

SOUTHWOLD COASTAL COMMUNITY TEAM (CCT)
PROJECTS UPDATE JULY 2019

CCT PRIORITY 1 - MAINTAIN AND PROMOTE THE VITALITY OF THE HIGH STREET

1a. Revitalising the High Street

1b. Promoting Southwold's businesses

- Commissioned People and Places to undertake a **Town Centre Strategy** which informed the business plan and application for Coastal Community Fund (CCF) * **please refer to the end of this update document for a CCF update.** The outcomes and findings of the strategy will also feed into the work that East Suffolk Council (ESC) are progressing across all of the towns in their district to understand the role that town centres play as retail destinations. The Southwold project has served as a pilot for ESC to carry out the same research project with People and Places across all of their towns (12 in total) which will allow for a framework of locally led proposals to be created for all towns which will include Southwold. This will be important for those towns that will not be eligible for the larger government funds like the Future High Streets fund.
- The CCF application which includes elements of the town development roles (alongside the Business Hub at Station Road) is on the reserve list for consideration for funding in the summer. In the meantime, other funding options are being explored for these roles including the New Anglia Innovation fund which is released in the Autumn.

CCT PRIORITY 2 - MAKE OUR VISITOR ECONOMY MORE SUSTAINABLE

2a. Destination Management Plan for Southwold

2b. Promoting Southwold outside the peak tourist season

2.c Improving access to visitor information

- CCF application focused on exploring options to extend the visitor season with the two posts Southwold Development Manager and a Development Coordinator having a remit for out of season promotion and activity * **please refer to the end of this update document for a CCF update.**
- Acanthus has withdrawn from the VIP network due to the business being sold. St Edmunds Hall/Arts Centre have now been added to the VIP network so there are still 3 VIPs in Southwold. Still exploring options for a town centre/high street VIP and there is the possibility of a VIP at the Millennium Foundation car park at the entrance to the town.

CCT PRIORITY 3 – BALANCE THE COMMUNITY

3. Training and Apprenticeships

- East Suffolk Council (ESC) have been developing a pilot project that delivers a package of support for both prospective returners into the workplace alongside local employers. It targets individuals that have been out of the workforce and for which confidence/direction/skills

present barriers – supporting them to become work-ready and secure suitable employment. It has been developed based on the desire of a number of key employers to increase their engagement with and subsequent employment of returners with a number of companies in Southwold expressing an interest to become involved. A percentage of funding has been secured to roll out a pilot with further funding options being explored to support a full roll out across East Suffolk.

- Working with East Coast College, ESC have developed a training programme for businesses covering a whole host of topics from first aid, risk assessment and customer service. The majority of which are free with some requiring a small fee but they are still heavily subsidised. More information can be found here [East Coast College Business Courses](#)

CCT PRIORITY 4 - SECURE AND ENHANCE OUR COMMUNITY AND CULTURAL ASSETS

4a. Expand Community Assets

4b. Grow Southwold's events programme

- Included within the CCF application for the Town Centre Development team was an element of **event development** and exploring funding/sponsorship opportunities. * **please refer to the end of this update document for a CCF update.**
- **Southwold Arts Centre** – Peter to update

CCT PRIORITY 5 – ADDRESS ACCESS, PARKING AND TRANSPORT ISSUES

5a. Edge-of-town car-parking

5b. Expanding the Southwold and Reydon community shuttle bus service

Southwold Millennium Foundation received planning permission for a permanent car park opposite the Millennium Hall, increasing car-parking capacity for the town and helping to ease pressures on the town centre at peak periods.

CCT PRIORITY 6 - PRESERVE OUR NATURAL ENVIRONMENT

6a. (part 1) Natural spaces Management Plan

6a. (part 2) New Wildlife Garden and Visitor Centre

6b. New havens for wildlife

- Application submitted to Heritage Coast LEADER to support the creation of a visitor centre (including a Visitor Information Point) as part of the **Southwold Millennium Foundation** project. This is the last round of the LEADER funds due to it being a European funding stream and the information and evidence required for the submission is substantial but the group are continuing to pursue with the hope that there will be a positive outcome.
- James Mellish from JM Environmental (East Anglia) Ltd has been commissioned to undertake a feasibility study looking at the **boating lake** in terms of its economic benefit to the area as a tourism, community, educational and environmental asset. The research work will also take into consideration how signage could be improved to the site, how interpretation of the site

could be developed and options for linking the asset with other attractions and places of interest within Southwold.

CCT PRIORITY 7 - DIVERSIFY THE LOCAL ECONOMY

7a. Feasibility study for redevelopment of available premises in the town

7b. Support for a knowledge-based business hub on the Southwold Hospital site

- The **Station Road** development or Southwold Enterprise Hub was part of the CCF application. The project aims to support start-up businesses in the town, businesses that wish to expand, and, importantly, those from outside the area that want to relocate to the town or develop additional offices within the town as well as provide business support onsite and across the town. The hub will seek to attract knowledge/creative industry businesses to set up in the town, offering higher-value sustainable employment. * please refer to the end of this update document for a CCF update.

CCT PRIORITY 8 - CONSERVE AND PROMOTE OUR LOCAL HERITAGE

8. Celebrating Southwold's heritage

- Included within the CCF application for the Town Centre Development Manager was an element of heritage promotion. * please refer to the end of this update document for a CCF update.

**** Coastal Community Fund Update –**

Projects placed on the CCF Round 5 reserve list of projects are not guaranteed a grant but, should further CCF funds become available, they will get priority when we put recommendations to Ministers on which additional projects should receive funding. We hope to put further advice to Ministers on the reserve projects once HM Treasury confirm the CCF budget for 2020-21 this summer

Reserve projects have been asked to update us if the situation changes and their project no longer needs financing, or if they will need to make significant changes to their application.

Funding is also being sought for New Anglia LEP who have expressed an interest in supporting the capital and revenue element of the CCF project. If the funding applications were successful this would reduce the total amount required from CCF.