

APPENDIX 1



COASTAL COMMUNITY TEAMS 2017

ECONOMIC PLAN

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	
2	Single Point of Contact (SPOC)	Name Address Tel nos Email (this person needs to be readily accessible)	
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor, community worker	
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved, e.g. there may be members of the team who come in for specific projects, etc.	

4	Accountable Body	Local Authority Contact name & details	Does the Accountable Body have a representative on the CCT membership? Y/N
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point', i.e. where are you now?	
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	
CCT Plan			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of what the team will achieve by its delivery. Description of 'what success will look like'.	

10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed (SMART).	
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	
12	Data – <i>while an essential element of the plan, it could be included in a ‘daughter’ document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	
Delivering the Plan			
13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	

14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	
15	Performance measures	For first 6 months – to be SMART This could include increased footfall, extension of season, new businesses, jobs, training, etc	
16	Medium term goals/actions	For 6mths to 5 years	
17	Performance measures	For 6mths to 5 years – to be SMART This could include increased footfall, extension of season, new businesses, jobs, training, etc	
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate. Include desired outcomes.	
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	
20	Resources	Who and what will be required to deliver each	

		element of the plan. Include 'in kind' services, volunteers, etc. demonstrate how local expertise will be utilised and/or grown.	
21	Costs	Detail of costs of each element of plan. This should describe likely spend, revenue to be raised, resources – including time for volunteers, social/virtual banking (i.e. swapping, sharing resources, skills, time, etc)	
22	Funding	Identification of funding streams and how costs of project(s) will or could be met.	
23	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	
Communications			
24	Consultation	Describe existing results of consultations, planned consultation exercises and expressions of support.	

25		Describe plans to involve and inform partners and other bodies, including accountable body, DCLG and CCA.	
26	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes.	
27	Communications Contact	Details of local contact for comms, media and informing DCLG et al of updates, events, etc.	Name, tel, email, address, etc
CCT Logistics			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	
29	Support structure	Network of support built to enable CCT to deliver the economic plan	
30	Costs	Running costs of CCT itself. These may be approximate and are likely to include, purchases, admin,	

		attendance, travel & subsistence, etc	
31	Sustainability	Long term plan for team and how this will be managed. E.g. how are businesses sustained while giving to team, how are volunteers supported, co-funding, shared locations, etc	
32	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	