



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Wells Coastal Communities Team CIC
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Melanie Harriss (chair) Office 2, The Sackhouse, Jicklings Yard, Wells-next-the-Sea, Norfolk, NR23 1AU 01328 442111/07972771660 chair@wellsccct.co.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	1.Melanie Harriss, chair. Local business owner. (Director). 2.Melvyn Fickling, treasurer. Local resident. (Director). 3.Johanna Tennant, secretary. Local business owner. (Director). 4.Ian Mackechnie-Jarvis, vice-chair. Chair of Wells Community Hospital. (Director). 5.Pauline Catton. Local business owner and town councillor. 6.Matt Hardman. Head of local High School. 7.Pat Weston. Local business owner and chair of Wells Carnival Committee.
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Joining us to work on the development of a Destination Management Plan will be; Holkham (local business/tourist attraction), Harbour Office, North Norfolk District Council, Norfolk County Council, Homes for Wells (local housing organisation) and Wells Maltings Trust

			(local arts and heritage organisation).
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	In the last 15 months we have achieved two of the initial aims set out in our original Economic Plan and worked towards the third. 1. Set up of legal entity – we were incorporated as a Community Interest Company on 17 th June 2016. 2. Establishing a campsite for tenters – we liaised with local landowner, Holkham, to secure a site and supported two local people to set up the Blue Skies Campsite that successfully opened in June 2016 and offers affordable tenting in a family friendly environment. 3. Regeneration plan for old commercial building in Maryland – after a year of negotiations and meetings with the owner, which came to no fruition, the team decided to support the town council in trying for compulsory purchase of the site to bring it back into use for the town.
5	Performance measures	Outcomes	Two of the three goals achieved, the third now being taken further by the local council with our support.
6	Medium term goals/actions	Where is the team currently against these? Have they been amended?	See above
7	Performance measures	Outcomes	
8	Long term goals and actions	Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?	The team's long term goal now is to work with identified key stakeholders (listed above) to produce a Destination Management Plan for Wells-next-the-Sea and then act as the lead organisation to drive forward any agreed actions that come from it.

9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	See attached spreadsheet for full breakdown of grant spend. No additional revenue raised as yet. All team members volunteer their time.
10	Value	What value to the local economy has been realised by the team?	So far our biggest achievement has been to support the setting up of a new, successful business that contributes to the visitor economy and allows ordinary families to continue to visit Wells. Our next biggest achievement has been to get all the local organisations listed above to agree to work together on a Destination Management Plan.
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP coastal contact?	None
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	So far the only public consultation we have had was a public meeting in October 2015 that we used to inform the aims of our original Economic Plan. As part of the production of a Destination Management Plan there will be a full public consultation, undertaken by a professional consultant, to gather the evidence required to produce the Destination Management Plan.
13	Communication with community	How has the community and stakeholders been involved	The initial public meeting was open to all, and from that members of the community and stakeholders chose to join the team. The community are aware of our

		and informed of progress and outcomes through all forms of media	existence via articles in the local papers and Facebook and we regularly have visitors to our meetings who present ideas to use for support (financially and with knowledge). Externally communicating what we do has been one of our weak points but with a website being worked on and soon to go live, and an agreed strategy now in place, we aim to improve this.
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	On our headed paper and emails. Will be on our website.
15	Comms Contact	Details of local contact for comms, media, etc	The Quay (town magazine). The Fakenham and Wells Times (part of the Eastern Daily Press). North Norfolk Radio
CCT Logistics			
16	Costs	Average running costs of CCT itself	£1,000 approx per annum for accountancy fees. £100 per annum for web hosting.
17	Sustainability	How will the team continue to sustain itself?	By attracting further funding to support projects identified in the Destination Management Plan and support the work of the CCT as the lead organisation in bringing these to fruition.