



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

No.	Heading	Detail	Information
<b>Key Information</b>			
<b>1</b>	Name of CCT	N/A	
<b>2</b>	Single Point of Contact (SPOC)	Name Address Tel nos Email	Please update if required
<b>3 (a)</b>	CCT Membership	Names and position, e.g. resident, Local Councillor	<b>Cllr Philip Skinner - East Devon District Council (Economy Portfolio Holder) (Chair)</b> <b>Alison Hayward, East Devon District Council</b> <b>Linda Perry, East Devon District Council</b> <b>Lisa Bowman, Exmouth Town Council</b> <b>Roy Pryke, Exmouth Community Association</b> <b>Cllr Pauline Stott, Exmouth Communities Liaison Panel</b> <b>Ian Macqueen, Exmouth Chamber of Trade and Commerce Cllr John Humphreys, East Devon District Council (Littleham)</b> <b>Alderman Tim Wood</b>
<b>3 (b)</b>	CCT Membership	Other partners and/or	Exmouth Communities Liaison Panel (COLP), which comprises of local

		stakeholders to be involved.	community groups that represent the town including the Civic Society, Exmouth Community Association, Transition town, Churches Together and Exmouth Residents' and Traders' Association (ERATA). Devon County Council, East Devon District Council, Exmouth Town Council (which includes a Town Team and Tourism Forum) and Exmouth Chamber of Commerce.
<b>Delivering the Plan</b>			
<b>4</b>	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	Economic Plan published January 2016 Visitor survey commissioned May 2016 – 1,000 face to face interviews undertaken June – October 2016, Visitor Survey reports published March 2017 Stages 1 and 2 submissions were made for Coastal Community Funding for a major capital regeneration scheme on the seafront (Queen's Drive) (unfortunately these were unsuccessful)
<b>5</b>	Performance measures	Outcomes	Visitor survey/ research results published March 2017
<b>6</b>	Medium term goals/actions	Where is the team currently against these? Have they been amended?	What has not yet taken place is the proposed town/centre retail appraisal. This is because the current regeneration focus/opportunity is the Queen's Drive development which is now ready to proceed and requires full resource focus.
<b>7</b>	Performance measures	Outcomes	N/A
<b>8</b>	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?	The long term economic goals of the Coastal Community Team remain relevant and unchanged. The results of the visitor survey provide clear evidence of visitor profiles, motivations and expenditure. This information allows for greater clarity when developing plans for the visitor economy.

9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	Local Business Growth Initiative (LABGI) funding (£11,600), was granted to commission the visitor survey for Exmouth. East Devon District Council has funded conference and meeting room bookings for dissemination and consultation events.
10	Value	What value to the local economy has been realised by the team?	The Visitor Survey is the first professional, independent visitor survey undertaken in Exmouth. It provided a huge amount of information/evidence to support all those involved in the Exmouth Visitor Economy. In particular the research has highlighted the low visitor expenditure in the town and that if expenditure were to meet that of the average for East Devon this could add an additional £23 million to the visitor economy and 700 additional jobs.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	East Devon District Council hosted the Heart of the South West LEP representatives in Exmouth in 2015. Whilst engagement at that time was positive, an application for Growth Funding was unsuccessful. We are not aware of there being a LEP coastal contact.
<b>Communications</b>			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc.	As above, the Exmouth Visitor survey was commissioned by East Devon District Council on behalf of the Exmouth Coastal Community Team and was undertaken by the South West Research Company. Objectives: <ul style="list-style-type: none"> <li>• To set a baseline, establishing:</li> <li>• Current leisure visitor profile and experience</li> </ul>

			<ul style="list-style-type: none"> <li>• Visitor expenditure – quantifying the value of Exmouth’s visitor economy</li> </ul> <p>Three elements of the research:</p> <ol style="list-style-type: none"> <li>1. Visitor Survey - <b>1,000 face to face interviews (June through to October) – RANDOM sample</b></li> <li>2. Business Survey</li> <li>3. Economic Impact Study - Using the Cambridge Economic Impact Model</li> </ol>
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	Businesses and elected members have been engaged via dissemination events. The results of the visitor survey have been published via press release and publication of all the reports on East Devon District Council’s website.
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	The logo has been used on the Visitor Survey reports and presentations.
15	Comms Contact	Details of local contact for comms, media, etc.	<p>Alison Stoneham  Communications and Public Affairs Manager  East Devon District Council  Knowle,  Sidmouth,  EX10 8HL  01395 517581  07837 716019</p> <p><a href="mailto:communications@eastdevon.gov.uk">communications@eastdevon.gov.uk</a></p>
<b>CCT Logistics</b>			
16	Costs	Average running costs of CCT itself	The running of the CCT is resourced by East Devon District Council who provide in-kind staff resources and Exmouth Town Council who provided meeting space and staff resource.

<b>17</b>	Sustainability	How will the team continue to sustain itself?	As above.
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