



## Briefing Note to CPP on the Hunstanton Advisory Group (HAG) December 2022

### What is the Hunstanton Advisory Group

The HAG is an advisory and consultative engagement group established to submit ideas for economic development in Hunstanton and to advance support for local events for the promotion of Hunstanton. It is an unincorporated body of volunteers made up from the public and private sector. The Group has no separate legal personality.

The HAG is an 'Outside Body' to which one Cabinet Member and two Ward Members are appointed annually.

### Inception

The HAG is a progression and evolution of the Hunstanton Prosperity Coastal Communities Team, which was set up in 2015. Coastal Community Teams (CCTs) were a central Government initiative which District Councils were required to set up and support.

Taken from DCLG's Prospectus entitled: *Coastal Community Teams: An invitation to establish a Coastal Community Team*<sup>1</sup>

### ***What is a Coastal Community Team?***

*A Coastal Community Team is a local partnership. It should consist of the local authority and a range of other local people, charities and businesses from a coastal community who have an understanding of the issues facing that area and can develop an effective strategy for success. The Team should include a range of local groups and have broad support.*

*Members of the team could be drawn from any part of the community who have an interest in their area being successful. We would also expect to see existing groups joining the team, such as local voluntary and community organisations, the town team and Business Improvement District (where these are in place), major local employers and representatives of important local assets, such as a major local tourist attraction. We also envisage the involvement of Destination Management bodies where relevant.*

The Coastal Community Fund held by DCLG/MHCLG/DLUHC is now closed.

The Hunstanton Prosperity Coastal Communities Team last met in January 2020.

Following the issuing of the Levelling Up White Paper in February 2022<sup>2</sup>, with its focus on place-based funding, the Chief Executive made the operational decision to evolve the structure of the

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<sup>1</sup>

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/533281/Coastal\\_Community\\_Teams\\_-\\_2016\\_Prospectus.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/533281/Coastal_Community_Teams_-_2016_Prospectus.pdf)

<sup>2</sup>

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1052706/Levelling\\_Up\\_WP\\_HRES.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1052706/Levelling_Up_WP_HRES.pdf)



Hunstanton Prosperity Coastal Communities Team (which had not met for two years) into a proposed Hunstanton Advisory Group.

The key driver behind this decision was that central Government was announcing funding initiatives at very short notice, and within the application process the question routinely being asked was whether the Borough Council had consulted with the local community. Rather than being on the backfoot and acting reactively at short notice, it was preferred that this engagement and these discussions were ongoing within the local community, so that consultation responses could be provided within the required timescales and funding opportunities were not lost.

A facilitator engaged via the EELGA Talent Bank ran a facilitated session was held in March 2022 to invite those from the local community to attend and discuss whether an Advisory Group for Hunstanton was needed and how it should be composed. This led to the inaugural meeting of the HAG on 26 May 2022.

### Governance and Structure

The HAG is governed by its Terms of Reference.

A draft of the Terms of Reference was produced by the external facilitator and was considered in detail by the HAG at its inaugural meeting on 26 May 2022.

What appears to be a final version of the Terms of Reference dated 26 May 2022 was subsequently produced. In preparing this Briefing Note, it has been discovered that this 'final' version of the Terms of Reference was never formally adopted after the meeting on 26 May 2022. Additionally, questions have been raised as to whether the final version does in fact capture every agreed position of the HAG on 26 May 2022. Accordingly, the HAG has been recommended to review its TOR with a view to formally adopting them at a forthcoming HAG meeting.

What is understood to be the latest version of the Terms of Reference is attached to this Briefing Note.

The TOR state as follows with regards to the HAG's role and purpose:

#### **2. Purpose of the Hunstanton Advisory Group**

*The HAG will represent all sectors within Hunstanton, providing a focussed forum to develop and deliver projects within the area to enhance and improve facilities and the environment for both residents and visitors.*

*The HAG is to be a Group that is proactive and not a 'talking shop', it will be apolitical and follow the maxim of 'Talk less – Do more'.*

#### **3. The Role and Key Tasks for the Group**

*The key tasks for the Group will be to:*

- *Review proposed projects brought for consideration*
- *Prioritise agreed projects into an annual programme for development and delivery*



- *Appoint the most appropriate and experienced 'Champion' to lead individual projects*
- *Identify funding opportunities and apply for such funding to deliver projects*
- *Co-ordinate, monitor and manage the overall programme to identify and rectify any areas that are not progressing and to ensure there is no duplication of effort*
- *Ensure frequent and transparent communication is made with all stakeholders and the wider community*
- *Regularly review the membership of the HAG to ensure fair representation for all sectors of business and residents*

### Membership

Membership of the HAG was formulated at the facilitated session held on 22 March 2022 and at the inaugural meeting on 26 May 2022. Details of the membership are set out in the attached TOR.

The process set out within the attached TOR for adding new Members is as follows:

#### ***Process of adding new members***

*New members may be required either for their specialist knowledge or to fill a vacancy that has arisen.*

*New members may be appointed using the following process:*

- *Potential member would be nominated by a HAG member*
- *Seconded by another HAG member*
- *Vote taken within the next HAG meeting, a simple majority will stand*

### Meetings to Date

- 22<sup>nd</sup> March 2022 – Facilitated Session
- 26<sup>th</sup> May 1-3pm – Inaugural meeting of the Hunstanton Advisory Group
- 16<sup>th</sup> June 9:30-10:30 (No agenda or notes taken as no administrator available)
- 13<sup>th</sup> July 6-8pm
- 11<sup>th</sup> August 6-8pm
- 2<sup>nd</sup> Thursday of every month from October 2022 (8 September and 8 December meetings cancelled)

### The Borough Council's role

The Borough Council has three appointed Members to the HAG, one Cabinet Member and two Ward Members.

The Borough Council provides administrative support to the HAG in line with the support provided to the predecessor group, the Hunstanton Prosperity Coastal Communities Team.



### Budget

The HAG does not have its own budget and has no direct access to use any of the Borough Council's budget.

There is a one-off allocation within the Council's budget of £50,000 available to be spent on ideas presented by the HAG on supporting local events, funding projects or assessing feasibility of projects. The decision on whether to utilise this funding is made by Borough Council officers.

Separately to this, there was remaining funding of £48,000 awarded to the Hunstanton Prosperity Coastal Community Team which had been earmarked for signage in Hunstanton, a project now being promoted by the HAG.

The HAG is free to approach other organisations, partners, the County Council and the private sector to secure any other funding to advance its role and purpose.

Alexa Baker  
Monitoring Officer  
December 2022