

## **Copeland Coastal Initiative – Delivering Seaside Regeneration**

**EXECUTIVE MEMBER:** Councillor Cath Giel  
**LEAD OFFICER:** Julie Betteridge, Head of Development Strategy  
**REPORT AUTHOR:** Don Taylor Economic Development Manager

### **WHAT BENEFITS WILL THESE PROPOSALS BRING TO COPELAND RESIDENTS**

The Copeland Coastal Initiative is an integrated regeneration programme that focuses on the needs and well being of the borough's seaside communities and settlements. It will build on existing partnerships to ensure a co –ordinated approach to projects that will bring forward increased jobs and opportunities for local people and help businesses with their expansion plans and workforce skills. The Initiative will also bring forward an enhanced tourism offer that will increase visitor numbers and spend within coastal communities as well as enhanced partnership working at a local level.

### **WHY HAS THIS REPORT COME TO THE EXECUTIVE?**

**(eg Key Decision, Policy recommendation for Full Council, at request of Council,etc.)**

This report sets out the allocation of Seaside Towns Grant across the strategic objectives of the Copeland Coastal Initiative.

### **RECOMMENDATION:**

Executive are requested to :

- a) Endorse the actions planned against the strategic objectives of the Copeland Coastal Initiative.
- b) To agree the allocation of the £200,000 Seaside Towns Grant against each of the strategic objectives over the life of the Initiative as set out in this report.
- c) To delegate the signing off of detailed projects and individual project spend against the £200,000 Seaside Towns Grant to the Portfolio Holder for Tourism and the Head of Development Strategy.

## **1. INTRODUCTION**

1.1 The Copeland Coastal Initiative is a five year integrated programme that contributes to the delivery of the Copeland Regeneration Plan priorities concerned with enabling a prosperous mixed economy, facilitating vibrant communities, enhancing Copeland's towns and villages, providing sustainable opportunities for all and managing and developing the Copeland area responsibly. The Initiative builds on Quality Coast activity to ensure that this is translated into wider regeneration initiatives based on worklessness, enterprise and tourism development as well as cultural and environmental activities.

1.2. The 29th June 2010 meeting of the Executive resolved to approve the allocation of the £200,000 Seaside Towns Grant from the DCLG for the Copeland Coastal Initiative. It also agreed the overall concept and framework of the Initiative as well as the strategic objectives. It was further resolved that the allocation of spend for this initiative would be subject of a further report.

## **2. ARGUMENT**

2. 1 The Copeland Coastal Initiative has four strategic objectives that contribute to the delivery of the strategic objectives of the Britain's Energy Coast Masterplan, the Copeland Regeneration Plan, the Tourism Destination Management Plan, Sustainable Community Plan and locality planning. As a package it brings forward opportunities to better co –ordinate activities to ensure strategic fit, maximise impact and the use of existing and new resources and to promote joint working. The Seaside Towns Grant will underpin the package of activity set out at Appendix A and provide leverage to access other resources to deliver the overall Initiative.

2.2 The reach of the Copeland Coastal Initiative runs the full length of the borough's coast. A project plan is attached at Appendix A and this is discussed in more detail in this report. It should be stressed that these are the projects where the Borough Council will be taking the lead. The strength of the Copeland Coastal Initiative is that it is underpinned by a Coastal Partnership which will bring forward a raft of additional projects that will enhance these activities. The Initiative will ensure these projects are co –ordinated and that strategic fit, opportunities to secure resources and partnership working are maximised.

2.3 In order to have the greatest impact and ensure deliverability, the project plan at Appendix A is a mix of cross cutting projects that cover the entire coastal area and others that are more geographically based. The five year life of the Initiative means that once the first group of geographically based projects are being developed and delivered, new projects will be brought forward to ensure full coverage over time. Ensuring geographic coverage will be responsibility of the Coastal Initiative Project Board the make- up of which is covered in section 6.

2.4 The Coastal Initiative has four strategic objectives covering Partnership and Engagement, Sustainable Places, Environment and Access and Tourism. Based on scoping work, a proportion of the Seaside Town Grant has been allocated against each of these objectives. This is for the full five year life of the initiative. Additional external resources will be sought using this grant as match as part of a funding strategy to be prepared by the project board.

2.5 The Partnership and Engagement objective is the underpinning of the initiative and will be the focus of activity over the full life of the programme. 2010 / 2011 activity will be around the initiative launch, setting up the project board the community network and the partnership that will be the basis of much of the project delivery. Over the following years it will focus on measures to strengthen and support the partnership including an annual conference, ongoing communication and engagement with communities and stakeholders and the development of a Coastal Volunteers programme. £20,000 has been allocated to this strategic objective.

2.6 The project plan at Appendix A includes projects that are cross cutting and that cover the entire coastal area. Other projects, particularly around Sustainable Communities, are more geographically focussed and the initial set of these have been identified on the basis of impact and deliverability. The scope of these regeneration projects will be developed through further consultation and in the case of Whitehaven, in line with locality and regeneration planning. The five year time line of the Coastal Initiative means that as these projects are being developed and delivered, new projects will be brought forward to ensure full geographic coverage. £90,000 has been allocated to this strategic objective.

2.7 The Copeland Coastal Initiative provides an opportunity to enhance Copeland's tourism offer so securing increased visitor numbers and spend. However to achieve this, environmental and access enhancements are needed at points along the coast. 2010 / 2011 activity will be to design and plan access and infrastructure works and improvements to interpretation and information provision. Activity in 2011 / 2012 will be around delivery. £50,000 has been allocated to this strategic objective.

2.8 As noted above, the Coastal Initiative presents an opportunity to generate economic benefit for the coast through an enhanced tourism offering hence a Tourism strategic objective. However this requires an enhanced accommodation offer and product quality as well as increased marketing activity. £40,000 has been allocated against this strategic objective.

2.9 It is planned that the Coastal Initiative will become an established and sustainable brand that can continue to foster partnership working and economic and regeneration benefits beyond the current five year time frame.

### 3. OPTIONS TO BE CONSIDERED

3.1 The option outlined in this report is for the £200,000 Seaside Towns Grant to be allocated across the four strategic objectives as outlined in the Argument above and as summarised at Table 1 below.

### 4. CONCLUSIONS

4.1 The Copeland Coastal Initiative provides an opportunity to support the regeneration of the borough's coastal communities over a five year period. This will happen through building and strengthening existing partnerships to bring a co-ordinated approach to the delivery of projects that will bring forward increased jobs and opportunities for local people and help businesses grow.

4.2 The £200,000 Seaside Towns Grant already allocated to the Initiative will act as a catalyst to get projects underway quickly, facilitate partnership working and to provide match in order to secure additional external funding.

4.3 The measurable outputs of the Copeland Coastal Initiative will be jobs created, businesses assisted, the value of press coverage and PR activity, increased visitor numbers and spend, and an increase in the provision of accredited accommodation. Other outcomes will be around improved access and facilities at Quality Coast Award Beaches.

4.4 A summary of the allocation of the £200,000 Seaside Towns Grant against each strategic objective for 2010 / 2011 and over the life of the initiative is given below.

**Table 1**

<b>Strategic Objective</b>	<b>Seaside Town Grant Allocation 2010 / 2011</b>	<b>Seaside Town Grant Allocation 2010 / 2011 to 2015 /2016</b>
Partnership and Engagement	£2,000	£20,000
Sustainable Places	£5,000	£90,000
Environment and Access	£10,000	£50,000
Tourism	£0	£40,000

## **5. WHAT ARE THE LEGAL, FINANCIAL AND HUMAN RESOURCES IMPLICATIONS?**

5.1 The Seaside Towns grant is held within ear marked reserves as previously agreed by the Executive. Additional external funding will be sought in line with a funding strategy to be agreed by the project board. The Council will act as accountable body for the programme and this will be managed under existing policies and protocols.

5.2 The key projects will be delivered through internal resources within existing work programmes whilst others will be delivered through partnership activity.

5.3 The Project Board, chaired by the Tourism Portfolio Holder will be responsible for monitoring the initiative and carrying out an annual evaluation.

5.4 As noted above, the Copeland Coastal Initiative will be delivered through a mix of internal and partnership delivery. In terms of internal staff resources this will consist of the Economic Development Team and the Sustainability Officer and will be integrated into existing work programmes.

## **6. HOW WILL THE PROPOSALS BE PROJECT MANAGED AND HOW ARE THE RISKS GOING TO BE MANAGED?**

6.1 The Copeland Coastal initiative sits under the Copeland Regeneration Framework which is managed by the Head of Development Strategy.

6.2 The Copeland Coastal Initiative will be managed by a project board. This consists of the Tourism Portfolio Holder, the Economic Regeneration Portfolio Holder, the Head of Strategy Development, the Economic Development Manager, the Chief Executive of the West Cumbria Development Agency, a representative of the Marine Management Organisation, the Director of the West Cumbria Tourism Partnership and a representative of the Lake District National Park. This report proposes that the signing off of detailed project spend be delegated to the Portfolio Holder for Tourism and the Head of Development Strategy.

6.3 The Project Board will also be responsible for ensuring that over the life of the programme the impact of the funding and projects is spread across all key settlements covered by the Copeland Coastal Initiative.

These are:

### **Towns**

Whitehaven  
St Bees  
Seascale  
Millom

### **Villages**

Haverigg  
Silecroft  
Bootle  
Ravenglass

### **Settlements**

Lowca  
Parton

6.4 The Project Board will also be responsible for the identification and mitigation of any risks arising from the delivery of the initiative.

## **7. WHAT MEASURABLE OUTCOMES OR OUTPUTS WILL ARISE FROM THIS REPORT?**

7.1 A benchmarking exercise has been undertaken and this will set a basis against which outcomes and outputs will be measured and these will be agreed by the Project Board. In particular the following quantitative and qualitative measures will be used:

- Jobs created
- Number of businesses assisted
- Value of press /PR coverage
- Increased visitor numbers and spend
- Increased number of accredited accommodation
- Improved access to Quality Coast Beaches
- Enhanced facilities at Quality Coast Award Beaches

### **List of Appendices**

Appendix A – Copeland Coastal Initiative Project Plan - Attached

### **List of Background Documents:**

Copeland Coastal Initiative Framework

Executive Report – Copeland Regeneration Plan Resources 29<sup>th</sup> June 2010

	2010- 11	2011-12	2012-13	2013-14	2014-15
Partnership & Engagement	Partnership launch Project board established Community Network (CN) established Webpages designed Communications Strategy Coastal Events calendar	Annual conference Project board quarterly meetings CN meetings March / October Website maintained Coastal Volunteer programme Coastal Events calendar Marine Litter Monitor Beach usage	Annual conference Project board quarterly meetings CN meetings March / October Website maintained Coastal Volunteer programme Coastal Events calendar Responsible dog ownership Coastal Code & common policies	Annual conference Project board quarterly meetings CN meetings March / October Website maintained Coastal Volunteer programme Coastal Events calendar	Annual conference Project board quarterly meetings CN meetings March / October Website maintained Coastal Volunteer programme Coastal Events calendar Monitor Beach Usage
Sustainable Places	Develop Seascale project Develop St Bees project Scoping for Whitehaven project in line with locality and regeneration planning	Deliver Seascale project Deliver St Bees project Develop Whitehaven project	Preparation of supplementary planning document for Whitehaven Town Centre & harbour Deliver Whitehaven project Develop and deliver other coastal projects	Develop and deliver other coastal projects	Develop and deliver other coastal projects
Environment & Access	Coastal Design Guide Signage audit Coastal Improvement Programme	Interpretation along Coast Coastal Improvement Programme	Coastal Improvement Programme		
Tourism	Coastal sports leaflet QCA applications	Accommodation project QCA applications Toursit information at beaches Adventure Tourism	Accommodation project QCA applications Toursit information at beaches Adventure Tourism	Accommodation project QCA applications Toursit information at beaches  Product Awareness	Accommodation project QCA applications Toursit information at beaches  Product Awareness
Funding	Funding bids submitted Landscape Partnership bid options	Landscape Partnership bid ?			