



**COASTAL COMMUNITY TEAMS
ECONOMIC PLAN**

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Bridlington Renaissance Partnership
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Liz Philpot (Renaissance Programme Mgr) East Riding of Yorkshire Council, Town Hall Quay Road, Bridlington, YO16 4LP 01482 395041 liz.philpot@eastriding.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	<p>David Dowson – Chair of Bridlington Business Forum /Lloyd Dowson Accountants</p> <p>Andrew Levitt – Careers Education Manager, Headlands School Bridlington</p> <p>Simon Thomas - Job Centre Plus</p> <p>Helen Wooldridge - East Riding College</p> <p>Maureen Bell – Chair of Bridlington Town Improvement Forum/Bridlington Civic Society</p> <p>Cnllr Richard Burton - East Riding of Yorkshire Council</p> <p>Cnllr Terry Dixon - Bridlington Town Council</p> <p>Neil Watson – Chair of Yorkshire Coast CLLD Local Action Group (LAG)/Bridlington Chamber of Commerce</p> <p>Bob Hillery - Bridlington Tourism Association</p> <p>David Snowden - Bridlington Harbour Commissioners</p> <p>Martyn Coltman – Holderness Coast Fisheries Local Action Group (FLAG)</p> <p>Peter Smithson – NHS Bridlington Partnership Board/Brid Inc Community Health</p> <p>TBC – Visit Hull & East Yorkshire Advisory Board</p>

<p>3 (b)</p>	<p>CCT Membership</p>	<p>Other partners and/or stakeholders to be involved.</p>	<p>Bridlington Learning & Skills Forum Roger Gale/Sophia White – Christ Church Community Services Sue Revell – Shaw Trust Chris Matson – Job Centre Trust Melanie Brown – East Riding College</p> <p>Bridlington Business Forum Sylvia Wright – Women in Business Byron Hird – Promenades Shopping Centre Manager Christine Grady/Chris Moore – ERYC Business Advisors Chris West – West BS Nick Belt – Belt Estate Agents Ann Smith – Smiths Butchers</p>
<p>4</p>	<p>Accountable Body</p>	<p>Local Authority Contact name & details</p>	<p>East Riding of Yorkshire Council Liz Philpot (See Section 2)</p> <p>Does the Accountable Body have a representative on the CCT membership? Y/N</p>
<p>5</p>	<p>Local Area</p>	<p>Provide brief geographical description of the locality and a brief history if relevant.</p>	<p>On the Yorkshire Coast, Bridlington has been, ever since the railway reached it in the middle of the 19th century, one of the region’s most loved holiday resorts. The town is still a major draw for its traditional Yorkshire and North Midlands markets, but cheap flights and reliable weather abroad have dented the town’s appeal, and the town has faced the same challenges that resorts around the UK have experienced.</p> <p>As the largest town in the East Riding of Yorkshire, the unitary Council has prioritised Bridlington for regeneration support since 2004, in an effort to prevent the town from further decline. The Strategy for Regenerating Bridlington was established in 2004, and working with other partner agencies, the Council has worked to give the town new purposes, new ways of making money and new means of creating jobs. The town has shown it is capable of all these things, but the evidence shows that local markets will not deliver them without help. Providing this help is the purpose of the Bridlington Regeneration Partnership; the purpose of the Regeneration Strategy is to guide the activities of the Partnership, ensuring it focuses its activities on the interventions that will be most effective in producing the needed jobs and improved quality of life Bridlington needs.</p>

			<p>Bridlington's future prosperity lies in the town's greatest and most enduring success: it is a great place to live, work and visit. The town has a wonderful future, and is well on the way to securing economic sustainability, with this Economic Plan providing the framework within which future prosperity can be achieved.</p>
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>Bridlington is the largest town in the East Riding – as a popular seaside resort, it normally has a population of approx. 35,000, (10% of the East Riding) which rises dramatically during its tourist season in the summer months, at times up to three times to nearly 100,000. There are two secondary schools, and six primary schools, a hospital with Minor Injuries Unit, several doctors surgeries.</p> <p>There are parts of the town that rank in the 20% most deprived nationally, demonstrating typical characteristics of coastal towns with low wage, low skill, low aspiration and transient population challenges. The number of retired people is well above the national average.</p> <p>Bridlington is a major shellfish port and has 45 fishing boats and around 400 jobs in the Harbour. More shellfish is landed in Bridlington in tonnes each year than any other port in the UK. Bridlington boats catch more lobster than any port in Europe.</p> <p>Parts of Bridlington have more than twice the national average (16%) of people over 65yrs, and at least 22% as an average.</p> <p>Achievement in local schools is below national average and much work is being done to improve standards in school. Education data for levels of qualifications and also GCSE in both secondary schools are given in Section 12, with significantly lower than average levels, compared to the East Riding area and also nationally.</p> <p>In Bridlington, of the young people aged 16-24 yrs, approx. 50% are unemployed, compared to 30% average for England.</p>
7	Context – economy (suggested	Local economy, e.g. business,	<p>Predominant sectors in the local economy are Retail, and Accommodation and Food Services. In addition, the total percentage of Public</p>

	maximum 400 words)	tourism, manufacture, etc, 'Starting point'	<p>Administration, Education and Health combined accounts for over a third of employees. However, there are higher than average numbers of self-employed and small businesses which play an essential role in the local economy.</p> <p>The earlier work on the Strategy for Regenerating Bridlington (2004) identified these characteristics, which are still evident, and continue to support the case for development of the Retail and Tourism sectors, and the importance of SMEs. Public Administration, Education and Health will also continue to be a key employment sector.</p> <p>There are approx. 9,000 people working in Bridlington doing the following jobs :</p> <table data-bbox="772 853 1326 965"> <tr> <td>Shops</td> <td>20%</td> </tr> <tr> <td>Tourism</td> <td>15%</td> </tr> <tr> <td>Health Care and Social Work</td> <td>15%</td> </tr> </table> <p>Many people that live in Bridlington travel out of the town to work in other places – including Hull, Beverley, Scarborough, York. Most travel by car, and some travel by train.</p> <p>In common with the East Riding as a whole, the majority of businesses in Bridlington and surrounding area are classed as small businesses. Their potential to provide employment on a small scale is essential to the local economy, and it is therefore essential that these businesses have the potential to develop, improve their capacity, and contribute to increasing local employment and the resulting multiplier effects. Other important aspects of a small business community are recognised as being support networks, business development advice and assistance, and local supply chains.</p> <p>Whilst Bridlington is not a cluster in the usual economic sense, it demonstrates similar characteristics as a result of the very local micro-economy supported by the town and its surrounding catchment, and also as a result of its geographic location.</p>	Shops	20%	Tourism	15%	Health Care and Social Work	15%
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Tourism	15%								
Health Care and Social Work	15%								
8	Related initiatives	What else is going on in the	Bridlington is recognised as having significant potential for economic growth and as such,						

		community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>along with Scarborough (18 miles north) is classed as a Growth Town within the York North Yorkshire East Riding Strategic Economic Plan. An application for sites in Bridlington to be designated with Enterprise Zone status was submitted through the LEP in September 2015, but was not successful.</p> <p>Bridlington is a priority for regeneration within the East Riding of Yorkshire, and the Council has committed substantial capital investment to the town to improve infrastructure, and support sustainable growth of the local economy. Since 2004 there has been investment of over £100million to support the Regeneration Strategy, including a Coastal Communities Fund grant of £2m towards the East Riding Leisure Bridlington development, total value £22million. A Coastal Revival Fund application was submitted for a project at Bridlington Harbour, but was not successful.</p> <p>Bridlington was successful in applying for the small grant from the Portas Town Teams initiative, and recently the Coastal Communities Team grant of £10,000.</p> <p>Bridlington demonstrates typical characteristics of coastal deprivation, and several Lower Super Output Areas (LSOAs) fall in the 20% most deprived nationally. As a transitional area for the 2014-2020 ESIF, proposals are in hand to develop a Social Inclusion Community Led Local Development Programme to deliver a range of ERDF and ESF project activity along the Yorkshire Coast. This will include Bridlington. Feasibility work has recently been carried out to consider a Destination Business Improvement District for the Yorkshire Coast, which could cover Bridlington, and concluded that more detailed work should be undertaken into the viability of a business case for this.</p>
CCT Plan			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of what it will achieve.	Bridlington's Regeneration places emphasis on the need for physical change, along with recognition that other kinds of interventions (e.g. marketing for investment and for tourism, skills training, business development support, collaborations) will be needed alongside the physical changes to achieve the broadest aims and benefits of the Strategy.

		Description of 'what success will look like'.	<p>These supporting initiatives are needed for two main reasons:</p> <ul style="list-style-type: none"> • to ensure the benefits of regeneration are accessible to all and are as equitably distributed as possible; and • because the physical changes sought by the strategy will require both new markets to be created, and for existing markets to be expanded to respond to the new opportunities that are provided. <p>Therefore priorities will be :</p> <ul style="list-style-type: none"> • Business Development and Support • Business Engagement Networks • Attracting New Business • Conversion of day visits to staying visits • Product Development • Sector Skills Development
10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	<p>Local business experience recruitment problems which are a potential major constraint to growth, particularly where small business predominates (over 96% of business in the East Riding are SMEs). In broad terms :</p> <p>Demand - local businesses report problems with recruitment of quality staff at all levels and there is a significant disconnect between availability of work in the local area, and knowledge of those local opportunities, particularly within local schools. However, the current levels of unemployment are around two thirds of normal average for recent years, and there are difficulties recruiting staff, even for jobs requiring basic skills;</p> <p>Supply - achievement in local schools is below national average and much work is being done to improve standards in school. Education data for levels of qualifications and also GCSE in both secondary schools are given in Section 12, with significantly lower than average levels, compared to the East Riding area and also nationally.</p> <p>Associated problems are : Low levels of attainment; low aspiration; lack of incentive; perception of poor opportunities for employment in the local area.</p>

			<p>This project will be supported by local business champions to balance business needs with raising awareness of young people through the partnership links, so they can make their choices accordingly.</p> <p>In addition, activities will be developed as follows :</p> <ul style="list-style-type: none"> • measures to address coastal deprivation and isolation; • skills enhancements, particularly for the most vulnerable groups, who are not in a position to access other provision through the main skills programme; • community transport and access to work measures, particularly ensuring that deprived communities are able to access employment opportunities in growth sectors; • business networks and business support and enterprise, in particular entrepreneurial activity in deprived communities and social enterprise stimulation
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	<p>Strengths/ Opportunities</p> <p>The importance of this partnership approach is to prepare for significant economic developments that provide great opportunities for employment in and around Bridlington, by improving awareness and knowledge about these, at the earliest stage by improved links through the partnership. The established Partnership working is a strength that will provide a good starting point. The high proportions of SMEs and self-employed in the local area is a strength; many are local people and family run businesses so local recruitment is favoured.</p> <p>The Council continues to support Bridlington as a priority for regeneration within the East Riding of Yorkshire, including significant financial commitment to infrastructure development. This is also supported by the York North Yorkshire East Riding LEP.</p> <p>Major developments planned for the area are :</p> <ul style="list-style-type: none"> • Green Port Humber Renewables

			<ul style="list-style-type: none"> • York Bio Vale and Agri-Tech Cluster • Bridlington Town Centre Development (Retail, Leisure, SMEs, visitor economy, healthcare) • York Potash (near Whitby) • Engineering and Advanced Manufacturing (Bridlington, Scarborough and Vale of Pickering) <p>There will be potential for people to travel to work for employment in these emerging sectors if they are aware of the skills that are required, and acquire these in advance. Also there will be scope for supply chain business opportunities, which may also provide potential for work closer to Bridlington. Bridlington's Regeneration Programme is offering people a vision for the future, and is now at a stage where there is renewed confidence in the town, which is in turn affecting business decisions.</p> <p>In parallel there is known to be capacity to improve skills in the visitor economy where the aim is to provide 'Great Customer Experience' through improved standards of customer care, and a collaborative partnership approach will lead to a town wide improvement in tourism service sector businesses, particularly in preparation for 2017 Hull City of Culture, which it is expected to bring additional visitors to the area.</p> <p>Both secondary schools are keen to improve their results, and standards of attainment year on year, and are working to improve student prospects of employment in the local area through a range of progression routes.</p> <p>Weaknesses/Threats Some of the opportunities are outside of Bridlington, and accessibility can be a barrier for some people in the local area.</p> <p>It has only been possible to provide limited targeted support for business growth in the dominant local sectors when funding programmes have allowed. Therefore succession arrangements have been constrained, and often any momentum lost with the end of funding.</p>
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			<p>Some people in the local community have limited confidence in the town and negative perceptions of what can be achieved.</p> <p>The continued threat of young people moving out of the area due to the apparent lack of local opportunities is a continuing challenge.</p> <p>Reductions to public funding for local authority and partner agencies.</p>															
12	Data – <i>while an essential element of the plan, it could be included in a ‘daughter’ document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	<p>For the priority actions through the Coastal Community Team, the following data below shows the challenges for attainment.</p> <p>Further headline issues are : No qualifications = 35% (national 22.5%) People with > L4 = 14.6% (national 27.4%)</p> <p>Households with no adults in employment = 41.6% (national 29.1%)</p> <p>Levels of economic activity are well below national averages. While the number of people on Job Seekers Allowance are currently approx. 30% less than they were 3 years ago (approx. 800 people), the number of people that remain on ESA (2551 – August 15 : Source JCP) and Income Support (776) is significantly higher than average.</p> <p>Further detailed data can be found for Bridlington South HERE</p> <p style="text-align: center;">Bridlington - Headlands School</p> <table border="1"> <thead> <tr> <th rowspan="2">Percentage achieving 5+ A*-C GCSEs (or equivalent) including English and maths GCSEs</th> <th>2011 ?</th> <th>2012 ?</th> <th>2013 ?</th> <th>2014 ?</th> </tr> </thead> <tbody> <tr> <td>School</td> <td>39%</td> <td>53%</td> <td>55%</td> <td>35%</td> </tr> <tr> <td>LA</td> <td>55.4%</td> <td>57.4%</td> <td>61%</td> <td>57.8%</td> </tr> </tbody> </table>	Percentage achieving 5+ A*-C GCSEs (or equivalent) including English and maths GCSEs	2011 ?	2012 ?	2013 ?	2014 ?	School	39%	53%	55%	35%	LA	55.4%	57.4%	61%	57.8%
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Bridlington – Bridlington School							
			Percentage achieving 5+ A*-C GCSEs (or equivalent) including English and maths GCSEs	2011 ?	2012 ?	2013 ?	2014 ?
			School	42%	40%	54%	54%
			LA	55.4%	57.4%	61%	57.8%
			England - All Schools	59%	59.4%	59.2%	53.4%

Delivering the Plan

13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	<p>The Partnership development has delivered two main projects :</p> <p>improved support for the employment prospects of people in Bridlington, particularly aimed at strengthening links between local schools (secondary and primary) and local employers, and to raise awareness of potentially huge employment opportunities in the surrounding travel to work area;</p> <p>A new touch screen careers portal has been installed in Headlands School Bridlington for students to access Careers IAG using 3 touch screen terminals – this was launched in Dec 2017</p>
			

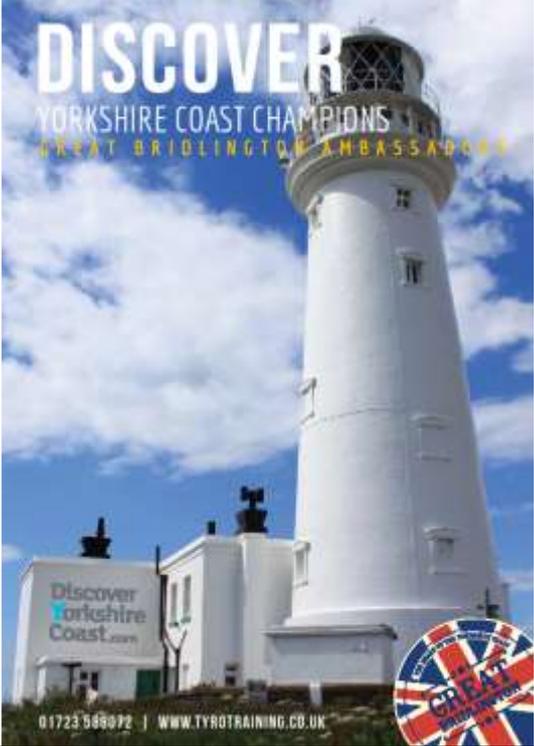
Development of the facility is an on-going project, to provide links to local opportunities for onward career, training and employment, both in the surrounding area and further afield.

In addition, the CCT grant has supported 4 schools visits to Careers Events (Transport costs covered) :

- Apprenticeships Event (Feb 16; Feb 17)
- Humber Careers Event (Oct 16)
- Scarborough Engineering Week (Oct 16)



the second project completed was aimed at improving standards of service in the visitor economy/tourism business as approx. 20% of local employment is in tourism; initially a sessional training package was developed and delivered, to combine customer care with product knowledge. This aims to maximise the

			<p>benefit of investment in product development, through a public/private partnership approach.</p> <p>A print run of 2000 of the accompanying handbook has been used to distribute to businesses to use as a customer care support toolkit.</p> 
14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	<p>In parallel with development of the wider plan, the priorities to be delivered in the short term are:</p> <ul style="list-style-type: none"> • Connecting People with Opportunities – to further develop interactive careers information in secondary schools (and East Riding College for post 16 learners) using the existing project at Headlands School as a model of good practice • Bridlington Ambassadors Training Programme – develop a bespoke on-line training module for people working in tourism businesses, including customer care and product knowledge modules; to be developed and delivered through a public/private partnership approach led by Bridlington Renaissance Partnership • Increased engagement of local businesses through a local employability pledge • Regular distribution of e.newsletter to local businesses to improve local communications

			and market intelligence
15	Performance measures	For first 6 months – to be SMART	Number of young people receiving on-line careers advice; Number of people completing on-line training for customer care and product knowledge in the local visitor economy; Number of people receiving sessional training on customer care and product knowledge in the local visitor economy; Number of people registered as Bridlington Ambassadors; Number of businesses receiving e.newsletter.
16	Medium term goals/actions	For 6mths to 5 years	Production of Destination Management Plan Delivery of Bridlington Integrated Transport Plan Phase 2 (on-going due to complete Autumn 2018) Delivery of town centre redevelopment sites (first site marketed and development proposal under consideration) Delivery of housing growth as set out in East Riding Local Plan New businesses either start-up or relocation into the area Increased progression from local secondary schools into local business/employment Further work and decision on Destination Business Improvement District for Bridlington and/or Yorkshire Coast
17	Performance measures	For 6mths to 5 years – to be SMART	Growth in overnight staying visitors Number of new SMEs (reaching 3 years) Increased number of SMEs in local area Increased town centre footfall Increase in tourism accommodation within town area (hotel bed spaces) Reduced claimant count for all categories
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	Harbour and Marina Improvements and associated commercial development linked to town centre (the project has secured £3.5m pre-construction development funding through Growth Deal Round 3 from York North Yorkshire East Riding LEP, and work is due to complete Autumn 2018)
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies	Physical developments are covered by planning policy adopted in January 2013 Bridlington Area Action Plan. Significant funding will be required to deliver developments, which is expected to be a combination of public and private investment. Statutory orders will be required to enable

		to manage them.	Harbour and Marina developments which all interested parties are fully aware of.
20	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services, volunteers, etc. demonstrate how local expertise will be utilise and/or grown.	<p>The lead Partner for the Coastal Community Team will be East Riding of Yorkshire Council that employs officers dedicated to the economic development Bridlington, who facilitate and coordinate local stakeholders, partners and associated interest groups. This officer support will also engage more of the local community so that there is local ownership of the plan, and support for delivery of the plan and its objectives.</p> <p>The expertise of local organisations will be essential to realise the economic opportunities. 'In Kind' services will be made available via those involved, which may be used as match funding where appropriate (eg ESIF programmes). The established partnership arrangements rely on the goodwill of partner organisations that are willing to allow the CCT Members to contribute their (non financial resources).</p> <p>Existing access to delivery funds will be directed to taking forward the Economic Plan and additional delivery funding will be identified and applied for as opportunities arise, for delivery of specific elements of the plan. This approach has led to the successful investment to date of over £100m in the Regeneration Programme for the town.</p>
21	Costs	Detail of costs of each element of plan.	<p>The short term actions were delivered using the £10,000 secured through the Coastal Community Teams programme.</p> <p>This did not include the cost of existing Council officers that will support the delivery process. However, these costs will be recorded and reported as part of the overall process.</p> <p>Medium term development costs are significant and run into £millions.</p>
22	Value	What is the value of the plan to the local economy?	The current level of all benefits paid within Bridlington and the immediate surrounding area is estimated at approx. £33 million. The Regeneration Strategy aims to redress the balance of economic generation, to support

			<p>sustainable business growth and provide opportunities for local employment to reduce benefit dependency.</p> <p>Helping young people to know more about the local opportunities for employment will help to retain people in the local area, and reduce the need for them to move away. This in turn will provide a multiplier effect into the local economy.</p>
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	<p>The Council has a substantial Regeneration Investment Reserve, which is committed to supporting the next stages of delivery for the major physical development projects. It is expected that private investment will be forthcoming to deliver development of the town centre sites, and there are several active developer enquiries being managed at present.</p> <p>The Council officers supporting the delivery process actively consider external funding opportunities, along with partner agencies, who may be able to access other funds, that would otherwise be inaccessible.</p>
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	<p>This will be as effective as possible through the Council's lead of the Partnership, and supporting officers.</p> <p>It cannot be guaranteed that the previous levels of investment in the Regeneration Strategy for Bridlington will continue to be matched, but there will be a pro-active approach to explore relevant opportunities as the plan progresses.</p>
Communications			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	<p>The original Regeneration Strategy for Bridlington was the subject of comprehensive community consultation in 2004, when it was resoundingly supported as the way forward for Bridlington. Since then there has been further community engagement activity at key stages of progress and project delivery. These are always reported in local media, and the findings used to inform future direction.</p> <p>There have also been programmes of Neighbourhood Management, and Community First Neighbourhood Match Fund, which have required community consultations, to inform</p>

			<p>decision making on distribution of public funds.</p> <p>Recently, initial consultations and community engagement has started for the ESIF Social Inclusion Community Led Local Development programme.</p> <p>Further community engagement activity will be arranged to support delivery at appropriate stages, and publicised accordingly.</p>
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	The East Riding of Yorkshire Council's role as lead partner and Accountable Body provides extensive experience of broad and diverse partnership working in the local community. Each partner receives one to one contact via email, telephone and face to face to involve, inform and communicate ideas, plans and delivery. The CCT Partners meet collectively to discuss, agree and update on actions and delivery in accordance with planned activity.
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	<p>Regular progress reports will be produced and websites actively managed. The planned regular e.newsletter will further improve the regular communication of progress and planned activity.</p> <p>In addition, the Council's officers actively use local media to publicise and promote local activity and successful project delivery, through the Council's Press and Communications Team, who have extensive local media contacts.</p>
CCT Logistics			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	<p>The Renaissance Partnership has been established for approx. 20 years in various forms, and continues to adapt in response to changing national, regional and local governance. Therefore, the team will continue to operate in its current form, with monthly Board meetings to provide strategic management and direction, in response to local delivery action plans, which are developed through sub-groups (thematic Forums).</p> <p>The main Forums cover key interests :</p> <ul style="list-style-type: none"> Town Improvement Business Learning & Skills Voluntary and Community Sector

			<p>In addition, there are some special interests groups (eg Women in Business) and task and finish groups are set up as necessary (eg Maritime Trail project group, Portas Town Centre Partners).</p> <p>Council officers provide the secretariat, management and also coordinate any structural changes that become necessary, in line with the terms of the Partnership Agreement (governance framework).</p>
29	Support structure	Network of support built to enable CCT to deliver the economic plan	This will be led by the Council's supporting officers, to reflect the priority attached to Bridlington for delivery of the Regeneration Strategy and associated major projects.
30	Costs	Running costs of CCT itself	Approx. £3,000pa based on £2,000 of supporting staff time provided by the East Riding of Yorkshire Council. In addition there will be costs for room hire, refreshments, stationary and travel expenses, some of which may be provided as "in-kind" rather than with actual costs. This excludes the full overhead recovery costs of staff (ie premises costs etc.) and does not include any significant project development or delivery costs.
31	Sustainability	Long term plan for team and how this will be managed.	<p>Bridlington's Regeneration places emphasis on the need for physical change, along with recognition that other kinds of interventions e.g. marketing for investment and for tourism, skills training, business development support, collaborations, which will be needed alongside the physical changes to achieve the broadest aims and benefits of the Strategy.</p> <p>These supporting initiatives are needed for two main reasons:</p> <ul style="list-style-type: none"> • to ensure the benefits of regeneration are accessible to all and are as equitably distributed as possible; and • because the physical changes sought by the strategy will require both new markets to be created, and for existing markets to be expanded to respond to the new opportunities that are provided.

			<p>Therefore, the CCT Economic Plan provides the mechanism for the local community to support the forthcoming phases of Bridlington's Regeneration which aim to deliver the much needed step-change to the economic fortunes of the town.</p> <p>The current enthusiasm and level of engagement from local businesses will be sustainable through this approach, as the major benefits of the long term plan become tangible.</p>
32	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	<p>Areas of specific interest will be :</p> <ul style="list-style-type: none"> • Business Development and Support • Business Engagement Networks • Attracting New Business • Conversion of day visits to staying visits • Product Development • Sector Skills Development • Community Social Inclusion Activity • Cultural, Heritage and Outdoor Tourism Growth