

Subject: COASTAL COMMUNITIES FUND BID

Report to: Executive Management Team (EMT) 12 May 2016  
Economic Development Committee 6 June 2016

Report by: Paul Cheeseman, Employment & Skills, Growth

## **SUBJECT MATTER/RECOMMENDATIONS**

The Coastal Communities Fund (CCF) is a UK-wide programme designed to support the economic development of coastal communities by promoting sustainable economic growth and jobs, so that people are better able to respond to the changing economic needs and opportunities of their area.

Last year, the CCF awarded funding to 36 projects as part of its Round Three allocations in England; this included the Council's enterpriseGY programme.

In England, the fourth round was launched on 23 May 2016 and the Council intends to submit an application by the 30 June 2016 deadline.

## **RECOMMENDATION**

Members are asked to note the content of this report with a verbal update to be provided at the meeting.

## **1. INTRODUCTION/BACKGROUND**

- 1.1 Since the start of the Coastal Community Fund (CCF) a total of 218 UK organisations have been granted funding from a pot worth £125 million.
- 1.2 All projects funded through the CCF are expected to deliver an outcome where coastal communities will experience regeneration and economic growth through projects that directly or indirectly create sustainable jobs, and safeguard existing jobs. The CCF is administered by DCLG and the Big Lottery.
- 1.3 The CCF can fund both capital and revenue projects, with capital projects at an advanced stage of preparation.

## **2. BIDS**

- 2.1 Whilst an organisation, such as GYBC, may submit only one bid, there is no

limit on the number of bids that come from the same area. So it should be noted that an area can see competing applications and a local authority led application may be one of many.

- 2.2 To date, there have been three rounds, and Great Yarmouth Borough Council made successful applications in rounds one and three:

Round 1: There were three elements to this application, which provided neighbourhood-based employment support, social enterprise start-up support, and the Enterprise GY programme.

Outcome: Successful

Grant type: Revenue only

Amount: £600,000 over 24 months

Round 2: This application focussed on the purchase and development of the old co-op building (now Edinburgh Woollen Mill), providing a space for new and emerging retail start-ups, along with a retail focussed training academy.

Outcome: Unsuccessful at outline stage

Grant type: Capital and revenue

Amount: In excess of £1m

Round 3: This application was from the Enterprise GY programme (creating 100 new enterprises p.a.), which extended its work from round one to provide enhanced business start-up support, including additional focus on identified key sectors and events.

Outcome: Successful

Grant type: Revenue

Amount: £656,250 over 21 months

- 2.3 All Group Managers and EMT have been asked to submit their “expressions of interest” with a summary of their ideas/proposals by 31 May 2016.
- 2.4 An update will be presented to the Economic Development Committee on 6 June 2016, as a preferred project will need to be selected and a bid worked up by the 30 June 2016 deadline.

### 3. **FINANCIAL IMPLICATIONS**

- 3.1 Preparation and submission of a bid is within budget provision (officer time).

The two previously successful bids have brought in £600,000+ each to deliver their programmes.

#### 4. **RISK IMPLICATIONS**

4.1 There are no risk implications to submitting a bid.

#### 5. **CONCLUSIONS**

5.1 An update will be presented to the Economic Development Committee on 6 June 2016, as a preferred project will need to be selected and a bid worked up by the 30 June 2016 deadline.

#### 6. **RECOMMENDATIONS**

6.1 Members are asked to note the content of this report with an update to be provided at the meeting.

#### 7. **BACKGROUND PAPERS**

7.1 Corporate Plan  
Economic Strategy

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	Considered
Financial Implications:	None
Legal Implications (including human rights):	None
Risk Implications:	Considered
Equality Issues/EQIA assessment:	Considered
Crime & Disorder:	None
Every Child Matters:	None

## Round Four of the Coastal Communities Fund DCLG and the Big Lottery Fund

### Paper to EMT

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#### About the fund

In broad terms, the Coastal Communities Fund aims to support projects to create sustainable economic growth and jobs. In previous rounds, the fund has supplied a list of core outcomes, and asked applicants to specify the number of direct and indirect jobs that will be established. Since the start of CCF, a total of 218 UK organisations have been funded from a funding pot worth £125m. To date, there have been three rounds, and Great Yarmouth Borough Council made successful applications in rounds one and three. In England, the fourth round will be launched on the 23<sup>rd</sup> May, 2016. In previous years, the application process has been broken into two stages comprising an initial outline stage, followed by a more detailed business plan and application stage. The outline stage has previously had a short turnaround period, up to about six weeks, and so it makes sense for the council to start identifying and then filtering potential projects now.

In previous rounds, the CCF has funded both capital and revenue projects. It is also important to note that applications do not have to be led by local authorities, meaning that an area can see competing applications.

#### Previous applications made by the council

Round 1	<p>There were three elements to this application, which provided neighbourhood-based employment support, social enterprise start-up support, and the Enterprise GY programme.</p> <p>Outcome: Successful Grant type: Revenue only Amount: £600,000 over 24 months</p>
Round 2	<p>This application focussed on the purchase and development of the old co-op building (now Edinburgh Woollen Mill), providing a space for new and emerging retail start-ups, along with a retail focussed training academy.</p> <p>Outcome: Unsuccessful at outline stage Grant type: Capital and revenue Amount: In excess of £1m</p>
Round 3	<p>This application was from the Enterprise GY programme, which extended its work from round one to provide enhanced business start-up support, including additional focus on identified key sectors and events.</p> <p>Outcome: Successful Grant type: Revenue Amount: £656,250 over 21 months</p>

### Example applications made by other areas in round three

Last year, the CCF awarded funding to 36 projects as part of its round three allocations in England. This included the council's Enterprise GY programme. A sample of these projects and their allocations is provided below.

Applicant and Award	Project Description
Tate St Ives  £3,872,067	The project will refurbish and extend Tate St Ives. The new facilities will include a new apse gallery which will connect the existing gallery to the new extension; a new suite of learning and event spaces; increased capacity for visitors in the reception, cloakrooms, café, new exhibition space, staff accommodation and training space. In addition, a public garden with extraordinary sea views will be created on the roof, providing a new open-air space for local residents and visitors to enjoy.
Scarborough Borough Council  £2,780,000	The project will refurbish Scarborough's historic market hall to create a modern facility that meets the demands of today's consumers. In conjunction with the refurbishment the project will create new business spaces to allow existing businesses to expand and allow new local businesses to develop. A mezzanine floor will provide further accommodation for new enterprises and new employment opportunities. A new 'virtual market' will also be developed to promote local producers and suppliers regionally and nationally to further meet changing shopping habits and will be operated as a social enterprise providing much needed training opportunities.
Lincolnshire County Council  £1,750,000	Lincolnshire County Council through their Lincolnshire Coastal Observatories project seeks to deliver two stunning new visitor centres. The first at the Gibraltar Point National Nature Reserve replaces the previous centre severely damaged by flooding and winter storms in 2013. The second, the North Sea Observatory, will be at Chapel St Leonards. Both will provide information to help visitors understand the North Sea marine and coastal environment, coastal processes and rising sea levels. Each building will provide space to observe the sea and nearby environment and birdlife and wildlife therein. Both will have cafe, exhibition and display space and a range other activity will be provided to attract visitors all year round.
Copeland Borough Council  £900,993	The project will improve the cultural offer and develop the tourism benefits of the Beacon Museum in Whitehaven. The award will fund the creation of a new 'Light and Dark' gallery and the construction of a new conference and learning centre, designed to reflect the lighthouse design of the Beacon. Direct and indirect jobs will be created through an increase in tourism numbers.
Great Yarmouth Borough Council  £ 656,250	Great Yarmouth Borough Council will provide business advice, training modules, business and jobs networking opportunities, supported by the year-round benefits of new events to local residents and existing SMEs to further strengthen their businesses. They aim to transform the prospects of the unemployed and widen the horizons of existing businesses, in so doing creating direct and indirect jobs, addressing seasonality and promoting Great Yarmouth as 'The Enterprise Town for Business Growth and Job Creation'.
North York Moors National Park Authority  £455,000	The project will boost the tourism economy of the North York Moors Coast by showcasing its special natural and cultural heritage, improving infrastructure and promoting new experiences and events. Titled, the "Sea Life, See Life" project, it seeks to develop the economy of 5 communities along the coast of the North York Moors. The project will showcase nature, fishing and culinary heritage as well as arts and traditional crafts. Local business will receive support

	through skills development, workshops, and mentoring. Small scale infrastructure developments including signage and display boards will enhance the visitor experience. A series of year round events and festivals will be developed and marketed to attract additional visitors to these areas.
Thanet District Council £247,131	The project will enhance the visitor experience based on Thanet's unique coast and associated heritage assets that will draw visitors throughout the year and encourage people to explore and extend their stay. Regular events will be held (trails, cycle rides, scavenger hunts, sand art, sports activities, storytelling) celebrating Thanet's heritage including Turner, Darwin, TS Eliot, Victorian and Georgian tourism.
Looe Music Festival £149,677	The project by Looe Music Festival aims to boost the local economy through the development of cultural tourism, addressing seasonality in this rural coastal community in Cornwall. The project will grow the existing volunteer-led annual autumn festival and create a second 'out of season' annual event in the winter time, delivering an extended season for a coastal community that is almost entirely dependent on tourism. Ultimately, it will deliver sustainable, long-term economic benefit for the town through cultural tourism.

### Proposed Next Steps

- The CCF is holding two webinars on the 16<sup>th</sup> May, providing more information about Round Four. These will last up to an hour, and will take place at 11am and 2pm. Nominated representatives from GYBC should register for one of these. \*
- From this, the council might want to issue an internal EOI to Group Managers, to get a feel for best match between corporate objectives and the objectives of the CCF.
- If the EOI is issued for two weeks, the council will then be in a position to recommend a preferred project within 7-10 days of the launch announcement, leaving a reasonable amount of time to work through the outline application stage.
- The council can then recommend its preferred project or make suggestions on how different projects submitted under the EOI could be integrated into a single application.
- The council will also need to consider how it responds to approaches made by external organisations who want to submit an application that includes Great Yarmouth as part of its focus. This might be a county-wide project or similar.

*\*More detail of the fund, including a full list of previous recipients and instructions for registering for webinars can be found here: <https://www.biglotteryfund.org.uk/ccf>*

**Paul Cheeseman**  
**05 May 2016**