



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

No	Heading	Detail	Information
<b>Key Information</b>			
1	Name of CCT	N/A	Beer CCT
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	22 Boundary Park, Seaton, Devon EX12 2UN (replace address and remove landline telephone contact)
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Please update if required
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Please update if required
<b>Delivering the Plan</b>			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<b>The Visitor Survey</b> - completed in October 16 and reported to the community. The Visitor Survey identified some small projects and these are progressing as funds permit.  <b>West beach shower</b> – the final specification is currently being confirmed in advance of installation before the holiday season.

			<b>Review of footpath/village signage</b> – initial report complete and proposals currently being reviewed.
<b>5</b>	Performance measures	Outcomes	Improved focus on issues and greater buy-in across the community.
<b>6</b>	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<p>One of the key components of the Business Plan is <b>the transfer of ownership/control of village assets from East Devon District Council to the Parish Council</b>. When complete this will enable the PC to control events and development on public land within the village. Developing a structured and vibrant schedule of events and resources is seen as key to developing the longer holiday season creating interest and making Beer a “destination”. The transfer of assets “devolution” proposal is progressing through East Devon DC and it is anticipated that transfer will be completed by April 18.</p> <p><b>Medium term initiatives 1, 2, 3</b> <i>Beach enhancements</i> Once the PC is in control of the beach licencing and franchising we will look to <b>operator improvements related to service levels and facilities</b>. It is envisaged that facility improvements will be paid for by the operators. There are however some improvements on the beach such as <b>access</b> that will be the responsibility of the PC.</p> <p><b>Medium term initiative 4</b> <i>Jubilee Gardens &amp; Cliff Top car park enhancements</i> Proposals are developing for a <b>play and exercise area on the Cliff Top car park</b> making more of the fantastic location, encouraging families to use the area for more than just parking.</p> <p><b>Medium term initiative 6</b> <i>Walking network improvement &amp; marketing</i> The development of a <b>new circular foot path connecting the main visitor attractions and the Cliff Top car park</b></p>

			<p>is being undertaken by the land owner and local volunteer group. Expenditure is being kept to a minimum for now with the land owner providing the majority of resources.</p> <p>Templates for a <b>village and immediate area (8 mile radius) walking map</b> have been produced with the aim of developing Beer as a walking hub, from where numerous natural and local attractions can be visited. We currently have a small sub group working with a commercial supplier developing ideas and costs. Once costs are known these will be included in our medium term financial plan.</p> <p><b>Medium term initiative 7</b>  <i>Events &amp; marketing</i></p> <p>The CCT progress to-date has generated good support with many ideas on how the village can do more to promote itself and provide a cohesive and professional offering of facilities and events to the local community and visitors alike. Over the years events have been one off by the commercial establishments or organised by volunteers. The range of events and facilities we are now considering needs a single point of management to cope with all the rules, regulations and commercial issues. We are now looking to employ a '<b>Village Manager</b>' who will take on the management role supported by volunteers. This role will cover the management of the facilities, organisation and promotion of events and be part of the PC operational team looking after the expanded schedule of assets.</p>
<b>7</b>	Performance measures	Outcomes	Ongoing - no outcome yet
<b>8</b>	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are	The Visitor Survey and continuous local input is beginning to crystallise ideas on how the village should develop physically with regard to the built environment. We now need to capture the ideas in a single

		the team's long term goals now?	plan. We will be applying for funding to engage planners and architects to create a <b>development plan for the public spaces in the village</b> . This will need to be a staged process including consultation and modelling as although there is a commitment to develop and enhance the village, there is also the almost contradictory view that nothing should change the essential charm and character of Beer as a working fishing village.
9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	<p><b>Short term initiatives spend:</b>  <b>Visitor survey</b> £3220 + volunteer time  <b>Promotional leaflet</b> £190  <b>West beach shower</b> £1000 (estimate)  <b>Footpaths and signage</b> £2000 (estimate) + volunteer time</p> <p><b>Projected spend on medium term initiatives:</b></p> <ul style="list-style-type: none"> <li>• <b>Walking map</b> £10000 + volunteer time</li> <li>• <b>Cliff Top car park sport and play area and Jubilee Gardens</b> £20000 - £50000 depending on scope of work.</li> <li>• General <b>beach access</b> issues £20000</li> <li>• Revenue support for first 3 years of <b>Village Manager</b> potentially split between PC income generation and grant funding including administration costs £45000</li> <li>• Major scheme <b>planning, design and consultation</b> up to £50000</li> </ul>
10	Value	What value to the local economy has been realised by the team?	Predicted income uplift. We are currently collating data from operators and tourism to estimate current spend and potential uplift.

11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	There is not a well defined relationship between the CCT and the local LEP and currently no LEP coastal contact.
<b>Communications</b>			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	Visitor Survey completed Oct 16.
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	CCT Steering Group meetings are well attended with good representation from local residents and the local business community.  CCT Steering Group meeting minutes and reports are circulated to a wide contacts database and published on the website and via social media.
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	Logo used on any press releases issued.
15	Comms Contact	Details of local contact for comms, media, etc	Parish Council Clerk <a href="mailto:clerk.beerparishcouncil@googlemail.com">clerk.beerparishcouncil@googlemail.com</a> EDDC Comms Officer: <a href="mailto:communications@eastdevon.gov.uk">communications@eastdevon.gov.uk</a>
<b>CCT Logistics</b>			
16	Costs	Average running costs of CCT itself	Currently negligible as Parish Council hosting CCT and providing leadership and administration. Significant input from volunteers to ensure project delivery.

<b>17</b>	Sustainability	How will the team continue to sustain itself?	Grant funding for projects as identified. The creation of the 'Village Manager, as a dedicated role will help to ensure sustainability of the CCT.
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