



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Nick Taylor Town Hall, St Nicholas Street, Scarborough, North Yorkshire YO11 2HG 01723 232440 Nick.taylor@scarborough.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	<ul style="list-style-type: none"> • Paul Cross, Local Councillor • Nicholas Dent, Healthy High Streets • John Senior, South Bay Traders • Chris Golder, Chamber of Trade • Adrian Perry, Scarborough Civic Society • Scarborough Hospitality Association • Mark Vesey, Scarborough Maritime Heritage Centre • Martyn Dunning, St. Mary's Church • Chris Sigsworth, Yorkshire Coast Radio • Janet Jefferson, Castle Tenants and Residents Association • Roy Blenkin, Barrowcliff Big Local • Graham North, Forum for Tourism • Janet Deacon, Welcome to Yorkshire

			<ul style="list-style-type: none"> • Lindy Rowley, Castle Community Network • Wendy Clews, Create • Nick Taylor, Scarborough Borough Council
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Other stakeholders are encouraged to attend as and when required, dependent upon their expertise. For example North Yorkshire County Council with regard to street works
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"> • Community support secured via Community Planning weekend January 2016. • Community artwork commissioned for positioning in Eastborough • Townscape Heritage Initiative HLF bid developed summer 2016 • CCT member involvement in bid for Parks for People project at Southcliff Gardens • Scarborough Market Hall redevelopment commences • Event space agreed in Scarborough Market Hall • Relationship with local primary school established to gather young people's opinions • CCT member involvement in liaison with NYCC on street works • CCT agreed siting of street furniture in revised town centre layout • Established link between CCT and Healthy High Street campaign locally
5	Performance measures	Outcomes	<ul style="list-style-type: none"> • Report produced from Community Planning Weekend along with agreed set of priorities • Community artwork ordered for installation in April 2017 • THI bid submitted August 2016 (unsuccessful). However in March 2017 SBC was awarded £2m from the National Productivity Investment Fund to extend the surfacing and paving beyond the current boundaries. Work to be

			<p>completed by March 2018.</p> <ul style="list-style-type: none"> • Parks for People bid submitted August 2016 (successful) • First musical event in Scarborough Market Hall as part of Coastival festival February 2017
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	<ul style="list-style-type: none"> • Town Centre Strategy/Masterplan to be updated on completion of current town centre developments • Broaden appeal of town centre – currently work underway to improve the street scape, offer more accommodation and additional hotel space • More individual and bespoke operatives in the town centre – initial concentration on bringing in more artisan producers and businesses into the refurbished Market Hall • More accommodation in the town centre – some progress and working with developers/property owners to consider alternative building uses. • Activities and events – Scarborough Market Hall will become a new venue for activities and events from spring 2017, both to complement existing event activities and provide for independent activities in the town centre. • Better connectivity – The unsuccessful THI bid was to be the main means of promoting better connectivity from the town centre, Eastborough and the seafront. Conversations with HLF will take place to re-submit our application as we believe this work is essential to the ambition of the CCT • Visitor economy/customer services jobs fair – a delay in completion of the Market Hall refurbishment has meant that we could not accommodate a jobs fair in 2016. A jobs fair will take place

			<p>in 2017 or early 2018 to suit the demands of visitor economy and retail/hospitality businesses</p> <ul style="list-style-type: none"> • Develop a sense of place – work is ongoing but will gather pace once capital works in the town centre and the Market Hall refurbishment are complete
7	Performance measures	Outcomes	<ul style="list-style-type: none"> • Town Centre Strategy – to be completed when current town centre developments completed • Footfall increase is not yet possible to measure and will be a focus for when capital works and the market are completed • Events and activity programme for 2017 to be developed in conjunction with a marketing plan for the Market Hall in April 2017. • The town centre jobs fair will be delivered late 2017/early 2018 • THI application to be re-submitted by the end of 2017.
8	Long term goals and actions	<p>Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?</p>	<p>All long term goals are still relevant i.e.</p> <ul style="list-style-type: none"> • Increase visitor numbers and spend (benchmark to be determined) • Vacancy rates to be maintained at a very low level (at or below 10%) • Low levels of unemployment in and around the town centre (benchmark yet to be determined) • Falling numbers of local people claiming out of work benefits (benchmark yet to be determined)
9	Costs	<p>Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)</p>	<p>No revenue raised expenditure:</p> <ul style="list-style-type: none"> • Room hire and hospitality (including community planning weekend) £965 • Travel and subsistence (community planning volunteers) £688 • Consultancy for community planning weekend £1,419 • Printing, stationary and general office expenses £258 • Street art work £5,000 • Street furniture £1,000 • Promotion in Scarborough Market

			<p>£670</p> <ul style="list-style-type: none"> • Total expenditure £10,000
10	Value	What value to the local economy has been realised by the team?	Not possible to quantify as developments not yet completed
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	The York, North Yorkshire and East Riding Local Enterprise Partnership seconded an officer from East riding of Yorkshire Council to develop a Coastal Growth Plan that covered the growth towns of Bridlington and Scarborough. The Economic Plan of the CCT was used to help determine local priorities for Scarborough
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	The main consultation took place over the weekend of 15-17 January 2016. A number of engagement sessions took place, managed by the Academy of Urbanism. A report/presentation was widely distributed and this detailed the priority areas for action as determined by the local community around the town centre, businesses, residents, shoppers and young people.
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	The spoc, Nick Taylor is tasked with updating other groups and stakeholders as to progress within the town centre. He regularly attends local tenants and residents association meetings and other gatherings to take feedback and pass on progress and actions
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	As there has been very limited printed material the GBC logo has yet to be used in any real sense
15	Comms Contact	Details of local contact for comms, media,	Spoc – Nick Taylor

		etc	
CCT Logistics			
16	Costs	Average running costs of CCT itself	Costs have been minimised for the management of the CCT with only room hire and refreshments incurring direct costs at a total of £275 for the year
17	Sustainability	How will the team continue to sustain itself?	Indirect costs are borne by Scarborough Borough Council, thus offering sustainability in the medium term. Going forward alternative venues or use of member premises will be required to keep costs to an absolute minimum.