Work with the seven parish Council to develop a joint neighbourhood planning group for the Deben Peninsula which uses neighbourhood planning and other principles to help Suffolk Coastal District Council develop a coherent approach to planning e.g. agreed development areas, covenants, to offer affordable homes to locals etc.	No funding is required	Priority 2/3	Theme 1 Theme 2 Theme 3 Theme 4	<ul style="list-style-type: none"> <li>• Co-ordinate development on the Peninsula</li> <li>• Increase the number of young adults who have grown up on the peninsula to stay resident there.</li> </ul>

First response training & equipment	Most areas of the Deben Peninsula are outside the of the acceptable emergency service response time. Whilst Many of the seven parishes have a first response team and some equipment the whole of the Deben Peninsula is not covered. The aim of this initiative is to support the current provision and assist those areas and attractions without cover.	Lead: The Deben Peninsula CCT  Partners: Parish Council Deben Peninsula Businesses & Residents Suffolk Coastal District Council	Undertake review of first response cover equipment identifying gaps in the provision.  Ensure all first responders are appropriately trained	No current funding in place  Cost undertaking the audit £2,000  Training & Equipment will be identified within the audit.	Priority 1/2	Theme 1 Theme 2 Theme 3 Theme 4	<ul style="list-style-type: none"> <li>• Provide security for those living, working or visiting the Deben Peninsula</li> </ul>
Developing leisure Facilities	The Deben Peninsula currently has no indoor leisure facilities with residents having to travel to Woodbridge for facilities. Facilities exist on the peninsula in private institutions such as the Hollesley Bay Prison and Army Base. In the past Hollesley bay facilities have been made available at certain times of the day for Locals but this stopped a few years ago.	Lead: The Deben Peninsula CCT  Partners: Hollesley Bay Prison Army Base Sutton Heath Parish Council	Enter into discussions with Hollesley Bay Prison and the Sutton Heath Army Base to ascertain if the facilities could be open up to local at certain times of the week.	No funding is required	Priority 1/2	Theme 3	<ul style="list-style-type: none"> <li>• Provision of local facilities that supports health &amp; wellbeing</li> </ul>

<p>Paris Councils working together to achieve more than they can alone</p>	<p>Whilst the Seven Parish Councils on the Deben Peninsula operate successfully and achieve a lot they tend to operate independently to the other seven with limited collaboration. Brining the parish Councils together will provide a coherent approach and provide a greater voice for the Peninsula than they can alone.</p>	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: Parish Council</p>	<p>Work with the Parish Councils to develop co-ordination</p>	<p>No funding is required</p>	<p>Priority 1/2</p>	<p>Theme 1 Theme 2 Theme 3 Theme 4</p>	<ul style="list-style-type: none"> <li>• Gives a greater voice for the Deben Peninsula</li> </ul>
<p>Flood risk management and coastal erosion initiatives</p>	<p>Parts of the Deben Peninsula is at risk of flooding and coastal erosion. Whilst both the Council, local groups of land owners etc. are working to develop resolutions The Deben Peninsular CCT will support such initiatives where it can</p>	<p>Lead: Suffolk Coastal District Council / Other Relevant Organisations</p> <p>Partners: Bawdsey Coastal Partnership Deben Estuary Partnership Alde &amp; Ore Estuary Partnership Environment Agency</p>	<p>Work to support initiatives where ever possible and appropriate</p>	<p>No funding is required</p>	<p>Priority 3</p>	<p>Theme 1 Theme 2 Theme 3 Theme 4</p>	<ul style="list-style-type: none"> <li>• Safeguard Deben Peninsula communities and businesses from flooding.</li> <li>• Supports tourism.</li> </ul>



<p>Support the Deben Peninsula's community provision helping to make it more sustainable</p>	<p>Whilst the provision for the young with youth groups etc. and elderly with lunch clubs and coffee mornings etc. is provided the viability of such activities is dependant on numbers and in some cases this has resulted in one village offering these facilities for all. However, difficulties with transport often prevents many attending therefore Brining their viability into question.</p>	<p>Lead: The Deben Peninsula CCT</p> <p>Partners: Parish Council Deben Peninsula Businesses &amp; Residents Suffolk Coastal District Council Parish Churches</p>	<p>Undertake a transport review and implement its output</p>	<p>Funding identified in transport section</p>	<p>Priority 2/3</p>	<p>Theme 4</p>	<ul style="list-style-type: none"> <li>• Encourages community support for all</li> </ul>
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<b>Key Theme 6 - Making the Deben Peninsula Coastal Community Team sustainable</b>							
<b>Project Title</b>	<b>Brief Description</b>	<b>Lead Organisation / Partners</b>	<b>Next Steps</b>	<b>Current Funding Status</b>	<b>Priority</b>	<b>Link to Other Themes</b>	<b>Output</b>
Funding	Bid for and secure funding to support the Deben Peninsula CCT	Lead: The Deben Peninsula CCT  Partners: Suffolk Coastal District Council	Bid to Suffolk Coastal District Council  Bid to Suffolk's Leader programme for The Heritage Coast	Funding in place to write bids  Estimated funding requirement £15,000	Priority 1	Theme 1 Theme 2 Theme 3 Theme 4 Theme 5	<ul style="list-style-type: none"> <li>• Security of the Deben peninsula CCT</li> </ul>
Link with other CCT	Compare initiatives with other areas making use of their ideas and solutions	Lead: The Deben Peninsula CCT	Utilise the CCT alliance  Visit Felixstowe CCT  Visit Lowestoft CCT	No funding is required	Priority 1	Theme 1 Theme 2 Theme 3 Theme 4 Theme 5	<ul style="list-style-type: none"> <li>• Securing fresh solutions to improving the local economy</li> </ul>

## Deben Coastal Community Team Details

<b>Name of CCT</b>	Deben Peninsula Coastal Community Team
<b>Single Point of Contact</b>	Tel: 07527 329793 E Mail: <a href="mailto:debenpeninsulacct@gmail.com">debenpeninsulacct@gmail.com</a>
<b>Accountable Body</b>	Suffolk Coastal District Council