



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Newton Abbot
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Tom Winters Teignbridge District Council, Forde House, Newton Abbot, TQ12 4XX 01626 215485 tom.winters@teignbridge.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Tom Winters – Economy Projects Officer – Teignbridge District Council Cllr Doug Hellier Laing – TDC Councillor – Portfolio Holder for Economy Skills and Tourism Cllr Michael Hocking – TDC and Newton Abbot TC Councillor Cllr Mike Pilkington – TDC Councillor Sally Henley – Newton Abbot Town Development Manager Emily Farrell – Newton Abbot CIC Business Manager Anna Roach – Visit South Devon – Marketing Executive Sarah Stride – Visit South Devon –

			<p>Manager</p> <p>Ali Eastland – Devon County Council – Locality Development Officer</p> <p>Felicity Cole – Curator – Newton Abbot Town & GWR Museum</p>
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	To be reviewed
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<p>A promotional video for Newton Abbot produced and released in Oct 2016. This has been shown at large events such as the Radio 1 Big Weekend at Powderham Castle. The video is also available on Council websites, tourist website Visit South Devon and Chamber of Trade websites https://www.youtube.com/watch?v=-e8ciZ4N7I4</p> <p>Audio heritage posts have been purchased and were erected on the 12th July 2017. They will add to the town's historical and cultural appeal with an aim to increase footfall into the town centre. We aim to publicise the posts through our press releases, social media and through broadcast media if possible. Publicity should help to increase usage of the posts and draw in a larger audience to the town centre.</p>
5	Performance measures	Outcomes	<p>The economic plan stated: "The CCT will use the data that has been recently obtained to provide strong foundations to funding applications that will enable Newton Abbot to improve / grow its tourism economy"</p> <p>The promotional video has received almost 5,000 views on YouTube as of June 2017. As the video has been shown to large audiences like the Big Weekend, we cannot calculate the total number of</p>

			<p>viewers, although we expect this to be much higher than the 5,000 figure.</p> <p>As the heritage posts have only recently been installed, we will monitor the response this receives from the local community. The posts themselves can record usage throughout a specific time period, this will be collected and analysed at regular intervals.</p>
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<p>The medium to long term goals included in the economic plan were as follows:</p> <p>Accessing the town: ensuring that accessibility to the town and within the town is to a high-quality. One specific proposal was to provide high quality cycle storage within the town centre. We have been unable to carry out this project due to financial constraints. Other, more general projects, such as improving walkways and adequate public transport provision for new residential and industrial developments is an ongoing objective.</p> <p>Marketing the town: the projects proposed for this goal would morph into the heritage post project we are currently working on. This will serve to celebrate the towns heritage and attract new visitors. The promotional video would also be an example of marketing the town, although this was listed as a short-term action.</p> <p>Staying and spending in the town: the plan included a project that aims to deliver a new multi-use community space and museum. NA Museum has submitted a successful £2m funding bid to the Heritage Lottery Fund in Feb 2017 to renovate the former St Leonards Church. The Heritage Trail has been rebranded and is on sale for £1 each at the Museum and Newton Abbot's TIC. The installation of public art features is ongoing. One recent example is the Moor Otters trail. Newton Abbot is currently playing host to a number of wooden Otters as part of the</p>

			Dartmoor National Park fundraising initiative.
7	Performance measures	Outcomes	In relation to the short and medium projects we are actively proceeding with – the heritage posts primarily – the results will be analysed when appropriate.
8	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?	Without funding in place or opportunities for funding, the group has agreed to wait before meeting again to discuss future projects. There are no ongoing projects to work on other than the heritage posts.
9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	We originally had £10,000 to spend, the team agreed to invest in two projects: the promotional video (PV) and the heritage posts (HP). 2015/16 £195 Idox Software (PV) £400 South West Research Company (PV) 2016/17 £4350 Blinkback Ltd (PV) 2017/18 £4062 BB Interpretive Products (HP) £993 remains for HP installation costs.
10	Value	What value to the local economy has been realised by the team?	The initial work of the team was to raise the profile of the town. Calculating a monetary value on the success of the promotional video is impractical. However the video generally received positive feedback and has been used where ever possible to promote the town and its appeal to tourists, including Radio 1's Big Weekend at Powderham Castle in 2016.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP?	There is no LEP CCT contact and no direct link between the LEP and CCT. Teignbridge Council (a major partner of the CCT) does have a link with the LEP and can channel any relevant information

		Does the CCT have a LEP coastal contact?	from the LEP to the CCT (and vice versa) accordingly.
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	This can be reviewed once the posts are in place and we can appraise the impact of the promotional material.
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	<p>Among the CCT are representatives from all three layers of local government (Newton Abbot Town Council, Teignbridge District Council and Devon County Council), along with Newton Abbot's Community Interest Company, Newton Abbot Town Team, Newton Abbot Chamber of Trade, Newton Abbot Museum and Visit South Devon. This variety of stakeholders offers the team a wealth of experience and ideas.</p> <p>There has been minimal wider public engagement, as the individual representatives from each of the partner organisations can feedback to their respective teams. All of our team members have good working networks and contacts with others in the community.</p>
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	The logo has been included in the promotional videos and have also been included on the heritage posts.
15	Comms Contact	Details of local contact for comms, media, etc	<p>Contacts at Teignbridge DC include:</p> <p>Emma Percy – Communications Officer Jon Pressling – Communications Assistant</p>
CCT Logistics			
16	Costs	Average running	None – all absorbed within existing

		costs of CCT itself	budgets and resources.
17	Sustainability	How will the team continue to sustain itself?	Continue with existing budget, but will need further support should we get larger projects/funding