



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Revive Gravesend
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Simon Hookway Service Manager (Economic Development) Gravesham Borough Council Civic Centre Windmill Street Gravesend DA12 1AU Telephone: 01474 33 72 38 Mobile: 0788 411 6247 Email: simon.hookway@gravesham.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	<p>Gravesend's Coastal Community Team is still in an early stage of its development. At this point in time, the Team comprises the following officers of the council who are in dialogue with a variety of investment interests in Gravesend Town Centre: Melanie Norris, (Director Community Services), Simon Hookway (Service Manager, Economic Development) and Chris Inwood (Principal Economic Development Officer).</p> <p>These officers report directly to Councillor David Turner, Leader of the Council and Councillor Samir Jassal, Cabinet Member for Business Development.</p> <p>This group has been in discussion with the</p>

			partners below and the intention is to establish a more formal arrangement in the year ahead.
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	<p>Key development interests, e.g. Ebbsfleet Development Corporation, London Resort Company Holdings (LRCH), Ebbsfleet United Football Club, Edinburgh House Estates Limited – developer of Gravesend Heritage Quarter and owner of St George’s Shopping Centre.</p> <p>Business services – representatives of local solicitors, banks, estates agents.</p> <p>Business representatives – shopping centres, local franchisees and other recent investment interests in the town.</p>
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<ul style="list-style-type: none"> • A draft Investment Plan has been prepared for further discussion and consultation. • Reopening of the restored Gravesend Borough Market with the assistance of Coastal Communities Funding. • Progress with the next stages of the Gravesend Transport Quarter redevelopment scheme. • The bringing of the LV21 Light Ship arts development vessel to the Thames riverside at Gravesend and participation in Estuary 2016 arts festival.
5	Performance measures	Outcomes	<ul style="list-style-type: none"> • Reduction in the Town Centre retail vacancy rate – measured on a monthly basis. 9.4% (Feb 2016), down to 8.6% (July 2017).
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<ul style="list-style-type: none"> • Address need to breakdown out dated and ill-informed perceptions of the town and its locality. Identify key points, such as perceptions related to community safety and address through e.g. new powers, such as a Public Space Protection Order for the Town Centre to reduce Anti-Social Behaviour. • Targeted approach to investment. Identify key players to be influenced, e.g. London and Kent-based agents, businesses, tourism sector, etc.

			<ul style="list-style-type: none"> • Re-engage activity to bring forward improvements in and promotion of the Evening and Night Time Economy. • Address supply of new commercial and residential units in the Town Centre. • Marketing strategy for the Town Centre to capitalise on an increasing economic confidence and Highspeed1. Host events to which local agents and those from further afield are invited. • Promote public realm improvements, e.g, St Andrew's Gardens, enhanced lighting. • Support case for key transport infrastructure, e.g. Crossrail and expansion of river transport. • Completion of key developments - Gravesend Transport Quarter, Gravesend Heritage Quarter, etc. and co-ordinate actions to minimise disruption during works on site. • Complete the refurbishment of Gravesend Borough Market as a focus for local entrepreneurial and events activity. • Create a shared understanding of local skills issues and identify actions to address gaps. • Addition of art and heritage development activity in support of the regeneration of the town.
7	Performance measures	Outcomes	<ul style="list-style-type: none"> • Town Centre completions, i.e. development of new floorspace – retail and start-up business space. • Increased town centre footfall. • Performance of Gravesend Borough Market – footfall, confidence, occupancy rates.
8	Long term goals and actions	Are these still relevant? Changes?	<ul style="list-style-type: none"> • To identify sites for and delivery of new hotel accommodation space to the benefit of the Town Centre Riverside, capitalising on the opening of

		If not previously stated, what are the team's long term goals now?	entertainment resort. <ul style="list-style-type: none"> Implementation of infrastructure development in the wider area to the benefit of Gravesend Town Centre.
9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	Preparation and consultation on Investment Plan - £4,000. Preparation and distribution of marketing materials - £6,000. In-kind activity and contributions – attendance at meetings and contributions of skills. Details to be confirmed.
10	Value	What value to the local economy has been realised by the team?	Further work is required to define the extent of the value that the plan will bring to the local economy through the consultation process, e.g. its influence will be measured through the collation of figures in respect of total investment value, numbers of jobs, additional expenditure, business trade/growth, etc.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	We are investigating a coastal contact with the LEP.
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	Initial Town Centre investment planning facilitated discussion held with investors and council Members and Officers 22 January 2016 to identify key investment projects, opportunities, barriers and actions. The outcome of this activity has been used to inform the preparation of a draft investment plan for further discussion with the group.
13	Communication with community	How has the community and	Communication through the preparation of digital media and video is being considered,

		stakeholders been involved and informed of progress and outcomes through all forms of media	together with the complementary booklets/pamphlets. Special attention will be given to how engagement will take place with the public and other interests in the preparation of the Investment Plan and its recommendations. This will be confirmed in the coming months as a draft plan is prepared.
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	Logo will be used to promote the draft investment plan.
15	Comms Contact	Details of local contact for comms, media, etc	Karen Jeal, Gravesham Borough Council, Communications Manager, Tel: 01474 337304, email Karen.Jeal@gravesham.gov.uk
CCT Logistics			
16	Costs	Average running costs of CCT itself	At this stage no budget has been identified to run the CCT on a more formal basis.
17	Sustainability	How will the team continue to sustain itself?	Sustainable on its current level of operation.