



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

| No.                        | Heading                        | Detail   | Information   |
|----------------------------|--------------------------------|--|---|
| <b>Key Information</b>     |                                |  |   |
| <b>1</b>                   | Name of CCT                    | Village People   |   |
| <b>2</b>                   | Single Point of Contact (SPOC) | Name<br>Address<br>Tel nos<br>Email                                      | Louise Davies<br>Civic Centre, West Paddock, Leyland,<br>PR25 1DH<br>01772 625354<br>ldavies@southribble.gov.uk   |
| <b>3 (a)</b>               | CCT Membership                 | Names and position, e.g. resident, Local Councillor                      | No updates  |
| <b>3 (b)</b>               | CCT Membership                 | Other partners and/or stakeholders to be involved.                       | No updates  |
| <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) | <ul style="list-style-type: none"> <li>a) Shop Local campaign – achieved through Longton Market, which has been held monthly throughout. We need to develop further by raising the on line profile of the market.</li> <li>b) First social media training event - achieved through the wider Coastal Programme of Support.</li> <li>c) Draft online business directory – not achieved. This element has been reviewed and supporting local businesses to develop their ‘digital’ offer by looking at search engine</li> </ul> |

|   |                      |          |  |
|---|----------------------|----------|--|
|   |                      |          | <p>optimisations, online retail and developing social media promotion will be part of our key plans going forward – we call this ‘Longton Online’</p> <p>d) Longton Live! Event – achieved In July 2016 with over 3,000 visitors and lots of community and business connecting</p> <p>e) Opening first footpath network – achieved, with more following on from it, and walk cards have been produced and distributed.</p>   |
| 5 | Performance measures | Outcomes | <p>a) Additional 100 visitors per day to Longton as a result of the market – achieved through the monthly market.</p> <p>b) 10 businesses/groups trained in social media – achieved through the training event held</p> <p>c) Draft online business directory – not achieved. The plan is to work with the businesses to raise their on line presence, giving them technical advice and support to be able to increase their footfall, visitors, tourism in the area.</p> <p>d) Longton Live! Event – target 500 visitors – achieved and above, 3000 people involved and attended the event. Large increases in sales for local businesses taking part, and raises the profile of local businesses, with new customers. Estimated value at over £30,000</p> <p>e) Opening first part of new footpath network by mid-May’16 and use by at least 100 new users on opening day – The path network was delayed due to changes at Lancashire County Council and having to reconsider how it was achieved. An in house solution at SRBC was undertaken and the path network established and a series of walk cards distributed to the local area and key points. Three new walking routes were created spanning approximately 20km. This was able to be delivered in conjunction with the wider Coastal Communities funding.</p> |

|   |                             |  |  |
|---|-----------------------------|--|--|
| 6 | Medium term goals/actions   | Where is the team currently against these? Have they been amended?   | <p>a) Additional 250 visitors to Longton as a result of the market – on track to achieve this, numbers regular and increasing. The use of branded bags, encouraging local traders, and having a dementia friendly approach has contributed to the success.</p> <p>b) 10 businesses/groups trained &amp; using in social media – achieved through the training done and to improve this with the idea to work with the businesses to increase their on line presence through local training and support, and development of their current social media. To look at possible “closed” group for the Longton businesses. To look at “Longtononline”.</p> <p>c) Published online business directory – not achieved and plan is as above.</p> <p>d) Longton Live! Event – target 500 visitors – achieved, with 3000 visitors to the venues, and attracting more and new visitors to Longton. Longton Live is now established as an annual event and continues with support from a group of businesses and community action.</p> |
| 7 | Performance measures        | Outcomes   | See above  |
| 8 | Long term goals and actions | <p>Are these still relevant?<br/>Changes?<br/>If not previously stated, what are the team’s long term goals now?</p> | <p>Beyond 5 years we aim to have had the Longton businesses’ supported and developed with their “on line” activity, and all businesses having made improvements.</p> <p>A core of local people form the ‘Coastal Team’, however this is very small and wider ad hoc teams with members of the local business community as well as voluntary sector come together to deliver particular themed type of events/projects in the area.</p> <p>The Town Team looks to support those teams with some funding to help develop their skills and enable projects to happen.</p>   |

|    |                                    |  |   |
|----|------------------------------------|--|---|
|    |                                    |  | <p>We aim to link them to local events. We aim to set up and have successful “town teams” on an ad hoc basis, when events and activities are happening in Longton.</p>  |
| 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><b>Costs spent</b></p> <ul style="list-style-type: none"> <li>• £1200 Longton Live</li> <li>• Social media training was delivered as part of another project so no costs were incurred.</li> </ul> <p><b>Proposed costs for the future</b></p> <ul style="list-style-type: none"> <li>• £7,000 to develop “Longton Online”</li> <li>• £1,800 for event support and building community capacity.</li> </ul>   |
| 10 | Value                              | <p>What value to the local economy has been realised by the team?</p>  | <p>The estimated annual value of the plan in year 1 is £63,000 based on the following assumptions</p> <ul style="list-style-type: none"> <li>• Market day visitors spend £20 each in Longton</li> <li>• Live! Event visitors spend £25</li> <li>• Shop local/users of the footpath spend £2 each</li> </ul> <p>Having a regular market has encouraged people to shop locally and not go out of the village.</p> <p>Longton Live has given many an increase in revenue, leading up and over the Live weekend.</p> <p>The fostering of relationships. Community connecting and community cohesion – working together, networking, making contacts</p> |
| 11 | Local Enterprise Partnership (LEP) | <p>What is the relationship between the CCT and the local LEP?</p>   | <p>As a small area within a local district there are no direct links to the LEP – however with support from the local authority there is support around understanding the LEP priorities</p>  |

|                       |                              |   |   |
|-----------------------|------------------------------|---|---|
|                       |                              | Does the CCT have a LEP coastal contact?  |   |
| <b>Communications</b> |                              |   |   |
| <b>12</b>             | Consultation Exercises       | Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc              | <p>Quarterly local My Neighbourhood meetings have taken place where the public have participated in local project work. Public have provided feedback and have been consulted on ideas and issues. These are continuing going forward indefinitely. Outcomes form project ideas and ways forward. Evaluation of Longton Live took place. Outcome used for the future.</p> <p>This project is demand led. The aspects of the project have come from intelligence, from local public consultations at the MyNeighbourhood forums and from discussions with local groups. The key team members are all representatives of the local community.</p> |
| <b>13</b>             | Communication with community | How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media | <p>The projects are reported to the MyNeighbourhood forums. Updates have been given on aspects of the projects through local newsletters, called Forward and delivered to all households in the area. Flyers are used regularly across the area and in local places and displayed in noticeboards.</p> <p>Adverts in local newsletters and magazines</p> <p>The use of social media, through an area Facebook site, is an excellent tool for communicating with a range of people, and we use it for information on projects, consultations, events, updates, successes, for example.</p>   |
| <b>14</b>             | GBC Logo                     | How has the team made use locally of the  | The team will be making use of the logo by incorporating it on to all local   |

|                      |                |   |   |
|----------------------|----------------|---|---|
|                      |                | Great British Coast logo?<br>Please provide examples. | websites to indicate the support provided as part of Longton Online.<br><br>As support is provided to individual projects, they will be required to display the logo on their materials.  |
| <b>15</b>            | Comms Contact  | Details of local contact for comms, media, etc        | Please see our main point of contact Louise Davies who will be able to support media enquires through our communications team at South Ribble Council.  |
| <b>CCT Logistics</b> |                |   |   |
| <b>16</b>            | Costs          | Average running costs of CCT itself                   | Nil – in kind support provided by SRBC. The team is small and so we can accommodate meetings of the team and or the wider project teams   |
| <b>17</b>            | Sustainability | How will the team continue to sustain itself?         | In order to maintain the longer term sustainability we will continue to market and develop the Longton Village<br><br>Market through wide marketing and promotion, and continuing to support small traders.<br><br>We will ensure the businesses have the confidence and infrastructures in place to continue with their on line and social media work.<br><br>We will get together and utilise the town teams on an ad hoc basis to work on annual events. |