# HOUSE OF LORDS

# SELECT COMMITTEE ON REGENERATING SEASIDE TOWNS AND COMMUNITIES

# WRITTEN EVIDENCE VOLUME

# Allerdale Borough Council – written evidence (RST0071)

Background and understanding

**1.** **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1 The collapse of heavy industry and the economic downturn have affected Allerdale and its coastal towns adversely - extraction, processing, ports, etc. - that employed large numbers of people in the towns of Workington and Maryport. The Borough is in the 30% most deprived local authority areas in England, according to the 2015 Index of Multiple Deprivation, and is 115 out of 326 local authorities in terms overall deprivation. For Allerdale, 12% of LSOAs fall within the 10% most deprived LSOAs in England and 51% of LSOAs fall within the 50% most deprived LSOAs in England and parts of Workington (Moss Bay, Northside and Salterbeck) and Ewanrigg in Maryport are amongst the most deprived 10% and all feature among the borough's areas along the coast: there are 3 LSOAs in relation to income deprivation; 8 LSOAs in relation to employment deprivation; 8 LSOAs in relation to education, skills and training deprivation; 7 LSOAs in relation to health deprivation and disability; 5 LSOAs in relation to crime deprivation; 11 LSOAs in relation to living environment; and 8 LSOAs in relation to barriers to housing and services. In general the most deprived areas are in the urban south-west of the Borough around Workington. Other measures, including home tenure and dwelling type, employment, health and education confirm this pattern.

**2.** **Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1 The work of the Coastal Communities Alliance and the Local Government Association (each of which this Council is a member of) have focused on pertinent issues related to seaside towns. While none of Allerdale's towns feature in the 2008 report 'England's Seaside Towns' benchmarking study, the figures and indicators above in 1.1 and in similar instances, do mirror the issues highlighted in that report.

2.2 Allerdale Borough Council has commissioned evidence gathering and analysis work, for example to support its Business Growth Strategy in conjunction with Britain's Energy Coast and Ove Arup, its Maryport Delivery Plan with Ove Arup and its Heritage Strategy written by Bowles Green, as well as accessing research conducted by York Consulting on behalf of Cumbria LEP, however the Council would welcome further understanding of initiatives and approaches from a national and international perspective. At the recent launch of the Maryport Delivery Plan, Professor Frank Peck from the University of Cumbria was drawing comparisons between the opportunities for Maryport with two small towns in Ireland based on 'The Octagon Values Model: community resilience and

coastal regeneration', a 2016 article by Linda McElduff, Deborah Peel, Heather Ritchie and Michael Gregory Lloyd.

Housing and demographics

**3.** **To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1 Allerdale's population is largely concentrated in the south west around Workington, Maryport and Cockermouth where population density is 450 people per square kilometre. By contrast the Solway Plain, the coastal area to the north west of the district, surrounding Silloth, and part of the Solway Coast Area of Outstanding Natural Beauty and Hadrian's Wall World Heritage Site, has a population density of just 50 people per square kilometre. Nationally Cumbria has the second highest proportion of people who live in rural areas.

3.2 The district loses young people to higher education and employment outside the area and has seen the greatest rise (between 2001 and 2011) in the number of residents aged over 85 years in Cumbria (ONS, Census 2011).

3.3 Silloth ward has the greatest proportion of residents aged 65+ (Silloth 30.2%, Allerdale 22.3%, Cumbria 22.2%, England and Wales 17.4%).

3.4 Workington has the greatest number of HMOs though all three towns have some properties which are classed as HMOs.

**4.** **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1 The coastal area of Allerdale is not particularly adversely affected by transience of the population, however Cumbria has a super-ageing population. By 2039 32.2% of all residents are projected to be aged 65 and over. By 2039 Allerdale's population is projected to decrease by 1.5% making it the 7th greatest decrease of all 326 local authorities in England.

4.2 Between mid-2004 and mid-2014, internal migration (to and from other parts of the UK) and other changes (i.e. changes in prisoners, armed forces personnel etc.) accounted for a net increase of 2,400 persons in Allerdale, while international migration (to and from overseas) accounted for a net increase of 700 persons.

Transport and connectivity

**5.** **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action**

**required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1     In Allerdale, many of the larger businesses are situated in Workington and along the coast. West Cumbria is accessible via two 'A' roads and a coastal railway. It is widely recognised that transport within Cumbria is sub-standard: the coastal railway offers a slow and infrequent service, roads are often single-carriageway and can become congested with larger vehicles and bus services are infrequent and expensive.

5.2     Transport and connectivity are ongoing concerns for people in Cumbria: "businesses frequently raise poor transport links as an issue for competitiveness and growth" (Allerdale Business Growth Strategy). Allerdale's coastal area is up to a 50 minute drive from the M6 at Penrith.

5.3     For 41% of Allerdale's residents the main method of travel to work is by car, and the average distance travelled to work for Allerdale residents is 18.3 km. It takes on average 28.6 minutes via public transport to access key services, compared to the average of 16.6 minutes in the North West. The more deprived neighbourhoods of Allerdale have low levels of car ownership and are therefore more reliant on public transport.  Over 50% of workers in our most isolated coastal area travel over 10km to get to work.

5.4     In terms of digital connectivity all Allerdale wards have an average download speed that is lower than the national average. The UK national average speed is 44.6 Mbps; Allerdale's best performing ward, Christchurch in Cockermouth, receives an average download speed of 31.3 Mbps.  As would be expected, the majority of the wards with the lowest rankings for the average download speed are located in areas that are classified as sparse and super-sparse. Wampool was the worst performing Allerdale ward in both 2016 and 2017; in 2017 Wampool actually fell in the bottom 1% performing wards across the UK. However, the ward with the highest population density (Moorclose in Workington – 38.80 people per hectare) is located in the bottom ten of the ward rankings. In the top ten ranked wards, four are classed as urban areas, four are sparse areas and two are super-sparse.

5.5     The Council is proposing to introduce a policy within the Local Plan (Part 2) to ensure that broadband connectivity is considered at the earliest opportunity in the development stages. As it is the Council's intention for all new properties to be served by a high speed and reliable broadband connection, all applicants must demonstrate how they will install the necessary infrastructure (including ducting and cabinets) to allow broadband service operators to provide future occupants with fibre broadband connectivity.

5.6     As the technology improves and changes, the need to update and improve equipment, connections and installations may need additional centralised support to ensure areas such as Allerdale are able to compete with more populous areas.


The role of the visitor economy

**6.     How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important**

**are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1    Few local authorities in England can claim such a rich natural and cultural heritage as Allerdale. The Borough boasts two UNESCO World Heritage Sites, a National Park and an Area of Outstanding Natural Beauty, as well as many natural and built heritage designations including 21 conservation areas, 1,000 nationally important buildings and a 'National Gem Town'. Only 23 local authority areas in the world have two or more World Heritage Sites.

6.2    Tourism is seen by the Council as a significant economic opportunity. For some 20 years the tourism authorities working in partnership with the local authorities in Cumbria have promoted a strategy of attract and disperse, using 'Cumbria, The Lake District' as the 'attack brand' and promoting a number of 'slipstream brands', including 'The Western Lake District' and 'The Other Side of the Fells' to visitors who are attracted to the central Lake District.

6.3    Allerdale's coastal area does not attract the volume of visitors seen in the centre of the Lake District, in particular Keswick which is situated in the borough. Beyond the Lake District National Park, Hadrian's Wall World Heritage Site and to a lesser extent the Area of Outstanding Natural Beauty, Allerdale's heritage is largely unknown to the world at large; certainly outside of people in Allerdale and those beyond who have a special interest in nature or history.

6.4    The A66 is the major road for traffic from Keswick through to Workington however accessing the coast from Workington to the city of Carlisle, just 6 miles from the most northerly edge of the borough, requires using smaller A roads and B roads.

6.5    There is an opportunity to be gained here by improving transport links in various locations which could pull tourists further through Allerdale. Currently, the heavy tourist influence fades out before Cockermouth and most of the tourism beyond towards the coast is fed by county based day visits to various locations and events.

6.6    The major employment sectors outside of the public sector and locally traded services relate to tourism - food & beverage service activities and accommodation which between them account for approximately 4,500 (11%) employees locally.

6.7    The Strategic Environmental Assessment for the Cumbria Coastal Strategy (January 2018) indicates that the sub-cell from St Bees Head to the Scottish Border will come under additional strain on its formal and informal recreational facilities including access to the coast, which may be addressed by new opportunities to create more sustainable tourism and eco-tourism in some areas. This is reflected in the Allerdale Business Growth Strategy 2017 and the Maryport Delivery Plan 2018.


Physical regeneration

**7.    Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical**

**environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

7.1    The geography and dispersed nature of Cumbria further emphasise the importance of the transport network to ensure good connectivity to the major centres of economic activity.

7.2    The severe flooding in December 2015 highlighted resilience issues around current infrastructure, in particular roads and rail, and the need for improvements in certain areas.

7.3    Recently, tourism has been emerging as a means of addressing high levels of unemployment and deprivation following the closure of large industrial businesses in West Cumbria. A number of visitor attractions have been developed and the coast of Cumbria has been promoted as a day trip destination and a wet weather alternative for tourists staying in the Lake District.

Social and economic regeneration

**8.    What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1    Allerdale has two principal sectors which it relies on particularly heavily; energy and tourism. Energy has a significant influence on the whole of West Cumbria due to the location of Sellafield. The plant, situated in Copeland, employs over 10,000 people, many of whom live in Allerdale, and connects the area to international opportunities.

8.2    A National College for Nuclear opened in Allerdale in September 2017 located at Lillyhall. The facility is in place to train the next generation of nuclear experts.

8.3    Due to the proximity of the two working ports in Allerdale (Workington and Silloth), these have a potential role to play in bringing cargo in for the nuclear industry and other energy sectors.

8.4    It is inevitable that demand for good transport links surrounding these ports will increase as they are important for the growth of the energy sector and Allerdale as a whole.

8.5    From the adoption of the Allerdale Business Growth Plan (October 2016) Maryport was identified as a major priority for regeneration. Improving the vitality of Allerdale's Local Centres was highlighted as a priority action in the Strategy and the Council's leadership team recognised that a coherent and deliverable strategy for Maryport is required to achieve this.

8.6    Maryport is an ancient harbour town founded by the Roman Army on the Solway Estuary. The compact attractive Georgian town went into economic decline in the 1930's and has never fully recovered. The town has some deep seated socio-economic issues that have hardened as competitor locations have become more attractive. At first glance Maryport ought to be a visitor destination building on its scenic harbour and coastal location, significant Roman heritage and Georgian street assets. However, the town needs to focus on fundamentals and being a

desirable place to live before it aspires to be a visitor destination. The Allerdale Economic Growth Plan identified an economic role for Maryport as an attractive place to live and commute from, making the most of proposed investment in the railway line and improving job prospects in Copeland and Carlisle. In order for it to succeed in this role it needs to focus on the attractiveness of place, housing development and renewal and improvements to education. The Delivery Plan sets out priority projects to improve the quality of place alongside strategic projects and opportunities that can address underlying issues.

**9.     What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1     The five wards in Allerdale with highest proportion of working age people on out of work benefits are all located in our coastal towns: Moss Bay (35.1%), Ewanrigg (27.1%), Moorclose (26.0%), St Michael's (23.4%) and Flimby (19.4%).

9.2     There is a project within the Maryport Delivery Plan to in principle commit to the potential of a Tidal Lagoon and become influential in its progression. This would involve discussions with key partners at local, regional and national levels, including landowners, regulators and environmental groups to understand the potential benefits, impacts and mitigation measures.

9.3     A tidal lagoon offers the opportunity to generate a significant source of low carbon power utilising the area's existing local energy, construction and marine operations skills. Maryport and Silloth harbours would be revitalised during construction and operation with new fishing and maintenance opportunities. A lagoon would protect Allonby from coastal flooding, erosion of the crumbling coastline including the B5300 which is regularly flooded and in danger of collapse, plus enhance existing environments and create new offshore habitats in the Area of Outstanding National Beauty. The scale of the project creates the space for extensive aquaculture, water sports and safe beaches to drive the food, high energy and family destination tourism.

9.4     A tidal lagoon concept was first proposed by Tidal Lagoon Power between Workington and Silloth. The idea was received well in Allerdale and Cumbria and adopted by Love Maryport as a project to be embraced, recognising that it would be a significant and challenging project. Now, the proposal is for an alternative more deliverable and affordable scheme between Maryport and Mawbray delivering up to 1.8TWh per annum.

9.5     This strategic project in the Solway should be a cross border intervention delivered as part of the Borderlands Initiative. With government capital investment the tidal lagoon provides a long term reliable revenue stream for economic infrastructure investment up to £100m per annum. The scheme presents a novel opportunity to create a Borderlands Wealth Fund, reimagining local authority budgeting and spending across the Borders. As such, the project would explore how the tidal lagoon might sit

in the context of the future of Maryport and how it delivers benefits beyond the boundaries of the town and Cumbria.

Education, health and wellbeing

**10.   Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1   In terms of educational attainment, Allerdale's level of attainment at GCSE in 2015/16 was 54.5% (% of 5 A*-C including English and Maths) as compared to the England average of 57.8%.  Figures for 2016/17 for Allerdale show that 42.2% of pupils achieved a 9-5 pass in English and Maths GCSEs which was just below the England average of 42.9% and locally the third best performing district in Cumbria behind Eden and South Lakeland. Average Attainment 8 score per pupil in Allerdale was 46.3 compared to the England average of 46.4, placing Allerdale fourth out of the six Cumbrian districts.

10.2   For adults the greater concentrations of those without qualifications are in the coastal areas which the concentrations of those with NVQ4 and above are further inland, predominantly around the Cockermouth area.

10.3   Primary schools in Maryport continue to achieve good standards and Netherhall School has recently received a 'good' rating, having been transformed in a remarkably short period of time. This improvement should encourage more parents to actively seek living within the catchment, thereby increasing housing demand.

**11.   Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1   When compared to England & Wales, Allerdale has a slightly higher proportion of residents whose day-to-day activities are limited (Allerdale: 20.8%, England & Wales: 17.9%).

11.2   Life expectancy is 9.3 years lower for men and 8.3 years lower for women in the most deprived areas of Allerdale than in the least deprived areas.

Delivery structures

**12.   What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1   The Coastal Communities Fund has had a positive impact on Silloth on Solway, initially through providing funds and the impetus to bring a range of people together to produce an economic plan for the area. This focused ideas and challenged the community members to think, research and talk about ideas that could regenerate this area, and the consultant employed was able to hone these ideas to those that were clearly practical and able to have the most impact. This enabled the Coastal Communities Team to

put in an application for one key area within this plan, to create a multi user pathway for 6 miles along the shore, linking up two coastal towns and allowing people to enjoy and experience the coastal countryside in between. Securing the money from the Coastal Communities Fund also meant that the project could tap into other sources of match funding, of which an application is in progress and has received a positive welcome from the funding body at stage 1. At present, the project is in progress, so measuring the impact this will have on the coastal towns would best be done after installation, with a baseline survey at the beginning.

12.2 Whilst the volume and value of tourism in Allerdale has increased steadily, broadly in line with national changes, there has been no step-change increase in tourism visits to Allerdale as was originally hoped for under the 'attract and disperse' strategy. Consultation in North Allerdale shows a strong preference for a change of strategy and establishing 'England's Solway Coast' as a destination brand, at least from Allonby to the northern boundary of the Borough, and promoting a strong natural and cultural heritage offer.

**13.    To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13.1 The Council has recently adopted a new approach to promotion of its towns, with a brand identity for each town. While this is not a vision in terms of the question, we recognise there is a benefit to developing this further. The Maryport Delivery Plan is an example of developing a vision for one of our towns.

13.2 Maryport is the second largest settlement in Allerdale with 11,900 in residence – around 12% of the Allerdale population. Located on the south-western margin of the Solway Plain, Maryport is a popular destination for caravan and day visitors, largely from within the county. The town sits just south of 'Alauna' which is within the Hadrian's Wall UNESCO World Heritage Site.

13.3 Maryport houses two large industrial estates of small engineering firms and is also home to West Port windows' manufacturing facility. For Maryport, the largest employer is the New Balance factory in Flimby, which manufactures sports footwear and employs around 150 people. Maryport Harbour offers access to fishing, passenger and recreational vessels. The marina holds 190 berths and welcomes visitors from Galloway, the Isle of Man and marinas to the south. Other tourist attractions include the aquarium, maritime museum, roman museum and the Wave Centre.

13.4 Workington is home to one of the largest ports in Cumbria. Historically Workington was an industrial town and owes its previous growth to iron and steel manufacturing. Today, the Port of Workington handles around 30,000 of tonnes of cargo per year and is a significant hub for Cumbria.

Cargos include bulks, containers and ro-ro, and there is a mainline rail connection to the port.

13.5 Workington has several large employers in the area including Iggesund, Eddie Stobart (logistics & haulage), Amcor Flexibles (which specialises in manufacture of packaging materials) and Tata Steel.

13.6 The main retail area has benefited from investments over the last decade. In 2006, a £50 million shopping centre and mix use complex was opened. Workington is also known for its Northern Premier League rugby team and its British speedway Premier League team.

13.7 Silloth grew as a Victorian seaside resort with tourism as its core income. Today the port is owned and operated by Associated British Ports with main cargoes of wheat, fertiliser, molasses, and forest products. Other major industries include Carr's Flour Mill, agriculture, and tourism which is the main economic staple for the town due the large amount of caravan parks near the town centre. Visitors to these parks rely on the town and support the local infrastructure. Silloth is also noted for its championship golf course.

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

People and place

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building currently exist and, if so, could they be applied more widely?**

15.1 Opportunities for communities to come together given a specific focus are useful, particularly in areas such as West Cumbria with its isolated groups and communities, both geographic and interest related. Such opportunities are frequently driven by the offer of funding which can be both inspirational and restrictive.

**16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1 The Coastal Communities Teams approach has brought new partnerships into being. While the offer of funding is often an inspirational catalyst, the uncertainty or unavailability for future funding may mean innovations will be required to engender commitments from local people, driven by a more altruistic approach of commitment, contribution and collaboration.

16.2 The Maryport Delivery Plan brings together all the stakeholders indicate in the question, though the process to develop strong, viable partnerships

such as this is both lengthy and costly, meaning that the resources available to the Council don't allow addressing all the coastal towns and facilities along its coast.

# Arts Council England - written evidence (RST0051)

## Arts Council England

1. Arts Council England is the national development agency for arts, museums and libraries in England. We invest public funds in great art and culture for everyone, boosting our world-leading creative industries, the UK's global reputation, regional regeneration, education, health and wellbeing.

2. We believe that contemporary art and culture has a role to play to in our seaside towns.  Investment in arts and culture can help revive many coastal towns following the decline of traditional tourism. It can support the growth of the creative industries by creating strong and cohesive communities, and in providing opportunities for children and young people in seaside towns across the country in coastal communities in places like East Lindsey, Blackpool and Great Yarmouth to name a few.

3. As such we support 49 National Portfolio Organisations in seaside towns at a total value of £64,225,004 2018-22 funding period. This is a significant increase from the 2015-2018 period that saw 34 National Portfolio Organisations funded at £35,723,769.

4. Arts Council also provided £134,564,893 in funding through Grant in Aid and Lottery for 55 seaside towns in England between 1st April 2013 and 31st March 2018. £75,688,963 of this funding was in Grant in Aid and £58,895,930 was through Lottery.

5. We are also involved in numerous initiatives that support seaside regeneration through arts and culture, like the *Coasters Programme* through its Strategic Touring fund. The programme, led by SeaChange Arts, works with 11 other organisations to build relationships in areas of lower engagement and 'transform perceptions of coastal towns'.[1]

6. As a member of *Coastal Communities Alliance,* we work with the UK Government, Ministry of Housing, Communities & Local Government, Coastal Communities Alliance, Lincolnshire County Council to improve the quality of life and standard of living in coastal communities.[2]

7. Our funding in seaside towns has increased opportunities to engage with great art and culture in seaside towns, places where these opportunities

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[1] See more at https://seachangearts.org.uk/about/
[2] See more at https://www.coastalcommunities.co.uk/about-us/

can sometimes be limited. Delivering great and art culture has led to seaside town regeneration - socially, economically and physically. It has attracted more visitors to the areas, created businesses and jobs. It has also had a positive impact within respective seaside communities both ensuring more of the community is engaged and, in the process, bringing them together.

**Challenges facing Seaside Towns**

8. Seaside towns have suffered from a decline in traditional coastal tourism. This coupled with reduction in local authority funding has damaged the arts and cultural offering available in seaside towns. Furthermore, the current physical infrastructure, skills and industry have been identified as barriers to growth as well as health, neighbourhood/ community cohesion as issues more prevalent in coastal towns.[3]

9. To assist the regeneration of seaside towns Arts Council supports the *Coastal Communities Alliance*. The Alliance highlights the main priorities to focus on in seaside towns are: Current barriers to economic growth (Physical infrastructure, skills and industry structure); the threat of coastal inundation; managing and exploiting the tourism legacy; the consequences of deprivation (health, neighbourhood/community cohesion and pressure on local services).[4]

10. Local Government, the cultural sector and the Arts Council must find new and sustainable business models so that the sector can be a resilient platform for future growth. To this end we welcome the UK Government's Creative Industry Sector Deal. The Deal includes the Cultural Development Fund, which will give towns and cities access to £20 million to invest in culture and the creative industries.[5] This Deal forms part of the UK's Government Industrial Strategy that highlights culture investment as positive to social and economic outcomes.[6] This investment can contribute to arts and culture investment in seaside towns and help deliver regeneration in these coastal communities.

11. We also work with partners such as the Associated British Ports. Associated British Ports is a major landowner in many coastal communities. Together we will work to regenerate these communities through arts and culture investment like the Kasbah in Grimsby. Through investment and these important partnerships coastal communities can be

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[3] See more at https://www.coastalcommunities.co.uk/about-us/
[4] Ibid.
[5] See more at https://www.gov.uk/government/news/creative-industries-sector-deal-launched
[6] HM Government, *Industrial Strategy Building a Britain fir for the Future*, 2017.

transformed physically, economically and socially.  These partnerships will be essential to continue to help the regeneration of seaside towns that have suffered from a decline in traditional tourism and loss of industry.

12. Arts Council funding delivers great and art and culture and in doing so focuses on the issues that affect coastal towns the most. Arts and culture investment has had a positive impact to strengthen communities, improve health, improve physical infrastructure and attract skills and businesses to the area.   These contributions from engaging with arts and culture and investing in cultural infrastructure have the potential to make a tangible difference to seaside towns through helping to provide solutions to many of the challenges that they face.

## Arts Council funding in seaside towns

13. Our work is directed by achieving great art and culture for everyone, our 10-year development strategy for the sector.[7] We know that we need to take account of the differences of place and that how we approach this issue is key to delivering our ambitions if we want people in all parts of our country to benefit from cultural opportunity.

14. We invest through three main strands:

    i)   National Portfolio Organisations, the backbone of England's cultural infrastructure.
    ii)  Arts Council National Lottery Project Grants, our rolling, open access grants programme.
    iii) Arts Council England Development Funds, to target specific gaps, challenges and opportunities. [8]

15. Arts Council supports 49 National Portfolio Organisations at a total value of £64,225,004 2018-22 funding period. We also gave £134,564,893 in funding to 55 seaside towns in England between 1st April 2013 and 31st March 2018. £75,688,963 of this funding was in Grant in Aid and £58,895,930 was through Lottery.

16. This contributes to visual arts, dance, combined arts, museums, music, theatre, literature and libraries in coastal areas in the South East to the North East.

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[7] See more at http://www.artscouncil.org.uk/sites/default/files/download-file/Great_art_and_culture_for_everyone.pdf
[8]   See more at: http://www.artscouncil.org.uk/projectgrants

**Arts and Culture investment helping restoration and regeneration**

17. Arts and culture investment has contributed to the restoration and regeneration in seaside coastal towns.

18. One town that has seen a real uplift from arts and culture is Folkstone. The Creative Foundation, in Folkstone, is part of the 2018-22 Arts Council National Portfolio and has been awarded £1.6 million. Previously the Creative Foundation received £350,000 and £500,000 respectively for the 2011 and 2014 Folkestone Triennials.

19. Funding has encouraged the physical regeneration of Folkestone. The funding has seen the restoration of 90 buildings and the building of the Quaterhouse, a performance venue for music, theatre, dance and comedy.

20. The Creative Foundation oversaw the purchase, refurbishment and management of properties in the Creative Quarter. Prior to Creative Foundation's work the buildings in the area where in very poor condition. The area has now been transformed with help of the Creative Foundation to make the buildings suitable to house creative businesses, artists and residents that have become part of the Creative Quarter.

21. Unquestionably, arts and culture investment has helped to revitalise Folkstone. It has led to the restoration of buildings and the creation of new buildings, which has had a positive impact to the physical regeneration of the town.

**Arts and Culture contributing to the visitor economy and making a significant impact to help social and economic regeneration**

22. Arts and culture plays a significant role in attracting visitors and boosting the visitor economy. Funding in arts and culture has grown the visitor economy, which in turn has had a positive contribution to the local economy.

23. The opening of the Turner Contemporary Gallery in Margate is a great example where arts and culture has contributed to the boost in the visitor economy. The Gallery has been part of the Arts Council's National Portfolio since 2012. The gallery acts to celebrate Turner's association with Margate

that continues 'Turner's legacy as a visionary who bridged the gap between traditional and contemporary art'.[9]

24. Launched in 2011 the gallery has attracted 2 million visitors to Margate. The success of the gallery has attracted new investment in the area. As a result, 70 new businesses have opened in Margate and the gallery is estimated to have brought in an estimated £7.8 million of NET additional expenditure per year for the Kent economy and 101 FTE jobs (2015/16).[10]

25. The success of Turner Contemporary Gallery is an example of the additional benefits that arts and culture funding bring to a seaside town. In addition to the world class gallery, Margate and surrounding areas has benefited enormously from its presence. The boost in the visitor economy has attracted investment into the area that has seen the creation of business, jobs and stimulated the local economy.

26. Another example of arts and culture investment boosting the visitor economy is the Lightpool Festival in Blackpool. The Festival was first held in 2016 with funding from Arts Council and subsequently named as best major event in the Lancashire Tourism Awards. The event returned in 2017 and will again in 2018 -  in a festival that will boast live performance, light-based art installations, illuminated tram parade and a special collaboration with the BBC Philharmonic.

27. Lightpool 2017 Evaluation's Report estimated that the festival 'generated an additional 487,888 visits to Blackpool and generated direct and indirect visitor expenditure of £60 million in 2016.'[11]

28. Moreover, the report estimated that 'the project created 11.8 jobs and safeguarded 15 jobs, whilst visitor spend attributable to Lightpool in 2016 is estimated to have indirectly created, supported or safeguarded 657 jobs in Blackpool'.[12]

29. Lightpool is a clear example of an arts and culture event that both grows the visitor economy, the local economy and creates and secures jobs. It marks as testament to the socio-economic benefits that investment in arts and culture creates.

30. Another success story of a festival having a real impact to a seaside town is the SO Festival in East Lindsey. Managed by Magna Vitae, an Arts

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[9] See more at https://www.turnercontemporary.org/about/history
[10] See more at https://advisor.museumsandheritage.com/news/turner-contemporary-launches-pioneering-social-value-research-impact-community/
[11] Lightpool Evaluation Report March 2017
[12] Ibid.

Council National Portfolio Organisation, SO Festival began in 2009, by East Lindsey District Council in partnership with Arts Council support.

31. Since 2009 each festival has contributed on average £600,000 to the local economy and continues to attract thousands each year. In 2017 80,550 visitors were estimated to have attended. This plus the 1672 that participated meant that 82,222 persons engaged with the festival overall.[13]

32. Once more the economic impact is sustainable. 96% of those surveyed thought that the overall festival was excellent or good, and 93% would return.[14]

33. The SO Festival is a fantastic example of arts and culture boosting the local economy in a seaside town and engaging the local and surrounding communities in arts and culture. It is another example of a successful initiative that has grown tourism and boosted the visitor economy.

**Arts and Culture bringing together local communities, businesses, public sector bodies**

34. Arts and culture has always brought people together. Arts Council is proud to support a number of organisations that bring communities together and celebrate their diversity.

35. Brighton Festival reflects the Arts Council's vision: 'to dismantle the barriers that exclude the widest participation in the arts.' and 'creating the conditions on the ground for further equality in the arts'.[15] In short, the festival brings people together and has them play a central role in the regeneration of the area.

36. The four objectives of the festival are: i) to present a high-quality programme of arts, culture and heritage that reaches new and existing audiences; ii) to provide access to the arts without economic barriers; iii) to introduce young people to opportunities the arts can bring in and around their communities; iv) being an advocate for the outdoor arts sector.[16]

37. A social impact report found Brighton Festival '[created] an interaction between local residents and artists and artistic activities in a friendly and non-elitist way, where everybody is welcomed, whatever their origins, health, or challenges they encounter in their lives, and they come together to share an experience that is fun and enjoyable'.[17]

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[13] SO Festival 2017: Project Evaluation 27th June – 2nd July 2017
[14] Ibid.
15 Brighton Festival 2018: Outdoor Arts and Community Programme Social impacts.
[16] Ibid
[17] Ibid

38. The Festival brought together all ages from children to over 60s. Over 3,000 took part in the Children's parade and 20,000 made of the audience and 200 residents joined the Over 60's dance company - Three Score Dance.

39. Brighton Festival is an example of arts and culture bringing people together from every part of the community. The festival had performances from all ages and all backgrounds and engaged with all ages and all backgrounds. The festival celebrated the city's cultural identity and brings together its local communities that help with the regions regeneration.

## Arts and Culture shaping the vision for seaside towns regeneration

40. Arts Council funding contributes to numerous seaside town strategies that include arts and culture as a key part of plans for regeneration.

41. Great Yarmouth Borough Council recognised the importance of arts and culture for its future. Great Yarmouth Borough launched *Making Waves a Culture Strategy for Great Yarmouth 2016-2021* – supported by Arts Council funding of £10,000 to develop the cultural strategy and a further £15,000 to enable the local authority to appoint a Cultural Coordinator and establish a new cultural board.

42. The Council identified arts and culture to grow and strengthen the local economy; increase investment into Great Yarmouth's cultural assets, raise the profile of Great Yarmouth as a unique visitor destination; allow Great Yarmouth to become a nationally recognised cultural and heritage sector and sector collaboration and a nationally recognised exemplar of culture-led community engagement.[18]

43. Great Yarmouth is therefore an example of a local authority that understands arts and culture as a key area to promote regeneration in the local area. Great Yarmouth links arts and culture to benefiting and strengthening the local economy and promoting Great Yarmouth in general.

## Arts Council involvement in ongoing programmes

44. Arts Council is involved in numerous programmes with the aim to assist seaside regeneration. Programmes cover a wide variety of areas, such as through alliances and networks, touring programmes, funding projects in areas of low arts and culture engagement and education. All focus on social and economic challenges in respective coastal communities.

45. Arts Council is an active member of *Coastal Communities Alliance*. Arts Council is working with the UK Government, Ministry of Housing, Communities & Local Government, Coastal Communities Alliance,

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[18] Great Yarmouth Borough Council, *Making Waves: A Culture Strategy for Great Yarmouth 2016-2021*, 2016

Lincolnshire County Council.  By working together and presenting a united voice for coastal communities the challenges that these regions face can be overcome.

46. The Alliance recommends that members focus on: enhancing the attractiveness and accessibility of public areas; providing increased community facilities; promoting the visitor economy; encouraging sustainable uses of heritage/cultural assets; creating links to support the growth and performance of the retail sector.[19]

47. The Alliance plays an important role by 'seeking to build alliances and common purpose around the coast of Britain, with a particular focus on socio-economic challenges.'[20] The initiative is therefore important in providing a voice and communicating and arguing the case of the positive socio-economic impact that comes from arts and culture investment.

48. Part of the Alliance is the *Coastal Culture Network.* It aims to strengthen the network of cultural provision around the coast and see the benefits of cultural activity reach more communities. Arts Council supported the setting up of the network and funded the first year of activity.

49. The Network also looks to promote the role of culture in the regeneration and development in coastal communities. It brings together partners in the sector, Local Government and anyone with an interest in culture in coastal communities to share best practice and information to achieve regeneration and development in coastal towns.

50. A Strategic Touring Programme that Arts Council is involved in that focuses on seaside towns is *Coasters*. *Coasters* is a three-year (2016-2019) initiative led by Seachange Arts and supported by Arts Council. Coasters is 'a national partnership committed to developing audiences by delivering innovative touring "work of the coast" to enliven and re-imagine the culture of coastal towns for those who live and visit there.'[21]

51. Although the programme is still on-going, it has already had a positive impact for those coastal towns involved. In 2017, *Coasters* attracted 114,074 attendances and 826 participants to *Coasters* events. Added Combined to 2016 figures this means a total of 211,468 -  exceeding the original target of 150,000.[22]

52. The *Coasters* programme has engaged parts of the community that traditionally have not engaged with arts and culture in the past. Figures have revealed that audience are made up of a mixed range of ages.

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[19] See more at https://www.coastalcommunities.co.uk/about-us/
[20] Ibid
[21] The Audience Agency, *Coasters 2017 Evaluation Report*, 2017
[22] Ibid.

53. *Creative People and Places* is a programme which aims to increase arts and culture engagement in areas of low engagement. It invests in bottom up, locally appropriate partnerships which engage local people to help them define their own cultural aspirations for their communities. The Programme has invested in a number of seaside communities, such as Blackpool and Wyre, Boston and South Holland, East Durham, Hull, South East Northumberland, Sunderland and South Tyneside and Swale and Medway.

54. The programme also often engages key partners from outside the cultural sector to ensure that the programme is appropriate to place, and that partnership ensures successful delivery and sustainable long-term partnerships. For example, the lead partner in the Blackpool partnership, *LeftCoast*, is Blackpool Coasting Housing.

55. *LeftCoast* serves Blackpool and Wyre and puts 'culture at the centre of seaside regeneration by providing opportunities to experience high quality arts and culture that is accessible to all.'[23] Community is at the core of the project – to improve access to the arts and strengthen and bring communities together.

56. Another example of a *Creative People and Places* programme is *Ideas Test* that serves Faversham & Isle of Sheppey and villages in Sittingborne and Rochester, Chatham, Gillingham and villages in Medway. Over half of the area is rural, with poor transport, high unemployment and economic and social deprivation.[24]

57. Lookout 21, supported by *Ideas Test*, uncovers and invests in local creativity. Three workshops were commissioned with Kent Autistic Trust, Dizzy O'Dare and Play on Words Theatre youth group, Radio Arts and local residents – each using LV21, an arts venue, previously a decommissioned Lighthouse Ship. The LV21 project was a success shown by 1100 people visiting LV21 during the period of the Lookout 21 project, with 50% first time visitors and 70% attending more than one workshop.[25]

58. Arts Council will build on this success across the nation. In January 2019, a new round of *Creative People and Places* funding opens. We will allocate £24 million for this new programme of funding between 2019-2023 to places identified as the 'least engaged' in arts and culture across England, according to the [Active Lives survey](#) November 2015 to May 2017. [26]

59. 79 new places will be eligible for the new programme, including seaside towns such as, Barrow-in-Furness, Basildon, Castle Point, Copeland, East Lindsey, Great Yarmouth, North East Lincolnshire, Sefton, Tendring, Thurrock, Torbay, Redcar and Cleveland, Rochford and Sedgemoor.[27]

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[23] See more at http://www.creativepeopleplaces.org.uk/project/leftcoast
[24] See more at http://www.creativepeopleplaces.org.uk/project/ideas-test
[25] See more at http://www.creativepeopleplaces.org.uk/our-impact/lookout-21
[26] See more at https://www.artscouncil.org.uk/funding/creative-people-and-places
[27] ibid

60. The Great Place Scheme is another example of work done by Arts Council to allow culture and heritage to contribute to the social and economic needs of the area. Working with Historic England, we have invested in 16 pilot areas in England.

61. Pilots in seaside towns include, Torbay Economic Development Company Ltd (South West), 'Torbay, a place to feel great' (£1,191,400), The Creative Foundation (South East), 'Pioneering Places: East Kent' (£1,489,200) Sunderland Culture (North East), 'Sunderland Comes of Age', (£1,249,900), Great Yarmouth Borough Council, 'Making Waves Together - Reimagining the Seaside Towns of Lowestoft and Great Yarmouth (£737,900).[28]

62. Those involved in the *Great Places Scheme* will explore new ways to include arts and heritage in the provision of local education or health services; research into the contribution made by arts and heritage to local economies; fund people working in arts and heritage to build networks and increase their skills, as well as a range of other activities to achieve its goals to ensure arts and heritage meet the social and economic needs of where the scheme operates.[29]

63. Another ongoing project that focuses on economic and social challenges is *Cultural Destinations*. Arts Council developed this programme to help put culture at the heart of plans for local growth in the visitor economy. In this way cultural organisations can become more sustainable through exploiting new income streams, but also contribute to local prosperity through putting culture at the heart of the destination offer. This supports the night time economy, extends the season, changes visitor profile and can help places brand themselves.

64. Investment in this initiative supports partnership between the cultural and tourism sectors to that end, and local destination organisations were a partner in each investment – along with Local Enterprise Partnership, local businesses, Local Government and other attractions. Investments have been made into Cornwall, East Kent and Norfolk and Suffolk. The programme was developed in partnership with Visit England, and its second round provided match funding for Visit England's Discover England Fund in a number of places.

65. An education initiative Arts Council is involved in is the creation of Local Cultural Education Partnerships. These Partnerships will 'improve the alignment of cultural education for young people, in places where this is most needed.'[30]

66. Great Yarmouth formed part of the pilot study where cultural engagement was identified as low and sporadic. This coupled with Local Authority cuts affected the cultural offering. However, through the programme 'more young people are now registered with the library due to targeted

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[28] See more at https://www.greatplacesscheme.org.uk/england
[29] Ibid
[30] See more at https://www.artscouncil.org.uk/children-and-young-people/working-partnership

recruitment in low participation areas' and 'more pupils… involved with local museums in the area.'[31]

67. Bristol was also part of the pilot study that looked to develop 'greater strategic direction for cultural education in the city'.[32] The study was a success as it resulted in young people having 'better access to, and awareness of, a range of high quality cultural opportunities'[33] and 'schools, young people and families… more aware of the value of, and opportunities for, cultural education in their local area'.[34]

68. These ongoing education projects form a strong foundation to help children and young people engage with arts and culture and help provide a cultural offering where local authority funding cuts and as well as other factors impact the cultural offering.

**Summary**

69. Seaside towns face unique pressures following the decline of traditional tourism. It is understood that by the focusing on barriers to economic growth; the threat of coastal inundation; consequences of deprivation and managing and exploiting the tourism legacy coastal communities can alleviate or overcome the challenges they face.[35]

70. Arts Council will continue to invest in seaside towns and support the arts and culture organisations that do such great work in their respective areas and helping in their regeneration.

71. Arts Council funding both make arts and culture accessible to more people regardless of background and contributes to the regeneration of seaside towns – socially, economically and physically.

72. The positive impact that arts and culture have to seaside towns is enormous. There have been significant benefits in seaside communities because of investment in arts and culture.

73. The areas and programmes that this submission has explored show that arts and culture investment has boosted the local economy, created jobs, encouraged the restoration of buildings and involved and strengthened the respective local communities. Ongoing programmes are involved in a number of different areas, including education and programmes that tackle social and economic challenges. In each instance engagement in arts and culture is improved and positive social and economic outcomes delivered.

74. The Arts Council's key delivery and strategic partner is Local Government. We know that a successful and sustainable community with culture at its

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[31] J. Harland & C. Sharp, *Cultural Education Partnerships (England) Pilot Study*, National Foundation for Educational Research 2015.
[32] Ibid.
[33] Ibid.
[34] Ibid.
[35] See more at https://www.coastalcommunities.co.uk/about-us/

heart can only happen through the leadership of the Local Authority. The Arts Council in its focus on place bases its efforts on partnership with local authorities. It is encouraging that so many local authorities in seaside towns recognise the contribution arts and culture makes to their respective area.

75. It is also very welcome that the UK Government also recognises the positive social and economic impact arts and culture investment achieves. By working with the UK Government, Local Government and the arts and culture sector we will continue to invest in arts and culture and deliver positive economic and social outcomes.

76. In working together with the sector, Local Government, UK Government and key partners like Associated British Ports with continued arts and culture investment we can continue to help the regeneration of seaside towns and coastal communities.

**Association of Child Psychotherapists – written evidence (RST0002)**

**About the ACP**

The Association of Child Psychotherapists (ACP) is the professional body for Psychoanalytic Child and Adolescent Psychotherapists in the UK. Child and adolescent psychotherapy is a core NHS profession with members completing a four-year full-time training in NHS child and adolescent mental health services. This enables them to develop high level competencies and to provide specialist psychotherapy across a range of settings to some of the most vulnerable children and young people in society. Psychoanalytic Child and Adolescent Psychotherapists have a key role in supporting other professionals who work with infants, children and young people, and their families, across the health, care, education and justice sectors. The ACP is responsible for regulating the training and practice standards of child and adolescent psychotherapy and is an accredited register of the Professional Standards Authority (PSA).

**Regenerating seaside towns and communities: mental illness and the provision of child and adolescent psychotherapy**

**Introduction**

1. The Association of Child Psychotherapists (ACP) welcomes the inquiry by the House of Lords Select Committee on Regenerating Seaside Towns and Communities. As the Chair of the Committee states in the call for evidence, "Seaside towns and communities face a range of complex challenges". This includes complex challenges to the mental health of children, young people, their families and carers. The ACP therefore wishes to submit evidence specifically in relation to Question 11, though there are important links to other questions including those relating to housing and demographics, and also education.

*Q 11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

2. We wish to bring the Committee's attention to two key and connected facts that indicate that particular attention should be paid to the mental health needs of vulnerable children and young people in coastal communities. Firstly, there are likely to be higher levels of social, emotional, behavioural and relational difficulties and mental illness amongst vulnerable children and young people in coastal communities. Secondly, despite this the resources required to support and treat those children and young people, and support their families or carers, are likely to be more limited in these communities. In relation to the first, there are concerns about the needs of children and young people who are looked after, as well as others who suffer from deprivation, poverty and neglect. In relation to the second, the ACP has identified that seaside towns are amongst the worst served areas in terms of access to specialist child and adolescent psychotherapy.

**Identifying increased mental health difficulties and vulnerabilities in coastal communities**

3. It is known that some seaside towns are particularly affected by deprivation and poverty. For example, the report by the Social Market Foundation 'Living on the edge: Britain's coastal communities'[36] identifies "pockets of significant deprivation" in seaside towns and a widening gap with the rest the country. There are clear links between poverty and mental illness as demonstrated in many reports including that from the Mental Health Foundation[37]. This cites a systematic literature review which found that young people aged 10 to 15 years with low socio-economic status had a 2.5 higher prevalence of anxiety or depressed mood than their peers with high socio-economic status.[38] The effects of this can be seen, for example, in reports of antidepressants being prescribed far more in deprived English coastal towns. Analysis of NHS prescription data[39] shows that rates of prescribing in Blackpool, Sunderland and East Lindsey are almost twice the national average.

4. The Centre for Social Justice has identified factors that connect deprivation and indicators of mental health pressures on young people and families. In their

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[36] Corfe, S. (2017) Living on the edge: Britain's coastal communities, Social Market Foundation. http://www.smf.co.uk/publications/living-edge-britains-coastal-communities/

[37] Elliott, I. (2016) Poverty and Mental Health: A review to inform the Joseph Rowntree Foundation's Anti-Poverty Strategy. London: Mental Health Foundation. https://www.mentalhealth.org.uk/sites/default/files/Poverty%20and%20Mental%20Health.pdf

[38] Lemstra et al. (2008) in Social Determinants of Mental Health, World Health Organization and Calouste Gulbenkian Foundation (2014). Available at: http://www.who.int/mental_health/publications/gulbenkian_paper_social_determinants_of_mental_health/en

[39] Gayle, D. (2017). Antidepressants prescribed far more in deprived English coastal towns, Guardian Online, https://www.theguardian.com/society/2017/apr/14/antidepressants-prescribed-deprived-seaside-towns-of-north-and-east-blackpool-sunderland-and-east-lindsey-nhs

report[40], which draws evidence from five seaside towns[41], they identify very high rates of 15 to 17-year old pregnancy and dangerously high levels of family breakdown with more than 40 per cent of families with dependent children being fatherless. These factors greatly increase the likelihood that those children will perform less well at school, become unemployed and face their own family instability. These in turn are factors linked to poor mental health. Social, emotional and behavioural difficulties have been found to be inversely distributed by household wealth as a measure of socio-economic position in children as young as 3 years old.[42]

5. There are particular concerns for the wellbeing of children and young people who are looked after, either in foster care or children's homes. The prevalence of mental illness is significantly higher in looked after children than equivalent populations[43]. At the same time many coastal districts have significantly higher populations of looked after children[44]. Out-of-area placement of looked after children is common in England, despite the law insisting that it should only be done in exceptional cases and only for reasons that expressly benefit the child. Numbers placed in residential homes outside their local authority area increased by nearly two-thirds in five years[45]. Many of these vulnerable children end up in seaside towns because of the availability of relatively cheap accommodation that residential child-care providers can turn into children's homes and offer low-cost placements for local authorities with limited resources, and higher costs in their own areas, such as London. There are also greater numbers of foster carers in poor coastal areas where people rely on the income they get from fostering, rather in wealthier areas where the number of foster carers is dwindling. As the recent report[46] highlights, this is exposing these children and young people to significant risk including gang violence and sexual exploitation.

## Identifying a lack of commensurate specialist child and adolescent psychotherapy provision

6. The factors above indicate that coastal towns develop a high density of children and young people with mental health needs who present with a range of social, emotional, behavioural and relational difficulties that place them at significant

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[40] Centre for Social Justice. (2013) Turning the Tide: Social justice in five seaside towns. https://www.centreforsocialjustice.org.uk/library/turning-tide-social-justice-five-seaside-towns

[41] Rhyl, Margate, Clacton-on-Sea, Blackpool, Great Yarmouth

[42] Kelly et al. (2011) in Social Determinants of Mental Health, World Health Organization and Calouste Gulbenkian Foundation (2014). Available at: http://www.who.int/mental_health/publications/gulbenkian_paper_social_determinants_of_mental_health/en

[43] House of Commons Education Committee Mental health and well-being of looked-after children Fourth Report of Session 2015–16. HC 481 https://publications.parliament.uk/pa/cm201516/cmselect/cmeduc/481/481.pdf

[44] Tickle, L. (2018). Could Margate be the next Rochdale? Guardian Online, 1 Aug 2018. https://www.theguardian.com/society/2018/aug/01/margate-rochdale-children-drugs-gangs-kent-care-exploitation

[45] Lepper, J. (2018). Major rise in number of children in 'out-of-area' residential care, Children and Young People Now, 08 May 2018 https://www.cypnow.co.uk/cyp/news/2005262/major-rise-in-number-of-children-in-out-of-area-residential-care

[46] Tickle, L. (2018) ibid.

risk. This places great strain on public services and risks increasing the vulnerability of these already vulnerable groups. The second fact to which we wish to draw the attention of the Committee is that these high levels of need are not being met with comparably high levels of access to the specialist support and treatment provided by ACP registered Child and Adolescent Psychotherapists.

7. Our research has revealed that the majority of seaside towns and coastal communities have **_no access at all_** to specialist child and adolescent psychotherapy. In fact, to the best of our knowledge[47], in England and Wales the only areas where the NHS provides child and adolescent psychotherapy are:

- Brighton
- Plymouth
- Worthing
- Bournemouth
- Poole
- Penzance
- Portsmouth
- Redruth
- Weston-Super-Mare

8. All other coastal areas are not providing this form of psychotherapy which is recognised as a core component of comprehensive NHS child and adolescent mental health services (CAMHS) and is recommended as a treatment in NICE guidance for depression in children and young people[48] and in NICE/SCIE guidance as a therapeutic intervention after abuse and neglect[49]. As demonstrated above, both depression and the sequalae of abuse and neglect are likely to be higher in coastal areas. The areas where no child and adolescent psychotherapy is provided include the whole of the coasts of Yorkshire, Lincolnshire, East Anglia, Lancashire, Cumbria, and Wales. Other areas such as Northumbria, Essex, Kent and Cornwell have some limited access.

9. A central component of the intensive training of ACP registered Child and Adolescent Psychotherapists and their resulting high-level competences[50] is understanding and working with the traumas experienced by children and young people who enter the care system, including the breakdown of primary

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[47] It is possible that some coastal areas are served by 'out-reach' services from larger inland towns and cities. The research of ACP members identified only those who list a coastal town or city as their primary NHS place of work.
[48] NICE (2017). Depression in children and young people: identification and management, Clinical guideline [CG28] https://www.nice.org.uk/guidance/CG28
[49] NICE/SCIE (2018). Therapeutic interventions after abuse and neglect: A quick guide for practitioners and managers supporting children, young people and families https://www.nice.org.uk/about/nice-communities/social-care/quick-guides-for-social-care/therapeutic-interventions-after-abuse-and-neglect
[50] ACP (2017). Competence map for child and adolescent psychoanalytic psychotherapists at the point of qualification. Association of Child Psychotherapists. https://childpsychotherapy.org.uk/competence-map-child-and-adolescent-psychoanalytic-psychotherapists-point-qualification

caring relationships which may be compounded by maltreatment, domestic violence, and the impact of mental illness. They also have a key role in supporting other agencies and professionals, such as social workers, teachers, residential care staff, and also foster carers, in the complex task of caring for these children and young people. Thus, if no Child and Adolescent Psychotherapists are employed or commissioned by the NHS or local authorities in coastal areas then this important aspect of the care and support network is absent. There may be other forms of treatment and specialist CAMHS in these areas, which may provide excellent care, but the specific contribution of children and adolescent psychotherapy is missing.

10. However, it should be noted that, in the last year, both the Children's Commissioner[51] and the Care Quality Commission (CQC)[52] have expressed concern that the quality of provision for children and young people with mental health difficulties in many parts of the country is often less than excellent. The ACP's own recent 'Silent Catastrophe' report[53] provided new evidence of the inadequacy of NHS mental health services for children and young people. In particular the report, based on a poll of 416 child and adolescent psychotherapists working within the NHS, records that specialist services are disappearing and it is becoming increasingly hard to provide effective care and treatment for children and young people, especially those with the most severe and long-standing needs. 61% of respondents said that the main NHS service they work in was facing downsizing and 72% said that the threshold for access to services has increased in the past 5 years.

## Summary

11. Our evidence points to a significant and concerning contradiction in relation to the mental health needs of vulnerable children and young people in coastal communities. Whilst there are likely to be high levels of mental illness amongst children and young people in seaside towns there is at the same time an absence of specialist child and adolescent psychotherapy provision in the majority of these communities. We identify this as a particular concern in relation to the needs the needs of children and young people who are looked after, as well as others who suffer from deprivation, poverty and neglect, the prevalence of which are shown to be increased in coastal areas. We would urge the Committee to draw attention to these concerns and make recommendations for increased resourcing of specialist child and adolescent psychotherapy in those seaside towns where services are currently absent or limited.

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[51] https://www.childrenscommissioner.gov.uk/wp-content/uploads/2017/10/Childrens-Commissioner-for-England-Mental-Health-Briefing-1.1.pdf
[52] http://www.cqc.org.uk/publications/themed-work/are-we-listening-review-children-young-peoples-mental-health-services
[53] ACP (2018). Silent Catastrophe: responding to the danger signs of children and young people's mental health services in trouble, Association of Child PSychotherapists https://childpsychotherapy.org.uk/news/acp-report-silent-catastrophe

# Arts Council - supplementary written evidence (RST0121)

*Following the evidence session on 6 November, please find attached further information on NPO funding in coastal towns.*

*Please note that NPOs in coastal communities are identified on the postcode of the lead applicant's registered address and whether these are in an identified seaside town. In the instance of Magna Vitae (So Festival) the lead address is not in a coastal town, and as such was not identified as an NPO in a coastal community. As such Arts Council investment in coastal communities is likely to be higher than stated in the breakdown.*

*Please also note, with reference to Question 89 of the oral evidence session, that Magna Vitae actually receive £150,000 per annum, which covers year round activity in the community in support of the SO Festival in Skegness.*

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| Name of Organisation | Discipline | Local Authority | Postcode | ONS Region | 2015/16 | 2016/17 | 2017/18 | Total | Coastal Community |
|---|---|---|---|---|---|---|---|---|---|
| De La Warr Pavilion | Visual arts | Rother | TN40 1DP | South East | £ 508,430 | £ 508,430 | £ 508,430 | £ 1,525,290 | Bexhill |
| Blackpool Grand Theatre | Dance | Blackpool | FY1 1HT | North West | £ 159,992 | £ 159,992 | £ 159,992 | £ 479,976 | Blackpool |
| The Grundy Art Gallery | Visual arts | Blackpool | FY1 1PX | North West | £ 43,122 | £ 43,122 | £ 43,122 | £ 129,366 | Blackpool |
| Bournemouth Borough Council | Combined arts | Bournemouth | BH10 4HG | South West | £ 150,000 | £ 150,000 | £ 150,000 | £ 450,000 | Bournemouth |
| Pavilion Dance South West Ltd | Dance | Bournemouth | BH1 2BU | South West | £ 386,216 | £ 386,216 | £ 386,216 | £ 1,158,648 | Bournemouth |
| Home Live Art | Combined arts | Brighton and Hove | BN50 8GP | London | £ 75,435 | £ 75,435 | £ 75,435 | £ 226,304 | Brighton and Hove |
| Brighton Dome and Festival Ltd | Combined arts | Brighton and Hove | BN1 1EE | South East | £ 1,149,921 | £ 1,149,921 | £ 1,149,921 | £ 3,449,763 | Brighton and Hove |
| Carousel | Combined arts | Brighton and Hove | BN1 3XG | South East | £ 197,488 | £ 197,488 | £ 197,488 | £ 592,464 | Brighton and Hove |
| dreamthinkspeak | Theatre | Brighton and Hove | BN1 1EE | South East | £ 150,927 | £ 150,927 | £ 150,927 | £ 452,781 | Brighton and Hove |
| Fabrica | Visual arts | Brighton and Hove | BN1 1AG | South East | £ 177,575 | £ 177,575 | £ 177,575 | £ 532,725 | Brighton and Hove |
| Hofesh Shechter Company | Dance | Brighton and Hove | BN1 1EE | South East | £ 383,307 | £ 383,307 | £ 383,307 | £ 1,149,921 | Brighton and Hove |
| Lighthouse Arts And Training Ltd | Visual arts | Brighton and Hove | BN1 4AJ | South East | £ 114,992 | £ 114,992 | £ 114,992 | £ 344,976 | Brighton And Hove |
| New Writing South | Literature | Brighton and Hove | BN1 1UT | South East | £ 93,191 | £ 93,191 | £ 93,191 | £ 279,573 | Brighton and Hove |
| Photoworks | Visual arts | Brighton and Hove | BN2 0JG | South East | £ 268,315 | £ 268,315 | £ 268,315 | £ 804,945 | Brighton and Hove |
| Royal Pavilion & Museums, Brighton & Hove | Museum | Brighton and Hove | BN1 1EE | South East | £ 698,507 | £ 698,507 | £ 698,507 | £ 2,095,521 | Brighton and Hove |
| South East Dance | Dance | Brighton and Hove | BN1 4AJ | South East | £ 570,169 | £ 570,169 | £ 570,169 | £ 1,710,507 | Brighton and Hove |
| Vincent Dance Theatre | Dance | Brighton and Hove | BN1 4GH | South East | £ 261,762 | £ 261,762 | £ 261,762 | £ 785,286 | Brighton and Hove |
| Towner Art Gallery & Museum | Visual arts | Eastbourne | BN21 4JJ | South East | £ 359,350 | £ 359,350 | £ 359,350 | £ 1,078,051 | Eastbourne |
| Seachange Arts | Combined arts | Great Yarmouth | NR30 2LZ | East of England | £ 300,000 | £ 300,000 | £ 300,000 | £ 900,000 | Great Yarmouth |
| Project Art Works | Visual arts | Hastings | TN34 1TD | South East | £ 93,000 | £ 93,000 | £ 93,000 | £ 279,000 | Hastings |
| Turner Contemporary | Visual arts | Thanet | CT9 1HG | South East | £ 574,961 | £ 574,961 | £ 574,961 | £ 1,724,883 | Margate |
| More Music | Music | Lancaster | LA3 1QT | North West | £ 105,609 | £ 105,609 | £ 105,609 | £ 316,826 | Morecambe |
| Newlyn Art Gallery Ltd | Visual arts | Cornwall | TR18 2NL | South West | £ 361,761 | £ 361,761 | £ 361,761 | £ 1,085,283 | Penzance |
| Penlee House Gallery and Museum | Museum | Cornwall | TR18 4HE | South West | £ 500,000 | £ 500,000 | £ 500,000 | £ 1,500,000 | Penzance |
| Plymouth Arts Centre | Visual arts | Plymouth | PL4 0EB | South West | £ 195,000 | £ 195,000 | £ 195,000 | £ 585,000 | Plymouth |
| Real Ideas Organisation CIC | Combined arts | Plymouth | PL1 4EL | South West | £ 875,680 | £ 875,680 | £ 875,680 | £ 2,627,041 | Plymouth |
| Rent-a-Role Drama Service t/a Barbican Theatre | Combined arts | Plymouth | PL1 2NJ | South West | £ 119,817 | £ 119,817 | £ 119,817 | £ 359,451 | Plymouth |

| Name of Organisation | Discipline | Local Authority | Postcode | ONS Region | | | | Total | Coastal Community |
|---|---|---|---|---|---|---|---|---|---|
| Theatre Royal Plymouth | Theatre | Plymouth | PL1 2TR | South West | £ 1,185,500 | £ 1,185,500 | £ 1,185,500 | £ 3,556,500 | Plymouth |
| Crescent Arts | Visual arts | Scarborough | YO11 2PW | Yorkshire and the H | £ 69,789 | £ 69,789 | £ 69,789 | £ 209,366 | Scarborough |
| Stephen Joseph Theatre | Theatre | Scarborough | YO11 1JW | Yorkshire and the H | £ 637,715 | £ 637,715 | £ 637,715 | £ 1,913,144 | Scarborough |
| Focal Point Gallery | Visual arts | Southend-on-Sea | SS1 1NB | East of England | £ 186,384 | £ 186,384 | £ 186,384 | £ 559,152 | Southend-on-Sea |
| Metal Culture Ltd | Combined arts | Southend-on-Sea | SS0 8NB | East of England | £ 565,378 | £ 565,378 | £ 565,378 | £ 1,696,134 | Southend-on-Sea |
| Bernard Leach (St Ives) Trust Ltd | Visual arts | Cornwall | TR26 2HE | South West | £ 40,000 | £ 40,000 | £ 40,000 | £ 120,000 | St Ives (Cornwall) |
| National Glass Centre | Visual arts | Sunderland | SR1 3SD | North East | £ 348,630 | £ 348,630 | £ 348,630 | £ 1,045,891 | Sunderland |

| Name of Organisation | Discipline | Local Authority | Postcode | ONS Region | 2018/19 | 2019/20 | 2020/21 | 2021/22 | Total | Coastal Community |
|---|---|---|---|---|---|---|---|---|---|---|
| De La Warr Pavilion | Visual arts | Rother | TN40 1DP | South East | 508,430 | 508,430 | 508,430 | 508,430 | 2,033,720 | Bexhill |
| Blackpool Grand Theatre (Arts & Entertainment) Ltd | Dance | Blackpool | FY1 1HT | North West | 209,992 | 209,992 | 209,992 | 209,992 | 839,968 | Blackpool |
| Grundy Art Gallery | Visual arts | Blackpool | FY1 1PU | North West | 43,122 | 43,122 | 43,122 | 43,122 | 172,488 | Blackpool |
| Bournemouth Borough Council | Combined arts | Bournemouth | BH2 6DY | South West | 150,000 | 150,000 | 150,000 | 150,000 | 600,000 | Bournemouth |
| Pavilion Dance South West Ltd | Dance | Bournemouth | BH1 2BU | South West | 386,216 | 386,216 | 386,216 | 386,216 | 1,544,864 | Bournemouth |
| Brighton & Hove City Council | Museums | Brighton and Hove | BN1 1EE | South East | 698,507 | 698,507 | 698,507 | 698,507 | 2,794,028 | Brighton and Hove |
| Brighton Dome & Festival Limited | Combined arts | Brighton and Hove | BN1 1EE | South East | 1,149,921 | 1,149,921 | 1,149,921 | 1,149,921 | 4,599,684 | Brighton and Hove |
| Carousel Project | Combined arts | Brighton and Hove | BN1 3XG | South East | 197,488 | 197,488 | 197,488 | 197,488 | 789,952 | Brighton and Hove |
| Culture24 | Museums | Brighton and Hove | BN1 4AJ | South East | 296,000 | 296,000 | 296,000 | 296,000 | 1,184,000 | Brighton and Hove |
| Disability Arts Online | Not discipline specific | Brighton and Hove | BN1 1UT | South East | 100,000 | 100,000 | 100,000 | 100,000 | 400,000 | Brighton and Hove |
| dreamthinkspeak | Theatre | Brighton and Hove | BN1 1EE | South East | 150,927 | 150,927 | 150,927 | 150,927 | 603,708 | Brighton and Hove |
| Fabrica | Visual arts | Brighton and Hove | BN1 1AG | South East | 177,575 | 177,575 | 177,575 | 177,575 | 710,300 | Brighton and Hove |
| Hofesh Shechter Company | Dance | Brighton and Hove | BN1 1EE | South East | 383,307 | 383,307 | 383,307 | 383,307 | 1,533,228 | Brighton and Hove |
| Lighthouse Arts and Training Ltd | Visual arts | Brighton and Hove | BN1 4AJ | South East | 114,992 | 114,992 | 114,992 | 114,992 | 459,968 | Brighton and Hove |
| New Writing South | Literature | Brighton and Hove | BN1 1UT | South East | 124,192 | 124,192 | 124,192 | 124,192 | 496,768 | Brighton and Hove |
| Photoworks | Visual arts | Brighton and Hove | BN2 0JG | South East | 268,315 | 268,315 | 268,315 | 268,315 | 1,073,260 | Brighton and Hove |
| South East Dance Ltd | Dance | Brighton and Hove | BN1 4AJ | South East | 570,169 | 570,169 | 570,169 | 570,169 | 2,280,676 | Brighton and Hove |
| South East Museum Development Programme | Museums | Brighton and Hove | BN1 1EE | South East | 511,612 | 511,612 | 511,612 | 511,612 | 2,046,448 | Brighton and Hove |
| Vincent Dance Theatre | Dance | Brighton and Hove | BN1 4GH | South East | 249,999 | 249,999 | 249,999 | 249,999 | 999,996 | Brighton and Hove |
| Towner Art Gallery | Visual arts | Eastbourne | BN21 4JJ | South East | 359,350 | 359,350 | 359,350 | 359,350 | 1,437,400 | Eastbourne |
| The Seachange Trust | Combined arts | Great Yarmouth | NR30 2LZ | East of England | 390,000 | 390,000 | 390,000 | 390,000 | 1,560,000 | Great Yarmouth |
| Home Live Art | Combined arts | Hastings | TN34 1SG | South East | 75,435 | 75,435 | 75,435 | 75,435 | 301,740 | Hastings |
| Jerwood Gallery | Visual arts | Hastings | TN34 3DW | South East | 100,000 | 100,000 | 100,000 | 100,000 | 400,000 | Hastings |
| Project Art Works | Visual arts | Hastings | TN34 1TD | South East | 149,676 | 149,676 | 149,676 | 149,676 | 598,704 | Hastings |
| 1927 | Theatre | Thanet | CT9 2RL | South East | 217,000 | 217,000 | 217,000 | 217,000 | 868,000 | Margate |
| Open School East | Visual arts | Thanet | CT9 2AE | South East | 90,000 | 90,000 | 90,000 | 90,000 | 360,000 | Margate |
| Turner Contemporary | Visual arts | Thanet | CT9 1HG | South East | 669,473 | 669,473 | 669,473 | 669,473 | 2,677,892 | Margate |
| More Music | Music | Lancaster | LA3 1QT | North West | 105,609 | 105,609 | 105,609 | 105,609 | 422,436 | Morecambe |
| Doorstep Arts | Theatre | Torbay | TQ3 1JA | South West | 95,561 | 95,561 | 95,561 | 95,561 | 382,244 | Paignton |
| Newlyn Art Gallery Ltd | Visual arts | Cornwall | TR18 2NL | South West | 361,761 | 361,761 | 361,761 | 361,761 | 1,447,044 | Penzance |
| Arts & Heritage (PHC) Plymouth City Council | Museums | Plymouth | PL4 8AJ | South West | 1,036,500 | 1,036,500 | 1,036,500 | 1,036,500 | 4,146,000 | Plymouth |
| Barbican Theatre, Plymouth | Combined arts | Plymouth | PL1 2NJ | South West | 195,120 | 195,120 | 195,120 | 195,120 | 780,480 | Plymouth |
| KARST | Visual arts | Plymouth | PL1 3NY | South West | 140,000 | 140,000 | 140,000 | 140,000 | 560,000 | Plymouth |
| Literature Works | Literature | Plymouth | PL4 8AA | South West | 96,556 | 96,556 | 96,556 | 96,556 | 386,224 | Plymouth |
| Plymouth Culture | Not discipline specific | Plymouth | PL4 8AA | South West | 133,000 | 133,000 | 133,000 | 133,000 | 532,000 | Plymouth |
| Plymouth Music Zone Ltd | Music | Plymouth | PL1 4NQ | South West | 130,000 | 130,000 | 130,000 | 130,000 | 520,000 | Plymouth |
| Real Ideas Organisation CIC | Not discipline specific | Plymouth | PL1 4EL | South West | 875,680 | 875,680 | 875,680 | 875,680 | 3,502,720 | Plymouth |
| Real Ideas Organisation CIC | Combined arts | Plymouth | PL1 4EL | South West | 150,000 | 150,000 | 150,000 | 150,000 | 600,000 | Plymouth |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Take A Part CIC | Combined arts | Plymouth | PL1 2NJ | South West | 50,000 | 50,000 | 50,000 | 50,000 | 200,000 | Plymouth |
| Theatre Royal (Plymouth) Ltd | Theatre | Plymouth | PL1 2TR | South West | 1,185,500 | 1,185,500 | 1,185,500 | 1,185,500 | 4,742,000 | Plymouth |
| Crescent Arts | Visual arts | Scarborough | YO11 2PW | Yorkshire and The Humber | 69,789 | 69,789 | 69,789 | 69,789 | 279,156 | Scarborough |
| Invisible Dust | Visual arts | Scarborough | YO11 2PW | Yorkshire and The Humber | 180,000 | 180,000 | 180,000 | 180,000 | 720,000 | Scarborough |
| Scarborough Theatre Trust Ltd | Theatre | Scarborough | YO11 1JW | Yorkshire and The Humber | 637,715 | 637,715 | 637,715 | 637,715 | 2,550,860 | Scarborough |
| Focal Point Gallery | Visual arts | Southend-on-Sea | SS1 1NS | East of England | 186,384 | 186,384 | 186,384 | 186,384 | 745,536 | Southend-on-Sea |
| Metal Culture Ltd | Combined arts | Southend-on-Sea | SS0 8NB | East of England | 565,378 | 565,378 | 565,378 | 565,378 | 2,261,512 | Southend-on-Sea |
| Society Of Chief Librarians | Libraries | Southend-on-Sea | SS2 6LR | East of England | 500,000 | 500,000 | 500,000 | 500,000 | 2,000,000 | Southend-on-Sea |
| Bernard Leach Trust Limited (Leach Pottery) | Visual arts | Cornwall | TR26 2HE | South West | 40,000 | 40,000 | 40,000 | 40,000 | 160,000 | St Ives (Cornwall) |
| Sunderland Culture | Visual arts | Sunderland | SR6 0GL | North East | 500,000 | 500,000 | 500,000 | 500,000 | 2,000,000 | Sunderland |
| Diverse City | Combined arts | Purbeck | BH19 2RB | South West | 480,000 | 480,000 | 480,000 | 480,000 | 1,920,000 | Swanage |

## BACTA – Written evidence (RST0101)

**Background information**

Bacta is the trade association for the amusement machine industry and supply chain. It has around 500 members comprising the owners and operators of Family Entertainment Centres (FECs) at the seaside, inland Adult Gaming Centres (AGCs), companies that hire machines to pubs and clubs as well as the manufacturers and distributors of all types of amusement machine. Our members employ directly and indirectly 34,000 people and make a collective contribution to the economy of nearly £2 billion and generates £270 million in Machine Gaming Duty and machine VAT.

Machine gaming has long been part of the UK leisure industry offering fun and entertainment for generations. In some instances, the arcade is the principal income generator for landmark locations, funding the maintenance of historic venues such as piers. About two-thirds of the amusement machines in the country are gaming machines of one kind or another. The remaining third are anything from ticket redemption machines at the seaside, videos, pool tables, jukeboxes to rides for young children.

The amusement machine sector is predominantly in the business of providing a leisure activity for its customers, with the emphasis heavily on the element of fun. Seaside arcades, or Family Entrainment Centres (FECs) as they are officially known, are a key element of our members' business and the work we do to support them recognises both this and the important role FECs provide in the diverse attraction of a traditional British seaside holiday.

**Background and understanding**

**What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

The seaside has provided an important holiday destination for tourists for centuries. In recent years, challenging economic conditions, lack of investment in local economies, including education and skills, has led to the closure of attractions and a deprivation in living standards that is not seen elsewhere in the

UK. Tourism is a vital industry for these areas and investing in infrastructure and local businesses is key to encouraging more visitors to Britain's coastal communities and towns.

FECs are a fun leisure activity for many people who visit seaside attractions, up and down the UK. They are a key component of the historical vibrancy of seaside attractions providing jobs, stimulating growth and recirculating money back into the economy through machine revenue and tax receipts.

There are approximately 1,671 FECs in the UK, employing over 1000 people, mainly in seasonal work. The number of FECs has dropped by almost a third in recent years, employing just half the number of workers they used to.

FECs have faced similar challenges to the rest of coastal towns. A decrease in footfall, lack of inward investment and challenging market conditions have resulted in closures of operators in seaside venues, leaving retail spaces vacant and unattractive. In short, there is a worrying decline in the British coastal economy.

**Housing and demographics**

**Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

As mentioned above, our industry is at times reliant on seasonal workers from outside the local area, often migrant workers from overseas. This leads to seasonal fluctuations in demographic throughout the year with peaks in the summer months and troughs throughout the autumn and winter. Many coastal towns also experience high levels of out migration of young people that contributes to an imbalanced and ageing population.

The lack of investment in physical infrastructure such as roads, good transport links and affordable housing have contributed to the sense of decline and can impact upon the attractiveness of these areas both for visitors and residents.

**Transport and connectivity**

**Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

Seaside communities are often at 'the end of the line' in terms of the rail or road network, with only the sea beyond. This relative isolation means that these towns are highly dependent on local transport infrastructure to unlock development and tourism opportunities.

Limited public transport coverage is a significant challenge as is the limited road access to many coastal towns, many of which are served by just one or two main roads which, if restricted due to roadworks or similar obstructions, can severely impact their accessibility.

Without extensive investment in physical infrastructure, seaside towns face the risk of being viewed as unattractive destinations.

In particular, excessive car parking charges are having a corrosive impact on footfall and business trade in coastal towns and villages. A survey by the Federation of Small Businesses (FSB) found that 50% of its members felt the lack of affordable town centre parking had a detrimental effect on their business and employment prospects. Access to these towns and villages is essential to promote business growth, inward investment and visitors to coastal areas. Furthermore, bacta would like to see a more joined up approach to car parking policy between local authorities and government agencies. Currently, visitors face significantly differing car parking tariffs between car parks that are only metres away from each other. The tourism sector would benefit from a consistent approach and policy throughout the same area.

Furthermore, better digital connectivity in seaside towns cannot be overlooked. The Government's ambition to create the foundations for world class digitally connected towns, cities and villages is most welcome, as being digitally connected is no longer a luxury but a necessity, particularly for businesses. High quality broadband with fast upload and download speeds is critical to encourage new digital businesses to the area and to empower our existing businesses to advance and keep up with the fast changing digital environment.

Urban areas are largely well connected due to larger populations which in turn commands higher demand for digital connectivity. However, populations in seaside towns are slowly increasing due to more affordable housing and some seaside towns gradually becoming better connected to places like London. Improved digital connectivity in these towns therefore, should be given proper attention.

**The role of the visitor economy**

**How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

Our seaside resorts are some of the poorest communities in the country, with high unemployment and considerable social pressures.  Both the Centre for Social Justice and the Office for National Statistics in 2013 published reports that evidenced the large scale of the problems faced by most seaside towns.  Many desperately need investment and regeneration, something acknowledged by Government, which has launched a range of initiatives to try to help, such as the Coastal Communities Fund.

Family Entertainment Centres continue to be an important and traditional part of a British seaside holiday and add to the tourism attraction for many coastal towns.  They provide important work for local people and are seen as offering an inexpensive, fun attraction for all the family. Any further demise would be a sad loss to these seaside resorts and potentially threaten their viability as a resort as well as the investment in seaside town regeneration they can bring.

The amusement industry requires strong support from the Government and should be given the opportunity to thrive. Supporting 34,000 jobs and contributing nearly £2 billion to the economy, the amusement machine industry is therefore bigger than the video games industry which employs just under 11,000 and contributes £1.25 billion to the UK economy according to its trade association TIGA. The industry enjoys far greater Government support than the amusement machine sector.

The seaside sector is part of the traditional British landscape. It needs to be nurtured and supported, through regeneration, investment and creativity. For instance the Brighton Palace Pier operated by a bacta member sees an

estimated 4.6 million visitors a year, higher than the Tower of London and the V&A museum. Elsewhere, the renovation and reopening of the pier in Weston-Super-Mare by a bacta member in 2010 helped to increase takings for local businesses by 30%. Family Entertainment Centres play a considerable role in extending visits to coastal towns and in boosting local businesses reliant on tourism footfall.

Above all tourism needs people to visit and we will work with the tourism sector to support their objectives. On behalf of the FEC sector, bacta is actively part of both the UK Tourism Alliance and the Scottish Tourism Alliance and we support the agenda to encourage UK tourism and improve the holiday environment on which so many people and businesses rely.  In particular we are encouraged by the development of a sector strategy that includes a number of helpful policy ideas that would support FECs, such as the creation of Tourism Action Zones to build quality tourism products that meet visitors needs and expectations, extending the tourism season and fixing localised transport issues to improve the visitor experience.

**Social and economic regeneration**

**What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

Where regeneration has taken place at seaside resorts it is often through investment by Family Entertainment Centre operators.  For example in Clacton a local FEC operator purchased the lease to a rundown seafront facility previously operated by the Council. The Pavillion at Clacton Pier is the result of millions of pounds worth of investment, that has provided, year-round jobs, seasonal jobs, input into the local economy and a vibrancy to a coastal community, unlike anywhere in the rest of the UK.

The Pavilion is an excellent example of how a FEC and investment in local visitor attractions can provide a stimulus to the local economy, revitalise a coastal community and a protect a heritage landmark. Helping the industry will stimulate this kind of investment and return.

**Delivery structures**

**What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

The Coastal Community Fund was introduced to provide assistance to struggling communities and provide financial assistance in the form of grants for initiatives that with provide sustainable growth and jobs in the local area. This was the headline initiative of the last Government and has provided local areas with new opportunities and potentials for sustainable growth.

However, a 2016 report by the Local Government Association found that local authorities were best placed to lead on local based growth. According to the report, the evidence suggests that infrastructure and transport, brand differentiation and business support increase tourism- based competitiveness when in the hands of Local Governments utilising a more locally based approach. This in turn aligns with international evidence that growth potential is best achieved when combined authorities and similar entities are well placed to improve the competitiveness of sub regional visitor economy and unlock further growth.

Moving to a local based development programme would diversify the offering of support for businesses. This could easily be achieved if support for local economies was partially decentralised and devolved to Local Governments, encouraging the establishment of Local Business Enterprise Partnerships and incentivise businesses to contribute to the growth of the coastal area and local economy.

Bacta urges the Government look further at initiatives and policies to support tourism businesses both nationally and within coastal communities in particular. The coastal tourism industry is one which bears heavy running costs, including business rates, labour costs and the spiralling cost of insurance. These have a disproportionate impact on piers, which have extremely high running costs and for whom the costs of insurance on what are often grade 1 listed structures can be extremely high if not impossible to secure.

**Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

For the tourism sector, challenging market conditions have put added pressure on an already struggling industry. A reduction in VAT to 5% would allow for more attractive opportunities for visitors and allow people to take part in engaging and supported leisure activities in coastal communities. We have raised

this with a number of coastal constituency MPs, who are all in agreement that this would create a greater, more prosperous offering for visitors, stimulating investment back into the local economy.

We actively support the positions of the CBI on other costs to business such as the National Living Wage, Business Rates and the Apprenticeships Levy.

Our coastal communities are also facing the effects of an increasingly cashless society. According to a recent study by Which?, rural and coastal communities have seen a drastic decrease in ATMs, at a rate of 300 per month. The amusement industry is heavily reliant on cash, as payment for play on amusement and gaming machines has traditionally been by cash, historically that was through the use of coins.

Our demographic tends towards the lower end of the social demographic scale where cash use is more prevalent and in many cases the only form of payment used.

Coin usage is still widespread. Indeed coins are instrumental to the success of machines such as the 2p and 10p pusher. Without these denominations there are no pushers. It should be noted that pushers are one of the mainstays of the traditional seaside family arcade. Combined with crane grab machines their income collectively contributes to around 50% of arcades' income. The loss of these coins would have an existential impact on many arcades around Britain's coasts. Without these arcades many resorts would see further economic decline as one of their principle attractions disappears.

FECs are amongst the most important economic activities, in many seaside towns, generating £242 million in revenue and employing almost 5,000 people. As mentioned above, bacta members also include machine manufacturers who alone directly contribute £30million to the UK economy, manufacturing 33,000 machines, 8,000 of which are exported, with an estimated revenue of £93m. These sales generate an estimated c.£9m of incremental profit tax before profit and c.£18m in staff costs. The sector directly supports British manufacturing and jobs and therefore requires Government support to allow it to continue its investment in these coastal businesses and the amusement machine industry as a whole.

The amusement machine sector is the only sector that has the price it can charge its customers and the value of the prize it can give, determined by government. The industry will significantly benefit from regular modest increases in stakes and prizes on our regulated machines, this will allow our members to pay for cost increases like any other business.  In our response to the government's 2016 Review of Stakes and Prizes, we set out a number of proposals which included reasonable rises in the permitted stakes and prizes on amusement machines. The case for our propositions was bolstered by qualitative and quantitative evidence that demonstrates economic value to the industry and the economy as well as public acceptance of what is proposed. The proposed changes would generate in total a recurring economic impact of £385.2 million including tax and excise receipts. Our members, however, were disappointed

that government did not address these proposals for the amusement sector, in its gambling review. That said, bacta continues to engage with government on these proposals, promoting the many positive aspects to this industry which provides employment and supports coastal communities.

Furthermore, amusement machines in the UK has long been part of the UK seaside leisure offering with attractions such as Brighton Pier and other establishments offering amusements for generations. Bacta very much welcomes the recent Government decision to reduce the maximum stake on Fixed Odds Betting Terminals from £100 to £2, it is the right step in reducing the adverse social and economic impact, which has damaged individuals, families and communities across the country. Whilst the announcement of the policy change is an important part of the process, it is important that this change is implemented no later than April 2019, which would give a more than sufficient implementation period as making the technical changes to these machines is simply a case of turning the content off.

*10 October 2018*

# Betty Renz – written evidence (RST0049)

**What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1. Powerful bodies such as NHS Foundations do not consider the special needs of seaside towns especially those where there are pockets of deprivation. The NHS Constitution says these areas should receive extra consideration. This in Thanet is totally ignored.

**Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2. No. There seems to be no research or data regarding the deprivation of non-car owners, many of whom are elderly or low income families.

**To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3. Government should stop more affluent towns sending their less fortunate people to be accommodated in seaside towns.

**Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4. Same as 3.

**Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5. Hugely important. Non car owners are at a great disadvantage accessing NHS services if local hospitals have services taken away (as in Thanet). Instead of the hospital being a bus ride away many of these people have to find some way of getting to the hospital at Ashford 38 - 40 miles away. It takes three different buses each way and around 6/7 hours round trip.

**How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are**

**these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6. Tourist accommodation has been taken over by multiple immigrant occupation.

**Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

7. Same as 3.

**What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8. Government should allow more funding to support community centres to save local authorities closing them down

**What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9. It is always lack of funding (or councils spending money elsewhere). Government could fund groups set up particularly to promote 'community spirit'

**Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10. Same as 3.

**Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11. Yes. Here in Thanet, life expectation is lower than normal. The stress of accessing NHS services which has been moved 38-40 miles further away is detrimental generally to health.

**What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12. I have no knowledge of any Coastal Communities Fund in Thanet.

**To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13. Yes. Future plans of any kind, particularly NHS services should require agreement from the local council. No vision can be considered without.

**Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14. The government should assist local authorities of seaside towns to challenge changes seen to be detrimental to residents.

**What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15. Again, more funding to allow community centres to function with a caretaker.

**Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16. Again, more funding. Give local authorities enough to run sports/leisure centres themselves without resorting to semi-privatisation.

# Blackpool Council – written evidence (RST0081)

## 0.0    Executive Summary

0.1    Blackpool Council welcomes the opportunity to present this submission to the Committee. It is our firm view that this submission sets out compelling evidence of direct relevance to the key questions the Committee seeks to explore, and we are ready and willing to discuss it further in person at a future oral evidence session.

0.2    Blackpool is the UK's largest and most famous seaside resort. It is a true British icon. We have a clear understanding of the successes and failures of current government policy in respect of the regeneration of seaside towns; and we compliment this with clear, evidence-based ideas on how policy and resources can be changed for the better. Seaside regeneration is a topic of vital importance not just for the communities involved, but the country as a whole. The scale of the issue is insufficiently understood at a government level and the work of the committee provides an opportunity to address this if supplemented by further research. Our response comments in detail on what works in seaside *resorts*, talking through how we have made progress on our specific issues whilst recognising that these initiatives are applicable in many other contexts. Addressing the social and economic issues involved will help to establish our seaside towns and cities as a place of choice for people and businesses, helping to rebalance our economy whilst helping to retain spending.

0.3    The core issues driving unacceptable levels of deprivation and preventing holistic and sustained regeneration of seaside towns such as Blackpool are transience, low incomes, a high level of worklessness, low levels of aspiration and educational achievement, the poor quality of housing stock in a failed housing market, and the interplay between these issues and the seasonal tourist trade. Ironically the same marketing which drives tourism also drives perceptions of a better life being available by the sea, which is particularly attractive for those in ill-health, and made possible by the mass availability of poor quality private rented properties attracting vulnerable individuals on housing benefit. Moreover, an economy reliant on tourism requires ongoing attention and investment, with diversification bringing both opportunities and risks.

0.4    Blackpool Council has a long history of employing highly entrepreneurial approaches in addressing the issues we face, often despite existing government policy. In recent years the Council has successfully taken and retained ownership of multiple key local assets serving both residents and tourists alike, such as the Sandcastle Water Park, the Winter Gardens complex and Blackpool Transport, and worked through wholly-owned companies to turn their performance around. In many cases we have forged pioneering partnerships with the private sector to turn around failing facilities – the visitor experience now offered at the Blackpool Tower by Merlin Entertainments is testament to this. Where opportunities

have presented themselves, the council has worked at the threshold of what is possible financially, and within existing policy and legislation, to deliver innovative change without government support. The establishment of a new private sector housing company taking ownership of failed properties, remodelling them into quality affordable housing and consequently stabilising communities, is a prime example of this strategy and our determination to deliver positive change in the most difficult of contexts.

0.5    We consistently seek out new partnerships in our pursuit of regeneration objectives. For example, we have worked with Business in the Community to create the Blackpool Pride of Place Partnership, which has already harnessed significant new additional local agency and private sector support. Together we have just produced the Blackpool Town Prospectus (see Appendix). This Prospectus outlines what we are currently doing to regenerate Blackpool, what we plan to do, and what we need from government to further enable the delivery of the sustained regeneration of our town. Crucially, it carries the emphatic backing of a wide array of private and third sector partners. This Prospectus follows the Grimsby Town Deal model to articulate our asks of government in order to deliver: a sustainable approach to reducing deprivation in the form of a new style of Housing Action Zone; consolidation of civil service jobs; creating a Tourism Zone; extending Enterprise Zone fiscal benefits to 2030; transport investment to increase and extend train and light rail transportation; reviewing mental health provision; extending the Opportunity Area programme; and ensuring that the Shared Prosperity Fund can support these ambitions.

1.0    **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1    Despite increasingly creative local work, the latest Index of Multiple Deprivation shows that majority of large seaside resorts are now more deprived than in 2010 relative to other parts of the country, with only Brighton & Hove and Bournemouth bucking the trend. The core challenges have not changed since the 2006-7 Select Committee Inquiry into Coastal Towns:

- Low wage economies with informal and demand-led jobs based on a seasonal tourist trade;
- Low attainment and skills levels, partly due to pupil turnover in schools putting pressure on the system, and due to those with aspirations seeking opportunities elsewhere;
- A consequent inability to effectively develop and support employment sectors other than tourism, with an over-reliance on the public sector to provide higher-paid professional jobs;
- High levels of physical and mental health issues, amongst both the resident population and also those moving to the area, leading to high numbers of benefit claimants and low proportions of people available for work;

- Low levels of social capital, as population mobility loosens community ties and leads to the lack of a deep local connection with family, friends, and acquaintances which can address health and other issues without the need for support by public services;
- A disproportionate number of poor quality Houses in Multiple Occupation, converted from failed holiday accommodation. These are concentrated in former holiday areas, making it difficult to develop sustainable communities. They act as magnets for vulnerable and high-dependency people, with the precarious nature of the accommodation perpetuating population mobility and transience, fuelled in some areas by high levels of Local Housing Allowance effectively providing a state subsidy to profiteering landlords;
- Underdeveloped transport links, which compound the geographic isolation of many resorts, and often throttle the tourist trade through severe congestion at peak times;
- Antipathy by locals towards tourists, caused by the demands placed on local infrastructure and services whilst failing to deliver an affluent local economy.

1.2     Added to the social mix is a series of well-intentioned but fundamentally weak policy instruments implemented without sufficient regard to the unique coastal context. One example is additional and selective licensing, which has helped address the very worst housing issues without tackling the system which produces them. Equally, government's use of individual funding pots acts against sustained change and progress by producing short-termism, the inability to sequence regeneration activity to extract most value for money, and provides further constraints through restrictive funding criteria.

1.3     Government initiatives seek growth in numbers of housing units rather than the rehabilitation and re-modelling of existing housing stock, whilst existing funding regimes take insufficient account of the extra demands which the above places on local services. The current Fair Funding Review could address this.

1.4     In summary, the social issues are deeply entrenched, and are not being addressed by a single co-ordinated approach but by the application of "one size fits all" policies, the lack of an integrated approach to funding, and insufficient mechanisms to maximise the potential of local agencies to address these issues.

2.0     **Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1     It is our view that there is insufficient research and understanding into the specific needs of coastal communities. Further research is undoubtedly required. Whilst studies have been commissioned by government (in particular, the DCLG-funded study by CRESR at Sheffield

Hallam which ultimately contributed to the creation of the Coastal Communities Fund), it has been left to think-tanks and academics to explore issues in seaside towns, with few focusing on the topic with the clarity required. The main gaps include:

- A lack of understanding of internal migration and mobility to and within seaside towns, and the consequent impact on community stability;
- The nature of the informal economy around tourism, and how ad hoc entrepreneurialism could be channelled into higher quality, larger scale projects;
- The impact of transience and weak social connections on place making and shaping;
- The particular nature of the housing market and the impact of benefits policy;
- The lack of a structural understanding of seaside economies and strategies for diversifying them;
- The potential role of resorts in the internal tourism market (particularly post brexit).

2.2 Essentially, when thinking about most major policy issues, the lack of an assessment or analysis which accounts for the unique dynamics of seaside towns is absent – as is a thorough understanding of the places themselves, something highlighted in the recent paper "Disadvantage in English seaside resorts: A typology of deprived neighbourhoods" [Agarwal et al: Tourism Management 69 (2018) 440-459].

2.3 It is imperative that we create a narrative of possibility and opportunity around seaside towns. The lack of evidence has led to a vacuum in the evidence base into which journalists have rushed, resulting in a fatalistic view which oversimplifies the phenomena behind the issues. To do this requires a co-ordinated effort encompassing the efforts of Local Authorities, in particular ensuring that Local Industrial Strategies adequately reflect the contribution of tourism and leisure to a successful economy and society, and at government policy level, with co-ordination across Whitehall and the leveraging of funding to complement initiatives such as Coastal Communities Funding, as well as a specific focus on media management.

3.0 **To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1 Housing market failure in seaside resorts plays a critical role in delivering some of the worst socio-economic outcomes in the country. Blackpool is the nation's most striking example of this form of coastal private housing failure, and the issue demands rigorous interrogation by the Committee. The knowledge gathered through the daily experience of our frontline staff, and the insights of the partners and businesses brought together through our Pride of Place Partnership, has given our leadership team the

evidence to understand what must change at a government level if we are to tackle this issue and achieve lasting physical and social regeneration.

3.2 In Blackpool the housing stock in the inner town - a long stretch of land near the cost including around 14,000 homes – is extremely skewed towards:

- *Small flats in HMOs that have been converted from former tourist accommodation*. Around 58% of the private rented stock in inner Blackpool is made up of 1 bed flats or bedsits. An additional 907 flats were created in inner Blackpool between 2001-2011, and nearly all of these were private rented; the area had a net loss of 300 houses in the same period.
- *Private renting at the expense of other tenures*. Over 50% of households in inner Blackpool were private tenants, compared with 36.5% owner occupiers and 10% social renters.
- *Tenants who rely on benefits to pay their rent* – Over 80% of private tenants in inner Blackpool receive housing-related benefits. As a result, rents are always set around Local Housing Allowance levels, and standards are set at a legal minimum.
- *Tenants who are not in work* – in the inner wards, only around 40% of tenants in the private rented sector have either full or part time work.

3.3 Constantly-changing tourism trends means Blackpool is in perpetual transition. Empty buildings created by the downturn in high-street retail need investment to create sustainable new uses and provide a mix of residential accommodation that supports balanced and prosperous communities, but the surrounding disadvantage and desirable neighbourhoods elsewhere on the Fylde Coast makes this difficult to finance. The best returns for building owners are still achieved by renting small flats at the minimum property standards to people on Housing Benefit, which brings in people from outside the area. Individual property owners cannot buck the market by investing in a high quality product and attracting affluent tenants or owner occupiers because there is no such demand in this location. This means that public agencies need to take a lead in investing to create confidence in neighbourhoods. While enforcement to maintain minimum standards is important – although it would ideally be teamed with changes in Government policy to raise minimum standards - inner Blackpool will never become sustainable until the character of whole neighbourhoods is improved and the mix of accommodation is re-balanced.

3.4 The issues can be addressed to some degree by local activity. The entrepreneurial approach of the Council has led to tangible physical and social change:

- Foxhall Village – A £12m public sector investment (including HCA funding) to assemble and remediate a site and deliver 400 new homes, primarily 2 to 4-bed houses. 50% of homes delivered so far are affordable, with the others available to owner-occupiers at

£125-185k. It has established a distinctive and desirable new neighbourhood in the country's second-most deprived ward.

- Blackpool Housing Company (trading as My Blackpool Home) – The Company, wholly owned by Blackpool Council, has been acquiring, converting or refurbishing homes for market rent in inner Blackpool since 2016. It aims to increase the pace of positive change, provide better quality products and improve management and control of lettings. BHC is wholly commercial, borrowing through the Council and requiring a lower return than private investors. In 2 years, to March 2018, they delivered 200 homes and began managing services for the wider rental sector.

3.5     Put simply, the Council is doing everything within our statutory powers and the resources we can access. We have reached the limit of our ability to transform whole neighbourhoods with the most intense deprivation in the country without support from central Government, which focuses capital investment on maximising the numbers of new homes in areas with the highest affordability pressures. Low house prices mean Blackpool hasn't qualified for additional investment. But with several coastal towns projected to have a static or declining population, opportunities exist to unlock positive migration through redevelopment as people seek affordable living in a pleasant environment – a "coastal suburbanisation", encouraged by better transport and digital links (see 5.0).

3.6     Support is needed to unlock and incentivise investment in the housing stock. Market conditions make it impossible to acquire existing sub-standard HMOs and turn them into family housing at a profit, meaning the work would rely on subsidy. This restricts the work of the Blackpool Housing Company. Transformational change also cannot be delivered through the standard programmes for grant funding through Homes England because the grant required to achieve regeneration is above the level required to build on empty sites. The type of funding made available for Foxhall Village is no longer available. A bid made to the Housing Infrastructure Fund in early 2018 to deliver a further phase of new homes at Foxhall Village was unsuccessful because the value for money metric used by MHCLG was to compare the grant requirement with the anticipated land value uplift. Existing programmes ignore the importance of re-making places like inner Blackpool and the corresponding benefits for vulnerable residents and the long term prosperity of the whole town.

3.7     The abundance of large, cheap, properties in coastal towns and unregulated access to higher rates of Housing Benefit for exempt supported accommodation encourages unscrupulous investors to set up dubious supported housing and claim high rates of Housing Benefit. Whilst landlords need to demonstrate that people need and are being provided with support, Councils cannot restrict payment based on the quality of the housing or service. In Blackpool this often leads to people needing support being brought in from other areas, further concentrating deprivation. Worse still, unless providers are Registered Providers with Homes England, the Council has to pay some of the costs of higher rates of Housing Benefit itself because not all of the costs are reimbursed by central Government. Blackpool Council currently pays more than £0.5

million p.a. of local Council Tax payers money to unwanted and unregulated supported housing. The amount paid out by Blackpool Council in higher rate Housing Benefit for supported housing overall went up by 30% from 2016/17 to 2017/18. The Government's planned reforms to supported housing funding would have addressed this, but these have been recently abandoned. There is an urgent need to introduce local regulation of supported housing that is receiving high rates of Housing Benefit, and in particular to enable local authorities to ensure that supported accommodation meets local needs, fits into local support pathways, and delivers positive outcomes for service users.

3.8     To remedy this situation, Government policy needs to change, with measures to both control the existing situation and enable the situation to be addressed more effectively, including:

- Significantly tighter regulation of the private rented sector to include raising the minimum statutory minimum standards;
- Control of public subsidy to landlords, including:
  - Linking the payment of HB / UC to the achievement of minimum conditions
  - Re-definition of Local Housing Allowance rates to focus on local market conditions and the actual quality of housing purchased via this public subsidy;
- Targeted funding to re-develop unsuitable HMOs and redundant commercial buildings
- Development of new Housing Action Zones, working across Whitehall to ensure all relevant policy, legislation and finance is tested for positive impact on deprived areas, plus creating a package of intervention measures and tools to focus intensively on addressing issues with the physical and social environment

4.0     **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1     The issues of transience, low income households and the quality of housing stock (see 3.0) are inextricably linked and are at the core of our social issues. Analysis of Blackpool Housing Benefit data from 2013/14 showed that there were 4,845 successful claims from new households who had last lived outside of the borough, compared with a total resident population of 64,000 households, and a clear majority of the 8000 residents ONS estimate to come to Blackpool each year. Of these new claimants, 2/3rds moved to addresses in inner Blackpool. An analysis of these claimants' household characteristics shows that 44% were single males, 18% were single females, and 17% were one parent families, skewing the demographics of the community and leading to households with fewer community ties or local connections. This level of population movement to and consequently around the town means that communities are unsustainable, with residents unable to develop the close bonds and connections needed to provide a societal support net.

4.2     In the main, the solutions to this involve addressing the housing stock and neighbourhood, but also working with residents to help make communities more stable. There needs to be recognition that an extra layer of resource and support is needed in areas with more rootless, vulnerable residents, to replace the positive benefits that embedded social connections and relationships automatically provides.

5.0     **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1     Both transport and digital connectivity present a barrier to economic diversification and growth. The need for excellent digital connectivity is axiomatic as the expectations on investors and business is that this will be present. Only when these infrastructural basics are in place can other advantages of seaside towns be sold, such as the natural environment and coastal location. Blackpool has won funding for a Local Full Fibre Network, but this is built on local authority-owned infrastructure (the tramway) not available elsewhere. Our project seeks to provide a strong backbone which communication providers can leverage to deploy profitable new high-speed services, whilst at the same time digitally integrating our visitor assets, providing a better visitor experience by moving towards becoming a "smart resort".

5.2     Arguably, the physical connection of people to place remains a bigger challenge than the digital infrastructure. Accessibility is fundamental to securing successful futures for seaside resorts because, by definition, they only have half a catchment and are usually removed from major centres of population. They also have the disadvantage of being perceived as being further away than they really are, being commonly associated with holidays and special trips rather than places people go to for their regular business. Improving this accessibility is therefore critical in terms of road and rail in particular.

5.3     Peak time congestion detracts both from the visitor experience and suppresses the number of visitors. Despite a direct motorway and investment in the tram network, real issues persist with access to the town, which are mirrored in other seaside towns with smaller visitor numbers but lower capacity infrastructure. Coastal towns need priority support when seeking to include key roads in the Department for Transport's Major Road Network, based on those transport schemes which unlock and enhance capacity at growth sites, facilitating access into the town. With the potential added value of Enterprise Zones on the Fylde Coast estimated to be over £2bn, it is vital that this is not compromised by a lack of road and rail capacity.

5.4     The railway industry's neglect of Blackpool and the service decline to the inadequate situation that the resort has now, means that rail operators

cannot maximise the benefits of the recent electrification of the line to Blackpool North. The current focus on city to city express connectivity and commuter needs has stripped resources from coastal towns and other tourism centres. It has left places like Blackpool without any direct services to some of our core visitor markets like Glasgow and Newcastle, which is felt most keenly at peak times – such as October half term weeks.

5.5     The advent of Transport for the North is expected to provide a counterbalance, but there is a risk that this focuses solely on the needs of the bigger urban areas. Support for investment schemes which bring forward improvements to ageing rolling stock, and enhance service reliability and frequency is vital. We have already proved adept at both growing passenger numbers and improving transport infrastructure through our wholly-owned company Blackpool Transport – with an increase in ridership from 3.7 million after the tramway renewal in 2012/13 to 5.2 million in 2017/18 – the highest level for at least 18 years. Locally, we are already connecting the tramway to Blackpool North railway station, and have identified a further £50m scheme to double the frequency of journeys on the South Fylde Line by connecting the trams to heavy rail – benefiting both residents and tourists. On a smaller scale, greater consultation around engineering works and improved communication on forward planning are essential.

6.0     **How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1     With 18 million visits a year, over 20,000 jobs reliant on tourism, and a host of renowned tourist assets, Blackpool is a town founded and built on the visitor economy. We have a long track record in successfully promoting and sustaining tourism through our visitor attractions, natural assets, built heritage and entertainment offer. This is delivered through a combination of direct Council delivery, our wholly owned companies, and through partnership with the private sector. As tourism has not historically been seen on a par with other industries, this has been achieved with a relatively low level of direct support from central government.

6.2     To regularly encourage repeat visits and overnight stays, which generate substantially more revenue for the local economy, the Council has invested heavily in a large-scale free-to-access events programme aimed at driving substantial volumes of visitors to the resort. The importance of an ever-evolving series of free events and attractions coupled with strong marketing campaigns in growing numbers cannot be overstated. Our biggest event, the truly iconic Blackpool Illuminations, extends the season by 66 nights into early November and attracts around 3m visitors. This boosts the visitor economy by around £300m, but direct donations, sponsorship and business contributions to the Council's £1.4m running costs only amounted to £190k in 2017. With increasing constraints on

council funding for non-statutory services, new ways of raising direct funding from tourists are needed – such as a tourist tax.

6.3     Increasingly, the market is also opening up for new paid-for premium events and experiences which contribute directly to the local economy through ticket sales, which reward a moderate amount of risk-taking. Through its tourism arm, VisitBlackpool, the Council partners with international entertainment company, Viacom, to deliver the UK's only Nickelodeon Slimefest, a live event also broadcast live on one of the world's biggest entertainment channels.

6.4     The ambition is to grow the events programme so that it spans the full calendar year and makes Blackpool a year-round destination, but this is hampered by a lack of funding. Showzam!, a mixture of circus and new variety performance, was staged for several years during February half-term, but funding constraints led to this being discontinued in favour of established events guaranteed to pull a larger crowd.

6.5     Looking beyond tourism, the key issue for most coastal towns where tourism is the dominant economic driver is whether to dilute the emphasis on the rapidly-changing and competitive market of tourism in favour of encouraging diversification. Tourism is generally a low wage, seasonal industry, but the risk of re-allocating funding away from tourism is considerable in such a competitive market. Additional support is needed to recognise, promote and support this diversification. Chief amongst these approaches would be leveraging its own assets and resources – government departments and agencies – to locate and consolidate in these areas, providing a relatively secure bulwark of year-round, middle-income jobs. This would – and in many cases, already does - help to insulate the local economy from an annual cycle of boom and bust, and with the right mix of housing-led interventions, would create more balanced local economies.

6.6     SME growth is also crucial to diversification. The primary driver of this for our town will be Blackpool Airport Enterprise Zone (EZ), using the financial advantages of Enterprise Zone status to maximise the potential of the Business Park and airport; attracting new and existing growth-oriented companies from a range of manufacturing, service, digital and creative sectors. The EZ came into existence from 1 April 2016 with a 25 year lifespan, providing the opportunity to host around 5,000 new jobs, secure in excess of £2bn of economic impact (GVA) and provide modern and flexible premises for expanding businesses. In the first 18 months of operation, it has safeguarded or created 700 jobs. The government's Enterprise Zone policy, although not specifically aimed at seaside towns, holds the promise of significant economic growth and diversification for the Fylde Coast area (hosting 3 such zones). The challenge remains to capture significant investment opportunities within EZ fiscal timescales, whilst simultaneously addressing essential infrastructure needs necessary to open up undeveloped sites and improve the efficiency of existing business parks.

**7.0** **Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

7.1 The tools available to the Council are limited, or entirely manufactured by our increasingly creative approaches as we seek to unlock resources. We are working to our fullest extent, but making only limited progress against the entrenched social issues which act as a drag on progress. Areas built for the holiday trade inherently lack the social assets and infrastructure which are a pre-requisite of sustainable communities.

7.2 Our approach has been focussed not just on the potential to drive visitor numbers and economic spend, but to safeguard our heritage and assets for the town. Investment through and with the private sector in the Blackpool Tower and Winter Gardens in particular has generated revenue which is re-invested in the fabric of these phenomenal listed buildings, keeping them in active use. But there are further assets in many seaside resorts which are at risk. In particular, the National Piers Society has documented the national crisis we face in pier maintenance, and the three piers in Blackpool are similarly under threat, as their attractions generate insufficient revenue.

7.3 When we have engaged local residents in co-production processes – something increasingly funded by external resources, as engagement resources have been drastically cut by the austerity regime - their desires are centre on aspects of community life many of us take for granted. Parents of children engaged in our Better Start programme talked about the need for accessible green space, which is inevitably difficult to create in a dense urban environment where properties can be profited from. We believe that new approaches are essential to supporting further regeneration. Some of our most affected areas would benefit from a blank canvas – an approach more akin to establishing a New or Garden Town rather than piecemeal alteration to an urban grain ill-suited to pocket interventions, with education and health provision designed from scratch with the communities set to benefit.

**8.0** **What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1 Social mobility and the delivery of economic inclusion is a top priority for the Council. The importance we attach to this is also reflected in the focus of our partners in the Pride of Place Partnership. There are three change programmes aimed at achieving lasting transformation in how we develop young people in Blackpool, two funded by Big Lottery and one led by DfE. By integrating these streams, we want to shape the whole environment and system around achieving better life outcomes:

- A Better Start focuses on 0-3 year olds, improving social and emotional development, communication and language skills, and diet and nutrition to ensure our children are ready for school. Although the primary focus is the town's most deprived wards, other funding and the holistic approach has enabled the project to provide a town-wide approach, on key issues such as extending the Health Visitor scheme to cover more visits including a dedicated pre-school visit.
- Headstart picks up the mantle when young people transition into secondary school, taking a universal approach to building mental health resilience, supplemented by targeted initiatives to help those with greater needs such as those who are self-harming and Looked After Children.
- Blackpool is one of the government's 12 Opportunity Areas, with a focus on how the school system can improve social mobility, looking particularly at ways to raise progress and attainment – including professional development, supporting vulnerable children and families to improve attendance and reduce exclusions, and to improve advice and support for young people when moving between school and into work. Key initiatives include tailored support to improve English and Maths outcomes, funding leadership qualifications for teachers, a project looking at how pupils transition to secondary school (in tandem with Headstart), and Enterprise Advisers to ensure that all young people receive four high quality experiences of the world of work each year.

8.2     We are seeking to maximize the opportunity for lasting system change arising from existing projects, which do not exist elsewhere. In the near future, young people will emerge from the system having benefited from all three initiatives, ready to take advantage of employment opportunities. However, the lifespan of these projects are limited – with the Opportunity Area in particular being limited to 3 years. The learning from the Areas should be used to extend the duration of the existing programmes, and to introduce them into further locations. One of the main benefits of the Opportunity Area is the ability to use it as leverage, "tilting" other funding towards achieving its objectives, and this will be difficult to sustain.

8.3     Blackpool is a sub-regional centre serving 340,000 people, and despite some quality HE provision, does not have a conspicuous university offer. The two coastal areas bucking the national trend on deprivation (see 1.1) both have Universities – the others do not. We have an ambition to bring a more substantial HE presence to the town, and look to the government to support this as the principal way of developing higher skill levels in the town, both by importing students and increasing access to Higher Education locally.

9.0     **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1 The role of business is absolutely key in delivering seaside regeneration, and Blackpool Council's approach has long been about bringing in the private sector where this offers advantages (see 0.3; 0.4; 3.4 etc), and our Town Prospectus carves this in stone. Blackpool has not been a focal point for inward investment or Foreign Direct Investment, being at a disadvantage in terms of transport networks, low levels of manufacturing, and associated skillsets amongst local residents. SME's servicing the visitor economy are inevitably tied to its fortunes, tending towards short-termism.

9.2 With banks being risk averse, and losing specialist local knowledge of the needs of leisure and hospitality businesses, Blackpool Council has launched its own £100m Business Loans Fund, now almost fully subscribed, and investing in local restaurants, leisure attractions, a micro-brewery pub, and large and medium scale hotels, as well as traditional manufacturers. However, a gap around the availability of finance of up to £100k in value remains, which would be a prime target for government support.

9.3 The Council provides a suite of measures to support local businesses, including business incubator units, small business advice, advice to pre-starts and employment and school-based programmes, although some sectors are compromised by ERDF funding criteria which favours Business To Business SME's over Business to Consumer SME's. The proposed replacement for European structural funds - the UK Shared Prosperity Fund - needs to adopt a more balanced view of the needs of visitor economies in terms of business support programmes, training, apprenticeships and access to finance, reflecting the seasonal nature of trade, working capital requirements, labour and skill needs. Gaps also exist in the provision of good quality managed workspaces, particularly office facilities. Whilst the Enterprise Zone will provide quality business premises, this is still an area in which seaside towns need assistance.

9.4 A barrier to growth in any deprived seaside town is the quality of the built environment, which depresses investment potential and impacts on perceptions. The government's Growth Fund is assisting town centre traders in Blackpool to upgrade their property frontages via grant assistance from the Quality Corridors project. Small Business Rate Relief has been particularly welcomed by local traders looking to sustain their town centre presence, a continuation of this is essential whilst town centres adapt to more mixed uses.

10.0 **Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1 Educational provision in coastal communities needs to improve, in particular at secondary level, with the level of leadership capacity proving particularly problematic. The level of social problems inevitably makes the

delivery of quality education in coastal communities challenging, with some issues more akin to the problems of inner city areas, without the corresponding proximity to high quality career-focussed jobs which could act as a catalyst for aspiration. Key issues faced include:

- *High levels of pupil mobility*. Whilst some is driven by local policies which enable pupils to move easily between schools, some is driven by population churn, with a consequent impact on the ability of pupils to settle and flourish in a well-connected social environment
- *The transition of pupils to secondary school*. In Blackpool, gains made in pupil progress by primary schools are often lost. Reasons include parental choice breaking up cohorts, secondary schools not adapting sufficiently to the needs of their intake, and weaker familial social ties meaning the breaking up of school ties can have a greater effect
- *Attraction and retention of staff*. Coastal areas, being more geographically remote, have a smaller pool of quality teachers to pull from
- *Aspirations*. The nature of jobs available locally tends to supress the understanding that education is important to accessing career-orientated jobs

Tertiary education provision is strong in Blackpool, with Blackpool and Fylde College rated Gold in the TEF, and new academic partnerships being forged with Lancaster University. However, the benefits of bringing direct university provision to coastal towns cannot be overstated, both from an educational and aspirational perspective, but also given the potential for quality jobs and the conversion of low quality housing sites into potential sites for student accommodation.

10.2 The Academy programme has weakened the Local Authority's role in improving educational provision in recent years, but this does not preclude Councils playing a key role in leading local conversations, whilst offering both challenge and support. In terms of positive action, given the holistic view Councils are required to take, a new form of improvement model which places a responsibility on local authorities for shaping provision in line with desired outcomes could improve the long-term focus of the education sector.

11.0 **Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1 There is a considerable body of evidence pointing to the extent and seriousness of health issues in coastal communities. High rates of smoking cause high rates of lung disease and cancer, whilst drug deaths, alcohol-related harm, significant levels of mental health issues and a high suicide rate all contribute to people living shorter lives with fewer healthy years. In Blackpool, there is a gap of 13 years in life expectancy between the most and least deprived areas. The disparity is caused and

exacerbated by deprivation, particularly worklessness and poor quality housing, creating a social situation with low work expectations and aspirations which impacts directly on our potential to develop a skilled, resilient workforce – and all of the health benefits which go along with stable, well-paid, employment. Dysfunctional domestic relationships contribute to high levels of risk of spousal and child abuse, with young people at a higher risk of Adverse Childhood Experiences than elsewhere. In particular, Blackpool has the highest rates of Children In Need and Looked After Children in the country, a phenomenon more directly related to deprivation than our coastal location, but the impact of the latter on future life chances when outcomes for LAC are poorer compounds this.

11.2 Away from the main health statistics, the degree to which the community can provide its own support and infrastructure to meet needs without needing local authority support is compromised in seaside towns. In such areas, substantial levels of service demand arise - for example, on homelessness services, and social services - because people move to the area due to the positive connotations of seaside life - "making a new start". In many cases, this move reduces the strength of their (often already weak) social support networks - their ability to turn to friends or family for help is lessened as they are further away from significant connections, which can exacerbate the mental and physical health issues which may have prompted the move. This is compounded as people on lower incomes, such as those moving to Blackpool, are unable to buy services or access groups which recreate the benefits of such networks by proxy - thus creating additional demand on local authority services. And finally, as the flow of people inward is relatively constant, and matched by people moving away, this reduces the opportunity for supportive relationships to form in the community. The lack of connections therefore becomes a permanent and entrenched problem. Equally, where individuals have multiple complex health issues, social relationships are not always positive, which could also increase the likelihood of demand on public services. The development of a measure of "social connectedness" is therefore crucial to accurately adjusting the likely demand on services based on other data which feed into national funding settlements.

11.3 NHS resources could be used to fund a partnership approach where local organisations, including the third sector, work together to create plans to strengthen community bonds, ultimately reducing demand on services in the long term. The key is not the development of targeted initiatives, but in providing financial support to areas looking to develop upstream solutions which prevent and maintain health in the long term.

12.0 **What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1 The Coastal Communities Fund has delivered small scale, positive change, but is wholly insufficient in the face of our wider social issues. Its main value is in proving the benefit of giving local areas sufficient freedom and scope to create solutions that meet their needs, increasing the potential for innovative schemes and making it easier to access for organisations

and consortia not usually accustomed to such processes. The lack of a requirement for match funding is equally important in this regard. It has undoubtedly had an impact on Blackpool, albeit a relatively small one given the size of the funding compared to that accessed via the Growth Deal and other mainstream funding routes.

12.2 Blackpool has been awarded 3 CCF projects to date, with a further 3 awaiting feedback: Lightpool, which aimed to generate a different audience via using new lighting technology for the Illuminations, plus two ongoing projects - the new Winter Gardens Conference Centre, and the Art B&B, renovating an old hotel to provide new boutique accommodation with a cultural twist. Lightpool's evaluation suggests up to an additional 950,000 visitors were attracted into the resort over the 2 year project life, including market segments not normally attracted to the town – evidenced by an almost quadrupling of the number of visits to the Grundy Art Gallery. The additional visitors to the resort clearly had a major impact on the economy and in supporting job creation (direct and indirect) and job safeguarding, whilst the cultural dimension enhanced the image and attractiveness of the town.

12.3 The Coastal Revival Fund (CRF) has proved another useful funding source, with the key benefits being a light-touch application process and the fact it is largely targeted at funding activities such as studies which look into the feasibility of heritage proposals, which can often be difficult to resource from elsewhere. Both are examples of good funding schemes which meet a clearly defined need in a non-prescriptive way. Ideally though, there would be fewer targeted initiatives, and a single funding pot creating a more sustainable source of funding.

12.4 CCF and CRF are just two of the disparate sources of funding we have brought together to deliver on our major regeneration projects to date, the conditions of which have sometimes restricted our intuition on what will work best locally. Moving towards a relationship where funding is allocated by need and ambition, with fewer caveats and restrictions but stronger evaluation, will help us deliver more effective projects from which the learning can be shared. The most logical way to do this is to move towards single pot funding, with a longer term focus allowing a more strategic and sustained barrage of activity addressing our core issues.

13.0 **To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13.1 All of these partners have a large role to play. It is viable, indeed essential, to develop a long-term vision for individual seaside towns, led by the Local Authority, but this needs to be a partnership approach which recognises the mutual interest of all stakeholders. A recent example is

the pioneering approach of Greater Grimsby's "Town Deal" which has been approved for funding support by Government. Blackpool Council and Business In The Community have developed a similar prospectus (see Appendix). This has a clear vision, with extensive private sector support and buy-in, with an offer of what will be delivered and an "ask" of government as to what is needed to enable the transformation – including financial commitment, legislative support, policy flexibility and expert "in-kind" supportive resources.

13.2　However, whilst individual visions and plans are viable, towns need to take into account neighbouring local authority areas and sub-regional economic footprints. With this in mind, The Fylde Coast has established a dedicated Economic Prosperity Board (EPB) to work together on mutually beneficial visioning, scheme development and implementation to work to improve the economy of the area.

13.3　The group needs the certainty however, that it has the financial backing both regionally through the LEP and nationally to provide the confidence behind the proposals. Under the LEP and Growth Deal, Blackpool Council has been relatively well supported. However the existing Growth Deal programme has limited resource remaining and certainty of future fund availability (e.g. Shared Prosperity Fund) is now urgently required. It is essential that local towns have a clear involvement in shaping the aims and objectives of the Local Industrial Strategy and in detailing projects that will deliver this. This needs building directly in to the policy process.

13.4　At a Lancashire level, whilst the Fylde Coast is referenced in the LEP Strategic Economic Plan and the importance of the visitor economy is noted, there is no specific sub group dedicated to the visitor economy and coastal issues. Bearing in mind the importance of the visitor economy to Lancashire (£4.13bn STEAM 2016) it is our view that consideration should be given to a group considering these issues. A group would assist in recognising the growth issues within the sector and would support the "visioning" referenced earlier.

14.0　**Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1　Further fiscal and financial measures are essential to secure the regeneration of seaside towns. Blackpool Council has already exhausted all conceivable means at its disposal, including significant prudential borrowing, and the establishment of the Business Loans Fund. However further measures are essential, with examples including:

- A tourism tax, variable according to local need. In Blackpool, a tax of just 10p per visitor night could generate £1m, but elsewhere the rate may need to be higher to be viable
- Tax reductions or exemptions around tourism-related goods and services, such as VAT, business rates, or rateable value deductions

- An extension on allowances for seaside town enterprise zones, and the creation of new enterprise zones specifically covering tourist areas under the new industrial strategy
- Technical measures, such as allowing PWLB debt restructurings without premium penalties
- Ensuring the full cost of delivering and renewing the seaside offer is accounted for in the Revenue Support Grant formula
- Development of new Housing Action Zones, a holistic housing-centric approach to ensuring policy, legislation and finance all contribute to sustainably tackling poor quality housing
- Encouraging and facilitating government departments and agencies to locate and consolidate in seaside town areas
- Extend the Deadline to 2030 for both business rates relief and enhanced capital allowances in the Enterprise Zones to ensure that growth is consolidated.

14.2    However, many of these could be decided or funded at a local level if local authorities were properly resourced. At a time when an increasing number of Local Authorities are facing severe financial difficulties, simply delivering services which meets our statutory requirements is a serious challenge. This is particularly acute in social care, with the funding of both adult and children's services now at a level which increases the risk to vulnerable people. Addressing this basic requirement as part of the Fair Funding Review would deliver a massive contribution to seaside regeneration.

15.0    **What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1    In tourism-focussed seaside towns, the relationship between local communities and regeneration opportunities is often tense, and marked by a sense that the regeneration is primarily aimed at other people. The need to innovate and attract new markets can be seen as drawing resources away from local people and projects. A more inclusive dialogue backed with a greater contribution by tourists to the place with accessible assets and facilities is the minimum required. Some of the engagement techniques which work best – genuinely being led by community wishes and handing over control – are often at odds with work which seeks to capitalise on emerging trends and opportunities.

15.2    Blackpool's Pride of Place Partnership, facilitated by Business In The Community, is one way in which we are seeking to redress the disconnect by involving local people in discussions about the future direction of the town, creating an enhanced sense of ownership. It is also crucial to find projects in which locals have a key stake – something at the core of Blackpool's museum project, which has embarked on an extensive involvement process which seeks to restore the pride of people in a town which others choose to visit. Early buy in and support to build advocacy

not just for the project but for the town as a whole is crucial to realising regeneration objectives.

15.3 More widely, long term successful regeneration is wholly reliant on a population capable of sustaining and furthering the progress made. Lottery-funded initiatives like HeadStart (see earlier) seeks to have a positive impact on all 10-16 year olds in Blackpool through both universal and targeted measures, and change the wider system in a way which promotes resilience, with longer-term outcomes expected to include a decrease the numbers of young people going on to develop mental health conditions, improved engagement in school, reduced engagement in "risky" behaviour and ultimately improved employability.

15.4 Moves need to be made towards giving residents the opportunity to get involved, influence decisions and co-design solutions to health and wellbeing problems being experienced in our communities. Particularly around health, engaging with people is ultimately about strengthening their individual knowledge and community capacity to take ownership of health issues. This means:

- Building on the assets/strengths (e.g. knowledge, skills and experiences) that already exist in the community, including supporting people to make better use of existing assets
- Ensuring people and communities (which includes the workforce) are equal partners in changing behaviours, building resilience and providing mutual support;
- Putting the community at the heart of the New Models of Care transformation agenda; including the decision making, design and delivery of the Neighbourhood Teams.

16.0 **Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1 We have covered our unique Blackpool Pride of Place Partnership in the paragraphs above. Locally, Blackpool Fylde and Wyre Councils have collaborated to create an Economic Prosperity Board, itself a successor to an Economic Development Company operating on the same footprint, which was considered bureaucratic, incompatible with true partnership working, and lacking political input. The Board brings together the public and private sectors to promote and improve economic wellbeing across the Fylde Coast, delivering projects with direct and indirect benefits for the three areas, as opposed to those that can be progressed individually. Recognising the mutual strategic benefits arising from the three Fylde Coast Enterprise Zones, the Board has direct control over how they are delivered. Together, these stand as two examples of how partnership working, particularly in a small local authority, can deliver nimble ways of working and tangible benefits.

# Blackpool Pleasure Beach – written evidence (RST0084)

*Summary: The responses to the below mentioned questions are, in the main, derived from the observations of, and issues faced by Blackpool Pleasure Beach Ltd (herein '**BPB**'), an SME which has traded in the Seaside town of Blackpool since 1876.*

**Background and understanding**

1.0 What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

1.1 There has been a lack of capital investment in the visitor economy over many years by those who derive a living from this activity, save only for the Local Authority (in recent years) and BPB which has consistently invested heavily in its business ( eg. £46M since 2011). This absence of investment has left principle assets unattractive to customers, in a poor state of repair and, in many cases, uncompetitive with a consequential decline in revenue, leading to a spiral of decay and commercial unviability, and therefore businesses have short commercial lives.

2.0 Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

2.1 Others are better placed to comment on any research which has been carried out, but if it has, we have not seen any tangible benefits from any outcomes.

**Housing and demographics**

3.0 To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

3.1 Over many years the supply of accommodation within the tourism sector has been predominately by individuals in large numbers of what are colloquially known as Guest Houses. These properties have not been easy to convert to the type of accommodation sought, and services required, in the 21st Century, and coupled with the absence of any real business

foresight, has caused many properties to be unattractive except to those who are willing to pay a low daily rate. Commercially unstainable, these properties have been left to be used by transient demographic groups, and the abundance of accommodation has attracted ever more people into the town. This stock of accommodation needs to be subject to stringent Planning and Licensing Regulations, and failure to comply, the properties should be subject to a system of Fast Track compulsory purchase by the Local Authority, and placed either within its Housing Stock or offered up for private development (either demolition and rebuild) or refurbishment, to meet Local Plan housing supply obligations, and funds from Government be made available for this process.

4.0    Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

4.1    This question interlinks with the answer to Q3.0. The ease with which certain demographic groups can move (quickly), supported by the Benefit System, into the housing stock within seaside towns promotes decline, as the group are often inactive within work, and therefore provide a low level contributions to the town. A review of the Benefits System may assist.

**Transport and connectivity**

5.0 Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

5.1 A key strength of Blackpool is its transport infrastructure, which connects directly into its centre. It has the benefit of an electrified national rail system, a motorway link, large car parking facilities, a tramway system and also an airport which has domestic and international capacity. This combination must be recognized and supported by Government, to promote economic activity, and the airport ***must not*** be lost.

**The role of the visitor economy**

6.0 How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention

being given to the potential contribution that could be made by other sectors, beyond tourism?

*6.1The visitor economy is critical to the wellbeing of the town. It is the principle driver of revenue, and whilst there are alternative business creation initiatives being undertaken, they are predominately in locations outside of the main town. The visitor economy must remain the principal activity within the seaside town of Blackpool, and the focus should be on creating year round events which remove or mitigate the effects of so called 'seasonality'*

## Physical regeneration

7.0 Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?

7.1 See above.

## Social and economic regeneration

8.0 What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

8.1No comment

9.0 What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

9.1 Experience of Government's approach to SME's appears to be one which obligates them in a number of Regulations, especially the bench mark test of 250 employees, so that relatively modest SME's are included in the same way as a large PLC, and Government seems to be ambivalent on this. Consequentially, there appears to be little, if any, support from Government for SME's based within seaside towns.

## Education, health and wellbeing

10.0 Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges

around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

10.1 No comment

11.0 Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?

11.1 No comment

**Delivery structures**

12.0 What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

12.1 We have seen little, if any, benefit to address the real issues affecting seaside towns. Awareness, ease of application, transparency of availability may assist.

13.0 To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

13.1 It is perfectly possible, indeed absolutely critical, for 'vision' to be created, and absence such the continued decline will continue.  This needs to have clear and measurable milestones, with funding available from Government, provided against achievement. This vision must have the involvement and total commitment of key public and private stakeholders. We have observed the 're-birth' of Manchester, using the Vision method.

14.0 Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

14.1

• Some have mooted the idea of a 'tourism tax', this is not acceptable

to us, as a key stakeholder in the town of Blackpool. Economic regeneration is required, not a tax, which the public will roundly be against, and there will always be substantial tension as to how such tax is spent.

- The Government has been trialing (in Northern Ireland) a reduction in the VAT rate applied to tourism, we support this idea and say it should be rolled out to England and Wales.

- We support an extension of the Enterprise Zones covering part of the land which forms Blackpool Airport, to include the whole of Blackpool.

- A previous Labour Government introduced a relaxation of Liquor and Entertainment Regulations, and consideration was then given to the grant of licences for what were called 'Super Casinos'. Blackpool placed a strong bid for the grant of a licence, but controversy surrounded the appointment of the successful parties (Blackpool was not one). However, during the bid process there was a recognition that Blackpool was a perfect location for Super Casinos, and there was substantial national and international interest, with supporting inward private investment. We invite cross party support to restart this, with a simplified process, leaving it to the private sector to deliver, with licensing conditions to be met in the operation of the business.

## People and place

15.0 What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

15.1 No comment

16.0 Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

16.1 No comment

# Borough Council of King's Lynn & West Norfolk – written evidence (RST0013)

**Hunstanton, Norfolk: Case Study**

A. *Evidence of successful recent schemes or initiatives, which have demonstrated real results in this area, with both quantitative and anecdotal or qualitative evidence, as a guide to best practice elsewhere.*

Evidence of successful schemes in Hunstanton include:

1) **Town Centre enhancements (2013/14).** The £350,000 public realm enhancement scheme has resulted in:
   - a reduction in vacancy rates;
   - an increase in visitor numbers as a result of the enhancements and events now able to be held in the area; and
   - private sector investment in the area by McCarthy & Stone to redevelop a long standing derelict site in the town centre.

2) **Heritage Gardens Project** - £1.3m restoration of the Heritage Gardens project funded by the Council and Heritage Lottery Fund (HLF) started in 2016. It is still a bit early to have a full set of quantitative evidence to assess the full impact of the 3-year project. However, the £120,000 activity programme that accompanied the capital restoration works has attracted a number of new visitors to the area and there is good qualitative evidence coming back. Popular events have included the Open Air Cinema (attracting circa 4,000 spectators) and the re-introduction of the annual 'Soap Box Derby' event (circa 4,000 spectators). These levels of attendance were unexpected but immensely beneficial to the spend in the local economy. The challenge is how these types of events can be sustained beyond the HLF funding which expires in 2019.

3) **Diversifying the offer through developing the Watersports offer** - £400,000 investment in the Hunstanton Watersport and Sailing Club has significantly increased participation and the attraction of Hunstanton as a watersports destination with membership increasing by 26% over the past year to 457 and over 1,000 non-members participating in a variety of different watersport training sessions.

B. *Evidence of the issues or problems you perceive from your own local perspective, if there has been decline, why you think that may have happened, demographics, transport links or whatever, what is the economic scale if "lost opportunities", and hence what contribution to the Growth Agenda could Regeneration deliver, and what needs to change to achieve that.*

We have good evidence from the Visitor Survey undertaken in 2016/17 and Business Needs Survey (2018) and an online portal launched by Hemmingway

Design who were commissioned by the Council in 2018 to prepare a masterplan for the Southern Seafront area. In summary the key issues which have limited growth and in some cases caused a decline in the economic potential of Hunstanton include:

1) Poor WiFi / Broadband / Mobile signal - an issue raised consistently by residents, businesses and visitors which limits the extent of online marketing activity that can be done and local business connectivity/productivity. If we are to encourage the younger generation to start up and operate businesses in the town to sustain the town's population and service centre role, addressing the current poor rural telecoms is critical.

2) Change in demographics to a high proportion of retired population with approximately 40% over the age of 65 and conversely, lower than national average working age population of 48%. This is affecting the economic productivity of the town and in turn raises issues about the long-term sustainability of Hunstanton as a visitor destination if the younger generation are not there to start up and continue existing businesses.

3) Housing affordability – due to the increase in demand for housing for the retired population, house prices have significantly increased over the last decade making them unaffordable to the younger generation and new families wanting to live in the area. In July 2018 the average house price for England was £245,076 (Land Registry House Price Index) compared with £265,162 average house price over the past year for Hunstanton (Rightmove).

4) Loss of sand on the beach - is limiting the attraction of the area and activity of the water sports and the range of competitions that can be held.

5) Flood defences/Promenade - Investment required in these assets to maintain the defences but also the local economy that relies on these. The promenade has been identified as one of the most valued assets to the resort but also the least attractive in its current condition. Hence why this has been included for consideration in the brief for the Southern Seafront masterplan with Hemmingway Design.

   Hemmingway Design's commission is looking at the issues around loss of sand and rejuvenation of the promenade. Their work could potentially set out a transformational plan for the area to diversify, and modernise the offer and attraction of the resort but will require investors/finance and infrastructure to enable this to happen. The final report is due to be published in early 2019.

6) Lack of a Blue Flag award – we have been able to secure a Seaside award (one below the Blue Flag award) but a number of issues is preventing us obtaining the Blue Flag. Water quality is now based on a four year average; we would need at least 3 excellent years and 1 good year to be in with a chance of achieving this. We are currently working closely with Anglian Water and the

Environment Agency to try and improve the readings. Anglian Water are keen to see an improvement.

7) Wider transport links to the highway network - a large proportion of the Hunstanton visitor market comes from the Midlands. Congestion and queuing traffic attempting to reach the coast from these areas can extend as far as the A47 in Cambridgeshire and the A17 into Lincolnshire. Investment in the A149, A17, A10 and A47 is critical to improve accessibility and increase visitor time/numbers in Hunstanton.

# Bournemouth Borough Council – written evidence (RST0118)

## Executive Summary

1. Bournemouth Borough Council welcomes the inquiry into regenerating seaside towns and communities. In responding to the Committee our submission will be highlighting challenges and recommendations within the areas of:
   - Infrastructure
   - Seasonality
   - Employment and skills shortage
   - National policies

## Introduction to Bournemouth Borough Council and the conurbation

2. Bournemouth Borough Council is committed to building a better Bournemouth. We are a 24/7 organisation devoted to improving the lives and community of everyone living in and visiting Bournemouth.

3. Bournemouth is the UK's premier coastal resort, known for its 7.5 miles of golden sands, its outstanding natural beauty and innovation in tourism development. Bournemouth welcomes over 7 million visitors a year sustaining 11,630 jobs – 11% of all employment in the Borough.

4. Following approval from the Secretary of State, Sajid Javid MP, on 1st April 2019, a new combined Council for Bournemouth, Christchurch and Poole will be in place. This change will allow the new authority to offer greater efficiencies and provide a more joined up tourism offer for visitors and residents.

## Challenges for seaside towns and communities

5. Bournemouth and the surrounding area promotes itself as a destination rather than an individual resort. This is supported by the partnership working between Bournemouth, Poole and Christchurch both at officer level and within the tourism trade.

6. Partnership working helps increase the offer and market potential of seaside towns and communities. Continued Government support of partnership working and support with the sharing of best practice would help provide the knowledge and guidance needed by some seaside towns to help develop their product and work towards improvements in some of the challenges detailed within this submission.

7. Despite the effort and focus put into destination management, Bournemouth, even as the UK's premier coastal resort, does still suffer challenges common to many seaside towns.

8. **Infrastructure** – as a coastal destination the links in and out of the area are vastly reduced compared to inland destinations.  The limited existing routes, both road and rail, provide challenges for businesses to remain as productive as those inland as the time to commute is often increased and there can be limitations in transporting stock.

9. The limited transport routes impact on visitors' journeys to and from the destination, it causes potential visitors to choose elsewhere to visit, negatively impacting on local tourism businesses and the reputation of the area.


10. **Seasonality** – This is a significant challenge, despite the work carried out by seaside towns to promote themselves as 'open' outside of the summer season.  There is still a long way to go to see the perception shift required to ensure year-round tourism.

11. One of Bournemouth Council's objectives is to strengthen its key industries and create opportunities for growth and development.  To help achieve this Bournemouth Council's tourism department works in partnership with other business to create and deliver out of season events, these help encourage visitors to the destination outside of the main holiday periods and extend the season.

12. To successfully deliver a sustained change in seasonality, long term investment is required both in relation to visitor's perceptions of seaside towns and with those tourism businesses who still operate seasonally due to the current market conditions.

13. A commitment to funding research and delivering initiatives linked to understanding and improving seasonality challenges would be well received and would go someway to assisting the associated challenge of the perceptions of tourism based employment and the difficulties recruiting within the sector.

14. **Tourism Employment and skills shortage** - The hospitality industry is reporting that the availability of hospitality candidates is at an all-time low, with the Brexit announcement reducing the flow of European workers.

15. The poor image within the UK of careers in hospitality and tourism is adding to the difficulties surrounding recruitment from within the UK market. The situation is further exacerbated by low levels of unemployment.

16. The local workforce requires a mix of skilled and unskilled workers to meet demand. The Labour Force Survey only uses income value to determine the level of skill required for the role. This is a flaw in the measurement of skill as it does not consider the added value gained through location, interaction and opportunity to improve language.

17. The impact of the difficulties in recruitment in local businesses across Bournemouth is having a direct impact on profitability with an increase in costs. The industry is seeing rising business costs due to labour shortages and rising food costs. This adversely affects future investment plans and inhibits productivity and competitiveness in the global market.

18. The cost of training new staff is high and, when this is coupled with a high turnover of staff, running costs become excessive. As a consequence, more management time is being spent looking after and training staff to encourage them to stay, rather than in developing the business.

19. A social change in the perception of the Hospitality and Leisure industry as a career path is required. This will take several generations to translate into positive recruitment results and will not address the immediate problems.

20. Although not a total solution, possible post-Brexit option include:
    a. Reinstate a 20-hour working week for all international students at accredited institutions, increasing to 40 hours per week during non-term time.
    b. Reinstate the option for all international students at accredited institutions to remain and work in the UK for 2 years after their course finishes.

21. **National policies** – Government's Industrial strategy does not recognise to the extent required, seaside towns and communities. The strategy appears to be focused on larger areas with significantly larger catchment areas than seaside areas, by their nature, benefit from.

22. The terminology used within the strategy and the name itself does not resonate with the tourism industry and many seaside areas.

23. It would benefit seaside towns and communities if there was more recognition within the Industrial Strategy of the positive economic impact of seaside towns and provide more support to help these areas further enhance their contribution to the economy.

**<u>Recommendations</u>**

24. The aim of the Council evidence is to highlight that given the resources and support seaside destinations and communities, like Bournemouth, can continue to support the development of the whole sector and ensure that they can strengthen the international competitive position of the UK tourism industry.

25. In order to work towards realising the full potential of seaside towns and communities, the recommendations below would be a significant step forward:
    - Support for partnership working and information sharing to support the wide range of coastal communities within the UK
    - Centrally funded and supported research and development into the seasonality issues within seaside towns and ensuring tourism destinations are seen to be open for business year round
    - Assist the tourism sector with staff recruitment challenges through alterations to the working permissions for International students and promoting a positive image within the UK, starting at an early age, of careers within the hospitality sector
    - Ensure policies such as the Industrial Strategy include relevant support of seaside towns and communities to ensure their contribution to the economy is recognised and assisted to grow

Bournemouth Borough Council would like to thank you for the opportunity to provide evidence as part of this inquiry. We would welcome the opportunity to invite any member of the committee to Bournemouth to discuss these challenges further with officers and tourism trade representatives, as well as seeing first hand what Bournemouth and the surrounding areas is delivering to enhance the destination.

**Councillor Pat Oakley**
**Portfolio Holder for Tourism, Leisure and Arts**

## Bridlington Central Action Group – written evidence (RST0107)

**(1)      What are the challenges facing seaside towns? Which of these  are common to many seaside towns, and to what extent (and why) have such challenges persisted?**                *Not a question we could give a definitive answer , could only speak for Bridlington. We would point to the lack of non-seasonal  employment, high numbers of economically inactive residents, poor road links, low disposable income levels and over reliance on service sector employment.*

**(2)      Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn …and where are the principal gaps in knowledge?**
*Not a question we are equipped to answer.*

**(3)      To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses of Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to government policy required?**                *The      large number of Victorian and Edwardian family houses which no longer are viable as a single unit dwelling , coupled with the collapse of the traditional annual holidaymakers, means there are a large number of converted dwellings into either flats or HMOs .The latter are particularly prevalent in the town centre and on the seafront. Their high maintenance costs requires a revenue  stream, but rents are depressed by landlords needing to fill their properties at any cost.  As a consequence, many are let out to tenants with no lasting commitment to the town, and who may have social and behavioural issues that adds further to the physical and social fabric of the area.*
**a.** *There needs to be greater control and supervision of the provision of flats and HMOs, particularly the latter as many are operating "under the radar". There also needs to be a greater enforcement on private landlords to carry out basic repairs and maintenance of property in their possession.*

**(4)      Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?** *Official    figures quoted by East Riding of Yorkshire Council highlight the above average levels of over sixty-fives and the lower than national average of people of working age in the population,  coupled with above average unemployment levels means we have a section of the workforce population who , if they can`t find work, move on or*

come to rely on benefits, and hence have not the disposable income levels of people their age in more affluent areas, and the retired population who are more likely to be high-service users of health and social care resources.

There is anecdotal evidence, bordering on urban myth, that many unemployed from other areas are persuaded by their benefits officers to move to the coast, particularly in the summer months, to find any seasonal jobs that might be available, thus reducing levels of claimants in those areas. It is probably more realistic that some are "attracted" here by the relatively lower rents caused by the surplus of flats mentioned above, and the unlikelihood of finding work and would therefore qualify for benefits, leading to a dependency culture and a pervading sense of decline.

Tackling this issue is hampered by the lack of consensus as to it`s existence, or the extent of it, if it does. Policies designed to reduce the number of accommodation units available to mobile younger people from outside the town, which would inevitably reduce the number of "affordable" units, would be difficult to frame and be politically unacceptable. Stricter enforcement on landlords in relation to the quality of their housing stock may reduce the overall number of units available, and would raise rent levels and might possibly dissuade transients.

**(5)      Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth….? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment & growth?** *By the very nature of being a coastal town, transport links into our town are few and indirect. There are two A-class roads, one running north to south, the other to the west, both linking the small, mainly agricultural settlements to the larger population centres and the coast. This inevitably means that journey times from the areas which traditionally provided the majority of holidaymakers (south and west Yorkshire) can be two hours or more (especially in the summer). Both routes are largely single carriage way for the majority of their length. Attempts to upgrade the roads to dual carriage are unlikely to survive any cost-benefit analysis.                                          Rail links are equally poor, the north-south line links two relatively minor centres of population (Hull & Scarbo rough), with no direct connections to the East Coast Mainline at York, and again south & west Yorkshire are difficult to access for holiday-makers.                Digital connectivity has been a bone of contention for several years, mobile phone coverage deemed to be not as good as it should be, whilst access to the internet is generally held to be adequate to good for 87% of the Bridlington area, though this is generally for 3G rather than 4G, which is still being rolled out. Choice of internet provider for 4G is limited. One aspect of the housing stock we have is that the thick walls of the Victorian houses degrades the signal available when delivered by wi-fi rather than b rather than by "hardline" wire, thereby requiring additional signal strength or more relay stations*

**(6)    How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are those sectors to the economies of seaside towns? Is sufficient attention being  given to the potential contribution that could be made by other sectors beyond tourism?** *Such initiatives that there are tend to promote tourism on a regional level rather than specific towns or resorts. Tourism is still the most important industry in this town, though it does not always seem to be at the forefront of local authority thinking.*

*There have been some initiatives but they seem to have faded away, such as the "re-branding" of Bridlington as "Great Brid" a few years ago. Most of the initiatives are subsumed in overall regeneration schemes, such as  the Area Action Plan (AAP), which attempted wholesale regeneration of the town centre, covering a period of 15 years or so. The central pillar, a planned new marina, was abandoned last year as being economically unviable, with nothing to replace it. Work on integrating the road system is nearing completion, but the disruption it has caused may take many years to recover from, spanning as it did over two/three  holiday seasons, with consequent loss of trade and reputational damage*

*There seems to be little emphasis on non-tourist sectors of the economy being developed in the town.*

**(7)    Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new  approaches – or the removal of any existing barriers – support further regeneration?**
*Not qualified to answer.*

**(8)    What work is being done….to support social and economic regeneration, and to improve social mobility  across the whole community? What more could or should be done by the Government and relevant organisations to deliver such initiatives?**
*Not qualified to answer.*

**(9)    What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns. How effective is any help currently provided to those groups by the Government, local authorities and others? Are there any barriers to growth ?** *Local businesses certainly do have part to play in regeneration, but it is difficult to find sufficient of them who have the time or resources to devout to the planning and implementation of any scheme drawn up. There are very few large-scale employers in this town in the private sector, meaning most businesses a small or sole-traders. What representation they do have tends to be through business forums or chamber-of-commerce bodies.*

**(10)    Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

*Secondary educational provision in this town would appear to be adequate, and there is modern     further education college within the town, though some students have to attend neighbouring Scarborough for the Sixth Form College or Hull College for certain courses. The nearest universities are in Hull and York, though Scarborough College is affiliated with Coventry University and offers some degree courses.*

**(11)    Is there any evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health...? Would any targeted interventions help....?**

*Medical provision in the Town is a contentious issue. Many services have been transferred to Scarborough Hospital over the past twenty years, depleting what was available at the fairly modern local hospital. Given that the demographic imbalance of the town is skewed to the over 65s, this presents several problems, particularly with heart and stroke victims, whose "golden hour" can be seriously eroded by the eighteen-mile road journey to Scarborough A&E or even longer to Hull Royal Infirmary.*

*The issues that contribute to poor health are mainly related to the age and low-income levels of the town`s population, low incomes leading to poor diet and/or high tobacco & alcohol use, with consequent effects on heart, lungs and liver complaints.*

*The Hospital does run many out-patient clinics, though plans to run a pilot scheme to integrate medical and social-care agencies all under a purpose-built roof have been abandoned in the past year. The plan was to put all general practices, district and community nurses, mental health, diabetes and other clinics, together with some social services together, so that inter-agency referrals could take place more efficiently, to save travelling time and expense for the patient. This plan had been drawn up after community consultation had identified several overlapping and inter-locking problems that particularly affected this town..*

**(12)    What impact has the Coastal Communities Fund had upon seaside towns and communities? Are there any further targeted interventions from Government required?**
*Although this town has had some benefit from the CCF, it is difficult to identify any particular project that has benefitted from it. Much of the redevelopment that has taken or is due to take place has been under European Social Development Objective 1 fundinng.*

**(13)    To what extent is it possible to develop a "vision" for individual seaside towns? Is there a need for longer term thinking and, if so, is that need currently being met? What role should Government departments, local authorities , local enterprise partnerships and other stakeholders**

**play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

*We are the largest population centre in a very large, mainly rural, county. We are at the edge of the county, so by definition, we are isolated. In terms of an individual "vision" for this town, it is difficult to see how it can be made to stand out from other resorts up and down the country, without also including what is planned for the hinterland behind us.*

*If the traditional seaside holiday format has gone, then a radical review of what use our buildings and geographical position can be put to is needed. This will be difficult, because many still have a traditional mind-set of tourists arriving by train for two weeks on the beach. Trying to promote a more eco-tourism, centre-based type of holiday experience means facilities and attractions have to be developed in the wider area all at the same time, which will involve may diverse bodies.*

**(14)     Are there any fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change ?**

*Not qualified to answer.*

**(15)     What role should local people and local communities play in the regeneration of seaside towns…? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

*ERYC have a Crime Reduction & Community Resilience Officer as part of the Safer Communities Programme, who has become actively involved in promoting Neighbourhood Watch Groups to form, and is developing a Community Led Crime Reduction Programme in conjunction with Police, local authorities and residents` groups such as ourselves.*

*In terms of planning and consultation of regeneration, bodies such as the Bridlington Town Improvement Forum, the Regeneration Partnership and other bodies already exist, and meet regularly to hear what progress is being made by local authorities on many issues, including regeneration.*

**(16)     Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist ? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt be applied more widely – and is further innovation required?**

*The overall scheme regeneration scheme for Bridlington has been the Area Action Plan, whose central pillar was the re-modelling of the town`s historic Trust-status harbour into a dual-purpose fishing harbour and leisure marina, with consequent re-development of the Town Centre and up-grading of internal road layout.*

*Because of several factors the Marina plan has recently been abandoned, it being felt that the economic benefits derived would not justify the cost involved. Other aspects of the scheme, particularly the road improvements, are nearing completion, but there is no new central focus to replace the big project at the centre.*

*There should be many lessons learned by the abandonment of the marina project, central of which is the conflicting interests involved. The identification of common goals referred to in the question needs to be accompanied by an agreement that encompasses the need to recognise the vested interests of the main parties involved, to avoid long and costly planning inquiries and delaying tactics.*

*Short of a centralised body dictating what will be regenerated and where, it is hard to see how bodies which have had a central role in running the town over many centuries, and who feel duty-bound to respect the traditions of the past, can be reconciled with newer, statuatary bodies who feel they are answerable to an electorate. The needs of both have to be recognised by each other, and the common goals will then be more likely to be achievable.*

# Bridlington Civic Society – written evidence (RST0037)

*INTRODUCTION*

This Society was a founder member of the Regeneration Partnership for Bridlington, proposed in December 2002. We were instrumental in developing the Town Charter of 2005. We have representatives on the Town Improvement Forum (TIF) and the Regeneration Board. We continue active participation in the regeneration schemes as it fulfils our stated aim 'Conserve the best, improve the rest'.

There is no one pattern that fits all seaside towns. This reply is written from the perspective of Bridlington. We consider the points below are interconnected, and are mentioned in full under the main headings though having a bearing on other comments

*BACKGROUND AND CHALLENGES (1 & 2)*

1. Those of any seaside town are similar to any other town. All are undergoing change due to general economic changes, employment patterns, changes in retail and the subsequent loss of jobs and status.
2. Some are specific to any seaside town because 50% of the catchment area is under the sea and there is usually a sparsely populated hinterland. The result is poor connectivity, a limited labour market and lack of industrial investment. Because there are few alternatives there is a heavy reliance on traditional skills

*HOUSING AND DEMOGRAPHICS (3 & 4)*

3.1 The changes to holiday aspiration has meant the loss of the traditional fortnight's holiday by the sea. The growth in foreign holidays plus a lack of physical upgrading of facilities for whatever reason led to guest house owners of poor standard accommodation changing from bed and breakfast stock to Houses of Multiple Occupancy.

3.2 The direct delivery of housing benefit to individual claimants, plus a slowly improving economy is beginning to reverse this trend

3.3 Local Authorities are also relaxing any policy relating to Holiday Protection Areas, allowing many former guest houses to be converted to holiday apartments which improves the status of the offer, or to permanent dwellings which increases the housing stock.

4.1 Seaside towns have always been attractive to the actively retired. However this puts pressure on public transport, health provision and low rise accommodation.

4.2 At present there is a noticeable trend to convert and enlarge bungalows – first choice for many elderly– to two-storey family homes, putting further pressure on housing stock. Ownership of second homes plays a large part in forcing up house prices to exclusion of the young.

*TRANSPORT AND CONNECTIVITY (5)*

5.1  The development of all aspects of transport is often restricted by lack of funds available to the LA to enable integration, improvement, upgrading, and maintenance of the above.  Cuts to grants to bus companies means many rural routes have been cut, isolating villages and the rural population even more.

5.2  Rail services are similarly poor and constantly at risk. There are serious implications for employment, business, educational and social journeys, reducing the quality of life even further and exacerbating the lack of economic growth.

5.3  The increase in journey length and times to places of work inhibits workers both into and out of the town.

*EDUCATION AND WELLBEING (10 & 11)*

10.1  Years of decline and a tradition of seasonal work have affected the aspirations and academic standards of young people.  Statistics suggest that these are slowly improving.

10.2  Restoration of an independent careers and counselling service would help to raise the expectations of the young.

10.3  The development of well structured apprenticeships supported by further education courses which lead to self employment would greatly benefit the local economy. We can testify that there is a need for greater investment in upgrading traditional skills in construction, industry and agriculture to prepare for anticipated changes in work practices.

10.4  A small catchment area means a lack of employment opportunities at both entry and senior level for the professions, which again inhibits the quality of life. For all these reasons there is increasing difficulty in attracting well qualified and experienced staff to the area.

11.1  As with all urban areas, there is an aging population that relies more heavily on health service provision.  As well as the general problem in recruiting staff, there are transport problems accessing services because of the national move toward centralised areas of excellence. We have a modern hospital which has never been fully operational.  A twenty minute consultation can involve a convoluted journey by public transport resulting in an absence of six hours. Here we can cite personal experience.

11.2  A fully staffed and equipped hospital, plus direct transport to other hospitals are an aspiration.

*ROLE OF VISITOR ECONOMY AND ALL ASPECTS OF REGENERATION (7 – 16 EXC 10/11)*

It is important that the Local Authority, together with all sections of the community work together in order to enhance the town as a centre of excellence. By having

a shared vision it is possible to regenerate the physical and cultural life of the residents and visitors alike.

*BUT*   There have been decades of cuts to the central grant from government and continued rate capping and there is a continual battle to access funds from grant bodies of every kind – European funding, Coastal Communities Fund, Lottery Fund schemes, Local Enterprise Partnerships. The result is an inevitable piecemeal approach to Regeneration rather than the intended cohesive vision. The focus on areas of regeneration also means a lack of resources for other areas. As a group supporting many of the Local Authority's plans we consider that this fragmentation wastes time, resources and skilled personnel.  We believe it is important to have an holistic approach to improvement.

*PEOPLE AND PLACE*

We wish to offer the Regeneration Partnerships here in the East Riding as a template of good practice.  The Local Authority actively invites all sectors of the town to participate in the Regeneration of our town. There are regular meetings of each forum, and the Regeneration Board to monitor progress.

*TO SUMMARISE*

The recent discussion of this call for evidence by members of our society can be summed up as 'Give us the money so we can all work towards finishing the job'

Maureen Bell, Hon Chairman and Secretary
Bridlington Civic Society
05/10/2018

# Bridport Local Area Partnership – written evidence (RST0074)

(The Bridport Local Area Partnership (BLAP), Bridport, West Dorset, is a community partnership formed in 2004 by Bridport Town Council and neighbouring parish councils, and local community organisations.)

| Subject and Question number | Response |
|---|---|
| Background - Challenges Q1 | The Bridport local area benefits from a fabulous natural coastal environment and this is reflected in its popularity with tourists and visitors.  The tourism economy is therefore important to the area, including for many farmers who have diversified.  However, it also creates some significant challenges.  One is that many jobs are relatively low skilled, low paid and seasonal.  This contributes to the loss of young people from the area.  Another is that the area experiences very heavy traffic during holiday and peak periods, causing congestion on main and some local roads.  This is not helped by the paucity of public transport (see answer to question 5).  The popularity of the area and incidence of second homes or holiday homes also pushes up house prices beyond the means of many local families. |
| Transport and Connectivity Q5 | As a seaside town in West Dorset not directly accessible by rail, Bridport/West Bay is heavily dependent on bus transport, which has suffered in recent years from cuts in services and reductions in subsidies.  Successive Governments pay lip-service to the need to reduce dependence on travel by private car, in the interests of reducing carbon emissions, traffic congestion and air pollution, and these aspirations are repeated throughout national and local planning documents.  Providing choices for "greener" travel options where practicable, is also a key part of the many local planning strategies.  Yet in practice actions and spending regimes combine to have the opposite effect. |
| | A spokesman for Bus Users UK was quoted as claiming last week that currently Dorset is seeing the "worst set of cuts in South West England… It's quite a unique level of cuts – I cannot find any other examples in the South West where they've cut bus services as deeply as this." |
| | The results are very patchy services with poor timetabling (including poor coordination with area railway connections), creating problems for local people without cars  getting to work, school, college, hospitals and medical treatment, shops, entertainment, and social exclusion of people in the town and in neighbouring villages.  There is also an impact on costs (and |

| Subject and Question number | Response |
|---|---|
| | the carbon footprint) of local service provision, such as those borne by the county council and NHS in transporting people to schools and medical facilities.  From October to Easter there are now no bus services to or from Bridport on Sundays.

At the same time aspirations to greener tourism and to encourage more visitors coming to the area without cars are frustrated by the inadequacy of public transport provision.  On some bus services there may be inadequate seating because of the number of passengers using concessionary bus passes.

There is a strong local will to address these issues among local people and the town council, as demonstrated by the regular attendance of more than 30 people at the bi-monthly meetings of the local Transport Action Group, and by the willingness and initiative of local people to co-operate in finding solutions and providing relevant information.  Addressing these issues would certainly contribute strongly towards creating the opportunity for future inward investment and growth, but adequate funding is essential, and Government must recognise this. |
| Delivery structures - Coastal Communities Fund Q12 | Bridport and West Bay received funding from the CCF to form a Coastal Communities Team and to produce an economic plan for the town.  Whilst this was a small amount of funding that did not permit extensive development work on the plan, it was nonetheless useful.  The plan helped identify local priorities and brought together a range of actions to address them.  It enabled an action plan to be managed and monitored subsequently.

Most of the short and medium term actions in that economic plan have now been delivered or are in the course of being delivered.  It could be argued that some of the actions would have happened anyway in some shape or form.  However, the plan did provide a basis for some (successful) grant applications:  grant providers were more favourable when they could see the application had some basis in evidence about the area and wider objectives for the area.  In our view, a small amount of CCF funding went a long way. |
| Delivery Structures - Role of Govt, LA, LEPs etc Q13 | The experience of the Bridport area is that it has been almost impossible to engage properly with the Dorset Local Enterprise Partnership.  The LEP focuses on strategic projects in larger urban areas or larger development sites and does not appear willing to invest in the needs of smaller coastal communities. |

| Subject and Question number | Response |
|---|---|
| | As LEPs are now the main source of public regeneration funding, this is immensely frustrating. |

# Brighton & Hove City Council – written evidence (RST0100)

## Summary

In the city of Brighton and Hove we clearly have challenges but these may not be similar to those faced by other smaller coastal towns. Our geographical constraints limit availability of land for development, requiring us to extract the most from those available sites, now mostly located along the seafront strip.

Victorian infrastructure spanning the seafront poses a unique challenge: it is costly to maintain and is sited in an extreme environment; the Victorian arches underpin a 1.5km stretch of the A259 main arterial east-west route.

Private vehicular transport remains the only way to travel from east to west along the seafront. This limits opportunities for residents and visitors to move around the city effectively, creates bus congestion on the parallel city centre route (Western Road, North Street, St James's Street) and also limits the capacity to make a sustainable business case for key seafront sites currently in development.

The last few years have seen a significant increase in rough sleeping in the city; our city has one of the highest rough sleeping rates in the UK. This is a challenge and has a big impact on resources and the visitor experience.

Brighton and Hove have worse than average outcomes in common with many other seaside towns for drug related (heroin and/or morphine) deaths and suicide. The city has a local strategy and an annual action plan to prevent suicides which has been successful in reducing the number of deaths. This approach could provide useful learning for other seaside towns.

Increasing the uptake of electrical vehicle ownership and fulfilling the demand for charging points is limited by local capacity.

5G connectivity is urgently needed in order for the city to capitalise on new infrastructure such as autonomous vehicles particularly in public transport.

Tourism continues to be an improvement in Brighton & Hove's economy – the sector supports about 1 in 5 jobs in the city and expenditure of around £160m. However, wage levels remain comparatively low and the city has one of the lowest levels of housing affordability of all UK Cities, with the average house price nearly 11 times the average salary.

Brighton & Hove is home to a strong civil society, with around 2,300 third sector organisations and 6,900 people working in the third sector. The council's pioneering approach to engaging with and delivering for its communities was demonstrated by its successful crowdfunding campaign for Madeira Terrace which exceeded its challenging target within 6 months.

**Background and understanding**

1. *What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

**Challenges**

Brighton & Hove is a tightly constrained, compact city situated between the South Downs National Park and the sea with a population of 271,9526. With a limited legacy of derelict or vacant sites these 'natural boundaries' define and limit the outward expansion of the city. The built up area is roughly half of the city's geographical area (8,267 ha). Despite the recent downturn in the housing market, relatively high house prices, particularly for smaller properties, have put home ownership beyond the reach of many households.

The natural environment within and surrounding the city is of remarkable quality. One sixth of the city's area is covered by a nature conservation designation and the city is home to a great variety of common and rare animal and plant species. The extensive chalk downland, much of which falls within the South Downs National Park boundaries, is essential to the health of the city, in terms of its water supply (aquifer), biodiversity, and opportunities for leisure and recreation.

- A growing population. The city's population could be expected to grow by 10.2% to 299,777 by 2030. This represents growth in the population of around 27,759 people by 2030 if current trends continue

- Although the city has a relatively young population, population growth over the next 20 years is likely to be strongest in those people aged 60 and over (growth of 30%)

- With an ageing population the city needs to ensure that the older population age well, through promoting physical and mental health and promoting age-friendly living environments and housing.

- The need to prioritise the provision of extra care housing to meet the needs of older and disabled people in the community.

- The working age population is projected to increase by 12, 650 over the next 10 years. If these projections prove accurate, the city may need to find work for an additional 6,000 residents by 2014 just to keep the employment rate at the current level of 71.1%.

- Access to suitable and affordable housing remains difficult for many households. Affordability of housing has serious implications for the recruitment and retention of staff and has also resulted in a high number of concealed households.

- The city also has a lack of affordable business premises and workspace.

- The city's unemployment rate remains higher than the South East average. Despite the very high proportion of the city's adult residents who have higher level qualifications, GCSE attainment within the city's schools, whilst improving, is well below the national average.

- A number of the city's areas have been identified as facing high levels of disadvantage. 12% of the city's local areas are in the 10% most deprived in England. Two of the city's 164 local areas are in the most deprived 1% of areas in England.

**The city's inclusive growth potential is being constrained by a number of factors, including:**

- Housing affordability is consistently identified as the top priority for future action in both the city and the City Region; the city is the 4th least affordable city in the UK

- Constraints in the supply of commercial space has been identified as a barrier to the creation of more jobs in the city: both in terms of grow-on space for businesses looking to scale their activities and large footplate space to attract investment from larger employers

- Complex land ownership and delivery challenges across site allocations have slowed down housing delivery, which is one of the reasons why our house prices are so unaffordable to local residents.

- Road and rail transport constraints limit the extent to which areas within Greater Brighton can legitimately be seen as part of a functional economic area; there are also challenges within the city in terms of local and community connections and accessibility

- Businesses themselves still sometimes struggle to access consistent support to enable them to grow and access new markets.

**Combined, these factors are having a significant influence on the productivity and competitiveness of Brighton & Hove's economy; on the type of work available for our residents; and on day-to-day life experience.**

**Brighton & Hove at a Glance**

1. The Brighton & Hove economy comprises 140,000 jobs and 16,000 businesses. The economy has experienced strong growth in recent years: 14,300 jobs have been created since 2011, and there are 2,700 more businesses in the City compared to 2012.

2. Despite this, the pool of jobs in the city is comparatively small: there are only 0.8 jobs in the city for every economically active resident.

3. Partly reflecting this, there is a net daily outflow of workers from Brighton & Hove of more than 5,000 people; the majority of these commute elsewhere in the City Region (48%) or to London (25%).

4. Productivity levels are currently comparatively low at around £65,000 per annum; this is lower than across the City Region and competitor Cities such as Reading, Milton Keynes and Cambridge.

5. The City is home to an enterprising economy: there were 2,100 business start- ups in 2015, and the City is home to a greater concentration of homeworkers than any other UK City.

6. There are around 57,000 knowledge economy jobs in Brighton & Hove, representing around 41% of the total economy.

7. Brighton & Hove has a strong and rapidly growing ICT and Digital sector. The sector now supports nearly 1,500 businesses and 6,800 jobs, having grown by over 40% over 5 years.

8. Tourism continues to be an important driver of the Brighton & Hove economy: the sector supports around 1 in 5 jobs in the City, and expenditure of around £860m.

9. Brighton & Hove's two universities support a student population of over 35,000.

10. Brighton & Hove is one of the strongest performing UK cities for service exports, equating to around £12,000 per job, lower only than London and Edinburgh.

11. Brighton & Hove has experienced rapid population growth of around 13% over the past decade, and now is home to more than 1 in every 3 people in the City Region.

12. The City's labour force is characterised by strong qualifications levels; half of working age residents have a degree level qualification, compared to around 38% nationally.

13. Brighton & Hove continues to be an attractive location; there was a net inflow of 3,800 international migrants in 2016, and it attracts the second highest number of internal migrants leaving London.

14. While earnings levels for Brighton & Hove's population are higher than average, earnings of those working in the City are comparatively low. The earnings gap between these two groups is around £3,000.

15. Brighton & Hove is characterised by a large number of workers who are either in part - time or non- permanent employment.  Around 37% of residents are in part time jobs.

16. Unemployment in Brighton & Hove is higher than average, and the City is characterised by comparatively high levels of youth unemployment (a rate of around 16%).

17. There have been nearly 100 commercial to residential permitted development applications in Brighton & Hove since 2014, the 7th highest figure for all local authority areas outside London.

18. Brighton & Hove has one of the lowest levels of housing affordability of all UK Cities, with the average house price nearly 11 times the average salary.

19. Brighton & Hove has the 4th best provision of ultrafast broadband of all UK cities.

20. Brighton & Hove is home to a strong civil society, with around 2,300 third sector organisations and 6,900 people working in the third sector.

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

Please see the following strategies on the council's website:

City Plan Part 1
Draft City Plan Part 2 Consultation
Visitor Economy Strategy 2018-23
Economic Strategy 2018-23

**3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

The provision of shared rental accommodation by private landlords, for both students and other groups, makes a valuable contribution to the city's housing requirements.  HMOs are an important source of lower cost flexible housing to lower income / working households many of whom are graduates who stay in the city for their first jobs and/or employees who work in the lower paid tourist/leisure retail sectors. In the city it is anticipated that we have approximately 5,000 HMOs.  Licensing of larger HMOs through national mandatory licensing have brought about improvements in both the management and quality of HMO accommodation. Furthermore the council have introduced Additional Licensing Schemes for smaller HMOs in the city due to concerns over management and standards. Health inequalities were also identified in our evidence base reflecting tenant experiences with more traditional HMO / bedsit accommodation in the city.  Again additional licensing has brought about improvements in management and quality of these homes.

However, HMOs can also have an impact on residential amenity and the character and housing mix of an area.  A number of residential communities within Brighton & Hove have expressed concerns over the impacts of HMO concentrations.  Problems identified have included:

- Poor waste management
- A shift from permanent family housing to more transient accommodation
- A reduction in the choice of housing available in the city
- Breakdown in social cohesion
- Noise and disturbance associated with the intensification in the residential use of properties/or the lifestyle of occupants

To minimise impacts on residential communities the council has sought to restore the need for planning permission for houses to be converted to small HMOs, through the use of Article 4 directions, which has been in place since 2013.  The direction has been made in areas where the concentration of HMO's are highest (five wards in the Lewes Road area of the city) and where impacts on residential amenity are most pronounced.  This is in place in a number of locations where students will want to live, particularly in areas close to or with good transport links to the universities.

The Government has consulted on and has enacted an expansion of mandatory licensing of larger HMOs and appears to be looking at further regulation of the private rented sector. Given our experiences this would be broadly welcome, albeit concerns have been raised in our licensing consultation exercises about potential future impacts on overall housing supply, although we have no evidence of this to date.

**4.  *Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?***

Rough sleeping is unevenly distributed across the country, and it has increased not only in large cities, but in many different areas. Almost half (48%) of the people identified as sleeping rough in England on a single night in 2017 were in London and the South East.

Urban areas have seen the largest increases since 2010, although numbers in rural areas have also increased. Some seaside towns have also seen large increases in the number of people sleeping rough. The rate of people sleeping rough (the local figure divided by the resident household population) provides a more comparable estimate between areas. In autumn 2017, the rate of people sleeping rough per 10,000 households was for England, 3.1 for London, and 1.8 for the rest of England.

The scale and locality of the issue can be seen in the map overleaf.

# Rough sleeping rates per 10,000 households
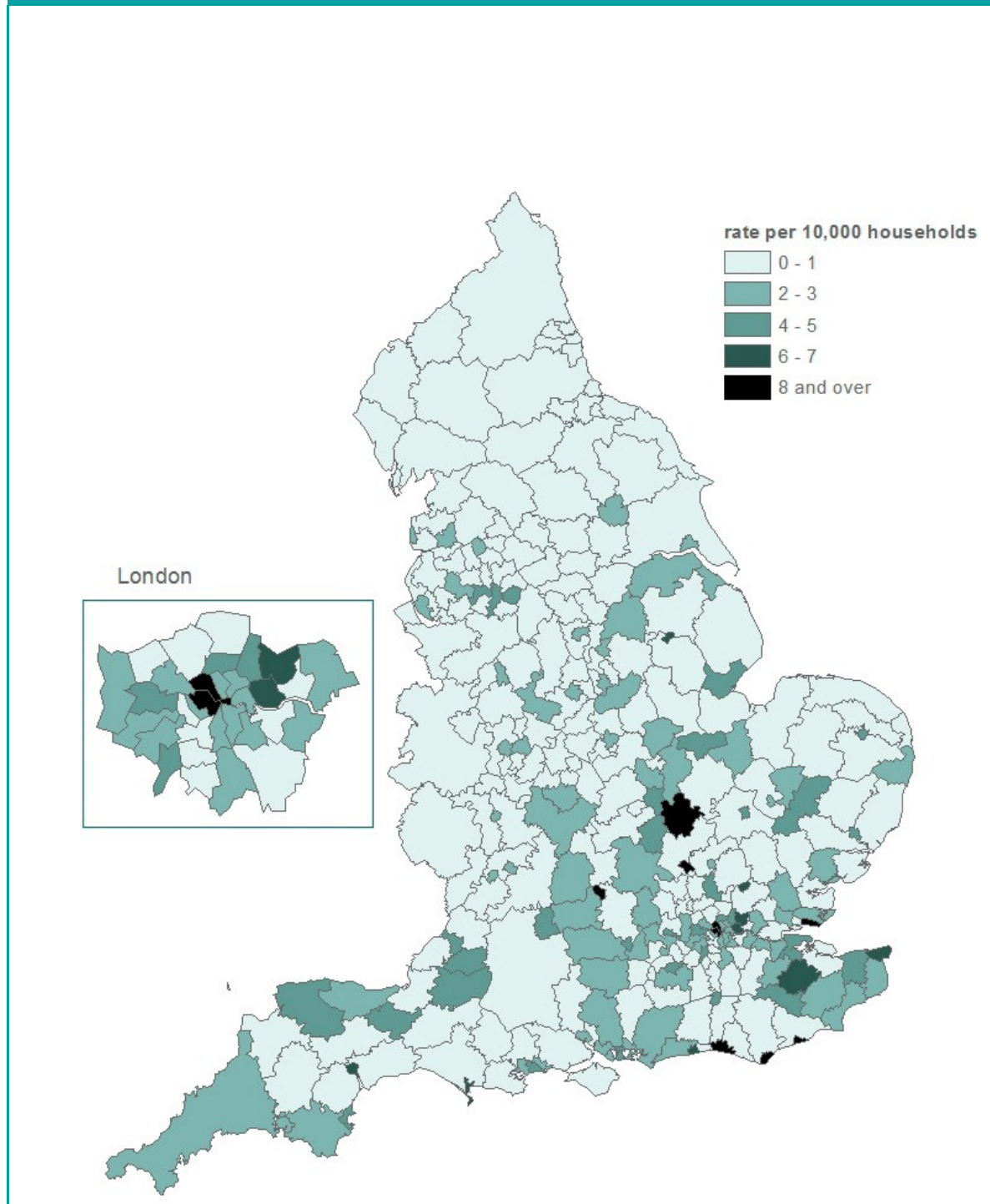
London

rate per 10,000 households
- 0 - 1
- 2 - 3
- 4 - 5
- 6 - 7
- 8 and over

**Transport and connectivity**

5. ***Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?***

**Effects of congestion on productivity and economic competitiveness**

There are already large movements of employees within the coastal area, but congestion is holding businesses back and affects existing employees. The average delay on the city's A roads is over double that of South East England and the 60 minute drive-time to the west of the city centre is only 12.5 miles (to Worthing) at peak times. This significantly reduces the area's attractiveness to businesses and future investors; impacts on productivity; reduces the retention of staff, and limits growth.

Congestion on the city's A roads is one of a number of issues that affect accessibility and connectivity. There are also rail issues impacting on connectivity to Gatwick & London, and east west coastal links remain undeveloped to support sustainable transport routes in both directions. It is seen as important to protect and grow natural capital/green infrastructure in terms of green spaces, water quality, street trees etc. whilst developing infrastructure links, particularly as consultation has highlighted a common perception that the identity of the city is being adversely impacted by weaknesses in the quality of the public realm and environment.

**Natural barriers to growth**

The Greater Brighton urban coastal strip is a place where people want to live, work and visit. Managing these fluctuating daily demands for movement in a constrained, historic and built-up area with its 180° sphere of influence is a significant challenge. The natural barriers of the sea and South Downs limit transport capacity, channelling intra-city movement along a handful of corridors in the narrow, linear coastal strip. This places greater reliance on a smaller number of corridors than a 360° city, so alternative route choices are severely limited. This congestion also places great challenges on any further development, and especially impacting upon the city's most important regeneration project, the Waterfront project.

**Importance of transport links to seafront regeneration**

The Waterfront project is projected to deliver over £540M of investment to the city, the majority from the private sector. It will protect and grow the city's conferencing sector by replacing an out of date and ailing conference centre with a new facility, located 1.5 kilometres to the east, adjacent to the Brighton Marina. Development risk and funding will come from the private sector, but without much-improved transport links to move conference delegates and events visitors at peak time, progress will halt and the final business case cannot be made.

Key seafront sites such as Madeira Terraces, Black Rock (location of new conference centre) and Kings West/Central (city centre) as well as King Alfred are all dependent for their business cases on new transport links and enhanced intra-city links to move shoppers, conference delegates, leisure visitors and event visitors. All these seafront sites will require new transport infrastructure in order to succeed, not all of which will be delivered by CIL or Section 106 payments.

**Rapidly ageing and deteriorating highway infrastructure**

Victorian infrastructure, increasing traffic levels and a coastal environment means investment in maintenance is fundamental to keeping the seafront operational and the city moving. With increasing deterioration of the seafront 'arch' structures which support the A259 corridor currently estimated at £100m, ongoing investment is required to retain use of the main arterial coastal link road through the city. This also presents an opportunity to consider how these major works are designed and phased in, to link into the transport needs of strategic seafront sites.

**Reduced levels of reliability and punctuality for public transport passengers**

Brighton & Hove is considered to be one of Europe's top 30 most congested cities[1]. Between 2008 and 2016, there was a sharp increase in congestion levels affecting bus services. Alternatives are limited; and goods and deliveries for industrial and domestic customers are also affected.

**Limited capacity within wider communication and energy systems**

Increasing the uptake of Electric Vehicle ownership and fulfilling growing demand for charging points is being inhibited by locally-limited capacity within the grid. The area's transport system is also not ready to harness the transformational benefits that emerging 5G connectivity will have on the way people travel.

**Harmful effects of pollution and emissions**

Transport is the main cause of poor air quality, noise pollution and carbon emissions in our communities. Six Air Quality Management Areas for nitrogen dioxide exist as well as a number of noise pollution 'hotspots' (Important Areas). Annual reductions in carbon emissions continue to lag behind the levels required to meet the 2050 target.

Local projects to support the seafront currently include:

A259/King's Road 'Arches': a major project to refurbish and strengthen sections of 125+ year old Victorian seafront arches which support the A259. Creation of new business premises within the arch structures where possible has allowed a new 'creative retail quarter' of artist and craft-based business units to be established. This will also enhance the tourism offer for the area.

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[1] 2016 TomTom satnav congestion index

Valley Gardens Phases 1 & 2 and 3: significant improvements to the public realm which will also improve traffic flow along the main A23 corridor and with the A259 at the seafront.

**The role of the visitor economy**

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

The visitor economy in 2016 was worth £886 million to the City of Brighton & Hove. In terms of scale this equates to 7.5% of the total tourism economy of the South East Region which geographically covers East & West Sussex, Kent, Hampshire, Surrey, Buckinghamshire, Berkshire, Oxfordshire and Isle of Wight.

The total number of tourism day visitors equated to 9,627,000, with a day trip expenditure of £353million, therefore the average spend of a day visitor equals £36.67.

Staying trips made by domestic overnight and overseas overnight visitors equated to 1,607,000 trips with overall nights spent in the City of 5,021,000 nights stayed. The domestic and overseas overnight visitors combined created a value of £533million; with an average spend per 24 hour stay of £106.15

Tourism supports in the City of Brighton & Hove 21,760 actual jobs which equates to 14% of all employee jobs in the City.

The city has a distinctive heritage in relation to its people, architecture and social history.  It provides a hook to use the heritage of the city more creatively and extensively and to reach out beyond the city to extend the heritage offer.

There are two aspects of the current Brighton Brand which are thematic strengths and should be a focus for tourism.  They will shape the priorities for leisure and business tourism – how it is developed and communicated.  They work more widely for the city as a place to live and study too, and therefore have potential value for place branding.

- Culture – including heritage, the arts, architecture and events & festivals.
- Wellness – this is defined in the broadest sense and for Brighton & Hove means escape, fresh air,   nature and good food.

The brand should be applied consistently, creatively and widely.  This means VisitBrighton always taking a brand-led approach to their marketing content, and everyone having a shared understanding about what it truly means to be a free-thinking city and the difference that makes to what they say, show and share … and how they say, show and share it.

The current brand materials also talk about "*an independent spirit*" and "*the story of alternative thought*" as an extension of these ideas which need to be

reflected in the experiences visitors have in the city and in how things are communicated using emphasis, language, tone and style in all media channels.

**Experiences**

The city needs to use its assets to create experiences that bring to life this 'free-thinking city' and make it mean something to visitors. The focus will be on experiences that are led by Culture and Wellness.  For example, that could include developing experiences connected with Wellness in the National Park, on the seafront, connected with the Biosphere, about vegan and vegetarian places to eat.  These experiences should immerse visitors in the "real" Brighton; help them build a relationship with the city and encourage them to stay longer.

Brighton & Hove already has a rich choice of experiences, but they need to be much better packaged, presented and promoted to visitors.  There is also potential to develop more engaging experiences that help to roll out the brand values and provide reasons for visitors to stay longer.  That requires getting small tourism and cultural businesses working together. VisitBrighton will facilitate and support new business activity and collaboration. They will provide the business tools to help groups understand what they need to do to capitalise on tourism opportunities and how to take these experiences to market directly and via the travel trade.

The cultural experience is largely about small specialist venues and events and is therefore fragmented.  Much of what makes Brighton & Hove a cultural city is its creative businesses which are not part of the visitor experience, though they create a colourful backdrop and a demand for creative, specialist and alternative shops, places to eat and entertainment that are part of the visitor experience.  That makes it essential to take an experience-led approach to opening up the cultural offer of the city.

Brighton & Hove has a varied seafront. Much more could be made of drawing out the range of experiences through combining seafront and city centre experiences together, around Wellness and Culture, to integrate the seafront and city centre in the minds of the visitor and encourage visitors to explore more of the seafront.

**Physical regeneration**

7. ***Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?***

The council has been pursuing a **land deal with a private investor (Aberdeen Standard Investments**) to redevelop two out of the three remaining key strategic seafront sites (Brighton Central and Black Rock) in a linked land deal.  This will provide a 10,000 seat multipurpose venue for the city to replace the outdated Brighton Conference Centre and utilise the existing conference centre site (Waterfront Central) to provide a new seafront-facing leisure and retail destination. This will also reconnect the city centre to the

seafront and transform two highly important areas of central and eastern seafront with all the regenerative benefits this brings.

To unlock the final business case, a Tax Incremental Finance model will be required to allow ring-fencing of 50% of future business rates, realised from the redevelopment of the Waterfront Central site.

The **Tax Incremental Finance model** which supports the above business case will need to be agreed as part of a bespoke deal with Government. If early dialogue allows this to be agreed as part of the next phase of the Waterfront project, this will underpin the business case for the project and ultimately secure the future of conferencing and events for the city, an aspiration and priority for over 20 years.

9. ***What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?***

Businesses have an important role to play in local regeneration. The emerging Brighton & Hove Economic Strategy was jointly commissioned by the City Council and the Brighton & Hove Economic Partnership which acts as the voice for business on the economy. The strategy included extensive consultation with the business community including two events attended by over 200 people along with over 50 one-to-one and group interviews with key stakeholders from the private public and third sector ensuring that the strategy truly reflects local needs and priorities.

The Brilliant Brighton Business Improvement District is bringing around £1.8 million of private sector investment into the city centre over 5 years; the BID works in partnership with the council to promote the Brighton's eclectic and unique retail and leisure offer. Brighton & Hove works closely with the local Chamber of Commerce and supports their Brighton Living Wage campaign, the only Chamber led campaign in the UK. The Council has signed the Federation of Small Business Accord and the Council Leadership meets regularly with the FSB to look at local issues that affect businesses such procurement.

The government earmarked a modest amount of funding via the Coastal Communities Fund to urge seaside towns to create Coastal Communities Teams and ensure that local people and businesses are able to influence regeneration. £10,000 was awarded to help create a new seafront economic plan setting out the cities regeneration priorities, programmes and projects and to set up a Coastal Communities team to ensure bottom-up local influence in decision making. As an initial tool to kick start the process of developing a plan the modest amount of funds awarded was useful however, the level of government investment will need to be significantly higher if the meaningful engagement and the active involvement of SMEs in local regeneration is to be maintained. Businesses are generally happy to engage in one-off consultation but ongoing involvement in regeneration activities such as membership of a Coastal Communities Team is more challenging unless there are direct investment opportunities that will help their business and the local economy.

**11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

Brighton and Hove have worse than average outcomes in common with many other seaside towns for drug related (heroin and/or morphine) deaths and suicide.

## Heroin/morphine misuse deaths

- Reference: ONS report, April 2018: More than half of heroin/morphine misuse death hotspots in England and Wales are seaside location.
- Six of the 10 local authority districts in England and Wales with the highest rates of heroin- and/or morphine-misuse deaths are coastal holiday resorts.
- Blackpool is the local authority with the highest rate of deaths by heroin or morphine misuse (14.0 deaths per 100,000). The other coastal towns included in the top ten towns with the highest rates are Bournemouth, Portsmouth, Hastings, Thanet and Swansea.  There is a link to deprivation: Blackpool is the fourth most deprived area out of 326 district and unitary authorities.
- The rate of deaths by misuse of heroin or morphine in Brighton is 3.5 per 100,000, ranked 34th out of 248 local authorities (2016).
- Drug related deaths are reviewed and the learning informs local practice. Rates have fallen significantly from when Brighton & Hove was ranked highest for drug misuse deaths during 2009 – 2011 at 9.1 per 100,000.

## Suicide

- High rates of suicide: Brighton & Hove has had a higher rate of deaths from suicide than England for the past century and is currently ranked 5th out of 149 local authorities, with a suicide rate of 14.4 per 100,000. Although still high this rate has fallen from 18.9 per 100,000 people in 2001-03. Other coastal areas in the top ten highest local authorities (for suicide) include Cornwall (16.1 per 100,000), Blackpool (16.0 per 100,000), Southampton (14.2 per 100,000) and Torbay (14.1 per 100,000). The majority of deaths by suicide take place at home; however, mapping suicides in public places has identified the Brighton & Hove seafront as a high-risk area, with 27 deaths of 48 overall (2006 – 2014).

- The city has a local strategy and an annual action plan to prevent suicides. The history of high suicide rates has led to local investment in prevention initiatives including training for seafront staff in suicide prevention.

- The link between coastal towns and cities and high suicide rates appears to be closely associated with deprivation rather than simply seaside location. In an ONS report on suicide trends and geographical variation (2006) they found that suicide rates in both men and women living in the most deprived areas were double those in the least deprived.

**Opportunities to improve health and wellbeing related to our coastal location**

**Arts, culture and the coast** are inextricably linked and contemporary arts and culture have helped to reinvigorate many coastal towns following the decline of traditional tourism.

Arts and culture provision in Brighton & Hove is one of the city's key strengths.  Participation in and enjoyment of arts and cultural activities have a growing role in improving health & wellbeing and keeping people well. Creative Health, the 2017 report of the All-Party Parliamentary Group on Arts, Health and Wellbeing, concluded: "*arts-based approaches can help people stay well, recover faster, manage long-term conditions and experience a better quality of life*".

The arts can have a positive impact on health and wellbeing in several different ways:

- As a social determinant of health, good access to arts and culture influences wellbeing across the whole population
- The arts can have a role in improving awareness of health conditions, telling the story of those affected, reducing stigma and influencing attitudes
- Engagement with the arts can prevent ill health – for example, music can enhance mood and reduce stress and anxiety
- Participation in the arts can influence our lifestyle – for example, dance, theatre and music can increase physical activity
- For those already unwell, the arts can improve symptoms – for example dance can be helpful for those with Parkinson's disease.

In Brighton & Hove this year's annual report of the director of public health is focussing on the role of arts and culture to improve health and wellbeing. The report has highlighted some excellent local examples and case studies across four stages of life: starting well, living well, ageing well, and dying well. It also highlights the need to ensure that access and participation are prioritised so that unequal access does not contribute to health inequalities.

Brighton and Hove ranks highly as an **active city** where the latest data reports 78% of the adult population as being physically active, over 10% higher than the south east and national averages.

**Good food** is important in our coastal city, which is a popular tourist and visitor destination but Brighton and Hove faces both challenges and opportunities when it comes to healthy food. The challenges include the high number of fast food takeaways near to the city centre and tourist locations. Local recent innovative work to try and improve residents' awareness of the amount of sugar in our food includes the local Sugar Smart initiative.  This was launched in October 2015 to help address our sugar consumption, up to 2-3 times the nationally recommended amount. The initiative has now been taken up by many other towns and cities across the UK.

[The Living Coast](#), our local UNESCO biosphere provides good opportunities to lead a healthier and more sustainable life by the sea, in the city and in the downs that surround Brighton and Hove.  There are many physical and mental health benefits to be gained from physical activity, recreation and time spent in open and green spaces and the seafront is utilised locally as an asset for promoting healthy lifestyles.

**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

The council regularly bids for all available funding to support projects and infrastructure within the city and has had some success with the Coastal Communities Fund, notably Saltdean Lido. A recent bid to the Transforming Cities Fund from the Greater Brighton City Region was unsuccessful despite a bid with a coastal focus which would have also addressed some of this Select Committee's areas of interest. The evaluation criteria for the Coastal Communities Fund fails to acknowledge the wider benefits of regeneration projects beyond direct employment. With a lack of alternative funding streams local authorities are limited in the types of project that they can take to funders. Coastal towns such as Brighton & Hove which are rich in the nation's heritage have a disproportionate responsibility to secure its future. Cities such as Brighton & Hove have been increasingly creative in responding to this challenge but ultimately, with diminishing public funds there are limits to what councils can deliver.

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

Please see Question 7 which explains how and why a Tax Incremental Finance model, agreed as part of the Waterfront project, would support significant and wide ranging economic and social improvements for the city.

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

The council's pioneering approach to engaging with and delivering for its communities was demonstrated by its successful crowdfunding campaign for Madeira Terrace in 2017 which exceeded its target of £400,000, achieving a fund of £463,947 within 6 months. The total included more than £16,500 raised via a raffle organised independently by committed local individuals. Individuals (the public) accounted for 21% of the total value of pledges and nearly 97% of the number of overall pledgers. This reflects the deep level of engagement the campaign had with the public. The average (mean) individual pledge was £46.

Brighton & Hove is known for the strength of its civil society; there is direct engagement in local decision making through a range of fora including Brighton

& Hove Connected, the city's Local Strategic Partnership. In fact, the 2013 Joint Strategic Needs Assessment for the voluntary and community sector notes that Brighton & Hove has the second largest voluntary and community sector in England. In 2014, there was an audit of the third sector in Brighton & Hove called Taking Account 3. Again, it found that there is a very active third sector in the city. There were approximately 2,300 third sector organisations in Brighton & Hove. Alongside this, there were 6,900 people working in the third sector, with a ratio of four volunteers to each paid member of staff.

The estimated income of the third sector in Brighton & Hove was around £73 million per year, with much of it spent on local projects. This additional benefit means that the third sector contributed around £127 million per year, which accounted for 2.2% of the total economy. These volunteers donated 110,400 hours per week to third sector organisations (which is an average of 16 hours per volunteer). If these volunteers were paid the Living Wage for their work, their donated time would have been worth £44 million per year.
Brighton & Hove also has a high proportion of residents giving unpaid help; 51% of residents have volunteered over the past 12 months in Brighton & Hove, with 13% of residents volunteering at least once a week. This is compared with the 37% of the national population that has volunteered in the past 12 months. People in Brighton & Hove are very engaged in the community and show a great community spirit; recent City Tracker data showed that many feel that they can affect local decisions. 18% of residents have had direct involvement in local decision making over the last 12 months, compared with 8% nationally.

While only a minority have a direct involvement, there is a feeling amongst residents that they are able to influence decisions affecting the area. 50% of residents believe they can have an effect, compared to 27% nationally.

## British Association of Leisure Parks Piers and Attractions (BALPPA) – Written evidence (RST0024)

**About BALPPA**

Founded in 1936, BALPPA is the non profit-making trade association representing the interests of owners, managers, suppliers and developers in the UK's commercial leisure parks, piers, zoos, family entertainment centres and static visitor attractions sector. Our organisation speaks for over 300 members, including iconic attractions such as Alton Towers, Blackpool Pleasure Beach, Brighton Pier, Clacton Pier, Drayton Manor, Gulliver's World, Mumbles Pier, Skegness Pleasure Beach, Teignmouth Grand Pier and Thorpe Park.

Many of those within BALPPA's membership have been at the heart of their seaside communities for decades and play a vital role as part of their local visitor economies. BALPPA has sought to address as part of this response, the issues of most relevance to our members and the wider tourism industry.

The BALPPA Chief Executive, Paul Kelly, looks forward to giving oral evidence to the committee as part of its inquiry.

**Consultation Questions**

**Background and understanding**

> 1. **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

Seaside towns have been the lifeblood of the inbound and domestic tourism industry for decades. However in recent years, coastal regions have begun to face significant challenges which have threatened the coastal economy's capacity for growth.

The main challenges facing seaside communities coalesce around a number of key issues, including funding, infrastructure investment, housing, unemployment and training.

Notwithstanding the recent short term increase in staycations, the long term trend over several decades has been one of declining visitor numbers to seaside towns and attractions, as the cost and availability of foreign travel has made international holidays more accessible. Declining visitor numbers have disincentivised Governments from investing heavily in coastal resorts which in turn has made them less attractive destinations for holidaymakers.

The basic characteristics and demographics associated with seaside towns, such as their geographic remoteness and often elderly populations, in turn has an impact on issues such as the labour market and their general accessibility to

visitors. This has created a unique set of circumstances which has led to the general sense of decline within these communities.

> **2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

BALPPA are of the view that more thorough research needs to be done by the Government in order to better understand the causes and the consequences of the decline in the vitality of seaside towns and their local heritage.

More robust data would better inform policy decisions that are taken by the Government and BALPPA, through its network of over 300 members across the UK's coastal resorts, would be pleased to support such an initiative.

### Housing and demographics

> **3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

A key challenge facing seaside towns is the lack of affordable housing for local residents. One of the central causes of the lack of affordability is the prevalence of second homes and holiday lets which have pushed the prices of the housing stock up to levels that local residents in coastal towns cannot afford. Some local authorities are examining plans to restrict the purchase of second homes in their local areas and BALPPA welcomes these initiatives. However without Government action at a national level, the impact of any such initiatives will be limited.

There is also a wider issue around housing supply, often caused by an oversupply of poor quality one-person dwellings in central areas caused by the conversion of holiday accommodation into Houses in Multiple Occupation, as well as the lack of family housing in inner coastal areas. The Government should give further consideration to how it can support the housing investment in seaside towns, including through the planning system and the encouragement of further private sector investment in housing, including in the private rented sector.

> **4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

Tourism businesses within seaside towns are major employers of seasonal workers from outside the local area, often migrant workers from overseas. This creates transient and variable demographic changes throughout the year with peaks in the summer months and troughs throughout the autumn and winter. BALPPA members are concerned about their ability to continue to recruit workers from the European labour market post-Brexit and were disappointed by the Migration Advisory Committee report recently which came out against a specific work route for low skilled migrant workers.

One of the primary issues is that local infrastructure is often ill-equipped to deal with the higher numbers of both residents and visitors during peak periods. This can manifest in a wide range of issues, including physical infrastructure such as roads, the availability of parking in and around the town and the capacity of public transport.

These issues in turn contribute to the sense of decline and can impact upon the attractiveness of these areas both for visitors and residents.

### *Transport and connectivity*

5. ***Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?***

The geographical isolation of many coastal communities has acted as a significant barrier to businesses and visitors with the lack of transport infrastructure in particular preventing the unlocking of future tourism opportunities.

Limited public transport coverage is a significant challenge as is the limited road access to many coastal towns, many of which are served by just one or two main roads which, if restricted due to roadworks or similar obstructions, can severely impact their accessibility. The Government should give greater consideration to how it can deliver high quality public and private transport connections as a means to ensuring a conducive environment to promote business growth, inward investment and visitors to coastal areas.

The tourism sector has become heavily integrated into the digital world – with online booking sites, home sharing platforms and review sites now commonplace. However many coastal communities are badly served when it comes to digital connectivity which is often caused by a lack of digital infrastructure, in particular with regards to investment in broadband. This is something the Government should address as a matter of urgency.

***The role of the visitor economy***

> ### 6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside

***towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?***

The tourism sector is a vital source of employment within coastal communities and is crucial to attracting visitors both domestic and international to the local area. A growing and vibrant tourism industry is key to unlocking future growth opportunities in these areas and will help attract further investment to support the regeneration of these communities.

The Government has demonstrated that it recognises the need to support coastal areas, which it has shown through its Coastal Communities Fund. BALPPA welcomes this Government initiative, however sadly the impact of the fund has been limited at best. This is because the sums available are simply inadequate to make any meaningful impact on the communities concerned. Whilst the total fund itself is not an insignificant figure, the distribution of the funding nationwide to smaller targeted projects prevents towns and local areas from benefitting from the opportunities for wholesale regeneration where this is required. To that end, the Government should look again at the funding programmes available for coastal communities to ensure that those areas that are in need of significant cash injections are able to access them.

The Government should also look further at what it can do to support tourism businesses both nationally and within coastal communities in particular. The coastal tourism industry is one which bears heavy running costs, including business rates, labour costs and the spiralling cost of insurance. These have a disproportionate impact on piers, which have extremely high running costs and for whom the costs of insurance on what are often grade 1 listed structures can be extremely high if not impossible to secure. On top of this, uncompetitive rates of tax for the tourism sector, specifically VAT which remains one of the highest rates in Europe, further dissuades tourism businesses from investing heavily in the sector.

Ministers should recognise that tourism is the keystone to future economic growth in these communities and therefore look seriously at how it can support these businesses financially to allow them to grow and invest further within the communities in which they are based.

## Physical regeneration

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

The physical and visual decline within seaside towns is the single biggest factor deterring both domestic and international holidaymakers from visiting these areas. Barriers around access to funding and support is preventing the level of investment required to make a material difference to the look and feel of these communities.

## Education, health and wellbeing

**10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

Data provided by The Social Mobility Index shows that disadvantaged young people from coastal towns in England are facing more limited opportunities to get on in life compared to those from other areas. This is often linked to educational opportunities, with the geographical isolation of coastal towns often resulting in a shortage of schools and colleges. In poorer areas this can also be attributed to the lack of quality teachers and a reduced catchment area due to their proximity to the sea.

Ministers should examine in more detail the causes of the skills shortage in these coastal towns and look at what more the Government could do to promote skills and training in these communities.

## Delivery structures

**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

See response to Question 6

**13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against**

***such a vision, and is any action required to improve integrated working between these groups?***

Seaside towns suffer from a number of old fashioned perceptions which have deterred visitors to those areas, this is often linked to the out of date view that coastal tourism is limited to old fashioned beach holidays. This is compounded by poor marketing and infrastructure as all as a lack of investment in local tourist centres. Collectively, this has acted as an obstacle to any new, forward thinking and dynamic initiatives that aim to create a more positive vision for seaside towns.

More partnership working within these communities, including between Government, local authorities, tourism businesses and other stakeholders would enable a more concerted approach to these matters. Bold initiatives are certainly needed however it is vital that Government recognises that the tourism industry must lie at the heart of any wider programme, and therefore any measures that seek create a positive vision around seaside tourism will also in turn contribute to developing a positive vision of seaside towns more generally.

*3 October 2018*

# British Beer and Pub Association – written evidence (RST0065)

## Introduction

The BBPA estimates that of Britain's 48,000 pubs, around 13,500 are in parliamentary constituencies that are in coastal locations. Moreover, we estimate that of the almost 2,000 breweries in the UK, more than a quarter (523) are in these areas. This means a significant economic contribution being made to those communities. BBPA estimates show that in coastal communities the brewing and pub sector provides almost 220,000 jobs, with 44% of these jobs going to people under the age of 25 and total wages paid by the sector amounting to £2.5bn. The sector contributes over £5bn in added value to coastal communities and has invested almost £500m. The table below sets out the impact of the brewing and pub sector in coast communities.

| | Coastal constituencies | Breweries | Pubs | Employment | Wages (£m) | GVA (£m) | Investment (£m) | Total tax paid (£m) |
|---|---|---|---|---|---|---|---|---|
| **East** | 12 | 37 | 952 | 16,950 | 211 | 446 | 35 | 138 |
| **East Midlands** | 3 | 10 | 376 | 4,262 | 52 | 102 | 8 | 43 |
| **North East** | 9 | 16 | 630 | 11,713 | 98 | 189 | 21 | 76 |
| **North West** | 14 | 60 | 1,055 | 20,768 | 228 | 462 | 48 | 142 |
| **Northern Ireland** | 9 | 17 | 486 | 7,588 | 90 | 170 | -2 | 66 |
| **Scotland** | 31 | 92 | 2,873 | 37,506 | 429 | 884 | 96 | 386 |
| **South East** | 26 | 76 | 2,026 | 38,547 | 444 | 917 | 87 | 288 |
| **South West** | 27 | 124 | 2,465 | 41,320 | 540 | 1,039 | 93 | 362 |
| **Wales** | 21 | 72 | 1,786 | 25,684 | 295 | 594 | 63 | 681 |
| **Yorkshire & The Humber** | 8 | 19 | 885 | 15,162 | 160 | 282 | 22 | 97 |
| **Grand Total** | **160** | **523** | **13,534** | **219,499** | **2,547** | **5,083** | **470** | **2,279** |

At a national level the brewing and pub sector adds £23bn in value to the UK economy, supporting 900,000 jobs and paying almost £13bn in tax. Pubs across the country now boast over 50,000 bedrooms, providing entertainment for tourists and vital support for local attractions. Each pub adds around £80,000 in value to their local economy.

British beer and pubs are an integral part of the UK tourism offer which in turn is an essential part of the economy of coastal communities. It is estimated that nationally there are around 600 million visits to a pub by tourists each year and over 50% of all holiday visits to Britain include a visit to the pub (this rises to three quarters in some regions). Furthermore, holidaymakers visiting the pub tend to spend over one third more than those who don't, with the increasing

tendency for pubs to offer a high quality food option (around one billion meals are now served in pubs each year) further adding to the economic impact of pubs.

In addition to the economic impact, pubs serve their local communities in a variety of ways, many now offer community services like post offices, local shops and places that provide free WiFi. Pubs are also great sources of charity fundraising, PubAid estimates that over £100m a year is raised for charities by pubs.

**Consultation Question Responses**

1. **What are the challenges facing seaside towns and communities?**

The very nature of coastal communities mean that they are on the periphery and in many cases far more difficult to access than large urban conurbations. Communities on the coast often also face more extreme environmental challenges. Poor access has, over time, led to a significant movement of people (particularly young people) away from small coastal communities to larger cities. This in turn has a knock-on effect for pubs and other hospitality outlets. On average, these areas tend to have higher (albeit reducing) unemployment rates and the seasonality of business will also exacerbate this issue. The decline of some industries, such as fishing and manufacturing, has also had a significant impact on this. This has had a cumulative and negative impact on pubs in coastal communities which are under more general pressures nationwide. The impact of excessive taxation on beer – the number one selling alcoholic drink in pubs – has been telling. Although the rate of pub closures has been slowing in recent years, it is still the case that three pubs a day close their doors for good and this is no different in coastal communities. Each pub shoulders a tax burden of around £140,000, and this is set to increase with annual beer duty and business rates increases to come.

2. **Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns?**

N/A

3. **To what extent are seaside towns affected by issues arising from the nature of their housing stock, including HMOs and former tourist accommodation that has been converted for other uses?**

N/A

4.  **Do population transience and demographic changes more widely present any particular issues for seaside towns?**

The general movement of populations away from coastal areas to other urban centres inevitably presents a problem for all businesses in these areas, and pubs are by no means immune from this. Although pubs tend to be less susceptible to seasonality in terms of people choosing to visit them, a decreasing population from which to draw customers presents serious challenges. There are also likely to be issues surrounding the availability of staff post-Brexit. A survey of BBPA members showed that brewing and pubs employ 24% of their workforce from overseas (17% from the EU), so the design of any future immigration system must ensure the necessary staffing levels for the hospitality sector. The BBPA is working with Visit Britain and DCMS on a Sector Deal for tourism.  Skills is an essential element of the proposal with an emphasis on recruitment and retention of employees in the hospitality industry.  It is very much hoped that the Government will support this Industrial Strategy this year.

Many pubs have diversified their offer in seeking to differentiate themselves, for example moving into breakfasts, coffee and expanding and improving their food offering. However, competition for the leisure pound remains intense.

5.  **Do problems relating to transport and connectivity present a barrier to economic growth for seaside towns? What action has been taken and is further action required?**

A lack of sufficient investment in public transport infrastructure would be expected to act as a drag on the ability of an area to grow economically. This is particularly true for seaside towns many of whom need national investment in train and road connectivity to encourage visitors.

The increasing propensity for people to drink at home, rather than in pubs, has contributed to the loss of many pubs in the last decade. While some of this can be attributed to the wider availability of cheap alcoholic drinks in supermarkets, it is also possible that in some areas with poor public transport infrastructure is a contributing factor. The increasing level of awareness of the dangers of drink driving, thanks in part to initiatives like the Government's THINK campaign (which the brewing and pub sector has long supported) means that people are less likely to drive to the pub. Whilst the reduction in drink driving since the year 2000 is undoubtedly a good thing, an absence of viable public transport alternatives in some areas may make people significantly less likely to visit a pub.

6. **How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns?**

The BBPA have been engaged in some recent and well-received initiatives to promote tourism activities in coastal areas. For example BBPA has supported the Discover England "Great Walking Trails" project, led by Marketing Peak District and Derbyshire. The project promotes the great walking trails of England to visitors from Germany, the Netherlands, France and the US. It includes three to fourteen night itineraries, designed to promote walking holidays in England by seven of England's National walking trails with the outstanding hospitality offered by English pubs. Two of the trails, the South West Coastal Path and the Cleveland Way, have significant coastal elements to them. Joined-up work such as this by Destination Management Organisations (DMOs) is vital in promoting rural and coastal economies.

The BBPA is also a member of the Government's High Streets Forum and CEO Brigid Simmonds has been a judge in the Great British High Street's Competition. Many of the finalists and even winners have been seaside resorts from Colwyn Bay, London Road Brighton, Preswick, Falmouth to Bognor Regis. Strong local leadership, events, understanding of their market and joined up local and regional Government all play their part in their success.

7. **Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

N/A

8. **What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

The BBPA has worked hard in recent years to promote partnership working to create sociable and responsible drinking habits. Local problems require locally-led solutions. Local Alcohol Partnerships (LAPs) are supported across the industry as a key method in promoting a safe and responsible drinking

environment. An example of an effective LAP in a coastal area is Bournemouth. Bournemouth has a vibrant night time economy with over four million night time

visits a year, resulting in over £450m in spending. The Bournemouth LAP has been operating since 2007, bringing together a variety of stakeholders, including the local authority and pubs and bars in the area. Measures carried out included the setting up and coordination of a Best Bar None scheme. Best Bar None schemes ensure a consistent level of training for venues and have been shown to result in the reduction of antisocial behavior. Since the Bournemouth LAP was set up the number of recorded violent crimes in Bournemouth Town Centre between 9pm and 6am on Friday and Saturday nights has fallen significantly from almost 600 to around 300.

Local Alcohol Partnerships and other partnership working have been shown to have significant positive impacts, thereby increasing the attractiveness of these places to visitors. This in turn will have a positive economic impact for the whole community. We believe the Government should champion and support such partnership working rather than looking to impose solutions centrally.

9. **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

N/A

10. **Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

N/A

11. **Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

N/A

12. **What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted**

**interventions from Government required?**

The Coastal Communities Fund has been vital in providing funding to seaside resorts and BBPA believes it should continue beyond its current planned end date of 2021. Since the start of the CCF in 2012 it has awarded grants to 277 organisations across the UK to the value of £170 million. This funding is forecast to deliver over 16,000 jobs and help attract over £316 million of additional funds to coastal areas.  BBPA is a member of the Tourism Alliance and supports their submission on this topic, as well as the submission of British Destinations.

13.    **To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

For local communities to thrive best there need to be hubs for people to gather in. The pub has long performed this role in British society. Weddings, wakes, birthdays and anniversaries are all celebrated in pubs week in, week out up and down the country. The BBPA believes that if local authorities and Government departments want to create a long-term environment in which coastal communities can thrive, the pub has to play a key role in this. Therefore it should be a priority for Government, local and national, to create an atmosphere in which pubs can thrive. The business rates burden alone is crippling for many pubs. Pubs pay 2.8% of the total rates bill yet contribute only 0.5% of rate-paying businesses turnover, an overpayment relative to turnover of £500 million. Per pound of turnover, pubs pay more in rates than any other business sector.  A legacy of very different times, there can be no justification for such an inherent unfairness in light of today's increasingly digital economy. Beer duty is a further burden on pubs, whose most popular alcoholic drink is taxed higher than almost any other country in Europe.

The introduction of the £1,000 pub-specific relief for 2017/18, and extended to 2018/19, was, therefore, extremely welcome and acknowledges the distinct issue faced by pubs.  The move to more frequent revaluations and revaluation using CPI rather than RPI is also welcome. However more needs to be done as the nation's pubs continue to shoulder a disproportionate share of the tax burden.

We would also like to see the Government commit to its manifesto promise of a wholesale review of business rates to address the rapidly evolving nature of business – and particularly the move to online goods and services reflecting the

growth of on-line businesses and ensuring on-line businesses pay a fairer share of the business tax burden. The BBPA believes that the pub-specific relief should be extended, and the Government should also consider an investment relief for pubs. Currently there is something of a disincentive for investment in pubs as increased turnover from investment will attract almost immediate and even higher business rates. We are urging Government to allow at least a two year period after a new investment before a revaluation in business rates.

**14.      Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

As mentioned above, there are steps that the Government can take to relieve the burden on pubs and thereby help to create thriving coastal communities. A lower tax burden on pubs will prevent them from closing and will enable more of them to act as community hubs and places for responsible drinking. Each pub contributes, on average, £80,000 in value to their local community.

As the economy continues to evolve at pace, investment in the infrastructure to support teleworking and the digital economy is crucial for coastal communities in attracting new businesses and supporting those wishing to live and work in seaside towns. Pubs can also play a role as hubs for high speed broadband and WiFi. It would be helpful if visitor usage was a criteria for deciding on priorities for rural broadband.

The Good Practice Guide on Planning for Tourism was developed to help local authorities understand the needs of the tourism industry.  With the introduction of a National Planning Framework, the Guide was reduced to two pages and can be found only on the Visit Britain website.  It is essential in our view that reference is made to the Good Practice Guide in the NPF and Government promotes a greater understanding of the needs of private sector operator in tourism and seaside areas.

**15.      What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

The BBPA works hard to promote the pub as a social hub and encourages as many people as possible to visit their local. This year the BBPA has been a key supporter and driver of the Long Live the Local campaign which encourages

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people to support their local pub. As we have already covered, the pub can act as the perfect centre of a community, which is why the BBPA has long been an enthusiastic supporter of Pub is the Hub.

**16.      Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

N/A

# Bude Coastal Community Team (RST0070)

*Co-authored by Adrian Bennett, John Gimson and Ian Mason on behalf of Bude Coastal Community Team steering group.*

## Introduction

Hindsight is a wonderful thing.  Similar in some way to the advice to the lost motorist – "I wouldn't start from here if I were you."

Bude Coastal Community Team applied for the initial start up grant of £10,000 and we started in October 2015.

Apart from a modest sum spent on web design and hosting and one networking event, the initial grant was spent employing our project lead who worked on a mentoring programme for NEETs, and advice to support new business start-ups.  In addition, much time was devoted to an ambitious project to bring into use - for social, economic and educational purposes - a large, government-owned building (formally occupied by Tripos, an international pharmaceutical company) which has been vacant since 2008. We made applications for grants to develop these schemes, the grant applications were not successful, and we ran out of funds.

It had been a struggle to get any practical or financial support from either the unitary authority (Cornwall Council) or the Town Council.  We had many discussions with DCLG, HCA and their agents but the goal posts kept being moved.  All that is now in the past.

The building was eventually auctioned on behalf of HCA in February this year. The hammer price was well above the level set by a developer who was supporting our interest.  Ironically, we are now embarking upon discussions with the new owner, to explore areas of collaboration.

In January 2018 we recognised the need to start again.

New Terms of Reference were drafted, and the small steering group was strengthened to include three Town Councillors, one of whom is a Cornwall Councillor, a Cornwall Council Officer, plus others from the local community.

We now have a high level of collaboration with Bude-Stratton Town Council and we are progressively building relationships at various levels within Cornwall Council.  We have managed to re-write the CCT Economic Plan for Bude (the task being financed by an anonymous supporter) which has been adopted by the Town Council.  We have also supported several grant applications. There is only so much we can do to continue with the objectives of a Coastal Community Team without proper funding.

Our current challenge is to get active support and engagement from local businesses.

BCCT has no resources – no staff and no money – but a high level of enthusiasm and self-belief.  As soon as our resourcing issue is satisfactorily addressed, we are optimistic that we'll make progress to generate economic, social and environmental benefits to the local community.

**Background and understanding**

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

Bude faces the same challenges as many seaside communities – though the degree to which they impact in this area are significant.

The most significant factor is our remoteness. There is no railway, no nearby motorways, and poor public transport.

Bude is often referred to as 'Cornwall's best kept secret' – but also 'the forgotten corner of Cornwall' -reflecting both the physical and figurative isolation.

Bude is the most northerly town in Cornwall, being over 50 miles from Truro, Cornwall's capital – a journey by car taking about 75 minutes.

Cornwall's average income per head is the lowest in the UK; it is even lower in Bude.

There is over dependence on seasonal, lower paid jobs

Local demographics are skewed to older age groups

There is a high proportion of housing poverty (ie housing costs as a proportion of income).

Basic primary and secondary schools, including a small 6th form, is thought to be reasonable, but there is no FE or HE provision locally. FE requires 3+ hrs daily travel by students to larger towns.

There are also no skill training facilities in Bude, whether for basic building trades, the hospitality sector or fundamental commercial and office procedures.

The distance from markets and services with poor transport connectivity gives the impression that Bude is a popular and attractive holiday resort and not perceived as a bustling commercial centre where there are many well-paid jobs.

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**
We believe so. There is a large volume of data to confirm the need to do more to improve economic and social outcomes. The Economic Plan for Bude collates current social and economic data for Bude

**Housing and demographics**

**3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

There are not a great number of HMOs in Bude, but we are aware of the adverse impact of second home ownership in Bude and surrounding villages. Low income levels and high prices of local housing is a serious issue, and the lack of affordable homes.

**4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

The CCT's Economic Plan for Bude and the Bude-Stratton Town Council Neighbourhood Plan both aim, where possible, to recognise the need to extend the tourist season by offering all-weather, all-year attractions – and the need for the development of businesses with better paid jobs

**Transport and connectivity**

**5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

Digital connectivity in Bude is generally good, facilitated by Superfast Broadband Cornwall.  The former Tripos building has FTTP providing 300 mbps, hence a hope that it would support tech-based businesses and possibility of a community hub.

There are many self-employed, home-based graphic design businesses where digital connectivity compensates for the physical remoteness.

In an ideal world, developing knowledge-based businesses, coupled with improved trade skills provision to support the local community, would of huge benefit.

**The role of the visitor economy**

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

Cornwall is well-established as a tourist attraction. Similarly, Bude has a good reputation for being a friendly location for a family, beach-based holiday, noticeably different from many 'kiss me quick' UK seaside towns.

We have sandy beaches and the Atlantic provides good surfing opportunities. The surrounding geology, with unique cliff formations and the surrounding rolling countryside has much appeal, which we wish to retain.

We have a brilliant Sea Pool Community Group that has rescued the famous Bude Sea Pool from closure and carried out huge improvements.

With poor public transport links, the vast majority of visitors use their own vehicles, consequently the roads in and around Bude are frequently congested at peak holiday times, and insufficient parking.

As said in response to Q5, some diversification away from tourist dependent economy is desirable.

**Physical regeneration**

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

Hard to say other than to stress the importance of measures to protect the environment, specifically marine-related.

Bude already is active over environmental matters – and leading the way with initiatives such as Cleaner Seas, 2-minute Beach Clean, Re-FILL, etc - though more needs to be done.

Bude Canal, with the only operational sea-lock in England, is an important heritage asset, as is the Sea Pool.

We have a very well-established Surf Lifesaving club in Bude which was the first such club established in England. The Club has a large junior membership. BCCT have supported a bid by club, jointly with Cleaner Seas and A Greener Bude Collective, in making an application for a grant for substantial improvement to the existing premises and job creation.

We are also supporting a grant application for an upgrade to the skate park in Bude, and pursuing plans to extend cycle paths in the area.

An encouraging recent development involves discussions with Cornwall Council about the preservation and regeneration of local heritage assets – though we are aware of the need for financial support for these initiatives.

**Social and economic regeneration**

**8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the**

**whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

We are well aware of the link between poverty, deprivation, social isolation, etc, however caused, and economic well-being.  We are reviewing current projects, and assessing them to see how upskilling can be incorporated, particularly those related to younger people.

Better educational provision (specifically FE), better paid jobs at all levels, plus more affordable housing in the Bude area is crucial to addressing these issues.

**9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

While probably not unique, the business sector in Bude is varied, to say the least.  The largest employers in the area are the supermarket Morrisons, GCHQ (at Morwenstow) and Bott Ltd, a metal fabricating business.

There are several family controlled businesses, and a large number of small businesses, many of which are self-employed home-based one-man bands.  Bude town centre has a relatively high proportion of independent shops, though this is constantly being eroded by national or regional chains.

The Federation of Small Businesses and the local Chamber of Commerce struggle to get support.  There is a feeling that the highest priority for most small businesses is survival in a challenging economic environment.  The survival of many retailers during the winter months is dependent on the success of the previous season.

**Education, health and wellbeing**

**10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

As said in the response to Q1, there is a need to provide some FE and HE locally.  Apart from the local 6th form centre which caters only for those pursuing academic careers, all other 16+ students will have to travel to larger towns/cities which often involve more than 3 hrs travel each day.  Not only is it time-consuming, but it creates difficulties with socialising.

Cornwall Council has a Future Shaping strategy to address some of the health, well-being and social issues.  With a higher proportion of older people, combined with a large rural area surrounding Bude and poor public transport, we aren't yet aware of how these issues will be addressed.

**11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

We know that 32% of under 19s in Cornwall are overweight or obese.

We know that Cornwall has a higher suicide rate than the rest of the UK.

We also know that there is a correlation between levels of medication for depression and the proportion of self-employed business in rural areas.

It's likely that poverty, deprivation, poor education, low skill levels, the historic agricultural environment, etc all contribute to poor health.

For decades, Cornwall has been a popular destination for people at their retirement, resulting in a large proportion of older people – and eventually leading to the need for more carers.


**Delivery structures**


**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

Data from MHCLG say that since 2012, CCF has awarded grants in excess of £173million to nearly 300 projects in the UK, creating more than 7000 jobs, and pulling in significant additional investments.

As stated in the Introduction, Bude CCT received the initial grant of £10k and has been operating on a shoe-string since via a volunteer steering group. Two bid applications were made, but they were unsuccessful.

Therefore, the impact made by BCCT in the local area has been patchy.  It has been a learning experience.

Since restructuring and strengthening the steering group, some progress has been made, particularly the working relationship with the Town Council and improving interest and potential support from Cornwall Council. We have also been trying to assist with grant applications as much as we can with no financial resources.  We still need to engage with local businesses and plans to do this are in hand.

In April 2018 BCCT provided a letter of support for an Expression of Interest for a £1.1m local project ('Saving Lives, Saving Seas, Securing Livelihoods') submitted as part of CCF round 5.  The target date for announcing outcomes, originally expected by mid-July, has been delayed.

We have minimal contact with others CCTs but we sense that BCCT has missed opportunities to make progress with obtaining grant funding because we were not sufficiently experienced or well positioned.  Contributing factors perhaps were our original structure, minimal resources, limited support or involvement of local authorities and local businesses.

We are yet to discover the potential from the MHCLG Local Growth initiative or the SPF – and need to make sure that Bude does not get overlooked.

**13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

From the local point of view, visions for individual seaside towns are likely to be needed as there are distinct differences.  For example, we've observed successful grants where a major national institution is involved -eg with the Tate Gallery at St Ives, and the National Maritime museum at Falmouth.  Bude has no such connections.

In addition, larger towns, eg St Austell, St Ives and Newquay have BIDs, therefore have access to resources.  Similarly, the degree of involvement of local authorities (whether town/parish or County) in other CCTs, appears to vary.

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

There is a need to find a better balance in the support for small towns in rural areas where there isn't the scale of operation to enable them to complete on a level playing field.

Major infrastructure projects (eg HS2, Thameslink, Northern Powerhouse) never reach thinly populated areas such as north Cornwall

There is significant concern locally with the advent of Brexit that EU grants, payable because of being the most economically deprived area of the UK, will leave Cornwall becoming poorer still.

We are fully supportive of the campaign by Cornwall Council, along with other county councils in the SW for fairer funding from central government.  Why should the London Borough of Kensington & Chelsea receive 48% more per resident to deliver the same range of services as Cornwall?  The current funding formula is seriously detrimental to rural areas

**People and place**

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

We are aware of some proposals from Cornwall Council re place shaping and an initiative to help the more deprived areas, but in many respects, the focus of many people is more on 'survival' or keeping up.

BCCT would be keen to be involved with any programmes to address these issues cited in the question, but currently has no capacity to do much.

We are encouraged that Cornwall Council has created a panel to investigate the vitality and viability of High Streets in small towns. Local independent retailers in Bude, like any other areas, face challenging times with competition from national chains and online activity.

In many ways Bude has been, and has had to be, resourceful in the way that it manages its remoteness. For example, Bude Sea Pool operates because of the huge volunteer effort of its Friends group, and possibly a sense of injustice when news of awards are published for other local outdoor pools (Penzance Lido, £1.75m; Westward Ho!, £250k)

**16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

Yes, they do exist – but almost all depend on having an enthusiastic and energetic driver. In recent years Bude marine environment initiative has led to the formation of AGB – A Greener Bude Collective – pulling together several strands of environmentally beneficial activity, eg 2 Minute Beach Clean, Re-FILL bottles and cups; Cleaner Seas, working to eliminate/reduce single-use plastics, etc.

Similarly, the Bude Canal & Harbour Society continues to strive to create access to this heritage waterway, and ConnectBude has a 25-yr proposal to re-establish a rail link.

The local Food Bank, Scout Group, Youth Collective, and many more organisations are volunteer-led, and in a small town (Bude-Stratton population is about 11,000) there is a limit to what volunteers can do.

**Additional comments**

It's been an experiential process being involved since the inauguration of BCCT.

When trying to get established, it was frustrating to be told by CCA (Coastal Communities Alliance) that there wasn't a model template for a CCT operation, and that we had to decide how we should be structured.

As time passed, we saw seaside communities obtain grant funding for projects similar to our own aspirations, perhaps envying those which had the benefit of support from their District, Borough or County Councils.

Since restructuring early in 2018 we have developed/negotiated good working relationships with both Bude-Stratton Town and Cornwall Councils, though we don't have any resources, or a bank account in our own name.

We are investigating whether we ought to be an autonimous CLG (company limited by guarantee) or integrated within the local town council. The latter option might not be viable as the area covered by BCCT includes the surrounding 10 parish councils, 4 of which have a coastline.

From an analysis of awards over the past 4 yrs, a significant proportion (around 50%-60%) have gone to CCTs where there appears to be direct local authority involvement, supported by experienced staff with knowledge of bid-writing and grant application processes.

In March this year some members of the BCCT steering group were pleased to meet a Cornwall Council officer who had joined the Economic Development team, specifically to support CCTs in the Duchy.

There are around 16 CCTs in Cornwall and we look forward to finding out more about how this could help BCCT.

We now receive some admin/clerical services from Bude-Stratton Town Council, and we are trying to obtain some help and financial support from the local business community. We urgently need to appoint a Development Coordinator to support and extend the work already being undertaken by the Bude Coastal Community Team and make a real difference in the Bude area.

**References:**

- Bude Coastal Community Team Economic Plan for Bude docs.wixstatic.com/ugd/5b62c9_d3867afcd3de4367b1206221f8206c76.pdf
- Bude-Stratton Town Council Neighbourhood Plan www.budestrattonnp.org/beta/wp-content/uploads/2015/12/Bude-Stratton-Neighbourhood-Plan-with-post-examination-amendments.pdf

# Mr Tim Bunch – written evidence (RST0057)

*I wish to make comment on the following point*

*12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?*

**Personal**

Aged 56, I live in Hornsea and have had a coffee shop business in the town centre for 16 years, I currently represent Market Place Traders on Hornsea Area Regeneration Partnership (HARP)

**Hornsea**

A small picturesque seaside town in East Yorkshire with a population of approximately 9000. A number of large caravan sites in the surrounding area would possibly double the population numbers using local services. Home of Hornsea Pottery until its closure in 2000 and lately the first Freeport shopping outlet of its kind, Hornsea is also located next to Hornsea Mere the largest freshwater lake in Yorkshire and is heavily reliant on a tourist trade

Hornsea has had an investment of £3.77 million from the Coastal Community Fund, initially this was to part fund the £4.6 million South Promenade Boat Compound Development.

This Development included a Retail Building, Pay and Display Car Park and extension and improvements to the existing Boat Compound.
In January 2018 HARP was informed that the Retail Building part of the Development had been cancelled and a percentage of the Coastal Community Fund had been redirected to the new £6.5 million Leisure Centre project in Hornsea.

The Leisure Centre Project consists of an extension to the existing building to allow for the consolidation into this site of a Library and Customer Service Centre along with a new café.

A number of points in relation to this action:
1    The removal of these two services from their current location in the town centre has a major impact on the overall feel of the high street, this also coincides with the closure of the last two high street banks in Hornsea.
2    Part of this development is the removal of buildings on the seafront promenade with the closure of existing business's
3    By opening an onsite café within the Leisure Centre it is in direct competition with many of the seafront and town centre cafes and restaurants
4    It reduces the hours of existing Staff within the Council services

5 Although this is a major upgrade to the Leisure Centre a 25 year old swimming pool at the heart of this public building will remain untouched due to lack of funding.

The idea that a Leisure Centre in a seaside town and tourist destination that does not offer the modern family a safe, exciting and educational visit to its swimming pool seems ludicrous and yet the Council spends funding on consolidating its services and raising revenues from fitness suites and café.

**Conclusions**

On the face of it you would expect the £3.77 million from the Coastal Community Fund to have a massive effect on the lives of the people of Hornsea but the truth is the money is not being spent in areas that will make that much of a difference.

The commercial fishermen in the Boat Compound may well see some improvements but are receiving the majority funding from external sources and now looks to receive minimal CCF

The East Riding of Yorkshire Council as stakeholder in these two projects seem to have done very well out of it, they are closing three buildings, a Library, Customer Service Centre and Day Centre and incorporating them into the new Leisure Centre saving running cost and benefitting from the sale of the empty sites. Within the Leisure Centre money is being spent to maximise income again for the Council such gym facilities, exercise rooms and a large café, all three have good revenue streams.

The swimming pool is left because it requires major investment to modernise to a standard that will attract tourist and residents especially younger families who now require a better offer such as interactive wet and shallow play equipment. These attractions are available at nearby Bridlington and Hull and Beverley and so take families away from of town.

Hornsea is a seaside town that relies on visitors, unless you think they will travel to Hornsea to go to the Gym, hire a book or pay their council tax it is money wasted and could do more harm than good to the long term future of the town.

Perhaps Government could or should monitor the funding better to make sure that the funds spent really are a benefit to those towns who are receiving it

Finally just a quick reminder of what this funding is supposed to do and failed in this case

"All projects funded through the Coastal Community fund 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."

# Bus Users UK – written evidence (RST0025)

**Background**

At Bus Users UK, our mission is to bring people and communities together, through socially inclusive transport.

Bus Users is an approved Alternative Dispute Resolution (ADR) Body for bus and coach passengers, and the nominated body for dealing with complaints under the European Passenger Rights Regulation 2013 / (The Rights of Passengers in Bus and Coach Transport (Exemptions and Enforcement) (Amendment) Regulations 2017). Bus Users UK Charitable Trust is a Registered Charity number 1178677 and a Company Limited by Guarantee Registration Number: 04635458

We have worked closely with the Department for Transport to advise on passenger rights, the passenger involvement aspects of the Bus Services Act 2017, the detail of the proposed Accessible Information Regulation and all other matters where input on behalf of passengers is needed.

We deal with complaints from bus and coach passengers and work alongside communities to try to make the case for continuing subsidy and service provision. We also hold regular events in rural and urban settings to enable residents to make local transport providers and policymakers to understand their needs and the impact of poor transport on people at risk of social exclusion.

The need for good public transport is core to our rationale for responding to this call for evidence as we have seen the enhancement of communities which have good services and the devastation caused by the withdrawal of services seen all too often as a lifeline of large sections of any community.

It is no exaggeration to say that coastal towns have suffered more and for longer than most other communities from a lack of investment in local transport or infrastructure and that an end-to-end transport strategy should be an integral part of both the Industrial Strategy and the Inclusive Transport Strategy in order to regenerate struggling local economies and actively combat social exclusion throughout the UK.

**Context**

Seaside towns have suffered more from social and structural change than most other areas of the UK but unlike former mining or industrial areas, they have not received the same level of central regeneration investment. "Funding has changed significantly since 2010. There has been an overall decrease in total cash available, replaced by smaller funding streams" [54] The loss of fishing fleets and their associated processing industrial units, at least partly as a result of EU quotas,  has exacerbated problem in some coastal areas. "The total number of fishermen is around 12,000, down

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[54] https://www.housing.org.uk/topics/investing-in-communities/regeneration/funding-streams/

from around 20,000 in the mid-1990s. The number of fishing vessels in the UK fleet has fallen by 29% since 1996."[55]

Prior to these becoming critical issues, the radical closures to the British rail network[56] left seaside towns almost entirely reliant on private cars for transport despite Dr Beeching's own plan envisioning that these would need to be replaced by improved bus services. Funding was only supplied for services which mirrored the previous rail offer and were not based on local understanding or research so did not meet the requirements of local or visiting passengers. So there were no improved bus services in the wake of the closures nor, in most cases, was the road network made suitable for the inevitable traffic growth. Without renewed infrastructure to meet new requirements, the impact of rail closures on coastal towns was never likely to be positive.

In most cases, when lack of access is cited as an obstacle to prosperity or growth in seaside towns, this means lack of access from the adjacent main inland town or city. Historically this was by rail (branch) line. Where that has been maintained, especially in Cornwall, it means that those links are maintained as is the relative prosperity of the seaside town. The standard of the access link, and therefore the prosperity of the seaside town itself, is dependent upon an accident of history from over 50 years ago.

## Access and accessibility

Connectivity with the outside world has a different but particular importance to seaside towns. It has much to do with access for visitors on whose seasonal income many seaside towns depend to survive. If there is no alternative means of arriving at the town except by private car, this results inevitably in congestion and the environmental impacts associated with it.

However, the lack of suitable access facilities also means that existing local bus services which might be used by people arriving by other means are impaired by that congestion and by the time taken to access any available amenity. The complaints received by Bus Users UK from passengers in seaside towns are mostly about punctuality and reliability, which usually come back to poor traffic management and congestion issues.

Services between holiday parks and popular attractions or centres also suffer from a lack of priority which leads to the main solution to traffic congestion, good bus services, being caught up in the jams and destroying both their timetable and the confidence of passengers. These services also tend to finish early which makes them unsuitable for staff.

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[55] *2017 UK Sea Fisheries Statistics*
*researchbriefings.files.parliament.uk/documents/SN02788/SN02788.pdf*

[56] https://www.networkrail.co.uk/who-we-are/our-history/railway-history-feature-articles/dr-beechings-axe/

Local travel in these areas has rather particular needs, not generally able to be met by commercial market. Coastal town residents are more likely to travel by car for short journeys of under 5km compared to the national average [57]

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[57] https://www.eastsussex.gov.uk/media/2305/lstf_east_sussex_coastal_towns.pdf

**Regeneration and buses**

It is clear that bus services have important regenerative role, particularly in terms of access to employment. As Greener Journeys' 2014 research showed, there is a significant relationship between accessibility by bus and employment. "Our findings highlight particular issues for younger job searchers -23% of unemployed 18-24 year old respondents in this survey (compared to 16% of the other age groups combined) cite the lack of a suitable bus service as a key barrier to finding a job." [58]

In seaside towns there are large numbers of younger adults who are employed on minimum wage in the hospitality sector for whom low income makes travel and connectivity difficult. They also tend to work unsocial hours for which bus does not usually provide, making their isolation or transport poverty worse.

In the same organisation's 2017 research carried out by KPMG into the value of the bus to society showed that the economic, social and environmental return for each £1 spent on a variety of bus projects range from £2.00 to £3.80 for revenue expenditure and £4.20 and £8.10 for capital expenditure.[59]

**Recommendations**

- The role of the bus in the regeneration of seaside towns should not be underestimated.
- The question about whether the Industrial Strategy includes specific plans to improve transport connections for coastal regions leads clearly to the conclusion that it does not but it could.
- Coastal towns, nor the counties of which they form part, are mostly not in a situation to influence the provision of infrastructure and therefore are not able to affect this critical issue of connectivity.
- One option would be to use the root and branch review of the rail industry to develop a requirement for all those who bid for a franchise (or whatever model replaces this) to take a holistic view of transport within the region of operation, rather than limiting itself to where rail lines currently exist. In that way, the accessibility of entire journeys, including the "last mile" should be planned in from the outset. This should also link with and extend the scope of the Inclusive Transport Strategy to enable truly accessible end-to-end journeys.
- Given the desperate need for communities to not be isolated as a result of poor transport planning, the interests of consumers should be added to the regulators' responsibilities, where the market does not provide adequate protection. Seaside town are, with clear exceptions, in rural areas where there is generally no competition for public passenger transport.

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[58] https://greenerjourneys.com/publication/buses-economy-ii/

[59] https://greenerjourneys.com/publication/true-value-local-bus-services/

# Business in the Community – written evidence (RST0108)

## About Business in the Community

Business in the Community exists to build healthy communities with successful businesses at their heart. We are The Prince's Responsible Business Network - a business-led membership organisation made up of progressive businesses of all sizes who understand that the prosperity of business and society are mutually dependent.

In the spirit of being a responsible business, our members are committed to: being the best they can be in delivering social, environmental and economic sustainability across all areas of their business; and working with other businesses to bring together their collective strength and be a force for good. We use our Responsible Business Map to guide members on a journey of continuous improvement. From community engagement to employment, diversity and the circular economy, we offer expert advice and specialist resources, driving best practice by convening, sharing learning and recognising great performance across our influential network. Through participation in BITC's ground-breaking campaigns and programmes, businesses can collaborate and help to bring about lasting change on a wider scale which benefits both business and society.

## 1. Background and understanding (Questions 1-2)

1.1 Communities across the UK are increasingly disconnected. As outlined in our recent report, *Building the case for a Connected Britain*[60], there are significant challenges in society, driven by an increasing lack of trust and levels of inequality, and set within the context of rapid changes such as the digital revolution, political uncertainty and environmental degradation.

1.2 In communities that are physically more remote, these challenges have been exacerbated by less transport infrastructure, alongside changes to the traditional industries that such communities have relied upon.

1.3 Our work in Blackpool supporting the Blackpool Pride of Place Partnership (Blackpool Partnership) has demonstrated the challenges facing seaside towns and communities. Changes to people's holidaying habits have resulted in shifts away from long-term investment in the town as the local economy has responded to seasonal working patterns and pressures on jobs and wages. These changes have contributed to making Blackpool the town with the greatest concentration of deprivation in England.

1.4 Such a situation is consistent across a number of the seaside towns in which we have worked, including Ashington, Blyth, Great Yarmouth and Hastings.

1.5 The Blackpool Partnership has recently published a town prospectus, *2030 Agenda for Action* (attached), setting out its vision for action, and

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[60] https://www.bitc.org.uk/resources-training/resources/research/building-case-connected-britain-social-sustainability

calling upon the Government to support this, including considering Blackpool as the next location to be granted a town deal. The Prospectus sets out a number of responses to the questions considered by the Select Committee. The Prospectus should be read in conjunction with this submission.

1.6 We would welcome further research on the current situation in seaside communities. However, given the long-term and systemic challenges faced by seaside towns and other communities, research should not be a precursor to action, but rather complementary and inform on-theground improvements. Our Place work, as described below, is already revealing interesting trends about communities' priorities, and what role business can play in addressing those.

## 2. Housing and demographics (Questions 3-4)

2.1 The changes in the tourism economy since the 1970s has resulted in high density of poorquality housing in seaside towns. Alongside this, there is a high turnover of residents. For example, 8,000 new people move to Blackpool every year. As a result, there is a challenge in establishing integrated communities.

2.2 A significant proportion of residents in these types of accommodation are on Housing Benefit. For example, 80% of the new residents moving into Blackpool each year are on Housing Benefit[61]. This can result in it becoming the key driver for setting rents, divorcing the link with quality of accommodation and crowding out other local investors.

2.3 The Blackpool Partnership is asking the Government to work alongside BITC and other partners to develop a new style of "Housing Action Zone" for inner Blackpool. This will combine a range of policy, legislation and finance initiatives, such as revising the existing system of Local Housing Allowance to ensure that quality of housing and subsidies to fund rents are clearly linked.

## 3. Delivery structures and People and Places (Questions 12-16)

3.1 BITC have developed a model for building healthy communities, based on our experience of working in communities across the country over the last 36 years. This model corresponds to wider research about developing local places using system-based thinking.

3.2 Central to this approach is the need to engage everyone across a community – including local residents, charities, businesses and the public sector – and enabling them to set a vision for change, built on agreement about local challenges and co-designed solutions.

3.3 We encourage the government to embed this approach into the development of Local Industrial Strategies, to ensure that they build on the collective strength and knowledge of the entire community.

3.4 The Blackpool Partnership's work is demonstrative of this model. The combined knowledge and expertise of Blackpool Council, business leaders,

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[61] Blackpool Town Prospectus, *2030 Agenda for Action*, October 2018, Page 22

the Local Enterprise Partnership and the voluntary sector has enabled the partnership board to agree a vision for the town to 2030.

3.5 A key element of this model is the importance of engaging residents of a community in understanding local challenges and barriers to improvement. We have seen good examples of this in a number of areas, not just seaside towns. This includes the work that the Blackpool
Partnership is undertaking; the work of University College London's London Prosperity Board; and our work in Haringey, in partnership with Linklaters LLP, understanding barriers to employment (further details in paragraph 3.9). Empowering local people to take ownership of both the issues and the solutions in partnership with institutions embeds problem-solving and enables the collective resources of all partners to be deployed in the most effective way.

3.6 We are encouraging all stakeholders within a community to engage in this approach. The starting point has to be opening up conversations and developing trust between and within communities, including residents and organisations. This will require different actions by different stakeholders. For example, businesses and local authorities will need to consider how they approach relationships with the voluntary sector to ensure that they are establishing true partnership models. We were very happy to see this approach and the role of business recognised in the Government's Civil Society Strategy[62] this year.

3.7 BITC are challenging and supporting businesses and other stakeholders to adopt this approach across the UK. This builds on work that we have already supported with Anglian Water in Wisbech and Linklaters LLP in Haringey, and wider learning from our programmes.

3.8 Anglian Water have taken a lead in addressing challenges in Wisbech, a town that is only 40 miles from Cambridge, but with life expectancy that is seven years lower. It's an isolated community – the biggest town in England that's not connected to the rail network. And it struggles to provide an education: 35% of the population don't have any qualifications. Anglian Water joined forces with local businesses, government and community groups and stakeholders to create a movement for change: it's supported the college to open new courses, teaching the skills that businesses in the area actually need; it's worked with national government to begin the process for re-opening the railway line and it's led to plans for a brand-new garden town.[63] They have produced a toolkit to support other businesses to take a similar approach[5].

3.9 Linklaters have worked with BITC on Haringey Works, which responds to the Haringey Council's vision to be a fully employed borough by 2030. In

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[62] https://www.gov.uk/government/publications/civil-society-strategy-building-a-future-that-works-for-everyone

[63] https://www.bitc.org.uk/campaigns-programmes/communities/community-transformation/PrideofPlace/Wisbech  [5] https://www.bitc.org.uk/resources-training/toolkits/community-regeneration-wisbech

support of this, research was undertaken with local residents exploring barriers to employment, and with businesses to understand what could be done to address these. As a result, a programme of work has been put in place to influence local business practices, bringing together a network of employers committed to local action; targeted interventions are underway to support individuals with barriers to work into sustained employment, including supporting local residents with employment-focused language support; and building the capacity of the local community sector and Haringey Council to ensure residents can access the most effective resources.

## 4. Social and economic regeneration (Questions 8-9)

4.1 Local businesses – irrespective or size or type – have a key role to play in regenerating seaside towns. They provide significant employment and have strong roots into communities.

4.2 As outlined above, all stakeholders should be involved in addressing the long-term, systemic challenges in a community. Our work has demonstrated the importance of cross-sector partnership working. We encourage engagement with local businesses as part of the development of any vision and plan for regenerating seaside towns.

4.3 We have recently launched a business advisory group, the Place Leadership Team, under the chairmanship of Steve Rowe, Chief Executive of Marks and Spencer. This group, comprising senior representatives from businesses across a range of sectors, is working with BITC to understand how businesses can most effectively embed place-based approaches. Our work with the Leadership Team will inform the support we can provide in communities, and in particular to businesses to play an active role.

4.4 As an example of support for local enterprise, the Blackpool Partnership is asking the government to extend the deadline for both business rates relief and enhanced capital allowances in the Enterprise Zones to 2030 to ensure that growth is sustained. We support this and ask the government to consider this more widely.

# Rosemary Cantwell – written evidence (RST0119)

**26 October 2018**

Dear Mr Seely MP for the Isle of Wight and Members of the Select Committee on Regenerating Seaside Towns and Communities,

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**URBAN RENEWAL, COUNTRYSIDE AND SEASIDE PROTECTION**

**IN AND AROUND THE ISLE OF WIGHT**

**MY PERSONAL VIEWS AS AN ISLE OF WIGHT RESIDENT**

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**OVERVIEW**

I am writing as a resident of the Isle of Wight and constituent of Mr Seely MP for the Isle of Wight. I wish to give my considered views on the regeneration of seaside towns and communities and, in particular, with reference to the Isle of Wight where we are currently considering major regeneration plans as put forward by the Isle of Wight Council. Public consultation has now ended and now we await the outcome of this exercise in shaping the strategies that will shape our future here on the Island.

**MR SEELY MP FOR THE ISLE OF WIGHT AND HIS VISION FOR THE ISLAND**

Mr Seely has himself promoted his own Vision for the Isle of Wight which I find commendable in outlook and scope. Nevertheless, I do wish to know how everything is to be financed, as this seems to be the bottom line, as to how to convert "wish lists" into tangible assets.

**BREXIT**

Currently, there are major political decisions on how the United Kingdom will conduct its affairs after we leave the European Union in March 2019. It is with this in mind, that I write the following commentary for the Select Committee on Regenerating Seaside Towns and Communities.

**PUSH-PULL FACTORS**

The Isle of Wight is a beautiful place set in the English Channel. This "diamond isle" is renowned for its coastline and for its significance in protecting our United Kingdom shores from invaders. This is reflected in many historical buildings and scheduled monuments across the Isle of Wight as well as those on the seabed – the mid-19th Century "Palmerston Forts", sea forts which were commissioned after a perceived threat of French Invasion.

## 1] THE NEED FOR ECONOMIC CHANGE ON THE ISLE OF WIGHT

The Isle of Wight has a low-income economy which needs to be changed radically so that we can have a thriving economic base where people are attracted to the Island rather than attracted to places elsewhere with promises of good incomes and higher quality of life for them and their families.

## 2] LOCAL NEEDS

Much research has been undertaken to understand the reasons why the Isle of Wight has such a low-economic base. It would appear that there is a big gulf between the "haves" and the "have nots" as there are relatively few major landowners, many people who own nothing more than their own home, as well as many who own nothing at all. The latter may depend upon the State for their very existence and life, or may simply choose to rent, or have to rent because they cannot afford to purchase a home.

We need to protect people and ensure their survival and also to enhance their lives so that they may live to their full potential. This requires not only good housing but also good NHS services, good educational facilities, good road network, good rail network, good transport network between the Island and mainland England; good connectivity with information technology and above all an understanding by Westminster that we as an island should be considered as a special case needing different approaches than in mainland UK.

## 3] EMPLOYMENT AND THE LOCAL ECONOMY

Major "Job creation" is required urgently on the Isle of Wight. It is a vital priority as, currently, we have a depleted economy or rather, a lopsided one where there are very wealthy people who are productive but also very poor people who do not own the means of production, whose skills sets are not required and who for whatever reason are unproductive in the market economy. Yet these people should be given the means of production in order to become productive and given the necessary skills in order to be able to contribute to their own welfare and so enhance their lives. This is the major concern for us all. It is pointless to have massive building programmes without due consideration of the economic basis of the Isle of Wight in total, I aver.

The Isle of Wight has a mixed economy. Tourism is still an important factor in our economic well-being and there are parks with lodges and caravans across the Isle of Wight.

The Isle of Wight Council has looked favourably on the "Brading Marshes" scheme in 2018, where the Councillors in the Planning Committee agreed that there should be conditional permission for 60 holiday lodges with car parking. Originally this area had been planned to be a new golf course, but the scheme foundered, and Councillors believed that this more recent planning application was sustainable development outside of the development envelope of Brading. Nevertheless, it was a controversial planning application and a member of the public asked the Secretary of State to look at it before the Council gave its final decision.

## 4] TRANSPORT NETWORK

The Isle of Wight is isolated as it has no fixed link to the mainland of England. Instead there are regular passenger and car ferry services: Yarmouth to/from Lymington; Cowes to/from Southampton; East Cowes to/from Southampton; Fishbourne, Ryde to/from Portsmouth; Ryde Pier Head to/from Portsmouth. A hovercraft service connects Ryde and Portsmouth. People can also fly to and from the Island.

One of the main issues is the very high cost of fares and this is a serious concern to many of us who live here. Unless people are relatively wealthy, the stretch of water between the Island and mainland England can act as a major barrier both to people wishing to come to the Island and for Islanders to travel to the mainland.

There have been talks for many years about a "fixed link" between mainland England and the Isle of Wight but none have found acceptance by the planners who authorise such major projects. Of course, it Is something that needs to be agreed not just by residents of the Isle of Wight but also people who would be affected by such a link on mainland England.

## 5] EDUCATION AND OPPORTUNITIES

There is one major independent boarding/day school on the Isle of Wight, Ryde School with Upper Chine. It is a private school, not state-funded, but is run by a charitable company. As such, it was largely untouched by the complete and radical overhaul of the State education system on the Isle of Wight which has taken place in the last decade.

Ryde School with Upper Chine is highly successful in obtaining top grades for students both from home and abroad. It is regarded as a model for others to follow and has been praised by the Independent Schools' Inspectorate who regulate and ensure that all is well there. It is truly impressive.

By contrast, I believe that our Island State Education system is broken and is in urgent need of repair.

This year it was announced that the Isle of Wight Studio School would close its doors to new pupils and would then close altogether. Many people protested that this was undemocratic and unfair and that they and their children were being denied a suitable choice of education.

**I submitted a Petition to Parliament Petition as follows:**

> Please keep our Island Studio school OPEN in East Cowes Isle of Wight
>
> Do NOT CLOSE this school.
>
> If the current proprietors cannot or will not continue running it, then allow SOMEONE ELSE to run it.
>
> We need diversity of opportunity.
>
> But start at a lower age so children can choose to go to have their full secondary education at this school. Make it 11-19, not 14-19.

▼More details

http://www.iwcp.co.uk/news/16178319.Isle_of_Wight_Studio_School_to_close_due_to_lack_of_demand/

Last year, 55 per cent of Year 11 students moved on to sixth form, 30 per cent chose a further education college and 12 per cent started an apprenticeship.

PLEASE EMAIL YOUR VIEWS - EVERYONE CAN - it is a public consultation,

Email address: DFE.IOWSS@education.gov.uk

You may wish to say why you want it open;

what you like about the school;

what you want to change about it;

or whatever.

I also wrote to the DFE at the email address given.

Separately, other people used Social Media to petition to save this vital educational facility:

https://www.thepetitionsite.com/en-gb/554/381/911/save-iow-studio-school/

Save Isle of Wight Studio School

- by: Laura Croft

- recipient: Department for Education, United Kingdom

Notwithstanding several thousand people supporting the retention of the Isle of Wight's Studio School, it was announced that it will close.

This is an example of what we the residents feel is not going well on the Isle of Wight at present. Talk of Regeneration of Ryde, Sandown Bay, Shanklin, Newport, Cowes, Ventnor, Freshwater and Yarmouth as well as the villages such as Bembridge, Brading, St Helens, Shorwell, Chale, Totland, are irrelevant in my opinion unless the young people whose lives are shaped by the education they receive are allowed to have a proper choice of education.

**6] PETITIONS TO PARLIAMENT REGARDING NHS SERVICES - GP SURGERIES AND ISLE OF WIGHT HOSPITAL NHS TRUST**

**Health and Social Care on the Isle of Wight are significant issues that cannot be ignored.**

A local Isle of Wight online newspaper service, OntheWight, published a news article in 2016 "Petitions to protect health services on the Isle of Wight gaining support". The author, Sally Perry introduced her article stating:

"An online petition calling for plans to close GP surgeries on the Isle of Wight to be scrapped is gathering support as well as a national petition urging the Government to drop the STP programme and properly fund the NHS."

The full details may be found online at this url:

https://onthewight.com/petitions-protect-health-services-on-the-isle-of-wight-gaining-support/

Sally Perry continued:

> "A petition to save Isle of Wight GP surgeries from being closed has been created by Island resident, Rosemary Cantwell.
>
> A plan by the Isle of Wight Clinical Commissioning Group (CCG) to reshape the Island's GP service could see surgeries in Brading, Godshill, Lake, Niton and Yarmouth close, with patients having to travel much further than usual to see a GP.
>
> The petition has attracted over 100 signatures so far and will run until 30th
May 2017.
> Rosemary is urging residents to support the petition to let the CCG know their feelings about the plans."

> **My Petition to Parliament in 2016:**

> **Save ALL of our rural GP surgeries on the Isle of Wight from being
closed down.**
> The Isle of Wight Clinical Commissioning Group [the CCG] has to provide a Strategic Plan. What is of concern is that in today's local press, the Isle of Wight County Press, it states that GP surgeries with fewer than 10,000 patients might face closure, and patients have to go to larger practices.
> ▼More details
> http://www.iwcp.co.uk/news/news/isle-of-wight-fails-in-bid-to-improve-access-to-gps-57313.aspx
> This petition closed early because of a General Election
> Find out more on the Petitions Committee website
> 644 signatures

> Date closed
> 3 May 2017

My petition to Parliament attracted 664 signatures but was then closed early, on account of the 2017 General Election.

I also made another petition to Parliament as of https://petition.parliament.uk/petitions/174598

**Archived Petition:**
**Please give extra money to keep our Isle of Wight acute inpatient hospital open.**
Hampshire and Isle of Wight Sustainability and Transformation Plan [HIOW STP] has been published. The plan is to reduce overall running costs in the area. But we might lose 300 hospital beds. Acutely ill Isle of Wight patients need inpatient facilities near to home, not "ferried to the mainland".

This petition also was closed early on account of the 2017 General Election.

## 7] THE LOCAL ENVIRONMENT AND SERVICES ON THE ISLE OF WIGHT

I feel that we must have a fair level playing field on the Isle of Wight but that successive administrations in both Westminster and the European Union have failed to consider the unique difficulties posed to us as islanders. We may only be a relatively short distance from mainland England but in order to get necessary NHS treatment in Southampton, such as a half-hour appointment to see a consultant, it feels more like a major expedition as the round trip can take several hours to go from where a person might be living in, say, Ventnor or Chale or Bembridge. Indeed the planners of the STPs seem to be oblivious to the protestations of people here on the Isle of Wight, despite petitions to save our NHS Services both GP primary and acute secondary care are in danger here potentially.

Regeneration of Island towns and villages is impossible without good local health care and good local health facilities. If the Isle of Man can have two hospitals, then why cannot the Isle of Wight have something similar?

And it is not just the NHS that is affected, but also education. Why is there no Isle of Wight University? We could have a university specialising here in medicine amongst other disciplines. There is a college campus already in situ in Newport very close to the Isle of Wight NHS Trust's acute hospital, St Mary's Hospital, so that we could become a centre of medical excellence with people coming from wide and far to learn here. We have much to offer, by way of scientific and technical knowhow on the Island, and I agree wholeheartedly with Mr Seely in his endorsement of major new initiatives in these fields.

Transport networks are a serious concern, too, and will need to be considered as a matter of urgency if we are not to experience gridlock in our towns especially in Newport, the main town on the Isle of Wight.

## IN CONCLUSION

I support our MP Mr Seely in his vision for the Isle of Wight. I wish to know precisely how this can be brought about.

There needs to be massive injection of money into the Island economy and enable those people who are disabled and incapacitated to be brought back into the mainstream society and be able to be provided with the wherewithal to lead productive lives and supported at all times.

Thank you very much for your kind help.

Yours sincerely,

Rosemary Cantwell

# Chartered Institute of Environmental Health – supplementary written evidence (RST0117)

#Thank you kindly for inviting the Chartered Institute of Environmental Health to give oral evidence to the House of Lords Committee on Regenerating Seaside Towns and Communities on 20th November.

I wanted to follow up our evidence session with a bit more information on the licensing of housing. We have recently carried out a piece of research on selective licensing schemes, which has shown that these schemes are effective at improving housing conditions. This research is due to be published in January 2019, but I wanted to share this with the Committee in confidence, in advance of publication.

Our research has found that

- Selective licensing schemes are successful at improving housing conditions. We found numerous examples of inspections leading to very high numbers of serious hazards and defects being identified and addressed in licensed areas. In schemes that have ended, we found that between 69-84% of properties in licensed areas needed works to be done to bring the properties up to a decent standard.

- Several areas have highlighted that landlords had become more willing to do required works on their properties once licensing schemes had been set up in their areas. Although the exact mechanisms are unclear, this observation is backed up by the large numbers of works being done to remedy hazards and defects, without formal action being taken by the local authority. We therefore consider that the success of selective licensing schemes cannot be measured in prosecutions data alone and the number of properties or management practices improved should instead be a marker of success.

- Some councils are also able to provide clear evidence of reductions in anti-social behaviour. Resources to support and educate landlords to tackle the anti-social behaviour of their tenants has been an essential component of successful schemes.

- Whilst not a primary aim or measured outcome of many schemes, the existence of selective licensing in the areas we studied also often led to a better understanding of the local housing market and provided opportunities to better engage with local landlords.

- Some schemes appear to have encouraged greater joint working, with many areas reporting joint inspections with the police and the sharing of various data sources to identify unlicensed landlords.

Whilst Houses in Multiple Occupation often present the biggest risks to the occupants in seaside towns, due to the poor condition of some of these properties and the numbers of people sharing amenities, not all HMOs will fall into the Government's mandatory definition and therefore will not need to be

licensed. [64] Other rented properties in seaside towns may also be of a poor quality and require a proactive approach from the local authority. We therefore believe that selective licensing schemes, which license all privately rented property in a designated area, may be an effective tool to improve property standards in seaside towns, especially if used alongside other initiatives.

Please do let me know if you have any queries or would like any further information on this.

Yours sincerely

Tamara Sandoul

Policy Manager

Chartered Institute of Environmental Health

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[64] As the Committee will be aware, mandatory licensing schemes for HMOs apply to houses and flats with 5 or more people from 2 or more households, excluding any flats in high rise purpose-built blocks. This means that a home shared by a smaller number of unrelated tenants would not need to be licensed. Selective licensing applies to all privately rented property in a defined area, including any other shared accommodation. Selective licensing usually only covers a small part of a local authority area.

# Chichester District Council – written evidence (RST0044)

**Background and understanding**

**Q1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1  Much of the Manhood Peninsula is at risk from coastal erosion and flooding; land drainage is
problematic and these issues will need to be better understood, managed and mitigated in
the face of climate change. Across the peninsula, there is a need to balance change as a
result of housing development with the necessity to protect the unique character of the area.

1.2  In 2007, the Communities and Local Government Select Committee undertook an inquiry
into English coastal towns. Many successful cases of heritage led regeneration and economic diversifications were found, but the report also highlighted the complex issues shared by many coastal towns. None of these characteristics are unique to coastal areas, but combined with the particular environmental challenges found in coastal areas, coastal communities can be seen to face significant and specific challenges. These centred around, changes to tourism trends, lower employment levels, lack of affordable housing and the seasonality of the poor costal economy, to name a few.

1.3  Additionally the following points were raised in the Village Design statements, Parish Plans and Conservation Area Character Appraisals produced by/for the parishes:

- Coastal erosion and flooding
- Coastal defences
- Water table and land drainage issues
- Regeneration, particularly in Selsey
- Environmental uniqueness of the Manhood Peninsula
- Expansion of the tourism product beyond the summer season
- Lack of tourist and recreation facilities on the peninsula
- The impact of increased human populations on Chichester and Pagham Harbours from large developments within the vicinity of, though not necessarily located on, the Manhood Peninsula.

- The treatment of archaeology and historic environmental assets including underwater maritime heritage lost as a consequence of sea level rise and flooding.
- Provision for sustainable transport

1.4    Over the past few years, the increase in costs such as business rates, fuel and energy costs have had a negative impact on seaside towns and communities and they had to either adapt by making necessary changes to their business, or simply close down their business.  Some of the large companies are sustaining a year on year growth, whilst some have to streamline their business operations to survive.

1.5    It is important to recognise that unlike inland areas, coastal town only have 180 degree access. This causes issues for coastal communities in regards to access to business, transport and services.

1.6    In coastal areas, there is an issue with people buying 2$^{nd}$ homes, to use as a holiday home for themselves or to gain income from.  This pushes the price of homes up for local people, making it less affordable for local people to buy in their local area, forcing the division of communities and families.  The Welsh Government made legislative changes under the Housing (Wales) Act 2014 and the powers given to local authorities to add a discretionary premium to long term empty and second homes. If this could be adopted across the UK, there is a chance for it to make an impact on the housing crisis.

**Q2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1    As referred to in 1.2, the primary research that has taken place over the past 15 years is the Coastal Towns Report (2007), this is over 10 years old and the economy has changed substantially since then.

2.2    In 2018 the STOMP (Sustainable Tourism On the Manhood Peninsula) created a Destination Management Plan. The Manhood Peninsula is a fragile environment in need of local plans and initiatives to ensure it has a sustainable future. Residents are concerned that gradual environmental degradation and coastal erosion on the peninsula will eventually impact on their tourism product, threatening the viability of local shops and services. This, in turn, will have an impact on residents and businesses.

**Housing and Demographics**

**Q3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been**

**converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1    All HMO's should be licenced, there should be no limits to the number of rooms, this way all HMO's can be regularised. Chichester District Council has been running a successful Landlord Accreditation Scheme since 2006. The scheme is operated in conjunction with our neighbouring authority, Arun DC. The scheme standards were developed jointly and are above the legal minimum required by legislation. Chichester is a University City and have developed fantastic working relationships with colleagues at our educational establishments, which has ensured only accredited properties are advertised by them. Chichester DC also offers small financial assistance packages to our landlords to help them bring their properties, in particular houses in multiple occupation up to the required standard. Once accredited the properties are inspected every 5 years. The scheme is open to landlords of all properties apart from social landlords. The introduction of the scheme has helped us improve standards private rented properties and build relationships with our landlords. The scheme has been a huge lever when it has come to achieving legal compliance. Our aim is to engage landlords and build long term relationships with them in order to achieve compliance in the longer term.

**Q4. Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1    The coast is popular for retirees and less popular for young people starting careers or families due to cost and lack of opportunities. Therefore the younger population often moves away. An ageing population puts more pressure on services, particularly health services. Loss of the younger population leads to businesses struggling to find suitable employees. Chichester District as a whole is one of the most expensive places to live in the UK.

4.2    Affordable housing, good education and higher quality employment opportunities – or the ability to easily and affordably travel around the district to access these – are the main priorities for younger people. Until we can successfully deliver these aspects to the coastal areas, it will continue to be challenging to appeal to younger people.

4.3    Community focused venues that provide a range of facilities and entertainment to younger generations.  Often these facilities are overseen by a parish council, which generally are made up of predominantly older people; they can often overlook the opportunities to engage with younger people and families. This could include the diversification of venues for

other opportunities, e.g. Concerts and music in leisure centres and village halls.

## Transport and connectivity

**Q5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1     Tourism is one of the great drivers of Economic Growth in Seaside Towns across the UK.  Transport links are vital to ensure a sustainable tourism offer.  Public Transport needs to be affordable and available and currently isn't either of those things. Visitors have been stranded at West Wittering beach on a Sunday, not realising that the bus service to take them back to Chichester Train Station stops at 3pm.  Workers in the district are limited to the jobs they can take as there are no buses before 8am and they don't run late enough to allow for people working evening shifts. Due to a change is legislation, the future of community transport is a major concern.  It is the network of community buses that often keep rural and coastal areas moving. In the past few weeks a local community bus provider Sammy Community Transport, has closed its doors after 47 years of running this local service.

5.2     Due to the lack of public transport facilities in our coastal communities, many people choose to drive.  Over the summer months, due to the rural nature of these roads, there is frequent congestion. This not only causes issues for the visitors but for people who live in the seaside towns trying to get to work and go about their daily lives.  Improving the access to the highways network - i.e. the A27 access from the Manhood Peninsula,- would benefit residents and visitors alike.

5.3     Poor digital connectivity is a real challenge for our district, which could hinder business growth.  There is concern regarding the closure of so many rural banks. By the end of 2018 there will be no banks in any of our seaside towns.  Businesses are finding it increasingly difficult to "bank" their takings at the end of the working day, as the closest bank is 10 miles away and closes at the same time as the business.  Their internet connection is slow, which limits their access to online banking. Poor connectivity has also had an impact in relation to rural areas business communities. Traditionally, links to other businesses in the area were often via the bank's business manager. Without this, businesses have to find new ways to integrate/communicate with their local business community.  While this could be a good thing, some businesses will

undoubtedly be cut off from their traditional business community and so the promotion of business groups could be a potential driver for growth.

5.4    As business increasingly relies on an online presence, costal and seaside businesses may fail, decide to close or relocate if they do not have access to broadband.  This is not only for conducting their business, but also for accessing other businesses for support, accountants etc.  It is also beneficial to complete things such as tax returns online.

5.5    The gigabit voucher scheme and any similar schemes should be more widely promoted in seaside communities, where this is most likely to have a positive impact on business.  Engagement with business associations and businesses should be undertaken to the fullest extent possible, via central and local government, depending on which authority is providing the scheme.

**The role of the visitor economy**

**Q6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1    Tourism and the visitor economy are hugely significant to seaside towns. The following figures apply to the Manhood Peninsula, south of Chichester, from statistics from Tourism South East 2010:

- o   59% of staying visitor spend in Chichester District takes place on the peninsula.
- o   26% of day visitors to Chichester District visit the peninsula.
- o   41% of total visitor spend (i.e. total spend of those visiting for a single day, and those staying one or more nights) in Chichester District takes place on the peninsula.
- o   38% of turnover is generated on the peninsula.
- o   30% of jobs in tourism related sectors in Chichester District are on the peninsula.

6.2    Destinations are diverse - they don't always fit neatly into county (or national) borders or within public sector administrative boundaries. They may cover a single destination, e.g. Oxford, or a number of smaller destinations with a strong identity caused by its natural geography or landscape well-known in its own right, e.g. the Cotswold's. Destination Management Organisations (DMOs) play a key role in developing tourism locally.

6.3 DMO's come in a variety of shapes and sizes, handling everything from management to marketing. They also coordinate the wide range of local stakeholders, including the tourism business community, local authorities, business improvement districts, transport operators, visitor information providers, major landowners, cultural bodies, retail associations and local community groups.

6.4 Centralised support for DMO's could prove to be useful, providing guidance and access to best practice.

6.5 The impact of Airbnb has yet to be fully researched. Airbnb allows homeowners to let out parts or all of their dwelling, it is not licensed and the offer can vary substantially. The impact of this is on licensed holiday premises, as is often takes trade away from them.

## Physical regeneration

**Q7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

7.1 No, these tools and resources are not apparent. If they do exist, they are not widely publicised

## Social and economic regeneration

**Q8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1 Selsey Works brings together a range of personal & family support services. From housing and benefit advice to a range of training courses and schemes that help local people find a new job or get back into work. Services, such as DWP, should be encouraged to have outreach work as part of their everyday offer and could make good use of community hubs.

8.2 Jobs tend to be seasonal in coastal areas and residents may not venture into outlying areas or apply for more senior or professional roles for a number of reasons; being limited transport links and/or cost of transport

and lack of opportunity in the local area are cited as being three of the main limitations.

8.3     Central Government and LEP's could offer more training in professions other than those related to seasonal/ tourism related roles. More could be done to encourage better transport and access. Support for localised employment services that can link local people to local jobs.

8.4     This areas LEP – Coast to Capital – focusses on transport issues around Gatwick Airport.  Although we acknowledge this is a major hub within their area, other areas are completely overlooked and the feeling is that the LEP is missing opportunities offered by the tourism sector throughout the LEP area.

**Q9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided  to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1     Over the past few years, the increase in costs such as business rates, fuel and energy costs have had a negative impact on businesses on the manhood peninsula and they have had to adapt by making necessary changes to their business, or simply close down their business.  Some of the large companies are sustaining a year on year growth, whilst some have to streamline their business operations to survive.

9.2     General apathy in the business sector on the peninsula is apparent as they fight to stay afloat. Despite efforts to support the local infrastructure, engagement can be a problem. Lack of resources in Local Authorities to fully support a different approach is a barrier.  The local community sector is strong in some areas but not others, this can be problematic.

9.3     Currently schemes such as town visions and grants provide funding for shop front grants as part of a retail mentoring programme. This is funded by a small, finite resource. Local social enterprises are constantly seeking funding to propagate projects currently delivered by volunteers in our coastal zone. Financial help is effective but sparse. An overarching approach for engaging local business is the regeneration of their local areas would be well received by many businesses, as an improved local area can support the retention of employees as well as improving the general appeal of an area for doing business and living.

**Education, health and wellbeing**

**Q10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1   No comments on the education provision as West Sussex County Council is the Local Education Authority for this area.

10.2   Schemes to enable young people who live in coastal areas attend school, college and work should be improved.  Cars are often unaffordable for young people, concessionary bus fares and wheels to work schemes (www.wheels2workassociation.org) are examples of schemes that would make it more affordable for young people to stay in education, or progress on to work. One rural barrier would be removed if those travelling to post-16 education or training were entitled to subsidised bus fares, fully funded by central government.  It is time the current situation in public transport was updated, where those up to age 16 can travel at a lower rate than those aged 17 or 18.  If 17 and 18 year olds are in further education or training, this should be available to them too.

**Q11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1   Seaside towns are often places where people choose to retire to so there is generally a higher level of retired people living in a seaside area and they bring with them, or develop over time, health conditions associated with older age.  Air quality is generally better in coastal areas and often these areas are seen as promoting good health, however this does not outweigh the higher than average age range of residents.

**Delivery structures**

**Q12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1   The Manhood Peninsula Partnership (MPP), with support from Chichester District Council, received funding from the Coastal Communities Fund for research work.  Although it was useful in terms of research, the deliverability of those projects faltered due to lack of funding.

**Q13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13.1    Chichester District Council is supporting Selsey Parish Council with the development of Selsey Vision. In order to develop this vision the council worked closely with a number of local business community organisations and partners to establish long term vision plans to regenerate and improve the area. The towns where we have visions in place have generally seen a decrease in the number of empty shops and better communication between businesses with collaboration   If there was a significant support for improving seaside towns from central government then long term visioning work would be significantly different as it would seem more achievable.  The key to any coastal regeneration on the Manhood Peninsula would need support similar to the Bognor and Littlehampton regeneration projects.  The concept would not only need support with funding to the project, Local Authorities would need additional resources to help develop plans.  It is also pertinent to note that the local geography isolates the area to wider benefits to outlying communities.

**Q14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1    There are some financial measures via a variety of small scale funds, but very little central government funding.

14.2    LEPs are key delivery organisations for economic areas.  In this area, the focus of the LEP is on "High Growth" Businesses. This has little consideration for the opportunities and needs presented by existing and new business located in areas outside primary settlement areas, such as Chichester City. Mechanisms should be put in place to ensure that LEPs and other vehicles address the needs and take advantage of the opportunities presented by their coastal plains. The planned Government statements on 'the role & responsibilities of LEPs' and 'Local Industrial Strategies' should include a specific reference to the need to consider other areas within LEPs. This would help to ensure all LEPs take proper account of their more rural areas, including the manhood peninsula.

14.3　Tourism Business Improvement Districts (BID's) should be more widely promoted and encouraged.  Growth in England's tourism economy since the 1970s has been supported by substantial investment by local and national government in council tourism departments, national tourism bodies, and regional tourist boards, and latterly through the regional development agencies and DMOs. However, this model, based upon heavy public-sector dependency is no longer sustainable, and there is a need to look at alternatives that deliver the level of investment required to meet the growth aspirations of government, VisitEngland, the industry, and destinations alike.

## People and place

**Q15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1　The role of local people in regeneration is huge because they understand the local issues and opportunities. Visions documents such as Selsey Vision led by Selsey Town Council and supported by Chichester District Council, are currently at consultation. Using a variety of engagement tools the local Selsey population is being asked 'what do you want your town to be, in order to help shape the future of the town.  A wider application of this model could prove beneficial to regeneration of seaside towns.

**Q16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1　SelseyWorks is a good example of people coming together improve their local community but funding was limited. There is a need for grant funding that spreads over a longer timeframe or revenue funding for already successful projects. Community watch schemes that support older people have been effective but these are not exclusive to coastal areas and exist in some of our rural communities. In Selsey the community groups have

set up a forum which has increased partnership working, reduced duplication and increased innovation in the area.

# Chideock Parish Council – written evidence (RST0023)

## Background and understanding

1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

*1.1*
*Small seaside communities are not well served by central government policymaking and, increasingly, local government lacks the funding and professional support to help them. Even in the phrasing of questions in this call for evidence there is an apparent bias towards larger towns along Britain's coastline. The needs and experiences of many small seaside communities between these towns is unlikely to be fully captured in the Committee's evidence.*

*1.2*
*This response comes from the small parish of Chideock on the south coast of Dorset, with a population of less than 500 people living in just over 200 dwellings but which experiences very large numbers of visiting tourists and holidaymakers. Although we are a 'year-round' tourism destination, at the height of the summer season the numbers of those staying overnight within the parish boundaries increases at least fivefold, in mobile home, campsite and holiday rental locations. We also experience many hundreds of visitors arriving each day, most arriving by car. This is due to the fact that our village is a 'honeypot location', being one of the few points on the Jurassic Coast UNESCO World Heritage Site where car parking is available next to the beach, and also on the SW Coast Path, lying at the foot of the south coast's highest point. These visitors bring a number of locally valuable income and employment opportunities, but also many infrastructural and social challenges with which the village is expected to deal.*

*1.3*
*As a small community we have none of the professional staffing or resources that even smaller coastal towns enjoy, and have little access to funds, other than those of the Parish Council's limited precept (£16,020 in 2018/19) and the County/District Councils' increasingly stretched budgets. Although very close to the two coastal towns of Bridport and Lyme Regis, our village does not benefit from the funding and resources of these towns (although images of our parish are widely used by them to help promote their own tourism offer). We will not be the only coastal village experiencing these tensions, but it is not clear that national policymakers understand the unique pressures on such locations. Although it could have been less bureaucratic and better geared to smaller communities, the CCF has been one central government initiative that has been useful, and more like this would be welcome.*

2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

2.1

Even in terms of seaside 'towns', the research is not particularly current.  It seems that the most recent summary of the situation was produced for the DCLG in 2008 by Sheffield Hallam University. The intervening economic crash and severe cuts in local government funding are certain to have rendered this research outdated, but it is notable that even that report regards any community of less than 10,000 as "small" and does not include them in its scope. There is very little such research which focusses on very small communities.

2.2
We urge the Select Committee to commission/encourage more research on the economic and social health of coastal communities and to specifically include very small communities such as ours in this.


**Housing and demographics**

3.  To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

*The high proportion of second homes and older population has raised house prices well beyond local affordability. Second Homes policy might be reviewed to redress the imbalance towards delivering more affordable homes for rent for local people.*

4.  Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking,


4.1

The particular issue for the vitality of local communities along the Dorset, Devon and Cornish coasts, is the high proportion of older inward migrants, the outward migration of young people, and the consequent proportion of older people which is well above the national average, particularly in small seaside communities. This puts great pressure on local infrastructure and the provision of appropriate services.


4.2

Assistance, and especially funding, to reserve a proportion of affordable housing for local people (at Parish level), and to build new local affordable housing might redress the imbalance and bring a new younger vitality.


**Transport and connectivity**

5.  Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What

action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

*The level of subsidy for coastal bus services has been steadily reducing for the past decade, particularly weekend services. This constrains the opportunity to encourage and develop walking visitor numbers and has had the negative impact of increasing car traffic disproportionately.*

## The role of the visitor economy

6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?

*As a prime location on the Jurassic Coast UNESCO World Heritage Site, Chideock (and its seaside hamlet of Seatown) features widely in national and regional promotional initiatives. Visitors come for beaches, fossils, coastpath and hill walking, food and local history. Visit Britain includes the Jurassic Coast UNESCO World Heritage Site in its international promotion and the success of this is apparent in sustained high levels of visitor numbers, including an increase in foreign tourists [Visit Britain Visitor Statistics 2017]. Media interest from TV programmes and press also add to the promotion of the area, from walking guides such as those from Julia Bradbury to archaeology and history features on primetime TV programmes. It is not clear if this media interest is the result of regional tourism initiatives and more research is needed.*

## Physical regeneration

7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?

*There are pitifully few tools and resources available to very small communities such as ours. A local project to improve visitor access to the World Heritage Site, limit coastal erosion at the critical point at which it meets the local community, and to protect a number of residences and businesses from this erosion had to be scaled down to a minimum because of very limited financial resources. This is further evidence of the way in which very small communities often lack the necessary professional expertise and resources to take forward such projects.*

*However, there is a better way forward: see our answer to Question 12.*

## Social and economic regeneration

8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

*8.1*

*It is regrettable that the Market and Coastal Towns Initiative and the Vital Villages Initiative have not been carried on, with particular emphasis on small communities rather than towns or larger villages.*

*See also our comments at Question 12.*

*8.2*
*Funding for Impact Studies, or capital works, which could be obtained directly or through the local AONB team, or the Local Area Partnership, is an essential prerequisite.*

*8.3*
*Central Government could ensure a renewed emphasis on Local Area Partnerships which are seeing their funding cut by local authorities.*
*Local Area Partnerships enable towns to provide the forum and support for small parishes and communities to come together and work together.*

9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

*Government might encourage local businesses, SMEs and social enterprises to work more closely with local parishes and small communities via the local area partnerships.*

## Education, health and wellbeing

10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

The primary difficulty is in transporting pupils to secondary schools and colleges of further education, so subsidies of rural / coastal bus services are essential.

11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?

*The overall levels of health are strongly influenced by the preponderance of elderly people and the extreme demographic imbalance that ensues. As in Question 10, the difficulty of accessing services some distance away in the major market and county towns is an issue, which requires Government support for rural and coastal bus services.*

## Delivery structures

12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

*12.1*
*The CCF has been very useful in helping unlock expertise for this small seaside community. The small size of our community means that we are unable to employ even part-time professional staffing and have extremely limited financial resources. Unlike their larger counterparts, small village communities must rely on the few Officers still employed by District and County Councils but these are increasingly stretched and the resources on which they can call become more limited by the day.*

*12.2*
*CCF funding enabled us to employ a consultant with excellent knowledge of the limited funds available locally, and to access these in the most efficient manner. He was able to perform some of the roles that in the past might have been fulfilled by District or County Council officers in accessing and coordinating a number of departments and budgets. We were not able to achieve all of the objectives of the original plan due to its cost implications but have still achieved much more than we would have had this expert consultant not been available to us.*

*12.3*
*The vital need for the project was identified by local people, and involvement of all the stakeholders through consultation and involvement in a steering group key to its success. It is an excellent example of how local communities, even small ones, are able to identify opportunities for regeneration opportunities and to help develop plans to address these, if the pathways to funding are laid out for them.*

*12.4*
*The consultant, funded by a small CCF grant and local fundraising, drew on the expertise of geomorphologists, architects, civil engineers and others to create a plan for the regeneration/protection of a badly eroding beachhead and for improving visitor access to it, leading to continuing enjoyment of the seashore, ensuring continued visitor spend in local businesses, and securing more protection for housing in the small seaside hamlet. The consultant was successful in securing the support of several District and County Council departments and was also able to bring a local holiday park business into the project and secure the generous participation of the owner of the beach, a private business.*

*12.5*
*The visitor experience has been improved by safer access to the beach and seafront and better signage and interpretation, protection from erosion has been greatly improved by sympathetic extension of existing sea defences, and road access will shortly be improved by the creation of passing places on a 1km stretch of single track, no through road, lane. A key (and most expensive) aspect of the project (a re-working of a turning circle at a road-head to bolster storm protection and protect local businesses from the collapse of the roadway) had to be dropped because funding could not be secured for it. Although a bid to CCF for capital funds was considered, this was not followed through because it was felt that the limited CCF funds we already had were better used in identifying budgets within District and County Councils and make successful bids to these on our behalf, rather than bidding to what we were sure would be an oversubscribed funding pot that would prioritise larger spends from bigger communities and because we recognised that the speed of spend required by the CCF would result in a bias for projects that*

*already had applications for planning permission granted or close to submission.*

*12.6*
*We believe that a fund for capital works should be available specifically for smaller seaside communities such as ours to call on. This fund should be capable of distribution without excessive bureaucracy and framed in a way that enables communities that lack the professional resources to bid for it. It should recognise that smaller communities will take longer to develop their projects, due to their lack of professional expertise and need to engage consultants. Larger towns, and even many smaller ones, have much more access to budgets that enable them to plan for and engage in capital projects.*

*12.7*
*In theory, District and County Council budgets are available to fund capital projects in the smaller communities they serve, but these budgets shrink year-on-year as the calls on them increase. Our experience shows that targeted funding does enable small communities to address at least some of the infrastructure problems that affect us, but more capital funding is needed.*

13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

*13.1*
*The seaside towns in our area do appear to display features of such a 'vision', with well-defined tourism offers alongside their social and economic strategies. However, the smaller seaside communities between these are being failed by their local District and County Councils, which no longer have either the necessary professional expertise or funds in sufficient quantity and are able to do little more than react to events.*

*13.2*
*We urge the Select Committee to give greater consideration to small seaside communities within any policymaking and encourage all agencies, national and local, to work with small seaside communities to develop strategies and funding initiatives to meet their needs.*

14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

*14.1*
*Smaller seaside communities need to be able to call on further funding, including that for capital projects. Our experience of the CCF has shown that such funding can act as the catalyst for community involvement in decision making about local needs. County Council budgets are increasingly stretched and smaller communities, unable to 'shout as loud' as their larger counterparts, are in danger of being left out of both national and local regeneration activity.*

*14.2*
*Any source of capital funding for small communities needs to recognise that they have little access to professional expertise in bidding for such funds, should minimise bureaucracy and allow projects that are able to develop over timescales of two to three years.*

## People and place

15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

See our response to Q16

16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

16.1

The example of Chideock and the project at its Seatown hamlet show that local people, when given the professional support and access to funding, can be successful in helping the regeneration of small communities. Without the support of the CCF, though, it is unlikely that anything at all could have been achieved.

16.2

The process of involvement of local people was, in summary:

a) small number of local people identified a need for improvement to the protection of, and visitor access to, the seashore
b) The Chideock Society, a village community group, gave its support along with the Parish Council and a steering group was established
c) a successful bid to the CCF for funding of a scoping exercise resulted in the appointment of a consultant who continued with the project to its completion
d) a stakeholder group, including residents, local government departments, businesses, landowners and interest groups, was convened
e) a plan for action was created and consultation with the stakeholder group and all local residents was undertaken in writing and public meetings
f) a bid for funding to the CCF was considered but rejected because of time constraints in achieving the necessary planning permissions and the likelihood of failure due to probable oversubscription to the fund
g) alternative sources of support for the final plan were sought
h) the steering group continued to monitor and encourage the project through to successful completion.

16.3

In summary, CCF funding enabled a consultant to be appointed to a project for a small seaside community who coordinated the work and budgetary spend of a number of contributors, including District and County Council departments, local business and landowners.

16.4 See also previous comments at Questions 8 and 9.

# Coastal Communities Alliance – written evidence (RST0029)

The Coastal Communities Alliance (CCA) welcomes the attention that the House of Lords are giving to Seaside Towns and Coastal Communities. The Coastal Communities Alliance is a collaboration of Coastal Local Authorities from around the UK seeking to drive long-term and sustainable socio-economic development for coastal communities, by providing a voice for socio–economic deprivation in coastal areas within Government and drawing together a wide network of resources / contacts for coastal authorities and partners

1. Coastal areas are full of enterprising individuals and communities, and it is important that the government helps those individuals and communities to improve the Seaside / coastal economy in which they live. However, because of simple facts of geography and population density, the challenges facing coastal communities can often be overlooked. Even more important is that the central policies should not hinder our coastal economy.

2. Throughout our response to this consultation we highlight that the most important way that Her Majesty's Government (HMG) can help create a strong future for the our seaside and coastal economy is to:

   a) Understand and recognise that there is an additional cost to delivering services in coastal areas, and without government support this additional cost can make coastal services non-viable

   b) Accept that seaside and coastal communities can be enterprising, taking action to support their growth and support policies that give coastal and seaside communities' freedom to take action that is appropriate.

   c) Recognise that the nature of the term 'coastal' varies from place to place and therefore to create a framework in which decisions are taken at the most appropriate level; there are different types of coastal areas, depending on how accessible they are from urban / rural areas. The Index of Multiple Deprivation remains a vital tool in distinguishing coastal towns.

## 3. Policy asks and next steps

The following recommendations build on the analysis throughout this paper. Four areas have been identified by the CCA and suggestions are made in relation to both policy asks and the future development of how the CCA itself can integrate and support Government in national policy change

### 3.1 Coastal Industrial Strategy Toolkit

Coastal areas lead a piece of work to develop some guidance in relation to coastal issues that can be used in each locality to inform the development of local industrial strategies. Key elements to consider include:

- **Innovation:** How can we support businesses on the coast to be more innovative? Are there clusters based along the coast that would benefit from engagement with universities and other research bodies?
- **People:** How might emerging policy to develop technical education address coastal skill shortages? Is there scope to pilot the delivery of high quality training courses based around seasonal term times?
- **Business:** Whether there are opportunities for Sector Deals in key coastal industries such as tourism and retail. What support can Government provide to help the coast attract and retain inward investment? What positive support should be put in place to enable business to adapt to ongoing coastal change, as opposed to one-off severe weather events?
- **Infrastructure:** Are there innovative solutions for addressing the peripherality of coastal areas (both physical and virtual)? Can coastal defences be established as an important part of the local infrastructure, which protects jobs and prosperity?

## 3.2 What works in Coastal Areas?

3.2.1 The Government aim of rebalancing the economy first emerged in the Coalition – although the UK's economic imbalance has of course been a well know problem for much longer than this. However, to date policy interventions have largely focused on the North-South divide (Northern Powerhouse) and often the main focus has been on big cities outside of London. There is growing recognition about the need to develop new solutions for other areas and this provides a new opportunity for coastal areas but is important to recognise the emphasis on developing ground up development of solutions – not waiting for something from National Government.

3.2.1 This places ever more importance on the need to know what works. The issue of a lack of evidence about what interventions have long-term impact, highlighted in the 2007 Select Committee report, remains to a large extent. CCA have played a key role to collate and share practice amongst its members and the Coastal Communities Fund has funded a significant number of projects across coastal areas. It is recommended that a meta-analysis should be undertaken to look across this work and draw together conclusions about what works.

## 3.3 Future Funding Opportunities

New positions need to be developed across a number of funding streams. Key considerations include:

> **3.3.1 Coastal Communities Fund:** The single outcome the CCF seeks to achieve is creating sustainable jobs and safeguarding existing jobs (HMG, 2016). Given the analysis that with record employment levels and 55% of UK people in poverty are in working families it might be time to consider broadening this aim to include a focus on career opportunities and pathway jobs. How can the CCA work with Government to support a review of the CCF, keeping a clear focus on strategic economic development, and set in case clear parameters for the development of the fund post 2020 (links to the what works point above).

**3.3.2 Alternative sources of finance**: How the CCA can help Government champion the combined impact of private sector investment; aided by a suite of public resources such as CCF, RGF, TSB, and Assisted Area incentives. Coordinating how the use of all potential resources in a coastal area can be brought about to help create what Big lottery define as vibrant communities.

**3.3.3** UK Shared Prosperity Fund: How can Government influence the future post European funding, with the recognition that not all coastal areas fit funding moulds? For example, ERDF funding didn't support tourism or retail, both of which can be fundamental in the economy of a coastal town, flexibility needs to be in built into national funding programs.

## 3.4    Partnership working

3.4.1    **Cross Party Group (Coastal MPs)** working on coastal issues has been a central aim of the CCA since the beginning with the establishment of the Cross Party Group (Coastal MPs) seen as a major success. It has been identified that the Group should be re-established and that renewed efforts should be made to coordinate work across key coastal organizations as well as Government. It is recommended that the CCA should develop its position as the voice of socio-economic deprivation in coastal areas and a key coordinator of organisations working on this issue. The planned Coastal Spring Conference could be a focus for this activity acting as a focal point to bring together key organisations (e.g. MHCLG, LGA Coastal SIG, British Destinations (formally BRADA) as well as new stakeholders.

## 4    Background and understanding
**What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

4.1 Whilst it is fair to say that the socio-economic factors described below feature in other areas seeking to tackle decline it is the **peripherality** of coastal communities that both intentifies the impact of these factors and potentially limits the range of appropriate interventions. This situation is often made more acute by poor infrastructure and transport connections. And it can be difficult to make the case at national level for significant investment given the dispersed nature of these communities and the overiding driver to focus on areas most likely to grow.

4.1.1    **Peripherality**: the physical location of coastal communities limits connectivity and means that they are particularly susceptable to environmental change

4.1.2    **Employment**: is often low-skilled, low-paid, affected by seasonality whilst residents can find it more difficult to take up opportunities that require a commute

4.1.3 **Demography**: in-migration of older people and out-migration of younger people is causing a significant demographic imbalance

4.1.4 **Education and skills**: challenges across all levels of the education and skills system are affecting low educational attainment

4.1.5 **Social deprivation and instability**

4.1.6 **Enterprise**: there is often a limited pool of entrepreneurs lack of business development and growth and fewer opportunities for economic diversification

Service delivery: more costly and some areas experience difficulty in attracting/retaining professional staff, eg teachers, doctors.


**5. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

5.1 Whilst research and studies have been carried out over the years on the issues and opportunities of seaside / coastal communities the evidence base is dated and inconsistant with the defintion of "coastal"  Examples of robust analysis come from evidence such as

- Cave B, Health, Wellbeing and Regeneration in Coastal Resorts. In J.K. Walton and P. Browne (eds) Coastal Regeneration in English Resorts. Lincoln: Coastal Communities Alliance (CCA, 2010)
- Coastal Communities Alliance, Coastal Regeneration in English Resorts (2010)
- Depledge et al, Future of the Sea: Health and Wellbeing of Coastal Communities (Government Office for Science, 2017)
- Report of the Communities and Local Government Select Committee on Coastal Towns (2007)
- The Seaside Economy – Beatty and Fothergill, Sheffield Hallam University 2003Worth referencing the Sheffield Hallam reports on benefits, proportion of tourism-related employment, etc.

5.2 The Government aim of rebalancing the economy first emerged in the Coalition – although the UK's economic imbalance has of course been a well know problem for much longer than this.  However, to date policy interventions have largely focused on the North-South divide (Northern Powerhouse) and often the main focus has been on big cities outside of London.  There is growing recognition about the need to develop new solutions for other areas and this provides a new opportunity for coastal areas but is important to recognise the emphasis on developing ground up development of solutions – not waiting for something from National Government.

5.3    This places ever more importance on the need to know what works. The issue of a lack of evidence about what interventions have long-term impact, highlighted in the 2007 Select Committee report, remains to a large extent. CCA have played a key role to collate and share practice amongst its members and the Coastal Communities Fund has funded a significant number of projects across coastal areas.  It is recommended that a meta-analysis should be undertaken to look across this work and draw together conclusions about what works.

## 6    Housing and demographics

**To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

### 6.1 Affordability

6.1.1    The availability of cheap rental housing maintains a transient population that can be very disruptive in schools. The ready-supply of houses in multiple occupation (HMOs) and care homes, converted from hotels and guesthouses, can result in vulnerable people from other areas being placed in coastal areas (CLG Select Committee, 2007).

6.1.2    Many coastal areas have relatively low land values, which mean that owners have limited incentive to bring them forward for development and are happy to land bank.

The withdrawal of Private Sector Housing Renewal programmes has impacted adversely on coastal towns and previous programmes to enable renovation and conversion eg to flats have had a positive effect when combined with measures to support landlords and tenants. There is a need for housing in coastal areas to support economic growth, but some Seaside communities / coastal towns face the particular challenge of flood risk in areas of low land values. Development in areas affected by flood risk must incorporate the necessary flood defences, such as raising the build platform. This increases the cost of developing, lowering residual values and rendering schemes which have low land values and low sale prices unviable.

6.1.3    The higher build costs to provide for flood mitigation are no greater on the coast than in high flood risk affected cities or locations affected by fluvial flooding, but such costs are more easily met in stronger housing markets. It is the combination of low land values, low sales values and higher costs in Coastal areas has meant that intervention is required to deliver affordable housing schemes which would otherwise have been unviable.

**7. Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

7.1 In a sample of 274 coastal communities (England and Wales), 20 per cent of the population were aged 65 years or over (compared with 16 per cent nationally) Coastal local authorities are projected to be most affected by an increase in the proportion of the oldest population group over the next 10 year period (2011 census – Office for National Statistics 2014).

7.2 As the recent Government Office for Science report reflected, the seaside is an aspirational destination for retirees, a phenomenon contributing to the rapidly aging profile of coastal populations in the UK and elsewhere (Depledge et al, 2017) - 65 percent of people aged 65 or over retiring from London moved to coastal local authorities (Pennington 2013). Coastal communities are also experiencing outward migration of young people, and the inward migration of transient workers attracted by seasonal employment opportunities. The transient workforce has resulted in primary schools in some areas experience up to 30-40 per cent turnover of pupils within a school year (Lancaster City Council 2006). As the 2007 Select Committee report concluded this can place significant additional demands on public services, particularly health and social care (CLG Select Committee, 2007)

7.3 Again creative solutions will be required to deliver regeneration that reconciles the needs and desires of older and retired residents with attempts to build new markets and rebalance the demography. There will likely be untapped opportunities from the older population. For example, research shows that older people, including those approaching or over state pensionable age, want to remain economically and socially active. There is also evidence to suggest that older people are more successful in starting and sustaining a new business than their younger counterparts (CCA, 2010).

7.4 The availability of cheap rental housing maintains a transient population that can be very disruptive in schools and as highlighted previously, the ready-supply of houses in multiple occupation (HMOs) and care homes, converted from hotels and guesthouses, can result in vulnerable people from other areas being placed in coastal areas (CLG Select Committee, 2007).

7.5 Similarly, the ageing coastal population and the influx of summer visitors can make considerable demands on medical and social services, as indeed do higher teenage pregnancy levels, high numbers of benefit claimants, and established coastal worklessness. The additional demands placed on coastal public services can be further compounded by the difficulty of recruiting public and private sector professionals in many coastal areas (CCA, 2010). It is perhaps no surprise then to find a pattern of high deprivation levels around the English coast.

7.6    Compounding the effects of coastal deprivation is the local authority funding formula that does not cover the costs generated by transient populations, looked-after children, mental health issues, homelessness, housing benefit dependence and worklessness. Overstretched service budgets can undermine efforts and the resources available for community engagement, developing attractions, stimulating business growth and engaging in the costly uncertainty of inward investment promotion

**8.    Transport and connectivity**
       **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

8.1    Transport investment can make an area more attractive to investors, which can increase investment and employment in an area. This can both include the attraction of new investors to the area and the retention or expansion of existing business. This only makes a contribution to national economic growth if the investment is from an international/globally mobile source, or alternatively it substitutes for imports. Domestic investment may make a contribution to growth at a local level, but will not make any contribution to national economic growth because it is displacing activity from another part of the country. These are referred to as 'induced investment' effects in WebTAG guidance. Transport investment can reduce unemployment and inactivity by reducing commuting costs and making job opportunities easier and cheaper to access. This creates larger labour markets, resulting in better matching of firms and workers and reducing job search times.

8.2    Connecting communities is essential to provide equality of opportunity and access to increasingly digitised services. It provides the ability for products to be accessed and developed and for those places to reduce traffic flows and become more sustainable.

8.3    Visitors require quality broadband to enhance their experience and access work flexibly: especially with the trend to and opportunity of shorter holiday breaks.

8.4    With the continued expansion of the digital era, we are seeing more and more facilities and services coming via the internet. The requirement to be able to access a good broadband speed at any time is becoming more and more critical as time goes on.

8.5    In terms of business growth, a lack of a workable broadband connection severely restricts the ability of business to connect with customers and suppliers. We are seeing what effectively amounts to a structural change in the role of the High Street and the impact, for example, on the retail sector of internet shopping and trading. Modern businesses need to tap into this huge pool of opportunity and access to the digital environment is essential. 'Town centre' functions in coastal towns are often split between the town centre and the seafront and this makes the type of measures advocated to

support the diversification of town centres, eg better parking, public realm improvements, more costly to achieve.

8.6 Access to good internet connectivity also drives innovation and collaboration and the inability to effectively engage online is highly restrictive to business and subsequent growth. More mundane issues such as the ability to access online banking and payment systems are also inhibitors to business growth, especially where smaller coastal towns have suffered the complete withdrawal of bank branches.

8.7 Local authorities should be able to raise capital through alternative routes, including capital markets, in order to generate infrastructure investment (Symons and Leslie, 2009). The regeneration potential of investment in sea defences remains an opportunity. And creative thinking is needed to both develop and make best use of digital infrastructure in a way that will be different to the approach taken in cities.

8.8 Whilst Fibre To The Premises (FTTP) is very clearly the optimum solution, it must be that current Government aspirations of 100% FTTP coverage by 2033 is both a long way off and more importantly, highly unlikely to come to fruition in very remote areas. In order to overcome the widening Urban-Rural gap, Government need to urgently consider how best to carry on the urban/sub-urban deployment of FTTP and continue to incentivise Private investment into that area, whilst at the same time, identify and fund the rapid improvement of rural connectivity. Whilst FTTP is the obvious answer to everyone's connectivity and should be the ultimate goal, there is an urgent need to rapidly improve the rural position.

8.9 It is suggested that Fixed Wireless will provide a very flexible and timely solution to these areas and then with the growth of 5G, a more robust and future proof solution can be provided.


9. **The role of the visitor economy**
**How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

9.1 Tourism**:** is of particular importance to coastal communities; employing over 250,000 people across 150 seaside resorts, with seaside tourism revenue estimated at £17 billion. Associated economic and wellbeing benefits are particularly significant to more-remote communities.

9.2 In its 2010 Handbook, the CCA suggested that one of the key tests for resort regeneration, especially in smaller resorts, would be the ability to generate niche markets based on demography, leisure, risk, authenticity, history, culture, design and the environment. Growth in coastal areas will look different and the opportunities for growth will not necessarily surface through an approach that seeks to identify leading UK sectors.

9.3 As the Government Office for Science found, there is a risk that many potential growth sectors may not be based in coastal areas. There is potential for high-value-added activities associate with, for instance, marine renewable energy, blue biotechnology and marine technology to remain in urban hubs, with minimal increases in the labour force in coastal communities (Morrisey, 2017). Port infrastructure, small labour pools, and greater distance to central markets could mean that larger companies will continue not to invest in coastal areas. This would prevent the development of local, small and medium enterprise-based supply chains in coastal settings (Depledge et al, 2017

**10. Physical regeneration**
**Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?**

10.1 There needs to be greater visibility, coordination and engagement by Government on any specific policies or investment strategies for coastal communities. There also needs to be greater recognition of the different solutions that are appropriate for failing and flourishing coastal communities;

10.2 On a national scale, bidding opportunities for economic growth (such as Growth Deals administered through LEPs) tend to be targeted towards large scale interventions and therefore inappropriate for smaller seaside towns which cannot demonstrate the level of economic return in direct competition with larger urban areas;

10.3 Other targeted investments for coastal communities tend to be small scale (e.g. LEADER, Coastal Community Teams, Coastal Revival Fund, Big Lottery) supporting delivery of community-led projects. This can restrict the ability of local partners to develop more strategic investments towards visitor infrastructure and related areas (such as transport and the natural environments) that would more positively influence national productivity;

10.4 Funding formulas for the provision of key services in coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in rural / peripheral communities. Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

10.5 Agree a clear agenda and investment plan setting out long term flood protection. This will lead to developer certainty and provide the Coastal area with a template for its future economic development.

10.6 Increase capital infrastructure funding to top up statutory Environment Agency funds for coastal defence. This would support a move towards designing and implementing new physical structures which can support diversified economic activity;

**11. Social and economic regeneration**
**What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

11.1 Significant investments in access to and the range of further education available for coastal learners and businesses - enabling employers to meet their skills needs as well as increasing the aspirations of young people;

11.2 Establish a national Sector Skills Council for the Visitor Economy to address specific training and recruitment challenges. It should also recognise the importance of a skills ladder which includes entry level skills, customer care and a high number of managerial skills which are transferrable to other situations;

11.3 Provide a new model for delivering coastal apprenticeships, so that the main training occurs during the closed season and on-the-job training occurs during the peak season.

## 12 What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

12.1 **Resilience and local commitment:** While comparatively small in number, there is evidence of innovative business models and ideas all along the coast. In addition, there is strong evidence that local businesses tend to be as (if not more) resilient than larger organsiations. The commitment of local enterprise owners to their locality should not be underestimated. These green shoots should be understood and encouraged (Wood Holmes and Optimal Economics, 2012).

12.2 In many resorts the key sectors are sea-based, diversification has proven to be difficult and business are often particularly susceptible to environmental change (Wood Holmes and Optimal Economics, 2012). The Government Office for Science report provides a helpful overview:

12.3 Tourism: is of particular importance to coastal communities; employing over 250,000 people across 150 seaside resorts, with seaside tourism revenue estimated at £17 billion. Associated economic and wellbeing benefits are particularly significant to more-remote communities.

12.4 Fishing: in some coastal regions, the fishing industry (including aquaculture) provides up to 20 percent of jobs (Marine Management Organisation 2013). Declines in the industry, shifts in populations and other pressures (such as the rise of second-home ownership) have threatened the social stability and wellbeing of those communities which are dependent on fishing.

12.5 Marine services: other industries, such as marine services, dominate some communities. Oil and gas production is the highest value marine industry in England, and one of the largest contributors to gross domestic product. However, total UK oil and gas production peaked in 1999 and has since declined. A key challenge will be the extent to which the associated skills base in these communities can be transferred to the marine renewables sector.

12.6     At the same time, peripherality, a weak employment market, demographic imbalance, low skill levels and high levels of deprivation have been found to inhibit new business development. Coastal areas often have lower levels of business start-up and development activity – and work in this area has previously found insufficient commitment, enthusiasm and active involvement from local private enterprises (CCA, 2010).

12.7     As with other issues, a different approach is needed on the coast in order to generate new forms of enterprise. In its 2010 Handbook, the CCA suggested that one of the key tests for resort regeneration, especially in smaller resorts, would be the ability to generate niche markets based on demography, leisure, risk, authenticity, history, culture, design and the environment. Growth in coastal areas will look different and the opportunities for growth will not necessarily surface through an approach that seeks to identify leading UK sectors.

12.8     As the Government Office for Science found, there is a risk that many potential growth sectors may not be based in coastal areas. There is potential for high-value-added activities associate with, for instance, marine renewable energy, blue biotechnology and marine technology to remain in urban hubs, with minimal increases in the labour force in coastal communities (Morrisey, 2017). Port infrastructure, small labour pools, and greater distance to central markets could mean that larger companies will continue not to invest in coastal areas. This would prevent the development of local, small and medium enterprise-based supply chains in coastal settings (Depledge et al, 2017).

12.9     The CCA has tracked and evaluated interventions to support enterprise and diversify coastal economies since its beginning. Findings to date include:

**12.9.1      A lack of access to finance and funding:** The remoteness of many resorts and their distance from main centres of population and business has resulted in a lack of private sector investment in basic employment infrastructure (CCA, 2010). The New Economics Foundation recently suggested that Government should encourage a more diverse network of local and regional banks to channel investment into sound local businesses (NEF, 2017).

**12.9.2      Resilience and local commitment:** While comparatively small in number, there is evidence of innovative business models and ideas all along the coast. In addition, there is strong evidence that local businesses tend to be as (if not more) resilient than larger organsiations. The commitment of local enterprise owners to their locality should not be underestimated. These green shoots should be understood and encouraged (Wood Holmes and Optimal Economics, 2012).

**12.9.3      Exclusion from ERDF funded development support:** Many of the business types that dominate the business scene on the coast are either tourism or retail based. These are both business sectors that are expressly

excluded from other business support funding e.g. from the EU. Added to this real barrier is the perception of many coastal businesses that they are missing out on publicly funded business support, partly due the ERDF issue. This perception in itself can be a barrier to their engaging with programmes (LCC, 2015).

**12.9.4** **A bespoke approach:** a locally owned and tailored approach should seek to tackle, locally, challenges such as: supporting programmes that respond to Digital Reluctance, low ambition and capability. local independent (and often isolated) retailers reluctant to invest in their own skills-base and their business development potential. Taking into account seasonal start-stop coastal economies that make programme like Apprenticeships, Business Start Up more challenging (LCC, 2015)

12.10 Yet there is still much to be done in order to understand the different pattern of enterprise on the coast as well which interventions really make the difference over the longer term. Without access to such evidence, there is a danger that programmes are supply-led rather than demand-led.

**13.** **Education, health and wellbeing**
**Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

13.1 The reasons for patterns of comparatively low education attainment in coastal areas are of course complex and multi-faceted. Some of the features include:

- a transient workforce resulting in primary schools in some areas experience up to 30-40 per cent turnover of pupils within a school year
- there is often a lack of further education and a tendency for colleges to provide lower lever qualifications NVQ1 / NVQ2 in hospitality and catering, without offering managerial / professional qualifications
- access to higher education is limited – both in terms of the presence of a higher education institution in some coastal areas but also the ability of local residents to commute in order to access higher education. Universities report that they see this barrier during outreach activities. It can be difficult to build up relationships with schools in these areas due to the number of issues they are already tackling and at the same time it can be difficult to persuade potential applicants from remote coastal communities to travel to open days and in order to see what the university experience could be like.
- a lack of employment opportunities and investment in skills development
- a mismatch between the demand and supply in education and training provision
- many jobseeker allowance claimants have predominantly low-skill manual experience and no formal qualifications
- in-work professional development needs to adapt to peak and low season patterns of employment

13.2 These features put coastal communities further at risk of being left behind considering the impact of technological change which is already affecting the nature of work across the UK. The recently published IPPR Future Proofed Report predicts that how we work will change radically in the 2020s. "Technological change will not displace human labour, but it will lead to significant changes in the tasks we undertake, with a greater emphasis on problem-solving, creative work and interpersonal skills over routine and manual tasks. This will polarise what people do – different jobs will lead to ever more different lives" (IPPR 2016).

13.3 This goes to the heart of the goal to create and economy for all – how do we increase productivity and global competitiveness within further widening the gap between those who benefit and interact with globalisation and technological change, and those who don't? Skills are central to this; to stay competitive we need to ensure that businesses are able to access the skills they need. Employees that will need to be ever more adaptable as the pace of global change accelerates. Skills providers and educational institutions will need to work in close partnership with employers and key sectors to jointly identify how best to deliver against future skills needs. This is true across the UK and is a central focus of the Government's Industrial Strategy. Given the acute issues of low skill levels in coastal communities this should be a central concern.

**14. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

14.1 In a sample of 274 coastal communities (England and Wales), 20 per cent of the population were aged 65 years or over (compared with 16 per cent nationally) Coastal local authorities are projected to be most affected by an increase in the proportion of the oldest population group over the next 10 year period (2011 census – Office for National Statistics 2014).

14.2 Funding formulas for the provision of key services in coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in rural / peripheral communities.  Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

14.3 Review funding for related sectors (e.g. NHS) to ensure that those in poor health are supported to remain in or return to the workforce and that we can recruit and retain core professions. Economic wellbeing is a proven protective factor in people's health and wellbeing- but if the workforce is too unwell to work, the economy won't thrive; and;
- Ref: "Living in Seaside Caravans" – C Beatty Sheffield Hallam University 2013
- Ref: The Caravan and Chalet Park Review – East Riding Yorkshire 2009

**15. Delivery structures**

**What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

**15.1 Coastal Communities Fund**

In 2012, the UK government's Coastal Communities Fund (CCF) was launched to support 'coastal communities that are able to use their assets (physical, natural, social, economic and cultural) to promote sustainable economic growth and jobs'. The initiative, administered by the Big Lottery Fund, reinvests some of the profits made from coastal and marine assets, managed by The Crown Estate, back into the communities closest to them. Since 2012, it has awarded grants to 218 organisations across the UK to the value of £125 million, and this funding is forecast to deliver over 18,000 jobs UK-wide, and help attract over £240 million of additional funds to coastal areas.

15.2 In 2015, the government announced that the CCF will be extended to 2021 with at least £90million of new funding available. Also in 2015, the UK government supported the creation of 118 Coastal Community Teams in England – bringing together local residents, business, and councils. The teams were tasked with coordinating regeneration projects in their area and helping to shape bids for the Coastal Communities Fund and were given priority within the bidding process for the CCF.

15.3 However these targeted investments for coastal communities, whilst welcome, tend to be small scale (e.g. LEADER, Coastal Community Teams, Coastal Revival Fund, Big Lottery) supporting delivery of community-led projects. This can restrict the ability of local partners to develop more strategic investments towards visitor infrastructure and related areas (such as transport and the natural environments) that would more positively influence national productivity;

15.4 Some coastal areas have received limited investment through the Coastal Communities Fund, despite having some of the UK's leading coastal resorts and significant investment in off-shore wind farms. Again, there needs to be greater consideration of the relative impact of bids to local areas, rather than assessing all applications on a national scale (especially with estuary areas, as well as coastal communities eligible to apply for funding); LEPs need to be able to support the development and implementation of phased infrastructure and public realm improvements and offer support for private sector development, which recognises that the scale of the viability gap may be different or greater, and that development will not be focused on grade A office accommodation, etc. Public sector asset rationalisation is also having a visible impact on many coastal towns, with surplus hospital and other accommodation. The One Public Estate programme could provide additional resources for coastal areas.

**16. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government**

**departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

16.1   The critical definining feature for coastal communities is that they are on the edge of this island.  Much analysis of this has focussed on the limitations of a 180 degree hinterland given that the boundaries of Coastal Communities include a foreshore. This geographical fact means that coastal communties experience the impact of environmental changes including coastal erosion, flooding and marine pollution whilst seeking to overcome reduced access into other markets and opportunities inland, but there is no one definition of a Coastal / Seaside Town

16.2   The  socio-economic factors described throughout this report feature in other areas seeking to tackle decline but it is the peripherality of coastal communities that both intentifies the impact of these factors and potentially limits the range of appropriate interventions. This sitution is often made more acute by poor infrastructure and transport connections. And it can be difficult to make the case at national level for significant investment given the dispersed nature of these communities and the overiding driver to focus on areas most likely to grow, so a national vision / strategy is required.

16.3   As the CCA's Handbook to Coastal Regeneration in English Resorts found back in 2010, the distinctive blend of these issues in coastal areas requires new thinking and creative solutions are required (CCA, 2010). This remains the case and should continue to be a central focus for the work of the Government A. For example, the suggestion made by Symons and Leslie that local authorities should be able to raise capital through alternative routes, including capital markets, in order to generate infrastructure investment is still worth investigating (Symons and Leslie, 2009).  The regeneration potential of investment in sea defences remains an opportunity. And creative thinking is needed to both develop and make best use of digital infrastructuce in a way that will be different to the approach taken in cities.

16.4   The development of a Coastal Industrial Strategy Toolkit. Coastal areas lead a piece of work to develop some guidance in relation to coastal issues that can be used in each locality to inform the development of local industrial strategies

16.5   What works in Coastal Areas? The Government aim of rebalancing the economy first emerged in the Coalition – although the UK's economic imbalance has of course been a well know problem for much longer than this.  However, to date policy interventions have largely focussed on the North-South divide (Northern Powerhouse) and often the main focus has been on big cities outside of London.  There is growing recognition about the need to develop new solutions for other areas and this provides a new opportunity for coastal areas but is important to recognise the emphasis on developing ground up development of solutions – not waiting for something from National Government.

16.5.1 This places ever more importance on the need to know what works. The issue of a lack of evidence about what interventions have long-term impact, highlighted in the 2007 Select Committee report, remains to a large extent. CCA have played a key role to collate and share practice amongst its members and the Coastal Communities Fund has funded a significant number of projects across coastal areas.  It is recommended that a meta-analysis should be undertaken to look across this work and draw together conclusions about what works.

16.6 Partnership working - Cross Party Group (Coastal MPs) working on coastal issues has been a central aim of the CCA since the beginning with the establishment of the Cross Party Group (Coastal MPs) seen as a major success. It has been identified that the Group should be re-established and that renewed efforts should be made to coordinate work across key coastal organisations as well as Government.  It is recommended that the CCA should develop its position as the voice of socio-economic deprivation in coastal areas and a key coordinator of organisations working on this issue. The planned Coastal Spring Conference could be a focus for this activity acting as a focal point to bring together key organisations (e.g. MHCLG, LGA Coastal SIG, British Destinations (formally BRADA) as well as new stakeholders.

16.7 Growing interest in areas left behind means that there are a number of other organisations that the CCA should consider engaging with including: The New Economics Foundation, the What Works Centre for Local Growth, the RSA Inclusive Growth Commission, the Joseph Rowntree Foundation, the Social Mobility Commission (who have been working on a regional report and interested in issues along the coast).

**17 Are there fiscal or financial measures available which could help to support their generation of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

17.1 Future Funding Opportunities - New positions need to be developed across a number of funding streams.  Key considerations include:

17.1.1 Funding formulas for the provision of key services in coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in rural / peripheral communities.  Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

17.1.2 Coastal Communities Fund: The single outcome the CCF seeks to achieve is creating sustainable jobs and safeguarding existing jobs (HMG, 2016).  Given the analysis that with record employment levels and 55% of UK people in poverty are in working families it might be time to consider broadening this aim to include a focus on good quality jobs. How can the CCA work with Government to support a review of the CCF, keeping a clear focus on strategic economic development, and set in case clear parameters for the development of the fund post 2020 (links to the what works point above).

17.1.3      Alternative sources of finance**:** How the CCA can help Government champion the combined impact of private sector investment; aided by a suite of public resources such as CCF, RGF, TSB, and Assisted Area incentives.  Co-ordinating how the use of all potential resources in a coastal area can be brought about to help create what Big lottery define as vibrant communities.

17.1.4      UK Shared Prosperity Fund**:** How can Government influence the future post European funding, with the recognition that not all coastal areas fit funding molds?  For example, ERDF funding didn't support tourism or retail, both of which can be fundamental in the economy of a coastal town, flexibility needs to be in built into national funding programs.

## 18.     People and place
**What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

18.1    Whilst the concept of Coastal Community Teams, bringing together communities to develop a local economic plan brought together community engagement, their success has been varied and the impact / delivery of the plans varied, dependent upon membership and investment.

18.2    An evaluation of "what works" would be welcome and key outcomes and lessons learnt to feed into struggling teams a valuable tool for future initiatives.

## 19.     Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

19.1    The Coastal Communities Alliance was one of the first proactive partnerships that brought together local authorities to speak as one voice and to work together to identify solutions to unique coastal issues. The Select Committee Inquiry in 2010 was a success in raising the profile of the coast within government and led to the Coastal Communities Fund and a Coastal Team with MHCLG to work across departments.

# Mr Alexander Martyn Coltman – written evidence (RST0011)

## Background and understanding

1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

The challenges are multiple and complex. As a past chairman and current member of Bridlington Renaissance Partnership (though this is my personal submission), I have had in-depth knowledge of the issues over a period of approx. 25 years. The challenges I believe are common to many, if not all seaside towns across the UK and have developed for multiple reasons, over decades, though I comment only on those relevant to my home town of Bridlington, East Riding of Yorkshire. This town suffered the foreign tourism effect from the late1970s onwards, the second major blow arose as a result the miners' strikes of the 1980s, in our major catchment area. Wealthy mining families would come to Bridlington for several weeks in the summer period, though this mostly vanished as pits closed. Then we suffered severely from the collapse of the white fishing industry in the 1980s and 1990s – though we have recovered to become Europe's No.1 shellfish port. By the mid 1990s the town had already begun to fight back with the first of its regeneration strategies being developed.

2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

Speaking from Bridlington's perspective we have had tremendous support from our local authority (ERYC), who have been the lead partner in our regeneration strategies since the late 1990s. The LA has regularly sourced funding over many years to evidence the problems in detail, with robust analysis from many experts and consultants, then addressed the issues arising and consistently delivered projects and major schemes to mitigate the problems. This has been a very democratic process in Bridlington and covered all aspects of physical, social, educational needs and social mobility in the area – it has involved many individuals and local businesses contributing over the last 20+ years. The main conclusions have been developed into our Renaissance Strategic Development Documents, which have been regularly re-evaluated and updated over that period. Much has been achieved as a result. I believe we have no principal gaps in knowledge or understanding – we are working through the many complex issues highlighted and dealing with each one.

## Housing and demographics

3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

I believe all seaside towns have issues with HMOs, to a greater or lesser extent, depending on how the LA applies its planning policy. Again Bridlington has identified specific areas where there has been an attempt to reduce new HMOs developing from ex-seaside B&B accommodation. This has had some success but there is still understandable resistance from locals who believe it is still a major issue. The price of property also has a major effect here, as we have evidence that there is an increase in people moving to Bridlington from the south because the housing is much better value in Bridlington. As a result some areas of HMOs have improved in the most recent years, as people have bought up large 6/7 bedroom properties, previously HMOs or guest houses and turned them into large private homes or better quality apartments. Catchment area also has a dramatic effect on the type of person seeking to live in ex B&B accommodation. I believe Government needs to recognise more clearly that the pressure to convert to HMOs negatively affects seaside towns and skews the social balance of the population, putting extra pressure on amenities – healthcare / retail / affordable housing etc. Major incentives for landlords not to convert to HMOs would really help the local economy and the public's perception of seaside resorts as a consequence.

4. Do population transience, and demographic changes more widely, present any particular
issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

Population transience and demographic changes have a dramatic and unpredictable effect on seaside communities, some of which are related to the physical layout or wellbeing of a seaside town. Bridlington is very flat and therefore generally attracts a more aging and often less-able visitor and permanent population base. However the most recent National Census evidenced this was changing to growth from executive families seeking good quality housing and a better quality of life, but not necessarily working in the town - though the general perception is that of an aging town. The high unemployment rates associated with transience also put a huge extra burden on our seaside communities. The scale of change is hard to predict but the national census does provide us with evidence of change. Addressing these issues can only come from regular and robust assessment of local policy frameworks in planning / housing provision / retail development / healthcare provision / education provision and employment opportunity provision. This does happen in Bridlington and we respond accordingly. Sadly seaside towns are also often a magnet for  former prisoners sourcing low cost accommodation – again putting unfair strain on local resources.

**Transport and connectivity**

5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

Many seaside communities, by their very nature are isolated form larger conurbations or centres of major population. However some across the UK have far better road and rail infrastructure in place to encourage investment and visitors. The nature of the isolated seaside community is a double-edged sword – visitors like the peace and isolation but don't like the journey to get there! In Bridlington our nearest motorway (M62) is 47 miles away and in summer it still takes 60-75 minutes to get here, once you have left the motorway. There are no dual carriageways on our major roads. Similarly we are on the rail network but as a branch line from Hull or Scarborough and this lengthens the journey considerably. A direct rail link to York, via Beverley would dramatically improve this situation. Dualling sections of our trunk roads would also have a dramatic effect on clearing traffic back-ups, which deter visitors and investment.  The area's economy would respond and inward investment improve dramatically if this infrastructure was put into place. We have evidence that our distance from the motorway prevents retail and industrial investment in our area – as we cannot compete with the M62 corridor and Enterprise Zones. Moving more goods by rail instead of road would also help ease our overloaded road network. Digital connectivity here is relatively good and improving.

**The role of the visitor economy**

6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?

The visitor economy of seaside towns has become much more difficult to build, as they now compete with many thousands of new visitor attractions and cities across the UK which have reinvented themselves as visitor destinations. Seaside towns came into existence because the population needed to escape the grime and depression of the industrialised cities, but this has all changed. Locally we have our *DMO* based in Hull (35 miles away), which appears to do little for our local economy. *Welcome to Yorkshire* - our tourist board again feels very distant from Bridlington and locals feel Scarborough is favoured by *Welcome to Yorkshire*. Our own local authority *East Riding of Yorkshire Council* has been

much more proactive and supportive of tourism development in our local seaside resorts. In most recent times (3 or 4 years) the '*Staycation'* concept has certainly begun to turn around the perception that a stay in a seaside resort was a thing of the past. We have seen many more people visiting for longer periods and a developing niche market – for instance nature tourism and outward bounds / sports or health tourism. Our Renaissance strategy has also helped to deliver huge new capital investment in our leisure centre and major theatre and conference venues and other attractions – greatly extending the season. Coupled with urban realm improvements and a restructure of the holiday accommodation market we are now seeing the benefits throughout the year, not just in a short 6 week summer holiday period. Bridlington is becoming a year-round destination. In 2018 our first new major hotel for 80 years (Premier Inn) opened alongside several medium sized hotels which are developing. Seaside resorts must diversify and constantly re-invest to survive competition from so many new visitor destinations around the UK.

**Physical regeneration**

7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?

Speaking from local experience – we have been extremely lucky that our local authority is so switched on and proactive at accessing funding and delivering projects with regards our physical regeneration. However this has only been possible because of the ongoing partnership with passionate locals who regularly contribute to the process. We have had initiatives across the whole spectrum of regeneration, over the last 20 years or so. Several grant-aided business improvement schemes have all been over-subscribed. The local population has been invited at every stage to participate and contribute to regeneration plans and projects, firstly through the RDA (Yorkshire Forward) and now through the LEPs and locally to Bridlington through our ongoing Renaissance Partnership sub fora - which have real people making real decisions in close partnership with the local authority. More incentives are needed to encourage the owners of large traditional seaside properties to regularly maintain, upgrade and paint them. Visitors do come to experience the built environment and some property owners do let the town down. However the solution is already available for example in newly created apartment developments, as they require a service charge to be paid by tenants, which means regular maintenance is automatically scheduled in and the buildings never deteriorate. Currently we have a Heritage Lottery Funded scheme in Bridlington's town centre conservation area which is making dramatic improvements by restoring historical features and rebuilding some frontages. This is a major incentive for property owners but this needs to be ongoing. Currently the scheme only runs for 4 years. We have developed a 'design guide' to encourage property owners to think about quality and

enforcement would make a huge difference, if applied.

**Social and economic regeneration**

8.  What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

Social regeneration has been ongoing in our town since the initial creation of our regeneration strategy. The format has change over 20 year but social and economic regeneration is equally important to us as physical improvement. Without support and improvement in social and economic terms - the physical environment will soon deteriorate once again. Our strategy has given equal importance to accessing funds for 'soft measures' investment – upskilling / retraining / educational improvements / job access support / individual support for those on low incomes / creation of facilities and support for the homeless and underprivileged etc. These have all had equal precedence in our strategy. This has encouraged local churches and stand-alone enterprises to develop their own support facilities and services too. Social mobility and taking ownership of projects is the key to deep and long-lasting regeneration of an area. More can always be done and more funding would always be welcome, but I'm aware that well-targeted and specific funding has been accessed from a host of sources and has made a real difference to people's lives in socially-deprived areas of Bridlington. It isn't always Government's or the LA's responsibility – especially in economic hard times or during recent austerity. Other agencies / charities / lottery funds or foundations can help support these communities too.

9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

SME's, local businesses and social enterprises are making a real difference and more importantly they should show support and get behind their local communities, to help add value to Government initiatives on regeneration. This has most definitely happened in Bridlington, but we still need to keep up the pressure. We have seen private investment follow public investment across the town. However the process has been ongoing for so long that businesses change hands or new people move to the town to open businesses - we find that we need to regularly update on a) what has already been achieved and b) what is ongoing and still to be achieved, from our strategic plan and resulting masterplan.

**Education, health and wellbeing**
10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the

provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

Educational provision has historically suffered from pressure placed upon it in areas of deprivation within seaside towns and coastal communities. This has often meant lower standards of achievement and schools in Special Measures etc. Once again speaking from Bridlington – we have suffered this same situation in previous years. However with a huge £26M PFI initiative in the late 1990s and early 2000s Bridlington is now reaping the benefits of sustained investment in the physical fabric of schools and a very successful new vocational college. Standards have risen dramatically in recent years and we now have some of the best school achievements and league table places in Yorkshire. This has only been achieved through incredible support and concentration of resources and the way pupils have responded to the challenge and aspirations. As a school governor for 5 years at one of the previously failing senior schools, I have first-hand experience of the turnaround. All credit goes to the local authority East Riding of Yorkshire Council (ERYC) for recognising this through statistics – then enabling and encouraging it through the regeneration strategy.

**Education, health and wellbeing**

10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

I have little actual knowledge on this front, however the propensity of invalid carriages throughout seaside resorts must indicate there is an issue! Again resorts often began their lives as Spa towns, recognised for their health benefits and I do believe that the public still feel that sea air, the setting and the open aspect - help mental, physical and emotional well-being.

Education provision should always be the very best that can be afforded and provided, across the UK and seaside resorts should have the same levels of financial support as any deprived inner city borough. Positive change can only be achieved by great teaching provision and raising aspirations of pupils. Inspiring children to be proud of their local community isn't often easy but should be a priority. I do believe teachers, wherever possible should also be drawn from the local area in which they plan to teach, as this can only help bring about real pride in their local community - which is essentail for young people. Iconic buildings and structures / galleries / museums / local culture and investment in a seaside town can generate incredible local pride.

**Delivery structures**

12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

The CCF is rolling out in the area and is beginning to have impact. However I often feel that the wider community is completely unaware of such government

initiatives. Speaking personally - we generally hear about them through our various improvement forums. They can make tremendous difference in business confidence and investment but it is often only a small percentage of the population who are clued up on such grant schemes. Somehow they need to be made much more attractive and appealing to a wider audience. All previous similar grant schemes have been over-subscribed in Bridlington, which is very encouraging. Again ERYC have been really successful at sourcing and drawing down such grant funding, but they are also very successful at delivering outcomes. I believe these targeted initiatives are vital and should always be available as new need is regularly identified.

13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

A bespoke, local vision for any seaside town is absolutely essential and Bridlington is living proof. Our Renaissance Partnership scheme developed under the previous Regional Development Agency (*Yorkshire Forward*) and we have been delivering from that strategic vision and subsequent masterplan ever since its conception in 2001. However even before this scheme we had other smaller scale schemes, but they all relied on a vision for the future. It is there to inspire the local population and for us, has been extremely democratic. Many thousands of locals have been involved over the years. In fact I believe that seaside towns, which are often smaller than major cities and conurbations, have more chance of engaging the local population, because there is often much local pride and passion in seaside towns.

The LEPS now play a strong role in regional funding draw down, but I don't believe they provide the same level of opportunity for the local population to become involved – they appear distant to locals and even somewhat elitist. Though I do appreciate this is the current Government's way of delivering targeted larger-scale regional grant aid. ERYC is very well respected nationally - in drawing down targeted funds from such sources. The vision, combined with a well-founded evidence base from consultants and experts, then provides the need for targeted investment, avoiding funds being wasted or mis-spent. Firstly having the vision and the evidence base is the most effective way of targeting scarce funding resource. Our input groups in Bridlington are totally integrated, through our various regeneration fora and have been throughout the entire regeneration process. We are approaching the final stages of our vision and work

will be approaching completion in around 3-4 years, but over 20 years in the making!

14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

Business rate reductions would be one of the most valuable tools to aid the regeneration of seaside towns, when those targeted funds are invested. There are always pots of funding that can be accessed and a good local authority will be aware of what is available. However a Minister for Seaside Regeneration would really give a focus to the process. Physical fabric is often the most depressing aspect for seaside town image. The specific problems associated with extreme weather, salt, corrosion, damp play havoc with infrastructure and means a far higher percentage of maintenance is required. However the seasonality of resorts means this isn't often possible to sustain. Therefore grants for regular physical improvements / paintings / restoration in seaside architecture would really help change the public's perception of the British seaside resort. Again we have much evidence that this works locally but it needs to happen on a cyclical basis. Maybe through lottery funding or indirect sources? Seaside heritage and its protection is really desirable and will help deliver further investment.

## People and place

15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

Local people should always be involved as often and as much as possible – they must take ownership of schemes and form the vision, as we have in Bridlington. Community engagement should be easy, because of the pride element evident in seaside towns. People need to believe they can make a difference. Bridlington is a fine example of continued and proactive, relevant community engagement and close partnership working the Local Authority. And we are always happy to host other towns looking for inspiration!

16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

As above we believe we are a very good example of an integrated model of regeneration. There will always be those who do not wish to participate and prefer to criticise, but they have the same opportunity as everyone else to be involved and influence the process. We regularly work with the ERYC's press

office to help promote achievements through press coverage and positive marketing. Over the years we have had a very positive relationship with the press and as such had much local, regional, national and international publicity. Innovation is always key to success and complacency must not set in. Seaside towns must hold onto their vision and be determined to deliver it for the future.

# Rhiannon Corcoran – written evidence (RST0072)

Evidence provided by Rhiannon Corcoran, Professor of Psychology and Public Mental Health,

Institute of Psychology, Health and Society, University of Liverpool.

## 1. Background and Understanding.

### 1.1. Evidence Sources

The evidence provided in this submission comes from applied research, implementation and practice having a national focus but with particular reference to issues and developments in the coastal towns of the North West of England. Specifically, evidence sources referred to come from academic work conducted as part of one of three collaborative applied health and wellbeing research and implementation programmes:

- The Community Wellbeing Evidence Programme of the UK's What Works Centre for Wellbeing, a broad multi-disciplinary consortium led by University of Liverpool and funded by the ESRC with match funding from Government departments, referenced below as WWCW CWEP.
- The National Institute of Health Research funded Collaborative Leadership for Applied Health Research and Care, North West Coast, reference below as NIHR CLAHRC NWC.
- The Prosocial Place Research and Practice Programme that conducts primary research exploring the effects of places on mental health and wellbeing, aiming to provide an evidence-base to inform future place-making, regeneration and renewal for human flourishing.

### 1.2. Understanding the Issues Facing UK Coastal Towns

Our UK coastal towns have been in decline for decades. As time moves on the challenges that face these former successful resorts and spas become more intractable, with their effects engulfing more and more of the resident populations. Coastal towns tend to be characterised by an aging population of long-term residents or incoming retirees and a transient younger, marginalised group. These populations are themselves polarised but both are vulnerable.

The key issues effecting these towns are structural, systemic and political, consistent with understandings in public health of upstream determinants of health and wellbeing over which individuals and communities have little, if any, control. Profound health and wellbeing challenges resulting from aging, social drift and transience, insecure, low paid seasonal employment, skills gaps, poor quality and out-dated private rented accommodation, lack of community cohesion, resources and inadequate stewarding of the public realm. In particular, the chronic impact of these structural issues effect individuals' healthy life expectancy, with particularly high levels of both common and serious mental

health difficulties seen in coastal towns. Blackpool, for example, reports amongst the highest level of antidepressant prescription in the country. Maps of mental health drug prescribing are testament to the shift of mental distress out of our cities to our coastal towns. Some of this is due to 'social drift' where the most vulnerable make moves, typically enforced, to places where they can afford to be. Also contributory is the lack of opportunities that can support life satisfaction, self-esteem and self-efficacy.

While these structural issues are reasonably well documented and their effects on individuals well appreciated by public health academics and practitioners, addressing these unfair and avoidable health and wellbeing inequalities has proven intractable. The stubborn-ness of these problems is particularly evident in coastal towns as many of the approaches that public health practitioners might use to try to mitigate the effects of them on individuals and communities elsewhere are not as effective in coastal towns. These place-based 'sticking plasters' in the form of interventions aimed at improving active lifestyles, wellbeing, community cohesion and control cannot adhere for long enough in coastal towns to enable healing through embedded local involvement because key constituents are transient – an incoming and often highly challenging younger population and aging long-term residents.

The evidence on interventions that can improve community wellbeing is set out below in a way that is mindful of this very particular contextual issue. Without national policy to halt the continuing influx of individuals whose needs make them a drain on, rather than an asset to, the local economy and, without more strategic level programmes that will re-establish coastal towns as attractive places for families to live, any positive effects of locally-based interventions or initiatives will struggle to sustain.

### 1.3. The Record of Prior National Policy

While the Coastal Communities Fund, administered by Groundwork Trust on behalf of MHCLG, established following the House of Commons Select Committee Inquiry into Coastal Towns in 2007, can claim some local successes, it has not addressed the systemic, socio-political issues that rest at the heart of coastal town plight. However, with sustainable funding sources supporting new businesses and projects aiming to draw in the efforts of public, private and voluntary sector to address the lack of resources, it is probably too early to tell if long-term beneficial effects will result for coastal communities. Amongst notable local projects supported are the Jurassic Coast volunteer network; the foot and cycle bridge across Morecambe Bay in Arnside and Margate High Street's Art Fabrication laboratory. However laudable, these initiatives are most likely to benefit those who are, in relative terms, already doing quite well while leaving the most vulnerable still languishing. Furthermore, and quite understandably, many of the projects funded by the Coastal Communities Fund are aimed at improving the visitor experience in order to re-invigorate the tourist economy. The philosophy being that residents of coastal towns will benefit via 'trickle down' through seasonal jobs, notoriously low paid and unreliable. What seems to be missing here is a serious consideration of how these funded projects can address the endemic health and wellbeing inequalities of coastal town residents.

More strategic programmatic direction that includes concerted effort to involve meaningfully local communities in the planning and consideration of proposals would go some way to address this critical gap.

One tactical development is the National Coastal Communities Alliance established and administered by Lincolnshire County Council. In recognition of the shared challenges that characterise coastal towns, the vision is to offer a joint, united voice for coastal communities. There is common purpose here that, through the shared vision and a joined-up collaborative working approach, has the power to effect systems change. In their support of Coastal Community Teams, we may expect more grounded initiatives that reflect and so, address the lived experience of coastal communities. Continued support of these 146 coastal community teams will be important if positive change is to be affected in Coastal Towns. Linking up with local anchor institutions including the knowledge resource of universities and colleges, third sector providers and SMEs will help to insure sustainable resource wealth within the local economy.

## 2. Coastal Homes

### 2.1. Health, Wellbeing and Housing

The quality and condition of private rented accommodation as well as tenure arrangements are significant issues in coastal towns where former Victorian Boarding Houses, Hotels and B&Bs have been converted into HMOs and have typically fallen into disrepair. Evidence suggests that this type of living arrangement is associated with social isolation and the experience of loneliness (e.g. Lauder and Sharkey, 2004; Routasalo et al, 2006; Fleming, 2007). Smith (2012) asserts the national implications of HMOs for community cohesion and the presence of low quality residential environments drawing on an in-depth case study of Central St. Leonards, Hastings.

Data collected as part of the [NIHR CLAHRC NWC Household Heath Survey](#) reinforces the importance of housing quality for both physical and mental health where questions about satisfaction with living accommodation are amongst the strongest predictors of both self-reported mental and physical health (e.g. Barr et al. in preparation). Supporting evidence is available in the findings of a [Housing and Wellbeing scoping review](#) conducted by WWCW CWEP where inadequate temperature and heating, the presence of mould and allergens were emphasised as robust determinants of poor health and low wellbeing.

### 2.2. Policy that can improve wellbeing for those suffering Housing Insecurity.

A recent systematic evidence review released in May 2018 conducted by WWCW CWEP focussed on [housing policy that is most effective for improving wellbeing](#)

for the most vulnerable. It found promising evidence that solutions implementing Housing First can have positive effects on the wellbeing of those suffering housing vulnerability but social isolation and loneliness can become issues if additional social support is not offered. Schemes that implement a Recovery Housing approach through a peer-support abstinence model can have additional wellbeing benefits by tackling issues of multiple complex needs. These approaches can have important additional positive effects for the wider community by reducing incivilities emerging because of substance use difficulties, for example. However, the limited economic evaluations, that were not all directly relevant to the UK context, suggested that these policies might not prove cost effective, in spite of evidence indicating improvements to life satisfaction.

Blackpool is addressing the issue of housing quality at policy level in the Blackpool Housing Strategy 2018 with goals, that central government could support via changes in legislation, enforcement and investment. The strategy includes delivering high quality conversions through the work of 'My Blackpool Home' which buys up failing HMOs and guest houses in the town. It promotes higher letting standards in the private sector through new approaches to licencing and training and includes 'help to buy' initiatives. The strategy will support lobbying for benefit changes to introduce a Blackpool Local Housing Allowance rate, linked to quality standards.

## 3. Physical Regeneration

### 3.1. The Wellbeing Effects of Disadvantaged Communities

Sensitive physical regeneration is critical to improving the prospects of the UK's coastal towns in order, not only to catalyse economic regeneration by attracting business to locate in these towns, but also to benefit the mental health and wellbeing of the community. Research conducted by the Prosocial Place Programme (Corcoran et al., 2017 and 2018) and in the USA by Wilson and colleagues (2011) has shown that people's behavioural choices are determined by the environment within which they are operating such that cues to disadvantage tend to make people less cooperative, making community cohesion less likely to establish. Furthermore, threat anticipation is heightened in these contexts, an effect likely to be more profound for those already suffering depression, anxiety or suspiciousness. On top of this, cues to wealth or higher level of resources in a place contribute significantly to judgements of the trustworthiness of area residents. Thus, the perceived harshness of an area can profoundly affect human behaviour and choices in adaptive and context-specific ways that make cooperative, cohesive communities hard to establish. In such contexts, social fragmentation is the norm and proves difficult to halt. Furthermore, the issue of place stigma and place reputation is critical to the future success of disadvantaged places and communities. It remains an under-acknowledged wider determinant of health as evidenced recently in a 2018 publication in the Lancet by colleagues in NIHR CLAHRC NWC.

The idea that high levels of disadvantage becomes 'toxic' in terms of mental distress is supported by a recent network analysis of the NIHR CLAHRC NWC Household Health Survey data conducted by McElroy et al. (2018) in press with Clinical Psychological Sciences. This analysis shows that associations between self-reported mental health symptoms and neighbourhood factors including litter, graffiti and troublesome neighbours appears only when neighbourhood disadvantage is at moderate levels for the region and becomes stronger in the context of high deprivation. Thus, this body of evidence demonstrates that living in disadvantaged areas where visual cues to deprivation abound is related to mental distress and to unsustainable, uncooperative behavioural choices. Consistent with dominant models stressing the social determinants of health and wellbeing , the proposal is that the living environment plays a highly significant part in how we feel and function as individuals and communities.

*3.2. Community Infrastructure and the Process of Physical Regeneration to Support Community and Individual Wellbeing.*

Systematic reviews conducted by the WWCW CWEP released this year have focussed on:

 (1) Establishing which community infrastructure interventions have potential to improve the wellbeing of the community .

 (2) Examining the evidence of the wellbeing effects of joint decision-making in communities where residents have a meaningful say in the governance of and decisions taken about the future of their neighbourhoods.

Notable findings of most relevance to the issue of coastal towns within these systematic reviews include a lack of evidence that 'top-down' regeneration programmes have any benefit for community wellbeing whereas positive effects do accrue when urban renewal, public realm and place-making interventions meaningfully involve residents. Importantly, the procedure of community involvement is critical to outcomes with adverse wellbeing outcomes reported in response to joint decision-making process failures that can arise regardless of well-intentioned plans. There is evidence here too that different types of intervention lead to distinct outcome effects. For example, positive changes to local economy and to sense of safety result specifically from comprehensive public realm interventions (providing they include the meaningful involvement of communities). By contrast, the evidence synthesis suggests that community hubs lead to improved networks and to improvements in training and skills for those involved.

## 4. Economic Regeneration

*4.1. The Limits of Inward Investment Approaches for Coastal Towns*

As referred to in 3.1 and 3.2 above, good quality physical regeneration of areas can catalyse economic regeneration. This suggests that attracting business into places will most likely be successful following physical regeneration of the area. This may in part be because places in poor physical state will also suffer skills gaps such that young skilled individuals will move elsewhere to take advantage of more attractive and sustainable living and working conditions. Without an appropriately skilled workforce, business cannot sustain in disadvantaged areas and, to be tempted in, they would need to be offered a highly attractive, reliable and sustainable deal that local authorities in these areas simply could not realistically afford to offer.

This is not to say that, with different funding models and objectives, in-coming business cannot play an important part in the revitalisation of coastal towns. A newsworthy example currently in development is the Eden Project in Morecambe. Here the plans are authentic and place-sensitive with a vision that both respects and adds to the area's assets by embracing its historic, natural and cultural context within a tried and tested model. This positive development will be achieved through local and national public funding alongside private finance and partnership working towards it, involving anchor institutions and local and national government, is well developed. The Morecambe Eden project is an example of how sensitive planning and contributions from the local community can realistically raise place expectations and reduce place stigma in practice.

### 4.2. Supporting the Local Economy by Supporting Local Assets

Section 4.1 suggests that an inward investment model will work most effectively to nurture the prospects of coastal towns following some local interventions that raise the quality of the living, working and business environment. The same can also be claimed of the economic environment which must show some indication of stability for risk to be deemed manageable. With small- to medium-sized enterprises being less 'foot-loose', their business interests are more grounded in place and community than are national and international organisations. With this in mind, solutions to economic regeneration that begin by maximising social value through anchor institutions procuring services from local businesses in a way that promotes community wealth building would seem to be the most logical model for improving the local economy of coastal towns. In these arrangements the anchor and the foundation economy are symbiotically sustainable and a trusted social economy can flourish, providing support for local people whose difficulties they understand. Partner in the WWCW CWEP, CLES, have been working with Preston City Council on the "Preston Model". They argue that this local wealth building approach benefits the wellbeing of the local community in a way that the traditional approach cannot. In this, they have support  from Locality, a national network of community organisations and another partner in WWCW CWEP. Organisations such as Power to Change exist to enable community business practice and have match-funded a review currently being

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conducted by WWCW CWEP that examines the efficacy of community businesses in promoting wellbeing in the places they serve.

## 5. Summary and Evidence-Informed Recommendation

### 5.1. Summary

Coastal communities are unique contexts where a combination of systemic socio-political factors have contributed to their decline, spanning half a century. Evidence focused on community wellbeing and health inequalities suggests that a combination of the following would most likely lead to positive change in the prospects of UK coastal towns:

1) National legislation aimed at halting the drift of vulnerable and transient populations to UK coastal towns.
2) National legislation addressing the longstanding issues of the quality and type of homes and accommodation associated with isolation, loneliness, poor mental and physical health that can back up and support context-sensitive local initiatives such as the Blackpool Housing Strategy.
3) Inclusive approaches to physical regeneration such as community co-design (e.g. Corcoran et al., 2017) focussed on community wellbeing and informed by evidence of their wellbeing efficacy.
4) Community wealth building approaches to social and economic regeneration that involves anchor institutions and public authorities procuring services from locally-based practices that know and rely on the town for their business.

### 5.2 Evidence -Informed Recommendations

Laid out in summary in section 5.1 is a proposal to establish an integrated place-based approach predicated on community wealth building and delivered within a social regeneration ethos. In short, in the context of the failure of orthodox economic approaches in UK coastal towns and scaffolded by national legislation (1 & 2 of 5.1), strong Seaside Social Economies should be  facilitated to address this intractable and multi-level set of contextual issues that no single local authority has the capacity to address as part of its normal working practice.

To address enduring structural issues at the turn of the millennium, time-limited Urban Regeneration Companies were established to deliver a level of innovation and expertise that could establish the foundations upon which re-invigoration of cities and communities could build. In the North West of England, Liverpool Vision was a successful pilot URC that established the sustainable course of culture change from which the city's renaissance has continued. New East Manchester URC later addressed a different, specific place-based issue of housing failure. Consideration should be given to the setting up of Seaside Social Regeneration Companies that would work closely with local decision-makers, anchor organisations, government agencies and the National Coastal Town Alliances' Community Teams to constitute Town teams or Place Directorates such

as exists in the City of Bristol. Social Economy Panels could be set up to reflect adequately the voices of the community business sector whose first task might be an audit of social economy value and breadth. University of Liverpool colleagues from the Management School and Civic Design have produced [such a report for the Liverpool City Region](#) that Major Rotheram has incorporated into his LCR strategy.

Measures such as these would make up an integrated social regeneration and wellbeing strategy that has the potential to help our coastal towns return to a self-caring, self-generating and self-sustaining rhythm in a manner that retains and makes the most of their cherished natural, heritage and cultural assets.

# Cornwall Council – written evidence (RST0047)

1.  What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

1.1 Across the UK, and within an area such as Cornwall, seaside towns, villages and communities face varying challenges and opportunities. As well as varying from area to area it is important to recognise that challenges and opportunities vary within each community. There is no single solution or silver bullet! Coastal communities in Cornwall are characterised by their **strong sense of community and belonging**. Fostering this resilience should be a key priority for local and national government.

1.2 Seaside towns face a longstanding problem of **peripherality and market access**, especially those that are located in areas outside the influence of City Regions or are distant from large population centres. Although improved digital connectivity has mitigated this to an extent. Bude is one of Cornwall's most isolated communities, being a significant distance from major centres of employment, further education and retail. Many residents are reliant on private transport to access employment and services due to poor public transport links (no rail links). Employment in the local area is often low paid, low skilled and seasonal. Similarly, many jobs in the town of Looe are for less than half the year, with most businesses closing in the winter.[65]

1.3 An **increase in and changes to tourism** is leading to new challenges of overcrowding and pressure on infrastructure such as roads, service delivery and utilities. Lack of affordable housing for local residents and seasonal workers is a growing problem in coastal areas which have increased in popularity, and the emergence of accommodation platforms such as Airbnb is a compounding factor. There is a need for policy and funding support for local areas to invest in the infrastructure and services required to meet the needs of this additional visitor population, improving quality of life for local people as well as the visitor experience.

1.4 More and more seaside towns and villages in Cornwall have more than 1 in 5 dwellings classified as **second homes** empty for long periods. Where this is most prevalent, residents reliant on local incomes are often priced out and the stock of available housing is reduced. In the five parishes where second homes account for more than 35% of housing, the average price is 87% higher than the Cornwall average. This falls to 46% where the rate is between 20% and 30% of housing, and 23% where second home ownership is between 10% and 20%.[66]

1.5 High concentrations of second homes can be detrimental to the viability of village services such schools. In 2013, Cornwall Council removed the Council Tax discount for second homes, but little tax or business rates are paid on some of these properties, and therefore they do not contribute to the costs of essential local services. The Council is seeking to work with Government on a legislative solution to this complex issue.[67] This must take account of the economic contribution that different types of housing make to individual communities.

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[65] https://www.coastalcommunities.co.uk/wp-content/uploads/2016/05/Looe-CCT-Economic-Plan-2016.pdf
[66] https://www.cornwall.gov.uk/media/17171641/bn11-second-and-holiday-homes-v2-dec-15.pdf
[67] New Frontiers is Cornwall's proposal for further devolution including, fiscal and sector based propositions that collectively provide the tools and levers for Cornwall and the Isles of Scilly to flourish beyond Brexit.

1.6 **Severe weather and climate change** pose a growing threat to coastal areas. The winter of 2013-14 saw a particularly prolonged period of severe weather including heavy rains, high winds which at times coincided with spring tides and storm surges. This resulted in considerable damage around the entire coast of Cornwall, requiring an estimated £4.4m of interim, and £17m of permanent repairs. [68]

2.  Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

2.1 From 2003, academics at Sheffield Hallam University examined the socio-economic challenges faced by seaside towns in the UK in a series of studies.[69] Prior to this, there was insufficient evidence to support policy making. It is important that further research in this area is supported to provide an up to date understanding of these challenges and the impact of external factors such as Brexit. More detailed evaluation of the Coastal Communities Fund and the impact of any ESIF, EMFF and Rural Development (LEADER) funding would also help to understand the impact of different interventions and identify areas for improvement.

2.2 Cornwall's recent experience of severe weather and potential for more in future, highlights the need for an improved methodology to assess and forecast its economic impact. For example, Looe has a longstanding reputation for regular and severe flooding. However vital prevention work has not progressed due to the cost-benefit calculations used by the Environment Agency. This is despite wide acknowledgement of the need to intervene. A more comprehensive methodology should incorporate the wider impact of climate change in specific locations. Looe risks losing its function and identity as a visitor attraction, which would have a disproportionate impact on the whole of South East Cornwall. An improved methodology would enable preventative investments, reducing reactive expenditure to repair damage.

**Housing and demographics**

3.  To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

3.1 In addition to the issues highlighted above related to the challenges of second home ownership in Cornwall, Cornwall Council recognises that well managed multi-occupancy houses play a role in local housing provision. Licencing and enforcement powers are used to ensure quality standards in HMOs, and the Council has used prosecution where landlords repeatedly ignore their responsibilities.[70,71]

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(https://www.cornwall.gov.uk/council-and-democracy/working-in-partnership/cornwall-and-isles-of-scilly-leadership-board/new-frontiers/)

[68] https://www.cornwall.gov.uk/media/10579670/Cornwall-Storm-Impacts-update-19-Nov-2014-V1-3.pdf

[69] https://www.shu.ac.uk/research/research-excellence-framework/ref-case-studies/economic-and-social-policy/understanding-employment-in-britains-seaside-towns

[70] https://www.cornwall.gov.uk/media/9631240/strategic-housing-framework_web.pdf

[71] https://www.cornwall.gov.uk/council-and-democracy/council-news-room/media-releases/news-from-2017/news-from-december-2017/landlords-fined-for-running-a-poor-quality-house-in-multiple-occupation-in-camborne/

3.2 In Falmouth and the surrounding areas, there have been tensions between the needs of the student population living in shared housing, and those of local households. This includes housing availability, waste collection, noise and anti-social behaviour. Conversion of family homes to shared student housing in areas close to the university campus has increased house prices, reducing affordability for local people. The Local Plan for Cornwall makes allowances for additional purpose build student accommodation to mitigate these pressures.[72]

3.3 Despite the economic reliance on tourism in Cornwall, there is growing evidence that changes in preferences related to tourist accommodation combined with rising fuel costs and the demand for high quality second homes, which has seen large hotels, in Falmouth for example, being converted into apartments for subsequent sale, often out of the price range of many Cornwall residents.

4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

4.1 In seaside towns including Penzance and Newquay, the proportion of people who have recently moved into the area is higher than in other parts of Cornwall. The proportion of the population living in private rented accommodation is also higher in these towns. These areas also have a higher than average proportion of single person households (39% compared with 30% for Cornwall and England overall). This indicates that a large proportion of people may lack support networks and rely more on public services.

4.2 Cornwall's population is older than the national average. Almost a quarter of people are over 65 compared with 18% for England as a whole. The proportion is even higher in many coastal areas (up to 10% higher than the national average with the largest differences in the age group 65-69yrs). In Looe, Mevagissey and Fowey only one quarter of the population is aged between 16 and 45, the beginning half of working age, compared with around 40% for England.[73] The Economic Plan for Bude highlights the net loss of young people, who leave the area for better employment and educational opportunities. Evidence suggests that those young people who remain struggle to find stable employment and are more likely to claim unemployment benefits.

4.3 Homelessness is also high in Cornwall's seaside towns. The number of rough-sleepers reduced in the last year, an outcome which has been attributed to increased funding and partnership working between local agencies. However, a sustained effort will be required to reduce the number further and tackle the underlying issues, as well as maximising the opportunities provided by high level European funding to provide wrap around support to ensure that those supported are able to become economically active.[74]

**Transport and connectivity**

5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any

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[72] https://www.cornwall.gov.uk/media/22936789/adopted-local-plan-strategic-policies-2016.pdf
[73] 2011 Census, KS020 - Household composition by Built Up Area
[74] https://www.cornwall.gov.uk/council-and-democracy/council-news-room/media-releases/news-from-2018/news-from-january-2018/latest-official-estimate-for-cornwall-shows-31-drop-in-rough-sleepers/

further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

5.1 The SW Rural Productivity Commission[75] emphasised that digital connectivity presents a game changing opportunity to overcome the challenges of peripherality, but without further urgent action, businesses and communities will be left behind. A working group is developing a business case and tactical plan to engage with Government on improving access to high speed internet in areas not reached by the Superfast programmes.

5.2 The Commission also highlights the need for the government to 'rural proof' transport funding programmes and formulae and provide support for:
- Improved connections between remote areas and strategic transport corridors,
- Integrated timetabling between public transport services,
- affordable and sustainable transport options for accessing education and employment, and
- Rural / coastal cycling and walking networks, such as the South West Coast Path, which make a strong contribution to economic growth.

5.3 Investment in maritime and estuarial links is also needed to increase accessibility on rural peninsulas. Cornwall has eight regular estuarial ferry services and the ferry links to the Isles of Scilly from Penzance.

5.4 Through devolution, Cornwall is working to create a high quality, integrated public transport system for residents and visitors, but government support is required to improve rail services, unlocking a key element of this strategy. Car ownership is low in many coastal communities, and lengthy travel times make accessing employment and services particularly challenging. The project to reinstate rail services between Exeter and Okehampton, alongside improved bus links between Bude and Okehampton would provide a vital link to the network.

5.5      Tourist travel to and within Cornwall remains heavily car based, but the trend is slowly changing, 91% of visitors travelled by car in 1993, dropping to 72% in 2008. Nevertheless, the strain on local infrastructure is evident in heavy congestion around key towns and the roads serving them, resulting in poor visitor experiences and impacts on other industries. Growth in electric vehicle use will pose challenges in villages such as Mousehole and Mevagissey, where a lack of parking and road space will make introducing charging infrastructure difficult.

5.6 The national concessionary travel scheme is a good way of encouraging visitors to seaside towns to use public transport for getting around in the local area rather than by using private cars and, for environmental reasons, is welcomed. However, the cost of providing this concession falls entirely upon the local authority and its resident council taxpayers. This is a particular burden for a council such as Cornwall Council with its large influx of visitors. The result of imposing this cost on the local council's public transport budget means that we have less money to subsidise rural bus routes and so, counter-intuitively, the result of increased patronage on some popular routes by visitors can be that other rural routes needed by the local community cannot be supported and are cut. We feel that the national taxpayer should bear the cost of concessionary travel for visitors rather than the local council taxpayer.

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[75] By this we mean the 4 LEP areas of Cornwall & the Isles of Scilly, Heart of the South West, Dorset and Swindon and Wiltshire.

**The role of the visitor economy**

6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?

6.1 Tourism is an important driver of growth and prosperity in Cornwall's coastal towns alongside the maritime and fishing industries, and the Local Enterprise Partnership have set out aims to expand the industry and improve productivity and workforce skills. [76] Cornwall and the Isles of Scilly attract around 4.5 million visitors annualy, the sector is valued at £990m (GVA), accounts for 9.9% of the total economy and supports 37,300 jobs. Research suggests that in several of Cornwall's seaside towns, including Padstow, Looe, Fowey, Newquay and St Ives, a large proportion of employment is tourism related.[77]

6.2 In recent decades, Cornwall has pursued a successful intelligence led strategy to improve the tourism offer, moving away from high volume to high value tourism, following the decline of mass tourism in the 1970s. Many of Cornwall's seaside towns have succeeded in reimagining the visitor offer in a way that is linked to their historic bases. In many cases, this is boosted by innovations initiated by the second and third generations in family businesses and by extending the shoulders of the tourist season. However tourism employment continues to be perceived as low pay, low skill and seasonal. Productivity and skills within the visitor economy are key priorities for creating strong career opportunities.

6.3 Through the South West Rural Productivity Commission, partners across the peninsula are working to increase visitor numbers outside of the peak season. This includes initiatives to make better use of intelligence on visitor behaviour, implement digital technology and immersive experiences, and enhance the natural environment along the SW Coast Path. There is also scope to broaden the economic impact of tourism, by leveraging visitor's secondary spending on local products once they have returned home.

6.4 Investment in businesses and skills enabled by successive European funding programmes and Government funded projects, has led to greater employment growth in industries outside of tourism. The marine sector is closely linked with tourism in Cornwall, where the coastal environment, landscape and activities are a key factor in people choosing to visit. A growing number of cruise ships are visiting ports such as Falmouth, generating significant economic benefits for the whole county.

6.5 Cornwall is home to leading marine research institutes, and hundreds of small, medium and large marine businesses supported by the Cornwall Marine Network, an industry led body working to expand the sector. The Council supports initiatives like the Sector Deal being developed by Maritime UK. This aims to unlock the potential of the maritime sector and research institutions in coastal communities, particularly in areas such as autonomous and green shipping and tackling plastic pollution.[78]

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[76] https://www.cioslep.com/vision/10-opportunities
[77] https://www4.shu.ac.uk/research/cresr/ourexpertise/seaside-towns-age-austerity
[78] https://www.maritimeuk.org/programmes/industrial-strategy/

**Physical regeneration**

7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?

7.1 The report from the recent Coastal Challenge Summit [79] highlights the need to enable investment in the public spaces in seaside towns, to unlock direct and indirect socio-economic benefits. While these investments may not result in a direct financial return, they can provide an essential catalyst for private sector investment. In Cornwall, the development of local Place Shaping Fora such as the Penzance Regeneration Forum is leading to a refocus on improving the public realm including dealing with redundant, disused buildings, and considering positive interventions by Cornwall Council, including possible use of Compulsory Purchase powers.

7.2 Equally, culture and the arts are important drivers of regeneration and economic growth in coastal communities. The Tate St Ives is a prime example of successful cultural tourism, with visitor numbers greatly exceeding expectations.[80] Co-locating cultural attractions, such as theatres and galleries, with natural assets to increase the draw for visitors has proved to be particularly successful. It is vital that development of cultural activities is done in close collaboration the local population and for their benefit.

7.3 National funding programmes must recognise the value of culture and the arts in rural and coastal areas. An application to the Cultural Development Fund for a project in Penzance was recently rejected because the programme has an urban focus, while no equivalent rural programme is anticipated. Stakeholders in seaside towns require certainty from Government about long term revenue and capital support for developing and implementing regeneration strategies, including improvements to the public realm and cultural centres.

**Social and economic regeneration**

8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

8.1 The European Social Fund (ESF) has been used successfully across Cornwall's seaside towns to increase labour market participation, develop the skills of the existing and potential workforce and support young people who are not in employment, education or training. For example, the Positive People programme aims to support those furthest from the labour market, to build confidence, develop skills and achieve a career.[81] Continued skills investment is needed, particularly in isolated coastal towns in North and East Cornwall and the Lizard, where around a quarter of people have no qualifications, and where access to further education is limited.[82]

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[79] http://www.nwcoastalforum.org.uk/2018/08/23/coastal-challenge-summit-2018-report-now-available/
[80] https://www.artsprofessional.co.uk/magazine/article/tourism-impact-coastal-culture
[81] http://www.cornwallislesofscillygrowthprogramme.org.uk/growth-story/positive-people-coast-coast-2/
[82] 2011 Census, KS501EW - Qualifications and students by Built Up Area

8.2 During the referendum campaign, there was a commitment that "no area will be worse off as a result of Brexit". Therefore the funding introduced to replace the European funds, including ESF should at least equal what would have been allocated if the UK had remained in the EU. The new programme should recognise the higher levels of need in the least developed areas such as Cornwall and the Isles of Scilly, West Wales and the Valleys, South Yorkshire and the Tees Valley and Durham, which includes many coastal towns as this will help to contribute to the UK SPF's stated objective of "re-balancing the economy".

9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

9.1 Significant community based business are coming to the fore.  In Penzance, the Friends of Jubilee Pool Community Benefit Society are pursuing an ambitious geo-thermal project to heat part of the pool. CICs such as South Kerrier Alliance, are implementing local area plans, addressing peoples' aspirations and concerns.

9.2 Many small and medium sized businesses in Cornwall's coastal communities are engaged in regeneration initiatives and projects. For example, in Newquay the Business Improvement District has supported marketing initiatives and events to improve the image of the town, increase visitor numbers and support business investment.[83] Dedicated facilitation and support is important to sustain and drive regeneration projects as business owners may have little time for partnership working during the busy summer season.

9.3 Small and medium sized enterprises make up a large percentage of the economy and employment in coastal areas such as Cornwall. They require tailored support and advice to improve productivity in line with the aims of the UK Industrial Strategy. Business support services have often been fragmented and complex to navigate, particularly for small and medium sized enterprises. The Cornwall and Isles of Scilly Growth and Skills Hub helps businesses identify skills gaps or barriers to growth and navigate the skills and training opportunities available.

**Education, health and wellbeing**

10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

10.1 The cost of providing public services such as education to a dispersed population is greater than in urban areas. Research carried out for the Rural Services Network showed that rural authorities are responsible for a larger number of smaller schools, with higher associated costs.[84] Smaller schools in coastal areas face higher fixed costs and have less flexibility to implement efficiency measures.

10.2 Transport and accessibility is a key component of the funding challenge for these schools. Beyond the age of 11, Cornwall's young people often have to travel long distances to learn and access a broad range of academic and vocational opportunities. This is a real challenge for students in secondary and

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[83] https://www.newquaybid.co.uk/
[84] https://www.rsnonline.org.uk/images/stories/finance/RSN_submitted_response_to_the_Ne.pdf

further education who live in coastal villages, and who may have to travel 3 or more hours per day to and from their place of education.

11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?

11.1     Healthy life expectancy is significantly lower in some of Cornwall's deprived coastal areas. Carers and people with limiting long term illnesses are over represented in areas such as Penzance and Bude (more than 20% of the working age people in these towns, compared with around 15% overall for Cornwall).[85] Cornwall's suicide rate is considerably higher than the national average, particularly for men over 65.[86] Obesity, including among young people is also a growing concern, with low physical activity levels in many areas. A key priority for the Bude economic plan is to increase availability of out-of-school activities for young people.[87]

11.2     However these issues are not confined to the coast. Poor health is more closely linked with socio-economic factors (low wage/seasonal employment, poor housing, social isolation etc.). Some less deprived towns have relatively low levels of ill health, although there is often hidden deprivation in these apparently affluent places. Likewise, other towns in Cornwall not on the coast have poorer health profiles. Research by the European Centre for the Environment and Human Health has found that poorer communities are likely to benefit more from the positive effects of proximity to the coast,[88] but this presumes that people are accessing these environments. We know that the levels of utilisation of outdoor space for exercise/health reasons is particularly low in Cornwall (12.3%) when compared to the South West (17.4%) and England (17.9%).

11.3     To tackle these health inequalities, Cornwall is calling for a devolved, place-based five year funding settlement which enables local partners to co-ordinate budgets across health, social care and public health. This will allow organisations to work together to provide the best outcomes for local people, and make the most cost-effective use of resources, by prioritising prevention and use of technology.

**Delivery structures**

12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

12.1     Since 2012, organisations in Cornwall have benefitted from almost £11.5m funding from the Coastal Communities Fund.[89] This has enabled projects such as the renovation of the iconic Jubilee Pool on the Penzance waterfront. The restoration of this landmark attraction has had direct benefits for the local economy and has brought the asset into community ownership and management.[90] It has also opened up opportunities for further investment, with plans to heat a section of the pool using geothermal energy so that it can be

[85] https://cornwall.communityinsight.org/dashboard/?matrix#
[86] https://www.cornwall.gov.uk/health-and-social-care/public-health-cornwall/joint-strategic-needs-assessment-jsna/community-and-health-based-profiles/
[87] https://www.budecoastalteam.org.uk/documents
[88] https://core.ac.uk/download/pdf/17050027.pdf
[89] https://www.biglotteryfund.org.uk/funding/programmes/coastal-communities-fund#section-1
[90] https://www.jubileepool.co.uk/plan-your-visit/history

used throughout the year. A community share offer has nearly reached its target to part-fund this work.

12.2      In Cornwall, the fund has primarily been accessed by existing groups with viable projects identified. Accessing revenue funding from the programme was found to be more challenging for smaller groups. Revenue funding would help to build local capacity and enable local groups to take advantage of available opportunities. A detailed evaluation of the Coastal Communities Fund would identify those interventions with the biggest impact on local economies and provide lessons for future funding programmes. There is a need for clarity about the future of funding for coastal areas, particularly as plans for the Shared Prosperity Fund (SPF) emerge. If the Coastal Communities Fund is to be rolled into the SPF, it is important that the following principles are incorporated.

- The combined programme budget is not reduced and the principle of a single integrated application process is maintained allowing multiple fund types (capital, business support, skills, inclusion) to be accessible through a single project application.
- The scope/purpose of the Coastal Communities Fund is not lost within the delivery framework.
- The fund is integrated to prevent silos and combines delivery streams at business/place level, enabling holistic interventions.
- The activity should be outcome focussed rather than output focussed.
- Funding decisions should be delegated to local areas.

12.3      Funds like Coastal Communities have been used to match fund European funded projects. This may not be possible if they are rolled into the SPF. Match funding requirements for the SPF therefore need to be flexible, allowing some projects to receive 100% funding while other, more commercial ones could receive a lower rate.

13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

13.1      Coastal Communities Teams have developed and operated differently across the country. In Cornwall, many have successfully developed local strategies. However the timescales linked to available funding and a lack of resource and expertise mean that the long term success of some plans has been limited. Sustainable funding programmes would enable the development and implementation an effective economic vision in local areas.

13.2      The Bude Coastal Team has set out its ambition to connect local stakeholders and help identified projects to attract funding, including eight are already proposed, with the overall aims of encouraging investment in the knowledge economy; strengthening relationships between people and the environment; upskilling the population and diversifying the economy to make it less reliant upon tourism.[91]

13.3      In Looe, the Coastal Community Team pools resources from different organisations to support projects such as multi-use trails, heritage buildings and youth and training facilities.[92] The team obtained funding from Coastal

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[91] https://docs.wixstatic.com/ugd/5b62c9_d3867afcd3de4367b1206221f8206c76.pdf
[92] https://www.coastalcommunities.co.uk/wp-content/uploads/2016/05/Looe-CCT-Economic-Plan-2016.pdf

Communities, the Environment Agency and Marine Management Organisation to redevelop the old Sardine Factory which now houses an outward-bound centre, training restaurant, museum, and fishermen's stores. It is important to recognise that the success of coastal communities such as Looe is closely linked with its neighbouring villages and towns and regeneration projects reach a wider population than the town itself. For example the annual Looe music festival is not only beneficial to Looe but for the whole of South East Cornwall.

13.4    The Neighbourhood Planning process has proved to be particularly useful in bringing the community together.  For example the St Ives Neighbourhood Plan received strong backing for trying to limit second homes.  In more remote coastal communities such as the Rame and Roseland peninsulas, neighbouring Parish Councils have come together to develop a joint Plan. Elsewhere in communities such as Newquay the tragic death of 2 young men in 2009 brought the community and many public sector partners together to develop the Newquay Safe project.  This project has recently been accredited (Cornwall Today) with the catalyst for the long-term regeneration of Newquay and attracting a significant amount of investment into the town.

13.5    Cornwall Council's approach to Place-Shaping is creating a unique shared vision and identity in certain towns and their surrounding rural areas. In Truro, a series of arts and cultural events were held to understand public views and generate ideas on regeneration, using key publicly owned sites as a catalyst to consider all aspects of Truro, from travel and transport to provision of new homes and employment space.[93] This demonstrates the value of local authority involvement to convene stakeholders, maintain momentum and provide relevant knowledge and expertise. However support is not always available across Cornwall's many coastal towns and villages, due to limited resources. Cornwall Council is working with the Ministry of Housing, Communities and Local Government on networking meetings this autumn to share knowledge and expertise between coastal teams.

14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

14.1    Greater flexibility is needed in the VAT system to support the small and micro businesses. The VAT 'cliff-edge' is continually cited as a barrier to business growth and productivity. Currently, once the VAT threshold is reached, many businesses close, operate limited or seasonal hours or put off investment until the next financial year. This has important implications for employment and productivity in coastal communities.

14.2    Cornwall Council has proposed to pilot a VAT escalator scheme,[94]  where businesses at or near the threshold could make tapered contributions over a four year period, before full registration. These contributions would be retained locally and used to fund business support as part of a wider strategy to accelerate growth.

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[93] https://cornishstuff.com/2018/05/19/truro-with-2030-specs-on-truro-place-shaping-project-seeks-a-vision-of-the-future/
[94] https://www.cornwall.gov.uk/council-and-democracy/working-in-partnership/cornwall-and-isles-of-scilly-leadership-board/new-frontiers/

**People and place**

15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

15.1    Cornwall Council supports a positive approach to "place-shaping", which is essential in short and long term regeneration. This includes genuinely inclusive community and private sector engagement and co-design. It is important that the new Shared Prosperity Fund includes ring-fenced funding to support bottom-up community level programming, programme management and strategic oversight. Under the EU programmes, effective local engagement was done through the Community Led Local Development and rural development programmes and we would suggest that at least 10% of any future UK SPF programme should be delivered via these mechanisms.

15.2    Cornwall Council works closely with town and parish councils to increase the involvement of local communities in service delivery and in the ownership and development of community assets. A number of them have successfully taken on management of public infrastructure and assets as part of a programme of a programme of Localism and Devolution.[95] For example the Friends of Bude Sea Pool have taken on its maintenance and development. However this requires capacity building support from local authorities and government. Local areas are represented by 19 Community Network Panels, with members including the Cornwall councillors and representatives from town and parish councils.

15.3    The 2014 storms reinforced the work already underway by Cornwall Council and the Environment Agency under the Cornwall Community Resilience Network to work with local communities, particularly Town and Parish Councils to develop Community Emergency Plans. These plans are now in place in many communities.

16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

16.1    Cornwall has a number of different successful models including Penzance Regeneration Forum, St Austell Bay Economic Forum and Newquay Safe all of which are shaped to meet different local needs and capacity. As part of the EU funded Community Led Local Development and rural development programmes, extensive stakeholder engagement and consultation was carried out in deprived and rural areas. Each area developed a strategy and identified interventions to address local challenges and opportunities.[96] This has built strength and resilience into communities with activities designed in a "bottom-up", rather than externally imposed way. A future model should include local capacity building ensure that communities can take full advantage of funding opportunities.

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[95] https://www.cornwall.gov.uk/community-and-living/communities-and-devolution/devolution/devolution-within-cornwall/
[96] http://www.cornwallislesofscillygrowthprogramme.org.uk/community-led-local-development-shaping-bottom-economic-programme-cornwall/

# Cut Tourism VAT – written evidence (RST0050)

This submission is from the Cut Tourism VAT Campaign, a coalition of over 40,000 tourism and hospitality businesses from across the UK. We are campaigning for the rate of Tourism VAT to be brought into line with competitor destinations within the European Union. More information about the campaign can be found at http://www.cuttourismvat.co.uk/us/.

The campaign has spent a considerable amount of time visiting the UK's seaside communities and researching the challenges they face. A brief summary of the ills afflicting seaside towns would include the following:

• Poor educational standards and a lack of job opportunities for young people, with the talented and able leaving the area.

• Minimal incentives for local businesses to expand or for new businesses to relocate to coastal areas.

• High levels of drug and alcohol abuse which place a strain on local policing and NHS resources. The latter is amplified by the high number of retirees within these communities.

• The placing of socially and economically disadvantaged individuals from larger English towns and cities into seaside towns by local and national authorities.

In our response to this submission, we have focused on those questions pertaining to tourism and the visitor economy.

**How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be?**

Previous initiatives have had mixed success in promoting and growing the tourism industry while coastal communities have been allowed to stagnate due to a lack of investment over recent decades. Indeed, in 2015, the Government's Indices of Multiple Deprivation showed that 9 of the 10 most deprived regions in the UK were coastal areas.

While incentives such as the Coastal Communities Fund are well intentioned, they have been administered without a clear strategic vision to regenerate the UK's coastal communities. The government has consistently overlooked the hospitality and tourism industry which already employs over 850,000 people in Britain's coastal communities and has the potential to employ a great deal more.

The Campaign to Cut Tourism VAT has long been calling for a reduction on the VAT levied on accommodations and attractions from 20% to 5%. This reduction would seek to relieve the pressure placed on coastal businesses, of which over 80% are SMEs employing fewer than ten people.

Reducing tourism VAT from 20% to 5% would go a long way to revitalising coastal areas as it would enable tourism businesses to channel investment into wages, training and marketing. The combined current burden of paying 20% VAT and

National Insurance can significantly limit businesses' ability to recruit and train staff when establishing themselves and considering expansion.

A reduction in VAT would benefit the entire coastal tourism industry, rather than the piecemeal policies of the past. The positive impact of a reduction was shown by the APPG for the Visitor Economy recently recommending a reduction in VAT on tourism in their report into coastal communities.

The UK is currently at a competitive disadvantage with its European competitors, the vast of majority of whom elect to levy a lower rate of VAT on tourism. To illustrate this, the UK currently ranks 135th out of 136 countries in terms of tourism price competitiveness, according to the World Economic Forum. The high cost of tourism in the UK is undoubtedly a factor that dissuades foreign visitors from visiting the UK and encourages British citizens to travel abroad.

An increase in jobs in coastal communities is sorely needed, with much of Britain's coast blighted by high unemployment, which in turn creates sustained pressure on social services. This issue is compounded by a lack of education and employment opportunities. Young people leave and do not return, leaving these communities with an aging population without the young workers needed to sustain them.

A continuation of the current situation will further entrench the deprivation found in coastal areas, where people are statistically more likely to be poorly educated, unemployed and living in low-quality housing than those in similar inland communities. If radical steps are not taken, including significant investment in these comparatively disadvantaged communities, such problems will worsen. Implementing a reduction in tourism VAT on tourism would be an excellent first step towards creating a progressive tax environment that would allow coastal enterprise to thrive.

The Treasury is currently consulting on a reduction in the rate of tourism VAT in Northern Ireland, for which regional parties have long argued in favour. Whilst this is undoubtedly a step in the right direction for the United Kingdom's tourism policy, we question the logic of limiting a policy that has clear socioeconomic benefits to only one region of the United Kingdom. There is a wealth of evidence that shows a UK-wide cut in tourism VAT would have substantial benefits with coastal communities having the most to gain.

## How important are these sectors to the economies of seaside towns?

The hospitality and tourism industry is vital to the UK's coastal areas, providing over 850,000 jobs along the UK coastline. The number of people employed in tourism on the coast is broadly comparable to the telecommunications industry and greater than the aerospace, pharmaceuticals or steel industries. The decline of major employment sectors on the coast, such as fishing and ship building, has led to a lack of business diversity which has made the coast dependent on the visitor economy. The tourism sector has consistently been completely overlooked by policymakers who have failed to give it the support that would allow it to reach its full potential and make a true difference to communities on the coast.

As an example, the Campaign to Cut Tourism VAT conducted research into the importance and scale of the tourism industry in Dover in 2015. The research found that more than 5,500 jobs in Dover and the surrounding area (over 10% of total employment) were supported by tourism and £265 million was spent in the local area as a result of tourism. Spending in seaside communities by those living and working inland is a vital mechanism for wealth redistribution towards deprived coastal areas.

The piecemeal policy approach adopted by recent governments has attempted to achieve this but has delivered only partial success. A reduction in Tourism VAT from 20% to 5% would provide long-term, sustained assistance that would allow seaside communities to thrive economically and help address the range of social issues that plague the UK's coastal towns and communities.

**The Campaign would be happy to provide further details on any of these points and would be delighted for a representative to provide oral evidence. For further information, please contact** [mike@cuttourismvat.co.uk](mailto:mike@cuttourismvat.co.uk)**.**

# Appendix

**Reports into Coastal Deprivation**

[Living on the edge: Britain's coastal communities](#) - **Social Market Foundation**
*Economic and social deprivation in seaside communities has been much talked about in recent years. There has been a widespread belief that the economies of coastal towns have performed poorly relative to the rest of the country, with a lack of well-paid job opportunities for people in these areas. Many point to structural, long-standing economic and social problems following the decline of domestic tourism in the UK.*

[Turning the Tide: Social justice in five seaside towns](#) - **The Centre for Social Justice**
*Cities have come to embody how we view modern deprivation and poverty. Yet some of the most pronounced disadvantage in our country exists away from the big cities. This short study of five seaside towns – Rhyl, Margate, Clacton-on-Sea, Blackpool, Great Yarmouth – offers a glimpse of how social breakdown has affected some smaller communities, asks what factors continue to hold them back, and considers what more can be done to help them move on.*

[More than half of heroin/morphine misuse death hotspots in England and Wales are seaside locations](#) - **Office for National Statistics**
*Six of the 10 local authority districts in England and Wales with the highest rates of heroin- and/or morphine-misuse deaths are coastal holiday resorts, figures have revealed.*

[England's Seaside Towns: A 'benchmarking' study](#) - **Fothergill Report (March 2008)**
*This report focuses on 'seaside towns' (or resorts) rather than all places around the coast. The statistics cover the 37 largest seaside towns in England, each with a population of at least 10,000. The towns are accurately defined at ward-level,*

*generally by their built-up area, and sometimes bringing together adjacent towns in the same urban area.*

England's Smaller Seaside Towns: A benchmarking study – **Fothergill Report (March 2011)**
*This report provides an information base on England's smaller seaside towns. It presents a range of statistical evidence on socio-economic conditions and compares the figures with regional and English averages and with the averages for larger seaside towns. The report is a direct counterpart to a benchmarking study of England's larger seaside towns, published in 2008.*

**Relevant media coverage**

Why are coastal schools at such a low ebb? – BBC News (2/11/2015)

Decline of the British seaside resort as coastal communities plagued by heroin – Telegraph (4/04/2018)

Left behind: can anyone save the towns the economy forgot? – FT (16/11/2017)

Seaside towns among most deprived communities in UK – The Guardian (4/09/17)

Antidepressants prescribed far more in deprived English coastal towns – The Guardian (14/03/17)

Seaside towns have become 'dumping grounds' for poor, says think-tank – Telegraph (05/08/2013)

'Dumping grounds for the poor': High levels of unemployment, drug addiction and teenage pregnancy leave British seaside towns locked in culture of 'poverty attracting poverty' – Independent (5/08/2013)

# Deco Publique – written evidence (RST0091)

*1. Deco Publique is a creative practice based by the sea in Morecambe. We work [creatively and operationally](#) across a number of disciplines to produce beautiful cultural festivals and creative projects that resonate with audiences and have tangible and lasting impacts.*

2. The Morecambe district, with a population of 51,400 sits at the ordnance survey geographical centre of the United Kingdom and is part of the wider Morecambe Bay that spans Lancashire and Cumbria - 90 miles of coastline with a myriad of social and cultural demographics - Morecambe Bay is also a unique marine environment with rich biodiversity and the UK's largest intertidal reach.

3. Within this submission the Directors will share how work delivered by Deco Publique is contributing to the development of cultural and civic regeneration in Morecambe - a town that faces the typical issues seen around the UK in seaside locations and where further investment and recognition for the value of culture, in relation to the questions posed by the Committee concerning **People, Place, Visitor Economy, Tourism and Wellbeing,** would further enhance long term regeneration plans.

## Introduction

4. Deco Publique Directors - Elena Gifford and Lauren Zawadzki are two entrepreneurial creatives using placemaking and cultural interventions to support civic regeneration in a seaside town. With former careers in trend forecasting, academia and large scale commercial construction, the business was formed with a shared ambition to make meaningful work in the North. Over a six year period Deco Publique has grown rapidly - we've created artistic work that has attracted over half a million people to the North West through award winning festivals and commissioning programmes including Vintage by the Sea, The National Festival of Making, Art in Manufacturing and Transatlantic 175.

5. Working across the North of England the company has a strong awareness of the cultural capacity in areas such as Blackburn and Burnley - however Deco Publique's work has a particularly strong relationship to Morecambe - a seaside town that is in extreme need of support - socially, economically and culturally - our approach is to use design thinking and cultural intervention to positively enhance Morecambe both as a place to live and a place to visit.

6. Both Directors live in Morecambe, at either end of the 7 mile Promenade. Our small Deco Publique office sits at the centre of the Promenade in a former solicitors building in what was a thriving town centre resort and we work with small range of festival and arts producers to deliver high impact work.

In this submission we will share the measurable impacts that a sample of our creative interventions have had in Morecambe that have supported the **Visitor Economy & Tourism** and brought together **People and Place**.

7. Deco Publique's work in Morecambe includes initiating and co-curating the award winning *Vintage by the Sea;* (Winner, Visit Lancashire Large Event of the Year x 2; Shortlisted, Visit England Large Event of the Year; Shortlisted, UK Festival Awards, Best Non Music Festival); commissioning and producing permanent street art murals, producing temporary landscape sculpture; devising a new arts festival *Street pARTy* that addresses the devastating position of the high-street in the seaside town and preparing a creative report for *Art Park*, that proposes the revival of a central Promenade space and local authority land asset using placemaking - 'quicker, lighter, cheaper' methodologies that avoid the waiting times for high level investment often seen in seaside locales.

8. As a creative organisation we offer services to clients, both public and private and generate new projects using skills such as: **Research** - to plot the course of a project it is important to understand its social and cultural context; **Exploring Concepts & Creative Direction** - places are full of possibilities and we like imagining what could be, what could make a difference, what could look and feel incredible; **Curatorial & Programming** - we love to find ways of telling a story through our programmes; **Project Management** - from inception to evaluation we specialise in cultural logistics; **Festival Direction** - we have experience directing large-scale festivals with attendances of up to 45,000 and always work with a view to develop outcomes both in terms of economic impact, visitor numbers and local engagement in the arts: **Arts Commissioning** - in response to unique sites, we develop place-conscious concepts for new commissions; **Fundraising** - we have been instrumental in securing funding from such bodies as Arts Council England and local authorities as inward investment to Morecambe; **Design, Marketing & PR Direction** - articulating cultural experiences through design can guide public perception of a place, support visitor economies and develop cultural destinations.

9. In a 6 year period our independent and collaborative work in Morecambe has achieved approximately **230,000 visitors**; had an **economic impact of £3.5M** and seen us work with approximately **400 local businesses, artists and individuals** and bring over **300 national trading concessions** to our weekend festivals. Year on year Economic Impact is consistently measured with the Events Impact methodology, using data captured from non resident audience

members. This means that the £3.5m purely relates to monies invested by visitors from outside the region and could be significantly increased should we include local money circulated within the local economy.

## **Vintage by the Sea Festival**

10. In 2013 Deco Publique initiated a collaboration with HemingwayDesign and the Vintage Festival brand. Recognising the power of the existing Vintage Festival brand with a large scale media reach, social media following and vintage enthusiast fanbase - Deco Publique recognised the clearly evident associations between 'Vintage' and Morecambe. Placemaking initiatives should begin with authentic place based narratives - through Morecambe's evocative seaside history, kitsch aesthetic, memories of a heyday that spans the 30s to the 60s, architectural gems such as The Midland Hotel built in 1933 and the Winter Gardens - we wanted to tell a distinctly Morecambe story that would become relevant to a contemporary national audience. The Festival programme now attracts a multi generational audience and transforms Morecambe into a multi-sensory playground that celebrates the vintage decades from the 20s to the 90s through design, art, music, fashion, food and film.

**The Festival's aims and objectives are to -**

- Provide high quality entertainment with cultural and artistic credibility
- Boost the visitor numbers in Morecambe
- Encourage higher spend and overnight stays as a result of the festival
- Work with local businesses in the district to provide services around the festival and boost the local economy
- Raise the profile of Morecambe to a national level
- Provide a festival which appeals to a multi-generational audience

11. In 2013, 6000 visitors attended the first Vintage by the Sea Festival with seed funding from one private hotel investor - one year later with modest public investment and a partnership with Lancaster City Council, **2014 saw the attendance figure grow by 666% to 40,000.** This number has been approximately sustained year on year with data suggesting in 2017 that **visitors travelled from Germany, Switzerland and France** to attend the event. In 2018 the Festival that took place on 1st and 2nd September saw an increase in attendance to **45,000 visitors.**

12. Vintage by the Sea has had a significant and measurable impact on perception of place amongst a national cultural visitor - in a report by the Guardian on seaside regeneration '*Seaside towns must reinvent themselves or risk going under*' (2015) Vintage by the Sea is cited as an exemplar - '*Morecambe-born designer Wayne Hemingway has helped the town draw in tens of thousands of people a year with his Vintage by the Sea festival. This September more than 40,000 people visited over the long weekend, with entrepreneurs following them to offer vintage themed pop-up salons, tea rooms and much more*.'

13. In its lifespan the Festival has achieved previews and reviews from national and local media including but not limited to - Homes & Antiques Magazine, Stylist Magazine, British Airways In-Flight Entertainment; The Guardian, Guardian Travel, The Telegraph, BBC Radio 4, British Life Magazine, Classic Car Monthly, Vintage Life, BBC North West Tonight, BBC Radio Lancashire - the press value of which can not be underestimated for improving awareness of Morecambe as a visitor destination. It was recognised by The Great Exhibition of the North as 'Things to do in the North' this summer. But the impact that this flagship cultural event can continue to have for Morecambe remains a challenge with limited budgets and need for cultural investment.

14. These impacts are achieved on a relatively small budget made up of £36,000 local authority and parish council funding, £15,000 Arts Council England grant, and £18,000 earned income from concessions & sponsorship in addition to significant in kind support. This budget equates to a budget cost of **£1.63 per person** documenting the value for money and impact that the Festival provides and a valuable use of public resources with a return of **£17.80 for every £1 of public monies invested** (Lancaster City Council, Morecambe Town Council & Arts Council England).

**In 2018 the Festival is able to document meaningful data that reflects tourism impacts -**

- This year's contribution to Morecambe's economy sits at over **£906,413.00** which rivals last years figure of £510,505, showing a marked increase to the economy year on year
- There was an increase in visitors staying in paid overnight accommodation from **19.05% to 24.89%**
- An increase in visitors travelling to Vintage festival from outside the district from **27.21% to 28.33%**
- International visitors increased from **1.12% to 1.62%**

**15. The delivery of the event has a number of distinctive traits and characteristics that we assess are directly relatable to the achievements -**

- Strong working partnerships have been forged between HemingwayDesign and crucially Deco Publique (local creative agency) and Lancaster City Council (delivery partner and funder)
- Bold, relevant and authentic programming that both supports local artists and companies + enhances the arts provision by engaging successful practitioners from outside of the region to present work in Morecambe
- Multiple opportunities and engagement for and with with local business organisations such as local tradespeople, hoteliers, cafes, artists and service providers
- A range of opportunities in an educational and participatory context including an internship for Lancaster University Graduate; Work Experience placement for a local High School Student; weekend paid work experience for a young adult with additional needs
- A mixed, sustainable approach to combined funding that creates a portfolio of funders

## Visitor Reflections

*"Vintage by the Sea is the beacon in the cultural map of the North West."*

***"We wouldn't have come if this wasn't on but we'll be back"***

*"Events like Vintage by the Sea are an amazing economic boost to the local economy and a reason to be proud of Morecambe"*

## Headlands to Headspace Landscape Art Commissions

16. In 2017 Deco Publique partnered with Morecambe Bay Partnership, a charity that works to protect and conserve the heritage of Morecambe Bay. As part of the 'Headlands to Headspace' Landscape Partnership Scheme funded by Heritage Lottery Fund, Deco Publique are responsible for producing a range of new landscape art commissions currently taking place around Morecambe Bay that aim to:

- Highlight the scale and grandeur of Morecambe Bay
- Improve the understanding of the Bay's natural and cultural heritage

- Increase visitation to Morecambe Bay
- Raise aspiration among the local community
- Create economic benefits

17. We worked around the 90 mile coastline to understand the complexities and opportunities in commissioning new art in the natural coastal environment before launching a national open call for artists. The final programme brings together international land artists, sculptors, storytellers, dancers and choreographers. In Heysham Village, a location closely connected geographically, and with regards the tourism impact of Morecambe's regeneration and visitor attractions, a new work has recently achieved much of the projects aims.

18. In September 2018 the Scottish artist Rob Mulholland was commissioned to make new temporary sculpture for the National Trust site, Heysham Barrows. *Settlement* - a series of three mirrored dwellings and six mirrored figures which invited viewers to consider human settlers' influence on Morecambe Bay, reminding the viewer of the generations working the land and the sea in centuries gone by.

19. Early estimates show that more than 20,000 people visited the work during its 10 day presentation with records of visitors from Blackburn, Wigan and Sheffield. The commissions success highlights a similarity with the success of Vintage by the Sea Festival - programming that at once highlights and celebrates the seaside history and heritage that visitors are evidently keen to experience - through the contemporary viewpoint of an artist and the creation of relevant and authentic new experiences.

20. Local businesses, the Church community and the local residents report a major increase in footfall and takings during the artworks installation and the work has been shared by worldwide media including design press Colossal and Corridor 8, BBC News and multiple local newspapers with 1000s of people sharing images across social media platforms.

**Street pARTy Festival**

21. Between 2014 and 2016 Deco Publique were engaged by the Portas Town Team to create a range of artworks in the town centre that reflect heritage stories about Morecambe and enhance the sense of place. We commissioned local and national artists to work with business owners to create murals on

buildings that told stories about Morecambe's sporting, natural and entertainment histories. As a culmination of this work, and to coincide with new public realm work carried out by Lancaster City council to improve the town centre space, we developed an independent celebratory festival.

22. Street pARTy, supported with funding from Arts Council England and local sponsorship - is a completely free festival with accessible, high quality art workshops for everyone - addressing the changing nature of the high-street through experience based animation and evidencing the need for high quality content that provides more than a retail offer. The event visually expressed how the new public realm of the town centre could be used for positive family friendly activities and supported the town centre footprint to become the creative heart of the town during the event.

23. Retailers remarked on the impact it had on their businesses with the local Morecambe Subway branch confirming that during the festivals peak hour, the shop recorded the most takings for the Subway group. During Street pARTy we saw a large increase in footfall for the area, with three times the predicted number of people taking part in the free workshops and a total attendance of over 3,000 - four times our predicted number.

**Placemaking Legacy Murals**

24. In 2014 and as part of our Vintage by the Sea legacy work in Morecambe, we commissioned two murals for the Promenade - Take the Plunge & #FantasticMorecambe which aimed to create positive, uplifting messages that lasted long beyond the festival weekend. Funded by Arts Council England, #FantasticMorecambe decorated the walls of an electricity substation while Take the Plunge decorated an out of use building at Morecambe's former Super Swimming Stadium - a once art deco lido - evolving as a homage to the space and its previous status as a resort attraction. The hashtag #FantasticMorecambe has become a social media byword for what's possible in our home town and both murals have become popular backdrops for just married couples and tourists. The work has resulted in the town featuring in a national television discussion show interviewing the local artist and furthermore as a shoot location for a Vauxhall Motor Vehicle launch campaign.

**Conclusion**

25. We see the opportunity in Morecambe as being very much alive - in a recent Telegraph article the question was posed - '*Is Faded Morecambe Poised for a*

*Comeback*' and with more measurable confidence, the Eden International Project is currently investing significant figures in a feasibility study for Morecambe through which they intend to determine a new site that draws on Morecambe Bays credentials as a unique natural environment.

26. However, these activities are seen alongside reporting such as a recent New York Times article that identified Morecambe as a location in Britain where '*children are feeling the effects of austerity*' - a reminder that in this British seaside town, opportunity is present but that much greater investment in support structures for social, cultural and economic growth is required.

27. In sharing this report, we aim to express our hope that through a creative commitment to Morecambe and broadly Morecambe Bay - investment in culture and measurable high quality arts led interventions can continue to greatly impact visitor economy and develop the scope for change and regeneration.

# Dorset County Council – written evidence (RST0072)

1. **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1 **Situated at the 'end of the line'** many seaside towns suffer from poor transport infrastructure e.g. road/ rail connections.  Existing connections have to work twice as hard as those for inland towns as coastal areas have only 50% of the surrounding catchment area to help sustain them - 180 degree distribution - connection.

1.2 **Less infrastructure investment by government** - the benefit cost ratios are never as high as the areas closer to cities / larger populations.  There is less investment and increased cost of connectivity.

1.3 **Dorset's coastal communities have higher than average levels of digital deprivation** - Dorset's superfast broadband programme has invested Local Authority funding to areas not served commercially, not something urban authorities have had to fund.  As a result, superfast broadband coverage in coastal communities is now broadly in line with rural areas of the county.  However, due to a lack of digital skills and take up and use of available infrastructure is low in many coastal communities.

1.4 **Often less choice/opportunities** of local college or school = limited courses = lack of skills and lack of job opportunities – it can be hard to recruit to good positions.  Social mobility is a key issue in many seaside towns in Dorset.

1.5 **Over reliance on Tourism - Seasonality**.  Whilst important it is generally a sector that has lower wages, and creates lower skilled jobs.  This doesn't help to boost local productivity nor create resilience in the local economy. Addressing seasonality is a key challenge for seaside towns, especially those that still heavily rely on tourism and have not been able to diversify their economies. Use of digital infrastructure, improved digital skills, new digital businesses and existing businesses working effectively with digital services can transform a local economy. This is a long-term strategy and will require the coordinated input of central and local government to create the right market conditions.

1.6 **Maintaining legacies of over 100 years** of previous tourism development infrastructure (e.g. Piers, promenades and leisure amenities). These are all degrading due to high environmental impacts on exposed coastlines.  Meanwhile, visitor expectations are a lot higher than in the past.

1.7 **Improving digital connectivity, enhancing the public realm and public facilities** - will draw commercial investment into areas, transforming many of which may be poorly utilised or even derelict currently.

1.8 **Climate Change -** increased storminess, increased heat, rain etc all have an effect on the coast. This is ongoing and evidence shows these events are increasing.  There is a lack of resilience in some of Dorset's seaside towns which can affect the local economy.

1.9 **Older populations** - generally people who retire in Dorset have more money to spend on housing and this leads to increased house prices, more social care and health costs. Often these people pay reduced council tax

due to single person occupancy of housing. They can also suffer from low confidence in using digital services. Experience from the Superfast Dorset Routes to Inclusion project is that older people and those on low incomes are more likely to lack basic digital skills. Coupled with a disinclination to take superfast services, this makes the vulnerable residents of coastal towns doubly disadvantaged as they are missing out on money-saving options that the internet provides.

1.10 **Communities dislike of change** – many coastal communities have people who have not moved can fear change or the loss of what they know, modernisation etc. This can also apply to older people moving into an area, who move for a slower pace and do not want anything to change.

1.11 **Many seaside towns have to cater for a huge increase in visitors during summer which drops considerably in the off-peak months** – this means that many seaside towns have large car parking provision for this (which acts as important revenue) but is often empty during the rest of the year. These car park areas are often in prime development areas but are not utilised due to the loss of important income from car parks.

2. **Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**
   In Dorset we have good evidence from our research and data which enables us to make informed decisions on what needs to be done. Key points include:

2.1 The Dorset County Council's research team have provided a range of socio-economic profiles of the coastal communities of Dorset, Bournemouth and Poole providing significant evidence in relation to the economic and social health of these areas.

2.2 Many economic plans in coastal areas do not highlight the coastal aspect of the area. The Dorset Coastal Community Team Connective Economic Plan 2018 has filled this gap and provides good data on health and vitality of Dorset https://www.dorsetcoast.com/wp-content/uploads/2017/07/Dorset-Coastal-Community-Team-Connective-Economic-Plan-2018-1.pdf

2.3 Analysis of our coastal communities illustrates a mixed picture with areas of relative affluence located in close vicinity to the most deprived areas in our County and the Country as a whole.

2.4 Significant deprivation at a national level is reported in Weymouth, Portland and Boscombe.

2.5 There are higher proportions of part time workers and lower wages in our coastal communities which reflects the seasonal nature of employment with a third of employees working in Retail, accommodation and retail services in some of our Coastal Communities.

2.6 Levels of poor health are also higher in some of our coastal communities with Weymouth and Portland recording higher numbers of residents recording their health as bad or very bad.

2.7 The Dorset coastal area has an above average percentage of employees in employment working in low pay sectors - those with median earnings below the national average including agriculture, forestry & fishing; distribution; accommodation & food service; real estate; admin & support; health & social care; some manufacturing sectors; culture & recreation; other

personal services.  With the England average at 55%, the Dorset coastal area has a higher amount of people working in low pay sectors at 63%.

2.8 Inbound and domestic tourism remains a vital sector for the UK's economy. Visit England data illustrates that 9% of GDP is attributable to tourism sector, equating to £106 billion in England.  2.6 million jobs across 200,000 businesses.  Visits to the seaside amount to the single largest sector for domestic tourism visits in England. The coastline is probably the largest tourism and leisure resource in the UK, yet it does not receive the same or similar level of investment that a city does. Tourism and the associated activities in leisure, outdoor pursuit and sports need to be recognised as an economic asset to the UK that needs the same level of effort the Government put into cities and large conurbations.

2.9 Ash Futures was commissioned by Dorset County Council and its partners I 2016 to produce a report on Dorset's 'Environmental Economy', including specific economic impact studies of the Jurassic Coast World Heritage Site (WHS) and the Dorset Area of Outstanding Natural Beauty (AONB).  It states that it contributes about £1.5bn of GVA p.a. and supports about 30,000 jobs in Dorset https://jurassiccoast.org/wp-content/uploads/2016/02/Dorsets-Environmental-Economy-Summary-Paper-Dec-2015.pdf

2.10 Dept Digital Culture Media and Sports's own study on the economic impact of the 2016 Connection Voucher Scheme evidenced a £1 investment returned £6 to the local economy.  And, on average, 1 job created for every 4 businesses upgrading its digital infrastructure.

**3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses?  How might any such issues be addressed – and are any changes to Government policy required?**

3.1 In some areas (such as the Park District of Weymouth) the type and structure of housing has a marked impact on the area.  During the winter months many homeless families are put up in B&B accommodation; however, this is more difficult in the summer when the landlords can get more money from tourists.  Multiple occupancy housing tends to have a transient population with associated challenges and needs.  Previous projects to address these needs have been successful with the tenants benefiting.  However, through the success of the programme those tenants then get jobs and move onto better housing, leaving their previous multi-occupancy property to be re-let to the next set of transient tenants. So statistically it appears that there is no improvement in the area.  Unless the housing stock /use is changed this situation will not improve even if the lot of the tenants improves. Local authorities are looking to address poor quality HMOs by considering options including introducing selective licensing, however, this has proven both difficult and controversial. Housing in some of our coastal towns, especially the seaside resorts, often appears to be characterised by a dual economy, with high house prices alongside a large, low-quality private rental sector. Evidence from Bournemouth Churches Housing Association, suggests that "something like 80% of people within households aged from 20 to 39 cannot afford to buy the cheapest houses".

4. **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1 Seaside communities such as Weymouth, Portland and Boscombe have very high levels of Transient Renters living in low cost housing. In Weymouth there are three times the proportion of transient renters than in the County as a whole. This can lead to a lack of social cohesion within the community and affect social capital, whilst bring additional pressures on the health service as a number these transient renters with physical and mental health concerns are placed in low cost housing.

4.2 Demographic change in our coastal communities in general shows an in-migration of older people and an out-migration of younger people. Leading to a greater demand on our social care and health system. However, in some of our coastal communities (Weymouth, Portland and Boscombe) there are also a high proportion of males aged between 25 and 44 often relatively low skilled.

4.3 Bournemouth has seen an expansion in the higher education sector as the University and Arts have expanded creating an employment cluster effect based on specialisms such as media and the creative industries that has led to the retention of younger and greater skilled individuals. Development of the Higher Education establishments within Dorchester and Weymouth and the surrounding areas focusing on a range of environmental specialisms could contribute to a similar impact and should be considered.

5. **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1 **Digital connectivity -** The Superfast Dorset programme, a partnership of all Local Authorities and the LEP in Dorset, has a proven track record of successful delivery, improving digital infrastructure and bringing superfast broadband to many coastal communities for the first time. Access to superfast broadband (24Mbps+) has increased from 75% to 96% through its contracted and demand led interventions since 2012. A long-term strategy is needed, coordinated by a single Government department, with funding sourced from all relevant departments, managed at a regional level to target specific local issues. The market conditions need to be created to allow coastal communities to diversify business sectors, removing reliance solely on tourism, to create long term sustainable growth in high skilled high paid employment to retain and provide opportunities for the younger population. The Rural England report – unlocking the digital potential of rural areas, published in March 2018 shows the South West would most benefit from increased digital adoption, with a predicated GVA uplift of 18.4%. The DCMS Future Telecoms Infrastructure Review, published July 2018 recommends an "outside-in" approach to improving the digital infrastructure, to ensure those areas not commercially viable are not left behind. Combined these present a clear case to prioritise digital infrastructure improvements to coastal communities in the South West.

The SW LEP rural productivity commission is exploring a coordinated ask into Government to address specific regional issues, including digital infrastructure.

5.2 **Road -** A recent study undertaken on behalf of Dorset County Council, Poole Borough Council, Wiltshire Council and Bath and North East Somerset Council shows that not only does poor connectivity suppress economic growth in coastal areas, but that the aggregated loss to the national economy due to poor connectivity between the South Coast and the M4 corridor is up to £20.5bn over a sixty-year assessment period. Improvements would translate to 1,400 jobs annually, £342m additional annual GDP and £16.5m additional revenues from Corporation Tax. There are poor links from the Dorset coast to the West, which make it difficult for businesses to connect to regional markets and limits people's choice of work and opportunities to study. While connections to the East are better, they are still under strain and the uneven quality of transport connections results in a similarly uneven pattern of economic growth.

Journey time reliability is poor particularly in the peak season, yet funding for transport schemes requires evidence from neutral months. While this makes sense in parts of the country less affected by seasonal fluctuation, it fails to provide an accurate picture of the conditions experienced by businesses in coastal areas which have to operate and provide a service the whole year round. In addition there is a lack of resilience in the transport network as a whole. This means when key road or rail routes are interrupted because of accidents or planned work there is simply no other alternative available to travellers and they are forced to abandon their journeys causing significant economic disruption. While connectivity remains poor new businesses are deterred from starting in coastal areas and established businesses consider relocation both because of the additional time and cost of day-to-day operations, and because of the widening skills gap which causes difficulty in recruitment.

Weymouth Town Centre suffers from the effect of traffic. There are areas of poor air quality, poor accident rates and a high degree of severance in lower income residential districts. There is also anti-social behaviour around transport hubs. These are contributory factors in poor health outcomes in the borough.

5.3 **Cycle** - While there is a high-quality cycle network in the Borough as a whole, links within the town centre are poor and there are numerous hazards including redundant rail lines. The quality of the pedestrian environment and facilities for people with mobility issues are variable in quality creating barriers to physical activity, again affecting health outcomes. In addition, the impact of traffic detracts from the town centre and historic harbourside environment creating a challenging environment for town centre businesses whose success depends upon Weymouth being a pleasant environment where people want to stay longer and spend more money. Signage is poor and frequently out of date, so visitors often struggle to navigate.

5.4 **Bus Transport** - Elderly people get free bus travel, which is be subsidised by local authorities. Coastal communities have a higher occurrence of elderly people either as residents or as visitors. Commercial bus operators stop running unprofitable services. As local authorities no longer have the means to subsidise commercial bus services, people in rural areas and in

areas with a high proportion of concessionary pass users find themselves with no public transport at all.  While in some cases community transport has been successful in meeting people's needs, there are other areas where people without cars are left with no transport at all.

5.5 **Rail transport** - Despite having benefit of three railway lines, the Dorset coast is poorly served by rail.  Beyond Poole, services drop to 2 per hour on the South West Mainline to Weymouth, but the uneven service pattern (x.03, x.53) means that for many commuter's rail is an unattractive option.  On the Heart of Wessex line, service is extremely poor, with one train every two hours.  On one stretch of the line infrastructure is so poor that there is a speed limit of 15 miles per hour.  Journey time reliability on both lines is poor, and there is a high rate of cancellations.  Purbeck has recently benefited from the reconnection of the Swanage Railway to the main network thanks to the efforts of volunteers and funding by Dorset County Council, the level of service is still a long way from meeting the needs of residents and visitors.  The inadequacy of railway services in Dorset means that rail does achieve its full potential in meeting transport needs in its coastal areas, leading to greater pressure on the road network in seasonal peaks.

6. **How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be?  How important are these sectors to the economies of seaside towns?  Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1 Attention across Dorset is now being focused on the sectors detailed below in order to increase productivity, skills and wage levels (http://dorsetlep.co.uk/invest-in-dorset/key-sectors/ ).  Across the Dorset LEP area Advance engineering/manufacturing, financial services/insurance, argi-tec and creative industries are important and provide high value jobs.  Tourism, whilst a large employer provides (in the main) low pay and seasonal work.  There is a drive is to increase the productivity, skills and wage levels across the County and in particular in some of the coastal towns (e.g. Weymouth & Portland) which have the lowest wage levels.  Sufficient attention should be given to the potential contribution that can be made by other sectors, beyond tourism.

7. **Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns?  Could new approaches - or the removal of any existing barriers - support further regeneration?**
Good examples in Dorset include:

7.1 **The Dorset Coastal Connections Project** - A £13M funded CCF project (£5.6M) which delivers 18 projects across the whole of Dorset using a consistent approach to engagement with the local communities and using artists alongside engineers to develop modern public space and better access to and along the coast https://www.dorsetcoast.com/projects/dorset-coastal-connections/

7.2 **The Journey / MEMO project** is an example of a new approach to physical regeneration of coastal communities.  This multi-million pound project on Portland which has a scientific / research background as well as

being a world renowned attraction for visitors.  The project demonstrates that a new approach is required that allows a greater partnership between private and public sector effort.
We would like to continue with this approach and work with national government to do this.

8. **What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community?  What more could or should be done by the Government, and relevant organisations, to deliver such initiatives**?

8.1 Improved Government recognition and coordination at the national level of the issues coastal towns face, e.g.  tired transport infrastructures with poor transport, connections to learning and employment and limits the economic growth potential of coastal communities and People in different government departments working together towards a common agenda for seaside locations.

8.2 More Partnership working – working at both community level with a multi-agency approach.  E.g. Network Rail, Homes England, LAs, LEPs, DfT to ensure a joined up approach that supports investment.

8.3 Increased and coordinated funding - Reduction of Local Government funding has significantly impacted the appearance of coastal communities with reduced maintenance of the public realm and the natural and built environment which has further exacerbated the attractiveness of coastal towns and local community pride in their location.

8.4 Inability to pool grants and funding at the right time and place.

8.5 Transport funding is targeted where the biggest productivity gains will result therefore this approach disadvantages many coastal areas in Dorset.  There is a productivity gap between the conurbation and less prosperous coastal areas which is widening due to current transport investment decisions.  The government need to take a different approach to allow poorer performing areas to catch up.

8.6 The approach to funding from central Government (and via Local Enterprises Partnerships) needs to distinguish between affluent coastal communities that those suffering significant social mobility and economic and social deprivation. Individual Coastal Town Deals would be an appropriate start which consider the structural issues that only the public sector/Government can address such as infrastructure, health and education.

8.7 Coastal communities are among the country's worst off for wage levels, employment, health and education. Government investment and funding should consider the broad range of issues that individual coastal destinations face not just focus on tourism although this sector is vital to the local and UK economy

8.8 The age imbalance as older groups move in and younger people move out in search of education and jobs is the problem. Knock on effect on ability of local young people to enter housing market. Dorset one of greatest disparities between income and house prices in UK

9. **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns?  How effective is any help currently provided to these groups by the Government,**

**local authorities and others?  Are there any barriers to growth that could be addressed by changes in policy?**

9.1  One good example where this is happening in Dorset is in Aquaculture research and development presents a key opportunity to regenerate the seaside towns of Weymouth and Portland, building on the leading research establishment of CEFAS at Weymouth. UKRI Strength in Places Funding (SIPF) has been considered for developing this. However, the majority of the businesses currently involved in aquaculture are small and not of a size where government would contract with them on a project of this size or scale.  At the same time as CEFAS has connections with DEFRA it is also unable to be the lead partner / accountable body for the funding in this project. Making government support and funding more accessible for consortia involving small businesses would be useful.

**10.  Is educational provision in coastal communities of a good enough standard?  Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**
**Social mobility**

10.1  Weymouth and Portland have one of the lowest rates for social mobility in England.  The Progress 8 scores for the secondary schools in the borough place them all below the government's floor standard (i.e.-0.5).  All Weymouth schools rated below average recently - All Saints School -0.6.  Wey Valley School -0.68.  Budmouth College -0.87.  The Atlantic Academy Portland) -0.94.  In addition, Ofsted inspections this year have rated both Budmouth College and All Saints school as Inadequate.  Wey Valley has a requires Improvement rating, whilst Isle of Portland Aldridge Community Academy was put into Special Measures before being taken over by Atlantic Academy.  In some areas there is a 'not attitude of work' with 3$^{rd}$ generation on benefits.  There needs to be more integration with schools in relation to economic growth/plans for the area - both at the local level and within government departments on how this could best be achieved.

**11.  Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas?  Would any targeted interventions help to address any such issues in these areas?**

11.1  Coastal towns have the highest incident of skin cancer in the country

11.2  Coastal towns are characterised by higher levels of drug related deaths: 6 out 10 Local Authority Districts in England and Wales with the highest levels of heroin and/or morphine related deaths are coastal towns
https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/halfofheroinmorphinemisusedeathhotspotsinenglandandwalesareseasidelocations/2018-04-04

11.3  Social isolation amongst older people is a contributing factor to higher rates of mental health issues charactering coastal towns.

11.4  Interventions to support recreational use of local blue-spaces (through: enhancement & maintenance of infrastructure, facilities and capacity to shape and deliver activates appropriate for target communities) by less engaged populations offer considerable opportunity to tackle health and

wellbeing challenges through enabling physical activity and supporting mental wellbeing.

**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1 CCF fund is a welcomed and highly important source of funding. It is the only source available specifically for coastal towns – it's highly over-subscribed it is.

12.2 The funding is not adequate enough – not enough to go around and far more money needs to be invested in the fund if it is to deliver results on the ground. Relative to other infrastructure projects that government invest in, it is small change can only ever contribute to small interventions whilst the actual needs of most coastal towns is larger such as its sea defences, transport infrastructure and educational attainment.

12.3 It is a rigorous and time-consuming process with decisions take too long – match funding opportunities can be lost

12.4 Some bids have focused on generating new jobs, however the focus for the funding seems to be around just visitor number. Whilst visitor numbers are important and can create jobs there needs to be a clearer scoring mechanism between visitor numbers and jobs created/sustained

12.5 Welcomed the fact that we can deliver portfolio projects – more potential for match funding etc

12.6 Should be a single submission round for funding under a certain threshold while higher funding bids should do 2 stages

12.7 Economic Plans - Each coastal community was encouraged to develop their own Economic Plan that were endorsed and supported by their local authority. These plans were undertaken to enable identification of specific local economic issues and opportunities whilst enabling a wider national picture to emerge of potential collaboration on issues and opportunities. The funding criteria needs to reflect the localised plans better so that actual local needs are considered as part of the process;

12.8 Improved Government recognition and coordination of the structural issues coastal towns face such as tired transport infrastructures with poor transport connections to learning and employment and limits the economic growth potential of coastal communities

12.9 At a regional and national level, recognising the coastal vulnerability of future climate change implications and challenges, the need for coastal communities to have appropriate investment in sea defences that protect the existing local economies and that enables opportunities for growth and future private sector investment

12.10 The reduction in Local Government funding has significantly impacted the appearance of coastal communities with reduced maintenance of the public realm and the natural and built environment which has further exacerbated the attractiveness of coastal towns and local community pride in their location

12.11 General coastal communities sit within exceptional high-quality landscape, seascape and built heritage. However, the infrastructure and public realm do no longer reflect this high-quality environment due to the lack of central government investment and significantly reduced local government funding. There is a need to modernise and improve the infrastructure and public realm to provide new opportunities connected to local aspirations and

energy of the people in coastal communities to make them once again exciting places to live, work, visit and invest in.

**13.  To what extent is it currently possible to develop a 'vision' for individual seaside towns?  Is there a need for longer-term thinking and, if so, is that need currently being met?  What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13.1   The Portland Economic Vision Board is of how a vision for a seaside town can be developed, worked up and acted upon.  The Portland Economic Vision Board (a CCT) is a business led forum which has the support of the local authorities- their "vision is for Portland to be a leader in innovative business, destination development, maritime services and low carbon technologies, connecting its residents and businesses to more opportunities and providing an ideal environment to grow, start and locate a business. Portland will be a leading player in the thriving Western Dorset Growth Corridor and to the UK."

13.2 The Western Dorset Growth Strategy is a comprehensive piece of work to put together a growth strategy and action plan for the Portland, Weymouth, Dorchester corridor. There is difficulty in accessing funding to implement these plans in a coordinated approach.  We are currently putting together a prospectus for government to look at ways of effective delivery. https://www.dorsetforyou.gov.uk/business-consumers-licences/business-support-and-advice/pdfs/dcp-economic-growth-strategy.pdf

13.3 **Dorset Coast Economic Plans** – we have a Connective Dorset Coast Economic Plan (written by DCCT) that provides good information on the coast.  These plans link the strategies and plans along the coast. Support by government, the LEP, LA's and others together with a joined up funding approach is crucial if these are successful. https://www.dorsetcoast.com/wp-content/uploads/2017/07/Dorset-Coastal-Community-Team-Connective-Economic-Plan-2018-1.pdf

**14.  Are there fiscal or financial measures available which could help to support the regeneration of seaside towns?  Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1   There needs to be recognition and some correlation of the coastal communities individual Economic Plans with the Industrial Strategy (IS), an assessment of where the IS would specifically support these economic plans is necessary

14.2   The formula and mechanism of the IS funding needs to recognise coastal and rural communities.  The GIS funding through LEPs, where they have coastal communities, needs to be able to consider, assess and respond to local coastal needs.  The current funding formulas, such as Growth Deals, favour large conurbation

14.3   The local IS should properly recognise the existing and potential economic contribution of rural and coastal areas to the nation's growth and success The Local Industrial Strategy should be written with enough coastal representatives around the table - inclusive growth would then be addressed

15. **What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**
A good example for Dorset is through the Dorset Coastal Connections project where all projects are being community led. Engagement is carried out through the Dorset Coast Forum (a Coastal Partnership hosted by Dorset County Council) which provides a neutral arena to engage with the community and bring the relevant authorities together to ensure that all parties are happy and understand the journey of change in a seaside community.

16. **Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely - and is further innovation required?**
Dorset Coast Forum model - Dorset Coastal Community Team - see above for example

# East Devon District Council – written evidence (RST0038)

*Background and understanding*
*1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

1.1 East Devon is the largest district in Devon by population (139,908), and the second largest by both employment and output. A number of seaside towns and communities are located along the East Devon coastline, including the principal seaside towns of Exmouth (East Devon's largest town) and Sidmouth, together with the towns of Seaton and Budleigh Salterton as well as smaller coastal and estuary villages such as Axmouth, Beer, Branscombe, Lympstone and Exton. Exmouth and the village of Beer have Coastal Community Team status.

1.2 The relationship between city, coast and countryside in East Devon together with a powerful combination of great schools, leisure opportunities, food culture, environmental quality (most of the coast falls in the East Devon Area of Outstanding Natural Beauty and nearly all forms part of the Jurassic Coast World Heritage site) and diversity of businesses in the District make this a wonderful place not just to work and run a business but also to live and to visit. However, this should not be allowed to mask the fact that there are a number of significant economic challenges and opportunities, for East Devon, in relation to seaside town and community regeneration.

1.3 Seaside towns and communities , in particular, face challenges by way of their geography (peripherality) i.e. poor physical and digital  connectivity (infrastructure) restricting catchment/ hinterland (due to coastal/ estuary boundaries) in addition to the seasonality of the visitor economy. Furthermore, the environmental and heritage designations within our area bring challenges in terms of balancing the need for economic growth and continued prosperity with the sensitivities of these special planning designations.

1.4 There are specific challenges and significant resource requirements in relation to the infrastructure needed to implement adaption strategies to deal with coastal erosion, flood events and increasingly intense weather e.g. storms and storm surges and climate change impacts e.g. sea level rise.

1.5 East Devon has the fourth lowest productivity level in Devon with real value added per employee equivalent to just 80% of the national average in 2012. If productivity levels met the national average, an additional £425m of value added would be generated per annum.

1.6 Several of the sectors which are highly represented in East Devon in employment terms typically generate lower levels of value added, including accommodation, health and social care and food and distribution. In contrast, sectors with higher levels of productivity, including information and communications continue to be under-represented in employment terms.

1.7 Analysis of commuting in East Devon illustrates the dominant and growing influence of the Exeter economy. Exmouth is by far Exeter city's biggest commuter town, with approximately 3,800 people commuting to Exeter to work every day.  [97] (Seaside towns do not function in isolation).

1.8 **We believe that there has been insufficient national policy and intervention relating to coastal towns and communities.   There is a need for a greater recognition of the challenges and opportunities that coastal locations offer, a form of 'coastal proofing' of government policy, strategy and intervention?**

*2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

2.1 The coastal economy is complex and individual to each place. We have found national studies extremely useful in understanding the broad issues and determining the focus of bespoke study. We have used studies by the Centre for Regional Economic and Social Research at Sheffield Hallam University (CRESR) e.g. England's Seaside Towns – A benchmarking study and The Seaside Tourist Industry in England and Wales. **There is a need for a more structured, longitudinal and consistent evidence base**.  Our experience has been that commissioning our own research is the most effective way of truly understanding the issues at play in a particular location and as a means of capturing and reporting facts on which to base policy and intervention strategy. For example,

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[97] Barton Willmore, Commuter Map, 2016

the Exmouth Coastal Community Team commissioned its own research including a Socio-Economic Profile compiled by Strategic Economics Ltd (NJSE) and the Exmouth Visitor Survey (2016) undertaken by the South West Research Company. The latter research highlighted that whilst Exmouth attracted high numbers of visitors, expenditure was less than half the average for East Devon and Devon as a whole.

2.2  Sidmouth has participated in the European Union TourFish (Tourism for Inshore Fishing, Food and Sustainability) cluster. That project has predominantly focussed on the economic and social aspects of inshore fishing resulting in the increased awareness of the fishing heritage of Sidmouth and Beer and the creation of the annual Sidmouth Sea Fest.

2.3 We have found the work by the National Coastal Tourism Academy both useful and practical however, the focus on tourism, is of course, a narrow view of a typical coastal economy**; more work is needed to look at coastal economies in their entirety.** In addition, the Coastal Community Alliance has highlighted and championed the specific issues affecting coastal communities. Inland East Devon is rural and we frequently refer to the body of research and good practice in relation to market towns, it would be useful to see that work expanded to consider seaside towns.

***Housing and demographics***
***3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?***

3.1 In East Devon there is a continuing issue in respect of tourism accommodation, especially hotels, coming under pressure for what is often higher value (for the owner) in residential use.  Whilst it is recognised that some jobs in tourism can be lower paid it is the case that tourism is, and remains, a crucial part of our economy and loss of visitor bed spaces does undermine this sector.

3.2 The coastal towns of East Devon (Exmouth, Budleigh Salterton, Sidmouth and Seaton) in common with many other coastal areas have a high elderly population, ours being some of the most elderly in the country, with incoming retirees adding to an already ageing resident population.  Whilst the active retired can make major contributions to communities, as people age they do place increasing strains and demands on stretched health, social and welfare facilities. The projected increasing elderly population, means there are major as yet unresolved challenges ahead.

3.3 In East Devon the incoming population also impact on the cost of housing with house prices along our coastal strip being much higher than in inland areas. East Devon as a whole already has a high affordability ratio, the average wage

compared to average house prices ratio is 9.4[98].  In our coastal areas the house prices are typically much higher than just a few miles inland but there would be no expectation that wages would be higher; the affordability ratio could therefore be expected to be significantly greater.  A clear consequence of the housing affordability gap is to make it less easy for people, especially younger and first time buyers, to buy or rent houses in coastal areas of East Devon. **This lack of housing choice adversely impacts on their life choices and exacerbates a wider challenge of coastal towns becoming centres for the more affluent aged where younger less well-off people are excluded from the housing market.  This underlines the need to support the younger generation, working age families and those not on high incomes.  We should focus our interventions on affordable and appropriate new homes building, encouraging higher paid jobs, skills and the infrastructure that promotes increased productivity.**

*4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?*

4.1 Population transience is an issue in our larger seaside towns however it does not present the challenges on a scale that may be faced in other coastal towns. The Coastal towns and communities have experienced an increase in rough sleeping, particularly during the summer months this year.

4.2 The significant demographic change, already noted, is and has been in an increasing ageing population in total and as a significantly larger proportion of our overall population with younger people increasingly unable to afford coastal property prices in East Devon. The average age of residents in East Devon is 50.3 years. The national average is 40 years.

4.3 East Devon has a small working age population in comparison to Exeter and the Heart of Devon (East Devon, Mid Devon and Teignbridge) areas with just 54.5% of the population at working age.

4.4 The 65+ age range looks set to grow more than any other over the next decade, growing from 29.9% of the population in 2014, to 33.1% of the population in 2024 and up to 37.6% by 2034. The main household composition in East Devon is a one person household with a resident aged 65 and over, making up 18.3% of all households – nationally this figure is 12.4%.

4.5 **As recently stated by the Coastal Communities Alliance (policy strategy, Spring 2018)** *'Creative solutions will be required to deliver regeneration that reconciles the needs and desires of older and retired residents with attempts to build new markets and rebalance the demography.'* **As well as identifying economic opportunities from the older population.**

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[98] Sources: HM Land Registry, UK House Price Index June 2017 and Office for National Statistics, Annual Survey of Hours and Earnings (ASHE) – resident analysis, published 2016.

***Transport and connectivity***
***5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?***

5.1 Problems of transport and digital connectivity in coastal East Devon are not significantly different from many inland areas with the exception of rail with two of East Devon's main inland towns benefitting from mainline rail links. The East Devon population is largely car dependent and the ongoing reduction in bus services means that this is an issue that is not going to go away.

5.2 *Linking seaside towns to major employment sites*
Devon County Council and East Devon District Council have joined forces to fund enhancements to bus services.  The new CONNexIONS service will reduce congestion and help more people get to work by bus between Exmouth, our Enterprise Zone, the Met Office and the city of Exeter. Exmouth is closer to Exeter and the largest of our towns, hence the feasibility of our investment.

5.3 *Digital Connectivity*
There is a huge variation in broadband widths across a Devon.  Along our entire coastline broadband speeds are low with only our coastal towns at or exceeding 50 Mbps.

***The role of the visitor economy***
***6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?***

6.1 Seaside towns are much more than their seafront, a narrow 'bucket and spade' focus alone is not what is needed. East Devon has taken a development led approach to enabling growth in its coastal towns (rather than a marketing led approach to attract tourists to the district).  In two of its towns it has enabled and led on physical development activities through the Local Plan process and bringing forward redevelopment opportunities.   Our focus has been to provide de-risked development sites (selectively and carefully investing using our own land resources) and providing new infrastructure and facilities that will attract visitors.

6.2 Seaton has benefited from this approach with the delivery of a new supermarket, housing and a Premier Inn hotel on the site of a closed down holiday park.  Further new housing, retail, food and drink is proposed on the site of a factory that closed in 2000.  The Council used its own land and s.106 receipt from the supermarket development to kick-start the development of Seaton

Jurassic, a community led initiative that resulted in a £4m new visitor centre for the World Heritage Jurassic Coast attracting over 50,000 visitors in its first year.

6.3 Significant and ongoing investment in Seaton Wetlands has resulted in the development of extensive range of habitats offering leisure and educational opportunities for all ages.

6.4 Other new development delivered by the private sector includes a new Seaton tramway terminus and a mixed use scheme with gym, retail, restaurant and housing in the town centre.  These new ventures have created in the region of 400 new jobs for the town.  Other private commercial property owners are now responding with improvements to the retail and restaurant offers in the town and leisure concessions on the beach.

6.5 Devon's largest town, Exmouth is also benefitting from a regeneration led approach following a masterplan exercise in 2012.  Through its landholdings, the council has enabled delivery of a new 60 bed Premier Inn, new slipway, indoor leisure facility, community facility and a new seafront leisure opportunities.  A council owned 9 acre seafront site will come forward for redevelopment in phases providing a new not for profit Watersports centre, along with new mixed use leisure facilities.

6.6 The seaside towns and communities of East Devon have established a number of distinctive festival and events e.g. Budleigh Literary Festival, Exmouth Mussel Festival, Sidmouth Sea Fest, Seaton Grizzly and Grizfest to name but a few. These events add a new and dynamic layer to the exiting visitor offer, providing unique experiences that attract new visitors to the area and open up new, often higher value, visitor market opportunities.  In addition, they provide new and different leisure opportunities for the local community, generating additional revenues and having the potential to extend the length of the visitor season.

**6.7 We feel that there is insufficient attention being given to the potential contribution that could be made by other sectors. Seaside towns are working towns with residents who wish to live and work in the area; there needs to be a balanced and robust economy.  The seaside environment is an attractive place to live and work and more needs to be done to create wider economic opportunities.  Seaside Towns need greater investment and reconfiguration to broaden and strengthen their economies. Far from trying to 'drag' seaside towns out of economic decline, they have the potential to be significant drivers of the new economy as they can offer a fantastic quality of life if they can be connected into employment and markets (including the provision of new and innovative workspace within those towns and communities).**

6.8 **There has been a great deal of discussion and policy issued in relation to the future of town centres; Seaside town centres need to be included as they too need to be fit for the future i.e. this could include a greater focus on a broader town centre leisure offer, increased public**

**realm/ social space/ residential offering to attract and retain younger residents.**

*Physical regeneration*
*7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?*

7.1 There have been a number of tools and resources available over time, and these have been welcome. We feel, however, that there is a need for government departments to offer a more joined up approach to supporting seaside towns and communities to facilitate real and sustained change.

**7.2** We found the case studies illustrated in the report from Ebb to Flow (Centre for Entrepreneurs, 2015) particularly inspiring and useful. **There needs to be a more open minded approach to new ideas and development in seaside towns and greater financial resources available. Regeneration in seaside towns is expensive and the seasonality of the visitor economy means that physical resources need to be fit for purpose and work hard. Seaside towns are evolving and must continue to do so, to remain relevant and productive. There needs to be a focus on bespoke high quality design, this requires significant 'pump priming' resource and a supportive environment to progress development.**

7.3 **It is important that seaside towns are open to new ideas, good practice and outside influence; to this end, we are currently working with HemingwayDesign who are undertaking a visioning exercise for a key seafront location (Queen's Drive) in Exmouth.**

*Social and economic regeneration*
*8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

8.1 East Devon has pursued an ambitious regeneration strategy for its seaside towns and communities. Low productivity levels across the district has meant that the key focus is economic regeneration. To this end, we have pursued a policy of creating the economic conditions for investment using our land assets to support new investment and development examples of this are the Seaton Jurassic project, the rebuilding of the Mamhead Slipway in Exmouth, continued enhancement and development of the Seaton Wetlands Visitor Centre and the continued investment in countryside, parks, beaches, play spaces and excellent public realm. This has been the result of the establishment of and support of Regeneration Boards providing clear vision, leadership and support to regeneration.

8.2 **There needs to be a full and frank debate about the coastal economy and future community needs with a focus on delivering a strong and diverse economy for future generations.**

**9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1 A diversity of business form is an important element of a robust economy. Our seaside towns have a mix of small and medium sized enterprises some of which have a seaside relevance whilst others do not. **The public sector can only do so much, it is important that there is a greater focus on proportionate regeneration interventions that put a robust economy and balanced community first.**

9.2 **The way to help businesses is to build a prosperous community/ provide excellent connectivity and an outstanding environment. The Government's Industrial Strategy should not exclude the economic challenges and opportunities for seaside towns.**

9.3 **A fairer taxation system is needed that is equitable between online and high street/ retail/ businesses.**

9.4 **Support for visitor and retail businesses (that have historically been excluded from business support regimes).**

*Education, health and wellbeing*
**10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1 The proportion of 15 years olds achieving 5 or more GCSE's at grades A*-C including English and Maths in East Devon in 2013/14 was 71.30% with the area ranking in the top 20% of districts nationally.

10.2 There are opportunities for continuing education both within the district (Bicton College) and in Exeter; however, transport to and from seaside towns and communities can be very difficult for students.

**11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1 This is not an area of expertise for the council however, the ageing demographic of our coastal towns and communities will lead to increasing health needs and future resource implications for local health and well-being services.

*Delivery structures*
**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1 East Devon has benefitted from investment by the Coastal Community Fund in terms of the building of Seaton Jurassic. The development of this project took in excess of ten years and has been hard won. It is an important tourism resource in Seaton that forms part of a much broader package of developments needed to create an integrated and modern tourism offer in a seaside town. We welcome the very recent announcement that the village of Beer has been awarded CCF funding (round 5 fast-track).

12.2 **We would welcome a move towards the CCF becoming more transparent/ evidence driven and for more resource to be invested in the funding available and the management of the funding regime (this year's funding announcement is currently 3 months late). There needs to be a greater certainty of funding streams and/or a longer term investment approach for seaside towns and a move away from sporadic funding regimes. There is so much potential and opportunity to boost the economic performance of seaside towns, but often initial public investment is needed to create the optimum economic conditions and market confidence to kick start private sector investment.**

*13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?*

**13.1 The development of a vision for seaside towns is crucial and that vision should be endorsed and supported by all, at all levels (in terms of policy, strategy, financial support and practical interventions/ commitment). However, a vision has no purpose unless there's a sense that it can happen (it requires funding, deliverability and local will).**

*14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?*

14.1 **In an age of austerity, Local Authorities and their communities can benefit from good seaside regeneration i.e. an uplift in business rates income; allowing Local Authorities to retain a large proportion of Business Rates can help.**

14.2 **Is it time to introduce Coastal Enterprise Zones? low or zero Business Rates during periods of site investment? - Central Government paying Local Authorities the Business Rates and that monies being invested in seaside town infrastructure?**

*People and place*

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1 The communities of East Devon have embraced the opportunity to make Neighbourhood Plans thus providing a community perspective of local aspirations and opportunities for regeneration. These are important community owned documents to feed into regeneration planning and delivery.

15.2 Interest from the community in development activities in our seaside towns is strong and the challenge for the council and developers is to ensure that a diverse range of the community (all ages) is able to engage with any consultation processes.

15.2 **It is absolutely essential that the local community is involved in decision making about the future objectives of seaside towns. This process must be evidence based to enable informed and objective decisions to be made about the challenges and opportunities available and weighed against the uncertainty of change.**

**16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1 East Devon has a number of regeneration initiatives specifically focussed on seaside towns and villages e.g. Exmouth, Seaton and Beer. The council has established Regeneration Boards for Seaton (now a local forum) and Exmouth which comprise local stakeholders, businesses and community representatives. Consultation has taken place on masterplans and planning permission by the council/developers and is continuing with the work of Hemingway Design in respect of our key seafront site in Exmouth.

16.2 The localism agenda provides an opportunity to support the aspirations of communities to effect change including the transfer of community assets.

*References*

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*From ebb to flow: How entrepreneurs can turn the tide for Britain's seaside towns. The Centre for Entrepreneurs, September 2015*
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# East Lindsey District Council – written evidence (RST0069)

East Lindsey is the ninth largest local authority by area in England. It covers 183,107 hectares. It is the second largest District Council in England and is categorised by the Department for Environment, Food and Rural Affairs (Defra) as 'a predominantly rural local authority' with over 80% of its population living in rural areas. The District is polycentric, with towns and large villages widely distributed across its geography. Skegness is the largest town with a 'Built Up Area' population of 24,876, followed by Louth (which is the only other settlement with a population over 10,000) with a Built Up Area of 16,419. There is a distinctive split between its Coastal area and Rural Inland. A significant proportion of the District is covered by the Wolds Area of Outstanding Natural Beauty.

**Background and Understanding:**

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

*The following structural challenges impact significantly upon, but are not exclusive to, our coastline (these challenges are significant and have persisted as a result of multiple socio-economic and geographic factors – they can also 'feed' off each other – seasonality leads to deprivation, which results in poor health, worklessness etc.) :*

*Housing: Having 38% of the area of the District in coastal flood risk affects the ability to bring forward new build housing in East Lindsey.  Whilst there are 968 houses with permission in the District`s Coastal Zone, only 286 have started.  The obvious effect on new build housing is coastal flood risk, this is linked to low land values which impacts on the overall viability of sites.  Land values in the District decrease as you get nearer to the coast. The other major factor is that East Lindsey has an old age dependency ratio of 49, compared to a national average for England of 27. This means that the 65+ population of East Lindsey is equivalent to 49% of the 15–64 age-group population, compared to just 27% across England in aggregate.  This translates into a higher mortality rate than average, coupled with higher home ownership, meaning that the second hand housing market far outstrips the new build market in terms of turn-over.  The impact of this is the housing market  fails to offer choice to those of younger age groups, many of which work in the low wage, low skilled coastal economy.  This makes it difficult for those who would seek a new home and use the Governments Help to Buy Scheme and also means that the Council`s ability to deliver affordable housing is beginning to be compromised.*

*Deprivation: The Indices of Multiple Deprivation suggest a concentration of issues affecting labour market participation in the Coastal area, which scores*

*poorly on education and skills and where poor levels of health (especially mental health) affect the propensity of the local population to seek employment;*

***Seasonality:*** *Whilst the Visitor Economy is a dominant and dynamic economic sector on the coast, the coastal economy (as evidenced by unemployment statistics) is highly seasonal and this significantly affects the business environment on the coast.  Around half of coastal businesses are categorised as in decline, despite a year on year increase in visitor numbers, spend and tourism related employment;*

***Peripherality and Sparsity:*** *Our location means that residents experience large travel to learn distances; limited transport connectivity; challenges for the viability of learning cohorts; a perceived lack of demand and choice for both learners and businesses; difficulties in retaining young people in the area or attracting graduates, commuters, working families and key professionals to sustain public service delivery that are needed to underpin a thriving economy. As a result, coastal businesses tend to be remote from suppliers, customers and areas with a more skilled labour market;*

***Employability:*** *The low skills offer also impacts on the ability of local employers to recruit employees that meet the needs of their business, particularly those in more specialist sectors.  The lack of further education provision restricts the ability of businesses to upgrade existing employee skills and affects the aspirations of local young people.  It also affects the propensity for inward investment and the appeal of priority sectors such as Healthcare and visitor economy;*

***Aspirational Ceiling:*** *An intergenerational issue of low skills/aspirations in families and businesses; coupled with a strong view that change is not desirable as it will lose the character of the area.  This can limit public appetite or capacity to improve the economy and exacerbate a dependency culture on the public sector to instigate change; and;*

***Health:*** *With regards to limiting health problems, the District experiences a more significant challenge in relation to the health and availability of the workforce, with a high proportion of the working age population claiming benefits in East Lindsey. These benefits are associated with the ill physical or mental health of the claimant or a dependent.  They also reflect poor access to mental health services locally which has resulted in those with moderate to severe mental health problems being on a waiting list for almost 3 years.*

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

*Although we are aware of a number of studies (and primary research), these appear to be inconsistent and dated – as such there is a fundamental need to update and improve the evidence base in order to support coastal populations and economies to realise their potential.*

**Housing and Demographics**

**3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

*Please see Question 1.*

*With regards to HMOs, issues around conversions were most prevalent (locally) between the late 1970s and early 1990s when a greater number of people started to take foreign holidays. This had a negative impact on the demand for domestic B&B holiday accommodation. Locally, landlords/property owners moved quickly to convert their properties to flats and/or HMOs (with or without permission – these are now extant and immune from prosecution). The current position, however, is largely static with occasional additions/withdrawals of stock.*

*Future legislation should facilitate the delivery of a mixed portfolio of housing developments, while concurrently recognising the constraints placed upon coastal districts (in terms of flood risk) by supporting innovation in housing design which mitigates local environmental considerations.*

**4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

*East Lindsey's coastal strip experiences two significant transience/demographic issues:*

*Firstly, c.28% of residents are over 65 (compared to a national average closer to 16%) – like many coastal communities, we are a destination for retirees (typically from lower income employment with poor access to social and family networks). Given this imbalance is likely to grow, our health and social care services will face an even greater strain in the future (the NHS already experiences major recruitment difficulties on the Lincolnshire coast, often leading to a withdrawal of health related provision).*

*Secondly, there are nearly 25,000 static caravans located along our coastal strip. Whilst this brings an influx of visitors during the year, a number of people reside in caravans as their main home but are subsequently unrecognised in terms of service planning and delivery (including Council Tax, Community Infrastructure Levy and NHS/GP funds) placing additional pressures on all public services.*

*Future legislation must recognise these significant imbalances and target funding towards supporting local services in areas of greatest need. Funding formulas for the provision of key services in coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in peripheral communities.  Current funds are predicated on*

*previous formulas and therefore even modest increases do not close the actual gap which exists.*

**Transport and Connectivity**

**5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

*Put simply, **yes** – in every respect.*

*Transport infrastructure in East Lincolnshire has been, historically, chronically underfunded and moving forwards Government must make significant funding available for both coastal transport infrastructure and public transport provision in order to realise economic opportunities. A fairer funding deal for Local Authorities would significantly improve access to transport in coastal areas. Where investment into public transport is not viable and car usage is the only viable transport medium, the Government should give thought to a fairer road and fuel taxation system.*

*The barriers to growth created by under-investment in digital connectivity are well documented, but infrastructure improvement initiatives headed by BDUK and delivered locally through Onlincolnshire, have improved the provision of superfast broadband significantly. Despite this improvement, the scheduling of the BDUK roll-out has been highly disadvantageous to some of the more remote coastal areas of East Lindsey (expensive to reach areas have been/are dealt with at the end of the roll-out programme) – areas with geographical challenges should be prioritised in order to 'level the infrastructure playing field' and more funding should be made available to expedite roll-out.*

*There needs to be greater visibility, coordination and engagement by Government on any specific policies or investment strategies for coastal communities. There also needs to be greater recognition of the different solutions that are appropriate for failing and flourishing coastal communities. On a national scale, bidding opportunities for economic growth (such as Growth Deals administered through LEPs) tend to be targeted towards large scale interventions and therefore inappropriate for smaller seaside towns which cannot demonstrate the level of economic return in direct competition with larger urban areas. In our experience, other targeted investments for coastal communities tend to be small scale (e.g. LEADER, Coastal Community Teams, Coastal Revival Fund, Big Lottery) supporting delivery of community-led projects. This can restrict the ability of local partners to develop more strategic investments towards infrastructure and related areas that would more positively influence national productivity.*

**The Role of the Visitor Economy**

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are**

**these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

*The Visitor Economy (or Tourism sector) is clearly of major importance to the East Lindsey economy (particularly on our coastline) not just in terms of those employed in the sector and the number of businesses that the sector directly supports (as well as the supply chain), but also in terms of the additional expenditure in the District as a result of the number of day and overnight and visitors. The value of coastal Tourism to the East Lindsey economy and the number of visitors increased between 2015 and 2017 – worth c.£495m in 2017, with 2.8m visitors and c.9.3m visitor days. The sector supports c.6,170 coastal jobs.*

*To support this key sector, investment into local tourism product promotion has been significant - with additional focus on product development, particularly cultural provision via the annual SO Festival. Other interventions include:*

| *Intervention* | *Benefit* |
|---|---|
| *Structures on the Edge (including the Festival of Bathing Beauties):* www.lincolnshire.gov.uk/bathing-beauties/structures-on-the-edge | *A Celebration of the iconic beach hut and, through modern architecture, the delivery of unique structures such as the 'Cloud Bar' focusing national/international attention on coastal heritage, art and interaction with the natural environment.* |
| *The North Sea Observatory:* www.lincolnshire.gov.uk/bathing-beauties/north-sea-observatory | *Provision of an iconic build, all weather, all season facility.* |
| *Coastal Country Park:* www.lincolnshire.gov.uk/coastalcountrypark | *The formalisation of the coastal hinterland offer.* |
| *Lincolnshire Coastal Grazing Marshes Project:* http://www.lincsmarshes.org.uk | *Lottery funded project directed at supporting local agricultural activity and developing the grazing marshes as a visitor product.* |
| *Upgrading Facilities at Donna Nook:* www.lincstrust.org.uk/get-involved/top-reserves/donna-nook | *Improved Car Parking facilities to support seasonal visitors to the local seal colony supporting season extension (Nov – Dec annually)* |

| | |
|---|---|
| *Destination BID: lcdbid.co.uk* | *Business Improvement District for our coastal strip – rates premium used to improve and market visitor economy offer.* |
| *Gibratar Point Visitor Centre: www.skegnessstandard.co.uk/news/video-new-1m-visitor-centre-at-gibraltar-point-in-skegness-opens-1-7400518* | *c.£1m investment into a replacement visitor centre with modern facilities etc.* |

*Most recently, we have established the Lincolnshire Coastal Destination BID – which covers a 22 mile stretch of the Lincolnshire coast, including some small rural inland villages and the area has 1,300 businesses that contribute towards a BID Levy which generates £500,000 per year. The BID is now entering into the second year of a five-year term - year one delivery has been concentrated primarily on the marketing & promotion of the area and events.*

*Moving forwards, the BID will continue to work on the branding and marketing of the area to attract a wider demographic of visitor throughout the year. Historically, Skegness (especially) has been widely acknowledged as a traditional, good value family resort. However, the BID team are keen to promote the less well known natural and wild coast offer, as well as walking, cycling and golf – all of which provide an all year round offer to a wider visitor market.*

*Although the coast's peripheral geography and poor transport infrastructure are not conducive to significant levels of inward investment – there are many, non-visitor economy, sectoral success stories, particularly around niche manufacturing, agri-food and care. Moving forwards, funding should be identified to support these businesses – particularly around innovation and workforce skills development.*

**Physical Regeneration**

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

*Significant resources are required (as a percentage of local government spend) to maintain the appearance and cleanliness of our coastal resorts and open spaces (which are often subject to more severe environmental damage than inland spaces).  This includes sand clearance which can otherwise significantly restrict movement along resort foreshores.  With further austerity cuts, the ability of local authorities to maintain current service standards will become increasingly challenged. Other coastal areas have delivered targeted public realm interventions and initiatives to improve the physical environment.  This*

*should be identified as an eligible investment as part of any national regeneration programmes which replace European Structural Funds assistance.*

*Additionally, significant resource is required to make even small bids to funds such as the Coastal Revival Fund without any certainty of success. There is an opportunity to develop a more collaborative funding approach which links the applicant to the funder at an earlier stage to maximise the use of resources and certainty around investment decision making.*

**Social and Economic Regeneration**

**9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

*Despite local businesses playing a fundamental role in sustaining and driving the coastal economy forwards, they often feel incredibly detached from, and unable to access, publically delivered business support (relying on local provision via banks and accountants etc.). Despite simplification, business support is often seen as confusing, restrictive, supply driven and overly bureaucratic. Constant changes to delivery organisations and programmes (linked to funding rounds) is also confusing for potential beneficiaries.*

*Moving forwards, there is an opportunity for local LEPs to lead on a further simplified and demand driven programme of business/skills support activity – one which supports the local requirements of business and the local growth agenda. This is the only way the opportunities associated with coastal economies will be fully realised. The local industrial strategy has to be inclusive of both coastal and urban economic opportunities and all strategy has to be 'coastal proofed'.*

*In 2020 EU programmes, such as the LEADER and EAFRD initiatives, will come to an end. These have provided funding streams for coastal business growth, diversification and innovation. They have, however, been fairly narrow in scope and modest in size. Government should replace them by designing a dedicated business support programme, as part of its proposed Shared Prosperity Fund. This should be flexible in scope – potentially open to all business types and sectors – enabling local delivery to be tailored to match locally decided priorities. There is an opportunity for Government to scale-up its ambitions for costal economies by announcing a significant investment programme.*

**Delivery Structures**

**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

*The Lincolnshire coast has received limited investment through the Coastal Communities Fund, despite having one of the UK's leading coastal resorts and significant investment in off-shore wind farms. There needs to be greater*

*consideration of the relative impact of bids to local areas, rather than assessing all applications on a national scale (especially with estuary areas, as well as coastal communities eligible to apply for funding).*

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

*Please see Q5. Additionally, the campaign for Tourism VAT should be prioritised and accelerated within HM Treasury, with evidence suggesting a positive economic return within 2 years of implementation.*

# East Riding of Yorkshire Council – written evidence (RST0086)

**Executive Summary**

The East Riding of Yorkshire has one of the longest stretches of coastline of any Local Authority area in England, extending 52 miles (84.5km) from the chalk headland at Flamborough, through the Holderness plain to the Humber Estuary. Around 20% of the East Riding's 338,061 (2017) population lives in these coastal communities. The seaside resorts of Bridlington (35,154), Hornsea (8,432) and Withernsea (6,159) are the main coastal towns, while numerous smaller settlements, which are often scattered and isolated, lie along its coastal length.

The Council's response exceeds the seven page guideline due to the extensive coastline and range of services covered by the unitary authority. Having responsibility for a full range of services enables an integrated approach to be taken local growth approaches and regeneration strategies for coastal economies.

This written submission highlights the key issues which can be summarised as follows :

**A. Social and Economic** - The East Riding seaside towns demonstrate typical demographic and transience challenges, particularly in Bridlington and Withernsea. In both towns, the Council works in partnership with local agencies, organisations, and community groups to support initiatives to improve levels of social inclusion and tackle issues including peripherality and remoteness, demographic and transience challenges, lack of employment opportunities, and develop education/skills provision to address low aspiration and low attainment;

**B. Coastal Erosion** - occurs at a rate of approx. 4m a year along unprotected stretches with current estimates for 237 residential properties to be lost to erosion by 2105, with 24 of these being lost by 2025; a significant number of valuable agricultural operations and over 500 holiday chalets, statics and touring caravans are projected be lost by 2105; some sections of the highway network are under threat, with the coast road strategic north south link, the B1242, coming within 70 metres of the eroding cliff edge in places;

**C. Research -** The Council has participated in a number of national and regional studies into coastal communities, most notably the House of Commons Select Committee in 2007, led to the publication of "Coastal Towns : the Government's Second Response", and these have led to development of successful initiatives and interventions targeted at coastal communities, through which the Council area has benefited;

**D. Tourism** - the value of coastal tourism is significant eg in Bridlington approx. 18% of local employment is in the tourism sector. The Council has successfully invested in its tourism facilities particular where there is potential for income generation, and all three seaside towns (Bridlington, Hornsea and Withernsea) have strategies to improve tourism infrastructure, extend the season and attract all year round visitors, which are helping to tackle seasonal fluctuations in employment and also business sustainability.

**E. Education and Health** - The Council has evidence of the following significant health issues which are prevalent in coastal communities (loneliness, isolation, mental health, dependency on prescription painkillers, sexual health, and ageing population), and can provide further case examples of the challenges. Health improvement activity is focused on the work of Health Trainers and Sports, Play and Arts services, using a multi-agency approach to help the most needy in Bridlington, and through a new Sport England Local Delivery Pilot in Withernsea. These coastal initiatives are used to develop effective models of health improvement that can be used more widely.

**F. Partnerships and Wider Context** - The Council has promoted and support local Regeneration Partnerships in all towns across the East Riding, and these Partnerships have taken on the remit of Coastal Community Teams in response to the MHCLG Coastal Regeneration agenda. The involvement of local people in these Partnerships has been instrumental in establishing local priorities and vision, but at the same time within the context of what might be possible within the local, regional and national strategic context.

**Full Response**

**Location and Context**

A. The East Riding of Yorkshire has one of the longest stretches of coastline of any Local Authority area in England, extending 52 miles (84.5km) from the chalk headland at Flamborough, through the Holderness plain to the Humber Estuary. Around 20% of the East Riding's 338,061 (2017) population lives in these coastal communities. The seaside resorts of Bridlington (35,154), Hornsea (8,432) and Withernsea (6,159) are the main coastal towns, while numerous smaller settlements, which are often scattered and isolated, lie along its coastal length.

B. Within the Flamborough Head to Gibraltar Point Shoreline Management Plan (SMP), the management intent for the East Riding coastline is to 'Hold the Line' until 2105 at the coastal settlements of Bridlington, Hornsea, Withernsea and Mappleton, and at the nationally important gas terminal at Easington. Along the majority (87%) of the coast however, a 'No Active Intervention' policy allows coastal erosion to continue. In these areas, average erosion rates of up to 4m per year and isolated individual cliff losses of over 20m have resulted in a significant number of people, homes, businesses and infrastructure assets being at risk from coastal erosion and tidal flooding. It is likely that sea level rise and storm events linked to climate change will put even greater pressure on the coast in the future.

C. The East Riding Coastline is also heavily designated for its ecological value. Flamborough Headland, at the northern extreme of the East Riding coast, is designated as a heritage coast and a European Marine Site, while the Humber Estuary (including Spurn Point), which marks the southern boundary of the county, is designated as a heritage coast, National Nature Reserve and European Marine Site. The majority of the East Riding coast between these sites is now designated as part of the Holderness Inshore Marine Conservation Zone (MCZ) and the Greater Wash Special Protection Area (SPA).

D. East Riding of Yorkshire Council (ERYC) is England's largest unitary authority council by area, covering 930 square miles. The Council is also one of the biggest employers in the area with a workforce of nearly 9,000 full time equivalent employees.

**Background and understanding**

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

Typical challenges exist for seaside towns and communities along the East Riding coast. In common with other seaside towns :

- Employment – typically low skill/low wage and seasonal work, and limited major employment opportunities;
- Peripherality – challenges of connectivity and perception of being at "end of the line";
- Education and Skills – low aspiration/low attainment;
- Demography and  transience – challenges for social inclusion leading to multiple issues.

Challenges have persisted due to some of the deeply seated characteristics which, while they are well researched, require significant resource over prolonged periods to make progress. The main coastal towns have in the past received external funding support under time-limited schemes (maximum duration 3-5 years). The lack of continuity and limited duration of these schemes has created problems as they have not operated for a long enough period of time to embed the new services and initiatives that they have sought to deliver and, therefore, the long-term impact these programmes may have had has been limited.

The three seaside towns in the East Riding are all protected with sea defences. However, outside of the defended frontages, the East Riding has one of the fastest eroding coastlines in Europe.  This has a significant and unique impact on the coastal economy of the East Riding.  Based on the Council's comprehensive coastal monitoring programme, it is estimated that 237 residential properties will be lost to erosion by 2105, with 24 of these being lost by 2025.  In areas where a number of properties are at risk, blight can occur, whereby a lack of investment in maintaining residential properties, and in some cases the abandonment of the property (as in many cases they cannot be sold), leads to a decrease in the desirability and amenity of the area.  This has a knock-on effect on the local economy as many of these small, rural communities are reliant on tourism from coastal caravan parks for employment.

As well as residential properties, economically important commercial infrastructure and amenities - including a significant number of valuable agricultural operations and over 500 holiday chalets, statics and touring caravans - are projected be lost by 2105. In addition the highway network is under threat, with the areas strategic north south link, the B1242, coming within 70 metres of the eroding cliff edge in places.  While business owners have the option to rollback their infrastructure, this approach has often proved impractical due to the difficulty of finding suitable land within the coastal strip, and the costs of relocating site infrastructure.

With sea level rise and the increased frequency of storm events linked to climate change, it is likely that erosion rates will increase in future, leading to a rise in the number of residential and commercial properties which are at risk from coastal erosion. Mechanisms for funding of coastal defences remain a challenge, particularly where there is limited effect on economic activity.

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

The Council has participated in a number of national and regional studies into coastal communities, most notably the House of Commons Select Committee in 2007, led to the publication of "Coastal Towns : the Government's Second Response", creation of a cross-Departmental Working Group on Coastal Towns, the establishment of the Coastal Communities Fund and recognition of the role of the Coastal Communities Alliance (CCA) in working with Government to address the specific forms of deprivation that were prevalent in seaside towns (and which were in many cases exacerbated during the subsequent economic downturn and recession). In addition targeted funding was provided initially through the DCMS Sea Change Programme, and subsequently through five rounds to date, and longer term Government commitment to the Coastal Communities Fund, the establishment of Coastal Community Teams, and local Coastal Economic Plans. National coordination of interest led by the CCA and supported by DCLG and latterly MHCLG, has resulted a significantly increased profile and recognition of coastal communities and their regeneration needs.

Examples of helpful research include :

- "England's Seaside Towns : A Benchmarking Study"  DCLG/CRESR (Nov 2008)
- "Strategy for seaside success: Securing the future of seaside economies", DCLG, 2010
- "The Seaside Tourist Industry in England and Wales - Employment, economic output, location and trends", CRESR Sheffiled Hallam University, commission by BRADA, SEDA, NWEDA, and Visit Wales, 2010
- 2011 Census : Coastal Communities, ONS
- DCLG/CRC/DEFRA "England's Smaller Seaside Towns : A Benchmarking Study" CRESR (March 2011)

**Housing and demographics**

**3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation**

**(HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

This is particularly evident in Bridlington and much demand is placed on the Council's services managing the challenges as a result of high concentrations of HMOs.

The abundance of low value large property leads to the attraction of many private foster carers to seaside towns which in turn impacts on the schools in the area, along with demands on other support agencies.

**4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

The East Riding seaside towns demonstrate typical demographic and transience challenges, particularly in Bridlington and Withernsea. In both towns, the Council works in partnership with local agencies, organisations, and community groups to support initiatives to improve levels of social inclusion. Funded initiatives have been secured when data sets are analysed at Lower Super Output Area (LSOA) level to inform decision making at national level. However, if Local Authority level data is used to make decisions, this is skewed by other areas of the East Riding to "lift" the overall impression of performance, compared to other smaller local authority areas where polarised deprivation is reflected more accurately.

The Council is currently managing the Yorkshire Coast Community Led Local Development Programme, having secured around £6.5million of ERDF and ESF grant from the European Structural Investment Fund (2014-2020). This is delivering an extensive programme of social inclusion activity and business and enterprise support across the Bridlington and Scarborough area, with neighbouring Scarborough Borough Council working with the East Riding of Yorkshire Council as a delivery partner. The programme aims to engage 6000 people across the programme area who are currently furthest from the workplace, and provide support through local projects developed by the communities close to the beneficiaries, to help them move towards being closer to employment. Support is also available for enterprise and small businesses, to support business growth and increase employment opportunities. The Programme will run until the end of 2021.

**Transport and connectivity**

**5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

**Road –** road links are restricted to single carriageway "A" roads, with journey times approx. 1 hour to the nearest motorway network; the calculation of Benefit Cost Ratios for transport investment does not adequately allow for seasonality, 180 degree hinterlands etc. and is a clear disadvantage. The review of WEBTAG for economic impacts is welcomed.

Local authorities generally do not have sufficient budgets to deliver large scale transport schemes, including those aimed at regenerating coastal settlements. Councils are reliant on securing additional external funding to deliver such schemes, which is predicated on such funding opportunities being available, and the local authority having the resource and expertise to be able to construct a suitable bid. This can be particularly problematic for coastal resorts, as transport schemes are usually based on catering for the 'average' traffic scenario rather than the extreme seasonal flows often generated during weekend and bank holiday periods over the summer season. In order to meet funding requirements larger schemes may have to be delivered in phases, which means the overall impact can take many years to realise.

In addition, the highway network in many coastal towns was not constructed to deal with the volume of traffic now visiting them, and in particular the high number of coaches, which can cause delays and queues on local roads. Car parking can also be problematic, although we have largely addressed this in Bridlington (our largest coastal resort) following the completion of a new park and ride scheme in 2010, funded following a successful bid to the Department for Transport.

A number of roads linking coastal communities, including the strategically important B1242, are at risk in the long term from coastal erosion.  While alternative routes are available the loss of these transport links will increase journey times and add to the sense of geographic isolation which the coastal strip suffers from.

**Rail** – Bridlington is served by the Yorkshire Coast Line between Hull and Scarborough. Services to Hornsea and Withersea were removed as a result of the Beeching Report over 50 years ago. Recently, there has been significant improvement for services to Bridlington with the new rail franchise arrangements that commenced in 2017; local rail services are vital for the coastal and rural communities that they serve providing  good links for travel to work, travel to learn and access to other services (eg healthcare) in larger settlements ie via Scarborough or Hull and onward connections to York, Leeds, Doncaster, Sheffield, (East Coast Mainline and Trans Pennine Services). The rail service is also a significant asset to support the visitor economy both for day and staying visits. The proposed frequency improvement to an hourly service between Bridlington and Scarborough fell victim to the May 2018 timetable chaos and is not now likely to be introduced until May 2019. This would have been a significant boost for tourism along the line. We also hope that the Northern franchise will maintain direct services between the Yorkshire Coast Line and Doncaster/Sheffield when the Northern connect service is introduced in December 2019.

**Broadband/Mobile Connectivity** - Significant improvements in high speed broadband connectivity through recent public/private investment programmes; mobile coverage and 4G remains inconsistent and more of a challenge with increased demands for mobile data. The provision of high quality broadband and mobile connectivity in coastal locations is considered to be a more effective infrastructure investment than the marginal cost benefits that might be achieved by physical transport infrastructure investment.

**Public Transport** – Given the high percentages of people over 65 and the ageing population demographic in East Riding coastal towns, good and affordable transport links are a key issue. These cannot obviously be 360 degrees in a coastal context but it is often the case that links to large inland centres are much stronger than inter coastal links.

There have been considerable changes this year in the bus services along our coast, particularly in Bridlington where some frequencies have been reduced and the Council has had to step in and fund services for our rural communities which are no longer seen as commercially viable. Seasonal traffic congestion is very unpredictable and can have a significant effect on service reliability. Bridlington's seasonal Park and Ride scheme was launched in 2010 (with DfT capital grant support for infrastructure development) and until 2018 was operated by the Council's Transportation Services team. However, the service was put out to tender and is now operated by East Yorkshire Motor Services (EYMS). This process achieved cost savings while maintaining high quality standards and passenger journeys are expected to exceed 100,000 at the end of the 2018 season.

One of the main local operators has closed its depot in Hornsea, which had a knock-on effect on bus services not only in the coastal community but also throughout the East Riding. As they relocated commercial services from Hornsea depot they gave notice on other contracted public transport and school services in the East Riding. Therefore a very real challenge is the declining number of bus operators in the area and the reduction in the number of bus operators providing commercial and contracted local bus services.

The success of Community Transport is evidenced with the successful North Holderness Community Transport (HART) initiative, continuing to deliver services for the local community. They are, like all the Community Transport sector awaiting the outcome of the Government's consultation on section 19 & 22 permit operations, as this will decide the future direction of community transport in the area.

There is a large body of research literature on the subject of coastal town regeneration much of which includes some references to the importance of good public transport links, although these are not viewed as a major driver of coastal regeneration. For instance the Coastal Communities Alliance produced a weighty report on Coastal Regeneration in English Resorts in 2010 (ED John K Walton and Patrick Brown). This was in response to an earlier Select Committee inquiry in 2007. The former CLG Strategy for seaside success includes a section on the role of transport connectivity in economic regeneration (p 22-24). This cites the importance of regional transport strategies and local transport plans, highlights the potential offered by the development of Community Rail Partnerships (the East Riding has one for the Hull-Bridlington-Scarborough line), and suggests how local authorities can target resources from Revenue Support and Rural Bus Subsidy Grants.

**The role of the visitor economy**

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

A partnership approach has been taken to tourism development in this area and has seen continuous tourism growth since its formation in 2006, from £698m in 2006 to £835m in 2016, supporting 17,442 actual jobs and over 2000 private and public sector businesses, all of which directly benefitted from the local visitor

economy. The Partnership, Visit Hull & East Yorkshire (VHEY) is made up of two local authorities - East Riding of Yorkshire Council and neighbouring Hull City Council - and local private sector visitor economy businesses. The Partnership leads and coordinates a range of activities with a strong focus on improving the visitor experience and increasing visitor spend, overseen by an Advisory Group comprising both local authority representatives and local tourism business people. The Partnership was a significant asset for Hull City of Culture 2017 and enabled the benefits and impacts to be felt more widely across the area beyond Hull. The VHEY approach to tourism delivery reduces duplication and achieves greater efficiencies and works closely with businesses and partners in all the coastal towns of the East Riding. There is scope for closer working between operation delivery of tourism services and the VHEY marketing and promotional activity. In addition, tourism product development will continue to be a priority for the Council, with priorities being determined by commercial viability of investments. This approach has been very successful, and enables more costly (or lower income) services areas to be supported by those that provide a more regular/reliable financial return.

Coastal tourism makes a significant contribution to the overall value of the sector as stated above. Using Bridlington as an example approximately 18% of local employment is considered to be in the tourism sector, and is therefore very significant. All three seaside towns (Bridlington, Hornsea and Withernsea) have strategies to improve tourism infrastructure, extend the season and attract all year round visitors. This has helped to tackle seasonal fluctuations in employment and also business sustainability. At Bridlington, the Council has made capital investments in its own entertainment and leisure attraction facilities (Bridlington Spa, East Riding Leisure Bridlington, and Sewerby Hall & Gardens) of approx.£45 million over the last ten years in recognition of the value they bring to the local economy and the potential multiplier effect for local businesses, particularly for overnight staying visitors. Outdoor and nature tourism has also grown significantly during the same period, as a result of collaborations between VHEY, the RSPB, and Yorkshire Wildlife Trust to improve visitor facilities and promote the area for all year round staying visits, with particular emphasis on the East Yorkshire Coast and Flamborough Head.

The hospitality and tourism industry provides many entry level jobs, is often a young person's first experience of work, and can provide a broad grounding for onward progression of talent either within the sector or for future entrepreneurs or managers utilising transferable skills eg customer care, team working, etc.

With regard to other sectors that could make a contribution to the local economy, the Council has worked with the York North Yorkshire East Riding Local Enterprise Partnership and neighbouring Scarborough Borough Council to establish the [Growth Plan for the Yorkshire Coast](#).  This sets out the locations and sectors with the greatest potential for economic growth and is focused on

the towns with the largest population – Scarborough (65,000) and Bridlington (35,000).

Developments are planned for increasing the use of technology in coastal locations to communicate with visitors eg real time information for transport connection services. Greater use of technology will significantly improve promotion of the benefits of our coastal locations to a wider audience including consideration of television advertising and the use of apps etc. More "joined-up" information and booking systems will improve the experience for potential visitors making decision in advance of making their journey. The Council is participating in the National Coastal Tourism Academy England's Coast Project, which is developing an integrated portal aimed at dynamic packaging of accommodation, activities, and experiences for visitors, particularly aimed at markets in North Western Europe.

The visitor economy is under threat from coastal erosion and over 500 holiday chalets, statics and touring caravans are projected be lost by 2105. In addition the strategic north south coastal link road, which links all three towns, the B1242, is under threat, with some areas coming within 70 metres of the eroding cliff edge in places.  While business owners have the option to rollback their infrastructure, this approach has often proved impractical due to the difficulty of finding suitable land within the coastal strip, and the costs of relocating site infrastructure. Mechanisms for funding of coastal defences remain a challenge, particularly where there is limited effect on economic activity.

**Physical regeneration**

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

Since the Second Government Response in 2007 to the CLG Committee Inquiry into England's Coastal Towns, there has been a higher profile and priority given to coastal communities through a range of successive Government agendas and initiatives. This progress has been welcomed.

Local Growth Deals seek levels of growth and private sector investment that can disadvantage coastal areas where the scale of investment and the level of return is often less than larger, better connected urban areas.  However, the YCGP has

been particularly effective in informing response to Growth Deal Round 3, which requests £10m investment to support transformational projects to enable economic growth in both Scarborough and Bridlington, the largest towns on the Yorkshire Coast.

The Coastal Communities Fund (CCF) is vitally important in that it allows for projects which would not deliver the outputs required for funding through LEPs (eg job creation, private investment, etc.), but are able to grow and sustain local jobs, and support local service sectors.  The CCF would benefit from a longer term and increased funding commitment to support strategic approaches. Programme level allocations would support long term strategic approaches, along with priorities being linked to locations of greatest deprivation and peripherality.

The cost of improving tourism infrastructure (car parks, toilets and visitor centres etc) is now beyond the means of most local authorities. BID and other mechanisms to secure private sector contributions are difficult to initiate, so either a BID start-up fund or a specific tourism infrastructure fund would assist with managing visitor expectations for quality public infrastructure.

In addition, lengthy timescales for funding applications to be processed is known to deter private investors from seeking public grants for coastal development.

Recent Department for Communities and Local Government (DCLG) initiatives have been welcomed.  Coastal Community Teams have been established in four towns, with Local Economic Plans to support social inclusion and local economic growth.

The Coastal Revival Fund provided further opportunity for targeted regeneration of seaside heritage but due to being significantly over-subscribed has (as for CCF) only been able to support piecemeal projects.

Whilst costly, masterplanning approaches provide greater clarity for prospective investors and future development aspirations of seaside towns, particularly for seafront areas and town centres.

**Social and economic regeneration**

**8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

A transient seasonal population with neither roots or career prospect (or plans) exacerbates the low-skill/ low aspiration/low wage economy, along with high levels of deprivation in parts of the urban and rural communities along the coast, for a combination of deep seated characteristics.

Based upon anecdotal information, issues include high mobility in parts of towns whereby people moving into an area then move to other areas within a town once they become familiar with the town and/or their employment or income improves. This pattern can impact on movement between schools within the town and exacerbates the turnover of school rolls.

The publication of the Civil Society Strategy in August 2018 is welcomed and will help to inform policy development across the Council's area, and particularly in coastal locations where there is greater potential for people to experience social exclusion and isolation.

**Bridlington Early Intervention project** - a whole system approach is being piloted in Bridlington led by the Council, aimed at delivering early intervention through multi-agency approaches, guided by Police priorities, particularly around crime and anti-social behaviour. This builds on previous programmes and seeks to :

reduce inequalities;

- provide intervention and support for people at the earliest opportunity;
- achieve better outcomes for individuals and families;
- increase resilience in local communities by developing community capacity;
- coordinate service delivery across agencies;
- reduce duplication and improve effectiveness.

**9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

Generically, businesses in coastal locations either supply the local community and expand to accommodate the visitor economy ( caravans / hair & beauty, catering & hospitality services etc.) or don't survive, due to the half normal catchment, along with limited seasonal trade.

Public sector employment in local government, education and health and social care is significant in all the coastal towns.

Any relaxation of planning requirements (other than through current EZ concessions) would be contrary to the need to be ensure cohesive and high quality development in seaside, and particularly tourist locations.

The majority of business (> 95%) along the Yorkshire Coast are classed as "micro" (<4). There are a very limited number of large employers .

It is therefore essential that micro and small business are supported to improve their capacity, and contribute to increasing local employment and the resulting multiplier effects. Other important aspects of a small business community are recognised as being support networks, business development advice and assistance, and connecting local supply chains.

Multi layering of business activity is common eg. taxi driver / part time-employee / e-bay trader, etc (ie "lifestyle" business). The 'mistrust' of the state HMRC, law and local authority is more evident on the coast than for inland areas, along with a preference to stay below the VAT threshold or take on employees.

Recruitment and retention of suitably qualified and calibre staff is an issue for all sectors, particularly professions including those that support the prospect of improving the biggest challenges ie :

- Healthcare professionals – to tackle health, well-being and social care issues;
- Teaching professionals – to improve aspiration and attainment;
- Higher Level Technical Skills – to support local business growth and productivity.

**Education, health and wellbeing**

**10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

East Riding inspection outcomes are positive with the vast majority of schools judged to be good or better.  This is the opposite of the national picture.

The East Riding is a large geographical area (929 square miles), often with huge distances between schools. The rural nature of the East Riding and other sparsity issues, create significant financial problems particularly for schools. Associated with this are problems many seaside schools experience in recruiting staff, especially when the distance to the next nearest major town is significant. The seasonal nature of many jobs also results in significant population changes and in fluctuations in school pupil numbers, which can have a major impact on the amount of funding a school can attract.

Coastal catchment areas tend to be wider than inland (as half the catchment is in the sea!) and onward pathways to further education is variable. In some areas there is an abundance of choice (eg Bridlington have three sixth form providers and option of nearby out of county provision) whereas in other areas choices are more limited. Access to targeted inspirational cultural education can be limited and a widening of the breadth of curriculum with access to clear pathways for development and self-improvement would help to raise expectations and standards.

Anecdotally, some schools indicate that parental and community engagement is more challenging in deprived coastal areas, but this is countered by others who are more successful at it.

Cases where music has been used as a key driver for school improvement have shown immense improvement in children's academic attainment, attendance and overall wellbeing. Where programmes are exceptionally successful, the wider communities and businesses are also involved.

The rural nature of the East Riding creates significant financial pressures in terms of home to school transport particularly with regard to SEN, as SEN provision within the County is a significant distance from the coast. There is also higher demand for Home to School transport for the rural isolated coastal communities needing to access statutory education in the nearest town.

East Riding College, the main Further Education provider in the East Riding with a campus in Bridlington has also provided the following response :

Many of the coastal communities within the East Riding of Yorkshire face particular challenges and barriers to learning such as economic and social isolation, and a number of Coastal Wards lie within the 10% most disadvantaged areas in England.  The transport networks connecting some of the coastal areas to the rest of the region are limited and provide an added challenge for those who wish to engage in further or higher education.

Despite this, the College does attract learners from all parts of the local authority area, and consistently recruits more than 20% of learners from the 10% most deprived areas, i.e. more than double the number that would be expected.  The College provides dedicated transport in partnership with a local Agricultural college as well as offering free public transport to enable students to access education post-16. This is a direct cost to the College when limited funds have to be prioritised to meet the diverse needs of all of our learners.

Investment in specialist training facilities at the College's Bridlington campus is also having a positive impact in attracting additional learners into further education, including a state of the art Mechatronics Centre and a new Clinical Skills Centre, both of which respond to specific demand from local and regional employers to meet skills gaps and develop the future workforce.  This has been possible due to LEP capital funding and ESF support, with the wider support of local partners.  We also work in partnership with a local school, employer and private training provider, to provide a progression route into engineering from Year 10 through to Degree level.

In relation to its Higher Education provision, the College has recognised that students recruited from the most deprived areas are most likely to withdraw from their course early without completion.  In response to this, the College provides a financial bursary for students enrolled from specific postcode areas to support them with their studies.

The College is part of the Federation of Regional Colleges for Engagement (FORCE) project which delivers the National Collaborative Outreach Programme on behalf of the Office for Students.  This recognises wards within coastal areas as target areas for support and engagement activities with schools and young people have a particular focus on coastal wards within the Bridlington area.

Whilst the College has seen limited increases in the recruitment of learners from deprived coastal areas, funding and investment does not reflect the particular barriers faced by these individuals and could be more targeted at improving transport infrastructure and digital connectivity in response to the geographic isolation faced by young people and adults living in these areas. The College can support improving digital skills which will improve productivity and contribute towards sustained local employment, however this relies on the provision of better connectivity (4G and higher) to provide the platform for trained users to work on.

**11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

Health and wellbeing of the resident population remains a significant challenge in coastal areas, and more direct recognition of the pressure that this places on local services should be encouraged.

The Council has evidence of the following significant health issues which are prevalent in coastal communities, and can provide further case examples of the challenges, and what initiatives are put in place to tackle them including the recent award of one of ten national Sport England Pilot areas for Withernsea.

- Loneliness and isolation, especially where a couple retire to the coast and one dies
- Dependence on prescription pain killers
- Sexual health
- Mental ill health and suicide

Specific policy to recognise that people in poor health can experience improved quality of life from living by the coast would be welcomed; this should be linked with employability programmes linked to health and wellbeing improvement pathways. In the East Riding of Yorkshire health improvement activity has been focused on the coast including the work of Health Trainers and Sports, Play and Arts services. A multi-agency approach is used to help the most needy in Bridlington, and a new Sport England Local Delivery Pilot is about to start delivery in Withernsea. These initiatives are used to demonstrate effective models of health improvement that can be used more widely.

Concentrations of fast food outlets are more prevalent in coastal towns that in other areas and higher than national average levels of smoking persist.

**Delivery structures**


**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**


The Coastal Communities Fund (CCF) is vitally important in that it allows for projects which would not deliver the outputs required for funding through LEPs (eg job creation, private investment, etc.), but are able to grow and sustain local jobs, and support local service sectors. However, lengthy timescales for funding applications to be processed is known to deter private investors from seeking public grants for coastal development.


While the CCF provides vital funding for large-scale projects in coastal towns, the criteria focus heavily on job creation, which inevitably favours larger urban centres.  In smaller communities, where coast defences are not sustainable, it may not be possible to regenerate communities and/or create new jobs; however it may be possible to limit the economic and social impacts of coastal change through helping communities and businesses adapt to their situation. Whilst the Council has held detailed discussions with Government departments, partners and communities to identify ad-hoc sources of funding for coastal change adaptation projects, a more strategic and sustainable approach needs to be established at a national level.


Recent Department for Communities and Local Government (DCLG) initiatives have been welcomed.  Coastal Community Teams have been established in four towns, with Local Economic Plans to support social inclusion and local economic growth.


The Coastal Revival Fund provided further opportunity for targeted regeneration of seaside heritage but due to being significantly over-subscribed has (as for CCF) only been able to support piecemeal projects.


The cost of improving tourism infrastructure (car parks, toilets and visitor centres etc) is now beyond the means of most local authorities. BID and other mechanisms to secure private sector contributions are difficult to initiate, so either a BID start-up fund or a specific tourism infrastructure fund would assist with managing visitor expectations for quality public infrastructure.

**13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

The Growth Plan for the Yorkshire Coast sets out the strategy for local economic growth in board terms. Each of the seaside towns in the East Riding (Bridlington, Hornsea and Withernsea) has its own Regeneration Strategy which sets out more detail of how land use changes and improvements to public realm have the potential to improve conditions to encourage private investment and sustainable economic growth. These plans were developed between 2004 – 2008, with financial assistance from the former Regional Development Agency, and have continued to form key elements of the Council's Economic Development Strategy to the present time. However, due to limited availability of funding, either from the Council or external sources, it has not been possible to implement the proposed developments across all locations at the same time. Inevitably, priorities have had to be assigned, and the largest town, Bridlington, has in recent years been the Council's highest priority for investment. This is primarily due to the complex social and economic challenges that exist in the town, which the Strategy seeks to address. The Council takes a long term approach to planning and project development which is essential with all interventions. The value of local knowledge and expertise contributing to the process cannot not be under-estimated. Projects must have a legacy aspect and investments must prove that interventions can deliver sustainable change.  Local stakeholders are considered to be key to continued, sustainable development.

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

Business Improvement Districts (BIDs) – A Yorkshire Coast BID is currently being developed specifically aimed at visitor economy businesses along the whole Yorkshire Coast. The ballot will be held in November 2018. If successful, the BID provides for specific funds to be allocated to each town, along with destination marketing activity along the full length of the Yorkshire Coast.

**People and place**

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

The Council has promoted and support local Regeneration Partnerships in all towns across the East Riding, and these Partnerships have taken on the remit of Coastal Community Teams in response to the MHCLG Coastal Regeneration agenda. The involvement of local people in these Partnerships has been instrumental in establishing local priorities and vision, but at the same time within the context of what might be possible within the local, regional and national strategic context. The local Partnerships have been established in seaside towns for well over 10 years, some dating back to the original Single Regeneration Budget (SRB) Programmes. The capacity that has developed over this prolonged period is invaluable, and has then enabled local responses to be mobilised quickly for new initiatives.

**16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

The European Structural Investment Fund model of Community Led Local Development (CLLD) has successfully been utilised in the East Riding to secure successive rounds of European Maritime Fisheries Fund (EMFF) through the Holderness Coast Fisheries Local Action Group (FLAG). There are currently six FLAG areas around the English Coast. There have also been two programmes of Coast, Wolds, Wetlands and Waterways LEADER funding which have operated under the CLLD model of development and delivery. LEADER grant has been available along the rural coastline of the East Riding ie outside the towns, along with other rural inland areas.

Most recently, the Yorkshire Coast Community Led Local Development (CLLD) Programme has been developed over the last two years, and commenced delivery earlier this year. This has built on existing partnership networks in Bridlington and Scarborough to enable significant investment of approx. £6.5 million of European Regional Development Fund (ERDF) and European Social Fund (ESF) to support social inclusion, increased economic activity and business growth in the target areas.

# Environment Agency – written evidence (RST0112)

Coastal Regeneration

## 1. Fylde Peninsula Coastal Programme Partnership (Cumbria and Lancashire) Anchorsholme coast protection scheme (part of the Fylde Peninsula Coastal Programme)

- The £27m Anchorsholme scheme was officially opened on 30 October 2017.and will reduce flood risk to 4,800 properties in Blackpool. The new defence at Anchorsholme safeguards Blackpool's iconic seafront tramway and also helps protect vital infrastructure and a major pumping station.

- A kilometre of concrete sea wall has been replaced, maintaining access to the beach and a new promenade attracts residents and visitors with views over the Irish Sea. Blackpool's iconic beach front is visited by thousands of families each year and this new coastal defence will better protect the town's popular tourist attractions. The promenade also links the seafront to the nearby Anchorsholme Park, which is being redeveloped. When the park reopens in 2020, it is planned to have a new bowling clubhouse, a café, outdoor seating area, children's playground, sports area with tennis courts, and a relocated trim trail. The new defences will help protect Blackpool's tourism and recreational income for the next 100 years.

- The scheme forms part of the Fylde Peninsula Coastal Programme, a partnership between the Environment Agency and Wyre, Blackpool and Fylde councils to reduce flood risk to people and develop historic and natural environments. Anchorsholme together with the Rossall project (see below), form one of the largest coastal defence projects in the country.

- Further information on this scheme can be found here: https://www.gov.uk/government/news/27-million-flood-scheme-opens-in-blackpool



Blackpool Council Cabinet Member for Environmental Services, Councillor Fred Jackson and the Chair of the Environment Agency Emma Howard Boyd officially opening the Anchorsholme coastal protection scheme on 30 October 2017

**Rossall coastal defence improvement (part of the Fylde Peninsula Coastal Programme)** ☐ The 2km scheme was officially opened on 1 June 2018. The £63m project is one of the single biggest investments in a single coastal flood scheme to date.

- It will reduce the risk of flooding to approximately 7,500 residential properties in Rossall, major highway and tramway infrastructure, sewerage pumping station and public utilities. It will provide a standard of protection against a flood event with a 0.5% chance of occurring in any given year. The sea wall defence will have a design life of 100 years including climate change. Indirect benefits include reduced damages to tourism and recreation.

- A new ecology park has been created on the landward side of the defences, from West Way to Fairway. Known as Larkholme Grasslands, the park has been created on an area already classed as a Biological Heritage Site because of the rare species of flora and fauna that grow there. The completion of the scheme delivers on a long-held vision to not only create a lagoon area behind the new defences – to act as an additional flood storage – but also to provide a new green space for local residents and tourists to enjoy rich and diverse wildlife.

- Further information on this scheme can be found here: https://www.gov.uk/government/news/new-63-million-defence-scheme-is-turning-the-tideagainst-floods-in-rossall



The Rossall coastal defence scheme, opened on 1 June 2018

## 2. Scarborough Spa (North Yorkshire)

- The Scarborough Spa project is being led and delivered by Scarborough Borough Council (SBC). The £15.9m scheme, part funded by £11.6m of FCERM Grant in Aid, will deliver over £150m of economic benefits and safeguard c.380 properties as well as critical tourist attractions in the area.

- The Environment Agency has worked very closely with SBC to develop this scheme and are pleased to see it move into construction.

- SBC intend to link this project to a wider £5m Heritage Lottery Fund opportunity to regenerate the South Cliff Gardens, which is a great example of the wider benefit that flood and coastal projects can deliver

- Proposed regeneration includes – regrading and surfacing of footpaths to make them more accessible for disabled users, addition of play area for children of different ages, replanting and horticultural work to reinstate the plants of the original Italian gardens, using/reinstating the Victorian buildings and bandstand on site addition of extra visitor facilities including viewing platforms and information boards.

## 3. Runswick (North Yorkshire)

- The £1.5m Runswick Bay Coastal Defence Scheme is an essential project designed to address seawall degradation, toe erosion and the implications for the stability of the slopes behind the deteriorating defences. The project is being delivered by SBC and is due to be completed this summer. Failure or loss of even part of the existing defence structures could have serious and relatively rapid implications. There are 96 residential and 17 non-residential properties which are considered to be at risk from coastal erosion. Wave overtopping at Runswick Bay Village is also a problem, causing occasional damage to

- Tourism is an essential and primary economy in the village and the use of the beach for rock pooling and other amenity is essential to the village. This scheme offers protection to the holiday homes and also provides a safe area for visitors to rockpool/ go crabbing/ use the beach thus helping support the local economy. During the construction, tourism to the area increased with people visiting the village to watch the construction works.



Runswick: Damage to existing sea wall sea wall

Runswick: Construction works to sea wall

## 4. Redcar (North Yorkshire)

- Redcar sits on a naturally eroding coastline. The old sea wall protected residents and businesses for many years but had begun to crumble and in need of replacement. This flood alleviation scheme protects a 2.7 km stretch of coastline from Coatham boating lake, along the Esplanade to the eastern end of The Stray.

- The £30m completed Redcar scheme better protects 978 homes and 209 businesses from flooding. Redcar and Cleveland Borough Council have

contributed £4.28m towards the scheme. ☐ The regeneration of Redcar's sea front is a key outcome for the scheme, alongside reducing the risk of coastal flooding and erosion. The new sea wall was the catalyst for the £75m regeneration of Redcar designed to stimulate economic growth in the area. As well as investing in the renewal of Redcar seafront the Council are also delivering some significant schemes in the town including the Tuned In! youth facility, the Palace Hub, the Redcar Beacon and the Redcar Leisure & Community Heart.



The new sea wall at Redcar

## 5. Weston-super-Mare (Somerset)

- 4,500 properties were at risk from flooding from the sea, including some which had basements below sea level and business premises. The sea wall was 120 years old and could not provide the protection required for the town.

- The sea defence improvements scheme was completed in 3 phases between 2007 and 2010. Phase 1 included refurbishments to the marine lake, a popular seaside attraction. Phase 2a provided scour protection at the tow of the sea wall from Knightstone Island to the Grand Pier. Phase 2b involved reconstruction of the promenade and road, new drainage and a secondary sea wall. This phase also included extensive art work and street furniture

- The scheme cost £31m and was funded by Flood and Coastal Erosion Risk Management (FCERM) grant-in-aid (GiA), North Somerset Council, Department of Transport, Commission for Architecture & the Built Environment (CABE) and the South West Regional Development Agency. The Environment Agency was a key partner in supporting and progressing the work.

- The scheme was designed to improve links between the town and the seafront through clever landscaping and increased pedestrian areas.

Aerial views 2002 (left) and 2009 (middle) showing paving and walling work almost complete and right Marine Lake Plaza in 2009 with new feature paving (compare with bottom right of 2002 photo)



(Left) 2003 at the south end of what is now called Pier Square, an area dominated by traffic. (Right) 2011, the area to the left of the properties has been pedestrianised, better traffic circulation and new café culture spreading into the square

## 6. Lyme Regis (Dorset)

- The Lyme Regis Phase IV East Cliff scheme completed in 2015 is one of the largest and most complex coast protection schemes attempted in the UK. The funding from this scheme came through a Defra grant, administered by the Environment Agency.

- Lyme Regis is a striking example of regeneration stimulated by coastal protection Since the scheme completed in 2015 the business rates income from the town have increased by 20% and the car park revenues near the seawall have doubled.

- The main benefits of the project to Lyme Regis are:

  - The long-term protection of some 480 properties with associated land and infrastructure. The scheme has a design life of 60 years.

  - The associated economic benefit of the protection, together with spin-off benefits to the tourist economy of the town by making the area more attractive to visitors.

- Continuation of natural landslide activity and erosion processes, thereby preserving the universal/international geological and wildlife value of the site.

- Significant enhancements to the natural environment, such as providing coppiced hazel to encourage dormice and wild flower seeding to provide food plants for rare insects.

- The main achievement for this scheme was securing the long-term future of Lyme Regis in the face of a considerable and growing threat from aggressive coastal erosion and landsliding in one of the most unstable geological settings in the UK.



Lyme Regis Phase IV East Cliff scheme completed in 2015

# Mr Wayne Evans – written evidence (RST0111)

I refer to my telephone conversation with the Clerk's Office on 8th October 2018 and set out hereunder my evidence / submission as a private individual and resident of Seaton in East Devon.

As the submissions had to be in by 9th October 2018 it was impossible for me to get my evidence in time so I was granted a week's extension. Furthermore, East Devon District Council (EDDC) would not provide me with a copy of their final submission but simply referred me to the House of Lords Committees' website. The final submission has also not as yet been posted on EDDC's website. Your clerk kindly clarified for me what was evidenced in the final document at the relevant paragraph referred to below which I wish to bring to the Committee's attention.

I am a local resident aged 66 years, a paraplegic and a permanent wheelchair user. I live with my wife in a block of flats directly on the seafront at Seaton and so will be affected by any regeneration of the seafront.

The final submission in evidence to the Committee by East Devon District Council (EDDC) at para 16.1 is incorrect. I set out hereunder why this is the case.

Seaton in East Devon is a seaside town which comes under the control of EDDC.

Seaton Town Council (STC) has formally established a Local Forum only which consists of three local Seaton Town Councillors. The forum does not comprise any stakeholders, businesses and community representatives contrary to what the Deputy Chief Executive, of EDDC has indicated to the Committee in the submission at para 16.1.

On EDDC's website in July this year was the following statement under the heading "Seaton Regeneration"

Quote

The Council no longer has a formal role in facilitating the delivery of regeneration in Seaton but a Seaton Regeneration Forum meets on a quarterly basis, currently chaired by Cllr Marcus Hartnell.

Unquote

I reminded both EDDC and Seaton Town Council by email on 10th March 2018 and subsequently to apply for a grant to the government's Coastal Communities Fund and a few other grants, however they missed the application date. The Town Clerk for Seaton responded as follows;

Quote

The Council has not been in a position to bid for funds yet as we don't have a fund raising officer who has worked on projects of this scale. We are trying to work with East Devon District to put together a brief to then go out and bid for funds but this process is ongoing.

Unquote

What is evident from my dealings with STC over this particular issue in summary is that;

(a) they do not have the requisite expertise,

(b)  there are no funds currently available for the Council to finance  the Seafront Enhancement Scheme.,

(c) EDDC have clearly divorced themselves completely from the project.

Two of the councillors who form part of the Local Forum at Seaton also sit on East Devon District Council so there is no reason why the submission to the Committee should not be factually correct.

For many months now I have been trying to get both EDDC and STC to engage with a local businessman who intends to build a block of flats along the seafront which will kick start the regeneration of the seafront. There is a disused and condemned set of toilets owned by EDDC along the seafront (referred to as The Moridunum) which has been a stumbling block.

Whilst the planning application for the seafront was going through EDDC engaged with the said businessman as regards the Moridunum. Indeed Heads of Terms were drawn up. Once the full planning was granted EDDC reneged on the deal and have indicated that they no longer wish to sell it.

STC now intend to apply to the Public Works Loans Board to cover the cost of the seafront regeneration. The cost of this substantial loan and interest will be met by the residents of Seaton through their Council Tax. Rather than engage

with Stakeholders, Businesses and the Community, STC are proceeding solely via this route without any public consultation whatsoever or guarantee that such an application will be approved. This is despite the fact that the regeneration project will be the largest and most costly which Seaton has faced.

I respectfully request that their Lordships take my submission into account when the Select Committee conducts its deliberations.

Yours sincerely,

Wayne Evans

# Felixstowe Forward - written evidence (RST0093)

**Context**

Felixstowe is located on the Suffolk coast in the Suffolk Coastal District Council (SCDC) authority and is its largest town with a population of circa 24,000. It is located on a peninsula and is home to the Port of Felixstowe, one of the UK's busiest container ports.

**Background and understanding**

**1.     Challenges**

**1.1.     Understanding the relationship between coastal resilience and regeneration**

Common to many coastal towns, Felixstowe is in a flood risk area and prone to coastal erosion.  Felixstowe still bears the scars of the extensive damage caused by the 1953 North Sea flooding disaster and the tragic loss of 41 people in the town.  During the latter part of the last decade these risks had begun to impact on the economic health of the town and in 2010 a £10million coastal resilience scheme was announced. This was the key phase in a series of coastal infrastructure investments to restore the beach in Central Felixstowe, the main focus of the tourism-related activity. The rapidly falling levels of sand and shingle had resulted in a dangerously high drop from the popular promenade to the beach, impeding access by visitors and holiday makers. Signs of decline were already beginning to show, with previously vibrant seafront facilities falling into disrepair and long-established businesses forced to close. Since the scheme was completed Felixstowe has experienced significant regeneration across the seafront buildings and facilities, with an increase in visitors, local spending and inward investment by businesses.

**1.2     Economic Factors**

The visitor economy is dependent upon seasonality and weather.  The Town is enjoying a renaissance and is in a phase of growth.  However, the town centre which is located on top of the cliff does not enjoy the same footfall as the seafront.  Visitors are reluctant to walk up into the town.  Other sectors important are Ports and Logistics and the Port of Felixstowe is a local major employer

**2     Research to quantify the uplift to the economy from investing in coastal resilience**

**2.1     Mott MacDonald**:  Research was conducted by Mott MacDonald in collaboration with Coastal Partnership East in 2018 to identify the quantitative and anecdotal evidence of how the coastal resilience scheme contributed to the regeneration of the town and attempts to measure some of the economic uplift.

Multiple factors play a role in improving the local economic output of an area, dependent on a large number of people and organisations working within the micro and macroeconomic conditions present at the time.

**2.2.** The Mott MacDonald study (Technical note 'Summary of Economic Review and Regeneration within Central Felixstowe' L.Eyres, 2018, Mott MacDonald) noted that since the coastal resilience scheme was completed **there has been an increase in visitors, and they are spending more.**

This was based on a 2009 and 2012 tourism assessment conducted by SCDC and an average visitor spend calculated using a standard approach (the 'Multi-coloured Manual').

**2.3.** Elsewhere, the 2016 Felixstowe Visitor Economy report showed a 3% increase in day-visitor numbers from 2012 to2015 and a 13% increase in spending.  Since 2009, the average length of stay had increased by 12.7%, with an 18.2% increase in spending per trip.

**2.4.** Since the coastal scheme was completed SCDC has seen a £283,680 increase in annual income from parking and beach huts / chalets alone going against the national trend in coastal resorts.

**2.5** Suffolk is often seen as a prosperous part of the UK.  The Hidden Needs report 2016 challenges this assumption.  Interactive tools give detailed information at a neighbourhood level across key deprivation measures: rural Suffolk; children and young people; employment; age; health and disability.  This tool enables a clear analysis of the economic and social health and vitality of the town.  Using the 2015 Index of Multiple Deprivation, Felixstowe has wards that are in  the 1st decile (10% most deprived) to the 5th decile (50% most deprived), confirming pockets of deprivation across income, employment, health, education skills and training, crime, barriers to housing and services, and living environments. http://tiny.cc/IMD-2015.

**Housing and Demographics**

**3.    HMOs**

**3.1**    The research conducted by Mott MacDonald (Technical note 'Summary of Economic Review and Regeneration within Central Felixstowe' L.Eyres, 2018, Mott MacDonald) has shown that since 2009 there has been a healthy increase in residential property values, but notable and significant increase in commercial property values. Present day residential property values were adjusted using Zoopla. Further analysis is needed to assess if they have outperformed the national or comparable markets. However, an increase in residential property values was noted. The 2009 commercial property prices were adjusted for inflation using the RPI and then compared to the 2018 VOA (Valuation Office Agency) value. Across 24 prominent properties, there was an increase of £3.5million between them using the updated RPI value compared to the 2018

VOA value. This was mainly driven by a number of premises not being assigned a value in 2009, but also due to a number of prominent premises being significantly refurbished. It should be noted that VOA value dictates the rateable value of a property; an increase in this value will equate to higher business rate income derived by the relevant local authority, in this case SCDC.

## 4. Population and demographic changes

**4.1.** The Suffolk Coastal Local Plan (http://www.eastsuffolk.gov.uk/planning/local-plans/suffolk-coastal-local-plan/local-plan-review/) has identified land for housing development in Felixstowe.  The population is predicted to rise to circa 30,000 with increased demand on services locally (schools and health facilities).  Felixstowe has a higher than average ageing population.  It is an attractive town for retirement and this trend is likely to continue.  This impacts on specific needs around health and wellbeing.

## Transport and connectivity

## 5. Challenges

**5.1** Improved connectivity is central to providing the easier connectivity for materials and skilled people that we need to prosper.  The following challenges continue:

**5.2 Rail and Freight**: The Port of Felixstowe handles over 40% of national container traffic. Investment is planned to increase capacity by a further million containers by 2025. This will be dependent, in part, on improved connectivity. Felixstowe's global connections present huge opportunities as the UK looks to build new international trading alliances post-Brexit. The East is also home to significant ports at Ipswich, Great Yarmouth, King's Lynn, Lowestoft and Harwich. A strong ports and logistics sector will play a major role in supply chain success but requires effective hinterland links to maximise its potential.  Removing current limitations on freight passing through the Ely area would unlock growth and boost the competitiveness of these ports. Felixstowe is also the natural choice for the designation of free port status to ensure imports and exports can continue to flow between the UK and the EU post-Brexit.

**5.3 Rail and Passengers**: The Felixstowe branch line is a single track railway line used for freight from the Port of Felixstowe and also for a passenger service to Ipswich, which links up to the Great Eastern Main Line. The demands of the two services are in conflict. The branch line is currently being dualled to ease the problems of fast passenger trains being held up by slow freight; but all that really achieves is to move the bottleneck along the line to Ipswich.

**5.4   Road**:  The A14 is being upgraded to the west in East Anglia, but there are problems to be addressed in the east, as outlined in the "No More A14 Delays in Suffolk" campaign. There are seven A14 junctions identified as pinch points and the Orwell Bridge is a weak point as there is no suitable alternative route when the bridge is closed due to adverse weather.  This seriously impacts the Port of Felixstowe.

**5.5   Digital connectivity**: 92% of homes and businesses in Suffolk have better broadband but as a rural county that remaining 8% are difficult to connect as it is so expensive. We need government assistance to encourage the infrastructure providers to be more ambitious and get 100% coverage or at least firm commitments to deliver it in a reasonable timeframe.

**The role of the visitor economy**

**6.    Initiatives**

**6.1   Strategic Plans**

Both the East Suffolk Economic Growth Plan 2018-2023 and the Norfolk and Suffolk Economic Strategy (New Anglia LEP) cite the visitor economy, tourism, heritage and culture sector, and transport, freight and logistics sector as major drivers for growth.  Felixstowe has a vital part to play in both.

**6.2   Initiatives to promote tourism and the visitor economy**

Felixstowe had the perception of being a Port town.  By strengthening the 'Visit Felixstowe – Great Days by the Sea' logo and strapline, enhancing and developing the Visit Felixstowe official online guide http://www.visitfelixstowe.org.uk/ , developing official printed visitor information and running a distribution campaign of over 70,000 leaflets across Suffolk, North Essex and South  Felixstowe are undoubtedly enjoying a renaissance as a visitor destination.  SCDC has supported the establishment of the Suffolk Coast Destination Management Organisation, The Suffolk Coast, https://www.thesuffolkcoast.co.ukwith the purpose of promoting the Suffolk coast as a visitor destination.

Felixstowe is being recognised as 'one to watch' and has been cited positively in the national press in 2018.

**Physical Regeneration**

**7.     Tools and resources**

**7.1   Investment:**        SCDC has invested in, and continues to invest in enhancing the public realm.  It recognises that investing in place, making signals to give confidence in private investment.  The start of this work can be dated back to the central coastal protection schemes.

**7.2   Economic Regeneration and the Built Environment**

A number of significant private and public developments have been completed since the Central Felixstowe coastal resilience scheme was announced in 2010. These include:

**7.3 Public Investment**

**Felixstowe Seafront Gardens**: £4.8m project completed in 2016 to restore Grade II Heritage Seafront Gardens jointly funded by SCDC and the Heritage Lottery Fund.
**Felixstowe Events Area:**  A former derelict boating lake located on prime seafront land that had fallen into disrepair was redeveloped into an improved car parking, green space / picnic area and multi-use events space. The project was completed in 2016.

**Ongoing plans**: South Seafront Regeneration, new housing and infrastructure, and an iconic leisure centre.

**Local Plan**: The Suffolk Coastal Local Plan is identifying sites suitable for commercial use.  The Port of Felixstowe expansion is compromised by its location and SCDC is working closely with the Port of Felixstowe to find suitable land sites.

**7.4 Private Investment:**

**Felixstowe Pier Head Building:**  The £3m project completed in 2017 providing an iconic new building housing a family amusement centre**,** a new board walk, a boardwalk café and quality restaurant and new kiosk provision.
**Felixstowe Spa Pavilion:  This** was sold by SCDC and has since been refurbished and is now a popular theatre and entertainment venue.
**Premier Inn**: A new 60 bedroom Premier Inn was constructed in 2014, creating 25 new jobs. At the time of construction, Premier Inn predicted it could attract 20,000 guests a year, and put at least 7,000 new customers into other pubs and restaurants in the area.

**The Orwell Hotel**: 'One of Suffolk's oldest and best-known seaside hotels' – has changed hands and announced a four year refurbishment programme.

**Port of Felixstowe Logistics Park:  This** offers a total of 1,400, 000 sq ft of built-to-suit distribution warehouses on a 68 acre site within the Port of Felixstowe.

**7.5 Residential projects:**

There has been uplift in residential property values as indicated by the Mott MacDonald research and includes:

**Cavendish Road**: Refurbishment of a number of formerly poorly maintained Victorian terraced properties.

**Harvest House:** A high profile historic building has been fully refurbished and now offers 60 high-grade, age-exclusive apartments.

**Pavilion Court, Chevalier Rd:** A new, 'unashamedly modern', clifftop apartment block containing 46 properties that was opened in late 2015.

**Cliff House:** A former neglected office block is due to open in mid-late 2018 with 18 high grade luxury apartments with newly created underground parking.

**Ongoing:** Significant new mixed housing and commercial opportunities on vacant land on the seafront are due to be completed in 2018 offering further accommodation and floor retail units to  complement the resort offer.


**Social and economic regeneration**

**8.     What work is being done in seaside towns to support social and economic regeneration?**

**8.1    Felixstowe Forward (Felixstowe Coastal Community Team)**

Felixstowe Forward was established in 2015 as a Coastal Community Team to develop a collective approach to tackling the town's key challenges and opportunities.  It has been a successful initiative supported by all three tiers of local government and is an exemplar for the place based model of working.  It holds an annual engagement event attended by a wide range of business and community groups to develop an ongoing plan of action which will improve the economic, social and environmental wellbeing of Felixstowe.  Among its aims is to promote Felixstowe as a high quality destination town.


**9.     What role should businesses, SME's and social enterprises play in seeking to deliver regeneration?**

**9.1    The following changes have been reported by seafront businesses:**


**Atmosphere**: The recent redevelopment of the pier and positive media coverage of the town has built confidence, drawing in more visitors and new investment.
**Trading patterns**: Late night trade in cafes and restaurants and the pier has emerged, with the area previously being very quiet after dark. This has led to some business extending their operating hours.

**Demographic changes**: Businesses are adapting in response to the changing visitor demographic and are reporting more young families and more affluent day-trippers.

**National retail chains**: A new Lidl supermarket has opened.

**Town centre performance**: Although set some distance back from the coastline, the town centre has been out-performing national trends, which could be due, in part, to the increased visitors to the town. Vacancy rates have remained low, at 4%, compared to the national average of 11% in 2016 and around 5% in 2017. Felixstowe was named in the top 5 of the 'Rising Star' category in the 2016 Great British High Street competition.  However, the indications are that this is in reverse due to changing retail patterns and vacancy rates are rising.

**9.2    Business Improvement District**:  Felixstowe Forward is currently conducting a feasibility study to introduce a Business Improvement District.  This has the potential to levy investment of circa £100,000 by the local businesses to implement improvements that will boost business prosperity.

**Education, health and wellbeing**

## 10.    Is educational provision in coastal communities of a good enough standard?

**10.1**  The Hidden Needs reports IMD for Income Deprivation Affecting Children is to be concentrated in or near urban centres including Felixstowe.  Pockets of neighbourhoods in Felixstowe are in the lowest quintile for participation in higher education (10-23%).  Three schools including the secondary school have been inspected as Inadequate.  This has resulted in a high number of children travelling to schools outside Felixstowe.

## 11.    Health conditions

**11.1**  Felixstowe is a popular retirement destination and has an ageing population reflecting the trend across the Suffolk Coastal District.  The NHS Local health profile shows higher than average scores in the following:

| Local Health Profile: | Source | Felixstowe | National Average |
|---|---|---|---|
| Provides 1 hour or more unpaid care a week (all ages) | 2011 Census | 12.3 | 10.2 |

| | | | |
|---|---|---|---|
| Provides 50+ hours or more unpaid care a week (all ages) | 2011 Census | 2.8 | 2.4 |
| Pensioners living alone | 2011 Census | 32.1 | 31.5 |
| Binge drinking adults (aged 16+) | Public Health England | 14.6 | 20.0 |
| Limiting long term illness or disability (all ages) | 2011 Census | 22.5 | 17.6 |

**11.2**  Since May 2016, the Felixstowe Connect Integrated Neighbourhood Team (INT) have been working closer together to help local people connect to what support is available in their local community to help them and their families lead a healthy and active life.  There have been many good news stories where local people are feeling the benefits and further improvements will be made as the Connect way of working continues to develop.  These include:

- GPS and Adult Community Services working together
- Help with accessing care and support where appropriate
- Advice on a range of topics, for example – financial advice about the costs of care
- Information about organisations that can give you the advice and support you need
- Multi-agency meeting held in a number of settings

**11.3**  Felixstowe has a vibrant and active voluntary sector with over 200 organisations supporting the local community.  Some good examples include: making Felixstowe a Dementia Friendly Community, Plastic Free Felixstowe, Fairtrade Felixstowe as well as the work done by local charities the Hope Trust, Basic Life, Level Two and Church's Together.

**Delivery structures**

**12. What are the impacts of CCF?**

**12.1  Coastal Community Fund (CCF)**: CCF funded £10k towards the establishment of the Coastal Community Team – Felixstowe Forward.  Funding has continued by SCDC and Felixstowe Town Council to continue the Coastal

Community Team until 2021 with investment of £95k per annum.  This recognises the importance played by Felixstowe Forward in working collaboratively across many stakeholders.


## 12.2  Funding Streams:

There are funding streams available but there needs to be more investment into seaside towns, particularly for capital works including public realm. The main funding stream that has a focus on capital investment into coastal areas is the **Coastal Community Fund (including the small Coastal Revival Fund).**


The demand for this pot is subscribed and highly competitive, which shows the need for funding for capital works in coastal areas. There is a great potential for regeneration in coastal areas, however, in order to attract private investment there needs to be a tangible change, the coastal town needs to be seen to be uplifting itself before the private investment comes and this is where public grant funding is needed. There are significant assets on the seafront in public ownership, which can create uplift in the area but are not a viable investment for the private sector, however, once these assets have been regenerated the uplift begins. Felixstowe is evidence of the need for a long term visions, initial public investment which then signals confidence and attracts private investment.  The central coastal protection defences was the first major investment, followed quickly by the Felixstowe Seafront Gardens.  In 2016, the impact of this was clearly evident with the increase in private investment.


**12.3**. The issue is that there is little funding available specifically for coastal communities, which means resource is spent looking at creative ways to fit coastal investment into other schemes. For example, coastal towns have looked to the EU Interreg fund for funding capital works as this fund has an open criteria, although it is often a case of making the project fit the funding rather the funding fitting the project. Due to their often rural location, coastal communities often also miss out on other funding pots that would address their issues such as deprivation, because they do not fit criteria. For example the recent DCMS (Dept. of Culture, Media and Sports) fund the "**Cultural Development Fund**". This is a perfect funding stream for coastal areas, as many begin to invest in culture as a way of driving forward regeneration. However, this pot has a specific focus on "Urban" populations of a significant size, automatically ruling out a large number of coastal towns. Investment in arts, culture and heritage for these areas has great opportunity.


**12.4** The new **"National Shared Prosperity Fund"** (replacing EU regional development funding) needs to ensure that coastal communities are able to access these funds for capital and revenue grants. Therefore, the discussion should not be about the split between urban and rural as this often excludes

many coastal communities who are urban **and** rural. The **EU Leader Rural Development Fund** excluded coastal towns because of the urban/rural definition, which meant many coastal towns, including Felixstowe, missed out on the opportunity for vital funding.

## 13.    Vision

**13.1**  Felixstowe Forward is an exemplar of place based working.  In 2018, Felixstowe Forward held an annual engagement event to explore 'New Horizons' for Felixstowe.  Bringing stakeholders, businesses and community organisations together, the event set out aspirational developments for housing and infrastructure, a new iconic leisure centre, a town Business Improvement District and South Seafront regeneration.  The intention from this event is to produce a master vision for Felixstowe.
http://www.eastsuffolk.gov.uk/business/regeneration-projects/felixstowe-forward/felixstowe-horizons/

This work will be carried forward in to a master vision for the town.

## 14.    Fiscal or financial measures available

### 14.1    The challenge for future investment in coastal resilience
The combination of natural coastal processes combined with sea level risk, and the increased frequency of extreme weather events due to climate change means that further investment will be needed to ensure Felixstowe remains resilient. Litter and plastics are also of concern in conserving the natural assets.

**14.2.** Due to current policy, the majority of funding for Flood & Coastal Risk Management (FCERM) allocated by Defra is focussed on reducing the risk of residential property, with additional weighting for deprived communities. Some of the potential cost of damage to commercial assets and losses to the economy can be taken into account, but receive a modest weighting. But many of the wider economic benefits cannot be factored-in to the cost benefit analysis or economic benefit assessment for coastal infrastructure projects. In addition, the costs of coastal resilience schemes tend to be significantly higher due to the scale and type of infrastructure needed to defend against the sea.

**14.3.** Therefore, for coastal resorts with large numbers of business premises and low density of residential properties in the tidal flood plain /erosion zone land are placed at a disadvantage, despite the local and national economic benefits that can protect and enable. In the case of coastal regeneration, where property values may be low, premises are out of use and there are swathes of derelict land. The only way to deliver the crucial resilience schemes that will enable long

term investment required is to secure contributions from already resource-constrained local authorities, infrastructure providers and local businesses. For typically small coastal District and Borough authorities this can be a potentially insurmountable task within the current policy landscape.

**14.4.** Future phases of work to the Felixstowe coastal defences are likely to require significant local contributions and will therefore need to wrestle with these challenges without additional support in terms of recognition in national FCERM policy of the value of coastal resorts in economic terms or alternative / supplementary sources of grant match funding for our coastal towns due to the unique challenges and opportunities.

**People and Place**

## 15. Integrated models of regeneration

To answer Q15 it is appropriate to answer Q16 first.  Felixstowe Forward, the Coastal Community Team, is an integrated model of regeneration.  It was set up to bring together local communities, businesses, public sector bodies and others to pursue common goals.  Since 2015, its annual engagement events have involved all stakeholders in establishing priorities around physical, social and economic regeneration.  This has culminated in 2018 with involving the town in 'New Horizon' and setting out a master vision for the future.  It has become the exemplar for SCDC who have agreed to continue to fund it until 2021.

## 16. Role of local people and communities

Felixstowe Forward was also set up as an 'enabling' body.  It is a coastal community that knows its town, its people and its organisations, be they businesses or voluntary organisations.  Having a central team is rather like completing a jigsaw puzzle.  The picture is never complete but it is always evolving.  Community engagement is critical to place based working.  The annual engagement event is a good process and can easily be applied in any town.  It captures consensus, collaboration and most importantly, an enthusiasm for the town.

# Five10Twelve Limited – written evidence (RST0056)

## Background and Understanding

1.   **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

Challenges:

- Investment into Ramsgate has tended to be project-based and limited in scope.
- The time horizon for investments to pay-off is typically three years.
- This also makes it very difficult to support regeneration over a longer term or on a more strategic basis
- A key challenge is that investment is focused on the tourism industry amplifying seasonal factors within the local economy. Attracting investment in creative, digital and technology industries would help to support year-round employment;
- With support, these employers may be able to offer temporary employment to workers who work in the tourist industry in the summer months;
- Seasonality is a common problem facing many seaside towns and communities across the UK. Ramsgate has the potential to play are role developing programmes that could be applied elsewhere in the UK
- Where there is skills development, focus tends to be heavily on tourism and hospitality skills rather than a broader range of skills development that would lead to wider employment options and life chances for young people and be more attractive for a more diverse range of employers setting up in coastal regions
- Infrastructure development to support connections with other major towns and cities – particularly London for South East coastal towns and communities as compared to other parts of the South East

- Year-round employment would help alleviated the problem of vacant and rundown shops as many retailers are unable to operate profitably based on summer trade alone;

- Maintenance and renovation of historic and public buildings, many of which have great potential to help support appeal of towns for residential, business and visitor use but are subject to advanced weathering and disrepair, adding to the feel of a "forgotten" town

## Housing and Demographics

**4.** **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

- There is a perception that Thanet is not welcoming of outsiders, immigrants, people of colour or otherwise diverse members of society. This perception is a potentially damaging deterrent to inward investment opportunities and has arguably intensified following the Brexit vote and national focus on Nigel Farage's unsuccessful bid for a seat in the House of Commons as UKIP's candidate for Thanet South in the 2015 General Election.

- Organisations and communities may be assisted in addressing these issues through initiatives and funding at both a local, regional and metropolitan level to encourage and foster joint working, collaborative and exchange initiatives. Positive examples of such initiatives include Pie Factory Music, based in Ramsgate, and its Studio Exchange with Raw Sounds in Brixton in September 2018. (See https://piefactorymusic.com/pie-factory-music-x-raw-material-studio-exchange/). This kind of initiative provides both an opportunity for young people from coastal towns such as Ramsgate to work closely with diverse members of urban communities and for those from urban areas to experience visiting and working in seaside towns – some of the them visiting the coast for the very first time. This project was funded through Youth Music, (https://www.youthmusic.org.uk), run by Southwark

Council. Funding and support for similar initiatives specifically for coastal towns would be a huge step forwards.


## Transport and Connectivity

**5.    Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**


-    The opening of HS1 rail links to London on the Southeastern Railways service in 2009 has had a huge impact on kick-starting the resurgence of coastal towns on the South East. This encourages inward investment, with commuting to London with its myriad of employment opportunities now a realistic opportunity.

-    Costs of travel remain prohibitive, however. Annual Ramsgate to London season tickets on the HS1 line cost £6,544;

-    The high speed section of the HS1 line currently extends only as far as Ashford. Although it was previously announced that the high speed service was due to be extended on the line between Ashford – Canterbury and Canterbury – Ramsgate, this was since shelved. Any Government action that might revive and progress this upgrade to the HS1 service would have a hugely positive impact on the regeneration of Ramsgate, Margate and other coastal towns served by HS1. Journey times to Ramsgate from London St Pancras could – and should - be cut to 60 minutes or less.

-    Road infrastructure extending from South East coastal towns and Thanet is in dire need of improvement. This is exacerbated by continued issues with Operation Stack (https://www.kent.gov.uk/roads-and-travel/travelling-around-kent/operation-stack) and is under threat of severe impact post-Brexit.

-    These road and rail infrastructure improvements would have a significant effect on future inward investment and growth, providing very real

opportunities for businesses to relocate and/or set up on the South East coast as a viable alternative to London or other metropolitan areas

**The role of the visitor economy**

**6.     How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

-       Tourism in Thanet has seen a significant increase in both numbers of visitors and in tourism-related employment, with a 15.6% increase in trips, 19.4% increase in value and 23.3% increase in jobs from 2013 – 2015. Tourism is estimated to be worth £293m to the Thanet economy.

-       There appears to be a number of key factors that have been the importance of the HS1 rail link to the visitor economy, see http://www.visitkentbusiness.co.uk/news/new-reports-reveals-high-speed-one%E2%80%99s-impact-on-kent%E2%80%99s-%C2%A33.6bn-visitor-economy and the role of the developing arts and cultural offer to cultural tourism in Kent, see https://www.turnercontemporary.org/media/documents/Culture%20Kent%20Research%20Summary%20of%20Findings%20%20FINAL%20REPORT.pdf

-       The resurgence of "café culture" in Ramsgate, Margate and other Thanet seaside towns has also played a huge part in this growth and development of tourism, notably with the opening of JD Wetherspoon's largest site in the UK at Ramsgate's Royal Victoria Pavillion after a £4.5m investment. Such developments and this resurgence in Thanet's visitor economy is surely under grave threat by the proposed development and DCO of Manston Airport as a 24/7 air freight cargo hub, which the developers, RiverOak Strategic Partners, acknowledge will result in "*aircraft noise would increase to a point where there would be a perceived change in the quality of life for occupants of buildings in these communities*" and "*significant adverse*

*effects have been identified as being likely as a result of an increase in noise".*

- The proposed Manston air cargo hub development similarly threatens the resurgence and opportunities of heritage-related tourism in Ramsgate, with its 900+ listed buildings, the only Royal Harbour in the UK and significant sites such as Ramsgate Montefiore Synagogue & Mausoleum, (designated by Jewish Heritage UK as one of the Top Ten Synagogues of Britain); The Grange, the first so-called 'modern' house, and the Shrine of St Augustine, designed by architect Augustus Pugin, who designed the interiors of the Houses of Parliament.

- The proposed Manston air cargo hub development similarly threatens the resurgence and opportunities of health and activity-related tourism promoted through Active Ramsgate, (https://www.ramsgatetown.org/activeramsgate). Ramsgate has hosted British Kitesurfing championships 2018, is part of the 28-mile circular Viking Coastal Trail (one of the most attractive leisure cycle routes in Kent) which links up with Regional Route 15 of the National Cycle Network, has 2 canoe trails, diving, seal and bird watching walks and our walk from the Royal Harbour to Margate Walk was voted in the list of the Top 100 Walks in Britain in 2018. Health and activity related tourism offers significant opportunities for further development both for domestic "staycation" tourists and international visitors.

- The likely negative impacts of the proposed air cargo hub in Manston, the Development Consent Order, (DCO), on the current resurgence of tourism and tourism-related employment and regeneration since the closure of the former failed Manston Airport in 2014 should be taken into account by the UK Planning Inspectorate during the current DCO consultation process

- The Thanet coast suffers from being in the South East, which has a UK-wide perception of being synonymous with affluence, prosperity and high levels of funding. In the case of Thanet coastal towns, this is categorically untrue, with levels of deprivation more closely associated with some of the poorer northern towns and regions. In recent years, there has been a disproportionate focus of funding, support and marketing of Margate on the South East/Thanet coast. Whilst this is understandable given its standing in the Deprivation index, it should be noted that other coastal towns in the

South East have also suffered from years of low investment, including Ramsgate which has high levels of Multiple Deprivation within 4 of its 7 wards. The impact of this focus on Margate is an equally disproportionate level of tourists to Margate during the summer months, which the relatively short beach cannot support and which causes severe strain on the infrastructure and council support services, (eg. refuse collection along the coastline and visitor accommodation areas). Further, visitors are more likely to stay for day trips or short 1-2 night stays. A broader focus on funding, support, development and promotion of neighbouring coastal towns – including Ramsgate, Broadstairs, Birchington-on-Sea etc – may help to promote longer stays in the entire Thanet area and greater prosperity for the whole region whilst mitigating the impact of tourism on the town of Margate.

- It is vital that Coastal Towns, including Ramsgate and Thanet seaside towns, develop a mixed economy beyond tourism for more sustainable economic growth and regeneration. There has been recent growth in creative and digital companies setting up and/or relocating in the area and further support should be made available to encourage and foster development and inward investment for and by these sectors. These sectors are highly complementary to the tourism, heritage, arts and culture sectors and offer opportunities to help enhance and improve the marketing and service delivery of these other sectors.

- The recent announcement of the Pioneering Places East Kent project in Ramsgate, Canterbury, Dover and Folkestone, offers a good case study for how the creative sectors can work together across multiple locations to help support regeneration of coastal towns and involve and engage local communities in such initiatives. This project is funded by Arts Council England, Heritage Lottery Fund and Historic England through the Great Places scheme. Similarly, the Culture Coasting project seeks to link together coastal towns in Margate, Eastbourne, Southend-on-Sea, Folkestone, Whitstable and Hastings in a new creative/arts project. For more information on both these projects, see https://www.artsprofessional.co.uk/magazine/article/problem-competitive-placemaking

**Physical Regeneration**

**7.** **Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

- Ramsgate – like many coastal towns – has a significant stock of historic houses and buildings, with over 900 listed buildings, as well as housing and building stock covering Georgian, Victorian and Regency periods. Decades of decline, lack of investment and heavy weathering have, however, taken their toll and many of these buildings are in states of significant disrepair and/or require significant maintenance or renovation in order to make them habitable or usable. Much of this stock is in the city centre and near the main seafront which also has a detrimental effect on the attractiveness, appearance and perceptions of the town to visitors and potential inward investment targets or potential home buyers alike. This also has a huge impact on the sense of pride and social cohesion in the town.

- More investment and encouragement is required to help renovate, restore and reuse these buildings and houses since individual owners and private investors rarely have the funds to do so. Although the council has embarked on a strategy of selling off its property assets, the costs of renovation act as a significant deterrent for potential buyers, thus the properties remain vacant, unused and an eyesore for all.

- Grants, preferential loans or other financial mechanisms should be made available to help support renovation and restoration both in the residential and business sectors.

- Many old buildings – particularly larger houses of 3-4 bedrooms or more – have been converted into houses in multiple occupation HMOs which puts a strain on the local infrastructure and character of a place

**Social and Economic Regeneration**

9.    **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

-    Local businesses – particularly in retail and hospitality sectors – have a difficult choice to make in coastal towns with regards to pricing. Price too high and they risk being unaffordable for the local market – particularly in deprived coastal towns such as Margate and Ramsgate – which can also result in resentment and societal divisions, particularly for businesses moving in to the area for elsewhere. Price too low and there are issues both in profitability, business growth (including potential to employ additional staff) and perceptions of quality from incoming tourists and visitors.

-    Similarly, SMEs in the service industry – e.g. media, creative and digital businesses – tend to seek to work primarily with higher-paying clients located in larger metropolitan areas, pricing out local businesses and organisations which may benefit from expertise in digital marketing, online retail etc.

-    Local and national policy initiatives to help support SMEs, including business rate relief, tax breaks and incentives to train and employ staff, encourage working with local businesses and organisations – eg through B2B innovation vouchers etc. may help support growth.

**Delivery Structures**

12.   **What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

-    The Coastal Communities Fund (CCF) has undoubtedly had a positive impact on the towns and communities it has supported thus far;

- Funds have, however, been focused on specific towns and areas – notably Margate in the Thanet region – and are yet to reach Ramsgate and other deprived areas in the region.

- The extension of the fund to 2021 is hugely welcome.

**13.** **To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

- The Vision of seaside towns in Kent is trapped in the past set against a backdrop of the white cliffs of Dover. There is a need to ensure that seaside towns are not stuck in the past by ensuring that support delivered has a view to the future;

- Skills training initiatives in coastal towns – where they exist – are often focused disproportionately on the tourism and hospitality sectors. Whilst this is understandable given the importance of these sectors to coastal economies, it presents a problem in encouraging the diversification of coastal economies and in supporting new businesses in other sectors to set up or move to coastal regions. Further, it risks limiting life choices and chances for young people, who may have aspirations other than to work in the retail and service industries;

- Greater support for skills development is required across the board – including support to encourage young entrepreneurs to start their own businesses, enter the freelance market and/or develop vital contemporary and future-proofed skills in the creative and digital sectors and/or general employability skills, confidence and experience. One positive example of this is **Artswork**'s Creative Skills pre-employability programme in Portsmouth. See https://artswork.org.uk/our-work-with-young-people/portsmouth-creative-skills/

14. **Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

- The rise in individuals moving out of metropolitan and urban areas – specifically London – and relocating to coastal towns such as Ramsgate and Margate brings many benefits to coastal towns, in particular where they also bring a relatively higher disposable income and spending power. This also presents opportunities to encourage those who have relocated for personal reasons to also look to set up a business presence in coastal towns – either as a new startup business, perhaps part-funded through the sale of more expensive property in London, or to relocate an existing business from city-based premises or add another office in coastal towns. More support should be made available to encourage this kind of transition and inward investment through grants, preferential loans and other startup support options focused on coastal towns.

**People and Place**

15. **What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

16. **Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

- The Pioneering Places East Kent project, funded through the Great Place scheme, has a strong focus on community involvement and engagement in regeneration, particularly through arts, culture and creative practices. This project aims to rethink the planning process – particularly with regards to our heritage assets – through four distinct approaches, three of them in coastal communities, (Dover, Folkestone and Ramsgate). Led by Creative Foundation in Folkestone – which has a strong track record in regeneration through development and support of creative businesses and the creative quarter in Folkestone – this project promises to offer a superb case study of community-led regeneration. At present, approximately £1.4m funding is secured for 3 years of this project through Arts Council England, HLF and Historic England's Great Places scheme, although additional support to strategically develop the programme of activities over a more sustained period. Outside of the funding needs, the project aims to engage town planners and master planners with new community and creative, arts and culture led approaches to development and regeneration rather than following more standard and arguably outdated approaches to community consultations and placemaking. Any support that can be provided through government initiatives to promote local government and town planning engagement with Pioneering Places East Kent – and other groundbreaking innovations like it – would be welcome. Five10Twelve Ltd is currently working with the Pioneering Places East Kent team to develop an online Research and Knowledge base to share learning from the project and we would welcome engagement and further contact from any interested parties.

- Although there are many economic benefits to coastal communities of businesses setting up and/or relocating to the region, there are also social tensions which often exist with the local perception of "DFL" (Down From London), individuals and businesses often being rather negative. Incentives to encourage "DFL" businesses and SMEs to work with, engage and/or employ local people, local organisations and local supply chains should be considered. Similarly, larger organizations – particularly those funded through national funding bodies or national government – should be

incentivised to work with local suppliers, freelancers and SMEs, either through financial incentives or quota-based policies and systems.

# Footprint Futures – written evidence (RST0015)

**Background and understanding**

*1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

**Key issues that have been prevalent for many years and simply not addressed at a strategic national level include the needs of local young people and limited opportunities for education [in some areas], jobs and affordable housing. Without a focus on this age group seaside town are set to continue the spiral of decline and age imbalances that is already evident.**
**The age imbalance as older groups move in and younger people move out in search of education and jobs is the problem. This has knock on effect on the ability of local young people to enter housing market. Dorset is one of greatest disparities between income and house prices in UK.**
**There is aneed huge investment in social rented housing by councils or housing associations to redress the problem and compensate for the scale of council houses which have not been replaced due to government restrictions on spending and lack of housing grant.**
**The recent 'Letwin Report' on housing also highlights some of the key issues and constraints that is preventing housing being built even when it has permission. The NPPF policy of allowing developers to claim schemes are 'not viable' has further reduced the provision of affordable housing. The revised NPPF is tightening up on this however.**
**This issue affects seaside towns, as they are 'at the edge' ands often not favoured for investment by the private sector, due to this peripherally and a catchment which includes only the sea on one side!**

*2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

**There has been research and the Coastal Communities Alliance has provided many case studies of problems and solutions/success stories. However the modest scale of many seaside towns does not attract major investment either from the private sector or from organisations such as Local Economic Partnerships, who with some exceptions, tend to focus on larger more prestigious projects, which in any event all have to be approved by government, so there is little real local delegation and decision making to respond to more local needs.**

**Housing and demographics**

*3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?*

**See above re affordable social rented housing. HMO in seaside towns have always been an issue and the control of the loss of hotels to such uses is difficult without local authority freehold landownership control which occurs in some seaside towns.**

*4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?*

**Seaside towns have long been attractive to transient populations. This is due partly to seasonal employment and also due to seaside towns being a more attractive location for those who are rootless. This generates a higher degree of homelessness and other problems which is disproportionate to the size of seaside settlements**

**Transport and connectivity**

*5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?*

**Inevitably, due to their peripheral nature and when cost benefit analysis often does not support investment in road and other infrastructure as seaside town are by definition, 'at the end of the line', with no 'thorough routes. Different criteria therefore need to be employed.**

*6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?*

**The role of the visitor economy has always been part of the mix and is crucial part of seaside town economies, but also illustrates how local agencies can often have greatest influence through initiatives that do support tourism and local infrastructure that supports it, compared with trying to work with business on larger and more complex projects.**

**Often government or HLF schemes do not allow for funding of individual businesses, to say, match fund a new building that would bring additional jobs, and this inhibits the type of projects that can be bid for and implemented.**

**Clearly the loss of EU investment funds due to Brexit in eligible locations will be a massive blow to regeneration is such 'Objective' areas. Even elsewhere in areas such as Dorset it have benefitted over the years from many EU programmes; LIFE, KONVER, PESCA, FLAG, ESF and others. Many of these programmes have been used to enable tourism related projects to be developed of related initiatives that have economic tourism benefits.**

### Physical regeneration

*7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?*

**Funding, real partnership working, enthusiasm, leadership, initiative and ideas, human resources with experience and expertise are the key ingredients together with good volunteer and community support. Regeneration Plans also need to look holistically at community needs and to develop comprehensive programmes that have social/community and environmental as well as economic initiatives; all planned in an integrated manner. However smaller seaside locations lack the critical mass and level of resources needed to take the lead.**

### Social and economic regeneration

*8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

**The government's approach to industrial strategy is to funnel what funds there are through LEPs. This is competitive process and many smaller sachems in the smaller seaside towns do not find favour as those in larger conurbations where the outputs are inevitably greater; jobs etc.**

**Most importantly LEPs are not a 'hands on' implementation organisation which slows down schemes compared with the RDA's who had development experts employed and who delivered regeneration and other strategically significant economic regeneration schemes… on the ground.**

**LEPs channel much of their money through Local Authorities who's staff resources, experience and expertise is diminishing by the day. Delivery of industrial strategy is therefore slowing down. This is of course exacerbated  by lack of confidence to invest due to Brexit.**

**Seaside town which are by their nature peripheral and generally weak economies and are not at the front of the queue when private sector is**

**looking to invest, due to limited catchments for customers and recruitment of staff.**

*9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?*

**Many local businesses and SME's are too small and busy to become involved in community based regeneration projects and will not take the lead, unless they can see some personal business benefit. Larger conurbations have major companies that can provide staff and other resources to support regeneration works, through secondments and other initiatives.**

*Education, health and wellbeing*

**10. Is educational provision in coastal communities of a** *good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

**Transport to educational centres for peripheral areas is major issue, not only cost but time. Rightly or wrongly this does deter some young people from taking up further education. More outreach programme and on line modules could help, as happens in Scandinavian countries for students who live many miles from a college.**

**A recent report has highlighted the major funding crisis for Further Education Colleges who are often the venue for seaside town and rural students' post 16 education.**

*11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

**Lack of opportunity, lack of transport, limited social activities can all lead to boredom and drug/ alcohol abuse which starts the vicious circle of decline. This is not a major factor in all seaside towns but is in some. Dealers from city areas do sometimes target seaside areas as having 'easy pickings' and little competition for their activities and vulnerable and naive young people who they can exploit.**

*Delivery structures*

*12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?*

**This is a good scheme, but is always very heavily oversubscribed and so is simply not adequate. The current round has had £280 million worth of**

**projects bidding for the small £40m, for the whole of England!! It is simply inadequate. There is a case for this being integrated into the new Prosperity Fund so that lager sums can be bid for.**

**Whilst such schemes do have to be competitive, it is a rigorous and time consuming process. The process seems no more or less transparent that other grant schemes but clearly far more money needs to be invested in the fund if it is to deliver results on the ground. Relative to other infrastructure projects that government invest in, it is small change. If the government were to 'cast more of its bread upon the waters', in the form of the CCF, the seaside communities and agencies would ensure that 'the tide would come in' in terms of benefits, return and outcomes! It also needs to be borne in mind that is smaller seaside towns the level of expertise in bidding for funds may be very limited.**

*13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?*

**Some of these points are addressed above. Local authorities should be key partners in helping to develop and implement regeneration projects but in many cases and over the past 5-8 years in particular, their funding and importantly, staff expertise and experience has dwindled to next to nothing in some cases. Local Authorities no longer seem to be are perceived by government as 'delivery agencies' but only facilitators. However, if there aren't other players and partners in a local seaside area with the expertise and funds to take forward the bidding for and implementation of projects then, there is no-one for local authorities to 'facilitate' and so successes will simply not be achieved. Volunteer effort is important and can be very active, but it will always, understandably be limited.**

*14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?*

**The Coastal Revival Fund has been helpful but it is a very small scheme for minor projects only, with an unreasonable period within which funds have to be spent. Quick wins are fine, but the process needs to be realistic.**

**Heritage Lottery is often source by seaside communities for some relevant schemes but again this is a very complicated, time consuming and slow process, taking in some cases 3-4 years and restriction on the types of projects that can be bid for.**

**As stated above, often LEP fund miss out smaller seaside locations where the experience and ability to 'buy in' expertise for submitting**

complex bids is very limited.  The ability to provide match funding' is often a major problem for all grant application processes. The demise of organises such as the  Rural Development Commission and the RDA's Seaside Towns programme some 8- 10 years ago has added to the lack of resources targeted more regionally for smaller, coastal towns.


*People and place*

*15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?*

Volunteers do and can provide a role and the Coastal Community Teams do include volunteer local people and their projects do make a difference. However they will, by definition, always tend to be smaller scale initiatives rather than larger strategic initiatives that make a real differences to communities. These smaller schemes may well have good *outputs*, but their *outcomes* may often be less clear and meaningful.

Engagement with communities can be successful thorough establishing local working groups; through the CCT and through large stakeholder consultation and engagement events organised by the CCT or local regeneration organisations or authorities. Seeking inputs of people's aspirations for economic projects and regeneration is fine, but expectations always have to be tempered by organisers as they know that many schemes put forward would not be fundable. There is a danger therefore that disillusion can set in if any successes are seen to be small scale with limited impact, due to the scale of funding that can be bid for which again can be restricted where match funding has to be provided and is simply not available at the required scale in small co seaside communities.

*16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?*

***Close public and private sector cooperation and partnership. Usually funded provided by private sector partners. Development of sites for business so that real outcomes are achieved not simply indirect, 'facilitating' projects.***


Simon Williams MBE, BSc, Dip TP, MSc, MRTPI

Footprint Futures Planning & Regeneration

Lyme Regis

# Furness Economic Development Forum – written evidence (RST0113)

**Basis of the submission** to the House of Lords Select Committee on regenerating seaside and communities:

This submission is made by the Furness Economic Development Forum *Quality of Life* group, chaired by John Woodcock MP for Barrow and Furness, with Barrow Borough Council and the *I*slands and Bays of Barrow and Furness Coastal Community Team.

Barrow is a seaside town. In parallel with the development of its industries, it had the world's first railway company built hotel, aimed solely at tourists (1847) to view a ruined Cistercian abbey. Mass working class tourism of the Lake District was begun by Barrow's railway company. The town began its development of a seaside offer on the Isle of Walney in the late C19th.

Barrow is a place of contrasts that we are learning to analyse to develop an appropriate, sustainable regeneration model. Our unique assets and problems are coastal. Barrow produces the nation's continuous at-sea deterrence and has the highest percentage of skilled workforce in the north. Yet there are significant health inequalities within districts of Barrow. We have the second largest collection of highly deprived neighbourhoods in England, after Blackpool, and there are what seem to be intractable challenges for our housing stock.

Barrow's seaside makes it the number 1 rated borough in England for the quantity and quality of its designated landscapes (RSA 2016 *Heritage Index*[99]). This USP is key to evolving a strategy to improve the quality of life for all in Barrow, and to attract and retain a skilled workforce. It might eventually be the start of a visitor economy. And while this strategy is evolving, we are faced with rapidly emerging positive and negative events that are exacerbated by our coastal position.

## Background and understanding

1   National shared challenges: The disproportionate number of coastal communities in tables of multiple indices of deprivation is well known. The majority of these communities are urban centres developed in the C19th to cater for single economic opportunities arising from their coastal positions. Where the economic opportunity was tourism, seasonality was inherent from establishment but was offset by high income from captive audiences for short periods of the year. Where the opportunity was industrial, cycles of prosperity were determined by the national economy. In both cases periods of depression were (and are) exacerbated by reduced catchment, that deters investors, and the decline of local ownership and control. The new planned mid C19th coastal centres all follow a pattern of continuous decline from the 1960s, regardless of what the economic driver was.

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[99]   https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/heritage-and-place
15 of the top 20 rated districts are coastal (7 of the 20 are on the Irish Sea Coast); Southend-on-Sea is 2nd with 96.2% of Barrow's asset score (Rochford is 3rd with 63%, Sefton 6th with 60%)

Barrow was not affected by the advent of mass foreign travel or improved road connections that affected Blackpool, but they both followed the same pattern of decline.

Regional shared challenges: Barrow grew from the initial transport revolution around 1840 that created new urban centres on largely uninhabited north and west Lancashire coasts. Fleetwood, the first, was planned as a transport hub to Scotland that was never realised but became a fishing centre before being reinvented as a resort (1920s). It provided the model for a skeleton masterplan to attract investors around the central economic purpose. This was copied at Barrow and Blackpool. All were created with faith in over ambitious projects. For example Barrow has the third largest dock area in England and, for a short time, the world's largest steelworks. While the potential of original ambitious plans all over the country were rarely fulfilled, 150 to 200 years later regeneration of seaside towns still seems to be locked into finding a single, huge salvation project rather than a long term, organic, incremental approach.

2.   The findings in previous studies on seaside towns (such as that by DCLG in 2008) remain relevant:
   • on average England's principal seaside towns are rather more disadvantaged than the rest of the country, but not markedly so;
   • there is considerable variation between seaside towns, with some towns faring markedly better than others and in quite a number of cases better than England as a whole.

The Coastal Community Team programme (2015) included a snapshot of historic and current reports in a *Coastal Economy Toolkit*. The resulting team plans (2016) confirmed the diversity created by local factors and problems within the shared experience of coasts. But while there is a not unexpected focus on a district's problems, the programme has also required renewed connections between coastal communities to help understand shared problems and viable solutions.

There are however, significant gaps in research on the English Irish Sea coast: there are no detailed studies of the development and social history of the new seaside towns. The strategic importance of the Lancashire and Cumberland coasts in the mid C18th has been forgotten. This history of development needs to be better understood as it reveals both the opportunities and the fault lines in the settlements and helps explain some aspects of current deprivation in every index.

**Housing and demographics**
3.   The 2015 indices of deprivation show Barrow as being the fifth most deprived district for housing quality. Barrow's housing stock follows a different pattern from the majority of seaside towns. The urban core housing developed in periods of crisis to address cycles of economic growth in the C19th and early C20th. Some of these developments are of national significance and a few remain successful places to live, but the majority have endemic problems that were not able to be addressed by Housing Market Renewal or by current market models.

There are 33,289 houses in the borough with around 5.2% vacant; 52% of the stock is terraced and 45% was built pre-1919. A condition survey of private sector housing was carried out in 2011: 14% contained Category 1 hazards (HHSRS), and 30% did not meet the Decent Homes Standard. Non decency is more prevalent in older stock and in the private rented sector. 42% of pre-1919 dwellings fail to meet the decency standard, as do 44% of privately rented properties. It is estimated that 12% of the housing stock are privately rented. In 2015 Barrow was one of 3 English districts where a minimum wage earner could buy a house. The median house price is £118,000.

The majority of terraced houses are in the most deprived wards of Barrow Island, Hindpool and Central. The poor quality can be related to ill-conceived urban planning in 1856 and bad construction. The density of occupied housing in Central is 156pph. Nationally 86% of terraced houses have gardens: only 48% of Barrow houses across the borough have gardens; in Hindpool and Central wards it is as little as 1%.

Barrow Island has its unique Flats: approximately 750 privately rented tenement flats in 8 Grade 2 and 2* listed blocks and 2 unlisted blocks. The latter 2, Egerton Court with 144 tenements, was where 4 of Barrow's 13 heroin related deaths occurred in early 2017. The ownership of the flats is typically in large portfolios. Before recent rolling improvements in the other 8 blocks, vacancy was as high as 50%. That rate has now fallen but possibly due to flats being offered as weekly lets. This pattern is also evident in the conversion of all vacant public houses to managed apartments.

*The Quality of Lif*e group is working with all partners to:
- develop a 20-year long term strategy to revitalise and address the central terraces and tenements;
- refocus housing renewal and upgrades to health and wellbeing;
- lobby for resources
- to find delivery models that will allow upgrades and new developments to progress when low median house prices and high remediation costs deter private sector housebuilders.

4. Barrow does not have the seasonal demographics nor changes due to inland regeneration faced by neighbouring seaside towns but, again, it has its own particular issues. The ONS identifies the borough population as being in long term decline to a projected population of around 65,000 by 2037, due to continued negative net migration. An alternative model, from the start of the *Dreadnought* programme in 2017, suggests a potential maximum growth by 2037 to 89,500 (a potential variation of 24,500). Two years into the programme it is becoming apparent that various stages of the construction and the nature of the supply chains is creating a pattern of weekday stays, mainly in managed apartments. In addition, it is also apparent that many recruited are choosing to be based in neighbouring districts. This is assumed to be due to poor quality housing and

environment. We need the resources to count and evaluate these changes to allow us to develop and test sustainable strategies.

**Transport and connectivity**

5.  Barrow is surrounded on three sides by water at the end of a narrow peninsular at the southwest corner of the Lake District. Our research shows it be the largest isolated coastal community in England with a one hour catchment of only 320,000 people (with 70,000 of these resident). The A590 has been improved in sections but it is still a very vulnerable connection to the M6. While it is possible to travel by train <u>from</u> London in 3 hours 35 minutes, it takes 1 hour from (and to) Lancaster and 2 hours to communities visible only 15 miles away across Morecambe Bay. These difficulties have not yet hindered the *Dreadnought* programme but they hamper recruitment into the area, while also greatly reducing potential catchment and contributing to social isolation.

    Connectivity with communities within Barrow's catchment is affected by the geography of the Cumbrian Fells. The coastal railway has only just reopened on Sundays with later trains being run on other days. Opportunities such as these, afforded by the existing network, need to be realised and sustained. We need greatly improved West-East connections: sustainable transport is vital to ensuring seaside towns remain accessible and viable locations for business, residents and visitors.

**The role of the visitor economy**

6.  Barrow has 1% of the total holiday visits to and overnight stays in Cumbria with proportionally less spend per visit. It has the unique asset of its landscapes and reserves as well as underused hotel capacity at weekends. Cumbria's visitor economy is dominated by the Lake District but the increased overcrowding due to World Heritage status might start to increase visits to and awareness of Barrow and the other Cumbrian coastal communities. We have a current joint CCF5 application with two other coastal community teams to develop the offer of the Cumbrian Coast railway. There are other local and regional strategies, such as the Morecambe Bay cycle route and the England Coast path that may start to increase the visitor economy.

    We have a strong cultural sector that includes 1/4 of Cumbria's Arts Council *National Portfolio Organisations* in the town (that receive 8.4% of NPO funding into Cumbria). This sector will be key to us developing an international centre of excellence from our unique assets, although one that will aimed at local audiences to begin with.

**Physical regeneration**

7.  Promotion of Barrow's built and natural environment has been greatly assisted by the Heritage Index. Our problem is the scale of need and the lack of resources to even address remedies under current legislation. 4 of the borough's 11 conservation areas are eligible to be placed on the at risk register (with a fifth needing enforcement on key buildings); there are numerous Grade 2 listed buildings at risk. The community cannot underwrite the financial risks of compulsory repairs. We recommend additional funding to resource restoration proposals and to provide

incentives to the major employer to invest in environmental improvements and new housing to support its recruitment: we need a new model development that revisits earlier garden suburb at the beginning of the C20th.

**Social and economic regeneration**

8.  Barrow has a successful collection of third sector organisations actively pursuing a joint working service model to engage the so-called 'hard to reach' and 'disengaged'. These organisations are working successfully with public services and communities. Through the *Quality of Life* group businesses are starting to be engaged in a process that already reflects the aspirations of the DCMS report *Civil Society Strategy: building a future that works for everyone* (2018). As the report acknowledges, such a strategy relies on resourcefulness, philanthropy and volunteering. With the number of social pressures faced in Barrow we need financial resources to support these activities.

9.  *The Quality of Life* group has been successful in including the largest employers and the local BID that reflects the aspirations of the Inclusive Economy Partnership. These are not new initiatives reflecting new government strategies but rather a homegrown recognition of the scale of problems faced by the town.

**Education, health and wellbeing**

10. Cumbria's latest data shows that 21.6% of Barrow's children live in poverty; for the most deprived wards this increases to 42.5%. 25.4% of Barrow's population have no qualifications and 19% have level 4 qualifications and higher. In the two most deprived wards the corresponding figures are 34% and 11%. Similar differences occur in other Cumbria districts with coastal wards.

    Ofsted's 2013 20 year review of access and achievement[100] identifies that since 1993 the distribution of under achievement has shifted from deprived inner city areas to deprived coastal towns and rural areas. Of the 111 secondary schools in England serving above average proportions of pupils eligible for free school meals, with the lowest performance at GCSE for these pupils, 23% are in coastal communities including Barrow. Only 3 of the 97 schools in the same category, but with the highest performance, are in coastal locations. Research by the University of York[101] (2015) proposed that possible causes to be examined (in addition to isolation, low quality of housing and jobs) are low literacy levels, weak parenting and being on the fringe of, or even exclusion from national educational initiatives. A 2017 monitoring inspection of Barrow secondary school (judged Inadequate in 2015) noted higher rates of absence for disadvantaged pupils compared to other groups and a failure to consider external barriers to learning.

    Furness Academy and Furness College are rated good and are supported by investment towards the local supply chain. However, as with housing, health and income, we have yet to understand if improvements in

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[100] https://www.gov.uk/government/publications/unseen-children-access-and-achievement-20-years-on
[101] http://eprints.whiterose.ac.uk/84571/

education are benefitting those in the isolated core of the town or are increasing inequality.

11. The 2015 indices of deprivation show Barrow as being the third most deprived English district for health. Life expectancy is 74.31 years for men and 78.89 for women. However, in the most deprived wards these rates are 12.9 years lower for men and 7 years lower for women. 21.9% of year 6 children are obese and alcohol specific hospital stays for under 18s is worse than the England average. The town has above average levels of mental health problems. Adult alcohol related and self-harm hospital stays are worse than the England average. Estimated levels of adult physical activity are worse than average.

These profiles in the most deprived areas are reflected in neighbouring coastal towns[102] . Public health issues, directly related to coastal deprivation and housing, have been dramatically evidenced this year in Barrow with 13 heroin related deaths before May, giving Barrow another national, but unwelcome, #1 rating.[103]

Even before these deaths multi-agency strategies had developed to tackle health inequalities, improve mental health and wellbeing, reduce substance misuse and smoking. These ranged from the *Vanguard* pathfinder programme and changes to the Clinical Commissioning Group structure to exemplary grass roots targeted projects by numerous groups including the Walney Burnett Edgar medical centre and the Egerton Court Wellbeing Hub. The latter is a rented tenement (see Q3 and Q15) run by the county council and the Police. It is hoped that in 2019 these initiatives can feed back into studies on other indicators of deprivation including housing and environment. Barrow has been prompt with targeted interventions but these are costly in time and resources and a wider understanding of drivers, and even limitations of intervention, needs to be resourced.

**Delivery structures**

12. Approximately 23% of the English income for the Coastal Communities Fund comes from the world's largest collection of offshore windfarms west of Barrow. We have benefitted from CCF rounds with direct grants in CCF1 and 4 and as part of a partnership in CCF2. These sums are not large but proudly received.

Barrow received a small grant in the earlier *Sea Change* programme but was not sustained after capital spend. The establishment of the Coastal Community Team programme in 2015 might provide that missing sustainability. The opportunity given to our CCT[104] (one of only 6 community organisation-led teams in the first round) has been significant in being able to support communities, stakeholders and authorities. This is done by targeting the gaps between and around all current local strategies and industrial development.

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[102] https://www.ft.com/blackpool

[103] https://www.theguardian.com/uk-news/2018/apr/28/barrow-in-furness-drug-deaths-heroin-coastal-towns-blackpool

[104] https://www.coastalcommunities.co.uk/coastal-teams/the-islands-and-bays-of-barrow-and-furness/

Through CCT events and networks we sense, as participants, that DCLG (later HCLG) was changing the perception of a visitor economy led regeneration of a generic seaside, to an understanding of a highly diverse set of local coastal conditions. It was made clear in the invitation to prospective CCTs, that funding would not be indefinite and that the economic plan was to be the starting point for local awareness and engagement with issues faced by local and central authorities. We gained the confidence from the first plan to apply for *Community Economic Development* (CED) funding (with support) to develop one test part of the wider plan.

Communities must not be offered what cannot be given or delivered. CCTs will be in a difficult position within their communities if the programme is not continued after having garnered support to draw in members and partners. At the moment there is a clear link in the CCT programme between a shared set of problems and the the source of its funding. There is an emerging, shared identity for communities who understand that they are linked but individual. And cross border working is key to sustainable regeneration strategies.

A desire for larger grants is an obvious call, but we advocate for support of elements of the current programme (learning from other funders) to make sustained, incremental change. As a minimum set of targeted Government interventions to develop the community and grass routes work initiated for CCT we suggest:
- CCT programme to be maintained to cover the duration of original plans with biennial grants (matching the original £10,000) to update plans; this would allow change to be mapped nationally, maintain impetus within teams and provide much needed capacity;
- centrally co-ordinated updated versions of the current regeneration data and best practice guidance with sustained and maintained web presence;
- 6 monthly rounds of the £50,000 *Coastal Revival Fund* administered by Heritage Lottery Fund regional offices as these teams have developed working relationships with coastal groups with track records for smaller grants;
- develop a similar scale of funding for cultural and arts projects to open the emerging *Coastal Cultural Network* programme to a greater number of communities;

A requirement of CCF applications to date is that projects are sustained for a minimum of 5 years. CCF4 stage 1 applications were submitted end of Q2 2016 after a month's notice. The issue of grants to accountable bodies (after stage 2 applications) was received in Q3 2017 with completion of expenditure required in Q4 2019. Raising sustaining funding, recruiting, developing jobs and even evidencing impact is not possible within this timescale and longer funded delivery periods are needed.

13. Our vision for Barrow will develop from the USPs of its natural assets and having the largest maritime construction workforce. Answering the question, '*what will England's no.1 rated borough for natural landscapes look like?*' must drive Barrow's 20 year plans for housing, health, education and community. We should be the international centre of excellence for

research into and application of the benefits of our landscapes to address specific and universal problems of urban coastal places.

But we also need to ensure the vision is realised and sustained. We are confident that the collective working across all sectors is already established through the *Quality of Life* group. Our weakness is the lack of resources and investment.

14. Regeneration requires public and private sector investment, but there is a nominal local public sector capital budget. Collaborative commissioning may be the planned future for the public sector, but at present Barrow is struggling to resource its support of community initiatives.

    The DCMS proposal for the release of various funds to civil society projects (including Big Society Capital and Access and Charity Commission and UK Community Foundation funding) will be of great help to support new models of community funding. The CCT CED funded proposal (2017), to demonstrate investment in urban green space in Barrow's Central ward[105], developed local Social Value training to look at projected deficit offset as a means to leverage funding and investment. This has been given even greater local importance through the 13 drug related deaths so far this year. Home Office data (2011) puts the cost to the UK <u>after</u> these deaths at £10.4M. The 4 deaths in Egerton Court alone cost £3.2M in a collection of tenements. That order of investment would address the environmental and social deprivation of all 200 residents. Deficit offset should be leading to local investment by the health services.

    Private housebuilders will not drive new developments where there is such low end value for immediate sale. We need support for sustainable delivery of housing specific to the needs of the town now and in 20 years, with investment by local industries that will also address the gradual reduction of the poor dense housing in the deprived urban core.

**People and place**

15. Barrow has a number of communities each with unique issues and there is a good track record of engagement to deliver, albeit, small projects. The Egerton Court project is a good example of 'coalface' engagement where the county council and Police are leading 11 other agencies (largely 3rd sector) to support the residents of 2 Victorian 4 storey courtyard blocks of 144 tenements where 4 of 13 heroin related deaths have occurred in 2018. The project will be a ground breaking project to increase resilience and develops from an earlier, successful, *Vulnerable Localities Index* project in another area. These are resource heavy projects (as necessitated by the level of care and support needed) and highly focused.

    Specialised community agencies are matched by the cultural sector that has a nationally acknowledged engagement practice to help drive change. The Coastal Community team provides the lead on driving the community benefit for regeneration through Barrow's natural assets.

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[105] http://sandygap.co.uk/CED_files/Barrow%20CED%20170626.pdf

At the other end of the scale the borough is currently consulting widely on two masterplans for the town centre (covering retail and residential) and a plan to deliver 650 new waterside homes on a site where development was cancelled in 2010.

16. These initiatives are integrated through John Woodcock MP's *Quality of Life* working group to report to the Furness Economic Development Forum and Cumbria LEP. The group brings together public sector, business, BID, creative and community representatives to look at all issues affecting the quality of life in the urban core of the borough. The overarching agenda is to find ways to regenerate significant areas of the town with apparently intractable problems and no resources. We are confident of our collective abilities to continue to innovate and invitations to participate in *Think Tank* forums in 2019 will hopefully allow us to test ideas and their relevance to other communities.


**John Woodcock MP**
**Chair Furness Economic Development Forum – Quality of life working group**

# Great Yarmouth Borough Council - written evidence (RST0064)

## Executive summary

Great Yarmouth shares a number of well-documented challenges with other relatively remote seaside towns – connectivity/isolation, the quality of housing stock, population transience and demographics, flood risk, heritage/preservation imperatives and the availability/accessibility of funding. A number of complex, interrelated factors, such as evolving tourism trends over a number of years, have left a persistent legacy of deprivation, depressed wages, land values and social mobility and poor education/health outcomes.

Physical, social and economic regeneration to date has been somewhat fragmented, reflecting the evolving funding landscape but integrated, targeted interventions delivered in partnership with stakeholders have made – and are making – a very significant difference to the lives, opportunities and prospects of residents, as Great Yarmouth seeks to de-seasonalise, rebalance and diversify its economy and consolidate its position as an Enterprise Town at the very forefront of the North Sea offshore industry.

This response characterises and quantifies the various challenges in some detail, evaluates the impact of measures taken to address them and makes a number broad proposals, in terms of the fiscal/financial measures and freedoms available to seaside towns.

Ongoing underfunding has directly contributed to the challenges outlined herein, conflicting with ambitions to realise a wider local 'offer' that can attract and retain visitors, tourists and the skilled workers required to drive the economy. This applies both to direct funding, reliefs and other financial instruments available to the Authority and also to the investment priorities of other agencies – e.g. transport infrastructure – and the private sector.

Without a commitment to progressively increase support to seaside towns – alongside the granting of specific mitigating freedoms and flexibilities – there is likely to be a sustained downward spiral, particularly in inner urban neighbourhoods as seaside towns decline further in relation their peers.

## Background and understanding

1. **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1 With a population of 98,700 residents, projected to increase to 105,400 by 2021, Great Yarmouth – situated between the North Sea and the Norfolk Broads – shares a number of well-documented challenges with other relatively remote seaside towns; connectivity, educational outcomes/aspirations, social mobility and health.

1.2 Evolving tourism trends over a number of years have left a persistent legacy of semi-redundant accommodation and housing stock and low housing/land values. The reliance of the local economy upon tourism presents a number of challenges, including a transient population and seasonal employment opportunities attracting depressed wages. Severe deprivation is concentrated in the urban wards where over half of working-age residents live.

1.3 In 2014, the Borough used the CIPFA (Chartered Institute of Public Finance and Accountancy) *Nearest Neighbour Model* to undertake a comparative analysis and calculation of 'distance' between Great Yarmouth and other local authorities. Whilst the comparison is somewhat broad-brush, it is derived from data covering 41 different metrics across a wide range of socioeconomic indicators. On that basis, of Great Yarmouth's fifteen 'nearest' neighbours, twelve were other coastal/seaside towns and communities: Waveney; Scarborough; Shepway; North Devon; Allerdale; Barrow-in-Furness; Dover; Thanet; Weymouth & Portland; Chesterfield; Sedgemoor; Hastings; Mansfield; Fenland; Lancaster. It is reasonable to conclude, therefore, that the Borough shares, in common, a number of underlying challenges with other seaside towns.

1.4 There are, however, opportunities. The Borough has been an operations and maintenance base for gas extraction for more than half a century and, with its established deep-water port, is well-placed to establish itself as a centre of excellence for offshore decommissioning, provided the wider local 'offer' can attract and retain highly-skilled workers.

2. **Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1 Reports are published periodically (e.g. *Turning the Tide* from the Centre of Social Justice in 2013, which included Great Yarmouth) and the media occasionally showcases the plight of seaside towns (e.g. The Financial Times' awarding-winning report on Blackpool in 2017). The *English Indices of Multiple Deprivation* published by the Ministry of Housing, Communities & Local Government (MHCLG) are particularly useful in quantifying and characterising the various component factors of local deprivation.

2.2 There remains, however, a gap in our collective understanding of the mechanisms by which disadvantage – expressed in terms of economic and

social health – are conferred upon the geographic margins of the UK – and 'ends of the line', such as seaside towns.

2.3 Recent commentary proposed that current fiscal policy depressed the regions relative to London and that the UK is, on a regional basis, the most heterogeneous country in the EU; seaside towns are often to be found at the extreme end of that spectrum, compounded by social factors associated with other urban centres.

2.4 Additional effort is needed to describe the mechanisms/factors that give rise to this phenomenon by looking at the geospatial effects of the fiscal regime, credit distribution by the banking sector and fiscal transfers (i.e. government spending). These factors and the mitigating measures applied should be benchmarked against states exhibiting less regional imbalance.

2.5 At a local authority level, there needs to be sufficient capacity/resource to generate and maintain robust evidence bases – data, analyses and exposition – in order to support the regeneration agenda and participate meaningfully in shaping local and regional priorities.


**Housing and demographics**

**3.  To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**


3.1 Great Yarmouth aspires to an attractive mix of housing and a healthy private rented landscape fit for purpose for all to meet the Borough's existing and future needs. Land value is a persistent barrier to realising this ambition and the Borough struggles to create a context in which investors have confidence to build or develop existing housing projects to support growth regeneration. The Council will examine options to make use of the new £630m *Small Sites Fund* to be administered by Homes England to de-risk the development of residential sites.

3.2 There are ongoing issues around the private rented sector and multi-agency intervention is required to tackle rogue landlords, bring empty homes back into use and improve amenity. Local housing strategy must also balance the need to provide new houses of a better quality to ensure that a) the higher-earning employees of local companies feel able to live well and develop roots in our Town and b) provide social and affordable housing to meet the needs of the community.

3.3 As holiday tastes have changed, owners of large properties such as guesthouses have had little financial alternative to opening their rooms up to residents who need living accommodation, leading to a dramatic growth in the number of houses in multiple occupation (HMOs), bedsits, and small flats (in pursuit of the maximum number of rental units) within several borough wards.

3.4 A significant number of these HMOs are run by irresponsible landlords exploiting the plight of their tenants, some of whom are amongst the most vulnerable in society. As more hotel and guesthouse businesses close and owner-occupiers move out, more private landlords move in. The private

rented sector has become the dominant tenure in some locations, with landlords owning large portfolios.

3.5 Piecemeal interventions by a number of agencies over the years have secured improvements to some of the housing on a generally reactive basis and it is recognised that attempts at wider area schemes such as the Secondary Holiday Area Regeneration Project (SHARP) – a heritage 'enveloping' grant scheme funded by the former East of England Regional Assembly in 2006 for a two year period – have delivered localised improvements to the housing stock.

3.6 Coupled with a rise in the number of complaints to public agencies about low-level crime and anti-social behaviour, some locations have become characterised by low housing demand where only a significant investment in resources on an area-wide basis can realise tangible improvements for residents.

3.7 As a result, the accommodation offer has largely been aimed at the lower end of the market. With many vulnerable households migrating inwards, the socio-economic shift has led to the area having some of the most deprived neighbourhoods in the country, represented by high levels of worklessness, benefit dependency, crime and anti-social behaviour, poor educational achievement (Great Yarmouth has the worst post-16 educational attainment in the Country) and health inequalities.

3.8 According to the *English Indices of Multiple Deprivation*, the *Nelson*, *Central* and *Northgate* wards are amongst the most 10% deprived wards in the Country with parts of the Nelson ward ranking 20th out of 32,844 neighbourhoods in England for multiple deprivations. Overall, 20 out of 61 of the Borough's 'Local Lower Surface Output Areas' (LSOAs) are in the bottom 20% nationally, 16 of these in the bottom 10%, and 5 in the bottom 1%.

3.9 Preliminary investigations based upon increased political and police interest in HMOs led to an investigation into associated anti-social behaviour (ASB), although there was no definitive correlation between Mandatory Licensed HMOs and complaints received by the Council or Police. However, analysis of the data demonstrated that the majority of Police ASB incidents, computer-aided dispatches (CADs), ASB complaints to the Police and Council and housing complaints to Environmental Health were centred on the Nelson, Central and Northgate wards (typically more than the rest of the Borough combined).

3.10 This led to concerted efforts to address the challenge through other forms of property licensing and Selective Licensing was found to be the most effective means of doing so. Analysis of Police and Council data demonstrated that conditions within the wards satisfied five of the six tests for Selective Licensing in addition to having the: highest density housing in Borough; greatest regulatory involvement; largest proportion of rented properties; lowest housing standards; very poor health; and very significant deprivation.

3.11 On the strength of evidence characterising the multifarious challenge facing the community, the National Landlords Association publicly supported the Council's Selective Licensing Designation Report (upon which it consulted between June and August 2018). Whilst individual private landlords cannot be held responsible for the wider social and economic changes and challenges, some are compounding deprivation and poor health outcomes by providing poorly-managed and unsafe homes. Such landlords are able to
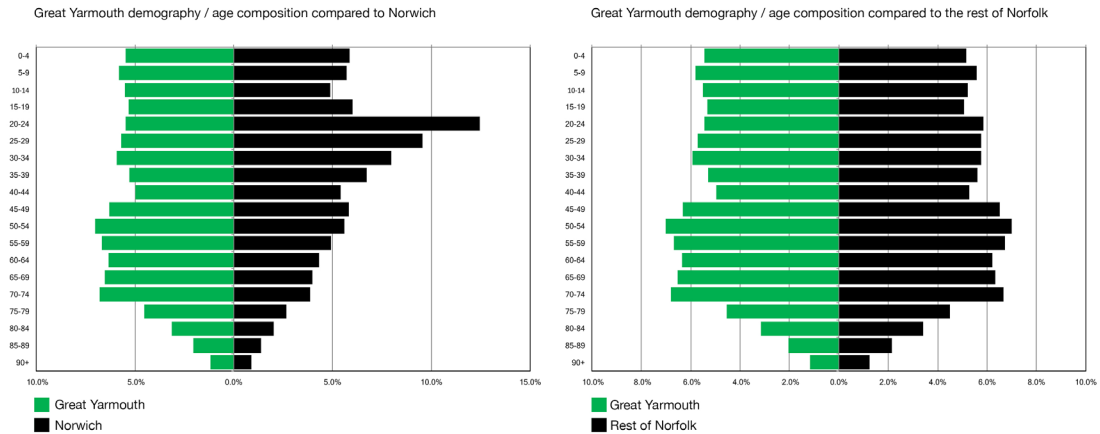
undercut their more-responsible competitors. Selective Licensing should make Great Yarmouth a fairer place for landlords to do business, while providing decent homes for residents.

**4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1 There is anecdotal evidence that transient and newly-integrated populations within the Borough may strain social cohesion and contribute to depressed educational attainment levels. At a practical level it's been observed that *Big Society* indicators, such as volunteering rates and active engagement in community initiatives appear to be relatively low too.

4.2 The Nelson, Central and Northgate wards exhibit elevated levels of single-occupier households, due to the inward migration of low-income households and individuals and because of the availability of relatively low-cost HMO and bedsit accommodation. There is a greater proportion of individuals who are resettling following release from prison (some landlords operate HMOs in these areas that specialise in accommodating recent ex-offenders), have mental health issues, a history of substance abuse, are effectively relocated by other local authorities – or are simply seeking a seaside lifestyle that recalls cherished holidays.

4.3 Other local authorities are known to cite the excellent Herring House Trust charity and hostel for the homeless and pay for individuals to travel to the Borough, even if there are no confirmed hostel places. This contributes to regular unauthorised encampments, anti-social behaviour, discarded needles and waste at the Minster Churchyard, on the beach, and in parks. The nationally-acclaimed and resident-led *Neighbourhoods That Work* programme seeks to address these issues in certain urban wards and is described in *Section 15*.

4.4 Populations within the Nelson, Central and Northgate wards tend to be highly transient, with most aspirational individuals families seeking to move out of the area and into better accommodation as soon as the opportunity arises. This churn affects social cohesion and pride in the area, resulting in poorly presented/maintained properties and a corresponding increase in environmental nuisance/crime such as littering and fly-tipping.

4.5 This is reflected in local housing demand and very depressed rents; average housing freeholds (typically £80,000 in one area) have fuelled the growth of the low-quality private rented sector (approximately 60% of all dwellings within the Selective Licensing Designation, compared to 20% for England as a whole). Selective Licensing is addressed further in *Paragraphs 3.9-3.11*.

4.6 There is also anecdotal evidence that the labour market and demand for public/health services have been distorted by demographics; local age distribution appears to be skewed towards older, less economically-active individuals. Whilst this this is certainly the case in comparison to the major metropolitan centre of nearby Norwich, there is little quantitative evidence that Great Yarmouth deviates significantly from the situation in the rest of

the County, as illustrated in the following charts, which use, as their basis, the 2017 data retrieved from the ONS.

4.7 It is likely – but not verified – that the perception that the Town has a predominantly older population arises because many individuals of a working age take advantage of lower local living costs and commute outside of the Borough for work.



Great Yarmouth demography / age composition compared to Norwich



Great Yarmouth demography / age composition compared to the rest of Norfolk

**Transport and connectivity**

**5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1 Great Yarmouth is connected to Norwich by rail and by the A47, which is part of the Strategic Road Network (SRN). It is linked to Lowestoft by rail and by the A47 (formerly the A12 and also part of the SRN). The other important road is the A143 to Bury St. Edmunds, which terminates in the Town. By virtue of its location on the coast to the east of the Norfolk Broads, Great Yarmouth is relatively isolated.

5.2 Despite significant traffic congestion into, out of and within the Town, it is an important employment centre and tourist destination, with over 1 million overnight visitors and about 4 million visitor trips each year. The major investment in transport infrastructure needed to support regeneration and economic growth is ongoing, with £120m being invested in a third river crossing and £9m being invested to secure congestion relief and sustainable transport improvements within the Borough. Safety is also a driver; there were 180 serious/fatal accidents on the A47 between 2011 and 2015.

5.3 Aside from tourism, Great Yarmouth has been defined – historically – by its port, which services a range of diverse business interests as a potential entry point for national/international freight and base for offshore decommissioning projects in the southern North Sea basin. Further exploitation of the Port as an engine of growth, regeneration and

diversification/de-seasonalisation of the economy is currently constrained by road and rail connectivity – specifically a) capacity/safety issues with the A47 and b) the need for a third river crossing to improve urban linkages between tourism, retail and port industry – affecting the movement of goods, services and workforces into, out of and within the Borough.

5.4 Rail connectivity is somewhat constrained by a stretch of single track between the village of Brundall on the Norfolk Broads and the *Acle Straight*, to the immediate west of Great Yarmouth and by a physical disconnect with the Town's industrial/port areas to the east of the River Bure – limiting options for integrated freight-handling. Passenger services are, however, expected to be enhanced by planned investment in new rolling stock over the next year.

5.5 In 2016, Highways England commissioned a report on key international gateways (ports and airports), their importance to England's economy and the role of the Strategic Road Network in supporting this critical infrastructure. It noted that: ports serve manufacturing sectors and are key inter-modal points for the logistics and distribution sector; ports are highly dependent on road connectivity for the inward and outward movement of freight; ports are significant employment areas; congestion, causing increased travel times and reduced journey time reliability, can increase freight costs and diminish the competitive advantage of parts of the UK, by reducing the effective catchment area of a port.

5.6 The third river crossing will support the Town's role as part of the East of England Energy Zone, as a centre for offshore renewable engineering and the emerging offshore decommissioning sector. It will also enhance wider regeneration efforts, economic growth and act as a catalyst for inward investment, connecting the strategic road network and the fast growing energy-focussed Enterprise Zone and industrial centre on the South Denes peninsula.

5.7 East/west connectivity is considered essential to open up the Borough to inward investment and growth. The Council has a key ongoing advocacy role, mobilising and working closely with local stakeholders/lobbies (established relationships with Highways England and Norfolk County Council, the LEP, local press and the vocal A47 Alliance campaign) – building the evidence base, supporting individual improvement measures and ensuring that the issue is reflected in the Integrated Transport Strategy for Norfolk & Suffolk, Norfolk & Suffolk Economic Strategy and Norfolk Strategic Framework.

5.8 A fully-dualled A47 would help to boost the economic prosperity of a large part of the east of England and make a significant contribution to the national economy, improving east/west connectivity and linking the deep water port with other regional centres. A programme of staged, incremental investment will turn 115 miles of the A47 into a genuine strategic link and the Government is committed – via its Road Investment Strategy (*RIS 1*) investment plan for 2015 to 2020 – to the investment of £300m+ for improvements along the route during the early 2020s.

5.9 The estimated cost of a fully-dualled A47 is £1.4bn, which would deliver 17,000 new jobs 11,000 new dwellings and increase GVA by £706m. The dualling of the main east/west road to Norwich and the region beyond – the *Acle Straight* – is identified as a specific priority in the second RIS (*RIS 2*), which spans the financial years 2020/21 to 2024/25.

5.10 At a national level, a funding allocation prioritisation mechanism that addresses the physical disconnect between many seaside towns and the wider regions would be very positive – for example, some relaxation of the value-for-money thresholds applied to the financial evaluation of proposals for major road projects.

5.11 Digital connectivity is considered in the context of digital exclusion, broadly defined as the inability to access online products or services or to use simple forms of digital technology. The issue disproportionately affects vulnerable people, low-income groups, the elderly and more marginalised communities, creating a strong correlation between digital exclusion and social exclusion.

5.12 At a strategic level, the *Better Broadband for Norfolk* (BBfN) scheme is a multi-million pound partnership funded through Norfolk County Council, BT, the Department for Culture, Media and Sport (DCMS), New Anglia LEP and five of Norfolk's district councils and is leading on upgrades to high-speed fibre optic networks across the County.

5.13 A digital exclusion heatmap was developed by the Local Government Association (LGA) and the London School of Economics and Political Science (LSE) and drew upon research from the 2017 Ipsos MORI *Get Digital Skills Survey*. It used four digital metrics (infrastructure, an ONS internet access indicator and individual skill/use data), three social metrics from the Index of Multiple Deprivation (health, employment/skills and income) and age distribution data to calculate the overall likelihood of exclusion.

5.14 The study found that the likelihood of overall digital exclusion in Great Yarmouth was *high*: whilst broadband speeds were adequate, the availability of 4G mobile data remained patchy; 11.4% of adults had not been online within the last 3 months; 76% of adults had all five of the *Basic Digital Skills* set out in the Tech Partnership's framework (managing information, communicating, transacting, problem solving and creating); 42% of adults in Great Yarmouth had used all of those skills in the preceding three months. The *high* digital exclusion rating was compounded by the inclusion of deprivation data in the assessment.

5.15 The *UK Consumer Digital Index 2018* published by Lloyds Banking Group benchmarked people's digital and financial capabilities. Amongst other insights, it found a) an average difference of £13,000 between the annual income of those with the full five Basic Digital Skills and those without, and b) people with a registered disability were four times more likely to be offline and almost a third of those over the age of 60 are digitally excluded.

5.16 Better Broadband for Norfolk (BBfN) is a multi-million pound partnership funded through Norfolk County Council, BT, the Department of Culture, Media and Sport (DCMS), New Anglia LEP, and five of Norfolk's district councils and is leading on upgrades to broadband across the County through the installation of high-speed fibre optic networks.

**The role of the visitor economy**

**6.    How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1    Great Yarmouth has been largely successful in maintaining its core tourism industry despite changes to the market since the advent of affordable air travel. As a holiday destination for generations, Great Yarmouth is now the third largest seaside resort in the UK. Tourism is worth £625.6m to the borough's economy (Destination Research, 2017) and supports 9,191 FTE jobs, equivalent to 35.5% of the workforce. Approximately one third of visitor spend is on food and drink, a quarter on shopping and a fifth on accommodation.

6.2    Second home ownership levels are relatively low, with nearly 90% of overnight visitors relying on paid accommodation, comprising hotels, guest houses, inns, B&Bs and holiday parks. The ability to attract and create new tourism markets is recognised as important, with an additional – year-round – emphasis on culture and heritage to capitalise on out-of-season vacationing and improve the offer to residents, in line with the overarching ambition to attract and retain skilled workers.

6.3    ONS data for 2017 enable the tourism sector to be characterised at a borough level. For this particular analysis, the list of enterprises included was drawn from the international definition of tourism-related industries identified on the basis of UK five-digit SIC07 codes in line with *VisitEngland* and ONS *Guidance Note Five: Measuring the Supply Side of Tourism*. In terms of enterprise counts, take away food shops and mobile food stands and public houses and bars dominate. Compared to the wider Norfolk picture, Great Yarmouth has a higher proportion of enterprises providing: gambling and betting activities; holiday centres and villages; other foodservice activities; camping grounds, recreational vehicle parks and trailer parks – as well as other accommodation and foodservice providers.

6.4    Great Yarmouth hasn't taken the purely Destination Marketing Organisation (DMO) approach adopted by, for example, *Visit Norwich*. Instead, it has helped to establish the Greater Yarmouth Tourism and Business Improvement Area, which supported over 30 projects and events during its first year. This device – an evolution of the Business Improvement District (BID) model – democratises strategy/delivery and there are clear signs that this has reduced resistance to change from providers and local stakeholders. The Organisation also helps to drive an ambitious cultural package to consolidate and extend the season, which is considered absolutely intrinsic to the tourism 'offer'.

6.5    Traditional tourism remains a bedrock of the economy and, alongside the current stakeholder-led exercise to update its Tourism Strategy, the Town is actively exploring ways to make its 'offer' more coherent for residents, potential residents, tourists and investors, acknowledging the need to distil and communicate the cultural vision and opportunities on offer and promote what makes the place special in a crowded marketplace. Such an approach could: get Great Yarmouth's story in front of the audiences that

matter; increase visitor numbers, their length of stay and per capita spend; encourage private sector collaboration and ownership to grow the local economy; attract more inward investment; attract and retain the best talent.

6.6 The Borough is not solely dependent upon tourism and hosts other key growth sectors, as identified in its Economic Growth Strategy. These are primarily focused on servicing the offshore industry and the Port and have been important since the Second World War, when some engineering industries were relocated out of London. The discovery and exploitation of hydrocarbons in the southern North Sea basin from the 1960s has been crucial in offsetting the decline the tourism industry from about the same period.

**6.7** The boom in offshore wind installation/servicing now underpins growth in these sectors, although North Sea gas will remain a resource for the foreseeable future. Great Yarmouth is now a globally-recognised offshore energy sector hub, serving as the base for assembly, installation and maintenance of some of the world's largest offshore wind projects. The emergence of opportunities around offshore oil and gas infrastructure decommissioning will need to be capitalised upon and these are reflected in recent upgrades to the Port, the third river crossing, the establishment of the successful energy-focused Enterprise Zone and other proposed upgrades to transport connectivity.

**Physical regeneration**

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

7.1 The stakeholder-led Great Yarmouth Town Centre Regeneration Framework & Masterplan – developed in collaboration with Carter Jonas – sets out ambitions/priorities for the regeneration of the town centre over the coming decade. Depressed land values are a persistent barrier to physical regeneration and redevelopment, however, and – alongside elevated flood risks and archaeological constraints within the Town – act to deter public/private investment in new projects.

7.2 Successful initiatives, such as SHARP (see *Section 3*) and joint working with the Great Yarmouth Preservation Trust have, however, significantly reduced the number of buildings listed on Historic England's *Heritage at Risk Register* in recent years – including the iconic St. George's Theatre on King Street. Competitive funding will need to be secured for other pressing priorities, such as the Grade II* listed Winter Gardens.

7.3 There is a body of analysis to support the proposition that the current business rates regime confers a structural bias against peripheral economies such as Great Yarmouth. Reform of commercial taxation, compulsory purchase orders (CPOs) and the attendant change-of-use regime would directly assist local authority regeneration efforts. Switching the focus of commercial taxation to land value would help struggling high streets and rebalance the economy, both geographically and sectorally. Key

and emerging sectors, such as manufacturing and technology are likely to be the primary beneficiaries of any such change.

7.4 High streets and the enterprises therein would also benefit at a time when they are under sustained and well-documented pressure from both business rates overheads and the profound market changes arising from social and technological developments (e.g. the wider digital transformation agenda and the challenge of online retail). There is a core geospatial element too; business rates distort the economy by conferring disproportionate benefit on London and away from manufacturing.

7.5 The success of the Borough's energy-focussed Enterprise Zone demonstrates the positive impact of taxation and related incentives in driving inward investment, growth, job creation and diversification of the local economy. This is addressed further in *Section 8*. Alongside a review of the commercial tax regime, other related observations/recommendations are made as follows:

- The total exemption of vacant listed buildings from business rates has resulted, locally, in a number of iconic listed properties remaining vacant, with few obvious incentives for landowners to restore them to suitable use. Speculative land ownership has resulted in derelict/unused sites and landlords can avoid incurring business rates on empty premises by striking deals with charities – including the occupation of parts of premises to benefit from relief on the whole – resulting in an oversupply of charity shops, rather than private, wealth-creating enterprises.
- Property-owner BIDs (Business Improvement Districts) would focus upon freeholders, rather than tenants, helping to identify absentee landlords, incentivise them appropriately and address the resistance of commercial tenants to BIDs.
- The power to purchase property at existing use value could be restored to local government to drive affordable regeneration activity and return betterment value to support local government finance. There is also some scope to explore and facilitate social models of ownership under the Community Right to Bid arrangements and developing shorter flexible leasing products.
- The Town's extensive range of impressive – if somewhat faded – Victorian and Edwardian buildings – a key component of its 'offer' – tends to result in an over-reliance on resourcing for regeneration/conservation on competitive funds such as the Heritage Lottery Fund, alongside the Coastal Communities Fund. Continued government patronage of schemes such as these is critical.
- The New Homes Bonus is a grant paid by central government to local councils to reflect and incentivise housing growth in their areas, based on the amount of extra Council Tax revenue raised for new-build homes, conversions and long-term empty homes brought back into use. The District Councils' Network recently argued that, whilst the scheme has been a powerful driver for housing growth, the New Homes Bonus threshold should be scrapped. Such a move might enable the ring-fencing of additional funds for regeneration.
- VAT regime reform should recognise the importance of renovation and refurbishment over new build in seaside regeneration schemes; the current system clearly favours new build and, therefore, discriminates

against seaside towns in which the heritage of the built environment forms an intrinsic part of the 'offer'.

**Social and economic regeneration**

**8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1 Local wages are depressed and employment opportunities are still seasonal. Interventions to date have been somewhat fractured, reflecting the overall funding landscape. There is, for example, a Great Yarmouth Town Centre Regeneration Framework & Masterplan, a £1m Town Centre Initiative, improvements to the public realm and a shopfront grants scheme.

8.2 There are also a) efforts to assist of individuals into self-employment, using GYBC-licensed markets as low-risk, low-outlay vehicles for local entrepreneurs to trial/refine/grow sustainable new products/services/models (the EU Interreg-backed *GoTrade* project), and b) opportunities for dialogue and partnerships to make vacant commercial space available for pop-up uses (shops, indoor markets, foodservice or galleries). These measures act synergistically in support of the Masterplan.

8.3 The Council acknowledges the need for physical regeneration – affordable quality housing and a desirable coastal destination/environment to attract/retain people and enterprises – and addressing local educational barriers to enhance aspirations, prosperity and social/economic inclusion by incentivising specific skills/qualifications to manage the mismatch between skills supply and demand (see *Section 10*) – in order to diversify the local economy, maximise social inclusion and the accessibility of associated opportunities.

8.4 Core to regeneration efforts is addressing the challenge to high street enterprises in a rapidly-changing operating environment through adaptation; building a resilient, vibrant, balanced town centre that harnesses the potential of a safe and vibrant evening economy, services/supports the surrounding community and visitor economy and provides an enhanced route to economic activity/inclusion – and social mobility – for local people.

8.5 Traditional high street destinations have been under sustained pressure for some time, reflecting changes in the distribution of populations, the wider economic picture and an increasing emphasis upon shopping centres and retail parks. Arguably the most significant factor is, however, the relentless rise in online sales, which has been steady since at least 2007. According to ONS data, online retail accounted for 2.8% of total sales over Christmas 2006, as opposed to nearly 20% for the same period in 2017.

8.6 Google reports that 72% of people buy online and existing physical stores have been attempting – with mixed success – to move into the online space. In fact, there's evidence that mature domestic retailers are often simply shifting their existing customers from physical stores to online, rather than generating additional sales.

8.7 New retailers aren't entering the UK market and rolling out 400 new outlets across all the major town centres anymore. They now open 20-50 larger

'showroom' stores in the major retail centres, combined with a strong internet presence that runs symbiotically, providing the consumer with both traditional and online shopping options.

8.8 In 2017, the Centre for Retail Research predicted that the rise of online retailing will result in a decrease in physical stores. Colliers International argue, however, that the number of empty shops is actually expected to fall by 2020, a temporary reprieve driven largely by a projected increase in population. It is also difficult to say with any certainty what the long-term effects of Brexit on retail and the high street might be.

8.9 The *Portas Pilots*, which reported on their impact in July 2013, showcased innovative ways of getting people back into local shops, but resources were spread very thinly. Since then, the Association of Town Centre Management and MHCLG have published their *Digital High Street 2020* report, proposing town centre connectivity infrastructure, addressing digital skills shortages, the rollout of easy-to-use digital capabilities for town centre businesses and benchmarking tools.

8.10 In realising its own ambitions in relation to its high streets, the Borough must be pragmatic about the scale of the online challenge; there is no way to reverse the trend towards online. It's also worth noting that the performance of high streets is not purely a function/reflection of retail performance. Town centres are unique, complex environments which serve many roles simultaneously – particularly in Great Yarmouth, with its focus on the seasonal tourist trade.

8.11 The strategic focus should, therefore, be upon working alongside the Greater Yarmouth Tourism and Business Improvement Area to facilitate the adaptation to – rather than the countering of – this challenge by supporting a resilient, balanced town centre that 'looks beyond retail'; consumers are increasingly spending their money on eating out, socialising and wellbeing in successful town centres and it's important to attract and sustain a healthy mix of businesses and people to invest, trade, employ and reside therein.

8.12 There are some encouraging signals; the British Retail Consortium (BRC) reports that high street footfall rose by 0.9%, while footfall in shopping centres fell by 0.8% in the year to June 2017, although this is not necessarily apparent in a seasonal market like Great Yarmouth. Examples that could be explored as hooks to pull people into the town centre and generate footfall include:

- making increased use of local assets (shops, public art, heritage);
- harnessing the potential of a safe and vibrant night-time/evening economy, tapping into estimated spend across the UK of £60 billion;
- exploring social models of ownership for certain types of hospitality or retail enterprise and premises under the *Community Right to Bid* arrangements.

8.13 The Borough and the various projects can also reach out to owners and developers of properties to:

- make empty units available for pop-up uses (shops, indoor markets, foodservice or galleries), possibly free-of-charge;
- develop shorter, flexible leasing products;

- visually enhance vacant units with graphics/displays to improve visual amenity.

8.14 The Borough is seeking to reposition itself as fast-growing coastal 'Enterprise Town', attracting new business, inward investment, and fully exploiting the port and opportunities of offshore energy industry. The extension of the Borough's existing and highly-successful Enterprise Zone and the incentives therein – alongside leveraging business support provision and inward investment interventions, schemes to connect businesses to schools and support the development/retention of relevant skills locally to ensure that residents are able to access the high wages on offer within the Borough – presents a significant opportunity to rebalance the local economy – provided the local authority is given sufficient flexibility to put in place the right package of enabling incentives and reliefs.

9. **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1 Economic growth is addressed in the stakeholder-led Great Yarmouth Economic Strategy, which reflects the local significance of both SMEs and social enterprises. Local full time employment remains low in comparison to Norfolk and the rest of the Country, but part time employment rates are higher. Great Yarmouth hosts some of highest paid jobs in Norfolk, but residents earn less than regional and national averages; many of the people in the highest paid jobs live outside the Borough. Improving graduate and skilled-worker retention to service growth industries – along with work returners and other off-the-radar individuals – is a key priority.

9.2 The LEP is currently rolling out a central customer relationship management system (CRMS) to ensure that serial business interventions by different districts and other providers can be tracked and co-ordinated. Whilst this joined-up approach is welcome, there are some concerns that the districts will only have access to a subset of the underlying data and that the LEP may become the predominant interface for inter-district economic development and inward investment communication.

9.3 As outlined in *Section 6*, improved coherence around 'sense of place' should encourage private sector collaboration and ownership to grow the local economy and get businesses involved in promoting Great Yarmouth as a fast-growing coastal 'Enterprise Town', attracting inward investment and skilled workers to service growth opportunities and economic regeneration.

9.4 The Town could also stand to benefit from depressed land/property values to mirror, for example, the *East London Effect*, whereby creative industries are increasingly moving out of expensive areas to cheaper locations, such as Waltham Forest, which is seeking to establish a Creative Enterprise Zone to maintain, grow and encourage collaboration within the creative cluster already establishing itself there. This approach would need to be driven by 'immigration' from other subregional locations, alongside careful stewardship of the emerging scene/cluster within the Town – which is

sustained, to some extent, by the strategic emphasis on a strong programme of cultural activity to support tourism.

9.5 Local enterprise activity must amplify, extend and go beyond the kinds of support provided by the Growth Hub; there is a need to both establish/deliver new projects and also ensure that the Borough is able to shape and benefit equitably from third party projects and funds – particularly in the context of the LEPs' increasing role as a conduit for public funding and economic development at both a strategic and delivery level.

9.6 It is essential that, if the delivery of frontline economic development falls increasingly within the LEPs' remit, local authorities must be able to inform the strategic landscape in order to avoid the centralisation of economic growth decision making at a LEP level and the potential for 'democratic deficit'. There is also an immediate opportunity to influence the formulation/focus of the new UK Shared Prosperity Fund – which will replace key EU structural funds – and ensure that its operational programmes reflect the particular needs of seaside economies.


**Education, health and wellbeing**

**10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**


10.1 In terms of education, skills and training, Great Yarmouth ranks bottom out of 326 local authority areas. Great Yarmouth GCSE achievement is below the national and county averages, with 56.5% of its school children achieving 5 GCSEs graded A*-C in 2015 compared to 63% in England and 61.4% in Norfolk. NEET (Not in Education, Employment or Training) rates for 16-18 year-olds are declining, although they are the second highest in Norfolk. In 2016, 23% of residents in Great Yarmouth had an NVQ Level 4 or above. This is an increase since 2009 (10.3%) and 2015 (16.9%). It still compares unfavourably to Norfolk (31.4%), the wider East of England (34.9%) and the UK (38%).

10.2 Lower achievement is common to many peripheral areas, such as Cumbria, Cornwall and the Isle of Wight. It is quite possible that this correlation in performance translates into causation, but the exact mechanism is little understood. By contrast, achievement has improved considerably in London, even in the more deprived areas.

10.3 Underlying aspiration levels remain stubbornly low, contributing to reduced social mobility. Local wages are depressed and employment opportunities are still seasonal. Various commentators have proposed that travel constraints are a significant educational disincentive in the young. Affordable quality housing and a desirable coastal location could, however, attract and retain enterprises and skills must reflect and service the opportunity around the Norfolk and Suffolk Energy Coast – focussing on the trio of energy sectors within the Industrial Strategy; offshore wind, oil/gas, nuclear.

10.4 The need to address local educational barriers and enhance aspirations, prosperity and social/economic inclusion by incentivising specific

skills/qualifications to manage the mismatch between skills supply and demand – the 'predict and provide' model – is generally acknowledged. The Norfolk & Suffolk Economic Strategy highlights the need for collaboration between businesses and schools to drive skills, employment and median wage and there is an opportunity to ensure that this is enshrined in the LEP's emerging Energy Sector Skills Plan.

10.5 It is recognised that for borough residents to take job opportunities arising from the energy sector, having the right skill set is essential. Of particular importance are the STEM (science, technology, engineering and mathematics) subjects required to align education with employer needs (particularly in regard to the offshore/maritime sectors). Provision in the Borough reflects this, with a new Offshore Energy Skills Centre forming part of the proposed Institute of Technology, the East Norfolk Sixth Form, the University Campus Suffolk (UCS)-linked East Coast College and – slightly further afield – the University of East Anglia's energy engineering course.

10.6 There are a number of complementary opportunities that – if properly resourced – could improve the situation: utilising digital connectivity to maximise access to education; community outreach to engage the economically-inactive and returners; connecting local business leaders with local schools and colleges; direct enterprise dialogue and the provision of free/subsidised transport to attend courses/apprenticeships and utilising apprenticeships levy within key sector supply chains. These could enhance individuals' access to education, training and the labour market; raise aspirations with individuals able to meet their full potential; boost social mobility and living standards; create the conditions for sustained growth and address urban/rural convergence.

10.7 It is understood that schools in *special measures* do not let their students attend events pertaining to aspiration and are 100% curriculum-focussed. As a consequence, local skills events held in our Borough (such as those hosted by *Skills for Energy*, which seek to interest local students in the high-GVA energy jobs on their doorstep) can be inaccessible to whole cohorts of pupils.


**11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**


11.1 Health can be both a cause and effect of deprivation. 22.5% of adults in Great Yarmouth have long-term illness or disability. Although life expectancy for men and woman in the Borough is slightly lower than the national average (78 for men, compared with 79.5 nationally, and 82 for women, compared with 83.2 nationally) all-cause mortality rates have fallen, with early death rates from cancer, heart disease and stroke falling in line with the national average.

11.2 There is significant variation within the Borough, however. Men in urban wards can expect to live to 72 or 73 years and women to 77, substantially below the national average. There is also more adult obesity and incidence of cancer than elsewhere in Norfolk. Curiously, there is less diabetes but this may be linked to shorter life expectancies overall. Similarly, incidence

of dementia is lower in Great Yarmouth than in Norwich. The combination of isolated single-occupier households and troubled individuals is thought to contribute to elevated suicide rates within the deprived Nelson, Central and Northgate wards.

11.3 Great Yarmouth is working closely with Active Norfolk, the County Sports Partnership (CSP) and one of 43 CSPs covering England, to improve and increase opportunities for people to be physically active, increase participation in sport and physical activity, and support people of all ages to lead healthy and active lifestyles (for example, leading *health walks* in the Borough).

11.4 The Council is currently conducting an extensive activity and sports participation survey to deepen its understanding of residents' activity levels and how local communities access and use facilities. This is the first spatially-focused strategic analysis that Active Norfolk has undertaken; previous surveys have related to specific age cohorts or communities. The data will directly inform local strategy and policy, particularly in relation to the investments required to effect the development and renewal of sports assets, such as the Marina Leisure Centre and historic Wellesley Recreation Ground.

**Delivery structures**

**12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1 *EnterpriseGY* was funded in Coastal Communities Fund Rounds 1 & 3; revenue-based support for start-ups and new businesses and promoting self-employment as a route to economic inclusion. The scheme has helped over 1,000 businesses to start throughout its 11-year history — most of which has been with the direct support of Coastal Communities Fund. It has also funded training, advice and even business awards in the Borough. The outcomes of more recent Coastal Communities Fund applications – covering, for example, enhancements to the historic market – have not yet been advised.

**13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13.1 It is considered both possible and desirable to develop stakeholder-led visions at a town/borough level (the National Coastal Tourism Authority has a vision too – health, sea air and appealing to childhood memories). The pioneering, stakeholder-lead Greater Yarmouth Tourism and Business Improvement Area Business Improvement Area has democratised the

approach to deriving a vision, driving advertising, perceptions, marketing and co-ordinating/commissioning the delivery of complementary activities/events around tourism and culture.

13.2 As outlined in *Section 6*, the Town is actively exploring ways to make its 'offer' more coherent for residents, potential residents, tourists and investors, acknowledging the need to distil and communicate the cultural vision and opportunities on offer and promote what makes the place special in a crowded marketplace. Such an approach could: get Great Yarmouth's story in front of the audiences that matter; increase visitor numbers, their length of stay and per capita spend; encourage private sector collaboration and ownership to grow the local economy; attract more inward investment; attract and retain the best talent. There is clearly an input/support role for input for the Government, the County and the LEP, provided this doesn't result in the imposition of a top-down approach/solution to the detriment of local interests/stakeholders.

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

**14.1** Fiscal/financial measures that could help to support the regeneration of seaside towns are outlined in the bullet points at the end of *Section 7*. In addition, it's noted that regional community banks have been shown to address market failure around the provision of SME finance for investment and growth. One such bank is being created in <u>Hampshire</u>; the Hampshire Community Bank, which was first unveiled in 2013, and modelled on Germany's local public savings banks and local co-operative banks (Sparkasse and Volksbank). Nearly 70% of the banking sector in Germany comprises 1,700 locally-controlled, small banks, lending mostly to productive SMEs. The new bank will focus on "creating credit for productive purposes, mainly to SMEs" and also for housing construction (buy-to-build mortgages) with surplus revenues channelled towards other measures to develop the local economy.

**People and place**

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1 The nationally-acclaimed Lottery-funded *Neighbourhoods That Work* programme focusses on three urban wards, embedding Neighbourhood Managers to access those people furthest from the labour market, empowering and upskilling them; life-connecters and skill-connecters. Ward-level boards are chaired by local residents and encompass a wide range of stakeholders. The programme is currently in its third year of five

and also provides a key interface between the Council and some of its most deprived areas, with engagement and dialogue directly informing the commissioning of services and regeneration priorities. The model has already been adopted by Lincoln and there is significant scope for further replication elsewhere.

16. **Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1 Great Yarmouth aspires to an integrated regeneration framework, a range of measures to link stimulation of the economy to environmental improvements and social and cultural elements through delivery, engagement/consultation (e.g. the third river crossing), collectively-owned campaigns and policies (e.g. the A47 Alliance and Great Yarmouth Economic Strategy) and key stakeholder relationships (e.g. the Great Yarmouth Preservation Trust and stakeholder-led entities such as the Greater Yarmouth Tourism and Business Improvement Area). The Town is actively exploring ways to establish and communicate a collectively-owned universal 'offer', identity and sense-of-place to underpin its broader regeneration, inward investment and appeal to potential residents and visitors.

# Headlands School Bridlington – written evidence (RST0096)

**Context**

**Bridlington is a town on the East Riding of Yorkshire coast with population approx. 35,000. There are two secondary schools in the town. The following response sets out the local challenges we experience in statutory secondary education provision, and some suggested actions.**

**10. Is educational provision in coastal communities of a good enough standard?**

Historically the recruitment and retention of quality teachers has proved difficult and up until 2016 a high turnover of staff presented challenges. Even though this has stabilised in the last two years, over 50% of our current workforce commute from Hull (approx. 33 miles and up to one hour journey time each way). The attraction of comparable jobs in their local area is a risk for talented staff, where the travel to work time would obviously be a lot less and there are many academies which have the flexibility to offer inflated pay scales and recruitment incentives. To mitigate this, it is imperative to try to ensure that staff find their work as rewarding as possible, and having a positive work/life balance is a key priority.

**Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

Yes. The very nature of having a catchment area which is a coastal community means we have a highly mobile student population. Many of the students come from households where drug and alcohol issues are common place. Many students are parented by extended family, including elderly grandparents, because birth parents have drug dependency / alcohol addiction. Frequently families move to the coast to 'escape' drugs from West Yorkshire. However the "issues" follow them. Overtime the school has put in place bespoke support, including a school counsellor to manage the impact on students of these social & domestic challenges. However, as a result of falling rolls, increases in PFI charges, lack of basic per pupil funding, the school struggles financially to maintain this level of support, and has had to 'fight' to keep the pastoral support in place. The school and the wider community would benefit significantly from additional resource to tackle substance and alcohol misuse and the associated mental health issues.

**Suggested actions :**

- multi-agency cross border communication between police and social services needs to be proactive rather than reactive;

- children with child protection issues and / or Police involvement - social services and police should be contacting schools as soon as they are aware children and families have moved on – this does not happen routinely;

- well-being workers agenda - we already have the right people in schools and are "best placed" to know what our students and school community needs, yet there appears to be moves for the LA to be re-designating PET workers to undertake this role, despite schools saying the funding needs to be given directly to schools to allow schools to decide within their local context who and what is appropriate;

**Disadvantged/Transient Population Impacts**

Suggested removal of Progress 8 and Basics Measure as a performance measure of schools success - as schools that experience high mobility and on average 30% of the student population with child protection issues, focusing on children's emotional well-being and happiness is our first priority.  Many children join us in Years 9 and 10.  If we were a UTC or alternative provision we would not be "held to account" on these measures in the same way that we are now - but we are because we are mainstream provision.  Often these children have had disruptive, sporadic attendance at schools up to the point of arriving in our school.

Therefore, it is challenging that the school is judged on their 11 years of education when they have only been with us for 12-24 months.

Furthermore many of our disadvantaged students free school meals entitlement runs out in the March of Year 11 and go from being Pupil Premium on 31 March to non-Pupil Premium on 1 April.  In 2018 16 students were in this situation.  This took the schools disadvantaged PP Progress 8 from +0.16 to -0.10 literally overnight and significantly distorts the whole Pupil Premium agenda.

**Removal of curriculum focus on linear academic subjects and Ebacc performance measure.**

In a coastal community provision for vocational offers in engineering, the health care sector, hospitality and travel and tourism are more likely to prepare young people for successful employment.  However the Government's decision to remove these qualifications from 'counting' in schools performance tables, and specifically the Progress 8 Measure, places additional pressure on schools to potentially narrow their curriculum.  We haven't done this, to the detriment of our Progress 8 measure, and remain absolute in our commitment to offering our students a broad and balanced curriculum offer that meets local, regional and national employment needs.

Recognising the needs of our students and the skills needs in the local area, Headlands School has formed cost effective partnerships with local interests to provide bridges into the world of work, and to develop the employability skills of our students for those onward employment pathways. For many of

our students higher education has become less "attractive" when the modern apprenticeship route – which includes degree options – offers a salary and accelerated career opportunities, this is proving a successful approach. The Heads into Engineering Partnership supports Engineering pathways, and the Bridlington Health Academy provides links and routes in medical, health and social care further study and professions.  More recently, we have added motor vehicle maintenance, and hair and beauty in conjunction with an alternative curriculum provider.  Again, both these options recognise local employment needs, and provide a varied, purposeful curriculum experience for our students.

# Hornsea & District Civic Society – written evidence (RST0030)

### Background and understanding

1. Hornsea is a relative small seaside town on the East Coast of Yorkshire that faces challenges from all angles, from nature it battles the sea and ever eroding coastline, for which no one seems to have an answer or the money, to come up with a viable solution. Economically the town has in the last few years built a number of new housing schemes, increasing the number of residents, without putting into place the infrastructure to cope with the additional need. The town itself has suffered due to loss of Post Office and banks over recent years. A supermarket built out of the town centre has also put pressure on existing businesses.

   The town itself as with many coastal communities, sees a number of temporary residents rise for 11 months of the year, with the large number of caravan parks in and around the town, this causes additional stress on the town as these numbers are not taken into account, when looking at funding for the area.

   Other cut backs have reduced the public transport to the town with the very recent loss of the bus garage and with it a number of service buses connecting to Hull and Beverley the main commuter towns in the area. This has also cut off some local villages from Hornsea and whilst some of the Local Parish Council are proactively trying to run replacement services using grant funding, this is dependent on the funding being available.

   Hornsea has one doctor's surgery covering Hornsea and its Hinterland and again provides a service for those staying in the caravan parks during the open season. The local hospital has seen many cut backs over the last few years which have resulted in the loss of beds and more recently its minor injuries unit, pressure being put on the urgent care centre put in place in Beverley to serve the cuts to other towns minor injuries, is now facing their own crisis in that they do not have the facilities to cope with the numbers of patients and are asking for doctors and the 111 service not to send people to them. Hornsea has in fact due to local outcry with the help of local funding put in place a temporary first aid centre to help deal with the needs of this seaside town, it has proved to be a much valued asset during its first few months, again this is down to volunteers and funding.

   Accessible by mainly b roads joining up the coastal towns, a recent category change to the main route to Beverley has seen an A route into the town, however other than a name change there has been no improvement to the road.

2. Hornsea is under the control of the East Riding of Yorkshire Council and has

its own Town Council while its hinterlands are covered by Parish Councils. Hornsea is very lucky to have many volunteer groups who actively work to improve the town, but with the growing number of groups trying to do the jobs, many locals feel, should be provided by local government.

The East Riding of Yorkshire has in place in Hornsea a regeneration group made of councillors and local groups, some time ago it provided the town with their view of a master plan for Hornsea, in which some ideas have been reduced to achievable projects, which local groups have been able to take on, again with funding from external sources.

Some ideas have been investigated at vast costs and experts brought in from other areas in the UK, with no experience of coastal or rural communities. Public feedback to these are all too often poorly advertised, or by invitation, therefore not gaining a true picture of the needs of the local residents and that of the town. There are many examples of this around the town.

As mentioned previously whilst Hornsea may on paper have a population of around 8,500, this number swells to more than double that figure due to holiday makers and day visitors, which does not bring in the revenue to cover what is needed in the way of boosting the town's requirements. The majority of data collections we are aware of, are not independent therefore the questions and figures can be changed to suit whoever is doing the collection.

Some consultations take up so much money, that there is no money left to do anything with, How do you explain to a resident that a consultation took place on how to spend £10,000 improving the sea front, but after bringing in external consultants there is no funding left to do anything with, this happens time and time again and is a waste of resources.

**Housing and demographics**

3. Hornsea is not unique in that it is an old town facing the issues of the modern world, streets built in Victorian times do not cater for today's family's who may have 3 cars per household with no available parking. Limited routes into the town increase pressure on the streets around the town centre. Housing in recent years has seen an increase in detached and semi-detached homes added onto estates first built in the 1970`s increasing traffic to roads not built for the task. Hornsea is built between a lake left over from the ice age and the sea, which does restrict any major changes. Finance needs to be put into improving where it is possible.

4. Whilst still very much a family orientated town, as in other seaside locations an increase in those retiring to the town is evident. Changes to the town in the loss of banking, health care and  public transport cuts,  puts an increase

on the need for local groups to offer support, as available local government funding is not there to give the town the support it needs.

The government has required local councils to provide for more housing, in line with this ERYC has allocated housing provision around the county without proper consideration of the infrastructure of each place. For example, making provision for 700 more houses in Hornsea, (a huge increase of around 25%) will mean that all the new residents will have to travel elsewhere for work, at a time when public transport and other services are being reduced. There is limited scope for improving the ancient road system of Hornsea owing to the unique geography of the area. There is an urgent need for better transport provision, better bus services, provision for cyclists which is totally absent at the moment.

**Transport and connectivity**

5. Hornsea does have issues with both transport and connectivity. As mentioned previously the reduction in public transport does have a detrimental effect on the town. Due to this, a need for updated routes into the town for car users and available parking needs to be funded.

   Mobile phone connections – are poor and at times signals can be lost for many hours.

   Wi-fi has improved slightly but in comparison to larger towns and cities is still very poor.

   Companies need to be encouraged to support smaller communities and some government incentive to do this would see a huge benefit to local spending increasing growth within the area.

**The role of the visitor economy**

6. Hornsea is in an area of natural beauty which is not taken advantage of, the larger towns on the east coast appear to have much more money spent on them. Advertising by local government is often outdated or forgotten for the smaller towns. Improvements to roads, parking and encouraging businesses to open up within the town and seafront would increase tourism to the area. Many of the local businesses are individual and do not receive the support from local government to help them improve what they have to offer. Again it is often down to volunteers and grant funding to put on events to encourage visitors. There does seem very little outside support to recreate an attractive resort, many things have become difficult due to financial restrictions put in place and increase in policies restricting activities.

**Physical regeneration**

7. This is a very frustrating area especially for the Civic Society in which local government policies seem to put obstacles up for those wishing to improve what is there. Finance seems to be a huge barrier and concern over possible cost implications, roads again need improving, the traffic needs controlling better. Pride needs to be brought back to the town.  Either by residents, visitors and the overseeing government departments, many want to see a traditional coastal town, but with lack of harbour or pier more needs to be done to encourage achievable regeneration, even basic things like toilets, shops, seating and parking.

**Social and economic regeneration**

8. The biggest holdback seems to be the provision of funding which the majority are overseen by officers within local government, using the funding for expensive consultations by people who do not know the area. Ask the locals what they think the area needs, it saves money and you may even get something done other than a document telling you what they think you need, use the money to improve the area or offer it to help local business run effectively. Volunteers are often passionate about the area they live in, whereas those paid only see the town on that day at that time and it's just a job to them, they don't have to live with their decisions.

**Education, health and wellbeing**

9. Hornsea is very lucky to have an excellent secondary school, children's centre, nursery and two primary schools as well as provision for children from babies to 11 years in its local villages. All work very well together and with local groups, to improve the town for the children and their families.

   Transport to the majority of colleges is provided with a subsidised fares, although this is dependant on which college you go to as not colleges are accessible by public transport.

   There does not appear to be any particular health issues for Hornsea, whilst there could be a better doctor's provision. Currently restricted to 8.30 – 5.30 Monday – Friday. Reduction in health care at the local cottage hospital has impacted greatly and again the problem has been taken on by volunteers and funding from local groups to provide a much needed first aid centre.

   Hornsea does have a leisure centre due, to close for 12 months for refurbishment to make it into a multi service centre, although there will be no increase in the gym/pool.

**Delivery structures**

10. The Coastal Communities Fund has actually done nothing for Hornsea other than provide another document of what an expert perceives Hornsea needs and a chess board for the £10,000 allocated. What Hornsea needs and the coast line north and south is sea defences, once they are in place the seafront will be able build itself back up. But it will also need an improved road network into the town.

11. Many people have visions for what Hornsea needs, some very grand, some more achievable. Plans have been created by local authorities. But as already mentioned, long term what Hornsea needs is improved basics for people to build on, roads to the town, sea defences, increased police, doctors, provide the basics include the camp site residents in the figures to get what is realistic picture, pay the schools equally to those in cities. Put these in place and the investment will come, we have an excellent individual groups in the town willing and eager to improve the area but lack of funding for the everyday things is letting the town down. The government and local authorities need to make the funding available to the people who do things within the town. Put a cap on the amount of funds the local authorities are allowed to "save" and make them do the jobs that need doing, we have lost those passionate about their area within the local government, it has become just a job due to the financial restrictions set.   Encourage growth and redevelopment, not target setting.

**People and place**

12. Local people play a huge part in the community, they want to see the area improve and work very hard volunteering to do this, and evidence of this can be seen. Hornsea residents and those from surrounding villages are very passionate about the area, but again, give back the basics. People see in the press these promised funds and when asked what happened to them what can you say? People in Hornsea take projects on, save community buildings, replace lost services themselves, with hours and hours of time given freely and show a real need for these services, it's time for them to be supported. I am sure this is not exclusive to our area.

13. There is a master plan produced by the East Ridings Regeneration Partnership, the group is made up of local groups and businesses, however it has been proven that you get greater results if just one group take on an area and arrange their own funding. Larger projects may work with a couple of similar groups working together, however it is more affective to have achievable goals, to stop the meetings for the sake of meetings etc. when nothing ends up getting done.

## Summing up

We are sure that Hornsea is not alone or unique in many of the issues it has, it is situated in a beautiful part of the UK with much to offer, it is just lacking in basic TLC due to government cut backs and unnecessary paperwork.

By helping and investing in the needs of all these places and their residents, you will help the economy of these individual towns, allowing them to support themselves and others, which will be better for the UK as a whole.


Nicki Salvidge, Secretary Hornsea Civic Society

# Hornsea Community News – written evidence (RST0018)

## 1 Background

Although Hornsea is a popular place to live due to its unique natural beauty, great community spirit and relative tranquillity, many of the problems it faces are common to most seaside towns around the country. The long-term erosion of the fabric of communities combined with the corporate takeover of our lives have been converted to full scale assault with the onset of austerity and the resulting loss of services.

Our Cottage Hospital had all patient beds removed a number of years ago and has recently lost its Minor Injuries Unit, forcing people to travel 13 miles for treatment. Our banks and central Post Office have all disappeared and the Community Service Centre and Library will soon be relocated to the Leisure Centre on the sea front, leaving the town centre void of any services. This is a further blow to those small independent traders who have managed to survive since the arrival of a major supermarket on the outskirts of town. Our only cultural events venue was due to be demolished by the Council until the community first protested and then took it over.

## 2 Housing

Despite the loss of services, Hornsea continues to be a desirable place to live for people seeking somewhere relatively peaceful and free from the social problems of other areas. As a result, the town has grown considerably in recent decades and the drive to build housing in every possible spare space continues unabated. As well as the worrying loss of green spaces, this has also led to problems with traffic and parking. It is questionable how much longer the town can continue to expand before the conditions that attracted people here i.e. its beauty, peacefulness and social stability, no longer exist.

## 3 Transport

Our subservience to the automobile was kick started by the closing of our railway line in the 1960s. Our public transport is now limited to an expensive and inadequate bus service which is becoming ever more limited with recent further cuts. With the loss of other services and the arrival of the supermarket, the takeover is now complete as most people do all of their shopping by car and have no choice but to drive 15-20 miles for many of their needs. This results in more noise, air pollution, accidents, environmental damage and stress, particularly for those without a car, who may not be able to access vital services.

## 4 Physical Regeneration

Until recently the town has received virtually no funding for physical regeneration as this has been directed to neighbouring towns Bridlington and Withernsea which are classed as 'deprived areas.' At present, work is taking place to improve the fishing boat compound and to turn a previously free car parking space into a larger one with charges. The expansion of the Leisure Centre to incorporate a café, library and Community Service Centre will

commence shortly. These measures will help our regional council to cut spending and increase revenue but will bring nothing new to the town.

## 5 Social and Economic Regeneration

The Hornsea Area Regeneration Partnership has been in existence for a number of years and has helped to bring a few minor cosmetic improvements. Other than that, most people are unaware of any impact it may have had. There appears to be an underlying assumption that because we are a seaside town our social and economic welfare depends on tourism and on making the town as attractive as possible for people to visit.

We would argue that the dependence on tourism is a factor that has contributed to seaside towns becoming the most deprived areas in the country. Tourism, at best, only provides seasonal employment and is very fragile; being subject to factors such as the weather and the trend towards package holidays abroad which has been a major cause of the demise. For a truly stable and thriving local economy we need a diverse array of small cottage industries such as the town enjoyed at the end of the last century with the world renowned Hornsea Pottery. The Pottery became a victim of globalisation as it was eventually unable to compete with cheaper foreign imports. This has led to the situation today in which we produce virtually nothing ourselves and are completely dependent on imports from around the world.

## 6 Education

Although some efforts are made to engage with the community, in general the schools are too weighed down by the demands and pressure placed upon them to make the most of the opportunities available. Being a town with a high elderly population, most of the activities in the town are run by the older generations, who often express frustration at the lack of participation and of opportunities to engage with the youth. Many retired people have time on their hands and would be only too pleased to contribute their skills and wisdom to help young people if structures were in place. There needs to be more emphasis on producing rounded and socially proactive citizens instead of the obsession with academic achievement. If young people felt more integrated in their community they may feel more inclined to seek or create employment here and help to stem the inevitable 'brain drain' that we experience every year as our most talented young people move elsewhere to seek employment.

## 7 Health

With a large elderly population, very few of whom are free from degenerative disease, health is a major issue in our town. At a time when the need for treatment is increasing alarmingly, we have seen the removal of services which provide some of that treatment. As a result, most of our elderly (and not so elderly) population spend a sizeable portion of their time and savings travelling to and from the nearest hospitals 17 miles away, generating a huge volume of traffic, pollution and stress in the process.

## 8 Coastal Communities Fund and the Role of Government

£10,000 of government funding was obtained to employ a consultancy firm to compile a 'vision' for our sea front. A sizeable document was produced which is now gathering dust. This is evidence of how just throwing a little money our way will not have any meaningful impact. For this to happen the government needs to set about creating the conditions whereby all communities are able to begin producing commodities for themselves once more. To give an example; our town is surrounded by good quality farmland which could be used in creating a series of market gardens to produce fresh, natural produce with which to feed ourselves. This would have multiple benefits: providing sustainable employment and boosting the local economy, improving health for both workers and residents, and benefitting the environment.

This isn't feasible under present conditions because potential producers cannot compete with heavily subsidised, large scale agribusiness and foreign imports. Fiscal and other measures could be employed to ensure that these and other small-scale initiatives can at least compete on a level playing field.

## 9 The Role of People and Community

Without doubt, the regeneration of seaside towns needs to be driven by the people and communities themselves. However, for this to happen those people need to feel empowered.
At present we are paralysed by the impression that corporations and central government hold all the power and find that all initiatives to develop sensible policies such as local provision of services, food and other goods, are either severely handicapped or impossible due to global forces beyond our control.

Increasingly, especially in Northern towns, examples are emerging of communities taking matters into their own hands and wrestling back some sort of sanity and dignity. Here in Hornsea we have two shining examples; firstly, the aforementioned cultural centre (The Floral Hall) which the community took over and transformed from a £100,000 per year loss maker into a thriving hub running at a profit. Secondly, to cover the loss of our Minor Injuries Unit, our First Responders have set up a Community First Aid Centre run by trained volunteers and funded by donations. Both of these projects are only made possible by the heroic sacrifices of individuals within the community prepared to overcome enormous obstacles. They exist despite government actions not because of them. They demonstrate that our communities are capable of wonderful achievements that could be replicated and multiplied many times over if they were empowered.

The plea for empowerment is probably the most important message that we can send to central government. The powers granted to our Town Council are pitifully meagre and we feel that we are too often dictated to by regional and central governments which are not in touch with our reality. We are not asking for handouts- just the opportunities to shape our own destiny on a level playing field.

Author: Paul Hanson, Editor of Hornsea Community News, Trustee of charity-
'Home Grown Hornsea'

# Hornsea Town Council – written evidence (RST0040)

## 1. Background and understanding

1.1  This response, in the main, focuses on the small seaside town of Hornsea. It will be noted that many of the issues our town faces are replicated in the East Riding and elsewhere in the country. It is not to say that Hornsea is not unique; rather to asseverate that due to a range of events, many coastal communities are in a similar condition.

1.2  It is considered both appropriate and helpful to give a brief background to our town.
Hornsea is the largest town (pop c 8,500) in Holderness: a glacial coastal area of the East Riding of Yorkshire. To the North of Hornsea is the much larger town of Bridlington, which benefits from its own "Area Action Plan". To the South, we find Withernsea, another small coastal town with similar problems to Hornsea but also with a higher level of deprivation.

1.3  Hornsea's fortunes improved in Victorian times, when, due to the railway arriving, it morphed from a small fishing town – arguably in two settlements: by the Mere (Yorkshire's largest natural freshwater late) and by the sea – to being a tourist and commuter town.  Interestingly, this dichotomous nature of the town is maintained today. Grand houses were built to accommodate wealthy folks from Hull and guesthouses came into being to accommodate visitors. Train loads of tourists would descend upon the town in the holidays. Train services were discontinued in 1964 as a result of the "Beeching Report". At the time, the population were promised a bus service that would be as good "if not better." The station, after sitting derelict for some years, was resurrected as part of a housing estate.

1.4  Hornsea also became famous from around 1949 as the home of the world-renowned Hornsea Pottery. This multi-award winning enterprise employed up to 350 people in Hornsea at its peak and was, by far, the largest employer in the town. The Pottery closed around 2000 and the Freeport Shopping Village was erected on its site.

1.5  Hornsea is served by one "A" road (1035), approaching the town from the market and County town of Beverley and the B1242 which approaches from Bridlington and departs for Withernsea. A "C" road leaves town in the direction of Kingston-upon-Hull.

1.6  Hornsea is administered by Hornsea Town (Parish) Council, which came into being following Local Government Reorganisation in 1974 and replaced Hornsea Urban District Council. At that time two new Councils were formed, which between them annexed many of Hornsea's assets. These were Holderness Borough Council, based in farming country at Skirlaugh, upon which Hornsea had 5 Councillors (out of 31) and Humberside County Council on which there

was 1 local representative. "Humberside" was a fictional construct unwisely dreamt up by the Boundary Commission and attempted to bridge the divide between Lincolnshire, Hull and East Yorkshire.

In 1996 Hornsea was again afflicted by reorganisation. Holderness Borough Council was disbanded and the Hornsea assets held by Holderness Borough Council were then appropriated by the nascent East Riding of Yorkshire Council. This huge Unitary Authority has 2 Councillors from "North Holderness" out of 67.


## 2. Challenges

### 2.1 Ageing Population and infrastructure
Compared with other authorities, the East Riding of Yorkshire has a higher proportion of older people. This is compounded in the coastal areas. People from the West Riding (and beyond) who are accustomed to staying in one of the caravan parks that are in (or near) the town for their holidays, tend to move to Hornsea permanently when they retire. This adds to pressures upon the local infrastructure. Statutory authorities such as the CCG appear oblivious to the damage caused by moving services out of the town.

2.2 Businesses (particularly banks) have closed. Hornsea, only 2 years ago, had 3 banks. Now there is only a mobile unit which visits the town for around 1½ hours three times a week.

Transport infrastructure has gone from woeful to inadequate. A poorly structured (by central government) "free travel" card system for pensioners, whilst popular, leaves the Local Authority out of pocket and does little for the bus operator.

Again, regarding transport, ongoing central government austerity has led to the Local Authority having to review Public Transport. This has, inevitably, led to a number of subsidised services being cut.

A popular Community Bus service (Holderness Area Rural Transport) itself may be threatened by changing regulations regarding PCV drivers.

As a result, the local bus operator has carried out a review of its services. This has led, in turn to some unusual changes in timetabling, not always in the best interests of the public.

Since the review, the bus operator, once one of the largest Independents in the country has been sold to a large Group.

All the above can be seen to impact, not just on the community as a whole, but specifically upon the old and infirm.


## 3. Young People
A seaside community does not have a great deal to offer in the way of career developing employment. As a sweeping statement, it could be argued that most of the young people are employed in the service industries until such time as they leave higher education and move away, to University – or to more exciting and vibrant places.

In these times of instant gratification via the internet and exciting YouTuber stunts, there would appear, on the face of it, little to encourage young people to stay in the town. This, again, impacts upon the social demographic.

Due to the perceived lack of amenity for young people, there is a certain amount of ASB and youths creating annoyance. This is low level but at times involves the use of alcohol and recreational drug use. There has been concern regarding CSE.

## 4. Employment
As would be expected, the majority of jobs would seem to be in the service sector. Since the death of the Pottery, manufacturing, whilst present, is small scale.

## 5. Education
Hornsea is served by two Primary Schools, one secondary school and a maintained Nursery School. The quality of education in Hornsea is good. There are difficulties in recruitment due to the location of the town – half the catchment area is in the sea.

## 6. Coastal Erosion
The Holderness coastline has the most rapidly eroding cliffs in the country. Whilst Hornsea is protected under the East Riding's Shoreline Management plan of "Hold the line", there are increasing incidents of overtopping and flooding. This could be attributed to the effects of "Climate change" and/or rising sea levels. The most recent event was did not receive sufficient warning from the Environment Agency.
To the North and South of the town, the cliffs are eroding at a rapid rate. There is considerable local concern regarding the B1242 to Mappleton, which at one point is disturbingly close to the cliff edge.

## 7. Research
Various means of obtaining data have been carried out. "Snapshot" footfall surveys (of dubious value) have been taken via the "Hornsea Area Regeneration Partnership" (of which more later). More recently, face-to-face surveys have been carried out to ascertain the health of the High Street. For a more detailed breakdown of information on Hornsea, the East Riding Data Observatory has more facts and figures.
http://dataobs.eastriding.gov.uk/profiles/profile?profileId=106&geoTypeId=#ias
ProfileSection6


**Specific responses as per headings in Call for evidence**

## 8. Transport and Connectivity

8.1  Hornsea has been served by East Yorkshire Motor Services (EYMS) for many years. A Depot situated at the North of the town ensured that buses were maintained and cleaned on site. In the event of a failure, a replacement vehicle would be easily sourced. The Depot also provided drivers with suitable welfare facilities. There was a small office, with limited information capability. EYMS was a family company and operated at a lower profit margin than many large commercial bus companies.

8.2  Earlier this year, EYMS conducted a review which led to the Depot being closed and a number of bus services being considerably altered. The "Town bus" no longer runs to its previous schedule, having to come in to Hornsea daily from Withernsea (dead mileage) and return in the evening. This has the "knock-on" effect of effectively cutting Hornsea Freeport Shopping Village off from public transport, should any visitors, residents or employees wish to go by bus. A number of service buses have been cut, or had their timetables altered. A frequent sight in town is of buses running "Not in Service" as they return to their respective depots. It should be noted that the main bus into Hull (240) now takes as long as 1hr 10 minutes. This "as good as, if not better" bus service takes over twice as long to achieve its destination as did the train.

8.3  Of specific concern is the cutting of any form of bus service to or from Beverley on a Sunday. Not only does this impact on family visits, or tourists, but since the closure of the MIU (See "Education, health and wellbeing), patients cannot access the Urgent Care Centre there by public transport.

8.4  This review by the bus company added to the difficulties addressed by East Riding of Yorkshire Council in its review held two years ago. This review, in turn, was precipitated by the swingeing cuts imposed by Central Government "Austerity" measures. As a result, numerous services in the East Riding which were deemed too expensive to subsidise were either accepted for commercial operation by EYMS, or simply ceased to operate. Hornsea was not affected too badly, as EYMS chose to continue to run some services which were only "lightly" affected.

8.5  EYMS has recently been sold to "Go-Ahead Northern", a much larger operator. No indication has been given as yet as to how this will impact on services, other than the statement that EYMS will be run as a "standalone company".

8.6  Central Government's insistence upon having "free" travel for senior citizens, by means of a bus pass has had a counter-intuitive effect. Whilst there has been a welcome increase in the number of passengers – thus ensuring social mobility, there have been deleterious effects for the Council and bus operator alike. Central Government does not refund the Authority the true cost of honouring the travel of this sector of the community. This, in turn, means the Council can only pay the operator a percentage of the full fare. A full bus does not, therefore, necessarily imply a bus in profit.

8.7  Central Government appears to favour rail travel in funding terms. Little or no attention is paid to the plight of rural and seaside areas, the which can be dependent upon bus services. The previous incentives to operators of bus grants, fuel rebates and the like have dried up, or reduced to such an extent as to be meaningless.

8.7  The private car is running out of space in Hornsea. Due to the proximity of Hornsea Mere, the central junction is akin to an egg-timer. This leads to tailbacks and frustration from visitors and residents alike. A recent trial has taken place regarding altering traffic light priorities. Whilst this was undertaken by ERYC, the not insubstantial cost was borne by the Town Council, which also had to carry out a survey on behalf of the Authority.
Car parking is at a premium. ERYC continues a policy of charging for its car parks in Hornsea. This policy is not in place in Withernsea. The Town Council maintains a free "3 hour maximum" car park in the town, whilst the local Co-op also has free parking for up to an hour. Another smaller, shopping area in Newbegin hosts an equally small car park. It is often quicker to walk from the outskirts, rather than seek parking spaces.
These difficulties reflect badly upon a small seaside town which would wish to increase its visitor footfall.

8.8  If Central Government were to understand the complexities of rural and seaside transport and act accordingly, much benefit could be gained; social isolation would be lessened and these areas would be better served.

8.9  It can be readily seen that the concerns above can and do impact greatly upon the seaside town's economy and residents' wellbeing.

## 9.  Regeneration

9.1  Whilst attempts are being made by the Principal Authority to improve Social, Economic and indeed Physical Regeneration, the stumbling block is, as ever, financial. Such groups as the Hornsea Area Regeneration Partnership are endeavouring to improve the infrastructure and attractiveness of the town through such initiatives as the "High Street Fund". All too often the slender financial resources are stretched by the requirements of external funding agencies – for example requiring the employment of consultants. The addition of well-meaning but unnecessary add-ons to specific projects leads to a dilution of the funding which is difficult to obtain in the first place.

9.2  It bears reiteration that the draconian cuts forced upon Councils are causing them to refresh their priorities. In the attempt to maintain "front-line services", many opportunities are lost to truly regenerate. ERYC is one of the foremost authorities in the country in terms of trying to balance the requirements of its residents – but the starvation of finance over the past 10 years is having a very real effect, particularly upon seaside towns, which can be viewed as being peripheral to the county.

9.3  Removal of essential services such as Banks, bearing in mind that Hornsea no longer has a true Bank in situ, is hardly conducive to any new SME moving into the town. Whilst we understand that new investment is desperately needed in our town, the opposite seems to be taking place. This due to little or no encouragement from government to revitalise our seaside town. Whilst we

applaud the introduction of "Enterprise Areas", we see no benefit here on the cliff edge.

## 10. Education, health and wellbeing

10.1 Hornsea's Minor Injury Unit was removed by the local CCG through a flawed consultation process which led to the further downgrade of the Cottage Hospital. This hospital which previously housed beds as well as an MIU, now has even fewer services. It is felt widely in the town that in time this will be closed completely.

10.2 Minor Injury Patients are now directed to the nearest "Urgent Care Centre", which is situated in Beverley, 14 miles away. As is noted above, fewer bus services (and none on Sunday) make this an unacceptable solution.

10.3 Hornsea's Schools are all "Good". This is despite being isolated on the coast and the town rapidly becoming a less desirable place to move to, due to the reduction in essential services. Our maintained Nursery School is under threat due to reduced funding from Central Government.

## 11. People and place

11.1 The town has an incredibly high community spirit. The many organisations play a vital role in plugging the gaps in service that result from the lack of interest in, or concern for, our town as demonstrated by such bodies as the CCG. However, with the ageing demographic highlighted previously, it can be seen that much of this vital work, carried out on a voluntary basis is likely to be unsustainable. Where community activity is currently a great thing to see, there will come a time when no-one will be willing to take up the challenges. The result will be that the town will be in an even worse predicament.

There is also a very high atmosphere of discontent evident. This is evidenced by the number of groups springing up that have no faith in the authorities and no trust in their elected representatives. We have no doubt that this discontent is not limited to Hornsea and are concerned for the future – particularly when we live with a very light police presence due – again – to austerity and cut backs.

## 12  Summary
12.1 We are aware there are other respondents to this call for evidence who have more detailed evidence in respect to some questions asked here. These questions we have left to be completed by them.
Our response is that of an active and concerned Town Council, which through diligence, perseverance and hard work by its members and officers has – against the backdrop of potential failure and ruin – sought to maintain and improve the quality of life of our residents. Within these short paragraphs there is a common thread; that of a people who, living on the edge and half in the sea, feel abandoned by those who should have our interests at heart.

Cllr John Whittle
For Hornsea Town Council
26/09/2018

# Ilfracombe Town Council – written evidence (RST0017)

1. Some of the challenges facing seaside resorts are listed below-

    a) 180 degree catchment area
    b) Remoteness from large populations and poor transport links
    c) Seasonality – affecting businesses, public services and health services.
    d) Lack of full time employment
    e) Family business where owners work 7 days a week in the summer season as staff not affordable. This leads to exhaustion and health breakdown
    f) Cheap rented non visitor accommodation leading to the housing of the unemployable.
    g) Lack of public investment over many years leading to a very tired public realm.
    h) Salt air contamination of buildings and materials.

These have applied to seaside resorts particularly over the last fifty years since the advent of global tourism where more Brits holiday abroad when compared to influx of foreign tourists who are generally directed to our larger cities.

Some resorts closer to large populations have experienced a more constant visitor economy as short breaks are easier to access.

Many seaside towns suffer from areas of deprivation. Ilfracombe for example has the second most deprived 'political ward' in Devon and features in the top 25 of most deprived 'wards' in England.

2. It is difficult to know whether sufficient research has been done as in our experience any positive results of any research has not filtered down to the seaside communities. Research done locally has identified worrying trends in poor rented housing stock and social isolation leading to poor health statistics.

A recent report commissioned by the District Council has shown that the potential of Ilfracombe has not been realised and that a harbour development would make the Town economically sustainable and benefit the whole of the North Devon area.

3. Seaside Towns are massively affected by their housing stock and the legacy of the Victorian and Edwardian eras has left many resorts with magnificent but impractical large buildings that have become uneconomic to upgrade in the face of Conservation Officers and English Heritage. Many, non listed buildings have been converted to unsatisfactory flats and bed-sits which attract the less economically useful clients and of course have become a godsend to the local authorities from far and wide who have the responsibility of housing the homeless. HMOs are very useful forms of accommodation in larger cities where the inhabitants are usefully employed but in seaside towns, where employment is generally seasonal and short term, then the HMOs will attract those on benefit.  In Ilfracombe we now have too many HMOs and this is affecting the economic climate and is a detriment to our tourist industry as street drinking

and anti-social behaviour is increasing. The Town Council's Strategy document calls for a stop to the granting of planning permission for HMOs and although the Town Council and Disrtict Council planning departments move any application for refusal, these are being overturned at 'appeal' by an Inspector who has little knowledge of the extra pressure that these establishments put on the local public and medical services.

It is a problem when the owner of a small hotel will realise a greater income if he converts it to a house of multiple occupation. It would be advantageous if the Government could offer some tax incentive in upgrading small hotels to provide holiday accommodation that meets the requirements of today's market so that they can be geared to a less seasonal market.

Many landlords, often living remote from the Town, are abusing the weak laws governing HMOs and private rented accommodation. These laws must be strengthened to improve standards and must be policed.

4. Many young people will leave a seaside resort to take up further education at college or university or start an apprenticeship. This has been unchanged for the last seventy years and is difficult to address in any meaningful way. There are opportunities in the catering and construction trade but not much more. We are seeing small IT Companies relocating to the seaside as broadband speed improve and if they expand then there may be employment opportunities here.

Many people retire to coastal towns. Some find it very lonely and will return from whence they came. Others, who are more proactive, will make a new home and enter into the community network and enjoy their retirement. This does, however, lead to the population becoming older and putting extra strain on the medical services.

Relocation incentives could be introduced to attract more IT Companies or Companies whose transport of goods costs are insignificant.

5. Digital connectivity is vital for remote seaside Towns and broad band speeds must be improved. Better road and rail services are also important and the improvements proposed to the A361 are very welcome. There is an odd attractiveness of a seaside resort in that many visitors have a sense of achievement when they actually arrive and their first topic of conversation would be how long it took them to come from Birmingham. The more industrial minded would, however, find the timescales of reaching many seaside resorts very frustrating, particularly during the summer months.

Road connections need to be adequate and better than they are at present as any major future investment needs to be in the tourism offer and making resorts more accessible for short breaks.

Better sea links would make a major difference to a resort like Ilfracombe which is only 25 miles from major conurbations in South Wales.

6. The recent boost to the tourism trade in the UK has been due to global uncertainty and the fall in the value of Sterling. We, in Ilfracombe, have seen very few initiatives from Government to promote tourism and the upturn in the

trade has been initiated by local businesses identifying a niche in the market and taking a gamble on investment. These initiatives have been of vital importance and an increase in visitor numbers has attracted national firms to invest in Ilfracombe.

Unique scenery and coastline offers a significant opportunity for growth. We would like to see a nicely paved seafront promenade with attractive lighting as opposed to the existing patched tarmac and single string bulbs.

The Town is actively marketed within the constraints of a very limited budget. Devon is perceived to be a holiday destination of the south coast and raising public awareness of the benefits and opportunities in the north of the County would be welcomed.

The other main industry around seaside resorts is normally agriculture and much of this has been directed towards tourism in recent years. Small manufacturing concerns can form part of the backbone of a seaside community but it is sometimes difficult to engage these companies in the wellbeing of a community when the general focus is on improving the tourism offer.

7. Any regeneration initiative proposed by Central Government tend to run out of steam by the time it reaches the communities that it was designed to help. So many Departments (quangos) and much red tape exists between Government and the end user and it would be far more beneficial to offer regeneration funds to local Town and Parish Councils providing they had a recognised Strategy for the improvement of their Town or village. It is the people on the ground that know what is needed to regenerate their Communities and Government should know by now that a 'top down' approach does not work and is wasteful of resources.

Many seaside towns have large 'conservation' areas and 'areas of outstanding natural beauty'. Investment is often curtailed due to the intervention of organisations such as Historic England even if the local concensus is favourable. There must be a compromise here but at present the planning regime can be slanted towards conservation even if there is a strong economic case for a more reasonable stance.

It is accepted that there are architectural and landscape aspects that should be protected but the possible development of a Northern Breakwater at Ilfracombe harbour, which would regenerate the whole of Northern Devon, should have Government support in the way of helping with the harbour revision order and dealing with the interface with Crown Estates and other agencies that have an interest. If we could get to the point of agreeing a practical design and producing 'blueprints' then private companies would begin to become involved.

*The Northern Breakwater could provide a marina, allow cruise ships to dock, provide a base for a ferry service to South Wales (benefitting both sides of the Bristol Channel), provide better facilities for the small fishing fleet, allow the lifeboat to be afloat at all times and regenerate the entire harbour area and hinterland. It would make safe the harbour which is currently the only harbour, on the south coast of the Bristol Channel, that is accessible at all states of the tide. It is, in fact, the only harbour between Bristol and Penzance that has access*

*at all states of the tide.*

8. Communities in seaside towns, where there is no abundance of second homes, tend to be close and cohesive and have a strong social network.  With an ageing population, however, social isolation is a problem particularly when a husband or wife dies. Voluntary groups are vital in helping where they can.  A strain is put on the social cohesion as persons, often with complex health issues, are housed in seaside towns because of the low cost of accommodation. Generally the support services required to assist the more vulnerable are not present in seaside resorts, exacerbated by the centralisation of services effectively denying access to those in need.

9. Local businesses who rely on tourism should be very much aware of their market and what is needed in their Town to expand their business.  The VAT threshold is a major barrier to expansion as many businesses will close once they have reached this threshold and any dreams that a Town may have of extending the tourist season are dashed by the fact that many businesses will be closed. A lower VAT rate on tourist accommodation and restaurant meals together with a much lower VAT threshold should be investigated again.

Social enterprises have little relevance in seaside towns and tend to be unsustainable without Government funding.

10. There is generally little choice of schooling in the public sector and career minded teachers are unlikely to select employment in a seaside town where opportunities are scarce. Attracting quality teachers remains a problem where the quality of life is often tempered by a higher cost of living. The grades obtained by students have been generally lower than more urban based schools. There are few members of the Community who can afford private school fees and these schools tend to be beyond a daily commute. Some incentive by Government to entice teachers to seaside towns would help.

11. Some seaside towns, Ilfracombe for example, have poor health statistics and like the teaching profession, recruiting GPs has proved a problem from time to time.  Life expectancy is lower than most other places and the availability of specialist care, such as diabetes care, has been lacking. The statistics are not helped by local authorities re-housing those on benefit, many of whom arrive with multiple health issues, and support services are not available in most seaside towns.

12. The Coastal Communities fund has been of some benefit but finding match funding in poor areas can be a problem.  The application process riddled with hurdles, and the wherewithal to apply for these grants is generally lacking in smaller communities. The man hour costs of applying for these grants can be considerable and these costs will normally be taken from a regeneration budget which becomes self defeating if a bid is unsuccessful.  The amount of money spent and wasted on 'process' is criminal and Government should look at more direct means of helping seaside communities.

13. Ilfracombe is one of a very few seaside resorts who have a published 'Strategic Plan' looking at short and long term regeneration. The Government should encourage all seaside towns to produce a visionary Plan, produced by the local Community. It is the local community who know the economics of their town and where investment will produce the greatest return. Local Enterprise Partnerships are not interested in seaside towns; their emphasis appears to be concentrated on larger conurbations where private investment is more likely. It is important that local authorities take a pro-active role in regeneration but it is quite often the decision makers who lack any vision and tend to be risk averse.

So many Consultation Reports commissioned by the District Council lie gathering dust, unable to be acted upon due to lack of funding. An injection of capital funding can reverse the fortunes of a seaside resort, raise the economic profile and save the Government a fortune in benefit payments.

14. Fiscal measures are, and will remain, problematic in seaside towns where incomes are low and many jobs are seasonal. Although local Councils have not been 'capped' with regard to raising their Precept they are very much aware that the local population is not in a position to pay any substantial increase in Council Tax. A sizeable proportion of people residing in a seaside Community are not liable for Council Tax because of their economic circumstances. Interest free loans may help in some instances but if the loan is used to pay for basic infrastructure, where there is no direct financial return for the Local Council in the short term, then they may struggle to make the repayments. Loans that do not require an initial repayment for 'say' five years would allow Councils to raise their precept in the meantime to cover the costs of the repayments.

Despondency can be the result in a Town like Ilfracombe when regeneration funding is directed based on Political expediency rather than need.


15. The local community is vital in the regeneration of a seaside town. Too many times in the past the District and County Councils have made decisions which are not in line with the wishes of the local community and complaints from the ground level have been viewed as obstructive and initiatives have been shelved. The One Ilfracombe model, has proved effective, where senior representatives of those Agencies delivering services to the Town meet bi-monthly, with local community representatives, to discuss the issues that are relevant at a local level. The Community Engagement officers employed by the Town Council gather information for these meetings to ensure a 'bottom up' approach in influencing future policies.

The 'silo' mentality that existed before the establishment of One Ilfracombe has largely disappeared and team working is now relevant.

16. We can only speak for Ilfracombe but through community engagement and the One Ilfracombe model we identified the most urgent needs in our Town, particularly related to health issues. We have initiated a 'Spring into Action' day to encourage greater fitness. Working with the local Health Trust we have initiated a diabetes open day and from that we now have a 'peer' group running

regular diabetes support events. We have 'Mindfulness' days to address the increasing problems with mental health. We have been told by the Doctors that they can only deal with about 10% of a persons wellbeing and the remaining 90% is dependent on housing, employment and the social and public realm in which we live.  A Town with a high level of deprivation and tired public realm will do little to improve the wellbeing of its inhabitants.

The Town Council, some years ago, set up a 'Stalled Sites' group which acts as a catalyst between property owners and the District Planning Authority. The owners of sites that were lying idle were contacted to establish the reason for this and could the Group offer any assistance in moving forward.  As well as problems in raising finance it was found that the gulf between the regimented planning departments and developers could be substantial. The Group has been able to introduce reasonable compromises and important developments have resulted.

With similar problems to those in Cornwall, North Devon has seen little EU funding and improvements in infrastructure have been scarce. The Government should instruct the LEP to devote some of its budget to seaside towns and working in conjunction with the Environment Agency, Crown Estates and the local community there will be greater opportunities for regeneration.

Ilfracombe has a well organised and respected Town Council that has generated a social cohesion through team working and supporting the voluntary sector. The Council's yearly ' Pride in Ilfracombe' awards are highly regarded. The Town deserves better.

# Institute of Licensing – written evidence (RST0089)

### Summary

This submission is given on behalf of Daniel Davies as the Chairman of the Institute of Licensing and also investor and entrepreneur, currently engaged in a major seaside regeneration project, known as 'Victoria Quarter' in New Brighton on the Wirral.

This regeneration project comprises a model case study for all the issues affecting seaside regeneration generally and so a detailed submission is tendered for the Select Committee's consideration, to examine how a complex range of factors come together in an individual seaside regeneration exercise.

The coast has always held a special place in the hearts of British people. Those who have been brought up near the seaside usually have a special affinity with it, I am no exception. This submission to the Select Committee concerns New Brighton, on the north eastern tip of the Wirral Peninsula on the bay of Liverpool, as a case study. My connection with New Brighton started forty-five years ago, and I have grown up in this place. My first job was as a paperboy there, and I grew up knowing it as a leisure resort. I began my career in that industry, working my way up from the age of sixteen as a glass collector, to being a premises manager before my twenties. I started my first business, CPL Training in New Brighton, and it is still going strong today. I know what it takes

to run successful businesses, and can recognise better than many the particular challenges that a seaside resort presents.

A brief study of the history of coastal towns shows a familiar pattern around the country. The Victorian attraction to the seaside, driven by new means of transport to get there after the industrial revolution, transformed rural and isolated communities into strong destination tourist economies. This pattern showed itself clearly in New Brighton which began to develop as early as 1826, serving Liverpool and the industrial towns of Lancaster and North Wales. As well as attractive beaches, this spot had an impressive array of attractions by 1900, and could properly be described as a seaside resort, with piers, a range of hotels, and its signature features. New Brighton boasted a ballroom; the promenade to Seacombe – the longest in Britain; Fort Perch Rock sea defence, dating from 1833; Perch Rock Lighthouse, and a tower. The New Brighton Tower opened in 1900, and was the tallest in the country, but it was closed in 1919, and completely dismantled by 1921, due to lack of maintenance during World War I. Loss of heritage and community assets due to austerity is nothing new; but here, as with so many areas, there are lessons to be learned.

The jewel in New Brighton's crown was surely the outdoor bathing pools. The outdoor baths could rightly lay claim to global significance: with facilities for 2,000 swimmers and seating for 10,000 spectators, they were the largest in the world.

New Brighton was the quintessential Victorian seaside town, and it enjoyed its hey-day until the 1960's. The fairground and the ballroom survived the Tower, and retained their popularity. The Beatles played the Tower Ballroom in the early sixties. In 1969, a devastating fire destroyed these features and much of their surroundings, and they did not recover for decades. New Brighton changed drastically into something of a ghost town; virtually over-night. Further natural devastation followed in the 1990's, when this part of the coast was battered with hurricane storms which did great damage to the outdoor baths, which raised a bill of around £4million to repair. The Merseyside Development Corporation decided that they could not afford it, and the site was flattened in 1990. The loss is still mourned today. Failure to recognise the special, signature features of the character of the place was an error.

The growth and flourishing of seaside towns as a result of tourism proved to be a key factor in their demise. The rise of cheap package holidays and flights from the 1970's onwards resulted in an exodus of holiday makers abroad, at the expense of the traditional "factory fortnight by the sea", leaving seaside economies, heavily dependent upon tourism, critically abandoned. The demise of tourism in seaside towns is by no means settled, however. Numbers of British holiday-makers taking holidays abroad levelled off in the mid-1980's, and numbers of holidays within the country have steadily increased. The picture is

complex, and there is no strong statistical correlation between the state of the national economy, nor even with the recession, and the numbers of people holidaying at home: contributory factors in decisions on where people choose to visit appear to be subtle, and these can be exploited in regeneration exercises.

My era working in New Brighton in the 1980's and 1990's in the leisure industry cannot be described as one of the high points in New Brighton's history. From a seaside resort, it became a nightclub zone, and not of a glamorous nature. It has been described during these times, rather disparagingly, as a "working class playground", but certainly wealth and investment were not hallmarks of this period. The decline set in which is only recently being addressed.

Other factors have had an influence. The easy ability to reach alternative entertainment centres, in Europe and beyond drew British pleasure-seekers much further afield, into the cities of the continent such as Hamburg, Berlin, Paris, Amsterdam and others. The style and culture gave rise to a more ambitious taste that could no longer be satisfied by the independent leisure venues on offer in small towns. At the very least, young people wanted to be in big cities. Small, local night-clubs suffered under-investment, and appearing run-down and out-dated as a result, could not compete, and the decline in the local leisure industry set in deeper. In the 1980's and 1990's, the arrival of national chains of nightclubs, operated by the likes of Rank and Luminar began to dominate the market and hammered the independent, privately owned venues still further. The big formula clubs drew people away from small towns into big cities for their entertainment experience, and seasides in particular were left with very little to compete. Some of the large, empty venues began to be converted into residential units, catering for the elderly or HMO market, and the pattern was confirmed.

This evolution has had a deep and negative effect on seaside towns, in terms of their economies; their ability to invest in their services and infrastructure; their ability to reinvigorate their market appeal; their ability to offer alternative work options and, ultimately, their ability to hold on to a varied and skilled demographic of residents, and attract new ones.

Many seaside areas have also witnessed a significant influx of older people, who find the coast an appealing place to live in retirement. Similarly, outward migration of younger people in search of higher paying jobs has exacerbated the extent of the elderly demographic and has left behind a disproportionate percentage of the younger demographic who have less motivation or means to migrate away for economic reasons and have a heavier dependence upon benefits. Both of these demographics, who typically remain in seasides place a higher pressure upon local authority services and the NHS, squeezing the local economy even further.

Large properties, built to cater for tourism or leisure, but unwanted when that demand dried up, lend themselves readily to conversion into units for multiple occupation, ("HMO's"), which, in turn are in high demand from those who depend upon low rents and benefits, as well as transient seasonal workers. There is often little in the way of motivation or resources to maintain these buildings, either from those who own them or those who occupy them. HMOs can be unwelcome within the community, as the occupants commonly do not integrate with the existing community, for reasons relating to their transience or their lifestyle choices; the properties can look unattractive because they do not generate high revenue to reinvest in them, and can fail to contribute to the character or appearance of the area. All in all, they are often perceived as a drain on the local economy and not a net contribution.

Economic mapping clearly shows a circle of social deprivation around the English coast. It manifests itself in many ways, but typically outwardly, in the appearance and character of many seaside towns, which can be derelict, shabby and unattractive. This is more than a visual impact, and extends to the way in which people feel about seaside towns, particularly out of season. They become connected with negative connotations, and can be perceived as depressing and uninviting rather than uplifting, creative or inspiring. This discourages people from visiting.

Familiar problems in seaside towns include key sectors of the local community commonly experiencing material disadvantage, poor quality housing, lower educational attainment, insecure employment, homelessness and poor health. This is combined with the transient community comprised of people migrating in and out for seasonal work, itinerant residents drawn in by the high numbers of large properties converted for multiple occupancy, and young people, including those running away from problem homes, attracted by the 'bright lights syndrome', with consequent child-protection issues. The nature of the cultural and recreational offering associated with many seaside towns in decline can contribute to disproportionate levels of problem drinking and anti-social behaviour, which has further negative implications for health, local services and the local economy.

In New Brighton, this effect can be observed from the 1970's when the negative impacts began to bite. The pattern in New Brighton has been typical of that shown in many similar seaside towns, and there are lessons to be learned. New Brighton in particular saw the conversion of the big premises that no-one could afford, and a concentration of sheltered accommodation for elderly people, and also re-housing programmes, re-locating people particularly from Liverpool estates. This brought with it an influx of individuals being placed in half-way housing, bail hostels, housing association properties and families with complex

needs, some of whom instigated crime and anti-social behaviour in their neighbourhoods, to the detriment of all.  By way of example, one family who re-located near to Victoria Road in New Brighton were identified as being responsible for an estimated 70% of all recorded crime in the New Brighton area in a single year during the time of their occupancy.

Integration of these demographics is a complex social issue in any location. The concentration of such placements in seaside towns has been a factor in their struggles, and must accordingly be taken into account, and considered in any potential solution.

The negative downward spiral described above can mean that the status quo is unattractive to tourists and customers, and prospective investors and businesses can easily feel that they cannot reverse that trend on their own, and that they would sink before they could attract fellow entrepreneurs and investors to come and swim with them. This is a cycle that is difficult to break.  I know this from my own experience.

My particular interest and project in New Brighton is the regeneration of Victoria Road.  Historically, Victoria Road, representing the hinterland of New Brighton, shared in the seaside's popularity and prosperity. In 1835, maps show that the only building in Victoria Road was a hotel.  By 1888, the Ferry Terminal and New Brighton Station had been opened, and, as is always the way, new modes of transportation brought an influx of new visitors. The Ferry Hotel, at the base of Victoria Road, was the first building visitors would encounter when alighting from their ferry. Other hotels and pubs quickly followed.

The history of the Ferry Hotel is a case study in itself. After the decline of New Brighton as a seaside resort with the decline in demand for visitor accommodation, the hotel was converted into a nightclub. When that failed, the building was turned into residential flats.  This pattern is very common.

In the early days, in the 1870's and beyond, Victoria Road became increasingly popular in its own right, demonstrating that it has always been perfectly possible to attract visitors away from the beaches and sea front to explore environs further inland, with the right offer. Victoria Road got the recipe exactly right in the Victorian era, and the road, just over a third of a mile in length had an incredibly varied mix of commercial premises that was just the right draw for its target demographic. In those days, this comprised retail food and grocery outlets; clothing retailers of all kinds; books; toys; fancy goods; furniture; antiques and much more, together with the dining and drinking outlets that might be expected. The range was as wide as it could possibly be, and that

worked at the time. There was not one, but two cinemas on Victoria Road. It was a commercial and entertainment hub in its own right.

Regenerating Victoria Road does not, therefore, comprise the introduction of an entirely new concept, but rather involves taking it back to its historical roots and re-capturing the attraction that it used to have, but almost completely lost. The same is probably true for many hinterland areas of seaside towns. The excessively focussed investment and development of the seafront alone is not sufficient for the sustainable regeneration of these locations. Wider regeneration sparks a virtuous cycle that is vital for the sustainability of the whole area.

Evidence shows that seaside towns that have seen the most success in shaking off the negative image and factors described above are those that have identified their own special character and unique selling points. This is very far from relying upon a generic "seaside" image, which is outdated in some respects, and can be unattractive to a modern demographic, who consider the whole of the world to be relatively accessible to them in destination terms. People need new motivations to visit their seaside offerings, and that motivation cannot be dependent upon tourism, or even the season.

Coastal places have an unchanging, year round appeal for a variety of reasons. They are, almost without exception, places of great natural beauty, which varies regionally. The attraction of the ocean is primeval. The appeal of beaches, water and sea air to the senses and to personal well-being is as powerful as it has ever been. These are compelling reasons that will always induce people to visit the coast, and it is always possible to maximise these, and to encourage people to do so more regularly.

In addition to this, most seaside towns can boast of something that is special and unique to them alone. This will be a combination of inherent geography, history, geology and ecology, and a host of other factors besides, including created features, such as attractions and culture. The features exploited in seaside towns around the country are as varied and unique as the places themselves. Just as brief examples: Newquay is the capital of surfing; Whitstable has famous oysters, and Cromer equally renowned crabs. Such features are recognised nationally, and even internationally. Jet; piers; illuminations; Anglo-Saxon treasures, and fossils – there is no end to the interest on offer at seaside locations, and this has nothing to do with the generic, stereotypical motifs of the seaside such as sandcastles, fish and chips and Punch and Judy which are, nevertheless, much-loved and not to be ignored. However, identifying the special character of a special place; nurturing and marketing it is at the heart of seaside regeneration.

One of the notable problems that seaside towns have suffered is the extent to which their special, hallmark features, particular large scale infrastructure, have been in public ownership. This has made those features hostage to the fortunes of the local authorities, and they have suffered in times of financial austerity. Piers are a classic example. This has been true of New Brighton in the past, as detailed above, and some effects continue now. The famous lido was in public ownership and, despite its draw and popularity, there was no money to invest in saving it. The same was true of the two piers that New Brighton once boasted, and its historic tower. Other seasides will have seen a similar story. Longer term goals for New Brighton would include bringing back these iconic features, in one guise or another – tapping into the history of the place and the affectionate memories that persist, whilst converting new generations to appreciation of these unique features.

In future regeneration projects, the partnerships between public and private sector are absolutely key. This involves the need for flexibility in the vision of the local authority and an understanding of the commercial realities for investors. One example of obstacles in such partnerships is the competing considerations concerning heritage assets, such as listed buildings. The desire to protect and preserve them in a virtually pristine state, as many heritage officers in local Councils will prefer is often incompatible with the commercial realities around the cost of restoring them and the beneficial uses to which they can then be put. Compromise is necessary in such situations, which will often need to be reflected in decision-makers' attitudes, and local planning policy. This can be a fruitful area also for Government policy and guidance, and even for training.

Regeneration projects can be planned for, even before investment has been attracted. Businesses and investors who know that their proposals will receive a positive welcome, and are catered for already in local planning policy will be encouraged to proceed. Those who face an uncertain reception, and the possibility of long delay or conflict within Council decision-making procedures will be deterred.

Seaside regeneration projects need to be planned for as a wider exercise than simply maximising the potential of the seafront, which is very often seen to be the main, and sometimes the only priority. The hinterlands must be integrated. At New Brighton, significant investment has already been committed to the regeneration of the sea front itself, involving partnership working between developers and investors and the Council in its various guises, including as Local Planning Authority.  This has seen impressive results, including the £80 million leisure and retail facility, Marine Point, instigated by Neptune Developments in 2007 to kickstart the regeneration of New Brighton. The development proposals were hampered by controversy and delays in the planning process, not least because of resistance from local people. This is a familiar pattern and must be anticipated and addressed in any regeneration vision.

The Floral Pavilion, an isolated survivor of theatres in Wallasey, was also given a major facelift. The seafront in New Brighton is significantly improved and is restoring a reputation as a family friendly entertainment zone after years of decline as a rather down-at-heel nightclub zone. Amongst the restrictive factors, however, that come with major national investment from chains of all sorts, including supermarkets, food and drink outlets and leisure brands is the "identi-kit" problem that high streets have had to contend with, and the lack of individuality that provides character and personality to a place. Of the influx of food and drink outlets in New Brighton, it is notable that the majority, including La Tasca, Chimichangas and Prezzo comprise national chains. The investment money is important, but these venues do not contribute to New Brighton's special character or unique features. Balance is vital.

Neither does this investment stretch back into the hinterlands. Special character does not and should not end with the sea front and the strip of development that borders the beach. Important though this is, it is inevitably and vitally linked to its network of streets leading inland, typically to shopping areas catering more for the settled communities, and often more recognisable in type and style to high streets around the country, and then into residential communities and associated infrastructure. This perceived separation between the seafront and beach, and the "regular" town is one of the issues that many seaside towns have to address. Drawing tourist and seasonal visitors deeper into the town to consume more of the commercial offering is an important opportunity that can be neglected if the focus is all upon providing a face-lift to the seafront.

There are important cues for regeneration to be gleaned from seaside locations in other countries. Coastal resorts in America have an obvious advantage in terms of their weather, but their attractiveness to tourists extends notably beyond that, in ways that can be translated back at home. Many American seaside locations are hubs for artistic and creative companies, including IT and graphic design, printing, arts and crafts and studios of all types. There seems to be a special synergy between the openness of the coast and sea, and artistic individuals of all descriptions, and there is a real benefit in offering units and venues specially suited to that type of activity within seaside regeneration projects. The nature of this activity also matches very well with the hospitality industry, and these links form a strong basis for revival of local economies in seaside locations. There are numerous case studies for this from America and elsewhere, and it is these examples that are informing and encouraging the regeneration of the Victoria Quarter in New Brighton.

The proposal in the Victoria Quarter is to provide small affordable business units and shared space rental opportunities, to encourage small independent businesses and start-up ventures. These businesses will be encouraged to

cluster in symbiotic groups, and support and feed off each other; cooperating in terms of sharing their facilities and resources, and in terms of supplying one another with complementary custom. Good examples of these types of businesses are already signing up to occupy the Victoria Quarter, and commitments have been made by businesses offering children's clothing, trainers and shoes, prams and cots, unique bespoke clothing, jewellery, arts and crafts and homewares.  Another cluster involves health and beauty businesses; including a nail salon, hair salon and a tattoo parlour.

These retail offers are married with an invigorated food and drink offering up and down the road, catering for a wide ranging market. The proposal is to attract visitors to the Victoria Quarter all day long, and turn day time trade into evening and night time trade, for a full day experience. Many of these small businesses would struggle to survive alone, and may not have the ability to sustain a physical presence on a high street, as they could not attract the requisite footfall themselves to survive the early months of trading. Many depend upon online sales, but most can benefit from combining online and physical sales, and maximising footfall to many similar businesses simultaneously is mutually beneficial.

One of the intangible benefits that arises is the creation of energy, which is hard to describe or translate in regeneration terms. It is, however crucial. In the Victoria Quarter, it is clearly observed and reported that some of the longstanding businesses on Victoria Road that have become, by their own admission, stale and jaded, have received an injection of optimism and enthusiasm by the influx of new businesses and the energy that they bring. Rather than seeing these as unwelcome competition, established businesses rightly appreciate that the newcomers, often comprising young individuals, passionate about their businesses and with creative ideas to promote them, are drawing in new trade from which all can benefit. This reverses a hitherto declining footfall and a competition for an ever-diminishing spend per head, which results in a race to the bottom by undercutting in a reducing market, which ends well for nobody.

The cluster effect is an established phenomenon; often used in local town centre planning. The attractive offer of a particular town is identified and enhanced through local planning policies, to ensure that the very reason that people are choosing to visit the town is not diluted by reducing those clustered offers below a critical mass.  Marlborough in Wiltshire is just one example, where the Council plans positively and robustly on the basis that the particular draw of their market town is independent, unique women's boutiques, and incompatible businesses are discouraged, or even refused. New cluster zones can also be created, and that is the plan in the Victoria Quarter.

This is also an antidote to one of the problems identified in the British high street, of the generic experience that is all too often on offer. A proliferation of brands and chains makes many high streets indistinguishable and lacking in individuality. There is a dilemma in that people claim to want independent retail offers but will often patronise chains in reality, because they are cheaper and offer a consistent experience.  There is, however a persistent demand for something quirky and unique, but this comes from a combination of location and offer. It is the places that get that combination right, and which marry an atmosphere, an experience and a retail offer together that still command high footfall and significant success.

It is very difficult for small independent businesses to break into a generic high street, full of chains, and to compete effectively. It is difficult for them to start up alone. Deliberate clustering is a solution, but this takes coordinated investment and positive planning, both private and public.  Clustering benefits from coordinated activity between the businesses; cooperating and synergising their offers.  This can be done by such means as themed days and events, and targeted, coordinated marketing, particularly through social media. Small and independent businesses are particularly good at doing this, and have a flexibility that bigger chains cannot enjoy. Small businesses do not have the layers of departments and bureaucracy to go through, and they can take immediate ownership of their ideas and make rapid decisions.

In attempting to take on the regeneration of Victoria Road myself, I know that the level of risk and exposure that I have had to confront is daunting. It is not possible to tackle it alone. Finding investment partners, in the public sector but particularly the private sector is crucial – but they take some persuading. Some preliminary steps have had to be taken first.

In New Brighton, and in Victoria Road in particular, local pride has been a vital component in the regeneration of the area to date. Individual members of the local community have been approached and informed as to the prospective regeneration plans for their road. Without exception, they have received the information enthusiastically and the vast majority want to play an active part. This positive energy, whilst hard to capture and define, is a critical first step in persuading investors that this is an area to invest in. Whilst there is an element of "chicken and egg" about it, not to mention pure hope, the positive reinforcement in both directions is very powerful and yields tangible results.

Many residents in the road and its environs have already worked hard to make their own properties and areas of responsibility tidy and attractive. Residents have already taken it upon themselves to plant flowers in Council owned patches of grass along the road.  A small investment of around £2500 for containers and plants has been sufficient to install a "New Brighton in Bloom" project.

Individual retailers have installed lighting and decoration around their own shops, cafes and bars, including lighting in trees, and flower baskets. Part of the Victoria Quarter regeneration will be to build upon these individual efforts, to encourage and coordinate them to produce a theme of improvement. Agreements have been negotiated with individual shop-owners, to get them to refurbish the facades of their own shops, to raise standards.

The Council has contributed to this activity and, with the re-generation of the Victoria Quarter in mind, has installed new street furniture, including refuse bins, and has painted lampposts, bollards and railings, and filled in holes in the road. Even factors such as increasing refuse collection to avoid overflowing bins on the street has had an effect. These are relatively low cost measures, but are important in the overall upgrading of the road, and are key contributors to its appearance and attractiveness. Some action encourages more action.

In the night time economy sector, there is a currently a vigorous debate upon the theme of "Dialogue between Stakeholders". This is seen as vital in many different contexts; for example, dialogue between developers, businesses and private investors and their local Council; dialogue between businesses and the Police, and between businesses and residents, particular in the context of noise. Conflict, hostility and competition for rights or resources is inimical to regeneration and growing local economies. Securing relevant dialogue takes leadership and coordination. In London, and in Manchester, one of the powerful tools to achieving this dialogue has been the installation of a Night Tsar – an ambassadorial and coordinating role that facilitates important stakeholder communication. On the micro-scale of the regeneration of Victoria Road, dialogue between stakeholders is absolutely central and vital. Local regeneration can only be successful in the long-term if local communities want it, and own it. It is therefore paramount that the community plays a key part in the design and inception of the regeneration – so that they can see that they are getting what they say that they want. This does depend upon a coherent strategy that has the support of local people, local businesses and the local Council. Without the support and cooperation of the Council, key obstacles cannot be overcome.  That support can take the form of immediate regulatory decisions, and also longer term tactical and policy choices, expressed primarily through the planning regime, but through other Council systems as well.

One of the perennial issues seen in the licensing and planning systems is the perceived incompatibility between older residents, (who, as set out above, are disproportionately represented in seaside towns), and certain types of cultural offerings, particularly those operating late at night and those with a focus on alcohol sales. In fact, the conflicts that occur can be seen all around the country and are by no means restricted to residents of a particular age or demographic. The vast majority of people are highly sensitive to any negative impact on their sleep, and noises typical of the night time economy can be a challenging

introduction to a residential location. This is a problem to which we must find solutions generally, and not just in seaside locations.

It remains the case, however that the effect of these conflicts can be experienced particularly acutely in seaside locations because of the phenomenon of the in-migration of high numbers of older people, who happen to be of a similar age and to share similar lifestyle expectations which prompted their migration in the first place. This cluster of like-minded people with their combined resources (including time), and voting power have acted as powerful resistance in various locations to Council attempts at regeneration which do not fit with the personal visions of that particular demographic.  This is a phenomenon often seen in planning decision-making, and the somewhat dismissive short-hand for it is "NIMBY-ism". Dismissing a potentially influential sector as "NIMBYs" is not helpful, however, in finding sustainable solutions to issues that revolve around genuine conflicts of interest. Focussing on the polarisation of the conflict is not productive, and there are ways of re-framing the debate so that all stakeholders can have involvement in identifying satisfactory solutions. Research clearly shows that objectors who are encouraged to participate in the projects that they are resisting, and articulate clearly what really worries them, (rather than speculative concerns), and what they believe would resolve those worries can actually be brought, quite commonly, to positions of support for a project which can then be embraced by the majority of the community. Such projects are inevitably better supported going forward, and have an increased chance of long-term success.  Models of community dialogue and resolution around such conflict issues, typically concerning noise and anti-social behaviour repay detailed study and can be adapted to suit a range of situations.

Objectors resistant to regeneration projects, which will often include a night time economy element need to be identified and addressed directly, with a view to including them in the process. Negative models, such as local councillors (as decision-makers) bending to the pressure of a small but vocal demographic must also be acknowledged and addressed. This is often seen in licensing and planning decisions, and is often overturned in appeal situations, which is costly and a waste of time, and very often, wholly unnecessary.

The Government has already paid attention to this issue recently in the context of the licensing and planning regimes by incorporating the Agent of Change principle into the National Planning Policy Framework (paragraph 180). This is one example of addressing relevant issues in national policy, and other opportunities are available.

The Agent of Change principle is one tool amongst many to protect and promote the character of an area. Character is a recurrent theme in planning and

regeneration. The character of the particular location becomes an extension and reflection of wider local culture and character. People feel at home when they live there, and welcome when they visit, and this contributes to the success and sustainability of the place. The places we love the most can be described as places with character.

In the Victoria Quarter, this character and personality will be literally painted onto the buildings. In many parts of the world, including the UK, murals on buildings tell important stories and convey powerful messages about the location: not always positive. Street and building art can be iconic, however, and if installed in a positive spirit with a view to expressing the character of the area, it is another powerful tool to anchor and attract people. In Venice Beach in California, and in Brooklyn, and, indeed, in Liverpool itself, street art and building murals are tourist attractions in themselves, drawing people in from miles around to view them. In the modern photo-obsessed, "selfie" culture, places that provide aesthetic backdrops have an added advantage, and their character is deepened and confirmed. In the Victoria Quarter, the proposal is to decorate relevant buildings with murals reflecting the businesses, and indeed the lives of the community occupying the road. This is just one more feature that will draw people to Victoria Road.

It is the character of a place that is attractive to all kinds of people – not just tourists and day visitors.  This is identified as vital for the economic regeneration of New Brighton, and Victoria Road in particular. The regeneration proposals do not differentiate between the regular community and destination visitors, and are equally attractive to each. In this way, the proposals can expect to draw moral and economic support from a constant community market in situ, as well as benefitting from the additional influx and economic input of out of town visitors. At the point at which the offering at Victoria Road becomes a visitor destination in itself, as a result of its popularity with the local community, and its consequent buzz, excitement and atmosphere, the project becomes a virtuous circle, and continues to grow out of increasing appreciation from all its consumers, who market it onwards, through word of mouth, increased visits and reputation.

The focus for the project in Victoria Road is not dependent upon summer holiday-makers, although it will undoubtedly benefit from those. Success will depend upon the attraction of the Victoria Quarter to local people who will patronise it all year round, and to visitors who attend just for the night out, for day trips, short breaks, and even for the corporate market.

The anchor to the project in Victoria Road is undoubtedly the hospitality and licensed industry, particularly in the night time economy. The hospitality and leisure industry represents a wide range of offers and businesses, and it must

not be forgotten that some examples of businesses in that industry have been seen as part of the problem in seaside towns, and not part of the solution. Modern, progressive operators in the hospitality industry are fully committed to their staff as a key resource, and understand the importance of quality training and management and the benefits of providing opportunities for career progression within their businesses. Effective, sustainable businesses in this sector are no longer able to profit from high prices and low standards. Competition is fierce; the regulatory regime is stringent – different operational tactics are required, and the industry as a whole fully recognises this and drives up standards year on year. This is why the reliance upon the hospitality and leisure industry as a foundation and driver of seaside regeneration is a positive factor and not a problem.

Quality food and drink offers on Victoria Road will do as much to invigorate the local economy and jobs market as the introduction of new small businesses, and will provide incentives and opportunities for young people to stay, to live and work locally.  One of the aspirations for Victoria Road is to make it an attractive place for people to locate as an alternative to Liverpool city centre.  The city is close enough to commute to, but places like New Brighton can rightly expect to draw young professionals and families to come and settle there, as a desirable living environment with more affordable properties.

The factors involved in these regeneration challenges are not unique to seaside locations, and there is much to be learned from all around the country.   It is not only seaside towns that are having to change and reinvent themselves at this point in national development. Change is inevitable as a result of drivers such as increasing population numbers; scarcity of land as a resource; austerity; availability and affordability of housing; exponential development in technology which impacts upon the retail market and the high street; the inexorable advance of artificial intelligence; changes in transportation; pollution and climate change, to highlight just a range of matters. There is also, of course, the issue of Brexit. As disparate as these issues may seem, they all have their impacts on local communities and economies, and must all be taken into account appropriately in debating national and local solutions.

Discussing seaside regeneration generally, and the Victoria Quarter project in particular highlights many issues that are regularly debated in the context of the night time economy overall: employment and wages; residential amenity; compatibility of land uses; transportation and accessibility; planning, licensing and other regulatory regimes, and housing, to name only a few.  This is why the debate concerning seaside regeneration must be viewed holistically with a number of other debates, but crucially the one surrounding the night time economy. The involvement of organisations and individuals with expertise in night time economy issues is vital. As Chairman of the Institute of Licensing, and a Board member of many other relevant organisations, including UKHospitality, I

am very suitably placed to link these vital communications together. The challenges of regenerating seaside towns amplify some of these issues, but they are not essentially different in nature.

These are the sorts of issues that will undoubtedly be encountered in the Victoria Quarter project. Finding ways to reconcile these competing interests in harmony are not unique to Victoria Road. All residents have lifestyle expectations, but at the same time they all want the services that they need and prefer, including accessible healthcare and a strong local economy, and even a cultural and leisure offering in accordance with their own personal tastes. Finding the balance and appropriate compromises is immensely challenging but not impossible, and positive examples of successful community projects can be seen all around the country. Many examples have recently been studied in London by the Night Time Commission, advising the Mayor of London and the London Night Czar, Amy Lamé.

The importance of the involvement of the local community in shaping regeneration cannot be over-emphasised. The Victoria Quarter, for example, has to be a project owned and supported by the local community - their patronage throughout the year is vital. This would not be possible if key elements of the local demographic are ostracised by the design of the project, and boycott or oppose it out of resentment. The project needs to have as close to universal appeal as possible – something for everyone; as it did so successfully in the 1800's. As with many other examples of night time economy regeneration, this will not be dependent upon the new businesses or the Quarter as a whole being "alcohol-led". This is undesirable for various reasons, and unnecessary. Rather, the Quarter will be location and atmosphere led: transforming into a place with a character and a personality that many people can relate to and feel an affinity with – this is the same principle at work at the seaside generally. People are drawn to the location not just to consume a generic resource, but to a favourite place for its own sake.  That is an effect greater than the sum of its parts and emanates, importantly, from community pride in the place, and an inspiring, welcoming atmosphere for visitors. This is particularly easy to achieve in the context of the hospitality industry, and especially the food and drinks market, which caters specifically for people who want to relax, and enjoy good company and good times.  People are pre-disposed to having a good time, and are there for that very purpose.

There are obvious opportunities to capitalise on this in a regeneration context, in seaside locations where people want to be for a range of reasons. Great days out by the coast are ideally followed by great evenings out, encouraging people to visit from further away and to stay overnight, boosting the local economy still further. The short break market is very important and lucrative to seaside locations. Socialising in safe, quality environments is good for visitors, and also for the members of local communities, and can combat loneliness and isolation.

Seaside locations must focus on appealing to the widest range of consumers; of all ages and demographics, to capture a wider share of the available market. The mix of offers therefore has to be dynamic, creative and flexible. This would preclude a disproportionate reliance on just one style or element, such as alcohol, or fast food, and requires a wider range of choice.

Choice and variety also support job creation and a wider improvement of skills. There are employment benefits to creating long-term, sustainable businesses and therefore jobs so that the workforce can support themselves as settled members of the community and the local economy becomes less reliant upon transient employees. Longer term, settled owners and employees in community hospitality businesses can have an important part to play in forming connections with customers and with the welcoming and appealing character of the place.

This complex interplay of factors are all on display in the Victoria Quarter project, and it is a classic example of regeneration in practice. Many elements of the project can be analysed and used as a model of seaside regeneration, and although it is too early to say what the final outcome will be, the early signs are very good. In the spirit of communication and dialogue, the success stories of regeneration from all locations around the country need to be shared, so that lessons can be learned and positive experiences replicated wherever possible.

# Dr Peter Kyle MP – written evidence (RST0061)

Peter Kyle, MP for Hove and Portslade

**How successful have initiatives that seek to promote tourism and the visitor economy proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

1. Unusually for a seaside town, and unlike neighbouring Brighton, Hove has never been a go-to tourist destination, and does not depend significantly on the visitor economy. As such, Hove has not experienced the sustained decline that has affected many other seaside towns which are heavily tourism-dependent, and which have struggled to compete with the rise of foreign budget travel, as well as suffering from a reliance on low-skill and seasonal employment, with few jobs in economic growth sectors.

2. Instead, Hove is able to compete as an attractive place to live and work, particularly as a base for SMEs and start-ups, and its diversified economy has strengths in the growing creative, digital and third sectors. A highly skilled population and the town's ability to attract and retain skilled talent are also key strengths.

3. Undoubtedly, Hove benefits immeasurably from being part of a thriving and diverse city, and visitors to the city of Brighton and Hove also support Hove's economy by spending in its restaurants, shops and cafes. However, because the city's success as a whole depends considerably on the visitor economy, it could be said that the focus on maintaining Brighton's status as an attractive visitor destination means that regeneration projects in Hove, which as a town is significantly less tourism-dependent, have been neglected somewhat.

4. For example, plans for the redevelopment of Hove's leisure complex, the King Alfred Centre, have been delayed and cancelled over a number of decades before a project was finally begun in 2016. Another example is George Street, a commercial street which was once the buzzing high street of Hove, but which has in recent years suffered from vacancies and is now an area of untapped potential. Residential areas such as Portslade and Hangleton would also benefit from greater investment in regeneration.

**What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns?**

5. Hove is a powerhouse SME-based economy, and has built a reputation as an enterprising community in which start-ups, particularly in the creative and digital sectors, can thrive.

6. Hove is home to over 5,300 SMEs[106], and as a city Brighton and Hove boasts the third largest creative cluster in the UK. There are also high levels of business start-ups – 2,100 were set up in 2015[107] - and up to

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[106] ONS, *Business Counts 2017*, via Nomisweb Database, provided by the House of Commons Library.
[107] Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 3, April 2018,
https://www.brighton-hove.gov.uk/sites/brighton-

10,300 people are self-employed in Hove alone. The city also boasts the second largest voluntary and community sector in England[108], and is home to around 2,300 third sector organisations, with 6,900 people working in the sector[109].

7. A significant factor in Hove's success is its ability to attract and retain skilled talent and entrepreneurs keen to start and grow their own businesses. The city has a large proportion of people who are highly skilled at 50% of the population[110], and Hove's proximity to two world-class universities, the University of Sussex and the University of Brighton, also means that local companies and start-ups can easily access skilled talent.

8. Part of this is down to the town's desirability as a place to live. Hove boasts the natural beauty of the coast and the nearby South Downs National Park, and the city is known for having the largest number of restaurants and bars per head of population outside London. Hove also retains its own distinct identity apart from the wider city, with the phrase "Hove, actually" popular amongst residents who are keen to emphasise the town's uniqueness.

9. Hove's connectivity also makes it an ideal location for many businesses and organisations. Hove, Aldrington and Portslade train stations all provide convenient links to London and are situated in amazingly close proximity. Gatwick Airport can be reached in as little as 35 minutes via frequent trains, and Shoreham and Worthing are also easily accessible. Buses around the city also offer enhanced connectivity, with USB charging ports and wifi making it easier to stay connected whilst travelling.

10. The reputation of the local residents and their lifestyle in Hove are also part of its appeal. As well as their entrepreneurial spirit, locals have for decades also held a reputation for being liberal, open-minded, and creative. Indeed, Visit Brighton, the Council's tourism unit, emphasises the words "creative", "free-spirited", "forward thinking", "dynamic" and "modern" in its branding of Brighton and Hove[111]. Importantly, this helps foster a receptive market for innovative, creative and unique businesses, and certainly acts as a draw for those deciding where to start their business.

11. Hove-based video games company Futurlab explained that one of the reasons they choose to be based in Hove and why the creative sector in

hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[108] 2013 Joint Strategic Needs Assessment for the voluntary and community sector, quoted in Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 113, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[109] Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 113, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[110] Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 126, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[111] Visit Brighton, *Visit Brighton Brand Guidelines*, https://www.visitbrighton.com/dbimgs/VisitBrighton%20Brand%20Guidelines(1).pdf, accessed on 31/08/2018.

particular is so strong, is because Hove "is very progressive and liberal, and […] so are most creatives. There is a sense that everyone can be who they want to be and happily co-exist with each other. This both attracts and retains talent."[112] Futurlab also emphasised the positive work/life balance Hove offers, as well as its rich talent pool: "Hove's wealth of independent shops, restaurants, street murals and art galleries attract creative people to live here, and it is a nice place to live for ambitious creative professionals who don't want to live in the capital. The talent pool for creative digital media in Brighton and Hove is huge, which is positive for both employers and for employees who are encouraged to stay in Hove by the choice of businesses and possibilities for career progression."[113]

12. Café culture is also important in Hove, and is again part of the town's appealing lifestyle and work/life balance. Brighton and Hove has a higher concentration of people who work from home than any other city in the UK[114], and for many, Hove's array of interesting independent coffee shops offer a more social and flexible working environment. In fact, recent research found that Brighton and Hove residents consume more coffee per person than anywhere else in the UK[115].

13. There is also a strong sense of community in Hove, which again contributes towards the town's appeal as an attractive place to live, with 73% of residents believing that people in their area pull together to improve their neighbourhood[116]. Locals are also more involved in decision-making than usual, as 18% of residents have had direct involvement in local decision-making over the last 12 months, compared with 8% nationally[117]. The high level of community engagement also creates an environment where the large number of third sector organisations are supported to thrive - 51% of the city's residents have volunteered over the past year, much higher than the national average of 37%[118].

14. Hove's unique businesses and charities, and the array of independent shops and restaurants, then go on to further enhance Hove's appeal as an attractive place to live and work, and attract others to the town. As Warren Morgan, Leader of Brighton and Hove City Council 2015-2018 explains, the role of Hove's SMEs "is critical in maintaining a diverse,

[112] Quote from Kirsty Rigden, Development Director, FuturLab.
[113] Quote from Kirsty Rigden, Development Director, FuturLab.
[114] Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 3, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[115] Research by Greggs and the University of Stirling, quoted by Gavin Newsham, "Why is Brighton so obsessed with coffee?", *The Guardian* website, https://www.theguardian.com/cities/2014/nov/10/why-brighton-obsessed-coffee, accessed on 31/08/2018.
[116] City Tracker Survey, quoted in Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 113, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[117] City Tracker Survey, quoted in Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 113, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[118] City Tracker Survey, quoted in Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 113, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.

unique and independent offer in retail, arts, hotels and tourism distinct from the 'anytown chain' experience. They bridge the gap between the commercial centre and the residential suburbs, and engage people on a more than moneymaking basis - part of what gives the city its soul and which makes it so appealing."[119]

15. There is significant infrastructure in place to support SMEs and start-ups in Hove, and a recent Lloyd's National Business Awards 2018 report stated that Brighton and Hove "is fast emerging as the UK's hub for entrepreneurial activity […] impressive start- up support networks mean that small businesses in the area have an impressive 87% survival rate meaning more businesses are also likely to have the opportunity to scale up."[120]

16. Hove's shared work spaces such as Platform 9 and The Werks offer not just office space but contact with a supportive and connected business community, which also provides opportunities for collaboration. They also often have an emphasis on creativity and offer support and advice on how to grow creative businesses, which is important to Hove's growing creative sector.

17. Digital infrastructure in Hove is strong, with the fourth best provision of ultrafast broadband of all UK cities[121], and higher average download speeds than the rest of the UK[122]. The city also has a higher than average proportion of residents with fast broadband speeds[123].

18. Brighton and Hove City Council also plays a significant role in creating the fertile and supportive environment for small businesses and for start-ups which exists in Hove. One council initiative is the Ride the Wave programme, which provides business workshops and a mentoring scheme, offering practical and tailored support for local businesses from pre-start to established and growing businesses, and supported over 250 businesses in 2017[124].

19. Another important initiative to support SMEs, which was set up to help drive growth in the creative, digital and information technology cluster, is the Brighton Digital Catapult Centre, which supports businesses to scale up and improve their market readiness, and supports them in their digital transformation. A spokesperson from the Catapult Centre explains why this resource is important: "this increase in commercialisation of R&D,

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[119] Quote from Warren Morgan, Leader of Brighton and Hove City Council, 2015-2018
[120] Lloyds Bank, "A Study of British Business Success and Growth in 2018", http://www.nationalbusinessawards.co.uk/press/report, accessed on 31/08/2018
[121] Centre for Cities Outlook, quoted in Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 124, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[122] Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 102, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[123] Regeneris, *Brighton & Hove Economic Strategy: Socio-Economic Evidence Base,* Page 102, April 2018, https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/Brighton%20and%20Hove%20Economic%20Strategy%20-%20Full%20Evidence%20Base%20Report%20-%2027.04.18.pdf, accessed on 31/08/2018.
[124] Brighton and Hove Chamber of Commerce website: https://www.businessinbrighton.org.uk/ridethewave, accessed on 31/08/2018.

mature innovation and access to specialist facilities facilitates company growth and job creation, with the emphasis on the knowledge economy. The collaboration between traditionally less knowledge-intensive sectors such as retail and creative, digital businesses, coalescing around emerging technology, is driving up next-generation services with significant potential for improving productivity."[125]

20. As the Brighton Digital Catapult Centre has emphasised, realising the positive contribution of SMEs and social enterprises to Hove's regeneration is dependent on their own success, which is affected by a multitude of factors, including "access to talent, skilled employees, a stable customer/beneficiary base and physical infrastructure such as transport links and accommodation."[126]

21. Finally, it is important to note that Brighton and Hove's strength in attracting visitors undoubtedly plays a role in Hove's success, as the visitors' spending supports the town's economy, and in particular its independent shops, restaurants and cafes. It is estimated that tourism contributes around £880 million a year to the city's economy as a whole[127].

22. One of the city's particular strengths as a tourist destination lies in the reputation it has built as a popular host for large-scale events including Pride, which is the largest in the UK, and annual conferences, and the benefits to the economy of the whole city are measurably significant. In 2018, Brighton and Hove Pride was attended by 450,000 people and generated an estimated £20 million in spending. The Labour Party conference, which has taken place in Brighton and Hove in 2013, 2015 and 2017, is also estimated to bring in £20 million to the local economy[128]. Significantly, local football team Brighton and Hove Albion achieved Premier League status in 2017, which brings international television exposure for the city – the televised matches last season attracted a combined global TV audience of over 102 million viewers - as well as greater match attendances from away fans.

23. Ultimately, Hove is able to thrive in large part because these factors all function well, symbiotically, as part of a successful and dynamic city. Supportive infrastructure, an open-minded and entrepreneurial population, an attractive environment in which to live and work, and a local council which is working to bring down the barriers to starting and growing a business, are all crucial to the town's success as a diverse SME-based economy, and have ensured that Hove remains a competitive seaside town.

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[125] Quote from Jennifer Wells, Knowledge Exchange Manager, Connected Futures; Department of Research, Enterprise & Social Partnerships; University of Brighton

[126] Quote from Jennifer Wells, Knowledge Exchange Manager, Connected Futures; Department of Research, Enterprise & Social Partnerships; University of Brighton.

[127] Tourism South East, https://www.brighton-hove.gov.uk/content/press-release/latest-tourism-figures-show-citys-pulling-power, accessed on 24/09/2018

[128] Geoffrey Bowden, The Guardian website, "How Brighton has boosted tourism with Pride, marathons, rugby and Turner", https://www.theguardian.com/local-government-network/2013/sep/10/seaside-town-brighton-boosted-tourism, accessed on 24/09/2018

# Let's Go Hornsea Regeneration Group – written evidence (RST0043)

**Background and understanding:**

1.      Hornsea is probably only a typical seaside town in that it does draw retirees wanting a quieter life, however  it also draws in commuters (seagoing, divers, rig and overseas workers as well as people who work in Hull and other Yorkshire towns and cities) who wish to live here because of its natural assets, but do not necessarily spend money here.  We have a lovely beach, the largest freshwater lake in Yorkshire and a great community spirit, but a very limited night time economy.  In order to encourage families seaside  towns   need   good   schools, healthcare, transport facilities and meaningful jobs.  We lost our 12 beds from the War Memorial Cottage Hospital some years ago and recently the Minor Injuries Unit closed.  All our banks and our main Post Office have closed and the County Council will soon move the Customer Care Centre and Library, which are presently situated in the town centre, to the Leisure Centre on the seafront, thereby putting an even greater strain on our small independent shops through lack of footfall.

2.      No, we do not believe that sufficient research has been undertaken.  The fact that small       seaside towns are bordered on only three sides by countryside and because they are       often some distance from other, larger towns and cities the loss of services hits particularly hard with bus transport infrequent and costly. Hornsea residents have a 14 mile journey to the nearest town to access many services and almost 20 miles to the nearest city.

**Housing and demographics:**

3.      Hornsea has grown considerably over recent years because of its popularity as a    comparatively quiet and peaceful town but with narrow roads and the desire to build properties wherever possible and without seemingly taking the roads and other  infrastructure into consideration, problems with parking and congestion are worsening.   Hornsea does not have a big problem with HMOs or former tourist accommodation that has been converted for other uses but it also does not have a hotel and only other, limited guest accommodation

4.       Stretching along the coast, north and south, from the town are vast lodge and caravan sites and while we encourage visitors to our town to shop and visit the Mere, award-winning museum, beach etc. they invariably come in cars which adds to congestion and   because the sites are huge and often owned by big companies they have many of their    own leisure and shopping facilities and do not necessarily spend much in the town itself.

        Research needs to be carried out to find the particular problems associated with    individual seaside locations together with relevant statistics.  Local councils, charities and organisations could be consulted to look into particular issues.

**Transport and connectivity:**

5.      Yes, problems with local transport particularly for some more remote seaside towns. e.g. infrequent and expensive bus services, no train services (our nearest station is 14 miles away) and often elderly residents and young families requiring services etc. nearer home as they have no access to a car. Lack of investment in digital services in some rural areas is a barrier to businesses.

**The role of the visitor economy:**

6.      Very important but there are no county initiatives.  Visitors like the natural assets of our town and surrounding area but may also expect new and innovative attractions, interesting shops and amenities. We believe also that the general health and cleanliness of seaside towns are important.

**Physical regeneration:**

7.      No, there is not sufficient funding.  Hornsea has had very little funding for physical regeneration as we have been constantly told that nearby towns Bridlington and Withernsea were 'deprived areas' and as such needed a lot of help. Hornsea has always been a 'can do' town - the residents have come together to campaign and, on many occasions, to step in to save facilities and services.

**Social and economic regeneration:**

8.      Seaside towns cannot be reliant on visitors for their future.  In order to thrive seaside towns need good infrastructure and services, an appropriate balance of housing, schools, healthcare facilities, transport, social and digital services.  Councils, the Church and property owners need to work more closely with local regeneration groups and buy        into their concepts and ideas. There needs to be a climate where entrepreneurs and businesses can flourish so that there are good full time jobs locally, not just temporary ones often associated with tourism.

9.      Volunteers from many local charities and organisations work hard to improve many        aspects of their town.  As well as LGH these include Hornsea Area Regeneration Partnerships (HARP), Plastic Free Hornsea, Hornsea Urban Gardeners (HUG), Civic Society, The Lions, Rotary, Hornsea Museum, Floral Hall, Chamber of Trade, Inshore Rescue and many others.  Volunteers also play a very important role in running sport and other activities like and Scouts which can be particularly important -    especially for children.

**Education, health and wellbeing:**

10.    We are fortunate to have good schools in Hornsea and we do have sports facilities: a leisure centre with swimming pool, sailing on the mere and the 3G pitch at the senior school is well used. Hollis Recreation Ground with rugby, cricket and tennis facilities is well used and volunteers are presently working to improve

the facilities. A bus service ferries students to and from the nearby Bishop Burton College to study but maybe more could be achieved working with colleges, universities etc.

11.      More elderly populations and poverty due to lack of good job opportunities. Good  speech and language skills are vital but these can be lacking in children living in small seaside towns.

**Delivery structures:**

12.      The Coastal Communities Fund does appear to have had considerable impact on    some seaside towns but very little in Hornsea. There is also more poverty in feeder villages that rely on Hornsea for many of their services.

13.      Yes, we believe it is possible for individual seaside towns to have a 'vision'. Our town has many natural assets which need protecting but councils, charities, local groups and  organisations need to work together to find ways to make improvements and encourage entrepreneurs and small businesses to the town without damaging the ethos that is Hornsea.

14.      Look at reducing rates to encourage businesses and enterprises to come to seaside towns. Look at working closely with regeneration and other local groups and give easier access to funding and grants particularly for large projects.

**People and place:**

15.      Yes, within many local organisations and societies there is often a wealth of experience  that could  be  used  to  assist  with  both  social  and  economic regeneration. Representatives from the Hey Smile Foundation have assisted in Hornsea and more help  in  putting  together  bids  for  grants  to  access  money, particularly for large projects would be useful.

16.      There are a number of excellent charities and organisations within the town and Let's Go Hornsea Regeneration Group (LGH) is one that was set up in 1996, became  a  charity  in  1997  and  its  aims  are  'The  promotion  of  any  charitable purpose for the benefit of Hornsea and its surrounding area".  The charity works closely with councils, other charities, groups and organisations locally in order to achieve this and for the past few years LGH has held an event to which brings these local groups together to show    residents  and  visitors  what  they  do  but more especially to facilitate their working together  for  the  benefit  of  the  town. Hornsea has some amazing voluntary organisations and volunteers.

The  residents  campaigned  hard  to  save  our  hospital  beds  and  MIU - unfortunately to no avail.  However, the town came together and set up a MIU in a Portakabin in the local Tesco car park and it is being well used.  LGH campaigned for 20 years to get a new Floral Hall (the present one being over 100 years old) but when the council decided to pull it down because it was falling into disrepair and losing money the residents got together to save it: it is now thriving and making money - all with the help of volunteers.

# Lincolnshire County Council – written evidence (RST0028)

## Summary

4. Lincolnshire County Council (LCC) welcomes the attention that the House of Lords are giving to Seaside Towns and Communities. Coastal Authorities across England are there to provide local services and facilities meeting the needs of their residents (and visitors) whether they live in cities, rural or coastal areas. However, that provision is more widely spread in coastal areas than in cities and rural areas and often costs more to provide in seaside and coastal towns.

5. Seaside Towns and Coastal Communities are full of enterprising individuals and communities, and it is important that the government helps those individuals and communities to improve the coastal economy in which they live. However, because of simple facts of geography and population density, the challenges facing Seaside / Coastal communities can often be overlooked. Even more important is that the central policies should not hinder our seaside /coastal economy.

6. Throughout our response to this consultation we highlight that the most important way that Her Majesty's Government (HMG) can help create a strong future for Seaside/ Coastal economy is to:

   d) understand and recognise that there is an additional cost to delivering services in coastal areas, and without government support this additional cost can make coastal services inviable

   e) accept that coastal communities can be enterprising, taking action to support their growth and support policies that give coastal communities freedom to take action that is appropriate.

   f) recognise that the nature of the term 'coastal' varies from place to place and therefore to create a framework in which decisions are taken at the most appropriate level; there are different types of seaside/ coastal areas, depending on how accessible they are from urban / rural areas.

## Policy asks and next steps

### Coastal Industrial Strategy Toolkit

7. Coastal areas could look to develop some guidance in relation to coastal issues that can be used in each locality to inform the development of local industrial strategies. Key elements to consider include:

   - **Innovation:** How can we support businesses in seaside/ coastal areas to be more innovative? Are there clusters based in coastal settings that would benefit from engagement with universities and other research bodies?

   - **People:** How might emerging policy to develop technical education address coastal skill shortages? Is there scope to pilot the delivery of high quality training courses based around seasonal term times?

   - **Business:** Whether there are opportunities for Sector Deals in key seaside / coastal industries such as agriculture and visitor economy. What support can Government provide to help seaside towns and coastal communities attract and retain inward investment? What positive support should be put

in place to enable business to adapt to ongoing coastal / climate change, as opposed to one-off severe weather events?

- **Infrastructure:** Are there innovative solutions for addressing the peripherality of seaside / coastal areas (both physical and virtual)?

## What works in coastal Areas?

8. To date policy interventions have largely focussed on the North-South divide (Northern Powerhouse) and often the main focus has been on big cities outside of London. There is growing recognition about the need to develop new solutions for other areas and this provides a new opportunity for coastal areas; however, it is important to recognise the emphasis on developing ground up development of solutions.

9. There is ever more importance on the need to know what works; the issue of a lack of evidence about what interventions have long-term impact. It is recommended that a meta-analysis should be undertaken to look across national coastal examples of best practice work and draw together conclusions about what works well.

## Future Funding Opportunities

10. New positions need to be developed across a number of funding streams. A key consideration includes the UK Shared Prosperity Fund: How can Government influence the future post European funding, with the recognition that not all coastal areas fit funding models?

11. For example, ERDF funding didn't support tourism or retail, both of which can be fundamental in the economy of a seaside / coastal town, flexibility needs to be in built into national funding programs.

## Partnership working

12. There needs to be Cross party working on seaside / coastal issues and coastal proofing of future policy and legislation

13. Coastal areas could look to develop some a tool kit in relation to coastal issues that can be used in each locality to inform the development of local industrial strategies. Key elements to consider include:

- **Innovation:** How can we support businesses in coastal areas to be more innovative? Are there clusters based in coastal settings that would benefit from engagement with universities and other research bodies?

- **People:** How might emerging policy to develop technical education address seaside/ coastal skill shortages? Is there scope to pilot the delivery of high quality training courses based around seasonal term times?

**General issues**

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1 Whilst it is fair to say that the socio-economic factors described below feature in other areas, in seeking to tackle decline it is the **peripherality** of coastal communities that both intentifies the impact of these factors and potentially limits the range of appropriate interventions. This sitution is often made more acute by poor infrastructure and transport connections. It can be difficult to make the case at national level for significant investment given the dispersed nature of these communities and the overiding driver to focus on areas most likely to grow.

    1.1.1     **Peripherality**: the physical location of coastal communities limits connectivity and means that they are particularly susceptible to environmental change

    1.1.2     **Employment**: is often low-skilled, low-paid, affected by seasonality whilst residents can find it more difficult to take up opportunities that require a commute (Some coastal areas are depnedant upon Migrant labour)

    1.1.3     **Demography**: in-migration of older people and out-migration of younger people is causing a significant demographic imbalance

    1.1.4     **Education and skills**: challenges across all levels of the education and skills system are affecting low educational attainment

    1.1.5     **Social deprivation and instability**

    1.1.6     **Enterprise**: there is a lack of business development and growth and fewer opportunities for economic diversification

1.2 The contribution of the seaside/ coastal economy is all too often over-looked or miss-represented in national and regional policy making. The seaside/ coastal economy can contribute to all the economic sectors, and is affected by all of the pressing challenges that feature in national and local growth strategies, yet its contribution is often handled separately and focused on tourism, but agriculture and land management industries are important – we depend on their provision of food, timber, water, energy and other goods – but the coastal economy reaches far beyond this in terms of jobs, enterprises and output.

- Manufacturing, wholesale and retail, construction, education and health, public administration and professional and business services sectors flourish in the countryside with many leading global, European and national businesses operate from coastal areas.
- Land management provides a wide range of ecosystems services, not only production of food and energy, but also provision of clean water, leisure facilities, carbon storage and flood management.

- Coastal areas display high levels of entrepreneurship, with more businesses per head of population than in England's towns and cities.
- Most rural / city economies are well supported by commuters, businesses, consumer and environmental services from neighbouring coastal areas.

1.2.1 Like any economy, our coastal economy varies from others in terms of strengths, weaknesses etc.  However, common threads for coastal economies are prevalent in Lincolnshire for example: -

1.2.2 East Lindsey covers 183,107 hectares, making it the second largest Local Authority District in England

1.2.3 East Lindsey has the largest population of any district in Lincolnshire with 136,401 residents.  In addition, there are nearly 25,000 static caravans located along our coastal strip. Whilst this brings an influx of visitors during the year, a number of people reside in caravans as their main home but are subsequently unrecognised in terms of service planning and delivery (including Council Tax, Community Infrastructure Levy and NHS / GP funds) placing additional pressures on all public services

1.2.4 The District has a high proportion of residents aged 65 years and over (28% of the population).  This reflects the importance of East Lindsey as a destination for retirees - typically from lower income employment with poor access to social and family networks. Between 2015 and 2036 the number of over 65's is expected to increase from 40,000 to 55,000.  Over the same period, the working age population is forecast to decline from 79,000 to 77,000.  These forecasts have serious implications for the future of the labour market and productivity in East Lindsey

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1 Whilst research and studies have been carried out over the years on the issues and opportunities of seaside / coastal communities the evidence base is dated and inconsistant with the defintion of "coastal"  Examples of robust analysis come from evidence such as

- Cave B, Health, Wellbeing and Regeneration in Coastal Resorts. In J.K. Walton and P. Browne (eds) Coastal Regeneration in English Resorts. Lincoln: Coastal Communities Alliance (CCA, 2010)

- Coastal Communities Alliance, Coastal Regeneration in English Resorts (2010)

- Depledge et al, Future of the Sea: Health and Wellbeing of Coastal Communities (Government Office for Science, 2017)

- Report of the Communities and Local Government Select Committee on Coastal Towns (2007)

2.2 The Government aim of rebalancing the economy first emerged in the Coalition – although the UK's economic imbalance has of course been a well know problem for much longer than this.  However, to date policy interventions have largely focussed on the North-South divide (Northern

Powerhouse) and often the main focus has been on big cities outside of London. There is growing recognition about the need to develop new solutions for other areas and this provides a new opportunity for coastal areas but is important to recognise the emphasis on developing ground up development of solutions – not waiting for something from National Government.

2.2 This places ever more importance on the need to know what works. The issue of a lack of evidence about what interventions have long-term impact, highlighted in the 2007 Select Committee report, remains to a large extent.

## 3 Housing and demographics

**To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1 The availability of cheap rental housing maintains a transient population that can be very disruptive in schools. The ready-supply of houses in multiple occupation (HMOs) and care homes, converted from hotels and guesthouses, can result in vulnerable people from other areas being placed in coastal areas (CLG Select Committee, 2007).

3.2 The demand and need for social care and supported accommodation is of primary concern to the County Council. Whilst we are taking steps to prioritise how we meet demand in now and in the future, this approach can only go so far and sufficient social care funding, accommodating for coastal sparsity of provision, is something we will want to see within the final funding settlements.

3.3 Affordability is a function of house prices and available income. It reflects both the price of housing, and the amount of money people have available to pay for it. There are only two ways to address the lack of affordability of coastal housing: either as a result of economic development measures which will improve productivity and raise incomes in coastal areas in the medium to long term (i.e. increase the amount of money available to people to pay for housing); or by increasing the supply of social housing to buy or rent at an affordable price. The normal rules of supply and demand do not apply: simply increasing overall supply to the market generally will do little to lower prices since the backlog of unmet demand is so great.

### *Other Challenges*

3.4 There is a need for housing in Lincolnshire to support economic growth, but in some of Lincolnshire's coastal areas we face the particular challenge of flood risk in areas of low land values. Development in areas affected by flood risk must incorporate the necessary flood defences, such as raising the build platform. This increases the cost of developing, lowering residual values and rendering schemes which have low land values and low sale prices unviable.

3.5 The higher build costs to provide for flood mitigation are no greater on the Lincolnshire coast than in high flood risk affected coastal towns and cities or locations affected by fluvial flooding, but such costs are more easily met in stronger housing markets. It is the combination of low land values, low sales values and higher costs in Coastal Lincolnshire has meant that intervention has been required to deliver affordable housing schemes which would otherwise have been unviable.

### *Celebrating Success*

3.6 Greater Lincolnshire LEP developed an Unlocking Rural Housing Programme in 2014 to address these issues. Working closely with Registered Social Landlords, Local Authority partners and the Homes and Communities Agency (now Homes England) we developed a programme which was aligned with and did not duplicate other housing funding which was available but insufficient to make the affected schemes viable. £4.1m Growth Deal Funding was secured to meet the costs of flood mediation and used to unlock the delivery of 419 affordable homes across 9 sites in Boston Borough Council and East Lindsey District Council which would not otherwise have been delivered. Most of the homes are now complete.

3.7 Summary: Unlocking Rural Housing Programme

| Amount of Growth Deal | £4.1m |
|---|---|
| Number of units delivered | 419 |
| Number of sites | 9 |
| Intervention rate | Under £10k per unit |

3.8 The delivery of rural housing works well where registered social landlords combine delivery with community development and are involved in pre planning delivery. The provision of affordable housing (particularly on a smaller scale in coastal communities) is dependent on market intervention in many cases which increases the overall volume of housing without addressing the need for a volume in 'affordability'.

3.9 Extending rent to buy schemes can help tenants move into the market sector and ensuring that national planning policy can enable provision linked to jobs and transport so that people can access the income they need to sustain home ownership or rent (including the encouragement of mixed schemes such as with workspace and live/work)

**4 Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1 The deprivation in Lincolnshire's coastal areas vary from other parts of the area in that they are generally deprived in terms of access to services and more

deprived in terms of income, employment and education; trends which are usually associated with more urban areas.

4.2 Indices of Multiple Deprivation (IMD) indices vary in particular places: where (for example) housing provision could be poor but education and skills attainment good. Focusing locally on mismatch and implications is really important; and supporting local people with the tools to do so. Rebalancing the economy is not just an urban issue or need which is why we feel a greater focus should be given to deprivation (wherever it occurs) and inclusion in the delivery of the UK Shared Prosperity Fund (UKSPF).

4.3 The District has a high proportion of residents aged 65 years and over (28% of the population).  This reflects the importance of East Lindsey as a destination for retirees - typically from lower income employment with poor access to social and family networks. Between 2015 and 2036 the number of over 65's is expected to increase from 40,000 to 55,000.  Over the same period, the working age population is forecast to decline from 79,000 to 77,000.  These forecasts have serious implications for the future of the labour market and productivity in East Lindsey;

4.4 With a net outflow of working age people and a growing retiree population, labour market participation is likely to decline yet demand for health related services will increase.  If current economic activity rates stay the same, the percentage of the economically active workforce who work in East Lindsey will need to increase from 66% to 81% to sustain the local jobs market  - this is equivalent to 9,979 more jobs than people available to fill them by 2036;

4.5 The relatively sparse population and peripheral geography can result in poor access to services, social isolation and difficulty in travelling to medical appointments.  This impact on residents' physical and mental health and becomes a subsequent issue for employers as the health of working age people is often poor;

4.6 As the recent Government Office for Science report reflected, the seaside is an aspirational destination for retirees, a phenomenon contributing to the rapidly aging profile of coastal populations in the UK and elsewhere (Depledge et al, 2017) - 65 percent of people aged 65 or over retiring from London moved to coastal local authorities (Pennington 2013). Coastal communities are also experiencing outward migration of young people, and the inward migration of transient workers attracted by seasonal employment opportunities. The transient workforce has resulted in primary schools in some areas experience up to 30-40 per cent turnover of pupils within a school year (Lancaster City Council 2006). As the 2007 Select Committee report concluded this can place significant additional demands on public services, particularly health and social care (CLG Select Committee, 2007)

4.7 Again creative solutions will be required to deliver regeneration that reconciles the needs and desires of older and retired residents with attempts to build new markets and rebalance the demography. There will likely be untapped opportunities from the older population. For example, research shows that older people, including those approaching or over state pensionable age, want to remain economically and socially active. There is also evidence to suggest that older people are more successful in starting and sustaining a new business than their younger counterparts (CCA, 2010).

4.8 The availability of cheap rental housing maintains a transient population that can be very disruptive in schools and as highlighted previously, the ready-supply of houses in multiple occupation (HMOs) and care homes, converted from hotels and guesthouses, can result in vulnerable people from other areas being placed in coastal areas (CLG Select Committee, 2007).

4.9 Similarly, the ageing coastal population and the influx of summer visitors can make considerable demands on medical and social services, as indeed do higher teenage pregnancy levels, high numbers of benefit claimants, and established coastal worklessness. The additional demands placed on coastal public services can be further compounded by the difficulty of recruiting public and private sector professionals in many coastal areas (CCA, 2010). It is perhaps no surprise then to find a pattern of high deprivation levels around the English coast.

4.10 Compounding the effects of resort deprivation is the local authority funding formula that does not cover the costs generated by transient populations, looked-after children, mental health issues, homelessness, housing benefit dependence and worklessness. Overstretched service budgets can undermine efforts and the resources available for community engagement, developing attractions, stimulating business growth and engaging in the costly uncertainty of inward investment promotion

5. **Transport and connectivity**
   **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1 Transport investment can make an area more attractive to investors, which can increase investment and employment in an area. This can both include the attraction of new investors to the area and the retention or expansion of existing business. This only makes a contribution to national economic growth if the investment is from an international/globally mobile source, or alternatively it substitutes for imports. Domestic investment may make a contribution to growth at a local level, but will not make any contribution to national economic growth because it is displacing activity from another part of the country. These are referred to as 'induced investment' effects in WebTAG guidance. Transport investment can reducing commuting costs can

reduce unemployment and inactivity by making job opportunities easier and cheaper to access. This creates larger labour markets, resulting in better matching of firms and workers and reducing job search times.

5.2    Connecting communities is essential to provide equality of opportunity and access to increasingly digitised services. It provides the ability for products to be accessed and developed and for those places to reduce traffic flows and become more sustainable.

5.3    Visitors require quality broadband to enhance their experience and access work flexibly: especially with the trend to and opportunity of shorter breaks.

5.4    With the continued expansion of the digital era, we are seeing more and more facilities and services coming via the internet. The requirement to be able to access a good broadband speed at any time is becoming more and more critical as time goes on.

5.5    Lincolnshire County Council as part of the remit of the Lincolnshire Coastal Highway has been exploring the potential improvements to transport corridors that provide access to the county's coast; this overall concept is known as the 'Lincolnshire Coastal Highway' (LCH).

5.6    The Coastal Highway concept has been considered for a number of years, however, proposals to deliver improved transport corridors to the Lincolnshire coast have recently become a higher priority for the County Council. The general focus for the LCH has been on the A158 between Lincoln and Skegness, and the tourism market it serves.

5.7    The key area served by the LCH was identified as the tourism-focussed coastal area of East Lindsey, with the district area providing the basis for general technical and economic analysis. Based on this area and identifying Skegness and its surrounding settlements as the key economic centre for the East Lindsey coast, the key routes were reviewed based on the level of traffic to the coast they are likely to attract. This analysis was based on drive time, catchment area populations and information on the most important vehicular origins of coastal tourism. Through this analysis, the A46/A57/A158 corridor between the A1 and the Lincolnshire coast at Skegness was identified as the LCH corridor, matching the local aspirations that this corridor be improved.

5.8    Lincolnshire's economy has performed relatively strongly in recent years with strong growth in GVA. However, there is a substantial productivity gap between Lincolnshire and the rest of the country. Contributing factors include a relative concentration of lower value sectors, the skills mix, low enterprise rate and low levels of innovation. Some sectors that are of local importance include agri-food, manufacturing and the visitor economy. There are significant challenges affecting Lincolnshire's ability to grow which have potential to further restrict growth in the future. These include access to labour, skills gap, access to utilities, access to markets and adequate transport infrastructure.

5.9    Transport infrastructure has been identified as a greater issue by businesses in East Lindsey than other parts of Lincolnshire, although this will also be influenced by the area's greater peripherality compared to larger business locations in Lincoln and to the west of the County.

5.10   Skegness has a strong visitor economy and functions as an important local service centre for the wider coastal and rural hinterland. The town is prioritised as a location for growth and transport infrastructure improvements supporting tourism growth although journey times at peak points need to be improved and a bypass may reduce congestion. However, access to a sufficient volume and quality of labour and skills, access to business finance, and in some instances utilities, are cited as bigger constraints on Lincolnshire business performance and growth than specific transport issues. Skegness has a strong reputation as a seaside town and there is a concerted effort to broaden and enhance its appeal to visitors. Delivery of the main employment sites in Skegness are more closely linked to high site infrastructure costs, low demand and a weak development market, rather than any major constraints imposed by the capacity of the LCH corridor. In addition, road connectivity and capacity is not the over-riding factor driving the pace of delivery of new housing and site development in Skegness.

5.11   There is some evidence that access via the A158 is limiting the visitor economy, other factors are as or possibly more important in discouraging further investment in this sector (e.g. the nature of the current offer and visitor market, a lack of confidence, and local capacity issues associated with the supply of labour and utilities. Benefits to the manufacturing and agri-food sector could be generated by improvements to the LCH corridor; however, other significant factors are relatively more important (e.g. labour, location, access to skills, utilities).

5.12   Horncastle has proved popular with businesses. Improvements to the key junctions in Horncastle on the A158, as well as selected demolitions, were cited as being important considerations in helping to ease congestion. However, more radical solutions including bypasses were also raised, although it was recognised that these options would be considerably more expensive to implement. Horncastle is an attractive location to live, with good schools and local amenities, we concluded from the available evidence and consultations that development rates and house building progress here over recent years is not linked to congestion on the A158, but more likely because of other factors (e.g. market conditions, over-supply of permissions, achievable values, developer appetite and investment priorities). At Horncastle, investment in the A158 may lead to modest additional wider economic benefits but factors other than congestion on the A158 are likely to have led to the low level of development rates and house building progress in Horncastle over recent years.

5.13   The main output of the study will be a 'Lincolnshire Coastal Highway Strategy', which will present high level proposals to improve access across the country to the coastal areas. This strategy will help to move potential improvements along a path to being 'bid ready' when funding opportunities become available. Where appropriate, the strategy will be multi-modal in nature, not just concentrating on the highway itself but also including

measures that may encourage alternative modes of transport and reduce issues identified within the corridor. This work continues as part of the overall project.

5.14 **Go Skegness** is a wide-ranging project seeking to benefit both visitors and residents by creating a more efficient highways and public transport network by working to alleviate town centre congestion, whilst developing more opportunities for visitors and residents to use sustainable methods of transport, like buses and cycling.

5.15 The achievements of this three year project to date include improvements to the A52 Roman Bank to reduce congestion, improve bus priority and reliability and upgrade facilities for walking and cycling with the provision of a bus lane extension, accessible bus stops and new bus shelters and enhanced footway/cycleway links from Skegness to both Gibraltar Point Visitors Centre and Butlin's.

5.16 Dave Skepper, Commercial Director for Stagecoach East confirmed that passengers are already benefiting from the capital investment by Lincolnshire County Council in improved bus infrastructure in Skegness town centre and through the busiest public transport corridor along Roman Bank. The extended bus lane from Butlin's to Winthorpe has given buses priority to bypass some of the key pinch points along the Roman Bank, which is already improving bus punctuality in Skegness. These works have continued to lead to improved levels of bus punctuality during the 2018 summer season; during the busy six week school break we noted a 3% increase in bus punctuality on Services 1 and 3 compared to the previous year.

5.17 The Go Skegness project is being led by Lincolnshire County Council and has been made possible thanks to £4m of funding secured by the Greater Lincolnshire LEP from the Government's Single Local Growth Fund. This 3 year project is currently in its final year. For further information visit www.greaterlincolnshirelep.co.uk/funding-and-projects/projects/go-skegness/

5.18 In terms of business growth, a lack of a workable broadband connection severely restricts the ability of business to connect with customers and suppliers. We are seeing what effectively amounts to the slow death of the High Street and this is being gradually taken over by the inversely proportional growth of internet shopping and trading. Modern businesses need to tap into this huge pool of opportunity and access to the digital environment is essential.

5.19 Access to good internet connectivity also drives innovation and collaboration and the inability to effectively engage online is highly restrictive to business and subsequent growth. More mundane issues such as the ability to access online banking and payment systems are also inhibitors to business growth.

5.20 Local authorities should be able to raise capital through alternative routes, including capital markets, in order to generate infrastructure investment

(Symons and Leslie, 2009). The regeneration potential of investment in sea defences remains an opportunity. And creative thinking is needed to both develop and make best use of digital infrastructure in a way that will be different to the approach taken in cities.

5.21 Whilst Fibre To The Premises (FTTP) is very clearly the optimum solution, it must be that current Government aspirations of 100% FTTP coverage by 2033 is both a long way off and more importantly, highly unlikely to come to fruition in very remote areas. In order to overcome the widening Urban-Coastal gap, Government need to urgently consider how best to carry on the urban/sub-urban deployment of FTTP and continue to incentivise Private investment into that area, whilst at the same time, identify and fund the rapid improvement of coastal connectivity. Whilst FTTP is the obvious answer to everyone's connectivity and should be the ultimate goal, there is an urgent need to rapidly improve the coastal position.

5.22 It is suggested that Fixed Wireless will provide a very flexible and timely solution to these areas and then with the growth of 5G, a more robust and future proof solution can be provided.

**6      The role of the visitor economy .How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1    Tourism**:** is of particular importance to coastal communities; employing over 250,000 people across 150 seaside resorts, with seaside tourism revenue estimated at £17 billion. Associated economic and wellbeing benefits are particularly significant to more-remote communities.

6.2    There have been a number of interventions that have been undertaken in order to support the regeneration of our coastline – year on year increases to visitor numbers and spend on the coast highlight the importance of investment into visitor infrastructure:

| Intervention | Benefit |
|---|---|
| Structures on the Edge (including the Festival of Bathing Beauties): www.lincolnshire.gov.uk/bathing-beauties/structures-on-the-edge | A Celebration of the iconic beach hut and, through modern architecture, the delivery of unique structures such as the 'Cloud Bar' focusing national/international attention on coastal heritage, art and interaction with the natural environment. |

| | |
|---|---|
| The North Sea Observatory: www.lincolnshire.gov.uk/bathing-beauties/north-sea-observatory | Provision of an iconic build, all weather, all season facility. |
| Coastal Country Park: www.lincolnshire.gov.uk/coastal countrypark | The formalisation of the coastal hinterland offer. |
| Lincolnshire Coastal Grazing Marshes Project: http://www.lincsmarshes.org.uk | Lottery funded project directed at supporting local agricultural activity and developing the grazing marshes as a visitor product. |
| Upgrading Facilities at Donna Nook: www.lincstrust.org.uk/get-involved/top-reserves/donna-nook | Improved Car Parking facilities to support seasonal visitors to the local seal colony supporting season extension (Nov – Dec annually) |
| Destination BID: lcdbid.co.uk | Business Improvement District for our coastal strip – rates premium used to improve and market visitor economy offer. |
| Gibratar Point Visitor Centre: www.skegnessstandard.co.uk/news/video-new-1m-visitor-centre-at-gibraltar-point-in-skegness-opens-1-7400518 | c.£1m investment into a replacement visitor centre with modern facilities etc. |

6.3   In its 2010 Handbook, the CCA suggested that one of the key tests for resort regeneration, especially in smaller resorts, would be the ability to generate niche markets based on demography, leisure, risk, authenticity, history, culture, design and the environment. Growth in coastal areas will look different and the opportunities for growth will not necessarily surface through an approach that seeks to identify leading UK sectors.

6.4   As the Government Office for Science found, there is a risk that many potential growth sectors may not be based in coastal areas. There is potential for high-value-added activities associate with, for instance, marine renewable energy, blue biotechnology and marine technology to remain in urban hubs, with minimal increases in the labour force in coastal communities (Morrisey, 2017). Port infrastructure, small labour pools, and greater distance to central markets could mean that larger companies will continue not to invest in coastal areas. This would prevent the development of local, small and medium enterprise-based supply chains in coastal settings (Depledge et al, 2017

**7. Physical regeneration -Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?**

7.1 There needs to be greater visibility, coordination and engagement by Government on any specific policies or investment strategies for coastal communities. There also needs to be greater recognition of the different solutions that are appropriate for failing and flourishing coastal communities;

7.2 On a national scale, bidding opportunities for economic growth (such as Growth Deals administered through LEPs) tend to be targeted towards large scale interventions and therefore inappropriate for smaller seaside towns which cannot demonstrate the level of economic return in direct competition with larger urban areas;

7.3 Other targeted investments for coastal communities tend to be small scale (e.g. LEADER, Coastal Community Teams, Coastal Revival Fund, Big Lottery) supporting delivery of community-led projects. This can restrict the ability of local partners to develop more strategic investments towards visitor infrastructure and related areas (such as transport and the natural environments) that would more positively influence national productivity;

7.4 Funding formulas for the provision of key services in coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in coastal / peripheral communities. Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

7.5 Agree a clear agenda and investment plan setting out long term flood protection. This will lead to developer certainty and provide the Coastal area with a template for its future economic development.

7.6 Increase capital infrastructure funding to top up statutory Environment Agency funds for coastal defence. This would support a move towards designing and implementing new physical structures which can support diversified economic activity;

**8 Social and economic regeneration - What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1 Coastal services provide a focus for people to meet. Social contact has enormous health and wellbeing benefits. Planning gain extends to new school places and transport infrastructure but not the range of services needed to support a sustainable community. Devolution of part of the Community Infrastructure Levy (CIL) goes a little way toward ensuring that community priorities (where there are neighbourhood plans) can be funded and these plans need to be seen as more than just housing allocation documents.

8.2 The retreat of banks from coastal settlements provides a necessity for regional mutual models to enable a presence that can be supportive of local business and have an interest in ensuring the growth of business.

8.3 It is recognised that Health and Social Care in coastal areas is more costly to provide than in urban areas. Services can be supported by the deployment

of smart technology; however that is dependent on having a full and comprehensive broadband coverage.

8.4 Young people from coastal areas often experience difficulties getting to Further Education colleges or sixth forms.  For some this means undertaking long or complex journeys to get there and back, whilst for others it means compromising on the course topics they take.  This dampens young people's aspirations and curtails their opportunities.  One coastal barrier would be removed if those travelling to post-16 education or training were entitled to subsidised bus fares.  Indeed, it is hard to understand the rationale for the current situation, where those up to age 16 can travel free while those aged 17 or 18 cannot.

8.5 Funding formulas for the provision of key services coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in coastal / peripheral communities.  Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

8.6 Significant investments in access to and the range of further education available for coastal learners and businesses - enabling employers to meet their skills needs as well as increasing the aspirations of young people;

8.7 Establish a national Sector Skills Council for the Visitor Economy to address specific training and recruitment challenges.  It should also recognise the importance of a skills ladder which includes entry level skills, customer care and a high number of managerial skills which are transferrable to other situations;

8.8 Provide a new model for delivering coastal apprenticeships, so that the main training occurs during the closed season and on-the-job training occurs during the peak season.

9      **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1      Resilience and local commitment**:** While comparatively small in number, there is evidence of innovative business models and ideas all along the coast. In addition, there is strong evidence that local businesses tend to be as (if not more) resilient than larger organisations. The commitment of local enterprise owners to their locality should not be underestimated. These green shoots should be understood and encouraged (Wood Holmes and Optimal Economics, 2012).

9.2      LEADER RDPE has been successful in Lincolnshire, through our Local Action Groups,  supporting a number projects that satisfied one of the six LEADER priorities; support micro and small businesses and farm diversification; boost coastal tourism; increase farm productivity; increase forestry productivity; provide coastal services; provide cultural and heritage activities.  Business support services were made available to help groups with the application.

9.3 The current scheme is now closed but this needs to feed into the new Shared Prosperity Fund discussions post Brexit with continued capacity building support  develop skills and confidence of local groups to on business planning, governance, fund raising, sharing experience and knowledge between localities

9.4 Planning flexibilities and appropriate and timely guidance is important if such schemes are to successfully deliver sustainable results.  Encouraging skilled community volunteers and offering training helps with sustaining the coastal communities, facilities and amenities.

## 10    Business, employment, skills and demography  -How can coastal businesses be helped to thrive, and how can new industries and investment be supported? How might labour and skills shortages be overcome?

10.1 There are 547,000 registered businesses based in coastal areas (and probably as many micro-businesses again which are unregistered).  They are 24% of all the registered businesses in England, so form a significant part of the local, regional national economy.

10.2 Those registered businesses have an estimated annual turnover of £434 billion and represent an incredible range of business activity – land-based industries (including farming) are important but 85% of coastal businesses are from other sectors.

10.3 Much business activity in coastal areas goes unseen by policymakers and support providers due to scale.  Almost 18% of rural / coastal businesses have no employees, being sole traders or partnerships (more than double the equivalent urban figure).  Some 84% of employees in rural areas work in SMEs and 22% of all rural jobs are home-based (compared with 13% in urban areas).

10.4 Registered rural businesses, however, employ 3,500,000 people nationally and account for a quarter of all registered businesses in the country. They should not be ignored.

10.5 Local independent (and often isolated) retailers, often reluctant to invest in their own skills-base and their business development potential, would benefit from targeted locally owned, supporting programmes; programmes specifically to tackle challenges such as Digital Reluctance, low ambition and capability whilst also taking into account seasonal start-stop coastal economies that make programme like Apprenticeships, Business Start Up more challenging.

10.6 We have already mentioned requirements around housing (social housing / affordable) for start-up families near employment and support for businesses (infrastructure, networking opportunities, guidance and support around planning and growth). In Lincolnshire we have set up, through the Greater Lincolnshire Local Enterprise Partnership, Business Lincolnshire to help support businesses in the area to start and grow.  Business Lincolnshire hosts

a growth hub; a single place to go to for business experts and mentors, support and guidance and grants and finance.

10.7 There is, however, an urgent need for government to set out how it will approach and support rural economies and coastal communities in the future. Whilst the government's 'Health and Harmony' consultation document begins to address such issues in relation to food and the environment, this represents a small subset of the entirety of the rural economy and the issues facing rural communities. Any suggestion that such wider issues will be addressed via 'mainstreaming' through other strategic documents, such as the Industrial Strategy, fail to recognise the bespoke attention required to meet the needs and build on the opportunities available in rural areas.

10.8 Proper consideration must be given to all critical issues facing coastal communities and coastal businesses. Government should produce a comprehensive, cross government and cross organisation strategy for coastal areas. This way coastal businesses and communities will be seen to be given due consideration and ensure that wider strategic policy, such as that set out in the Industrial Strategy (and ensuing Local Industrial Strategies) properly reflect the issues and identify specific measures to build on the wide coastal opportunities. A Coastal Strategy is urgently required and warrants a separate consultation exercise

10.9 In many resorts the key sectors are sea-based, diversification has proven to be difficult and business are often particularly susceptible to environmental change (Wood Holmes and Optimal Economics, 2012). The Government Office for Science report provides a helpful overview:

10.10 Tourism: is of particular importance to coastal communities; employing over 250,000 people across 150 seaside resorts, with seaside tourism revenue estimated at £17 billion. Associated economic and wellbeing benefits are particularly significant to more-remote communities.

10.11 At the same time, peripherality, a weak employment market, demographic imbalance, low skill levels and high levels of deprivation have been found to inhibit new business development. Coastal areas often have lower levels of business start-up and development activity – and work in this area has previously found insufficient commitment, enthusiasm and active involvement from local private enterprises (CCA, 2010).

10.12 As with other issues, a different approach is needed on the coast in order to generate new forms of enterprise. In its 2010 Handbook, The Coastal Communities Alliance suggested that one of the key tests for resort regeneration, especially in smaller resorts, would be the ability to generate niche markets based on demography, leisure, risk, authenticity, history, culture, design and the environment. Growth in coastal areas will look different and the opportunities for growth will not necessarily surface through an approach that seeks to identify leading UK sectors.

10.13 Research (CCA 2010) has tracked and evaluated interventions to support enterprise and diversify coastal economies since its beginning. Findings to date include:

- **A lack of access to finance and funding:** The remoteness of many resorts and their distance from main centres of population and business has resulted in a lack of private sector investment in basic employment infrastructure (CCA, 2010). The New Economics Foundation recently suggested that Government should encourage a more diverse network of local and regional banks to channel investment into sound local businesses (NEF, 2017).

- **Resilience and local commitment:** While comparatively small in number, there is evidence of innovative business models and ideas all along the coast. In addition, there is strong evidence that local businesses tend to be as (if not more) resilient than larger organsiations. The commitment of local enterprise owners to their locality should not be underestimated. These green shoots should be understood and encouraged (Wood Holmes and Optimal Economics, 2012).

- **Exclusion from ERDF funded development support:** Many of the business types that dominate the business scene on the coast are either tourism or retail based. These are both buinsess sectors that are expressly excluded from other business support funding e.g. from the EU. Added to this real barrier is the perception of many coastal businesses that they are missing out on publicly funded business support, partly due the ERDF issue. This perception in itself can be a barrier to their engaging with programmes (LCC, 2015).

- **A bespoke approach:** a locally owned and tailored approach should seek to tackle, locally, challenges such as: supporting programmes that respond to Digital Reluctance, low ambition and capability. local independent (and often isolated) retailers reluctant to invest in their own skills-base and their business development potential. Taking into account seasonal start-stop coastal economies that make programme like Apprenticeshpis, Business Start Up more challenging (LCC, 2015)

Yet there is still much to be done in order to understand the different pattern of enterprise on the coast as well which interventions really make the difference over the longer term. Without access to such evidence, there is a danger that programmes are supply-led rather than demand-led.

**11.    Education, health and wellbeing - Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

11.1   The reasons for patterns of comparatively low education attainment in coastal areas are of course complex and multi-faceted. Some of the features include:

11.2 The deprivation in Lincolnshire's rural coastal areas vary from other parts of the area in that they are generally less deprived in terms of access to services but more deprived in terms of income, employment and education; trends which are usually associated with more urban areas.

11.3 Indices of Multiple Deprivation (IMD) indices vary in particular places: where (for example) housing provision could be poor but education and skills attainment good. Focusing locally on mismatch and implications is really important; and supporting local people with the tools to do so. Rebalancing the economy is not just an urban issue or need which is why we feel a greater focus should be given to deprivation (wherever it occurs) and inclusion in the delivery of the UK Shared Prosperity Fund (UKSPF).

11.4 Across the Lincolnshire Coast evidence shows:
- a transient workforce resulting in primary schools in some areas experience up to 30-40 per cent turnover of pupils within a school year
- there is often a lack of further education and a tendency for colleges to provide lower lever qualifications NVQ1 / NVQ2 in hospitality and catering, without offering managerial / professional qualifications
- access to higher education is limited – both in terms of the presence of a higher education institution in some coastal areas but also the ability of local residents to commute in order to access higher education. Universities report that they see this barrier during outreach activities. It can be difficult to build up relationships with schools in these areas due to the number of issues they are already tackling and at the same time it can be difficult to persuade potential applicants from remote coastal communities to travel to open days and in order to see what the university experience could be like.
- a lack of employment opportunities and investment in skills development
- a mismatch between the demand and supply in education and training provision
- many jobseeker allowance claimants have predominantly low-skill manual experience and no formal qualifications
- in-work professional development needs to adapt to peak and low season patterns of employment

11.5 These features put coastal communities further at risk of being left behind considering the impact of technological change which is already affecting the nature of work across the UK. The recently published IPPR Future Proofed Report predicts that how we work will change radically in the 2020s. "Technological change will not displace human labour, but it will lead to significant changes in the tasks we undertake, with a greater emphasis on problem-solving, creative work and interpersonal skills over routine and manual tasks. This will polarise what people do – different jobs will lead to ever more different lives" (IPPR 2016).

11.6 This goes to the heart of the goal to create and economy for all – how do we increase productivity and global competitiveness within further widening the gap between those who benefit and interact with globalisation and technological change, and those who don't? Skills are central to this; to stay competitive we need to ensure that businesses are able to access the skills they need. Employees that will need to be ever more adaptable as the pace of global change accelerates. Skills providers and educational institutions

will need to work in close partnership with employers and key sectors to jointly identify how best to deliver against future skills needs. This is true across the UK and is a central focus of the

11.7 Coastal services provide a focus for people to meet. Social contact has enormous health and wellbeing benefits. Planning gain extends to new school places and transport infrastructure but not the range of services needed to support a sustainable community. Devolution of part of the Community Infrastructure Levy (CIL) goes a little way toward ensuring that community priorities (where there are neighbourhood plans) can be funded and these plans need to be seen as more than just housing allocation documents.

11.8 The retreat of banks from larger coastal settlements provides a necessity for regional mutual models to enable a presence that can be supportive of local business and have an interest in ensuring the growth of business.

11.9 It is recognised that Health and Social Care in coastal areas is more costly to provide than in urban areas. Services can be supported by the deployment of smart technology; however that is dependent on having a full and comprehensive broadband coverage.

11.10 Young people from coastal areas often experience difficulties getting to Further Education colleges or sixth forms.  For some this means undertaking long or complex journeys to get there and back, whilst for others it means compromising on the course topics they take.  This dampens young people's aspirations and curtails their opportunities.  One coastal barrier would be removed if those travelling to post-16 education or training were entitled to subsidised bus fares.  Indeed, it is hard to understand the rationale for the current situation, where those up to age 16 can travel free while those aged 17 or 18 cannot.

11.11 Funding formulas for the provision of key services in rural (including coastal) communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in rural / peripheral communities.  Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

12. **.Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

12.1 In a sample of 274 coastal communities (England and Wales), 20 per cent of the population were aged 65 years or over (compared with 16 per cent nationally) Coastal local authorities are projected to be most affected by an increase in the proportion of the oldest population group over the next 10 year period (2011 census – Office for National Statistics 2014).

12.2 Funding formulas for the provision of key services in coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in coastal / peripheral communities.  Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

12.3 Review funding for related sectors (e.g. NHS) to ensure that those in poor health are supported to remain in or return to the workforce and that we can recruit and retain core professions. Economic wellbeing is a proven protective factor in people's health and wellbeing- but if the workforce is too unwell to work, the economy won't thrive.

**13. Delivery structures What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

**13.1 Coastal Communities Fund**
In 2012, the UK government's Coastal Communities Fund (CCF) was launched to support 'coastal communities that are able to use their assets (physical, natural, social, economic and cultural) to promote sustainable economic growth and jobs'. The initiative, administered by the Big Lottery Fund, reinvests some of the profits made from coastal and marine assets, managed by The Crown Estate, back into the communities closest to them. Since 2012, it has awarded grants to 218 organisations across the UK to the value of £125 million, and this funding is forecast to deliver over 18,000 jobs UK-wide, and help attract over £240 million of additional funds to coastal areas.

13.2 In 2015, the government announced that the CCF will be extended to 2021 with at least £90million of new funding available. Also in 2015, the UK government supported the creation of 118 Coastal Community Teams in England – bringing together local residents, business, and councils. The teams were tasked with coordinating regeneration projects in their area and helping to shape bids for the Coastal Communities Fund and were given priority within the bidding process for the CCF.

13.3 However these targeted investments for coastal communities, whilst welcome, tend to be small scale (e.g. LEADER, Coastal Community Teams, Coastal Revival Fund, Big Lottery) supporting delivery of community-led projects. This can restrict the ability of local partners to develop more strategic investments towards visitor infrastructure and related areas (such as transport and the natural environments) that would more positively influence national productivity;

**Lincolnshire Previous Successful Bids**

**Round One**

In 2013, Lincolnshire County Council was successful in securing £200k towards a Greater Lincolnshire Coastal Business Modernisation program

The area of coverage of the programme was within circa 10 miles distance from the coast – from Boston Borough in the South, up through all the modern-day County of Lincolnshire and into the modern North East Lincolnshire Council area, as far as Grimsby

The coastal business modernisation programme incorporated two distinct elements:

- "Click to Prosper" (C2P), training to develop the skills within businesses to make effective use of smart phones, iPads, websites, online marketing, social media and selling products in a digital format - and 1-2-1 support to enable the business to plan this effectively themselves

- 'Retail Rejuvenation' (RR) training, with follow-on 1-2-1 business support, to increase turnover, customer attraction, conversion and retention and ultimately profitability on a sustainable basis.

- Both C2P and RR were backed up by a post-workshop grant scheme, where firms were supported to apply their learning from the workshops into a business development plan, whereby a grant of up to £1,000 could be provided, matched to their own investment plans and funding.

**Outcomes**

56 businesses 12 hour business support – Click to Prosper

33 businesses 12 hour business support – Retail Regeneration

4 Digital Champions

Development Digital E Kit for advice / support to businesses

8 Case Studies

14 Jobs created

71 Jobs Safeguarded

40 businesses benefitting from £30,000 grants

**Round three – Lincolnshire County Council £1,750,000**

Lincolnshire County Council through their Lincolnshire Coastal Observatories project was successful in bidding for 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, is at Chapel Point. 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.

13.4 Some coastal areas have received limited investment through the Coastal Communities Fund, despite having some of the UK's leading coastal resorts and significant investment in off-shore wind farms. Again, there needs to be greater consideration of the relative impact of bids to local areas, rather than assessing all applications on a national scale (especially with estuary areas, as well as coastal communities eligible to apply for funding);

**14.To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if**

**so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

14.1    The critical definining feature for coastal communities is that they are on the edge of this island.  Much analysis of this has focussed on the limitations of a 180 degree hinterland given that the boundaries of Coastal Communities include a foreshore. This geographical fact means that coastal communties experience the impact of environmental changes including coastal erosion, flooding and marine pollution whilst seeking to overcome reduced access into other markets and opportunities inland, but there is no one definition of a Coastal / Seaside Town, and is it possible due to the varied nature of the geography?

14.2    The  socio-economic factors described throughout this report feature in other areas seeking to tackle decline but it is the peripherality of coastal communities that both intentifies the impact of these factors and potentially limits the range of appropriate interventions. This sitution is often made more acute by poor infrastructure and transport connections. And it can be difficult to make the case at national level for significant investment given the dispersed nature of these communities and the overiding driver to focus on areas most likely to grow, so a national vision / strategy is required.

**15 Are there fiscal or financial measures available which could help to support their generation of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

15.1    Future Funding Opportunities - New positions need to be developed across a number of funding streams.  Key considerations include:

15.1.1 Funding formulas for the provision of key services in coastal communities reflect an historic regime of underfunding alongside a lack of understanding of the additional pressures of delivering services in coastal / peripheral communities.  Current funds are predicated on previous formulas and therefore even modest increases do not close the actual gap which exists

15.1.2 Coastal Communities Fund: The single outcome the CCF seeks to achieve is creating sustainable jobs and safeguarding existing jobs (HMG, 2016).  Given the analysis that with record employment levels and 55% of UK people in poverty are in working families it might be time to consider broadening this aim to include a focus on good quality jobs. How can the CCA work with

15.1.3 Government to support a review of the CCF, keeping a clear focus on strategic economic development, and set in case clear parameters for the development of the fund post 2020 (links to the what works point above).

15.1.4 Alternative sources of finance**:** The Government to champion the combined impact of private sector investment; aided by a suite of public resources such as CCF, RGF, TSB, and Assisted Area incentives.  Co-ordinating how the use of all potential resources in a coastal area can be brought about to help create what Big lottery define as vibrant communities.

15.1.5 UK Shared Prosperity Fund: How can Government influence the future post European funding, with the recognition that not all coastal areas fit funding molds?  For example, ERDF funding didn't support tourism or retail, both of which can be fundamental in the economy of a coastal town, flexibility needs to be in built into national funding programs.

**16.    People and place  - What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

16.1.1 The demand for social care is of primary concern to the County Council.  Whilst we are taking steps to prioritise how we meet demand in now and in the future, this approach can only go so far and sufficient social care funding, accommodating for rural sparsity of provision, is something we will want to see within the final funding settlements.

16.2       This is one of the drivers in our Fairer Funding Campaign.  If councils here received the average funding for council areas in England, the region would benefit from over £100million extra funding for services, every year.

16.3 Increased funding pressures will only make the delivery of services more challenging, reducing the time social workers can spend with residents (especially when factoring in the sometimes long distances travelled between client visits across rural areas) and creating greater issues of social isolation.

16.4 There is a clear need for local authorities to have adequate funding to be able to meet the increasing demand for these services.

16.5 Over the past ten years Lincolnshire's population increased by 8.8%, which is higher than both the East Midlands (8%) and England (8.3%). In the same period, in 2015, the number of people aged 65+ has increased by 3% to 22% (compared to a 2% increase nationally to 18%). This information highlights the fact that Lincolnshire has a growing older population

16.6 In Lincolnshire, in 2016, we had an estimated 84,000 unpaid family carers almost half aged 65 or over.

16.7 The range and availability of suitable housing stock in the County for older people is known to be an issue.  Older housing stock may be of inappropriate design (e.g. entrance steps, narrow staircases) requiring more significant and costly work to be undertaken, and fuel poverty can be more prevalent particularly in rural areas where the energy performance of older stock housing is poor and also where mains gas is unavailable.

16.8 Furthermore, specialist housing with care provision is in short supply.  It is estimated that there needs to be an additional 600 'units' to bring levels of extra care housing up to a level found in similar council areas.

16.9 Coastal social networks are breaking down through austerity and market decisions over the future of, for example, Post Offices, Public Houses and Banks with a consequent increase in social isolation and loneliness, especially among older people. Social isolation influences health outcomes in its own right.

16.10 Use of technology and digital connectivity in a well-designed system can support health and social care - Keeping people connected to their communities and providing consistent access to public services can reduce the human and monetary costs of escalating need.

16.11 The reduction in bus services as a result of funding cuts has had a significant impact on the ability of older residents to engage in social or economic activities. Innovative community transport schemes can help address these challenges, providing opportunities for older people both to volunteer and to participate economically. The Spending review needs to recognise that rural / coastal counties have significant challenges.

**17. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

17.1 Lincolnshire County Council provides the Executive Secretariat for The Coastal Communities Alliance was one of the first proactive partnerships that brought together local authorities to speak as one voice and to work together to identify solutions to unique coastal issues. The Select Committee Inquiry in 2010 was a success in raising the profile of the coast within government and led to the Coastal Communities Fund and a Coastal Team with MHCLG to work across departments.

**18 Conclusion- Policy asks and next steps**

**18.1 Coastal Industrial Strategy Toolkit**

Coastal areas could look to develop some guidance in relation to coastal issues that can be used in each locality to inform the development of local industrial strategies. Key elements to consider include:

- **Innovation:** How can we support businesses in seaside/ coastal areas to be more innovative? Are there clusters based in coastal settings that would benefit from engagement with universities and other research bodies?
- **People:** How might emerging policy to develop technical education address coastal skill shortages? Is there scope to pilot the delivery of high quality training courses based around seasonal term times?
- **Business:** Whether there are opportunities for Sector Deals in key seaside / coastal industries such as agriculture and visitor economy.  What support can Government provide to help seaside towns and coastal communities attract and retain inward investment? What positive support should be put

in place to enable business to adapt to ongoing coastal / climate change, as opposed to one-off severe weather events?

- **Infrastructure:** Are there innovative solutions for addressing the peripherality of seaside / coastal areas (both physical and virtual)?

## 18.2 What works in coastal Areas?

To date policy interventions have largely focussed on the North-South divide (Northern Powerhouse) and often the main focus has been on big cities outside of London. There is growing recognition about the need to develop new solutions for other areas and this provides a new opportunity for coastal areas but is important to recognise the emphasis on developing ground up development of solutions.

This places ever more importance on the need to know what works. The issue of a lack of evidence about what interventions have long-term impact. It is recommended that a meta-analysis should be undertaken to look across national coastal examples of best practice work and draw together conclusions about what works.

## 18.3 Future Funding Opportunities

- New positions need to be developed across a number of funding streams. A key consideration includes the UK Shared Prosperity Fund: How can Government influence the future post European funding, with the recognition that not all coastal areas fit funding models?
- For example, ERDF funding didn't support tourism or retail, both of which can be fundamental in the economy of a seaside / coastal town, flexibility needs to be in built into national funding programs.

## 18.4 Partnership working

Cross party working on seaside / coastal issues and coastal proofing of future policy and legislation

Coastal areas could look to develop some guidance in relation to coastal issues that can be used in each locality to inform the development of local industrial strategies. Key elements to consider include:

- **Innovation:** How can we support businesses in coastal areas to be more innovative? Are there clusters based in coastal settings that would benefit from engagement with universities and other research bodies?
- **People:** How might emerging policy to develop technical education address seaside/ coastal skill shortages? Is there scope to pilot the delivery of high quality training courses based around seasonal term times?

# Local Government Association – written evidence (RST0105)

## About the Local Government Association

The Local Government Association (LGA) is the national voice of local government. We work with councils to support, promote and improve local government. We are a politically-led, cross-party organisation, which works on behalf of councils to ensure local government has a strong, credible voice with national government.

We aim to influence and set the political agenda on issues that matter most to councils so they are able to deliver local solutions to national problems. The LGA covers every part of England and Wales, supporting local government as the most efficient and accountable part of the public sector.

## Summary

Councils are at the heart of their communities and play a central role ensuring rural areas are healthy, prosperous and sustainable places to live and work. We welcome the opportunity to submit evidence to the House of Lords Committee on Regenerating Seaside Towns and Communities on a topic that is of great importance to our membership.

The LGA's coastal special interest group, made up of maritime local authorities, has provided evidence to the Committee, and we are jointly sponsoring an event for Committee members to meet leaders of coastal councils. This response is not intended to repeat that evidence, but to supplement it with relevant learning from the LGA's non-coastal members.

In July 2018, the LGA published an interim report which addresses many of the areas the Committee has ambitions to explore. 'The Future of Non-Metropolitan England: moving the conversation' outlines the social and demographic challenges facing rural and coastal communities and details seven key areas in which, with greater powers and flexibilities, local government can begin to address local issues to support the future success of non-metropolitan England. These are:

- The housing market
- The skills system
- Mobile and broadband connectivity
- Health and wellbeing
- Transport provision
- Trade and investment
- Local economic growth

Across each of the seven areas we have highlighted the once in a lifetime opportunity to chart a new course that draws on the trusted public leadership of councils to achieve better outcomes for communities. The report outlines a firm offer from local government to central government to provide local leaders the powers and funding to deliver for their communities and we will significantly improve the viability, productivity and opportunity of non-metropolitan England.[129]

The LGA has also conducted research into how councils can lead, promote, or support culture-led regeneration. Coastal communities have been at the forefront of some of these approaches, but the research has identified a number of models from non-coastal councils that we believe could be replicated with positive effect in coastal areas.

While this research has not yet been published, we are able to share key findings and selected case studies with the Committee. This work mainly relates to questions 7, 9, 15 and 16 of the Committee's terms of reference.

The research drew on the LGA's People, Culture, Place[130] publication, which explored the role of councils in placeshaping, and Local Solutions: Boosting the Visitor Economy[131]. This looked at how devolution could benefit local economies. Both publications included a number of coastal areas as case studies.

**Culture-led regeneration research**

Culture-led regeneration as a local policy has been around for many years, but arguably has a higher profile now than at any other time. Local authorities across England and Wales, along with their partners, have competed hard in recent years to be awarded the titles of UK City of Culture, European Capital of Culture and London Borough of Culture.

Major national programmes such as Arts Council's Creative People and Places and the Arts Council and Heritage Lottery Fund's Great Place scheme are supporting economic and social regeneration through culture, while the positive force of key cultural institutions and community-based cultural programmes is delivering regeneration outcomes right across the country.

Local government is a major funder of culture and is highly attuned to local needs, making councils well placed to co-ordinate and deliver outcomes around culture and regeneration. In the context of reducing funding, councils must find innovative

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[129] The future of non-metropolitan England: Moving the conversation on, interim report of the Post-Brexit England Commission, June 2018
https://www.local.gov.uk/sites/default/files/documents/27.1%20Post%20Brexit%20England%20Commission_v06WEB.pdf)
We are happy to provide the committee with hard copies of the report.
[130] People, Culture, Place, Local Government Association 2017 (https://www.local.gov.uk/people-culture-place-role-culture-placemaking)
[131] Local Solutions: Boosting the Visitor Economy, Local Government Association 2016 (https://www.local.gov.uk/local-solutions-boosting-visitor-economy)

ways to use cultural activity and form strategic partnerships to deliver these positive social and economic impacts.

Through the evidence collected for this study, culture-led regeneration has been shown to deliver a broad range of social and economic impacts, including:
Creating employment

- Attracting more visitors, boosting the tourism sector
- Stimulating town centre footfall, boosting local business
- Stimulating and supporting creative sector growth
- Enhancing the area's image, helping it attract skilled people and business investment
- Developing the skills, knowledge and confidence of residents
- Enhancing community cohesion and pride
- Supporting enhanced resident health
- Bringing enjoyment for residents

The LGA research has identified four main approaches to regeneration:

### Individual Cultural Institutions and Attractions

Cultural institutions can act as a hub and driving force for regeneration, often representing a focal point for cultural investment and activity, particularly in smaller towns and rural areas. For some areas, channelling investment through a main cultural hub can be the most effective way to generate economic and social impacts.

### Community Focused Cultural Programmes

Revenue based investment in cultural programmes can deliver very different types of social and economic impacts, often being targeted at areas where engagement with the arts has historically been low. This is likely to have been a key approach used in areas receiving funding from the Arts Council England Creative People and Places scheme or the Heritage Lottery Fund and Arts Council England Great Place scheme.

### Strategic Organisation/Co-ordination of Cultural Activity
Several areas have invested in a long term strategic body or partnership to co-ordinate, develop and deliver cultural infrastructure and activities across their area, in order to increase the positive economic and social impacts arising from culture-led regeneration.

### Arts/ Cultural Festivals
Recurring arts festivals often act as a focal point for culture-led regeneration in a range of urban and rural areas. The motivations for delivering festivals will differ depending on context, and the economic and social impacts generated can depend on what these motivations are, and whether the festival has been designed and delivered to maximise economic and social benefits.

**Role of partners**

The research explored how regeneration was achieved and in each case, while it was clear that the council had a fundamental leadership role in regeneration, there were other critical key partners who were instrumental in making things happen.

First and foremost were the large public investors such as Arts Council England, or Historic England. These agencies have not always had a co-ordinated approach to areas, although an innovative joint investment in Hull as city of Culture led to a significantly increased impact; and the recent signing of a memorandum of understanding between the two organisations is very welcome. Together, they should be able to support transformative investment in a number of areas. Coastal towns will particularly benefit from the insight and expertise available from Historic England, as Grimsby and Margate have found through their Heritage Action Zones.

Private sector investors also have a key role. In Knowsley, a Place Board comprised of local and national businesses has been instrumental in driving forward a vision developed by the council. There is no political representation on the board, although joint-working with the council is integral. Instead, it has managing directors, drawn from Jaguar Landrover, John Lennon Airport, and the Atlantic Gateway among others.  The Place Board has run a series of Ambassador sessions which allow them to showcase Knowsley and generate land deals at events, and has led to Knowsley being successfully showcased alongside the Liverpool City region as a place to invest. This private sector approach has the potential to be rolled out successfully across other areas, particularly where some transformation of the local business and tourism sector is required as part of the regeneration of the area.

**Key findings**

As the research is not yet published, we are unable to share the full findings. However, three key points have emerged across all 15 case studies, and are illustrated by the two case studies in this section. We will share the full publication with the Committee when it is published in the autumn. The emerging themes include:

A shared vision is an important foundation: Delivering economic and social regeneration through any approach requires the inputs and buy-in of a wide

range of public, private and third sector partners.  Development of a shared vision and action plan with partners can be critical to realising ambitions.

National cultural bodies can be important local partners: Several of the case studies demonstrate the benefits gained by Councils engaging more closely with nationally significant arts organisations, drawing on their skills, expertise and resources to enhance local cultural project delivery.

Community involvement can be a powerful driver for culture-led regeneration: Local communities can play a major role in culture-led regeneration, providing ideas, time and energy into projects, as well as applying pressure and helping demonstrate local backing for projects which can help in case-making and securing funds.

## Appendix A – Local authority case studies

## Case study: Stoke-on-Trent

Stoke-on-Trent has historically been characterised by low arts engagement and was eligible to apply for funding from Arts Council England's Creative People and Places fund, as it fell in the bottom 20% of local authorities in terms of arts engagement.

A consortium of partners including the New Vic Theatre, Partners in Creative Learning, Staffordshire University and 6Towns Radio came together to develop a successful bid which focused on engaging local people to help shape the programme on an ongoing basis.

The programme began delivery in Summer 2013 and ran until 2016, before securing a second phase of funding, which will support continuation until 2019.

### Delivery of activities

Funding for Appetite Programme

£3.0 million Arts Council England for 2013-16

Local residents played a big role in shaping the Appetite programme, with the Taster Menu in the first year used to allow residents to experience a range of free arts events and give feedback. This close engagement has continued through the regular Supper Club, where local people come together to help Appetite shape and develop activities and events.

The programme has sought to make art more accessible, putting art in non-traditional spaces such as parks, hospitals, and bus stations, and emphasising affordability, availability and accessibility in its programme. Appetite launched the Big Feast arts festival in Stoke in 2014 and has run this annually since then.

Stoke-on-Trent City Council were closely involved in the programme from an early stage and have delivered complementary activity to strengthen programme impact, including animating the city centre through events and activities, delivering high profile arts events and activities in parks, and establishing a community grant for local people and groups to develop their own arts events.

### Impacts

Supporting local jobs – with around two thirds of the £3.0m programme budget to be spent in the local area, this will directly support local jobs.

20% increase in city centre footfall – on the weekend of the Big Feast Festival, boosting spend with city centre businesses.

100,000 more day visitors to Stoke in 2016 – with part of this rise likely to be attributable to the Appetite programme.

Cultural / creative sector support – the programme has supported local artist development, supporting growth and development of these sectors.

Enhanced image – the programme has supported enhanced perceptions of the city, which the City Council believe has played a role in attracting new inward investment in the city, a rise in new shop openings, and new hotel developments being planned.

90% felt an increase in community pride – as reported through audience feedback.


**Learning points**

Community sense of ownership – through taster menus and the big supper meetings, the delivery team have sought to work closely and openly with local people to ensure the programme is seen as locally owned and shaped, developed by and for this community.

Early start - Appetite ensure that events started early in the programme, to get people involved, engaged and talking about their experiences.  Even if these were small-scale this helped the programme gather momentum.

Importance of brand and identity - Appetite saw the importance of developing a brand and identity early on so local audiences would quickly associate the Appetite logo with interesting and high-quality events. It built a strong social media presence with a big reach across Facebook and Twitter as well as people signing up to newsletters. This also enables Appetite to support other local artists and events on their platform.


**Case study: Newcastle and Gateshead**

The NewcastleGateshead Initiative was set up as a destination marketing organisation for the area, supporting the role of tourism and culture in creating both economic growth and regeneration.


At the outset this particularly focused on new marketing opportunities arising from the £250m+ of investment at that time into the Sage Gateshead, Baltic and the Millennium bridge, as well as a number of new and refurbished venues.

Today it provides a cultural development team and convention bureau alongside its marketing roles, and in 2016 produced the successful bid to bring the Great Exhibition of the North 2018 to Newcastle-Gateshead.

**Delivery of activities**

Annual Funding for NewcastleGateshead Initiative

£1,000,000 Newcastle and Gateshead councils

£1,000,000 Partner investments

£1,000,000 Other activities such as income from the NGI trading arm

Total Funding £3,000,000 per year

The NewcastleGateshead Initiative is a public-private partnership involved in a range of activities including attracting businesses to invest in the area, attracting tourists to visit the area and supporting development of visitor economy businesses, promoting the area as a conference destination, supporting the development of a new convention centre; and developing, delivering and attracting events.

Cultural activity is embedded in much of this, as the cultural offer is a key part of the city attractiveness to visitors and investors, and much of the events delivered are arts and culture focused, including the Great Exhibition of the North.

The majority of cultural organisations in Newcastle and Gateshead are partners and NewcastleGateshead Initiative also regularly promotes their events to its large social media following.

**Impacts**

Newcastle-Gateshead attracts 17 million visitors per year

22 new businesses attracted to the area in 2017, creating or safeguarding 1,300 jobs

Attracted large events such as the Great Exhibition of the North and the World Transplant Games

Great Exhibition of the North expected to add £184 million to local economy

- 17 million visitors per year – to NewcastleGateshead, spending a total of £1.5 billion, partly due to the successful marketing by the NewcastleGateshead Initiative.
- £184 million – expected total economic impact of the Great Exhibition of the North 2018, secured for the area by the bid led by NewcastleGateshead Initiative.
- 1,300 jobs created or safeguarded in 2017, with 22 new businesses attracted by NewcastleGateshead Initiative's inward investment activities. The image and offer of the area's cultural facilities are a key component of the marketing materials.
- Cultural and creative sector support – through support for networking and promotion of the activities of cultural partners, NewcastleGateshead Initiative is supporting the growth and development of these sectors.
- Community pride – enhanced through new cultural activities and events led by NewcastleGateshead Initiative, such as the Enchanted Parks programme.

**Learning points**

Strategic leadership – for a large city region, having a dedicated body to strategically lead cultural development alongside marketing to visitors and investors has proven highly valuable for Newcastle-Gateshead.  It has helped provide well-co-ordinated marketing, but also an expert capacity to develop and attract major events, including the successful bid to secure the Great Exhibition of the North.

Co-ordinating partners – as a strategic partnership, NewcastleGateshead Initiative is able to broker and develop relationships between a wide range of

partners from local arts and cultural bodies to national funders and arts organisations. As well as being able to draw on the expertise of all of these partners, NewcastleGateshead Initiative adds value by providing these networking links.

Recognising culture at the heart of place marketing – NewcastleGateshead Initiative sees its role as promoting the areas as a place to live, work, learn and visit, and across all of these activities, the area's cultural offer and its iconic cultural institutions are seen as integral.

# Local Government Association Coastal Special Interest Group – written evidence (RST0099)

## Overview

The Local Government Association Coastal Special Interest Group (the "LGA Coastal SIG"), a group of over 60 Local Authorities from around the coast of England representing a total of over 13 million people (2011 census).

## The importance of England's coast

The coast and coastal area provides an important national resource in terms of food production, aggregates, energy and its contributory ecosystem services, as well as its fundamental role in trade and commerce. It is also one our most fragile and vulnerable environments. English Local Authorities play a central role in promoting and protecting these values. Some key facts from the Coastal SIG's On The Edge document

Total length of England's coast at the mean high water mark: 6,261 miles (10,077 km). No one in England lives more than 75 miles from the coast - the most "maritime" population of any major country in Europe.

## Coastal resilience

Approximately 44% of the England and Wales coast is defended to prevent or reduce flood risk and coastal erosion. Coastal erosion is relentlessly occurring on 30% of England's coastline. The rise in sea level relative to the land will be greater than the global average in southern and eastern England because the land is gradually sinking.

For many parts of the coast, the increase in mean sea level during the 20th century is up to 20cm (IPCC 5th Report 2013), will have doubled the risk of flooding (Environment Agency 2011). It is anticipated that the number and frequency of intense storms and tidal surges is likely to increase significantly. It is projected that spending on coastal defences will need to double by 2080 (DEFRA) the use of managed realignment and other forms of soft coastal defence measures are likely to increase.

## Tourism

Seaside tourism was valued at £17 billion (National Ecosystem Assessment 2010).
In 2013 it was estimated that 31% of all tourism expenditure is at the seaside - an increase of 3% p.a. for domestic visitors and 11% for overseas visitors (Tourism Alliance 2013).

## Coastal deprivation

If all coastal areas in England were to be 'rolled up' into a single region, the level of deprivation of this region would qualify the area for substantial EU and national regeneration funding. However, because of their size and location, many

of the dispersed pockets of coastal deprivation fail to qualify for such support. Coastal Regeneration Handbook, CCA, 2010

**Climate change**

The IPCC Special Report on Global Warming of 1.5°C approved by governments says that we are already seeing the consequences of 1°C of global warming through more extreme weather, rising sea levels and diminishing Arctic sea ice. Coastal communities are amongst the most vulnerable to extreme weather events and the long-term impacts of these changes. Coastal Local Authorities are already key players in helping those communities adapt and ensuring resilience. To maintain this role, increased resources will be essential – as shown by the extreme weather events of the winter of 2013-14.

The following information collates a selection of insights provided by range of the Local Authorities that make up the LGA SIG members and represents a summary of common themes that have been raised.

The information presented here does not represent the official position or views of the LGA SIG or individual members.

Background and understanding

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over several years?**

The following common challenges have been identified by coastal Local Authorities:

a. The effects of climate change, including rising sea levels, increased rates of flooding and erosion. This also results in the loss of an attractive amenity beach, which are the economic engines of many coastal resorts and result in a loss of visitors.

b. Insufficient levels of revenue funding to cover the maintenance of coastal resilience assets.

c. Disproportionally high levels of deprivation and social challenges with resulting spending and resource commitments meaning there is a significantly reduced ability to invest in regeneration.

d. Property blight, caused by climate-related risk or socio-economic challenges.

e. A lack of tools and policies to address coastal community challenged and the skills, expertise and capacity it apply them.

f. Lack of policy on coastal adaptation (where risk mitigation is not economically viable or sustainable)

g. A lack of funding for core services and the challenging financial position of Local Authorities making infrastructure or regeneration investments unviable

h. A lack or oversubscription of healthcare facilities and recruitment of healthcare professionals.

i. Typically, poor or inconsistent data connectivity

j. Poor road links and infrastructure resulting in severe congestion in peak season, impacting visitor numbers / preventing areas realising their potential.

k. Demographic changes resulting in a typically high proportion of retired people making productivity and recruitment a challenge for local businesses, with resulting increase of house process in less deprived areas.

l. Loss of previous industries such has fishing has left communities without viable alternatives beyond tourism and recreation, which are typically seasonal, pay low wages and with low job security.

m. Lack of a coordinated approach through partnership working across the key stakeholders and agencies at a local level.

n. A top-down policy-led approach to addressing coastal deprivation and regeneration that does not recognise the local context

o. Social and economic regeneration projects have been heavily reliant on one-off grants, with strict and narrow criteria. This has worked against the long-term sustainability of these projects due to the lack of long term funding streams and resources locally.

p. The typical grants for regeneration require sign

q. Funding has incentivised building new assets but not investing in existing assets, e.g. housing stock

r. A significant increase of second homes in more affluent areas resulting a down-turn in an active local community contributing to the local economy through taxation and spending.

s. Current political structures actively working against large scale regeneration – e.g. in two-tier areas counties are too far removed without the necessary powers and responsibilities whereas Districts and Boroughs due not have the resources or funding available to deliver these projects.

t. Higher levels of out-commuting (living on the coast but working elsewhere) and loss of young people as they seek to escape deprivation and lack of opportunities.

u. Low quality housing stock and availability of quality visitor accommodation.

v. Partnerships take time and require trust, but retention of staff is a challenge.

w. The development of potential sites has required significant upfront public investment for decontamination, flood resilience etc. to enable them to be commercially viable, but coastal Local Authorities often do not have the resource or capital or are unable to borrow against the potential future income due to financial constraints or conflicting financial pressures.

x. Low high prices in deprived areas means that key regeneration sites or not economically viable to develop.

y. Social issues are deeply entrenched and require a co-ordinated approach with policy that enables the local situation to be taken into account.

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

a. There has often not been the resources available to conduct / commission quality research at the ground level or where it has been conducted it is now out of date.

b. Research undertaken on a local basis has echoes national data that indicates that coastal communities have a disproportionally high level of socio-economic challenges even in areas with relatively high levels of affluence.

c. There is a lack of data around the impact to those 'left behind' by regeneration and gentrification, such as the increase in local house prices and rents and therefore a reduction in the availability of affordable housing.

d. I the pursuit of a story media articles in recent years have often been sensational and negative in nature, contributing to a feeling of

abandonment and decline where groups are working to foster a sense of positivity, hope and progress but which can be very fragile.

e.  There have been limited credible studies on the value of seaside town and coastal holidays and day trips in terms of their contribution to the UK's tourism industry, particularly at a time when 'staycations' and internal tourism continues to be a key trend.

f.  The dynamics of coastal economies are unique in terms of the composition and mobility of workforce, the role of multiple SMEs and micro-businesses and opportunities and diversification (including off-season alternatives) and approached for more effective cross-sector co-ordination has not been studied in sufficient depth. However, New Economic Foundations Blue New Deal has begun to investigate a number of these issues in a practical way.

g.  The paper "Disadvantage in English seaside resorts: A typology of deprived neighbourhoods" (Agarwal et al, Tourism Management 69 2018) has been identified as a useful recent paper that takes the unique coastal context and complexities into account and makes practical policy recommendations.

Housing and demographics

**3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

a.  Guest houses only need to advertise their premises as such for two weeks of the year to achieve the desired business rate, some advertise their premises in this way but actually operate HMO's within them so that they pay lower rates. Outlawing this would help coastal towns achieve correct rates in payment.

b.  Old terraced properties, in many cases former B&Bs, have been converted into HMOs which often offer low quality accommodation. A high percentage of occupants are private tenants, with many partly or fully dependent partly or fully reliant on housing benefit to pay rent and related housing costs. There is a high demand for this form of property, incentivising its ongoing creation by private land landlords.

c.  Inversely, where regeneration projects have been successful there have been trends towards 'luxury HMO's' to accommodate a younger and wealthier client group. These have clear benefits but can result in the

further marginalisation of groups impacted by deprivation, particularly in more affluent areas where there is much hidden poverty. Local Authorities have aimed to address these challenges through local lettings policies and using their own housing stock to create new affordable homes, acquiring homes that are not currently commercially viable and through formal partnerships with private developers.

d. A typically older demographic and associated higher mortality rate can mean that there is high supply of existing but high value properties, resulting in a limited market demand to develop affordable new homes to younger people and those in low-paying jobs.

e. As coastal areas typically score disproportionality higher in the Indices of Multiple Deprivation, poor health and low skills and education levels will impact the type of property in demand and therefore how the local housing market is composed in these areas.

f. More rural coastal settlements accommodate a large number of residential park homes or former holiday chalets. This generally provide very basic cheap housing for a predominately older retired population, do not offer good quality of well insulated properties to their residents and are highly exposed to climate-related risks due to their construction and location. In addition, these occupants are not recognised in terms of service planning and (such as Council Tax and health needs).

g. A net outflow of working-age people, particularly in areas of deprivation are placing further pressures on these areas and could result in the unsustainability of some towns due to a lack of employees to sustain local services and businesses.

h. The national challenge of high streets closures are resulting in fewer amenities being accessible for these communities and results in an even greater divide and resulting health and wealth inequalities.

i. There is a focus on building homes in areas of typically high house prices. However, areas impacted by deprivation with typically low house prices receive little focus, despite a large proportion of those residents requiring Housing Benefit / Universal Credit to meet their housing costs. Enabling the construction of truly affordable homes in areas without housing affordability or availability challenges would encourage positive migration away from these challenges.

j. One-off large grants, such as those available through Homes England or via the Housing Infrastructure Fund, do not provide the funding required over the medium to long-long term to make real, sustainable change. In addition, large scale grants will lean towards the delivery of maximum new houses at the lowest costs. This places regeneration projects at an immediate disadvantage due the associated cost of demolition, remediation and place making.

k. The Local Housing Allowance need to be reviewed to ensure local market conditions are considered in the setting of rates.

l.  Tighter regulation of the private rented sector is required, particularly around the need to meet minimum standards.

m.  Bespoke funding sources are required for typically higher cost but high benefit regeneration projects, including those that aim to upgrade HMOs or develop derelict land in areas of deprivation.

n.  Due to low property prices and relatively low rental incomes that can be generated, the acquisition of HMOs and conversation into higher quality, less dense population is often not economically viable due to typically low house prices in these areas. Co-funding from Central Government is required to enable these conversations to take place.


**4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

a.  The most deprived coastal communities tend to have a more transient population and casual and seasonal work, which can exacerbate issues such as homelessness. Inversely, some areas have low transience but a lack of economic viability.

b.  Transience, a lack of appropriate housing stock and low incomes are intrinsically linked issues.

c.  In many areas, the ageing population brings many benefits but also challenges, including the aforementioned housing stock issues but also impacting productivity and public income such as through business rates. This prevents younger people starting new businesses in the area. Older populations and also impacting Health and Social Care systems due to an increase of age relation conditions. Isolation and hidden poverty can also be a result of a high number of those caring for family members. One Local Authority reported that nearly 1 in 3 of its population will be economically inactive by 2037 and the working age population will roughly equal the dependent population (older people and children).

d.  Transient populations are often made of single people or single parent families. Where there is a high proportion of these demographics in an area is can exacerbate social challenges such as isolation and result in a loss of a sense of community.

e.  Government policy has resulted in challenges with Out of Area Looked After Children, where Local Authorities received vulnerable children from other areas are not compensated in terms of funding, placing further strain on already very challenging budgets. Policy should be revised to ensure the risks and funding from such places are fully addressed.

**5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

a. Coastal towns typically sit – or are perceived to sit - at the 'end of the line'. Visitors travel to them specifically – there is little passing trade – and the catchment for these locations if from 180 degrees as opposed to 360 degrees for an inland settlement. and transport routes and must be an attractive destination.

b. Large highways projects are required to support the delivery of major private investments, such as car plants, ports and energy projects and often flood and coastal infrastructure. They have been multiple successes in securing large levels of public investment for these projects, but there are often major funding shortfalls with limited capacity remaining to secure the remaining funding.

c. Adding to public transport and good accessibility from the strategic road network, the Council has an extensive provision of cycling routes and walking routes that offer good connectivity between the town centre and foreshore areas for sustainable transport users. These links are then connected to a series of National Cycle Routes which provide connectivity across the North East region.

d. Many Local Authorities are investing significant levels in superfast broadband to either support growth or address connectivity issues where there has not been a market solution or by acting in partnership with the private sector. However, outside of more urbanised coastal towns there is poor broadband availability, but even larger towns can experience issues. This is acting as a constraint to private investment (particularly by start-ups) and growth.

e. This is also the case with mobile coverage, which is an ongoing issue in rural areas but is even prevalent in coastal towns.

f. Many tourism SMEs and microbusinesses and traditional seaside enterprises do not utilise new technologies to support their operation and promotion – there are opportunities in addressing these needs.

g. Many key roads that connect communities and act as conduits of economic value for the tourism economy are at risk or severe impact due to flooding or total loss due to erosion in the coming decades. Where these are located in rural area, current funding policy means that the vast majority of funding must come from local sources.

h.  In peak periods, roads around popular coastal towns often create pinch points and severe congestion. This is a constraint to growth and increasing visitor numbers. Co-ordinated investments are required that recognise the seasonal demand.

i.  Forward-funding for major infrastructure projects is sorely needed – funding sources announced at short notice with complex application processes man that those with the largest number of bid-writers and lucky enough to have the right data at their fingertips are successful, as opposed to the projects addressing the highest needs and delivering the greatest benefits.

a.  Many Local Authorities are having to respond to a lack of investment in key transport infrastructure over the last 20-30 years. Investment in the upgrading of these assets are essential to enable ongoing viability of communities and new development.

b.  In particular, a severe lack of investment in previously well-used rail connections further contributes to the 'end of the line' impression, severely reducing the viability of this transport option and contributing to congestion and oversubscribed parking facilities in peak season.

c.  However, in some locations investment has been maintained and this has enabled excellent connections to neighbouring settlements and contributed to connected, vibrant communities.

d.  Many coastal towns are some distance from major A road connections, placing supply chain constraints on businesses.

e.  The standard Government calculation of Benefit Cost Ratios for transport investment does not account for seasonality and the unique geographical context of coastal communities. The review of WEBTAG for economic impacts is welcomed.

f.  Many large coastal settlements offer challenges for young people due to long learn distances and results in difficulties in their retention and can contribute to a low skilled labour market.

g.  A large number of coastal towns have thrived due to their location due to their connection to the offshore industries, particularly energy. While the historic boom and bust of the oil and gas industries have contributed to the social and economic challenges in a number of locations, they continue to provide important employment and economic value. The growth of offshore renewables is contributing to the renaissance of many coastal towns, but the challenge will be to not repeat the mistakes of the past and help ensure the benefits continues after the current windfarms have been constructed and capacity has been reached.

Several important river crossing projects have been announced / confirmed for a number of locations. It will be important to ensure that the opportunities that these can bring are taken advantage of through investment in other key infrastructure, appropriate housing and commercial development and flood and coastal resilience to ensure they do not exacerbate current issues by enabling traffic and people to literally pass through the town.

h. An opportunity to address social isolation and loneliness in coastal communities has been identified through 'hidden needs mapping' and can be addressed through digital inclusion projects, including these where young people or peers can help older people to get online and connect to family and friends.

The role of the visitor economy

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

a. Coastal Authorities who have developed schemes to promote tourism generally report success. Particularly with events programmes to appeal to a range of visitors and with a much wider visiting season than would traditionally be expected.

b. Where there is a single point for managing the visitor economy who can promote all destinations within an area then Councils can successfully work with large and small tourism operators to market the areas locations and events.

c. The challenge is maintenance and cleaning of seafronts, particularly as visitors stay later and have high expectations for quality and finish of assets. These assets are under constant pressure from the sea and the weather. Suggestions such as a tourism tax could help to raise contributions for these problems.

Physical regeneration

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in**

**seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?**

a. Arun District Council's example of investing in high quality infrastructure has resulted in refurbishment of other tourism related assets. Town centre management has led to vacancy rate has dropped by 6% in 6 years, and mixed use schemes and attractions has resulted in increased footfall year-round.

b. The examples are not always successful however, in East Lindsey where 30% of the District is identified as being at flood risk which reduces development opportunities. The lack of an equitable funding formula to contribute towards future flood defence schemes also creates uncertainty for future commercial investment.

c. Greater Lincolnshire is a major area of agricultural production and food manufacturing that contributes significantly to UK food security. Greater Lincolnshire accounts for 25% of all Grade 1 agricultural land in England, the vast majority of which is protected by existing coastal flood defences.

d. The majority of effort is focused at the visitor economy, including supporting local agriculture as a visitor product. Other sectors such as renewable energy is a strong industry in some areas and work is being done to develop the appropriate skills to support this work locally.

e. Business Parks and Business Improvement Districts have also trended as development schemes.

Social and economic regeneration

**8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

a. Partnerships have been highlighted consistently as an enabler to regeneration. Particularly partnerships with Universities and also with key stakeholders in towns to leverage investment. The Bognor Regis Regeneration Board started by Arun District Council 10 years ago has developed business confidence and investment in libraries, tech parks and leisure enhancements.

b. Town centre enhancements such as those seen in King's Lynn and West Norfolk Borough Councils have resulted in reduced vacancy rates, increased visitor numbers and dwell times and private investments.

Projects such as those resulting from HLF have also supported regeneration. Events have proved popular but will be a challenge to sustain these beyond HLF funding.

    c. Schemes aimed at improving health and aspirations of young people exist around the country.

**9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

    a. Local businesses play an important role in delivering regeneration in seaside towns. Private sector investment has followed significant investment by the Council. Government and Local Authorities need to create the right environment to give confidence to the private sector to encourage investment.

    b. Support programmes such as the Regional Growth Fund provided some scope to plan and grow however these programmes have been short term. Regeneration should be planned for longer periods of time.

    c. Barriers to growth have included lack of access to staff and skills but also with the quality and affordability of premises and transport in the area. Many seaside towns suffer dilapidated and poor quality built environments. This lowers perceptions and depresses possibility of investment. Growth Funds and Small Business Rate Relief has helped some towns to upgrade frontages and retain town centre locations.

    d. Blackpool Council launched its own Business Loans Fund, which invested in tourist related and leisure provisions. This has been successful but there is still a significant funding gap.

    e. Enterprise Zones are being established around the country which provide incentives to investors and can be tailored to the needs of that town. A successful example of supporting investment is the construction of ORBIS offshore energy innovation centre in Lowesotft which is a publicly managed workspace for businesses and support to offshore energy companies. Since its creating Orbis Energy has secured billions of pounds of investment and 800 new jobs in the East. Many businesses have benefited from the company and it has acted as a spring board for many.

f. A barrier that has been highlighted is communicating the business support that is available. Despite marketing campaigns only a fraction of small and micro businesses are aware of the support available or if they are aware many find the application prolonged and complex. The issue of connectivity is intrinsically linked with this as is infrastructure generally, isolation (end-of-the-line) and public transport.

Education, health and wellbeing

**10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

a. The level of social problems inevitably makes the delivery of quality education in coastal communities challenging, with some issues more akin to the problems of inner city areas, without the corresponding proximity to high quality career-focussed jobs which could act as a catalyst for aspiration. Often the jobs that are available locally reduce the aspirations and access for careers.

b. Remoteness of coastal areas, and the reduced catchment, means there is a smaller pool of teachers to draw on.

c. Schemes to link curriculum learning with career opportunities so that skills and experience can be linked to local need have been successful in Lowestoft.

**11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

a. A range of situations exist within England's coastal towns. In South Tyneside health conditions relating to heavy industry exist along with social and income inequality. In Lowestoft there is a life expectancy between the most and least deprived wards of over 10 years and in Blackpool there is a life expectancy of 13 years between the most and least deprived areas.

b. Challenges include attracting medical staff to coastal towns, the aging population adding pressure to the stretched medical services, sparse populations meaning that travelling for medical care is difficult, and issues such as worklessness or poor social relationships which are related to ill

physical or mental health of claimant increasing the demand on public services.

    c. Prevention and early intervention will reduce costs in the medium and long term. Funding for health care projects is short term and directed at emergency and acute care.

## 12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

    a. The CCF is a good example of an scheme that enables a community to design solutions to meet their own needs. However the level of project development needed to reach project stage is high and is a risk to an authority considering the level to which the CCF is applied for by competing projects.

    b. The CCF would benefit from a longer term and increased funding commitment to support strategic approaches. Programme level allocations would support long term strategic approaches, along with priorities being linked to locations of greatest deprivation and peripherality.

    c. Tourism infrastructure such as car parks, toilets, visitor centres, is beyond the means f most local authorities. BID and other mechanisms to secure private sector contributions are difficult to initiate, so either a BID start-up fund or a specific tourism infrastructure fund would assist with managing visitor expectations for quality public infrastructure.

## 13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need

**for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

    a. Long-term approach to coastal regeneration is needed, rather than the current short term situation. This would provide stability and the ability to deliver.

b. Comprehensive regeneration strategies need support from wide range of partners. This includes local authorities (all tiers if relevant), the LEP, Highways England, Network Rail, and a range of national organisations.

c. These bodies must be correctly represented in governance structure and must be signed up to the strategy objectives, which will support collaborative approach.

d. Whilst costly, masterplanning approaches provide greater clarity for prospective investors and future development aspirations of seaside towns, particularly for seafront areas and town centres.

e. Essex CC have used a range of programs to link tourism and businesses to enable visitors to link with destinations along the east coast. Tourism data has been analysed and made available for businesses.

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

a. Support for issues relating to redundant land / property, including contaminated land to improve attractiveness of sites to private sector.

b. Costs for managing safety and expectations of assets within a seaside town should be accounted for, particularly as seaside towns suffer from sea related issues such as erosion, flooding, and benefit from only 180 degree or less catchment areas rather than 360 that inland towns benefit from. This could be accounted for in routes such as Revenue Support Grant formula or tax reductions for tourism goods and related services.

c. Current funding formulas are based on a historic system which do not reflect current needs of coastal communities. Coastal towns seem to fall between large scale Growth Deals and small-scale funding that targets community led initiatives. Greater consideration is needed for coastal towns so that they can develop proper long-term and measurable plans.

d. A similar issue of funding formulas for coastal areas where a coastal town would usually qualify for support based on the deprivation index however, the neighbouring coastal town is wealthy, which skews the analysis for that location.

e. The Coastal Community Fund is oversubscribed which shows the need for funding for capital works in coastal areas. Public grant funding is needed for the town to uplift itself and attract private investment. Once public

assets have been regenerated this gives private investors confidence – see Felixstowe example of significant public investment in coast protection, HLF funded seafront gardens and private investment that followed.

f.  Increase investments in physical infrastructure (road and rail) to improve connectivity to coastal towns.

People and place

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

a.  Regeneration can appear to be against the wishes of the local community who may not welcome visitors and their associated activities. Community sense of involvement and ownership of the town is important to helping regeneration opportunities. Being able to share projects and aspects of projects, involving the community and supporting their wishes enables involvement of the community in the direction of the seaside town (See Blackpool's Pride of Place Partnership, led by Business In The Community.)

b.  The East Suffolk Community Connector model focuses on what matter's to that community and to support a community to develop their own goals. This method allows building on existing strengths, skills and knowledge that exist already within a community.

**16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

a.  Forums exist around the country to bring together councils, organisations and people, and are good conduits to share activity and learning. Strong partnerships form when coordinated through a board overseeing all programmes. Boards to consist of national and local senior politicians and Local Enterprise Partnerships. These structures support co-ordination, resilience and accountability.

b.  Good examples of structure include Blackpool Economic Prosperity Board.

# Lynton & Lynmouth Town Council – written evidence (RST0020)

### Background and understanding

1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

**A: In the twin seaside towns of Lynton & Lynmouth the most significant challenges are: a) almost total reliance on tourism for employment and income and b) impact of second home/holiday home ownership. These challenges are common to many seaside towns, particularly those in the rural (isolated) south west. They have not only persisted over the years but increased as the wealthy from other parts of UK (South East and London) have relocated and 'invested' [sic] as low interest rates reduced investment in financial institutions.**

2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

**A: Being a significant constituent part of Exmoor National Park community we benefit from the research and data they generate. Similarly we are well supported by North Devon District Council Economic Regeneration Team who work with us on Coastal Community Team initiative and other funding streams reflecting the social, economic and demographic situation we are in. The area suffers greatly from lack of modern telecommunications and data speeds which have yet to be sufficiently rolled out to offset our rural isolation and entice businesses/entrepreneurs to the area.**

### Housing and demographics

3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

**A: The concept of 'Principal Residence' has been researched and tested in the courts as a valid Planning Response to the issue of second and third home ownership in the region. The Lyn Plan (first Neighbourhood Plan in a National Park) set a precedent for this concept, the community having suffered for many years with the growing number of holiday and second homes impacting on the local indigenous population.**
http://www.exmoor-nationalpark.gov.uk/__data/assets/pdf_file/0010/335395/Lyn-Plan-210313-low-res.pdf

**Where 'Principle Residence' restrictions do not prevent second home ownership there should be a rigid 'commercial' control via Council Tax and Business Rate structures to make the situation less biased against resident communities and make multiple home ownership less commercially attractive. In social terms the lack of registered electors impacts local democracy as well as a sustainable local economy.**

4. Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

**A:  In line with our answer to Q3 the impact on young adults and cohesive extended family groups in seaside towns and communities is undermined by the soaring property market and unaffordable private ownership options for local youngsters. Consequently they are forced to move away further denigrating the sense and viability of local community.**

**In the past 30 years for example the electorate in Lynmouth alone has reduced from circa 600+ to ~150 due entirely to the loss of the resident population to second and holiday homes.  Additionally families no longer live 'over' their businesses with many properties now forming retail units and property for let above. Hotels became apartments and staff quarters have all but disappeared.**

**Transport and connectivity**

5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

**A: The A39, arterial route from Hilsford Bridge directly into the seaside village of Lynmouth is worse than a 'third world' track despite constant reports and lobbying of the Highways authority. Concessions made to OAP transport and reduced funding for public transport in general makes it extremely challenging for our local bus company to remain viable with a comprehensive service.**

**There is still little or no digital connectivity into either Lynton or Lynmouth, with fast fibre connections failing to translate into practical business speeds for sustained economic development. Council would seek to develop a Business Hub on Council owned property, with bonded cable straight to the building however, the necessary financial support is not available at this time.  The risk in such a venture cannot be borne by the Town Council utilising local precept rates.**

**The local Filling Station is sole recipient of the 5p Tax concession in England due to our rural isolation.**

**The role of the visitor economy**

6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?

**A: As a seaside community we have been grateful recipients of funding from each of the FLAG, Coastal Communities and Coastal Revival funding rounds. We consider these to have been successful initiatives and the projects promoted our tourism offer and contributed toward the visitor economy through uplift in numbers. This is measured on the basis we have the second most visited tourist attraction in the County in Lynmouth Cliff Railway.**

**As mentioned in the previous answer we are constrained by a lack of digital and transport connectivity which precludes us from encouraging incoming economic investment from other sectors.**

**Physical regeneration**

7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?

**A: The Lyn Plan and newly adopted Local Plan for Exmoor National Park both have positive approaches to regeneration and sustainable economic growth.  However, there is a persisting need for improved housing provision, industrial development and secure [dry] storage facilities within the settlements.**

**Our location is becoming less attractive to a considerable number of social groups as public services centralise for efficiency reducing the availability of emergency response for health and social issues compounding the rural isolation in economic and social terms.  In many respects this focuses certain groups of wealthy, healthy mobile people toward the location, further diminishing 'local community'.**

**Social and economic regeneration**

8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

**A: A Community Land Trust has been established seeking appropriate land [locally] for development of 13.5 housing units determined as the level of need by a 2015 Housing Needs survey.  This group has District Council representation and support. It is hoped North Devon Council will**

**be philanthropic in donating local land under their control to facilitate this community development.**

**For economic regeneration there needs to be a vibrant market with new permanent residences to attract families and incoming business people. Schemes developing new innovative businesses, assisted through reduced business rates, incentivised through start up grants and lowered taxation demands on local employees with assistance to purchase homes and remain in the locale.**

**Recent schemes for generation of power from natural resources have been unsuccessful for a variety of reasons including costs of set up in such remote areas.**

9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

**A: As mentioned previously there could be enhanced statutory support for establishing fibre enabled Business Hubs in seaside locations to encourage Internet trading, thereby supplementing the more traditional seaside offer.**

**Currently systems of government at principle authority level and above, seem counter-intuitive in terms of small business rate relief; council tax allowances and unenforced trade waste measures, for example. Policy should reflect the sustainable requirements of SME and their contribution to seaside communities inclusive of tourism and other linked industries. Enhanced tax regimes linked to sustainable business need to be more prevalent than relief on second homes and holiday lets.**

**Education, health and wellbeing**

10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

**A: No.  All secondary and tertiary education, plus HE are at least 25 miles distant from our seaside location.  Without effective connectivity in transport and ICT terms this is a challenge without solution.**

11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?

**A: We consider health conditions in our community are linked in many respects to rural poverty rather than prevalent seaside conditions. Incoming wealthy members of the community are generally in better health and can afford enhanced care and treatment regimes than local**

**indigenous residents who have survived on minimal seasonal wages linked to the tourist economy or rural industry and farming.**

**Centralising public health bodies have seen the loss of our NHS Cottage Hospital, local County Council Care Home and Emergency Medical Care plus the loss of our Ambulance Station. Fire response is provided solely by retained staff and volunteer first responders supplement the emergency Health provision. A small Health Centre with Minor Injuries Unit address the majority of care issues and a Charity Air Ambulance has day and night landing facility provided by community fund raisers.**

**Targeted interventions to maintain local services would benefit not only the community and enhance recovery times but also unblock District Hospital and Care Beds when returning residents to the locality without extended central support.**

**Delivery structures**

12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

**A: We consider the CCF to have had a really beneficial and positive effect on our communities providing support where none was previously available. This Council would fully support further initiatives of this nature and willingly support such a fund in the future.**

13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

**A: There is much scope for a 'joined-up' approach to seaside town regeneration which will incorporate closer collaboration between departments and governing groups to break down the number of 'silos' which presently inhibit progress, being introspective, rather than working and contributing to a common goal. For example; the benefits to health and reduced congestion could be better managed by a return to the 'Locality' agenda. Provide local solutions to local challenges as long as they complimented the strategic vision. One example is increased traffic when a family member is treated in a central hospital and then becomes a bed blocker before being placed in a recuperative nursing home 25 miles away from the community which exists to support them. There are many other circumstances (e.g. 999 Services) where centralisation has been to the detriment of isolated seaside communities and towns, saving money for one agency whilst increasing social costs for several others.**

14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

**A: In recent years seaside towns and settlements such as ours have necessarily picked up the additional costs which cascade down the hierarchy from central government to County and District authorities which they pass on to Town and Parish Councils. This has impacted on local service delivery with more of our energies taken up with service provision historically the domain of higher authority. Were these services not undertaken the quality of amenities and tourism services would be further undermined.**

**There has developed a huge chasm between revenue and capital budgets. This undermines the provision of landscape management and new amenities which are really important to tourism. Match funded grant aid for capital projects is truly appreciated but the lack of ongoing support through any mechanism realistically makes the initial injection of support much less sustainable in a great many cases.**

**One of the major issues faced in seaside towns and communities is the impact of Business Rates on Public Conveniences and Car Parks. This seems a false economy introducing exorbitant charges for provision of not profit making facilities which underpin the provision of seaside amenities. There is also a knock on to public health and street scene where these provisions are no longer maintained.**

**People and place**

15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

**A: Gradually the local community are realising they cannot rely on government and the state for historic levels of support and they are becoming more self reliant. Voluntary and charity sectors are supporting the community more and more although this is a finite resource in many respects.**

**Without being facetious, the impact of second homes and holiday homes (as evidenced above by reduction in the local electorate of Lynmouth) has left local 'community' on a knife edge. The tipping point is in sight and more central support is needed for these dwindling communities to regenerate, with a vision for the future and the means to achieve this.**

**Several of our responses have touched on the rigidity of central and local tax regimes, business rates, VAT etc. all of which contribute to the challenges faced by SME in rural isolated seaside towns.**

**Community cohesion exists and businesses struggle on. There are examples however of extensive turn-over in the B&B and small Guest House market whilst more and more "Key Boxes" are erected at front doors as AirBnB customers turn up for a long weekend. Much of the**

**'modern' provision seems to operate under the radar of both taxation and proper quality control measures.**

16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

**A: The Lyn Economic and Tourism Alliance (LETA) is undergoing a process of redevelopment and redesign as new members have recently joined.  The initial start up was supported with ring fenced funding from the Town Council. It would be appreciated were this initiative to receive central support from the Coastal Community Support fund.**

**One work strand within LETA is examining a Business Improvement District (BID) project. Initial work suggests this may be acceptable to the key traders.  Next steps include the mandatory referendum to gauge general opinion and support for such initiative.**

**Were revenue funding available in the next round we would bid for a Town Centre Manager to complement the BID group and concentrate solely on the Tourism Offer and coordinated marketing of the seaside towns of Lynton and Lynmouth.**

This paper has been produced by Kevin A Harris, Town Clerk and Cllr Mrs Suzette Hibbert latterly Mayor of LLTC and long serving member of this and the District Council.

Finalised for submission 2/10/2018

# Mr Paul Malley – written evidence (RST0004)

May I firstly thank the Select Committee for the opportunity to present information on the seaside town that I have lived in for over 41 years. Too often, I hear local residents state that they feel marginalised and that their views are not listened to, so I feel particularly humbled that you have given me the opportunity to present evidence on the situation in my home town, Hornsea.

1-Hornsea – A brief introduction

- Hornsea is a small seaside community on the east coast of Yorkshire coming under the unitary authority of the East Riding of Yorkshire. It lies approximately 16 miles north east of Kingston upon Hull.
- According to the 2011 UK census, Hornsea has a population of 8,432. However, being a seaside town this population does increase to over 30,000 in the summer tourist season.
- The town itself is located between the North Sea and Yorkshire's largest freshwater lake, Hornsea Mere, itself a tourist attraction which hosts a number of sailing regattas.

2-Housing and Demographics

- The transiency nature of the population of Hornsea does present some challenges. As indicated above, the core population of Hornsea is just over 8,000, but in the tourist season between Easter and October, this population more than doubles, peaking to over 30,000 in the core school summer holidays.
- There have been a number of housing developments within the town in recent times. Under a 15 year development plan published by East Riding of Yorkshire Council's 'Local Plan' in April 2016, * it was proposed that 750 new homes were to be built in Hornsea. These were as follows:
- 7 hectares south of Hornsea Burton Road for 175 homes.
- 4.7 hectares east of Rolston Road for 121 homes.
- 4.2 hectares south of Potters Way for 107 homes (Now complete)
- 3.2 hectares at the site of the former Seaside School in Hull Road, for 66 homes and a care home.
- 1 hectare south of Sands Lane for 27 homes (Now complete).
- 5.8 hectares east of Ashcourt Drive and north of Northgate, for 132 homes (Partially completed).
- 1.9 hectares north of the Indoor Bowling Centre in Atwick Road, for 52 homes.
- 0.4 hectares northwest of Parva Road,for 13 homes.
- Since this Local Plan was published, planning permission has been granted in August 2018 for a further 58 new homes on Cliff Road.

- The following statistics on the demographics of Holderness North Ward are from analysis carried out by East Riding of Yorkshire Council as part of its 'Needs Analysis'.**
- 26% of the population in East Riding Yorkshire North Ward (which includes Hornsea) are claiming State Pension.
- 3.6% of the population are claiming unemployment benefit or income support
- 22.3% of the population have a limiting long term illness.
- 5.6% are living in households that are a single parent household.

3-Transport Infrastructure

- Hornsea has no railway service, with the Hull to Hornsea railway link being closed in 1964 as part of the Beeching reforms.
- The town is served by 1 bus company, East Yorkshire Motor Services. On 1st May 2018 the Hornsea Bus Depot was closed with a subsequent reduction of bus services. There are now reduced bus services with no services between Hornsea and the nearest town, Beverley, on a Sunday.
- There are 4 main roads connecting Hornsea to the outside world. Due to Hornsea's geographical position between the North Sea and the Mere, all of these roads converge on a single traffic junction on Market Place/Newbegin/Southgate. This forms a natural pinch-point with significant traffic congestion in the Summer Holiday Season.
- In practice, Hornsea is impractical to live in if you do not have access to a car.

4-Economic Regeneration

- In June 2018 the Nat-West and Lloyds Bank branches were closed. As a result there are now no bank branches within the town. Lloyds operate a mobile banking service which calls in on the town offering banking services for a total of 5 hours per week over 3 days.
- There are two Post Office branches which offer limited banking facilities.
- Hornsea has two main supermarkets (Tesco and Co-Op).
- Due to the limited core population and the transient nature of the visitor population, local traders find it extremely difficult to support a traditional retailing model with numerous shops opening and closing in quick succession.
- There are numerous charity shops within the town.

5-Health and Education

- The town is served by a doctor's surgery currently consisting of 10 doctors, a number of whom who work part-time. This doctor's resource is also shared with a practice in Aldbrough, a village some 5.7 miles away.

Consequently, it can be extremely challenging to obtain a Doctor's appointment, especially in the tourist season.

- In April 2018 the Hornsea Minor Injuries Unit was closed. Patients were advised to present to a hospital in Beverley (some 14 miles away) if they needed accident or emergency treatment. However, with East Yorkshire Motor Services ceasing to provide a bus service on a Sunday, this means that the only practicable way of obtaining emergency care in Hornsea on a Sunday is to either travel by car or by contacting the ambulance service.
- Hornsea is serviced by the Yorkshire Ambulance Service.
- The town is served by two primary schools (Hornsea Community & Hornsea Burton) and one Secondary Modern (Hornsea School and Language College).

## 6-Utility Services

- Hornsea has suffered from a number of water outages in 2017 and 2018. In one 7 day period in August 2018, the town experienced loss of supply or reduced pressure on 6 occasions. According to a statement from Yorkshire Water*** there were 3 times as many water outages in Hornsea in 2018 compared with 2017. It is commonly believed by residents in the town that this is as a result of plumbing in more new build properties without upgrading the service infrastructure.
- Hornsea has suffered from a number of power outages and voltage irregularities in 2017 and 2018. Again it is commonly believed by residents in the town that this is as a result of connecting more new build properties to the power network without upgrading the service infrastructure.
- Hornsea has had issues with intermittent mobile phone coverage.

## 7-Social Regeneration & the role of volunteers

- A number of local services have either been removed or reduced. Increasingly this gap is met by local people at their own expense and time.
- The amount of street cleaning carried out within the town has reduced. Some of the responsibility has been taken up by a local volunteer group, Hornsea Urban Gardeners.
- The RNLI closed its lifeboat station in Hornsea. The gap has been filled by a local charity, Hornsea Inshore Rescue, which is wholly reliant on volunteers and donations.
- HM Coastguard closed its coast-watch station in Hornsea. The gap has been filled by local volunteers from the National Coast-watch Institution.
- With the Minor Injuries Unit closing, local volunteers have set up a first aid post located in a local supermarket car park. This can offer limited first aid but otherwise has to refer to Beverley.

8-Economic Regeneration

- Hornsea's main industrial employer, Hornsea Pottery, closed in 2000 with the site now being used for a housing development.
- The main driver of the economy is the tourist trade with numerous shops, cafes and restaurants catering for the needs of tourists.
- Outside of catering for the tourist trade, the majority of employed people within Hornsea are employed in either Hull or one of the local towns such as Beverley.
- There are a number of voluntary organisations looking at economic regeneration within Hornsea. These include Hornsea Area Regeneration Partnership, Lets Go Hornsea and Hornsea Civic Society. A number of large scale regeneration projects have been proposed including the building of a pier. However these proposed projects would require significant funding running into millions of pounds. In practice, these regeneration organisations find themselves competing for a limited number of grants and funding.
- East Riding of Yorkshire Council has proposed a multi-million pound investment in developing the local leisure centre. However, funding of this scheme is dependent on closure of the library and customer service centres in the town centre and relocating them within the upgraded leisure centre.

9-Summary

As can be seen from above evidence, Hornsea is experiencing a challenging time which has become more acute in the last year.

In just the last 6 months the town has seen, all of its banks closing, the closure of the Minor Injuries Unit, closure of the bus depot and a reduction of service and numerous power and water outages.

At the same time we have seen numerous new build houses being built with substantial numbers planned for the near future. However, it is my belief that we do not have the necessary infrastructure to support these new builds without substantial investment in basic infrastructure.

It is a commonly held belief amongst local residents that Hornsea and its people are isolated, not only geographically but also socially and economically. Core services, whether it is healthcare, transport or banking, are being removed, at a time when the population of the town is increasing due to extensive housing development.

The gap in services is increasingly being provided by volunteers. However, due to the aging demographic of the town, the average age of these volunteers is increasing.

Despite these challenges, the people of Hornsea are rising to the challenge and coming together to try and improve the town, both for residents and visitors

Appendix

*East Riding Local Plan*

[http://www2.eastriding.gov.uk/environment/planning-and-building-control/east-riding-local-plan/what-is-the-east-riding-local-plan/](http://www2.eastriding.gov.uk/environment/planning-and-building-control/east-riding-local-plan/what-is-the-east-riding-local-plan/)

***East Riding of Yorkshire Community Legal Advice Network Needs Analysis*

[https://www.bing.com/search?FORM=SLBRDF&pc=SL15&q=East%20Riding%20of%20Yorkshire%20Community%20Legal%20Advice%20Network%20Needs%20Analysis](https://www.bing.com/search?FORM=SLBRDF&pc=SL15&q=East%20Riding%20of%20Yorkshire%20Community%20Legal%20Advice%20Network%20Needs%20Analysis)

****BBC Look North 17th August 2018*

# Merlin Entertainments plc – written evidence (RST0082)

Merlin has 28 visitor attractions in the UK, 10 of which are situated in coastal towns including Blackpool, Great Yarmouth, Scarborough and Weymouth. It employs over 600 people within these seaside attractions, providing security and a stable income. Moreover its attractions are, in many cases, a reason to visit and support the local tourism economy by contributing to a visit or stay in the local area.

The demise of marine industries such as fisheries and shipbuilding, together with insufficient investment in infrastructure has seen a stagnation of economic development and lack of enterprise diversity in seaside towns. Cheaper air travel and an old-fashioned perception of the British 'bucket and spade' seaside have threatened the coastal tourist industry in the UK, drawing holidaymakers abroad. The seasonality of coastal areas, a lack of career opportunities and low business diversity leads to local young people moving away to find long term employment, creating a skills shortage and a skewing of local demographics.

Tourism is a vital industry to the sustainability of coastal areas, providing an estimated 850,000 jobs. It's also a vital contributor to the national economy. Approximately 250 million visits are made to the UK's coast each year, generating over £17 billion to the economy.  In a report conducted by the Campaign to Cut Tourism VAT on the impact of tourism on the economy of Dover in 2015, it was found that 10% of total employment in the area was supported by tourism which also generated £265 million of spend.

However tourism in the UK is not competing on a level playing field. There is exists a significant value distortion between the UK and its European competitors where a lower VAT rate helps attract visitors away from the UK. The slew of costs on 'bricks and mortar' business incurred due to un-consulted Government legislation is putting many at a disadvantage to their digital counterparts. Together with NLW, auto-enrolment, apprenticeship levy, increased utility charges post duty increases, the recent business rates review has added significant pressure to the cost bases of hospitality businesses, many of which are SMEs and form the major part of businesses in coastal communities. With pricing power reduced, the only possible course of action is job losses and in many cases, employers either going into administration (as we have seen on the High St) or moving into 'sharing economy' to avoid having to pay taxes.

**How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be?**

One of the most successful initiatives undertaken by way of public partnership is Merlin's collaboration with Blackpool City Council on developing Blackpool Tower into a paid, theme park-style entry and higher level of customer service.  This has significantly increased visitor satisfaction and with public realm regeneration along the seafront has created a more enticing environment for visitors. Merlin now operates eight attractions in the town – the highest concentration of attractions in any one location in the UK.  Together Blackpool Council and Merlin have worked together to communicate that the much-loved seaside town has the potential, and the vision, to once again become one of Europe's leading family holiday destinations with the aim of re-engaging families that used to visit the resort who are now put off by negative perceptions and stimulate visits from

families and younger couples for whom Blackpool hasn't been a consideration for in the past.

**Are there any barriers to growth that could be addressed by changes in policy?**

While one of UK biggest employers and largest contributors to the Exchequer, our industry has up to now been neglected due to the fragmented nature of its constituent businesses and markets, and poor representation within Government. Hospitality and tourism is a significant export industry for the UK in terms of both fiscal contribution and cultural perceptions, at a time when UK share of exports is declining and perspectives of national identity are divided. UK industrial strategy on tourism should not be based on the whims of currency fluctuations, but on a long-term plan based on an inclusive and enlightened policy framework that looks beyond Brexit and its political machinations to support a vibrant and prosperous industry that adds broad-based value to the UK economy, and stimulates growth in our seaside towns.

Today, UK Government has a window of opportunity as it devises its industrial strategy for tourism ahead of Brexit to take action and correct ill-considered policies that have had a detrimental effect on a key strategic sector and risks higher unemployment in the UK, particularly in coastal areas.

Key policy actions that should be considered by Government to support the UK tourist industry are:

### 1. National Living Wage should be depoliticised and set by the Low Pay Commission

We are not opposed to the principle of a minimum wage, and aspire to paying our people more, but the National Living Wage escalator as it stands adds significant additional costs to businesses where on average labour amounts to 30-50% of the total cost base. Its introduction without sufficient consultation was a shockwave through the industry and the living wage has become increasingly politicised, worrying employers further. All interests are best served if future rate rises are set by the Low Pay Commission on exactly the same basis as they are for the National Minimum Wage rates. This provides a platform for adequate consultation with business and sensible, pragmatic, evidence-based consideration to how rates are devised.

### 2. Introduce tax to digital competitors to level playing field

By introducing tax on digital activities in hospitality and tourism, it reduces the business rates burden that 'bricks and mortar' businesses unfairly carry on behalf of all the industry and should act as a moratorium on any future business rate rises. This will have a disproportionate positive impact on the economy in deprived coastal areas, by raising tax revenues and better regulating digital accommodation sharing platforms.

### 3. Reduce the VAT rate on accommodation and attraction activities

Out of the 36 European countries, the UK is one of three without a reduced rate of tax on tourist activities. UK hospitality is already at a

distinct disadvantage to its European counterparts in attracting tourism, even before Brexit.

A reduction in VAT rate has been described by Treasury economic advisers as the single most effective discretionary tax cut as proven through HM Treasury's own model. Cutting VAT on tourism would be a highly cost-effective method of promoting UK exports, improving the Balance of Trade and creating new jobs in all sectors of the UK economy and in all parts of the country.

Over time, it would generate higher revenues for the Exchequer from an increased taxation base. Over 5 years, HMT's gain would amount to £833 million in discounted terms, an economic rate of return of 49.5%, and by year 10, fiscal income will have increased by just over £4.6 billion, an ERR of 70.0%.

Reducing the price of holidays, short breaks and days out at visitor attractions by up to 15p in the pound would be highly popular and advantageous to virtually all UK residents, as well as an incentive to overseas visitors.

*9 October 2018*

## Merlin Entertainments (Blackpool) Ltd – Written evidence (RST0088)

Merlin Entertainments PLC is the largest European entertainments company. Merlin runs 124 attractions in 25 countries across four continents. Our aim is to deliver unique, memorable and rewarding experiences to millions of visitors across our growing estate. In Blackpool, we run eight attractions, including the iconic Blackpool Tower, Madame Tussauds and the Blackpool Sea Life.

*The content of this document has been produced from a visitor economy viewpoint and seeks to provide evidence for the areas relating to it.*

### 1) What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

Over recent years the community within Blackpool has become increasingly fragmented and as a result, has lost its civic pride.

The migration of Blackpool citizens out of the town centre to suburban areas and the associated influx of a more transient population, living in Houses of Multiple Occupation (HMO's) in the town centre and visitor/accommodation areas, have had a negative impact on the perception of Blackpool to those who visit for either business or pleasure.

This skewed external perception has a direct impact on local communities and more importantly influences the opinions of local young people, who generally believe that for them, opportunities lie outside of Blackpool.

As an employer of circa 350 local people, 200 in seasonal positions, Merlin takes in a significant number of young people who return year after year whilst they are at college and university. We find that once they have completed their education many move away taking their newly developed skills and knowhow away with them. Blackpool fails to retain the benefit from this investment in young people's skills.

The economic hardship contributes to an overly negative perception of the town. For a visitor to Blackpool, it is difficult not to notice the increased number of transient people who are present in high concentrations in the town centre and visitor areas. The corresponding effect on the environment creates a disproportionate view of the challenges facing Blackpool.

In order for a visitor to the resort to have the best experience we need the local community to be proud of Blackpool and enjoy living and working in the town. We need to give them confidence in the vision for Blackpool and make them believe that they can have a positive future in their home town.


### 6a) How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be?

Blackpool is the most popular seaside resort in the UK and attracts 18 million visitors annually. As the operator of 8 attractions in the resort, Merlin has raised the standards of customer service in Blackpool, and delivers memorable experiences to millions of guests each year.

The partnership with Blackpool Council (who own the assets) and Merlin is an excellent example of public and private sector initiatives positively changing the future for the local economy.

Together Blackpool Council and Merlin have worked to create world class attractions.  Blackpool now hosts four globally recognised Merlin brands alongside the traditional Circus and Ballroom attractions, each with compelling propositions attracting families and groups of all ages from across the UK.

The scale of the Merlin offer in the resort has also had a positive impact on the number of staying guests, increasing the demand for accommodation, casual dining and retail, all contributing to the local visitor economy.

The Council and Merlin also work together on the Resort Destination Marketing Campaign. Now in its fifth year, the key campaign objective is to change the perception of Blackpool, re-engaging families that used to visit the resort, along with creating reasons to visit for families and younger couples for whom Blackpool hasn't been a consideration for in the past.
The campaign has been very successful with double digit growth in visit volume since its launch in 2014.

While a success story, it demands long-term commitment and investment and close collaboration between a multitude of interested parties, not just tourism, for Blackpool to return to sustainable economic growth over the medium to long term.


## 6b) How important are these sectors to the economies of seaside towns?

As a key employer in the town and a business that seeks to use local suppliers and contractors where possible, Merlin is an important contributor to the local economy outside of the revenue generated by visitors.

One of the key local economic factors brought by Merlin is that the attractions are open throughout the year, encouraging visitors in the low/winter season, adding much needed revenue for the ancillary retail and food providers.

Working collaboratively with the Council and other tourism operators leads to a consistent message to the visitor market. By highlighting the diverse range of experience on offer in the resort, the Blackpool Destination Marketing initiative is both powerful and persuasive.

**14) Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**


A Pilot Scheme in Blackpool where the VAT on tourism was reduced to 5% would have a significant impact on the regeneration of the local economy, from the immediate benefits of competitive pricing to the longer term increase in investment. New attractions and accommodation providers attracted by the reduced tax would encourage more visitors to the resort, improving the overall offer and creating more employment opportunities for local people.

The Campaign to Cut Tourism Vat has carried out extensive research and the key benefits on a national scale are summarised below:-

- o Out of the 36 European countries, the UK is one of three without a reduced rate of tax on tourist activities. UK hospitality is already at a distinct disadvantage to its European counterparts in attracting tourism, even before Brexit.

- o A reduction in the VAT rate has been described by Treasury economic advisers as the single most effective discretionary tax cut as proven through HM Treasury's own model. Cutting VAT on tourism would be a highly cost-effective method of promoting UK exports, improving the Balance of Trade and creating new jobs in all sectors of the UK economy and in all parts of the country.

- o Over time, it would generate higher revenues for the Exchequer from an increased taxation base. Over 5 years, HMT's gain would amount to £833 million in discounted terms, an economic rate of return of 49.5%, and by year 10, fiscal income will have increased by just over £4.6 billion, an ERR of 70.0%.

- o Reducing the price of holidays, short breaks and days out at visitor attractions by up to 15p in the pound would be highly popular and advantageous to virtually all UK residents, as well as an incentive to overseas visitors.

Finally the investment in the Blackpool Conference Centre which opens in 2019 will not only bring business tourists to the resort but also the resulting leisure tourism from delegates and their families.

The bookings for conferences look promising; however the return of political party conferences to Blackpool would not only add significant delegate spends to the economy but would also showcase the resort and create confidence in the offer for other large scale organisations and companies to choose Blackpool.


*9 October 2018*

# MHCLG – written evidence (RST0097)

**9 October 2018**

**Background and understanding**

**Q1 What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1. Whilst each seaside town is different – and can require varied approaches to regeneration - Government recognises that many such communities face common challenges.

2. These include physical isolation, high deprivation levels, aging populations, outward migration of young people and reliance on low wage, low skill and often seasonal employment with large numbers of temporary workers and high levels of benefit dependency.

3. Studies of large and small seaside towns published by MHCLG in 2008[132] and 2011[133] concluded that, taking account of a range of socio-economic indicators, the larger English seaside towns are, on average, more disadvantaged than England as a whole. They also noted that there are both high levels of unemployment and underemployment among seaside town residents.

4. This conclusion was reinforced by a 2014 ONS study of coastal towns[134]. More recently, a study by the Social Market Foundation has highlighted the widening economic gap, lower pay, higher unemployment and poor health outcomes in coastal communities compared with non coastal communities.[135]

5. These are long term – often structural – issues which require sustained and targeted intervention over a long period of time. There is evidence that recent Government programmes are helping to address these issues and bring new jobs and opportunities to seaside towns.

6. Coastal Community Teams (CCTs) have been established to tackle head on the challenges persisting in seaside towns.  Their remit is to lead local coastal

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[132] DCLG – England's Seaside Towns – A benchmarking study. Steve Fothergill. Sheffield Hallam University, Nov. 2008

[133] DCLG – England's Smaller Seaside Towns – A benchmarking study. Steve Fothergill. Sheffield Hallam University, Mar. 2011

[134]  ONS: 2011 Census Analysis, Coastal Communities October 2014 (http://www.ons.gov.uk/ons/rel/census/2011-census-analysis/coastal-communities/index.html)

[135] Social Market Foundation -  'Living on the edge: Britain's coastal communities' September 2017

regeneration, bringing jobs, growth and prosperity to coastal and seaside towns.

7. One of the key issues in coastal towns and villages is that they often have individual projects underway that seek to boost the local economy – such as a publicly funded skills scheme, a high street revival programme or plans by the council – but they often work in isolation.  Coastal areas also have many interest groups whose time is habitually spent lobbying their local authority over what the council should prioritise, while the council have different views.  These groups have a passion for their area but often focus on a single issue (i.e. pier restoration, promenade improvements etc).  There is a frustration within these groups over non-action by their council but a clear energy and drive for change.

8. CCTs have, for the first time, brought all these elements together within a single structure and ensure that for the first time local people, councils and small businesses are coordinated in tackling the specific challenges each place faces and developing a strategy for future success.  In developing an Economic Plan they have had to agree what the priorities in their coastal town should be.  The work of the Jaywick Sands Coastal Community Team is an exemplary example of how this model can work and create momentum in a coastal area which has had challenges that have proved very difficult to resolve.

9. The Coastal Communities Fund (CCF) supports projects in coastal areas to deliver sustainable growth and jobs.  Since 2012 CCF has awarded grants to 295 projects across the UK.  Q11 discusses the impact of the CCF but it has been an important resource for coastal towns in delivering sustainable jobs[136]

10. However, in recognising the challenges many seaside towns face, it is important not lose sight of the economic strengths of coastal communities and the opportunities that are available to them.

- More than **11 million people (nearly 20% of the UK's population) live across the coast** and no one in the UK lives more than 70 miles away from the seaside

- **The tourism industry across 150 seaside resorts employs 250,000 people** and contributes £8 billion[137] to the economy each year.

- **Seaside tourism employs more people than the motor industry,** or than aerospace, pharmaceuticals or steel. [138]

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[136] Coastal Communities Fund progress report 2016
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/603450/CCF_Report_2016.pdf
[137] https://coastaltourismacademy.co.uk/news/article/seaside-breaks--turning-the-tide-for-coastal-tourism
[138] https://www4.shu.ac.uk/mediacentre/research-shows-british-seaside-resort-here-staycation?filter=Economics

- **There are new opportunities for coastal areas to grasp**, including through the digital economy and the creative and renewable energy industries.

- **Coastal and seaside towns aren't a uniform group.** Each has its own unique and varied history, and often different economic, social and physical circumstances. A locally tailored approach is vital so each community can better respond to changing economic needs and opportunities.

**Q2 Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

11. Seaside towns all have one thing in common in that they are situated close to the coast. However in many other aspects they differ significantly. Some are major industrial or commercial centres such as Portsmouth and Plymouth; some have a long history of manufacturing, for example Sunderland while some are primarily seaside resorts where tourism makes up a large part of their economy, for example Blackpool and Scarborough. These places are unsurprisingly very different in their character and, as a result, often face distinctly different challenges. [139] The establishment of Coastal Community Teams has enabled local circumstances to be recognised and incorporated in the development of their Economic Plans

12. Some research has identified common features within coastal communities in an attempt to group them along common themes. For example, Fothergill (2012) produced a six-fold classification of coastal settlements in the South East LEP area, highlighting common characteristics and issues faced by towns in the LEP. These six classifications were: Larger seaside towns with substantial problems; Ports with a fair measure of socio-economic difficulties; Larger seaside towns with lesser problems; middling seaside towns that are mostly doing ok; Smaller places with quite acute problems; Smaller, mostly prosperous seaside communities. [140]

13. Research on coastal towns broadly falls into two categories: analysis of socio-economic variables of coastal communities at the national level, drawing comparisons between the outcomes of coastal and non-coastal areas, and locally focused research aiming to understand the challenges facing local coastal towns. We know less about the challenges in individual seaside towns due to the heterogeneity of places- the way in which coastal towns have

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[139] Beatty, C. S. Fothergill and I. Wilson (2008), *England's seaside towns: A 'benchmarking' study*, Department for Communities and Local Government.
[140] Fothergill, S. (2012), *The coastal communities of South East England: Recommendations to the South East LEP*

declined varies and so understanding place-specific changes required varies; and understanding of local level changes is also often lacking. [141]

14. Research at the local level has looked at the socio-economic outcomes of different coastal towns and attempted to understand the causes of coastal decline as well as reasons for differing outcomes between places. For example recent research by Fola Malomo compared Clacton-On-Sea, an area which has seen significant decline, with Brighton & Hove and Southend-On-Sea, two areas that have fared better. More local-level research such as this would help us to better understand the causes of decline in different coastal areas across the country, in particular given the diversity of coastal towns in the UK. [142]

15. Analysis of national data shows that there exists a gap in economic outcomes between coastal and non-coastal areas. Productivity as measured by GVA (Gross Value Added) per capita is substantially lower in coastal Local Authorities than the rest of the country- analysis by the Social Market Foundation in 2017 found that the gap in GVA between coastal and non-coastal areas was 26% in 2015 and had widened slightly over time. In addition pay was lower - in 2016 it was estimated that average employee gross pay was £3,600 per annum lower in coastal communities when compared to the rest of Great Britain. [143]

16. Similarly, the share of adults of working age claiming some form of unemployment benefits has traditionally been higher in coastal towns than in other parts of the country. In their benchmarking study commissioned by MHCLG, Beatty et al (2008) found that the share of working age adults claiming unemployment benefits in the 37 principal seaside towns identified in the study was above average for the country (13.3% compared to 11.2% for England as a whole). [144]

17. Across a number of outcomes the benchmarking study highlighted that despite the fact that there were some differences between seaside towns and the rest of England, the scale of the disparity between seaside towns and the national average was often not large and there were some variables for which seaside towns fared well- employment growth being one example of this. Seasonal unemployment in coastal towns was present but low- the unemployment rate varied by only 0.5% between summer and winter during the period from 2001-2007. Entrepreneurship as measured by VAT registered businesses per 10,000 residents was also not too dissimilar to other regions

[141] Leonard, A. (2014), *Seaside town regeneration and the interconnection between the physical environment, key agencies and middle-life migration*
[142] Malomo (2018), *Why do some coastal communities rise while others decline?*
[143] Social Market Foundation (2017), *Living on the edge: Britain's coastal communities*
[144] Beatty, C. S. Fothergill and T. Gore (2014), Seaside towns in the age of austerity: Recent trends in employment in seaside tourism in England and Wales

in England outside London and housing overcrowding in seaside towns was generally not widespread. [145]

18. Another theme that analysis of national data confirms is the heterogeneity of coastal towns with regards to socio-economic outcomes. Some coastal towns experienced much higher seasonal unemployment than others- in Skegness and Newquay the fluctuation in the unemployment claimant count between summer and winter was 2.6% and 2.3% respectively while in Worthing and Eastbourne this was only 0.1% and 0.2% respectively. Similarly employment rates varied greatly, from only 62% in Clacton to 78% in Whitley Bay (in 2006). [146] This analysis is now rather dated, with the 2008 DCLG report drawing on data from the 2001 Census and other data from the 2000s. More recently analysis has been undertaken by the Office for National Statistics, The Social Market Foundation and other researchers using national data but there still exists a lack of published analysis on socio-economic outcomes of coastal towns at the national level.

19. With regards to the seaside tourism industry, contrary to popular belief since the turn of the century the British seaside tourist industry is growing. Researchers have suggested that rising incomes and car ownership has resulted in increases in the number of tourists making day trips or taking short breaks to the British coast. Between 1998 and 2008 employment in the tourism industry in principal seaside towns is estimated to have increased by 14,000 and the Gross Value Added of the seaside tourism industry was estimated to be £3.4bn in 2009. It is hard to know exactly how many jobs are supported by the tourism industry as unlike in other industries these jobs are spread across a number of sectors. For coastal areas this has made it harder to counter claims of the demise of domestic seaside tourism. [147] [148]

**Housing and demographics**

**Q3 To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

20. Housing stock can have an impact on communities and the surrounding locality in seaside towns. There are issues concerning the polarisation in the

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[145] *idid*
[146] *ibid*
[147] Fothergill, S. (2012), *The coastal communities of South East England: Recommendations to the South East LEP*
[148] Beatty, C., S. Fothergill, T. Gore and I. Wilson (2010), *The seaside tourist industry in England and Wales: Employment, economic output, locations and trends*

quality of local housing between highly desirable owner occupied properties, and often poor quality private rented accommodation.

21. The Government last commissioned research on large and small seaside towns in 2008[149] and 2011[150] respectively. This showed that seaside towns have an usual pattern of housing tenure with markedly low share of households in social housing and the most recent 2011 census data analysis concluded that the highest shares of private sector renting (outside London) occurs in coastal communities (namely Brighton and Hove, Folkestone and Torquay).[151]

22. Furthermore, academic research also shows that Houses of Multiple Occupation (HMOs) are prevalent in many coastal towns[152], with the decline of tourism leading to Victorian seafront terraces and bed and breakfast properties being purchased and converted into HMOs. Whilst these types of properties provide affordable accommodation for some times vulnerable tenants, they can be sub-standard conversions which are carried out without planning permission nor do they meet building regulations.

23. This cheaper HMOs accommodation can attract inward migration of people on low incomes or housing benefit. Some individuals moving into the area can bring with them other challenges which negatively impact upon the town e.g. poor health or addiction.

24. It is not solely HMOs which are problematic in seaside towns, other types of housing stock have been left in a state of disrepair and not brought up to current standards. Compared with other tenures, the private rented sector has the highest rates of poor-quality housing and suffer damp problems and many often  fail to meet the Decent Homes Standard[153] For example, Jaywick in Essex has a problem with the oversupply of chalets constructed in the 1930s which have not been refurbished or renewed to current standards, meaning problems with excess cold and deteriorating housing conditions[154].

25. Local authorities have a wide range of powers to tackle both the proliferation of HMOs and poor housing conditions.

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[149] Communities and Local Government (2008) England's seaside towns: A benchmarking study.
150 Department for Communities and Local Government (2011) England's smaller seaside towns: A benchmarking study.
[151] Office for National Statistics (2014) Coastal Communities in England and Wales. 2011 Census. London: ONS.
[152] Smith, D. (2012) The Social and Economic Consequences of Housing in Multiple Occupation (HMO) in UK Coastal Towns: Geographies of Segregation. *Transactions of the Institute of British Geographers* 37 (3), 461–467.
[153] Tinson, A, Ayrton, C, Barker, K, Born, T, Aldridge, H and Kenway, P (2016) Monitoring poverty and social exclusion 2016. York: Joseph Rowntree Foundation.
[154] Anecdotal evidence provided by Tendering District Council to MHCLG visit dated 23rd July 2018

26. Local authorities can make an Article 4 direction to remove permitted development rights (to protect the locality) that would allow for a property to be converted to a HMO without planning permission. A landlord who deliberately rents out a HMO without planning permission would be in breach of planning control and we would encourage the local planning authority to take enforcement action including prohibiting the use of the HMO.

27. Local authorities have strong powers under the Housing Act 2004 to require that landlords make the necessary improvements to a property which contains serious risks to the health and safety of the occupants. The local authority can use improvement notices and prohibition orders to require the landlord to take appropriate action or to stop renting out the property entirely.

28. Mandatory licensing has been successful in helping to drive up standards and making HMOs safer places to live in. Local authorities can also introduce discretionary licensing schemes to tackle specific problems if they are prevalent in their local authority area. Conditions within licences ensure that landlords meet minimum standards and keep their properties in good condition.

29. We have given local authorities additional powers through the Housing and Planning Act 2016 to crack down on rogue landlords by introducing civil penalties of up to £30,000. We introduced banning orders and a database of rogue landlords and property agents in April 2018.

30. We are committed to working with the Department for Work and Pensions to understand how we can make best use of financial levers and existing powers to support tenants and to prevent landlords from abusing the benefit system.

31. We know that councils, including those in seaside locations are making good use of their powers to tackle poor practices and problems in the sector. For example:

   o Torbay Council has employed a member of staff through the monies it will generate from civil penalties to actively pursue landlords who fail to keep their properties in good condition.

   o Blackpool has their own set of issues in relation to transience and poor quality housing. They have set up a housing company to purchase poor quality HMO properties and refurbish these into high quality self-contain flats. In July 2016 they introduced additional licensing to tackle problems with poor housing conditions and anti-social behaviour in the HMO sector.

o South East Local Enterprise Partnership Coastal Communities – Housing Led Economic Regeneration. Hastings Borough Council, Thanet District Council  and Tendring District Council are implementing intervention strategies to address areas of deprivation associated with particular neighbourhoods dominated by poor quality private rented housing, high levels of benefit dependency, and social problems.

32. It will take some time for the new provisions under the Housing and Planning Act 2016 to bed in and we encourage local authorities use these powers to tackle problems associated with HMOs. We will continue to keep under review policy development in relation to the private rented sector and HMOs in coastal communities.

**Q4 Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

33. Many coastal towns, in particular seaside resort towns, have grown in size in recent decades. An important driver of this growth has been in-migration of older retirees. Analysis of age profiles in these areas reveals that it has been this in-migration rather than natural increases through birth that has led to population growth in coastal towns. [155] [156]

34. In addition to this migration by older people coastal towns have also experienced the in-migration of relatively high numbers of benefit claimants and in some cases commuters. These mobility flows have resulted in significant changes to the social ecology of coastal towns. Research suggests that these changes can bring with them difficulties in relation to social care provision, housing, transient populations and in some cases quite divided communities. [157] [158]

35. Analysis of national data confirms that coastal towns have higher proportions of their population over 65. This is demonstrated by the high old age dependency ratios (the ratio of residents aged over 65 to the working age population) seen in coastal areas. Of the 20 local authorities in the UK with the highest old age dependency ratios, 17 are coastal areas. As

[155] Dennett, A. and J. Stillwell (2009), *Internal migration in Britain, 2000-01, examined through an areas of classification framework*
[156] Leonard, A. (2014), *Seaside town regeneration and the interconnection between the physical environment, key agencies and middle-life migration*
[157] Shaw, G. and T. Coles (2007), *The resort economy: Changing structures and management issues in British resorts*
[158] Agarwal, S. and P. Brunt (2006), *Social exclusion and English seaside resorts*

improvements in healthcare and lifestyles mean that the population of the UK will continue to get older, the Office for National Statistics predicts that old age dependency ratios will increase in the future both across the country and in coastal areas. In coastal areas the old age dependency ratio is predicted to increase by an average of 50% between 2016 and 2036. [159]

36. These demographic changes can also provide areas with new opportunities. Evidence shows that increases in retirees in seaside towns have helped to support new businesses and jobs involved in care and that provide services for this group. Those older people moving to seaside towns are also likely to have accumulated savings and inheritance, helping to support the economic wellbeing of areas and offering new opportunities for the local economy through their consumption and spending. Many of those moving to seaside towns remain economically active, either through full or part time work or by starting their own business. [160]


**Transport and connectivity**

**Q5 Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

37. This response relates primarily to seaside towns with a heritage rather than other coastal places, particularly seaports, which have different transport characteristics.  Occasionally the two categories overlap, and some seaside towns also function as ports.

38. Some transport connectivity issues are intrinsic to seaside towns.  They inevitably tend to have a peripheral location with respect to the wider transport network.  And, as is commonly observed, in a seaside town, 180 degrees of the "catchment area" around the town is water.  On the other hand, the seaside itself is what makes seaside towns attractive places to live, work and visit.

39. The Department for Transport's *Single Departmental Plan* (May 2018) sets out our strategic objectives to 2020 and the plans we have for achieving them.  Our objectives are that we will:

- Support the creation of a stronger, cleaner, more productive economy.

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[159] Office for National Statistics (2018), Population of State Pension age and working age, and old age dependency ratios, for local authorities and regions in England
[160] Leonard, A. (2014), *Seaside town regeneration and the interconnection between the physical environment, key agencies and middle-life migration*

- Help to connect people and places, balancing investment across the country.

- Make journeys easier, modern and reliable.

- Make sure transport is safe, secure and sustainable.

- Prepare the transport system for technological progress, and a prosperous future outside the EU.

- Promote a culture of efficiency and productivity in everything we do.

40. The Department's *Transport Investment Strategy* (Cm 9472, July 2017) sets out the Department's approach to transport investment as part of the Government's wider plan to build a stronger, fairer Britain, with an economy that works for everyone, in which wealth and opportunity are spread across the country and we are set up to succeed in the long term.  The strategy covers the approach to the more than £61bn allocated to capital investment in transport in the five years to 2020/21, and to planning capital investment in the 2020s and beyond.

41. DfT's approach to transport decision-making is to ensure that decisions are made at the right level.  Transport is substantially devolved to the devolved administrations, with differing devolution settlements in **Northern Ireland, Scotland** and **Wales**.  In **England**, funding for local transport flows through local transport authorities, with Local Growth Deal funding being administered by Local Enterprise Partnerships.

42. Some examples of Local Growth Deal funding are listed below.  This list is not exhaustive

- In **Blackpool,** £16.4m of Local Growth Fund was provided towards the extension of the tram system to integrate the tram and rail networks at Blackpool North.

- In West Sussex, Coast to Capital LEP will be investing £12.30m towards the £34.4m A29 re-alignment of the trunk road, which will by-pass three villages to improve the access to **Bognor Regis**.

- In **Newquay**, £2m of Local Growth Funding supported access to Cornwall and the Isles of Scilly's Enterprise Zone at Aerohub at Newquay Cornwall Airport, and housing and employment through delivery of transport improvements along the Newquay Strategic Route.

- The New Anglian LEP have secured £2m to enable progress on detailed design and securing the necessary statutory processes to enable construction of the **Great Yarmouth** Third River Crossing, which will connect the truck road network to the port and Enterprise Zone site, and relieve congestion in the town.

- In **Torbay**, Heart of the South West LEP secured £8.25m for the Torbay Western Corridor Capacity Improvements on the A3022 (to the west of Paignton) to help reduce bottlenecks along the route.

43. Some examples of how the DfT's transport investment programmes are assisting seaside towns in England are listed below.  This list is not exhaustive.

- On the strategic road network, as part of the Roads Investment Strategy, the A27 **Worthing and Lancing improvement scheme** forms one of a package of three investments along the A27 on the south coast in Sussex. In **Great Yarmouth, the A47 junctions improvements** will relieve two existing congestion hotspots, improving access and supporting economic growth in this seaside town.

- On the railways, **electrification of the Preston-Blackpool line** has been completed, permitting direct electric services between Blackpool and London, and Blackpool and Liverpool to be introduced.

- Major improvements to local highways and transport infrastructure has been funded by Government through Local Growth Deals with 39 Local Enterprise Partnerships across England.  Examples include the **Skegness western relief road**, phase 2 of the **Bridlington integrated transport plan**, **Brighton's Valley Gardens** project and the **Night Riviera sleeper** traincare centre at **Penzance**.

- The **A380 South Devon Highway** (Kingskerswell By-pass) greatly improves access to **Torbay**, and opened to traffic in December 2015.  It received a DfT contribution of £76m out of a total scheme cost of £109m, and was funded under the pre-Growth Deal local authority major schemes programme.

- Seaside towns also benefit from the DfT's **block grant funding to local authorities** for integrated transport, local highways maintenance, as well as from their share of other DfT spending programmes including **Bus Service Operator's Grant**, **Clean Bus Technology Fund, Bikeability** and support for **Ultra Low Emission Vehicles**.

- DfT recognition for **community railways** helps to support and bring life to many rail links vital to seaside towns, including amongst many other examples, the **Esk Valley Line to Whitby**, the **Atlantic Coast line to Newquay** and the **Island line Ryde Pier to Shanklin** on the Isle of Wight.


**The role of the visitor economy**

**Q6 How successful have initiatives that seek to promote tourism and the**

**visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

44. Coastal destinations across the country are being revitalised through investment, regeneration and reinvention. We expect that seaside destinations will continue to see a rise in their popularity due to the investment and regeneration that is ongoing, and with coastal destinations diversifying their offering. For example, Scarborough has the Alpamare Waterpark which opened in July 2016; and Margate has the world-class Turner Gallery.

45. Through the Tourism Sector Deal the industry is aiming to make tourism more productive through tackling seasonality and developing skills. This will improve the quality and quantity tourism jobs across the UK.

46. The popularity and success of seaside towns as tourist destinations is evidenced in a wide range of statistics:

   - **35%** of all domestic holidays in England were to the seaside in 2017

   - In 2017, there were 116 million day visits to the English seaside, equating to £3.4billion of spend. (Source: Great Britain Day Visits Survey)

   - Brits took 16.7 million domestic seaside holidays in England in 2017. Average domestic seaside holiday length in England in 2017 was **4 nights.** On average Brits holidaying at the seaside in England in 2017 **spent £240 per trip** (Source: Great Britain Tourism Survey)

   - The Great Britain Tourism Survey (published September 2017) of the most visited towns and cities for overnight holiday trips in England by GB residents (2014-16) showed that **four seaside resorts** made the **top 10**:

       - Scarborough (number 2);

       - Blackpool (3);

       - Skegness (5)

       - Newquay (10).

       - Torbay (11).

   - Seaside towns are also popular with visitors from overseas.. In 2016, 14% (2 million) of all inbound holiday visits to the UK were made to the coast or seaside.(Source: International Passenger Survey).

The Coastal Communities Fund

47. As part of a wider package for the Coast, government is supporting coastal areas develop their tourism offer. Since 2012 the Coastal Communities Fund

has provided strong support for a wide range of projects that support tourism and the visitor economy in coastal and seaside towns. Over the Fund's bidding Rounds 1-3 (2012-2016) over 60% of grant awards by number and value UK-wide (£78.8 million) went to tourism and hospitality projects which reflects the key economic activity in many coastal towns. The only other sector where there was major spend was in creative and cultural industries (16% by value) with many of these projects contributing indirectly to the visitor economy.

48. Examples of tourism projects supported by the Coastal Communities Fund include establishing the national Coastal Tourism Academy in Bournemouth, support for heritage railways such as the North York Moors and Swanage Railway Co., pier and lido restoration including Clevedon Pier in Somerset and Saltdean Lido near Brighton, and the regeneration of the public realm in resorts like Seaburn near Sunderland and Bognor Regis in Sussex.

49. In addition to this, coastal areas are benefitting from the Discover England Fund (DEF), a three year £40million project supporting the development of world class bookable tourism products which seek to join up products through a geographical or thematic approach and work with both public and private sector organisations. Funded projects include:

- "England's Coast": National Coastal Tourism Academy, the 'England's Coast' project will promote the coastline using interactive video technology which allows holidaymakers to create their own coastal itineraries.

  Targets German, Dutch and French visitors coming to Britain, and enable them to build personalised itineraries along the North East, South, South West and East coast.

  The project will inspire visitors with a selection of each region's finest coastal locations and activities, allowing them to see destinations and retailers along each route, while also booking accommodation, activities and attractions.

- "England's Seafood Coast": has also been in receipt of funding from the Discover England Fund

  The project aims to frame England as a world-class seafood destination, curating and showcasing what is available to international visitors and tour operators.

- "Passport to the Coast": the National Coastal Tourism Academy aimed to engage tourism businesses along the coastline of the East of England between Hull and Harwich to produce thematic itineraries to inspire visitors to choose the coast.

50. There are a number of active campaigns promoting the 'Great British Coast. These include Visit Britain's '[Beaches are Great]' campaign. Visit Britain is also supporting Visit Wales Year of the Sea. Their campaign was during the release of the Big Friendly Giant film in 2016 [and promoted filming locations on the coast] such as the Isle of Skye and Bamburgh beach in Northumberland.

51. Coastal tourism makes a significant contribution to coastal economies – and to the UK economy as a whole. However, Government recognises it is important that coastal areas can also be supported to diversify, so that other sectors can develop and contribute to economic growth and prosperity. Fiscal, financial and other measures designed to support coastal areas in these aims are outlined in further detail during the course of this submission.


**Physical regeneration**

**Q7 Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

52. The planning system already supports the regeneration of seaside towns through plan-making powers, devolved to local planning authorities who produce local plans, and communities who can produce neighbourhood plans. The Government is clear that councils and their communities are best placed to take decisions on planning issues affecting their local area, and the revised National Planning Policy Framework gives local areas the flexibility to decide how to plan in a way that best addresses the issues and opportunities facing their community.

53. The revised Framework retains an emphasis on development that is sustainable and plan-led, with local decisions still at the heart of the system. It supports economic development and regeneration and is the key driver in empowering communities to shape their areas to meet their future housing, employment and social needs. Planning policies can set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth and makes effective use of land and buildings. Planning policy can therefore help create distinctive places with a consistent high quality standard of design. Having an up to date local or neighbourhood plan that sets out a vision for the area against which planning applications for new build or the change of use can be determined, will help to shape future development and regeneration.

54. Separately, a broad range of national permitted development rights support change of use in town centres or high streets, including seaside areas, without the need for the full planning process. Where these look that they

may undermine a local approach to ensuring sustainability of an existing high street or regeneration a local planning authority can consult on and remove the right by making an Article 4 direction.

55. To specifically support pop-ups and new businesses and also help reduce empty units, there is a right which allows the temporary change of use for up to two years to enable business to operate for a short period and if necessary test the market and consider whether to seek planning permission for the permanent change of use at that or another site. This includes the change of use from shops, banks, restaurants, offices, assembly and leisure etc, to shops, banks, restaurants, or offices.

56. In addition, Local Development Orders, brownfield registers and permission in principle can also play a key role in an areas wider regeneration strategy. Local Development Orders can bring forward development as part of wider strategy to regenerate an area. Local planning authorities can make an Order to give a grant of planning permission to specific types of development within a defined area, streamlining the planning process by removing the need for developers to make a planning application. Since January 2018 all local planning authorities have been required to publish brownfield registers. The registers contain details of previously-developed land that is suitable for housing development and can grant permission in principle for these sites, giving developers greater certainty about their planning status (leaving only technical details the subject of planning applications.) In addition, a number of local authorities have used compulsory purchase powers to deliver town centre regeneration schemes, and a similar approach could be taken in seaside towns where there is a compelling case in the public interest to do so.

57. Local authorities, including coastal authorities, are also able to secure contributions from developers towards infrastructure. This may be by way of the Community Infrastructure Levy or section 106 planning obligations.

58. Section 106 of the Town and Country Planning Act 1990 enables a local planning authority to seek agreement from developers to enter into section 106 planning obligations to mitigate the impact of otherwise unacceptable development, to make it acceptable in planning terms. To constitute a reason for granting planning permission for development planning obligations must meet the following three statutory tests: necessary to make the development acceptable in planning terms; directly related to the proposed development and; fairly and reasonably related in scale and kind to the proposed development.

59. The Community Infrastructure Levy was introduced in 2010 and allows local planning authorities to raise funds from new development, to help fund infrastructure to support the development of their area. CIL was established on the principle that those responsible for new development can and should

make a reasonable contribution to help fund the supporting infrastructure needed to address the cumulative impact of development.

60. The total value of section 106 planning obligations agreed, and CIL levied, in 2016/17 was an estimated £6.0 billion. This is a significant contribution towards funding for infrastructure and affordable housing. However, an independent review found that the current system of developer contributions is not working as efficiently as it could be. We are bringing forward reforms to the way developers make contributions towards the infrastructure needed to support new development. We are making changes to the community infrastructure levy, section 106 planning obligations and viability. This will mean that developers know the contributions expected of them and local communities are clear about the infrastructure they will get alongside new homes.

61. In our recent consultation 'Supporting housing delivery through developer contributions', we set out a proposal to enable Combined Authorities to introduce a Strategic Infrastructure Tariff to help fund or mitigate the impacts of strategic infrastructure. Additionally, we proposed to lift pooling restrictions under certain circumstances to allow local authorities to combine their section 106 contributions and remove unnecessary barriers to development. Consultation closed on May 10th, we are currently analysing responses to the consultation and will make further announcements in due course.

**62.** There are a range of further resources available, which we highlight in more detail at Q14. These are mostly fiscal/financial measure and include the Local Growth Fund, Enterprise Zones, Coastal Communities Fund, Coastal Community Teams, Growth Hubs, Housing Infrastructure Fund and Home Builders Fund.

**Social and economic regeneration**

**Q8 What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

**and**

**Q10 Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

63. The Department for Education is investing £72 million in 12 Opportunity Areas (OAs) identified as social mobility 'cold spots' These include four

seaside towns and coastal areas (Blackpool, Scarborough, Hastings and West Somerset) that were amongst the weakest in both the 2016 Social Mobility Commission's index and the Department for Education's data on school standards and capacity to improve. These are areas where young people face some of the greatest challenges and have the fewest opportunities.

64. DfE specifically included these areas to provide an insight into the unique local challenges faced by coastal areas and seaside towns across the country. A comprehensive evaluation programme is in place to assess the overall impact and learn more about what works in creating and delivering a sustainable place-based approach to tackling educational issues at a local level that can be shared with other areas facing challenges, including coastal areas.

65. In each of the OAs, DfE has worked in partnership with stakeholders to develop plans to improve social mobility. For example:

- In Hastings, the local plan will equip children with the essential foundations they need to succeed: good literacy and numeracy skills; good mental health; and the essential life skills that are required for the world of work. This includes investing £250,000 to develop a literacy hub, £300,000 to improve early speech and language development, £500,000 to support schools to adopt teaching approaches in maths that have been shown to improve attainment, over £1million to improve mental health support and over £650,000 to ensure that all children can access high quality enrichment activities that develop essential life skills.

- In Blackpool, the OA is driving up standards by building on the positive collaboration between school leaders, the Regional Schools Commissioner (RSC) and the local authority in the Blackpool School Improvement Board (BSIB).  75% of schools and 117 school leaders are engaging with National Professional Qualifications (NPQs) to improve leadership and governance in 20 Blackpool schools. Blackpool have also created a network of Enterprise Advisors linked to every secondary school, who are working closely with Business in the Community (BITC) to assemble a "responsible business network" that will support increased quantity and quality of business engagement with all students. A new Careers Hub will also bring improved capability and capacity, the outcome will be improved work readiness of students and increased employment rates for 16 to 24 year olds. It is a target that all schools will achieve all Gatsby Benchmarks within 2 years.

- In Scarborough (the North Yorkshire Coast OA), the plan recognises that great teaching has the potential to improve attainment and increase social mobility.  We are investing in a dedicated recruitment consultant to attract good teachers to the area and to date have filled 21 teaching vacancies across the area as a result of this investment. 10 of these posts will be

filled by teachers who are being supported to relocate to the Coast. And in addition to that, 9 Teach First teachers are also due to take up posts on the Coast in September.

**Q 9  What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

Introduction

66. The UK's 5.7 million small and medium sized enterprises (SMEs) are the lifeblood of our economy. Together they make up 99.9% of all businesses and in the private sector, they account for 60% employment and 51% of turnover.[161] SMEs play an important role in seaside towns as they do in the rest of the UK, providing jobs and key local services.

67. Our Industrial Strategy sets out our vision for:

- The world's most innovative economy
- Good jobs and greater earning power for all
- A major upgrade to the UK's infrastructure
- The best place in the world to start and grow a business
- Prosperous communities across the UK

Supporting SMEs to become more productive in coastal towns

68. Increasing productivity across all regions of the UK, including rural and costal areas, is one of the Government's key priorities and is core to the Industrial Strategy. By improving productivity whilst simultaneously keeping employment high, we can boost our earning power – raising living standards, providing funds to support our public services and improving the quality of life for all our citizens.

69. The Government launched the **Business Productivity Review** to identify the actions that could be most effective in improving the productivity and growth of small and medium-sized businesses

70. We have also launched the £8m **Business Basics Programme**, as announced in the Industrial Strategy, to help increase the diffusion of best practice so that SMEs have the tools to become more productive.

71. The establishment of Coastal Community Teams and the targeted objectives of the Coastal Communities Fund and Coastal Revival Fund will the small businesses and social enterprises in coastal towns.

72. CCTs are able to bring the drive and experience of local businesses, SMEs and social enterprises together, enabling them to play a leading role in

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[161] Business Population Estimates, BEIS 2017

pushing forward regeneration efforts in their seaside towns. Membership can include SMEs and social enterprises, and support for these groups has a prominent place in local economic plans. These can be viewed [here.](here.)

73. The Coastal Communities Fund (CCF) supports projects in the UK delivering sustainable growth and jobs.  Projects are forecast to deliver over 18,000 UK jobs and £363m in new visitor spend[162], benefiting local businesses and SMEs along the English coastline. Since 2012, CCF has provided over £37million of funding to projects across England supporting the development social enterprises in coastal areas.

74. The Coastal Revival Fund (CRF) was introduced in 2015-16 to help coastal areas bring at risk heritage and community assets back into economic use. We have provided £3.7 m to 92 successful projects which has helped unlock the economic potential of hard-to-tackle buildings, facilities and amusements such as piers, lidos and promenades. This has helped local businesses and boosted local economies by tapping into the opportunities that the heritage economy offers to new coastal businesses and existing firms keen to grow

Making it easier to do business in coastal towns

75. We are starting from a good place. The UK is ranked in the top 10 in the world for doing business by the World Economic Forum and World Bank and amongst the very best in Europe. But there are still challenges to address and more we can do to make life easier for SMEs throught the country including coastal towns.

76. We are working to reduce the cost of doing business, cutting corporation **tax** to 19%, linking **business rate** increases to the Consumer Price Index (CPI) 2 years earlier than planned and exempting small and micro businesses from regulations where possible.

77. The **Small Business Commissioner (SBC)**, launched in December 2017, is committed to supporting Britain's 5.7 million small businesses to resolve payment disputes with larger private sector businesses, helping drive a culture change in payment practices.

Helping SMEs to access support

78. All businesses can access core services, information and guidance on starting up and running a business, as well as their statutory rights and obligations, on **GOV.UK** and they can call the **Business Support Helpline** too**.**

79. Local Enterprise Partners (LEPs) through their Growth Hubs also chelp SMEs by coordinating and simplifying the local business support landscape,

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[162] Coastal Communities Fund progress report 2016
[https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/603450/CCF_Report_2016.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/603450/CCF_Report_2016.pdf)

providing a local single point of access for businesses to access tailored advice and support no matter their size or sector.

80. There are 38 Growth Hubs across England (one in each LEP area). Growth Hubs bring together the best of public and private sector business support to drive growth in local places. Through this, place-based business support as provided through Growth Hubs is able to be fully responsive to the economic priorities of different places as well as national economic priorities. As such, Growth Hubs play a key role in supporting the economic regeneration of seaside towns.  An example of how the Growth Hubs are delivering is in Solent where through its engagement with the Solent Growth Hub, Southbourne Rubber Ltd. was able to secure funding and obtain strategic advice enabling it to replace its old machinery with new equipment. The new machines produce five times the amount the product as the previous equipment and provide enhanced quality of manufacture.

Helping SMEs to access the finance they need to grow and thrive

81. Through the British Business Bank (BBB) we are supporting SMEs everywhere, including those in seaside towns, to get access to the finance they need to grow and thrive. The BBB raises awareness of its programmes through their **Business Finance Guide** which sets out the different sources of finance available to businesses at all stages – from start-ups to SMEs and growing mid-sized companies. BBB programmes are already supporting more than £5.2bn of finance to more than 74,000 smaller businesses. As at end of June 2018, the **Start Up Loans** programme had lent £429m to more than 57,000 entrepreneurs.

82. On 28ᵗʰ June the BBB announced the launch of the **£40m Cornwall & Isles of Scilly Investment Fund**, aimed at boosting the local economy by providing debt and equity finance to help growing small businesses across the region. The fund has been established in partnership with the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP), the European Regional Development Fund (ERDF) and UK Government to provide local businesses with more funding options to help them grow and create jobs. The fund will provide debt and equity finance from £25,000 to £2 million. It is expected to unlock a further £40 million of private investment.

83.    In order to further improve their reach, a **network of BBB regional managers** will be rolled out by Autumn 2018 to ensure businesses across the UK know how to access sources of investment

**Supporting Social Enterprises**

84. In August 2018 government published the Civil Society Strategy (CSS). This is an inclusive and comprehensive long term vision which will build stronger communities by bringing businesses, charities and the public sector together, and put communities across the country at the heart of decision-making.

85. The CSS reflects government's commitment to improving the use of the Social Value Act and the importance of social value through all aspects of our work with civil society.

86. Social enterprises trade to tackle some of the most challenging problems our society faces and the UK economy is, increasingly, considering social impact at its heart with entrepreneurs and investors linking profits and social purpose. Current work to enable this sector includes;

87. **The Social Value Act** is an important tool that public bodies in coastal regions can use to secure social, economic and environmental benefits for their communities through expenditure they are already making.

88. **VCSE Crown Representative**: In March 2018 we appointed Claire Dove OBE to lead on removing barriers to VCSE participation in public service markets, including those small and medium sized organisations.

89. **Creating consumer and business markets for social enterprise.**

90. The UK Government supports the national body for social enterprises, Social Enterprise UK, to run national campaigns which encourage corporates ("Buy Social") and consumers ("Social Saturday") to buy from social enterprises, raising awareness about the key role of business in tackling social challenges. We funded the 2018 Buy Social Campaign.

91. **Public Sector Mutuals**: We have committed £2.7 million to support the growth and sustainability of public service mutuals, the majority of which are staff-led social enterprise delivering public services. They deliver services including health, social care, children' services and libraries right across England, including in some of isolated and deprived coastal communities.

**Education, health and wellbeing**

**Q11 Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

92. The Public Health Outcomes Framework (PHOF) contains a number of measures of the health status of the population and the wider determinants of health. Some of these can be presented according to the ONS area classifications – a grouping of similar local authorities

93. Two of these groupings are relevant to seaside towns and communities. They are the ONS Subgroups named:

- **Ageing Coastal Living** (comprising the local authorities of Arun, Christchurch, Cornwall, East Devon, East Lindsey, Isle of Wight, Isles of

Scilly, Lewes, New Forest, North Devon, North Norfolk, Rother ,
Scarborough, Teignbridge, Tendring, Waveney and West Somerset)

- **Seaside Living** (comprising Dover, Folkestone & Hythe, Great Yarmouth, Thanet, Torbay, and Weymouth and Portland).

94.Mortality outcomes for the Ageing Coastal Living Group are generally better than the England average. Rates for this group for infant mortality, preventable mortality, premature mortality from cardiovascular diseases, cancer, liver disease, and respiratory diseases, and mortality from communicable diseases are all lower than the England average. However, the suicide rate for the Ageing Coastal Living Group was higher than the England average.

95.In the Seaside Living group, the mortality rate from causes considered preventable is significantly higher than the England average. In addition, rates of premature mortality (defined as aged under 75) for cancer, and respiratory disease, and suicide are all higher than England for this group.

### *What factors might contribute to levels of poor health in coastal areas?*

96.The factors that contribute to poor health in coastal areas will largely be the same as the rest of the country: they are the conditions in which we are born, grow, work and live. Therefore critical factors include: education, employment, housing and social connections. These conditions vary by place to place: the Ageing Coastal Living group had a higher employment rate and lower levels of children in low income families than England, whilst the Seaside Living group was lower employment rates and higher rates of children in low income families than England.

97.Behaviour is another key determinant of health in coastal areas, as it is for the rest of the country; for both groups, the percentage of the population meeting their '5 a day' on a usual day is significantly better than the England average. In the Seaside Living group, the prevalence of smoking is significantly higher than the England average. The death rates from drug misuse, and emergency admissions to hospital for self-harm, are significantly worse in both groups when compared with the England average. Please see the PHOF for further statistics on behaviours and wider determinants in seaside and coastal areas.

98.A particular health risk facing coastal areas is flood risk. For example, in Lincolnshire the annual chance of flooding to coastal communities in Lincolnshire is estimated to be between 0.5% (1 in 200) and 2% (1 in 50). Whilst this risk is low, this is likely to increase with climate change, which is predicted to result in a rise in the sea level by 1 metre over the next 100 years. Much of the land behind tide defences in Lincolnshire is below average sea level, and extends up to 10km inland, forming the largest single area at

flood risk in the country. The consequences of a severe tidal surge are therefore potentially high.

99. *Would any targeted interventions help to address any such issues in these areas?*

100.  We know from the Marmot Review[163] that policies aimed at the social determinants of health are best placed to tackle health inequalities, including those in coastal areas. This includes:

- Giving every child the best start in life

- Enabling all children, young people and adults to maximize their capabilities and have control over their lives

- Creating fair employment and good work for all

- Ensuring a healthy standard of living for all

- Creating and developing sustainable places and communities

- Strengthening the role and impact of ill-health prevention

101.  Another critical principle for action is to match service to need i.e. to ensure that areas with the highest health needs receive proportionately higher levels of health care. This organising principle will help treatment reach those who need it most and simply match the demand and supply of health care services.

102.  Flood risks can be tackled through comprehensive response plans which address the potential risks of coastal and inland flooding. These plans should be based on local risk assessments which suggest a moderate risk of flooding with a potential impact ranging from local disruption to travel, to possible damage to buildings. Local strategies include pre-deployment of assets where there is some warning time, such as national flood rescue services; the removal of people from danger, including preventative evacuation; and the protection of local infrastructure and essential services.

## Delivery structures

**Q12 What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

103.  The UK-wide Coastal Communities Fund was set up by Treasury in 2012 as a competitive bid led fund with the aim of supporting jobs and growth in

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[163] https://www.local.gov.uk/marmot-review-report-fair-society-healthy-lives

coastal communities. The Fund is supported from revenues earned by the Crown Estate from its marine activities.

104.   The Fund has held four bidding rounds to date. These have awarded grants to 295 projects across the UK totalling over £173 million.  Round 5 of the Fund is currently underway with a budget of £40 million available between April 2019 and March 2021 to support projects along the English coast. available between 2019 and 2021. The first tranche of successful Round 5 bids in England – 16 'fast track' projects worth £6 million - was announced in September 2018. Successful projects from Round 5's main round of funding are due to be announced in early 2019.

105.   The Big Lottery Fund, who helped the Department deliver the Fund from 2012-2017, produced three annual progress reports for the Department on the Fund's achievements during the first three funding rounds. Analysis undertaken for the 2016 report showed that the grants awarded have been money well spent, with every £1 invested through the Fund having the potential to create an up to £8 boost to our coastal economies.

106.   Projects over the first three funding rounds are forecast to deliver over 18,000 UK jobs and to generate £363 million in new visitor spend. Up to 2016, projects had already helped to start almost 500 new businesses and create more than 7,000 jobs – with these figures set to more than double once these projects are completed.

107.   Annual progress reports on the work of the Fund issued by the Department since 2014 highlight the Fund's achievements both collectively and at individual project level. Places like Hull's Fruit Market area and the Spanish City neighbourhood in Whitley Bay (North Tyneside) for example, have won grants from the Fund in successive bidding rounds which have made a substantial contribution to regenerating both areas.

108.   By 2020 the Fund will have invested over £220 million in coastal areas. In Rounds 4 and 5 of the Fund, priority has been given to supporting projects submitted or supported by the 146 Coastal Community Teams (CCTs) which the Department has helped to establish. These bring together local councils, businesses, and local stakeholders to agree priorities for economic development in their area.  Each team, which received a £10,000 start-up grant, has been involved in the development of the CCT economic plan which, along with the LEP Strategic Economic Plan and other local plans and strategies provides a strategic context for the projects funded.

109.   The Department is committed to strengthening the monitoring and evaluation of the Coastal Communities Fund to ensure that the funding continues to deliver successful outcomes and offer value for money. This may involve conducting a series of "deep dives" with successful projects with regular performance updates and interviews with projects and participants.

The results of this research will be used to inform any future funding rounds and developing good practice guides for other coastal communities.

110. Another targeted intervention the Department has initiated to help coastal areas is the Coastal Revival Fund (CRF). In the first round in 2016 £3.7 million was provided to support 92 projects in coastal areas in England to help kick start the regeneration of "at risk" coastal heritage with potential to create opportunities for new economic uses. A new CRF round opened in May 2018 with £1 million available to help bring more coastal heritage assets back into use.

111. The Coastal Communities Fund was never intended on its own to be sufficient to tackle all of the economic challenges faced by coastal communities. It should be viewed as a specific funding mechanism within the Government's wider agenda to promote local growth, rebalance the economy and increase productivity.

112. It reflects a strong equity argument for government intervention to support coastal towns which have experienced a history of economic decline and market failure. By signalling to the market the investment potential of coastal areas through the projects it supports the Fund is acting as a wider catalyst for both public and private sector investment in coastal communities.

113. It is helping to kick start investment by improving coordination, bringing together public, private and voluntary organisations to bridge project funding gaps and allowing new initiatives to take off by reducing uncertainty. The Fund also offers flexibility to support a wide variety of projects that other funding regimes might find it difficult to accommodate as the sole funder.

114. It is important to also recognise the role of coastal Local Enterprise Partnerships (LEPs) in supporting the regeneration of coastal and seaside towns. Around half of all LEPs include coastal or estuarine areas. Local Growth Deals are providing coastal LEPs with funding to promote economic growth and job creation in their coastal communities. And some coastal LEPs, such as the South East LEP, have their own Coastal Networks to help prioritise investment in coastal locations.

115. Enterprise Zones too are an example of a policy initiative that, whilst not specifically targeted on the coast, are helping coastal communities. 16 Enterprise Zones cover coastal areas including Berwick upon Tweed, Newhaven and Falmouth.

116. The Department for Education's Opportunity Areas, which support local education providers and communities in improving social mobility, operate England-wide but include four coastal locations – Blackpool, Scarborough, Hastings and West Sussex.

**Q13 To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

117.   Coastal Community Teams (CCTs) have been instrumental in developing a vision for individual seaside towns. 146 CCTs have been established covering the majority of the English coastline. Each team has received £10,000 of MHCLG funding to help them get established.

118.   CCT are partnerships between the local authority, businesses and local stakeholders. Local partners are brought together in pursuit of a common vision for their community. The local authority must be a member of the CCT for it to be established and to flourish as a genuine partnership between councils, businesses and community groups.

119.   All CCTs are required to produce Economic Plans setting out both the short term and longer term priorities to enable their area to promote jobs and economic growth. By bringing the local authority and all interested groups and partnerships together in one recognised body, there can be real focus on getting agreement on strategic direction and delivering proposals that benefit the local economy and lead to jobs and growth.

120.   The full list of Coastal Community Teams and their economic plans can be found at the Coastal Communities Alliance website. https://www.coastalcommunities.co.uk/coastal-community-teams/

121.   CCTs have in many cases successfully bid into the Coastal Communities Fund and other sources of funding, and are leading regeneration projects in their seaside towns. More details on this are given at Q15. The involvement of a CCT in CCF schemes has given Government additional assurance that the project has community support and links to locally agreed strategies.

122.   CCTs are also an important vehicle through which seaside towns can engage with Government and key regional stakeholders such as Local Enterprise Partnerships (LEPs). This will be particularly important as LEPs come to develop Local Industrial Strategies and shape priorities to promote local growth and increased productivity.

123.   We are aware that the South East LEP has a Coastal Working Group, in which CCTs are involved and have participated in the consultation on the refresh of the LEP's Strategic Economic Plan. Government is keen to see further two way engagement between CCTs and coastal LEPs which would help further integrate models of working and ensure priorities of seaside towns are reflected in Strategic Economic Plans and upcoming Local Industrial Strategies.

**Q14 Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

124.   There are a range of fiscal and financial measures which are helping to support the regeneration of seaside towns.

125.   Government has committed £9.1 billion of the **Local Growth Fund** to LEPs through three rounds of competitive Growth Deals. This has provided significant levels of support to seaside towns. For example, Blackpool (which contains eight of the twenty most deprived areas of England) has received £53.21m, including £16.4m for its tramway extension.

126.   **Enterprise Zones** are also an important regeneration tool for seaside towns. 48 zones have been established since 2012 across England with sites from Berwick-upon-Tweed in Northumberland to Falmouth in Cornwall. 16 Enterprise Zones cover coastal areas.

127.   As of December 2016, they have attracted 877 businesses, £3.5 billion of private sector investment and 38,393 jobs. 16 Enterprise Zones are located in coastal areas.

128.   Since 2012, the **Coastal Communities Fund** has awarded grants to 295 projects across the UK, totalling £174million[164] Analysis shows this has been money well spent, with every £1 invested having the potential to create an up to £8 boost to our coastal economies[165]. Projects are forecast to deliver over 18,000 UK jobs and £363m in new visitor spend[166].

129.   Government is committed to ensuring business in every region – including seaside towns – have access to a **'Growth Hub'.** Over the last three years, we have established and tested Growth Hubs in each of the 38 Local Enterprise Partnership areas in England.

130.   We want Growth Hubs to carry on building their reach, developing peer to peer networks, signposting businesses to the best support available from the private and public sectors, and working with businesses with the greatest growth potential.

131.   As part of the BEIS financial settlement we are building on the Growth Hub programme, providing a further £24m of core funding to LEPs for Growth Hubs (£12m in 2018-19 and £12m in 2019-2020), with allocations remaining

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[164] https://www.biglotteryfund.org.uk/ccf
[165] Coastal Communities Fund progress report 2016
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/603450/CCF_Report_2016.pdf
[166] Coastal Communities Fund progress report 2016
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/603450/CCF_Report_2016.pdf

at current levels and with a review of funding allocation mechanisms from 2020-2021 onwards agreed in collaboration with LEPs.

132.  LEPs have reported that their Growth Hubs have engaged and supported over 580,000 businesses; delivered over 65,500 diagnostic and triage interventions; delivered over 28,000 intensive face to face interventions, helped over 11,400 individuals  to start a business; created over 5,000 mentoring/business to business relationships and achieved an average satisfaction rate of 86.6%.

133.  Others sources of funding able to contribute to the regeneration of seaside towns include the **Housing Infrastructure Fund** and **Home Builders Fund.**

**People and place**

**Q15 What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely? and**
**Q16 Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

134.  Government believes that local people and local communities should play a central role in the regeneration of seaside towns and areas.

135.  Coastal Community Teams are enabling integrated models of regeneration. They were set up to foster cohesive local partnerships and to bring local people to the forefront of driving forward changes in their communities. The Government backed this commitment with £1.46million of funding to get each CCT started.

136.  Membership is open to anyone with an interest in seeing their coastal area succeed. Key to the success of CCTs has been an emphasis on strong partnerships and agreed economic plans. Getting local partners to agree on an economic plan for both the short and long term has provided a real sense of focus and genuine community involvement often not seen in previous approaches to regeneration.

137.  Through CCTs, community groups have been empowered to take forward regeneration projects in partnership with local authorities, to the benefit of their seaside towns.

138.  Case studies are detailed below:

**Dorset Coast CCT**

139. The Dorset Coast Coastal Community Team has brought together CCTs covering West Dorset, Lyme Regis, Bournemouth, Christchurch, Weymouth, Purbeck and Poole. These partners have come together to agree a joint economic plan for the Dorset Coastline. This has allowed for greater coordination between the groups, and ensured that funding can be obtained on a joint basis for the benefit of the Dorset Coast as a whole.

140. The group collaborated on a successful £5.6 million (part of a £12.5 million project) bid to the Coastal Communities Fund. Funding is for 18 connected projects which will benefit the individual communities in a variety of ways: connecting communities with the coast; providing high standard, good quality public areas; and connecting communities with each other. The project aim is to bring in more visitors, who will spend more and stay longer and also encourage private investment along the coastline.

**Jaywick CCT**

141. **Jaywick is the most deprived place in the UK.** Very poor housing conditions significantly contribute to the high levels of deprivation. The area was the focus of the documentary 'Benefits on Sea'. **The CCT is working to kick-start regeneration of the Jaywick Sands area** by promoting housing development to improve housing and social conditions for local residents, and stimulate a change in market conditions. A private developer has obtained planning permission on 3 sites within the village for some 30+ units and is seeking to acquire further sites with a view to submitting other planning applications. **This is the first private sector investment since 2002/03**

142. Via the CCT major investors such as L&G and Cheyne Capital are now engaged in developing the future delivery model to realise the ambition of a new Coastal Village at Jaywick. Cheyne Capital are awaiting the outcome of the Accelerated Construction (ACF) bid as they are interested in developing out the 108 units outlined in that bid and potentially c 200 units or more overall.

**St Ives CCT**

143. St Ives CCT successfully secured £3.25million from the Coastal Communities Fund to fully fund the acquisition of St Ives Workstation as an enterprise hub. This is forecast to support over 300 businesses, and create 30 jobs.

144. Alongside this, the CCT, which is a Community Interest Company, is taking forward an impressive portfolio of projects to enable jobs and growth in the local area.

**Portreath CCT**

145.   Potreath is one of our smallest CCTs: the village has a population of just under 1,500. However, the CCT has had a significant impact since it formed in 2016. The group has secured funding to redevelop the harbour area building and to make a usable workspace and meeting area. Five registered commercial fishermen now operate from here. The group used its MHCLG set up grant to make new toilet facilities for visitors and is currently going through the planning process to convert the old building into a heritage/visitor centre. The CCT has also started a 'Love Portreath' litter pick project.

**Redcar CCT:**

146.   Redcar faces a number of serious challenges, in particular the ongoing effects of the closure of SSI steel plant. However, the CCT has taken a positive and ambitious approach to the regeneration of the town. It is a good example of where the CCT is clearly community led, but there is also resource and support provided from the local council.

147.   The CCT regularly invites funding proposals from members of the local community, through open funding calls. These often relate to Government initiatives, such as the Coastal Communities Fund or Coastal Revival Fund. The CCT works with the local authority to determine the best proposal, which it then submits as a funding proposal on behalf of the local community.

# MHCLG – supplementary written evidence (RST0122)

*I am grateful to you and the Select Committee on Regenerating Seaside Towns for inviting me to appear before the Committee on 18 December. I hope that I was able to provide Committee members with helpful responses to their questions, which will assist in the preparation of their report.*

*I did promise to write in response to the following requests for information:*

- A list of my visits and specifically to coastal towns. Please see Annex A

- Houses in Multiple Occupancy (HMOs). Following a question about the fees charged by local authorities to register HMOs, Lord Mawson asked whether the Department collect HMO data centrally. We do not hold these centrally but would expect the details of the fees, and how they have been arrived at, to be transparent and readily available.

    *I would like to add to my original response to Lord Mawson and clarify that local authorities are not permitted to profit from licensing fees. Fees should be reviewed annually and may be adjusted if necessary. The rate at which fees are set will be based on a number of factors such as the set-up costs of the scheme, the cost of assessing applications and issuing licences, and the cost of inspecting properties where necessary.*

- Examples of Local Enterprise Partnerships (LEPs) activity in coastal areas - I have provided some examples from New Anglia, Lancashire, Heart of the South West and South East LEPs at Annex B

- Public investment in businesses. Lord Smith of Hindhead asked me for details of sustainable businesses we have helped set up that employs 15 people or more. Please see the information at Annex C which provides examples from Round 1 of the Coastal Communities Fund (CCF) showing the number of jobs CCF has helped to establish supporting projects in Barrow-in-Furness, Folkestone and Marlow, and Scarborough.

Jake Berry MP

## List of Jake Berry's visits since June 2017

| Date | Area | Coastal |
|---|---|---|
| 27/06/2017 | Carlisle | |
| 27/06/2017 | Newcastle | |
| 27/06/2017 | Tees Valley | |
| 05/07/2017 | Manchester | |
| 05/07/2017 | Liverpool | |
| 10/07/2017 | Leeds | |
| 15/07/2017 | Chorley | |
| 15/07/2017 | Blackburn | |
| 14/08/2017 | Chester & Warrington | |
| 15/08/2017 | Blackpool | Yes |
| 15/08/2017 | Preston | |
| 15/08/2017 | Bristol | |
| 18/08/2017 | Liverpool | Yes |
| 21/08/2017 | Sunderland | Yes |
| 21/08/2017 | Sunderland | Yes |
| 21/08/2017 | Durham | |
| 21/08/2017 | Northallerton | |
| 22/08/2017 | Hull | Yes |
| 22/08/2017 | York | |
| 22/08/2017 | Harrogate | |
| 23/08/2017 | Knaresborough | |
| 23/08/2017 | Tholthorpe | |
| 23/08/2017 | Redcar | Yes |
| 04/09/2017 | Grimsby and Cleethorpes | Yes |
| 07/09/2017 | Newcastle / Gateshead | |
| 18/09/2017 | Shropshire | |
| 18/09/2017 | Knighton | |
| 19/09/2017 | North Wales | |
| 19/09/2017 | Knutsford | |
| 21/09/2017 | Manchester | |
| 21/09/2017 | Barnoldswick | |
| 05/10/2017 | Broughton, Preston | |
| 02/11/2017 | Bolton/ Wigan | |
| 03/11/2017 | Manchester/ Rochdale/ Darwen | |
| 13/11/2017 | Broxbourne and Hoddesdon, Hertfordshire | |
| 24/11/2017 | Newcastle | |
| 27/11/2017 | York and Barnsley | |
| 30/11/2017 | Cheshire | |

| Date | Location | |
|---|---|---|
| 08/12/2017 | Manchester | |
| 18/01/2018 | Carlisle, Dumfries, Penrith | |
| 25/01/2018 | Manchester and North Wales | |
| 12/02/2018 | Yorkshire - Selby, Sheffield | |
| 13/02/2018 | Northumberland - Lindisfarne, Ashington, Alnwick | Yes |
| 14/02/2018 | Tees Valley (Darlington) / Lancashire (Blackburn) | |
| 26/02/2018 | Barrow-in-Furness | Yes |
| 08/03/2018 | Blackpool, Bury, Leeds | |
| 29/03/2018 | Preston, Lancashire | |
| 25/04/2018 | Ashford and Faversham | |
| 11/05/2018 | Crewe | |
| 17/05/2018 | Bournemouth and Poole | Yes |
| 18/05/2018 | Todmorden | |
| 25/05/2018 | Hexham | |
| 07/06/2018 | Liverpool | Yes |
| 20/06/2018 | London | |
| 22/06/2018 | West Yorkshire / Tees Valley / Newcastle | |
| 05/07/2018 | Grimsby / Selbv | Yes |
| 06/07/2018 | Newcastle | |
| 12/07/2018 | Portsmouth and Weymouth | Yes |
| 19/07/2018 | Taunton and Wellington | |
| 13/09/2018 | Lancashire | |
| 15/09/2018 | Lytham | Yes |
| 25/09/2018 | Huddersfield / Halifax | |
| 04/10/2018 | Liverpool | |
| 11/10/2018 | Sheffield | |
| 08/11/2018 | Skipton/ Wakefield/Sheffield | |
| 16/11/2018 | Stoke-on-Trent | |
| 26/11/2018 | Beverley and Holderness | |
| 29/11/2018 | Northern Ireland | |
| 07/12/2018 | Burnley | |
| 17/01/2018 | Bishop Auckland | |

## Examples of LEP activity in coastal areas

### New Anglia LEP for Norfolk and Suffolk

Snape Maltings Flood Defences - Local Growth Award: £125,000. Raising the flood defence height at Snape Maltings from 3m to 6.7m. The total project cost is £500,000 and is expected to be completed by March 2019.

Great Yarmouth Flood Defences – Local Growth Award: £8.2m. A £39m project to protect housing and businesses through the construction and refurbishment of 3.8 kilometres of flood defence walls, unlocking economic growth in the town.

Great Yarmouth Third River Crossing - Local Growth Award: £2m. This funding will enable progress on detailed design and securing the necessary statutory processes to enable construction.

Great Yarmouth Rail Station Interchange - Local Growth Award: £2m. To help re invigorate the town by providing an improved public realm and quality connections between the station, the town centre and beyond

Centre for Environment, Fisheries and Aquaculture Science (Cefas), Lowestoft - Local Growth Award: £1.4m. To provide a long term fit for purpose Marine Science facility that will secure Cefas Head Quarters in the region for the next 40 years.

### Lancashire LEP

The 'Renewal of Blackpool' priority concentrates upon the area's unique characteristics which require specific focus to create economic opportunities for its local communities. Growth Deal projects in Blackpool include:

Blackpool 21st Century Conference Centre & Hotel - Local Growth Award: £15m. A
£24.9m project to create a new conference centre and hotel scheme anchored at Blackpool's famous Winter Gardens which will enable Blackpool and Lancashire to compete for new growth opportunities,

Blackpool & Fylde College - Lancashire Energy HQ - Local Growth Award: £6.2m A
£9.4m development of a National Energy HQ to meet the training needs of the energy and oil and gas sector.

Blackpool & Fylde College - M&E Bispham Campus - Local

Growth Award: £1.26m A £4m project to replace building services to improve the efficiency of teaching and learning environments, improving learner recruitment and retention in the science, technology, engineering and mathematics (STEM) curriculum.

AMuseum (formally known as Blackpool Heritage Visitor Attraction - Local Growth Award: £1.5m for a new heritage based visitor attraction at the Winter Gardens.

Blackpool Bridges - Local Growth Award: £3.8m. A £11.38m project for maintenance of critical highways infrastructure, including Yeadon Way – one of Blackpool tourism's main arrival points.

Blackpool Integrated Traffic Management - Local Growth Award: £1.51m. A £2.16m project to increase the flow of vehicular traffic on key transport routes to Blackpool promenade, attractions and development sites.

Blackpool Town Centre Quality Corridors - Local Growth Award: £6.6m. A £7.34m project to deliver environmental improvements to key Central Business District trans ort routes.

Blackpool Tramway Extension - Local Growth Award: £16.40m. A £22.84m project to extend the tram system to integrate the tram and rail networks at Blackpool North.

**South East LEP**

Newhaven Flood Defences - Local Growth Award: £1.5m. A £9m project to reduce flood risk in Newhaven and to recognise the wider benefits this will bring in encouraging regeneration in the town.

Eastbourne Town Centre Movement and Access Package - Local Growth Award:

£8m. A £11.25m phase of the Package specifically focussed on the improvements to the key town centre corridor of Terminus Road and Cornfield Road

Extension to construction facilities in Folkestone, East Kent College - Local Growth Award: £1.36m. The project will support economic growth and address local and regional skills shortages, including heritage construction skills.

Queensway Gateway Road, Hastings - Local Growth Award: £10m The project links Bexhill in the west and the A21 to the east of the Growth Corridor by relieving congestion on The Ridge and improving traffic flows onto the A21

## Heart of the South West LEP

Torbay Western Corridor Capacity Improvements- Local Growth Award: £8.25m. The project on the A3022 (to the west of Paignton) will help reduce bottlenecks along the route.

Torquay Gateway Scheme - Local Growth Award: £2.79m. The project will open up key sites for existing and planned employment, capitalising upon the South Devon Highway reducing journey times and increasing trip journey time reliability.

Ocean Studios, Plymouth - Local Growth Award: £0.8m. A £4.1m project for the renovation of a Grade 1 listed factory to provide artist studios and workshops, exhibition space and retail units

City College Plymouth STEM Centre - Local Growth Award: £5.43m. A £12.83m project to provide additional capacity to meet the economic and labour market demands for science, technology, engineering and mathematics training.

## Examples of job creation from Coastal Communities Fund investment

Funding for CCF Round 1 was between financial years 2012-13 and 2014-15. Figures were reported at end of 2015.

| Applicant name | Project description | Project Name | Local Authority Area | Round | Total Direct and indirect jobs created |
|---|---|---|---|---|---|
| Furness Enterprise Limited | The project has created jobs through a holistic & flexible programme entitled "Unleashing Growth in Coastal Furness." It's aim has been to drive sustainable economic growth within the coastal community by creating an innovation network for product development to enable new markets to be opened up, stimulating the supply chains of existing local businesses. It has also provided support to new start businesses, working with the unemployed to make them more job ready and acting as a match maker between employee and potential employee, as well as leading a coastal discovery marketing scheme to attract companies to the Waterfront Business Park in Barrow. | Unleashing growth in Furness | Barrow-in-Furness | 1 | 617 |
| Friends of the Folkestone and Marlowe Academies | Based in Ramsgate, this project has expanded the existing Marlowe Innovation Centre (MIC) to provide additional accommodation for small businesses. The centre houses and supports small businesses and provides links between them and the neighbouring Marlowe Academy. The MIC creates a supportive environment for entrepreneurs and also benefits the school through learning different employment related skills and mentoring. | Marlowe Innovation Centre phase 2 | Thanet | 1 | 19.7 |
| Scarborough Borough Council | Delivered in Filey, Scarborough and Whitby this two year capital and revenue project has created sustainable economic growth and jobs by taking advantage of two new industries being developed in their area, potash mining, and Europe's largest offshore wind farm. The area is rich in natural resources that can be exploited to create economic growth. CCF funding has been used to enable local people to secure jobs in the manufacturing, construction, chemical, mining, transport and hotel/catering industries which all service the two new sectors. | Going for Growth | Scarborough | 1 | 898 |

# Mr Graham Mitchell – written evidence (RST0042)

Whilst visiting our daughter in Hong Kong in October 2017, we were impressed with the changing facilities for seaside beach visitors. They included male and female changing/toilet and showers. There were also outside showers. They were of a generous nature and gave the beach a safer more user friendly feel, especially for families.

The beaches (in the towns) also all had lifeguards. They covered a large area of the beach. I know this is not so practical in the UK as the RNLI can only feasibly safely cover some portion of the tideline.

I am sure that having well-kept and generous facilities helps boost the attractions of a seaside town and thus leads to a virtuous circle, whereby visitor numbers increase and so generate more revenue in the seaside town.

We used to go to English seaside towns when our children were younger, and we can't remember seeing anything as good(although this might have now changed) as those we experienced in HK. It makes a visit more friendly and comfortable and I think a reasonably easy way to kick-start regeneration.

# NALC – written evidence (RST0026)

The National Association of Local Councils (NALC) is the nationally recognised membership and support organisation representing the interests of around 10,000 parish and town councils and many parish meetings in England. Local (parish and town) councils are the backbone of our democracy and closest to local people, providing our neighbourhoods, villages, towns and small cities with a democratic voice and structure for taking action, contributing in excess of £2 billion of community investment to supporting and improving local communities and delivering neighbourhood level services.

Executive summary

Our key points are set out below:

- Seasonal factors affecting the labour market in coastal towns often represented by larger local councils and the low pay associated with seasonal work in these areas must be addressed.
- There is a lack of investment in all year-round business / industry giving, in particular, opportunities for young people in coastal towns. Coastal town councils can assist, but only to a limited extent.
- There is a lack of well managed social housing in many larger coastal towns. This is often caused also by much second home ownership in the same coastal settlements. Council tax on second homes empty for more than six months in council tax areas should be re-allocated to local (parish and town) councils for spending on much needed community projects after consultation with residents (Cromer Town Council in Norfolk submitted a proposal to Government in March 2018 requesting this under the Sustainable Communities Act which has since been rejected).
- There are currently questionable planning regulations in coastal towns with respect to maintaining or increasing social housing availability for local people. These regulations need to either be changed or made more flexible to create the necessary availability for more social housing in such areas (such as North Norfolk).
- Affordable housing provided in developments in coastal town areas needs to be allocated to local people as a priority. There is little point in more housing being made available as a result of major infrastructure projects in coastal towns if these are simply to become second homes for absent residents – local residents in such towns need to be able to afford these properties as a priority
- The high percentage of older people i.e. in excess of 40% is not matched by the infrastructure- doctors, dentists, chiropodists, transport etc. While this is a clear demographic comment – it points to the dire need for the Government to invest more in regenerating the infrastructure of coastal towns moving forward to attract a greater cross section of young and other people to live in such coastal communities.

- The Government should legislate in the 2018-19 parliamentary session to grant local councils mandatory rate relief on public conveniences they own or manage and if this is not possible should allow local authorities by law to be able to grant 50% discretionary rate relief on public conveniences owned or managed by local councils.  This is a significant problem for larger coastal town areas such as Falmouth and needs to be resolved.

Response to the consultation questions

Our response to the specific consultation questions most relevant to the local council sector are as below:

Background and understanding

1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

See the first two pages of this response for detail on our overall positions.  8 out of 10 of the towns with the highest insolvency rate in the country are seaside resorts.  Whitby is currently placed at number 9 alongside Scarborough.

Employment prospects are mainly with the hospitality, service and retail sectors which are low paid and mainly seasonal.  This leads to the younger generations moving out of town for work or low aspirational expectations.

We agree with the position of Whitby Town Council on this matter (in North Yorkshire).  Whitby is often overlooked as beside its historical connections and tourist attractions, Whitby is a working fishing port and there are some 18 boats operating out of the port for shellfish which is a sustainable industry and uses traditional methods which have been passed down over many generations.  The Fish Market and Quayside has a neglected appearance and there is as yet little opportunity to engage the public and residents with this vital aspect of the town.

20% of the housing stock in Whitby is 'second home' or holiday let which does contribute to tourism but depletes available homes for young families.  This can create division in the community.

These points apply to coastal towns represented by local councils nationally and need to be resolved.

Housing and demographics

4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

Yes, they do.  We agree with the position of Filey Town Council in Lincolnshire on this issue.  This matter within the town is focused on the properties which were previously tourist accommodation being re-allocated as flats which are marketed at the "second home and holiday home" sector. These are being

priced outside the capabilities of many local people and are being brought by people not requiring mortgages that are much more preferential buyers to the developers. This also is the same problem when the "affordable housing" is provided within any development being quickly bought as holiday homes or retirement houses for people from outside the town. Affordable housing should mean housing that local people can actually buy; more houses such as this need to be built; and developers should be required to give priority to local residents and not people from outside a coastal town when selling such properties.

Transport and connectivity

5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

We agree with Whitby Town Council in North Yorkshire that transport and connectivity in coastal towns tends to be very limited and requires further regeneration and better regulation and investment. For instance in Whitby the Esk Valley Line to Middlesbrough operates on a limited scale which decreases significantly during the low seasons. There is no direct train to York. There are no early morning or late night trains. The first bus to Middlesbrough leaves at 7.37 and takes 2 hours. This prohibits commuting for employment and can be seen as a deterrent for employment from investors.

The current Park & Ride facility in Whitby is closed between November to the end of March and operates between restricted times meaning that Winter festival and regular visitors are forced to park in the town centre. There is a heavy traffic flow through the town centre creating congestion and potential damage to the town's road and swing-bridge.

Again these problems are national – digital connectivity needs to be greatly improved as well as transport connections in coastal towns to allow greater economic growth. Little action appears to have been taken on this issue by the Government, but this call for evidence is welcome. Movement improves networking for the private and public sectors, and greater communication so Government moves to improve regulation and investment in the coastal town transport arena would be helpful.

Social and economic regeneration

8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

We again agree with the position of Filey Town Council on this matter. In Filey, little support has been offered as to the regeneration of the town in particular with respect to the provision of new jobs. This has therefore caused many of the issues highlighted in answer to consultation question 4. A major

benefit would be an initiative to encourage business to locate to this type of area i.e. with the building of appropriate industrial and commercial units and the provision of funds to build and run community facilities such as a leisure centre.

The Government should encourage greater private and public investment in coastal towns moving forward - especially on high street initiatives working with the Association of Town Centre Management and others, to attract greater business presence on coastal high streets.  The Government should also work more closely with the BIDS Network and British BIDs to ensure the BID process works better in coastal town areas.

# National Casino Forum – written evidence (RST0041)

NCF is the sole trade association which represents all land based casino operators in Great Britain. Indeed a number of our members operate in coastal areas across the UK. We have not responded directly to each of the questions included in this inquiry, as we believe many fall outside NCF's expertise. However, we wanted to take this opportunity to highlight the significant economic benefits the UK casino sector already brings to coastal regions, as well as update the Committee on our efforts to bring about further economic benefits.

The UK casino sector plays a key role in boosting local and regional economies across the UK. In 2015, through direct, indirect and induced effects the UK casino industry generated a total of £755m of GVA for the UK economy, and today it employs more than 15,000 people directly, and many more indirectly. Casinos already operate in the UK's best-known and most popular seaside resorts, including Margate, Brighton, Great Yarmouth, Scarborough, Torquay, Bournemouth, Blackpool and Southend. These areas therefore play a key role in the success of the UK casino industry.

In 2017, there were 19.48 million visits to casinos in the UK, equating to an average daily attendance of nearly 54,000. Significantly, a high proportion of those visiting casinos are tourists, either international or domestic. As we have seen by the continued increase in overseas visitors, the UK is still a highly attractive tourist destination despite the UK's decision to leave the European Union. Indeed it could be argued that the decline in sterling's value has made it more attractive as a destination. When twinned with a rise in domestic holidays, which according to Visit Britain grew 5.8% in 2017, there is a unique opportunity to regenerate and boost the UK's seaside towns and communities through tourism.

NCF has been working with the Government, and the regulator for a number of years to ensure that land-based casinos can continue to operate responsibly and sustainably, while providing the experience that customers from around the world are used to and expect.  One of our key objectives is to secure regulatory change so all casinos can operate on an equal footing and according to the same commercial parameters.

Our key proposal is for casinos licenced under the 1968 Act to be put on a level playing field with those small casinos licensed under the 2005 Act. While there are a number of technical changes we seek our primary concern is the disparity between the number of gaming machines permitted and licensed under the 1968 Gaming Act "converted casinos" and those licensed under the 2005 Act "2005 Act casinos". The sector supports increasing the ratio of gaming machines to tables for both from 2:1 to 3:1 and capped at 80 machines per casino. Such a move would allow the casino sector to respond to customer demand, increase tourism, match global competition and keep up with technological advances whilst remaining at the vanguard of socially responsible gambling. Importantly an analysis by EY shows that the positive economic impacts, including more jobs, would not be limited to London, as the UK's regional economies would also see a significant boost.

NCF has always been committed to promoting responsible gambling, a principal example of which is an enhanced responsible gambling programme, Playing Safe, which formally launched in 2013 and to which all NCF members are signed up. Playing Safe's principles define the way the UK casino industry conducts its business and is the flagship industry-led responsible gambling code of practice in the UK. More recently, we launched SENSE – the Self-Enrolment National Self-Exclusion tool – in August 2015 in all land-based casinos across the UK. This web based national programme, easily accessible, 24/7, was introduced by casinos in advance of the Gambling Commission's licensing condition which came into force on 6 April 2016 and is materially more advanced than any other national self-exclusion scheme.

Importantly, our proposals would do nothing to change our commitment to socially responsible gambling. Furthermore, we are always looking for ways to improve. Our members are currently testing a number of further options to make gambling safer, including trialling the latest facial recognition technology (to assist with even greater identification of self-excluded players amongst other things) and the development of diagnostic algorithms to identify potential harmful patterns of play. The software supports tracking, managing and reporting player risk, making it easier for operators to identify gamblers of interest.

Our understanding is that the Government is sympathetic to our case for modernisation of the regulatory regime. As highlighted, these changes could bring about significant economic benefits to some of the UK's best-loved coastal areas, and play a key role in the regeneration of these areas, through bringing visitors and jobs to these towns and cities. We would therefore be grateful for the Committee's consideration of our proposals as part of this inquiry.

# National Coastal Tourism Academy – written evidence (RST0080)

### Executive Summary

1. The tourism industry comprises an important component of the economy of coastal communities, it has an unrealised potential that can regenerate coastal communities and create great places to live, work, invest and visit. Yet, it needs long-term government support to make change happen.

2. The National Coastal Tourism Academy submits the following key recommendations for consideration by the House of Lords Select Committee on Regenerating Seaside Towns and Communities in order to sustain and accelerate growth in coastal communities:

   - Continuation and increased investment in the Coastal Communities Fund

   - Support for national and local coordination and sharing of best practice on the coast to ensure public sector funds are invested wisely and lessons are shared for the benefit of all

   - Greater recognition of the importance of the coast in government planning and policy.

   - Provide ongoing investment to tackle seasonality and enable the visitor economy on the coast to achieve national growth rates – investing in tourism development, research and best practice.

   - Recognise the importance of tourism to the economy of coastal communities and its ability to provide great places to live, work, invest and visit.

   **Date:** This paper is compiled and submitted in October 2018.
   The views expressed in this paper are those of the National Coastal Tourism Academy.

### Brief Introduction

3. The National Coastal Tourism Academy (NCTA) was established in 2012 with round 1 Coastal Communities Fund investment to accelerate growth in the visitor economy, create jobs and establish a centre of excellence.

4. The NCTA is now established as the centre of excellence on coastal tourism with an in-depth understanding of the challenges

and opportunities for growth in coastal communities.  The NCTA's work focuses on supporting the coastal tourism industry through the following key activities:

   a. Bridging gaps in Research - the NCTA has identified through new research the key opportunities for growth in the shoulder and off-peak period to address seasonality. The research is freely available via the NCTA resource hub[167].

   b. Sharing lessons learnt and best practice – the NCTA resource hub[168] includes case studies from projects, businesses and coastal destinations on delivering change. The NCTA also connects projects and businesses seeking advice on development issues.

   c. Development Projects – the NCTA has successfully led and completed a range of projects to grow the visitor economy and improve the visitor experience. The NCTA is currently leading on the England's Coast, Discover England Fund project funded by VisitEngland.

   d. Vision, Leadership and advocacy for the coast – the NCTA led a coastal tourism consultation to create the "Coastal Visitor Economy – Vision, Strategy and Action Plan"[169] – and is now overseeing delivery of that plan through its networks and project based activity.

5. The NCTA works with Industry, Academia and Government at local and national level to drive change in the Coastal Visitor Economy.  It directly supports coastal Destination Management Organisations and over 900 businesses across all aspects of the visitor economy (hospitality, attractions, retail, transport, conference, international education, night time economy and arts and culture).  It is currently driving growth in international visitors on the coast through its England's Coast project.

**Evidence in response to issues identified in Seaside Regeneration Inquiry**

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[167] www.coastaltourismacademy.co.uk/resource-hub
[168] www.coastaltourismacademy.co.uk/resource-hub
[169] https://coastaltourismacademy.co.uk/resource-hub/resource/vision-for-coastal-visitor-economy-summary--action-plan

This paper will focus on three key areas of the Inquiry's call for evidence which reflect the NCTA's particular areas of expertise and provides in-depth insight on these complex and important issues.
**Background and understanding of Seaside Regeneration**

6. The most significant challenge facing many coastal communities is seasonality.  Seasonality has changed little since 2008 according to national statistics[170] with many destinations reaching peak capacity over the 6-week UK Summer school holiday period in July and August each year.  Seasonality causes a number of specific issues in terms of employment, skills shortages, brain drain, quality of life and pressures on local services.

7. Although the extent of seasonality may differ from one coastal community to another, it exists in almost all coastal destinations. NCTA research into the perceptions of coastal destinations[171] revealed that 45% of people in the UK believe that the coast is closed during winter.  This perception is a significant barrier to growth and tackling seasonality.

8. Addressing seasonality is a key focus of the research and work of the NCTA. Over the last 5 years the NCTA has undertaken in-depth research into markets and segments that are willing, able and interested in travelling to the coast in the shoulder and off-peak periods.  This research is widely shared with businesses and destinations across the coast, and the NCTA is supporting a number of destinations using the research to guide their strategy and marketing. In addition, the NCTA is leading on the England's Coast Discover England Fund project to attract international visitors to our coast in the shoulder and off-peak period.

9. Delivering a change in seasonality will however take a long-term investment to change perceptions, awareness and the product offer. It must be achieved in steps, to build demand in the shoulder periods, then gradually extend the season, until year-round employment can be achieved.

10.     Over the last 5 years, the NCTA has undertaken a number of research projects focusing on the opportunities for growth on the coast and we now have a wealth of detailed research on the

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[170] GBTS 2017 (or evidenced in NCTA "Coastal Tourism 2016" report)
[171] NCTA 2017 "Perceptions of the English Coast" https://coastaltourismacademy.co.uk/resource-hub/resource/perceptions-of-the-english-coast-identifying-opportunities-for-domestic-nonvisitors

visitor economy on the coast. The research focuses on visitors who are interested in visiting the coast in the off-peak period and is made available freely to businesses and destinations with easy-to-read advice to enable businesses to easily implement the recommendations from the reports.

11.     Funding for ongoing research though is difficult to obtain and there are still some gaps in knowledge around international visitors, the wellness opportunity and long-term investment in the family market (to gain repeat visits and loyalty as an adult).

12.     The benefit of investment in research is already being realised in a number of coastal destinations and businesses that have successfully used the NCTA research to adapt the product, improve their marketing and visitor experience. The NCTA provides support to those organisations using the research and shares their experience through a range of case studies and best practice guides.

13.     There is however, a need for ongoing commitment and investment in visitor research and best practice to support the coast to tackle seasonality based on sound evidence and ensure that the coast remains competitive as a visitor destination.

**Recommendation:**
14.     Provide ongoing investment in coastal tourism projects, research and best practice to provide businesses and destinations with the evidence, tools and product needed to tackle seasonality.

15.     Facilitate the sharing of knowledge, best practice and lessons learnt to ensure investment is not wasted and resources used in a sustainable and targeted approach.

**The Role of the Visitor Economy**

16.　　It is well documented that some seaside destinations have witnessed a decline in tourism over the last half century; however this is **not** a reflection of the current national seaside situation. Visits to the coast have increased in both number of visits and number of nights over the last few years[172].

17.　　Seaside tourism in England in 2017 was valued at £4.9 billion for overnight domestic trips[173] and £4.6 billion for domestic day trips[174] and c.£1 billion for International Visits[175].

18.　　The coast is the largest domestic holiday sector, yet for International visitors, only 11% of visitors coming in to the UK visit the coast at some point during their visit, and for 33% of those visitors, they are only on a day trip to the coast from London[176].

19.　　Over the last 10 years the visitor economy has become even more important to coastal communities as other economies have declined. Given its importance and proven ability to create great places to live, work, invest and visit – the visitor economy needs to be resilient in order to help develop stronger, more diverse economies in coastal communities.

20.　　However, the visitor economy on the coast is not growing at the same rate as the wider visitor economy nationally. The two key barriers to growth are a reduction in investment in destination management by local authorities (due to pressures on social care and housing) and the lack of corporate brands to replace public sector investment – the impact of these barriers are:

a.　Very high <u>concentration of independently owned MSEs</u> (Micro and Small Enterprises) – corporate representation is typically very low and can be completely absent in smaller or more remote coastal settings – thus the level of investment from the private sector is much more limited and the delivery of change and investment is often slower and more fragmented than city or other urban settings.

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[172] GBTS, GBDVS 2017
[173] GBTS 2017
[174] GBDVS 2017
[175] IPS 2016
[176] BDRC report for NCTA in 2018 based on analysis of IPS 2016

The Destination Management Organisation (where they exist) also has the task of bringing together a greater number of stakeholders to deliver change.

b. Reduction in <u>public sector funding for tourism at sub-national level</u> – many coastal towns have seen a significant reduction in public sector funding for tourism provision, and in some destinations there is no longer any destination management function. Local Enterprise Partnerships should provide a route to funding at sub-national level, yet not all Local Enterprise Partnerships recognise the importance of tourism or the coast. In addition, with a high concentration of MSEs, it is not easy to supplement funding through private sector investment, and any funding received is often limited to promotional activity. This has led to a reduction in:

- promotion – which results in fewer tourist visits

- provision of services (such as public toilets, Tourist Information Centres and beach management) – which in turn leads to a substandard quality of service and therefore lower satisfaction.

- business support, skills and training provision

- research that influences decision making – particularly on visitor satisfaction, trends and new market opportunities

21.     The New Economic Foundation estimates that the equivalent of an **additional 64,000 jobs in England** could be generated by 2025 if the visitor economy on the coast is supported to achieve national growth rates for the Visitor Economy (3.8% per year)[177].

22.     Coastal destinations that are seeing significant growth are those that have continued to invest in tourism services, diversify their product offer and support businesses to achieve growth. However, this level of commitment to the industry is not seen in all areas. Growth in the visitor economy, the lifeblood for many coastal destinations, has been achieved by those that are proactive and working collaboratively across the private and public sector.

23.     The benefit of investment in tourism on the coast can be clearly seen through a range of Discover England Fund projects. In particular, the England's Coast large scale project led by the

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[177] NEF Blue New Deal

NCTA, which is already delivering growth in international bookings to the coast in its first year.

24.    The Discover England Fund investment has also enabled greater collaboration across coastal destinations, with over 14 destination organisations as partners in the England's Coast project which is opening up the coast to international visitor and supporting over 900 businesses and SMEs to develop their product for the international visitor market, which typically travels in the off-peak period and is higher spending that a domestic visitor.

25.    However, delivering change on the coast is a long-term investment, as evidenced by the Failte Ireland investment in the Wild Atlantic Way project or the Danish investment in their Coastal development programme.  In the UK, tourism and coastal funding programmes are often too short-term and the potential for change is not fully realised, developed or sustained.

26.    The NCTA was recognised in the 2015 DCMS Select Committee Inquiry report[178] into Tourism for its early work on supporting and delivering coastal change:

*Recommendation 13, p45:*
*"We welcome the start made by the National Coastal Tourism Academy in identifying and promulgating best practice. However, an extension of its funding is needed if it is to become a truly national resource for the benefit of seaside resorts throughout England and the rest of the UK. (Paragraph 71)"*

27.    The NCTA is now also recognised for delivering one of the leading Discover England Fund projects, which is successful because of the proven NCTA approach of reaching decisions based on a strong research base, a skilled team that understand the coastal environment and partnership working and collaboration across industry and government at all levels.  Yet, the NCTA's survival relies on partner contributions which are increasingly under pressure and limit the potential of what can be delivered.

**Recommendation:**
28.    Recognise the importance of tourism to the economy of coastal communities and its ability to provide great places to live, work, invest and visit.

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[178] House of Commons Culture, Media and Sport Committee, "Tourism" Sixth Report of Session 2014–15

29.     Provide ongoing investment to coastal tourism to tackle seasonality and enable the visitor economy on the coast to achieve national growth rates – generating a potential 64,000 additional jobs.

**Delivery Structures**

30.     The commitment by Government to the Coastal Communities Fund round 5 is a vital step in achieving growth and regeneration for coastal destinations.  Accessing central Government funding schemes, such as the Coastal Communities Fund, has enabled coastal communities to deliver business support and training, improvements in the public realm and kick-start regeneration and growth.

31.     However, the Coastal Communities Fund is significantly over subscribed and to date there has been little coordination and evaluation of schemes or sharing best practice to ensure that public funds are used wisely and lessons shared needs central coordination.

32.     The short term nature of the funding also makes it difficult to have a more holistic and sustainable approach to regeneration and growth.  There are now examples of early Coastal Community Fund projects which were delivering valued services and activities, but are no longer being supported due to a lack of ongoing funding.

33.     Continued commitment to the Coastal Communities Fund, and an increase in the size of the Fund as well as in the length and scale of the projects that can be undertaken would be a welcome step.

34.     The percentage level of funding that is set aside for the Coastal Communities Fund has decreased in recent years (though the absolute financial investment remains similar) – returning this level of investment to its original level (50%) would also be widely welcomed.

35.     One of the key opportunities for sustainable growth is investment in a research and development programme to identify core strengths and opportunities, to ensure that decision making

is based on robust evidence.  The NCTA is seeking to make market research, academic research and industry insight accessible and actionable to the tourism industry.  To date we have been successful in supporting businesses and the destination to achieve growth and create jobs.

36.    The NCTA has also supported the coastal visitor economy in the creation of a national vision and action plan.  Reflecting the ambitions and needs of the coastal visitor economy, it complements the local plans of Coastal Community Teams and provides a national framework for development and growth across the coast.

37.    Sustainable change though can only be achieved with local and national delivery structures that complement each other and that have the support of all stakeholders at all levels.  Working collaboratively across government departments, local authorities, LEPs, CCTs and other stakeholders takes time and coordination.

38.    Government could do more to support long-term planning and coordination of change.  Recognising the importance of the coast and its contribution to the economy in government planning, policy and through an ongoing commitment to the Coastal Communities Fund.

**Recommendation:**
39. Ongoing commitment to the Coastal Communities Fund.

40. An increase in the level of the Coastal Communities Fund and extension to the life-span and scale of projects that can be supported

41. Measures to encourage investment in coastal destinations by the private sector

42. Support for national and local coordination and sharing of best practice on the coast to ensure public sector funds are invested wisely and lessons are shared for the benefit of all

43. Greater recognition of the importance of the coast in government planning and policy.


**44.    The National Coastal Tourism Academy would like to thank you for the opportunity to provide evidence as part of this Inquiry and would welcome an opportunity to provide oral evidence to the Committee.**

## National Housing Federation – written evidence (RST0054)

1. Housing associations play an important role in regenerating seaside communities. This submission sets out the demographic and housing challenges within a range of seaside and coastal communities and looks at how housing associations support and invest in the communities in which they operate and are anchored.

2. The National Housing Federation is the voice of affordable housing in England. We believe that everyone should have the home they need at a price they can afford. That is why we represent the work of housing associations and campaign for better housing.

3. Our members provide over two and a half million homes for more than six million people[179]. Each year they invest in a diverse range of neighbourhood projects that help create and sustain strong, vibrant communities.

### Housing associations' experience

4. Seaside towns and coastal communities face a range of difficulties and challenges. Populations in the majority of coastal communities tend to be on average older, while average wages tend to be low – the 12 areas in the UK with the lowest mean earnings are also all coastal areas. Their housing stock can have high levels of second homes, which prevent local communities from getting on to the housing ladder. Finally, these areas often see lower levels of social mobility among their populations.

5. In this submission we have looked at five case study areas, Blackpool, Brighton and Hove, Southend-On-Sea, Great Yarmouth, and King's Lynn and West Norfolk to review the demographic and housing environment these areas face the work being done by housing associations to respond to these challenges through regeneration and community support.

6. Housing associations are committed to creating resilient communities in their areas and play a key role in supporting and regenerating seaside and coastal towns. Being embedded in local communities, housing associations have a considerable impact on the local economy. They provide direct and indirect employment, increase spend in the local supply chain from construction to repairs, and invest in communities. Nationally they are economic anchors, employing more people than the

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[179] National Housing Federation analysis based on the Statistical Data Return 2017 and the English Housing Survey 2016/17

UK Army. 132,728 people are employed by housing associations, compared to 120,350 in the UK Army in 2017.

7. This submission will also suggest what the Government could do to enable housing associations to build more homes and support their communities, whether through provision of specialist housing or skills training that helps boost social mobility and economic regeneration.

8. We have chosen to respond to those questions in the Committee's call for evidence that we were best placed to do so. We would be happy to discuss with the Committee any aspect of this submission.

**To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

9. The housing stock of seaside towns and coastal communities creates its own challenge for these areas. The Federation's Home Truths[180] research looks at housing shortfall[181], affordability[182], and levels of empty[183] or second homes[184] across the country. Houses being bought as second homes especially puts pressure on seaside communities, making it more difficult for the local population to afford suitable housing as overall supply is reduced, and local prices may be increased. We have looked at these indicators for our case study coastal and seaside communities to give a picture of the nature of housing stock in these areas.

10. Our case studies provide a picture of the high levels of second homes found in coastal areas. As of September 2017, Brighton and Hove had 1,699 houses being used as second homes, Great Yarmouth 2,351 and King's Lynn and West Norfolk had 3,313. This adds pressure to the housing shortfall these areas face.

11. Brighton and Hove, has a five year shortfall in 2012-2016 of 5,697 homes. Great Yarmouth has a shortfall of 1,199 homes. Finally, King's Lynn and West Norfolk faces a shortfall of 804 homes.

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[180] National Housing Federation 2018. Home Truths. Available from: https://www.housing.org.uk/resource-library/home-truths/
[181] Town and Country Planning Association household projections; Department for Communities and Local Government (DCLG) table 253 and Federation own analysis
[182] ONS, small area statistics and National Housing Federation own analysis
[183] DCLG table 615
[184] DCLG table 615

12. This has an impact on affordability of homes in the area. For example, in Southend-On-Sea the income required for an 80% mortgage is £63,900, against an average household income of £27,617.

13. Housing associations are playing a key role in providing homes in these areas, for each of our case studies the number of homes provided by housing associations[185] is:

   • King's Lynn and West Norfolk 9,916

   • Brighton and Hove 7,596

   • Southend-On-Sea 3,776

   • Blackpool 2,346

   • Great Yarmouth 1,899

14. One way of addressing issues with housing stock is to enable housing associations to build more homes, especially for social rent. Housing associations are committed to playing their part in meeting housing demand. However, to unleash the sector's potential and build the genuinely affordable homes this country needs we need to see muscular action on the availability of affordable land.

15. The Federation has called for a debate on land to cover the following priority proposals:

   • A 50% minimum affordable threshold on public land

   • Reform the 1961 Land Compensation Act to better enable Land Value Capture

   • A transparent database on land ownership

16. The private rented sector can also provide a barrier to regeneration. In communities where the private rented sector is large and low quality it

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[185] Homes and Communities Agency and Regulator of Social Housing 2017 Statistical Data Return and DCLG 2014 Household Projections

is extremely difficult for the local authority, or anyone else, to undertake place-based regeneration.

17. This is because there are too few tools or powers at local authorities' disposal, particularly where property ownership is unclear or the property is empty. More robust powers to intervene in these circumstances would support local authorities to work with the community and local partners to deliver successful social and economic regeneration.

18. The Federation has also used our recent submission[186] to HM Treasury ahead of Budget 2018 to call for a recognition of the varied nature of the housing crisis. We argue that different areas of the country are experiencing the housing crisis differently, and that the Government must ensure that all regions are properly supported with the right kind of investment. In some areas this will mean flexibility to access new money made available for homes for social rent. In others, funding is required for regeneration of old and unsuitable housing stock.
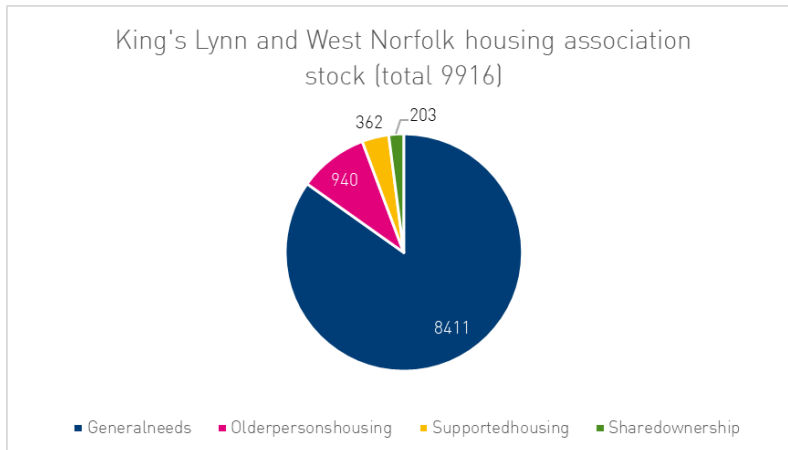
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**Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how might any such issues be addressed – and are any changes to Government policy required?**

19. Demographic changes can present particular challenges for seaside towns and communities[187]. In our five case studies, three (Blackpool, Great Yarmouth and King's Lynn and West Norfolk) are characterised by a large proportion of over 50's, as well as a population replacement rate that is only sustained by migration. Blackpool is the exception to this, with its population decreasing over the past five years despite migration.

20. These demographics pose particular challenges as a declining and ageing population is associated with increased health and social care needs. Housing associations are playing a key role in meeting the demographic challenge in these communities. In Blackpool, the sector provides 567 homes for supported and older persons housing. In Great Yarmouth, housing associations provide 400 older persons and supported housing homes, and in King's Lynn and West Norfolk this rises to 940 older persons housing and 362 supported housing homes.

21. A breakdown of the number of housing association homes in King's Lynn and West Norfolk, showing that housing associations provide a large number of homes in a variety of tenure that can help meet the local community's needs.

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[186] National Housing Federation, Autumn Budget Submission 2018. Available from: https://www.housing.org.uk/resource-library/browse/autumn-budget-2018-submission/
[187] ONS 2018 Analysis of Population Estimates Tool

King's Lynn and West Norfolk housing association stock (total 9916)

362   203
940

8411

■ Generalneeds   ■ Olderpersonshousing   ■ Supportedhousing   ■ Sharedownership

22. The demographic challenges in these areas can in part be addressed by giving housing associations the certainty they need to provide these services in their communities. On supported housing, the Government confirmed in August 2018 that housing costs will continue to be paid through Housing Benefit. This announcement provided the certainty needed for housing associations to continue providing and building vital homes and services that allow thousands of vulnerable people to live independent fulfilling lives.

23. The housing association sector awaits the Government's Social Care Green Paper. It should be used to set out the Government's vision for social care and how it will respond to social care pressures across the country.

**What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

24. Nationally, a higher proportion of coastal authorities are cold spots for social mobility[188] and this story can be seen in the case studies we looked at. Our case studies were ranked the following for social mobility:

- Blackpool is ranked 313 out of 354

- King's Lynn and West Norfolk is ranked 297 out of 324

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[188] Social Mobility Commission 2017 Social mobility index

- Great Yarmouth is ranked 293 out of 354

- Brighton and Hove is ranked 155 out of 354

- Southend-on Sea has the best ranking at 63 out of 324, though is ranked poorly on the housing elements of the index (220 out of 324 on percentage of families with children who own their own home).

25. Housing associations are carrying out a broad range of work to support their local communities both economically and socially. As economic anchors housing associations can play a pivotal role in increasing social mobility by providing skills training.

26. Across the country, one third of housing associations run skills and employment training programmes for their tenants and communities, and another 28% plan to do so. For example, Coastline Housing's 'employers requirement' encourages the use of modern apprenticeships and includes a wider requirement to use Coastline Construct, its training scheme. Some housing associations have brought or set up their own training providers. Housing associations directly employed 12,000 apprentices in England in the three years to 2017, which is three times the rate at which other private sector organisations were doing so[189].

27. Beyond employment and training, housing associations also add a substantial amount to their local economies. The figure in value added to each case study's local economy from 2017 is:

- Blackpool - £7,356,125.

- Brighton and Hove - £17,627,168

- Great Yarmouth- £7,647,281

- Southend-on-Sea - £15,205,968

- Kings Lynn and West Norfolk- £21,805,327

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[189] Schifferes, J. & Thorold, J. (2017) 5 ways housing associations underpin inclusive growth. RSA, London.

28. By providing skills and employment programmes housing associations improve and increase social mobility across the whole community and support economic regeneration through increased employment.

29. Investment – the Government could be doing more to support economic and social regeneration. Successful regeneration requires resources and there is currently no national, strategic Government programme for investing in regeneration. We have seen examples of successful partnerships between councils, housing associations and Homes England to unlock regeneration schemes but these depend heavily on local circumstances and priorities, and are likely to be even more economically challenging in many coastal areas.

30. The Coastal Communities Fund and the Coastal Revival Fund provide much-needed investment but are not significant enough to drive sustainable change across all of the UK's coastal communities. A more integrated approach to economic development, taking into account housing, transport and private sector investment, would be beneficial.

31. Local Industrial Strategies – inclusive economies and growth must be at the heart of Local Industrial Strategies if they are to deliver for those people and communities that have been left behind for too long. This means that the community and local anchor institutions should have a proactive role in the development of the Local Industrial Strategy, and key inclusive growth metrics, such as the percentage of residents earning above the Living Wage, should be included as measures of success.

32. EU funding – housing associations often rely on funding from the European Union to support regeneration work. To help support these initiatives and to continue to support social and economic regeneration the Government should:

- Consult on and announce details of the Shared Prosperity Fund a soon as possible, in order to ensure the continuation of vital funding for housing associations delivering skills, employability and other support. Despite the tight timescale, we would urge the Government to be ambitious in the scope of its review, including amalgamating other funding streams where desirable.

- Clarify as soon as possible the UK's continued involvement with the European Investment Bank.

**Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic**

**regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

33. Housing associations in partnership with their local communities and public sector bodies can drive forward regeneration and pursue common goals to support the social and economic regeneration within seaside towns and communities. These regeneration projects offer a range of lessons that can be applied to other communities facing similar challenges.

34. We present a case study to explore this further. Housing associations provide 15% of homes in King's Lynn and West Norfolk, but their work goes far beyond simply providing homes. Within King's Lynn, Freebridge Community Housing has worked to regenerate a housing estate. Initially built in the 1960's, the Hillingdon Square estate was at first seen as a paradise for its residents, though overtime it became outdated. How people wanted to use the community buildings began to shift and the design of the estate did not provide space for this, it was no longer meeting the needs of its community.

35. Freebridge worked closely with residents, community groups and other stakeholders to develop a vision for the area, one that kept it connected to the local community with social and physical regeneration as the main objectives. They also worked with the Cabinet Office's Behaviour Insights team to ensure barriers to community contact on the estate were removed, ensuring the all-important community ties were kept.

36. The estate was redesigned with better public access points, and improved public spaces. Residents had significant input into the design and half way through the project there is a thriving community centre that has brought a range of agencies and community groups into the area. As part of the regeneration Freebridge has seen a change in perceptions of the area and it is very much seen as a place people want to work and live, highlighting the positive impact of this approach to regeneration.

37. Freebridge provides a model of integrated regeneration that shows how working closely with communities and Government agencies can promote physical and social regeneration in a coastal community. Freebridge has been recognised both nationally and international for its work and the lessons of its project can certainly be applied more widely to other seaside and coastal communities facing similar challenges.

38. The Regenda Group is also doing similar work, investing £10m across four of their estates in Fleetwood, near Blackpool. Not only are they aiming to improve the quality of their housing stock, but also the health and wellbeing of their residents through regeneration[190].

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[190] https://www.regenda.org.uk/fleetwood-regeneration

# New Economics Foundation – written evidence (RST0104)

## INTRODUCTION

Since 2014, NEF has been leading the Blue New Deal initiative, which sets the framework for our ongoing programme on seaside economies. Our research seeks to understand the real barriers to delivering social and economic prosperity for coastal communities and a healthier coastal and marine environment. This initiative has engaged several hundreds of coastal residents, as well as coastal and marine experts and industries, from every region of the UK coast. We have combined their experiences and expertise with NEF's wider body of work, to put forward a range of actions to help coastal areas make the most of coastal and marine assets to deliver more and better jobs, increased wellbeing and greater economic and climate resilience. The resulting reports – Blue New Deal vision report and the Blue New Deal action plan, Turning Back to the Sea – contain many of the answers to the questions posed by this call for evidence (and most of the answers below have been extracted from these reports).

## BACKGROUND AND UNDERSTANDING

*What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

1. **Like many places in the UK, seaside towns and communities sit at the margins of an unbalanced UK economy and political system.**

   a. The UK is the fifth wealthiest nation in the world, but it is also home to some of the richest and poorest regions in Western Europe, and the gap between their economic fortunes is widening.[191] More than half of UK regions (NUTS2 regions) are below the European (EU28) average when comparing GDP per person (adjusted for purchasing power) between regions, whilst London far exceeds anywhere else in Europe.[192]

   b. In the UK, the share of lending going to non-financial businesses represents less than 10% of total lending, which means there are little opportunities in the UK for small and medium businesses. Of this small percentage that does occur, most is heavily concentrated in London and surrounding areas, leaving places that are already disadvantaged, like the coast, left out.

   c. Struggling coastal communities are part of a bigger problem. They sit alongside other areas in the UK that have never truly recovered from the loss or decline of traditional industries and jobs over the past decades. As these now called 'left behind' places began to understand their context of economic decline and

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[191] Springford, J. (2015, April). *Disunited Kingdom: Why 'Brexit' endangers Britain's poorer regions.* Retrieved from https://www.cer.org.uk/sites/default/files/publications/attachments/pdf/2015/pw_disunited_js_april15-11076.pdf

[192] Source: Eurostat. Gross domestic product (GDP) per inhabitant in purchasing power standard (PPS) in relation to the EU28 average, by NUTS2 regions, 2014.

the many consequences of it started to show (e.g. on housing, unemployment, stagnation), a global economic crisis hit, followed by austerity, and accompanied by the more frequent and more severe impacts of climate change (through coastal flooding and erosion events) on local infrastructure, economies and wellbeing. Places that were already vulnerable were hit even harder by these events and political decisions.

d. Brexit has created greater political and economic uncertainty and helped exacerbate many of the social divides in areas that really need to come together to collaboratively rethink and transform their places.

2. **When looked at as a group and compared to non-coastal areas, seaside towns and communities are even more disadvantaged, faring worse in a number of social and economic indicators.**

   a. They top the list of the most deprived areas; they see higher levels of underemployment and lower wages, economic inequality, and educational underachievement.

   b. A large portion of employment on the coast is in the public sector, so austerity cuts meant more job losses and a squeeze to much needed public services. Seaside towns also see higher proportions of working-age people on out-of-work benefits. Benefit claimants have been some of the most impacted by austerity with a squeeze on their incomes which then means less spending power in the local economy.

   c. Records of new businesses registrations show that individuals in seaside areas are about 80% less likely to start a new business than those in non-coastal areas, with the start-up rate on the coast nearly half of that inland. At the same time the problem of personal insolvencies – or people trapped into a cycle of debt – is significantly worse on the coast, where you are 30% more likely to experience insolvency, including personal bankruptcy. And the gap between coastal and non-coastal areas has been growing since 2009.[193]

   d. Coastal communities have particular infrastructure needs, with remoteness or distance from major cities often putting them at the bottom of the queue for transport improvements or broadband access. These challenges also make it harder for them to link up with the wider supply chains that business and services need to thrive, also impacting attracting the appropriate workforce. Coastal infrastructure needs are not necessarily the same as other places. For example, 'soft' defences, which are created through restoring natural coastal habitats, should be considered alongside more typical 'hard' defences (see Section 8 of Turning Back to the Sea). In addition,

3. **The coastal setting makes these challenges more complex and leave seaside areas even more vulnerable.** Coastal areas are the most vulnerable to the impacts of climate change and are likely to bear

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[193] Carpenter, G., Balata, F. (August 2018). Coastal communities in the UK: a vision for starting up, not shutting down. New Economics Foundation, London, UK. Retrieved from https://neweconomics.org/uploads/files/coastalinsolvency_startingup.pdf

the greatest costs associated with it. This will only get worse without rapid global action to cut carbon emissions.

    a. Increasingly stormy and extreme weather affects coastal infrastructure, such as local energy supplies, and pose challenges to isolated areas and those with older populations, who are reliant on public services, such as transport and health.

    b. More frequent flooding is likely to bring down house prices, affect tourist attractions, discourage further investment, and have a negative impact on people's wellbeing.

    c. Rising sea levels are also forcing many communities to make difficult decisions, such as having to leave their homes and communities, as they battle with coastal erosion.

4. **The complexity of challenges facing the UK coast has not developed overnight, and many have been recognised for some time.** Since the 1970s, successive public policies have failed to inject new life into marginalised UK economies.

    a. They have not been able to generate the appropriate investment in those areas to support good sustainable jobs and attract ongoing investment; they have increasingly widened the gaps between people, their local assets, and resources, with ownership of public goods and services – such as energy, land, and fishing rights – going into ever fewer and unaccountable private hands; they have made these communities more dependent on government hand-outs, stripping them of a sense of pride in creating their own opportunities for a better future.

    b. In 2007, a select committee report[194] on communities and local government already highlighted many of these challenges as long-term trends. It concluded that "seaside towns are the least understood of Britain's problem' areas", and that "the government does not sufficiently appreciate the needs of coastal towns". In 2002, a coastal socio-economic scoping study[195] for the Scottish government, highlighted that "there has been minimal interest to date in considering the socio- economic experiences of coastal communities" and that "as part of the development of any future national coastal management framework, it is important that mechanisms are set in place for promoting, managing and monitoring coastal economic development programmes".

    c. It's crucial to note that many of the challenges highlighted in these reports persist. More than a decade on, a lack of social and economic resilience on the seaside persists.

    d. Since the first national report in 2007, several national policies and government initiatives have been developed to support coastal communities and coastal and marine natural assets, including the UK government's Coastal Communities Fund.

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[194] House of Commons Communities and Local Government Committee. (2006). *Coastal towns second report of session 2006–07.* Retrieved from http://www.publications.parliament.uk/pa/ cm200607/cmselect/cmcomloc/351/351.pdf

[195] Scottish Government. (2005, 29 June). *Scottish coastal socio-economic scoping study, chapter eight: Case studies* [webpage]. Retrieved from http://www.gov.scot/Publications/2002/11/15867/14345 [accessed on 14 May 2017]

e.  More sustainable and innovative approaches are happening around the coast, often against the odds, but they are still far too few to deliver the scale of transformation that is needed.

f.  Without addressing the mainstream drivers of local economic development (which are heavily focused on delivering short-term economic growth), funding and investment going into those areas tend to perpetuate a cycle of need, rather than empowering and giving agency.

g.  What these policies and initiatives still have not been able to address is that the problem for many coastal communities is that they lack the scale of power and resources needed to address their complex and many unique challenges. Better support is needed for local efforts, but local efforts alone will not deliver the change that is needed.

5.  **Many seaside towns and communities are trapped into a cycle of disadvantage.**

The long-term decline in those areas has made their problems more complex and, in many places, created a culture of hopelessness or disengagement, making it harder for local efforts, where they exist, to have the level of support and resources needed to thrive. These areas have now become unattractive to investment whilst also lacking the resources and the power they need to tap into new opportunities to turn that context around. They now struggle to attract new investment and workforce, they are unable to diversify, to create dynamism, to innovate.

## SOCIAL AND ECONOMIC REGENERATION

*What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

1.  **Communities alone can't build cross- country railways or raise the level
    of money needed to restore coastal habitats. Public investment must be available and directed to build the capability of places, people and communities on the coast.**

    a.  If communities want to develop an app to support tourists to find local businesses and attractions, they need to count on their areas having mobile coverage and broadband connectivity. Wide internet access and digital education are non-negotiable if we are to enable communities to take their economies into the future.

    b.  Public bodies are currently lacking the resources they need to enforce regulation and provide essential goods and services, such as public health and education, and a healthy environment. Since many of our environmental and socio- economic, challenges require preventive actions, clear and strong regulations and investment in such public areas actually mean fewer costs in the future.

    c.  Communities and businesses are often unable to implement projects and innovative ideas because they find it hard to access finance.

2. **The UK should support a coastal industrial strategy aimed at developing economic sectors in which coastal areas have a comparative advantage, by investing in building the capabilities of people and communities, strengthening local supply chains, and restoring the natural resources on which their livelihoods depend**.
    a. This should not be a separate goal to the nation's industrial strategy and drive, but an integral part of it. It should also sit alongside Defra's 25-year environment plan, as many of its goals, if delivered, contribute to investment in key assets for coastal economic development.
    a. A coastal industrial strategy should be supported by a much needed long-term national skills strategy to support the different sectors of the coastal economy, encompassing all educational levels. A skills strategy could look at supporting a programme of training and apprenticeships with an aim to build skills in coastal areas linked to their economic opportunities and make employers aware of supply chain and local employment early on, highlighting the need to invest in people, and to build partnerships between industry and local educational institutions.
    b. A coastal industrial strategy must also be supported by a flexible innovation fund to support innovation in different areas, including fisheries management, technology deployment for marine energy, and coastal adaptation projects. Different communities can make the most of a region's potential and share knowledge, skills, and benefits. For example, a strategy could support the creation of aquaculture zones, marine energy hubs, and regional tourism packages to make the most of one area's strength in supporting the wider region (e.g. how one popular beach can distribute benefits to an entire region).

3. **As part of a wider national infrastructure plan, the National Infrastructure Commission (or the relevant body) should pay particular attention to coastal challenges**. The National Infrastructure Commission should be instructed to make recommendations to assess and set out a plan to deliver a rapid improvement in the infrastructure of coastal areas, including the retrofitting of buildings on the coast; improvements in mobile phone coverage and broadband connection; improving grid infra- structure to support decentralised energy generation; physical infrastructure; coastal defences; and public transport, including making the most of maritime routes to connect different areas of the coast (e.g. ports, harbours and ferry networks).

4. **Local projects need better access to finance than the big banks are able or willing to provide. Government should encourage a more diverse network of local and regional banks – which could be supported by other financial mechanisms – to channel investment into sound local businesses.** To support SMEs and wider local economic activity, we need a more diverse network of local and regional banks (at different scales and levels), owned and run for the public benefit, with a

mandate to lend and provide banking services locally and accountable to local communities (e.g. public savings banks, mutuals, credit unions, co-ops and Community Development Finance Institutions or CDFIs). This could be achieved through a combination of:

    c. Restructuring existing state- owned banks: for example, RBS could be transformed into a network of 130 local banks modelled on the German Sparkassen.

    d. Bottom-up initiatives led by communities and/or local authorities to set up new local and regional banks (such as Hampshire Community Bank and the Co-operative Savings Bank Association).

    e. Changes to the regulatory framework (e.g. capital requirements, access to the payments system) to make it less difficult for these alternatives to compete with incumbent commercial banks.

    f. Changes in practice and regulation are needed to re-orient our investment system towards socially useful lending.[196] Meanwhile, local authorities can explore the potential to invest a proportion of their pension funds in activities that both benefit the local economy and deliver strong long-term returns to their members. UK savers have over £2 trillion invested in pension funds[197] – including local authority pension funds. But well documented problems, including short-termism and perverse incentives for asset managers, mean that most of this money is channelled into speculative trading[198] of existing assets (such as FTSE 100 shares), rather than providing new finance to productive enterprise. We can learn from initiatives like the Strathclyde New Opportunities Fund, set up to invest in local small businesses. A coastal transformation fund and/or national investment bank could also provide vehicles through which these institutional investors could invest in coastal infrastructure.

## PEOPLE AND PLACE

*What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?*

1. **The success of long-lasting community regeneration will ultimately be about local people – those who live and work in a local area, including businesses, non-profit organisations, schools, local government and community groups – increasingly having the power and the ability to decide and act on what matters to them**.

    a. Every place is different, so we can't define what works for each community. Different people in an area should be able to engage

[196] Berry, C. (2011). *Protecting Our Best Interests: Rediscovering Fiduciary Obligation.* FairPensions (now ShareAction). Retrieved from http://shareaction.org/wp-content/uploads/2016/01/ BestInterests.pdf

[197] Willis Towers Watson. (2016, 2 February). *Global Pension Assets Study 2016* [webpage]. Retrieved from https://www.willistowerswatson.com/en/insights/2016/02/global-pensions-asset-study-2016 [accessed on 14 May 2017]

[198] The National Archives. (2012, July). *The Kay review of UK equity markets and long-term decision making, final report.* Retrieved from https://www.gov.uk/government/uploads/system/uploads/ attachment_data/file/253454/bis-12-917-kay-review-of-equity-markets-final-report.pdf

in shaping their

local priorities and testing different approaches to regeneration and have the opportunity to play a genuine role in decisions that will ultimately shape their future.

b. The coast is an asset for coastal communities, but who owns it? This question became pertinent as we talked to people from around the UK coast about the potential for communities to turn again to the sea for opportunities. It is fair to say the vast majority of the UK coast, just like inland, is in private ownership – including many important seafront assets like ports, and even beaches.

c. For communities, this is often a barrier to developing local economic plans; for seafront managers, this creates extra challenges when trying to manage the coast or implement measures to improve public amenities.

d. Private land ownership is not always a bad thing, if areas are still accessible to the public, and managed in the public good. But for people and communities to take control, they need to have a say and power over their shared resources, and the places where they live.

e. Putting people in control means building their capabilities and supporting them in taking ownership of their places, their local resources, and their working lives; helping them build resilient economies that can withstand external shocks; and enabling them to deliver on shared goals.

*Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?*

The answers below are referenced from this report: https://mycommunity.org.uk/resources/community-economic-development-lessons-two-years-action-research-report/

2. **The Community Economic Development (CED) Programme was a £1.455m Department for Communities and Local Government (DCLG) funded initiative which ran from April 2015 to May 2017**. The programme aimed to take a

real step forward in understanding how communities can engage with and start to resolve their own economic issues, through developing partnerships and working with a range of stakeholders including private, community and voluntary sectors.

a. The project was led by Co-operatives UK, working with partners Locality, New Economics Foundation (NEF), Responsible Finance (formerly Community Development Finance Association), Centre for Local Economic Strategies (CLES) and the Community Development Foundation (CDF).

b. This Community Economic Development plan by a fishing community in Eastbourne is a good example of how this can support a different approach to regeneration in coastal

communities:
http://www.eastbournefishermen.co.uk/images/EastbourneFisherm
enCED_PLAN_FINAL_May2017.pdf

3. **Community-led economic development should be encouraged and supported because communities want to and can play a key role in shaping more sustainable economies.**
   a. The CED programme was oversubscribed in both years, receiving a total of 185 applications, and experienced growing interest; 60% of applicants were successful in year one, but only 36% were accepted onto the programme in year two.
   b. CED is a helpful framework to support communities in driving sustainable economic regeneration; and a good vehicle to support community participation to move beyond 'consultation' or 'placation', towards 'partnership' and 'control' – i.e. to increase the quality, impact and meaningfulness of community participation within an area's economy.

4. **CED alone can only do so much. In order for CED plans to be successful, the wider context on which they sit must be fit for purpose.**
   a. Working in partnership requires a long-term commitment and approach to building relationships and developing a local vision and plans. The incentives and funding for this are not generally in place to support this way of working. Communities on the programme all showed clear evidence of undertaking this anyway, but most reported that they felt it was a struggle and often too dependent on a very committed individual with the time/resources to dedicate to the task. Some of the issues communities reported were simply related to capacity – not having the time available to invest in building relationships across different and more powerful stakeholder bases.

5. The CED programme was designed already to address many of the challenges faced by communities in engaging and supporting local economic development, but focussed, inherently, on building capacity of communities to tackle and navigate these barriers. But **for most plans to have a chance of succeeding and for success to become something more tangible and normalised, it seems clear that there are further changes to wider contextual issues which are required as well – not least an increased understanding of CED itself within other sectors.**
   a. *Providing more adequate resources and timeframes*. Whether this is provided through central government, local government, local business investment, or national or local trust fund support, it is clear that further programmes to support and invest in CED activity are likely to be able to deliver deeper and more sustained impact if the process can be applied by a community with longer timeframes and greater resources. We found that the Big Local partnerships who undertook the CED programme were particularly well placed to maximise its impact on their activities, because they were operating within a longer-term timeframe of

community engagement and stakeholder relationship building (over 10 years) and had an existing community resource in terms of their Big Local fund. Therefore, the CED process enabled them to make real, implementable plans based on solid, in depth community engagement, in a way some other groups simply were not able to do. The more successful plans succeeded in leveraging greater amounts of funding and investment for implementation, and a development of this CED programme could look at building an implementation and investment stage onto the planning stage to convene and coordinate resources to be directed to groups to implement plans.

b. *Establishing alternative measures of local economic success*. Quite simply, CED communities faced a challenge in trying to embed and get higher level buy-in – and investment / support – for plans to develop activities which would deliver a set of economic, social and environmental outcomes which simply do not align with the standard measures of economic success which still shape how LEPs, local authorities, city region growth deal areas, etc. are encouraged to approach and evidence economic development. In the two years of the CED programme, much has developed and progressed in national and local discourse, understanding the need for 'inclusive' approaches to growth, and for a wider range of economic measure to drive different kinds of economic development activities to build local prosperity and resilience. But for CED plans and processes to really cut through, something must shift in the way that central and local measurement of success is designed and delivered.

c. *Increasing the legitimacy and power of community-led plans*. CED plans could be a powerful tool for change but can only perform this function if they are embedded within wider strategies and plans. At the least, they must sit alongside other plans and strategies which drive economic development, rather than being understood as an 'optional extra'. A number of practical options could be explored to embed CED concepts more powerfully within existing frameworks. For example: The CED framework and process could be useful to strengthening neighbourhood planning, or even be formally embedded in it as good practice. Neighbourhood planning already has a legitimacy and statutory mandate. The CED framework and process could also be woven into LEP planning processes more formally. CED plans themselves could be introduced as having a statutory footing similar to neighbourhood plans

# Newquay Beach Hotel – written evidence (RST0012)

1. Seaside towns face an array of issues including; immigration (from within and beyond the UK), emigration, poverty, shop closures, corrupt or inefficient councils, dereliction, poor governance. These issues, to varying degrees, are common to almost all seaside towns and have persisted and grown in seriousness since British holiday makers were able to afford to holiday en masse in other countries. Furthermore, the various industries that once supported coastal communities prior to the advent of the seaside vacation (such as fishing related industries, boat building, merchant trading, ports and naval industries) have almost completely disappeared; or have been centralised to a few select areas.

2. To my knowledge, insufficient research has been done to analyse the issues facing seaside towns. Only if a significant, central-government led study was commissioned would the complex array of issues begin to be truly understood.

3. Seaside towns are affected by the nature of their housing stock as HMOs, informally tenanted property and council property adversely affects investment in the town and disincentivises prospective residents from buying or renting there. Often illegal immigrants will sublet in HMOs and informally tenanted properties. Poorer local authorities in coastal areas often will accept payment from wealthier local authorities to take and house their asylum seekers and benefit claimants who were previously living in other parts of the country. This happens partly as a result of the low-value housing stock available in coastal areas.

4. As referenced in the above paragraph, the influx of individuals from mainly destitute social demographics (perennially unemployed benefit claimants, asylum seekers etc) damage communities and ultimately lead to an increase in levels of crime and poverty. This does not include other legal immigration, predominately from Eastern European countries, which also contributes to demographic changes in seaside towns. A cycle has emerged whereby an exodus of a more affluent, middle-class populace has been kickstarted by an influx of a poorer social demographic which has then led to a further exodus. This has led, in some cases, to the urban decay and ultimately the ghettoisation of certain coastal towns. Local authorities have played a contributing role in the demise of their own communities by accepting 'cash for poor' from wealthier local authorities attempting to socially cleanse their own communities. There is little that local organisations or communities can do when they are essentially working against their own local authority, and while such practices remain legal.

5. Smaller coastal communities may be inhibited by the lack of rail connectivity, whilst larger ones may discourage tourism and business by the short sighted imposition of expensive parking charges that disincentivise visitors to the town centre or the beachfront. Whilst the expansion of trainlines is broadly unrealistic, the introduction of a

central-government fund for town centre car parking could be useful; either contributing to the cost of construction, or subsidising current pay-and-display car parks that are an essential source of income for the local authority. It should be said that transport connectivity does not necessarily lead to a town's economic growth as can be seen in Newquay, Cornwall. Despite having an international airport (Cornwall Airport Newquay), with an array of flights to destinations in Spain, Germany, Ireland and the UK, Newquay is often circumvented as travellers choose to visit the more upmarket resort towns of Falmouth, St Ives and Polzeath. It is notable therefore that investment in a coastal town's transport infrastructure may not be enough to develop the local economy – clearly ancillary investment in the town is necessary as well.

6.  The eventual construction of the [Turner Contemporary](#) – an art gallery in Margate, Kent – decades after the project was first mooted, is an example of an initiative that has sought to promote tourism and the visitor economy. Opened in 2011 to [national fanfare](#), the gallery was touted as a catalyst for the regeneration of Margate, though the reality is that a lot of things have been done to try and turn the town around and make it a rival to Brighton. Today Margate is still noticeably poor and although the opening of the Turner Contemporary and the reopening of [Dreamland Amusement Park](#) may have boosted the visitor economy, the reality is that very few permanent residents will benefit directly. Tourism and the visitor economy do benefit seaside towns, but not enough to alleviate the poverty and social exclusion that is prevalent within many of them. Seaside towns and coastal communities need to find means of prospering regardless of tourism; functioning as normal, prospering areas as well as holiday destinations. 2018 has been reported as being a bumper year for 'staycations' due to the heatwave, but not every year will be as palmy for these economies. Despite the uncertainty around the mooted Swansea Tidal Lagoon, there is no doubt that that this new form of tidal barrage could unlock the potential of many seaside towns – bringing eco tourists, jobs and green energy to these communities. More should be done to encourage the Government to move forward with the construction of tidal lagoons around the UK.

7.  In terms of a town's seafront, sea defences can often be a way of both protecting the town from flooding, as well as regenerating and restoring the area's physical environment. These are usually funded through the means of grants issued by the Environment Agency. By reassessing the standards that a sea defence must be restored at, and by increasing funding for sea defences, many more seaside towns could restore, rebuild (or build from scratch) theirs – rejuvenating the seafront; potentially providing a catalyst for regeneration of the area.

8.  In counties and areas with coastline and especially those with a significant maritime tradition, there are a number of initiatives already in place; Heritage Economic Regeneration Schemes and Townscape Heritage Initiatives are two such schemes that help to beautify and restore historic – if dilapidated – buildings, as well as looking to bring vacant buildings back into use. The Coastal Communities Fund and the

Coastal Revival Fund are funds specifically aimed at maritime communities – and one would assume that these funds are specifically aimed at (ultimately) supporting social and economic regeneration. Many coastal communities have been the beneficiaries of European Structural and Investment (ESI) Funds and, although the UK's net return from the EU has traditionally been lower than its gross input, the Government could commit to matching the soon-to-be-defunct funds that have helped coastal communities in the UK.

9. SMEs can play a significant role in the regeneration of a seaside town – though any help offered or provided to them by Government or by local authorities is often undermined by exorbitant and wholly unrealistic business rates. High business rates are the biggest barrier to growth in coastal communities and seaside towns – as they are in a lot of other communities. Retail high street businesses are under increasing pressure in the 2010s due to competition from online retailers who ultimately have a much smaller tax liability. The Government has tried to help SMEs specifically by introducing Rural Rate Relief and Small Business Rate Relief though, even then, these two forms of relief ended up at cross-purposes. *Due to an [anomaly](#) involving the interaction of the two forms of relief; discretionary, Government-funded, discounts are being claimed by small, rural businesses that could pay more than what they actually owe. The introduction of a scheme similar to the Rural Rate Relief scheme i.e. a Coastal Rate Relief scheme would be welcome. As coastal areas are obviously very different and face different issues to rural areas, the scheme would have to be established in a unique way. My recommendation would be a Coastal Rate Relief scheme (just for SMEs) based upon seasonal trends. Seaside destinations have a 'low' and 'high' season and, while a town's shops and cafes may prosper during mid-summer, they often do not during mid-winter. The introduction of a statutory 50% (example) rate relief for certain qualifying shops and businesses during the months of October through March, ending in April could be of great help to coastal towns and communities.

10. As with any area that has a predominantly poor social demographic, the standard of (secondary) education is affected. The quality of teaching suffers because teachers do not want to (i) live in dying and dilapidated coastal areas (ii) teach in schools where, due to the socio-economic issues of the demographic, they will find it harder to teach (due to problems with truancy, violence, drugs etc.) The regeneration of seaside towns and coastal communities in other ways will encourage a higher calibre of teachers to move to, and work in, these areas.

11. Poor health is often more prevalent in areas suffering from high levels of social deprivation – poorer coastal areas are no different. Issues associated with deprived social demographics such as smoking, drug abuse, alcoholism and obesity are prevalent in many poor coastal communities and invariably lead to health problems amongst the population. Greater education about the health risks as a result of the aforementioned issues at primary and secondary school levels could

help alleviate the numbers of health problems in these areas. Areas with high levels of tourism are also likely to have an array of problems concerning health – specifically injuries incurred by tourists. Newquay is a prime example of a town that has a large number of serious injuries. The town is known as the UK's capital of surfing, with tens of thousands of surfers visiting it every year and surfing like many extreme sports carries a risk of minor – or serious – injury. Additionally, the town is something of a mecca for stag and hen dos which, while beneficial to the town's economy, contribute to a high number of alcohol, drug or violence related injuries. It is astonishing then that an adequate hospital, with a functioning A&E is not currently operational in Newquay (the nearest one is in Truro). Perhaps as a result of the nightlife and surfing-based tourist culture, the town also has an inordinate number of fast food establishments, contributing to obesity. The local authority could play a role in encouraging healthier eating habits through targeted local campaigns – as well as encouraging prospective restaurateurs to start businesses in the town.

12. The Coastal Communities Fund, in addition to various other funds/initiatives is presumably a help to coastal communities. However, I am dubious as to how further direct interventions from the Government could help. The one exception would be the holding of local authorities in certain coastal areas to greater account, as corruption, waste and inefficiency go unchecked far too often. Increased audits and parliamentary scrutiny of the behaviour of local authorities (through the conduit of select committees etc) could help encourage them to operate at a respectable level.

13. Implementing visions for seaside towns is conceptually an interesting idea but should maybe be reserved for those seaside towns and coastal communities that are especially difficult to regenerate and that have suffered with severe issues over a number of different areas. The longer-term thinking, especially with Brexit and the rise of the 'staycation' in mind, has to be around the development of these seaside towns and coastal communities into sustainable holiday destinations or resorts that will encourage British – and foreign – holiday goers to visit. Seaside towns should look to model themselves on the European coastal towns that are persistently successful. Obviously, British weather poses its own challenges for domestic tourism, and that is why the restoration of the physical landscape and historic buildings/sites is essential for when inclement weather conditions deters sun seekers. The pertinent government departments, LEPs, local authorities etc should look to develop these coastal areas into popular tourist destinations, which will lead to an increase in their prosperity, and could also be a significant boost to the UK economy.

14. As mentioned in paragraph 9, the introduction of a business rate relief scheme, aimed specifically at coastal towns, and possibly based upon seasonal trends, would be of great benefit to local businesses and the local population. Corporate sponsorship is another (albeit sometimes controversial) means of raising revenue. Increasingly used in the

sporting and events industries, corporate sponsorship could raise significant revenues for local authorities as restoration and development projects could be supplemented by finance accrued from corporate naming rights etc.

15. There currently seems to be very little civic pride and community spirit in many of the poorer seaside towns, which probably does contribute to the dilapidated condition and status of these areas. One of the main reasons is potentially the transience of the population of many seaside towns and, with constantly shifting demographics, it's hard to develop a culture of civic pride and community. Seaside towns are often seen as a stopgap home by a partially transient population, who know they won't be there for long. There are of course exceptions; Cornwall's coastal towns for instance generally have a strong community spirit, due in part to the county's unique ethno-nationalist identity.

16. By definition, any initiative or scheme that is implemented will have several organisations who will end up working in conjunction with one another, to pursue a common goal. Though, to my knowledge, no official models exist that <u>deliberately</u> look to include various stakeholders as a so-called 'integrated model of regeneration'. Ultimately, the interaction of too many parties may lead to them working at cross-purposes, slowing up the process of regeneration and deviating from the essence of the project at hand.

# Mr Timothy Norman – written evidence (RST0009)

My background is that I have lived and worked as a Hotelier in Bridlington in the East Riding of Yorkshire for the last 13 years and have experienced first hand the decline of the towns tourism industry along with the attempts by the Local Authority to regenerate the town and bring it back to its glory days.

**Background and understanding**
1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

Bridlington has over the last few years seen the challenge of the decline of the tourism industry as well as a decline in the fishing and associated industries. This has created some serious areas of deprivation within the town.  We have one of the most deprived areas in Yorkshire.

I believe that both of the issues mentioned above are common within most seaside resort and fishing communities.

The issues stemmed from the loss of heavy industry in West and South Yorkshire which were the traditional catchment areas for the East Coast Resorts.

Although there are many opportunities for work throughout the summer period, because of the seasonal and short term opportunities being available many job seekers are put off applying for the roles because they believe that they would be worse off accepting a job rather than remaining on benefits.  This is typified by the "16 hours per week" trap.  If the job seeker accepts a job and they receive between 2 and 15 hours work per week any income over and above £20 is immediately taken from their benefits – so they always need a guaranteed 16 + hours per week.  This is sometimes not available in a seaside guest house scenario.

Addition to this is the availability of good transport links to seaside towns. Bridlington for instance has no dual carriageway roads to get to the motorway network.  The surrounding area is very rural and therefore to get visitors in and out and raw materials in finished goods out the time to travel is extensive.  This puts off industry and visitors from coming to the town.

Bridlington has lost many small industrial businesses to Leeds and other large cities for this reason and the number of guests who arrive frustrated with being stuck behind tractors for miles is incredible.

2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

I am not aware of such research.  But research is so quickly out of date as are solutions which can quickly be irrelevant due to one small change in the circumstances of the town.

**Housing and demographics**

    3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

There are many former guest houses which have been changed into HMOs. This of course then downgrades the area in makes it less attractive for tourists. It is not easy to address as, with the decline in tourism the guest house owners have had little opportunity to 'get out' of the system other than sell their properties or change them into HMOs.

    4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

It is popularly accepted that a lot of people from West Yorkshire areas who are unemployed are encouraged to move to the seaside towns. This has the benefit for the unemployed person in that they have a much better lifestyle in a seaside resort – despite being still unemployed – but it also reduces the statistics in the major cities and increases deprivation in the seaside towns.

**Transport and connectivity**
    5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

I am not aware of any issues with digital connectivity, however physical connectivity by road and rail is appalling and needs to be improved to improve both the customer experience in getting to and from Bridlington as a seaside resort and also to attract other businesses into the town for them to be able to be confident of getting their raw materials in and finished products out.

The role of the visitor economy
    6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?

The role of tourism is still very important to seaside towns. Many initiatives have been tried, however, these have only generally improved either the day trip market or the single night overnight market. It is imperative that some form of financial boosts are made to enable the cost of staying in a seaside resort can compete with the cost of a foreign package holiday. Potentially

through business rate targeted initiatives or more appropriately a tourism VAT rate with a reduced VAT rate to 5%.  This would enable us to compete on a level playing field.

There does need to be a role for other sectors in seaside towns such as fishing which will hopefully improve when we get more control over our own waters.  But also on other industries which can then help the seaside guest houses by needing to provide accommodation to business people visiting these new businesses.

**Physical regeneration**

7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?

As mentioned previously – there is a need for a Tourism VAT rate of tax (5%) to enable businesses to once again compete.  This would enable us to reinvest in the upkeep of our businesses as well as potentially reducing pricing to encourage more visitors.
These VAT benefits should only be targeted at smaller businesses where the conglomerates (eg Premier Inns and the likes) remain on the existing 20%.  In smaller towns the smaller guest houses provide much more benefits to the local economy by invariably buying local and keeping the profits within the local economy.

**Social and economic regeneration**

8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

The local authority (East Riding of Yorkshire Council) tries to work in partnership with local businesses and local people through the use of forums and other information exchange environments.  However, so often these are seen as purely information provision meetings and although consultations take place they appear to be purely for 'lip service' and very little attention are paid to the opinions provided.

**Education, health and wellbeing**

10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

No opinion provided.

11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?

Of course the main issues are deprivation which cause poor levels of nutrition and associated issues.

**Delivery structures**

12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

No opinion provided

13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

The local authority (East Riding of Yorkshire Council) has provided a long term vision for Bridlington being the Bridlington Town Centre Area Action Plan (AAP). This has been adopted. However, as the years have gone by there have been amendments which have been made to the delivery of the AAP which have been outside of the control of ERYC. These outside influences have meant that the plan has been effectively out dated but not revisited to ensure it can still deliver its objectives. With every plan it is essential that the feedback loop is closed. With this AAP there has been no re-evaluation of the impact of changes to the environment.

Example 1 - Tesco was originally planned to move its store – this didn't happen which led to a spare piece of land and no new brown field land available for development.
Example 2 - The Premier Inn insisted on purchasing a major car park in town for their new Inn. This demand was acceded to which has led to a shortage of parking and an excess of accommodation in the town in a location not designated in the AAP.

14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

Yes – the introduction of a Tourist Rate of VAT and Business Rate incentives.

**People and place**

15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of

community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

Local peoples' opinions should be listened to more closely rather than employing consultants from outside of the area who have big city ideas and grand plans which in general are not suitable for the seaside towns and communities.

16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

As mentioned above – the ERYC does 'consult' and try to work in partnership with local people. However these forums are generally poorly seen and accepted by many of the towns people as they feel their opinions are taken but not listened to.  As an example, there is a small team of regeneration people within the ERYC.  These were up until recently based in Bridlington however they have now been moved to County Hall in Beverley which again gives the impression of remoteness and ignoring of the towns issues and opinions.

Many people in the town are pleased that the Regeneration Forums exist and feel that they at least have the opportunity to vent concerns and anger at the speed, movement and direction of 'regeneration work' in the town.


*Timothy R O Norman*

# North Devon Council – written evidence (RST0063)

<u>Background and understanding</u>

*1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

Heavy reliance on the tourism sector, which brings benefits but also business and community disadvantages:

- Income from tourism to the North Devon is in the region of £322 million (2011, SWRC) which is one of the largest contributors to the economy.
- This reliance on tourism for employment results in higher than average seasonal unemployment and North Devon is one of the coastal local authorities with the lowest incomes in the Country.
- Although changing in some of the larger coastal settlements, such as Ilfracombe, very limited employment or housing land in coastal villages leads to an outward migration of working age people seeking alternatives to the tourism sector for career progression.

A number of the above are common to many seaside towns. Challenges have persisted largely through lack of investment to keep pace with a changing tourism market and for sector diversification. There are notable differences where towns have a shared vision and strong leadership to drive change but resourcing these ambitions often holds back their full realisation.

*2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

Some research has been undertaken, but probably not enough. Academic research in relation to the 'destination life-cycle' and around benchmarking relative performance. Also sector research around the nature of seaside tourism and key trends (e.g. NCTA). More qualitative research around the multi-faceted problems encountered by seaside towns and how they have been successfully overcome, including critical success factors, would be beneficial, as well as tourism data at town level.

A matrix for capturing coastal/seaside performance would be useful, as this is currently not identified as a unique geographic area – North Devon is classed as a rural local authority with a key urban centre, but no reference is given to the extensive coastal strip that is included in the area.

<u>Housing and demographics</u>

*3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?*

- 2nd home ownership changes the housing needs in coastal areas – effectively rendering sometimes over a ¼ of the available houses unavailable for local people.
- The coastal strip in North Devon has some limitations for new housing developments due to the lack of available land to develop.
- Given the spatial setting of most of the coastal villages/towns in North Devon and the high level of environmental designations, releasing land for new housing can be seen as less appealing to private developers/landowners.
- Market lead housing development which leads to lack of affordable new homes being built – more aimed at the high-end tourism market.
- Quality of housing stock and trend towards multiple occupation is central to many of the issues faced - poor, low cost housing stock has drawn transient populations to seaside towns and is also associated with poor physical and mental health, as well as multiple signs of deprivation. Much of the poor housing stock is linked to the rising popularity of foreign holidays in the 1970s and the difficulty for traditional resorts to respond. Measures might include:

- Housing inspection enforcement measures

- Supporting and facilitating strong visions for seaside towns


*4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?*

A large proportion of the population in the coastal villages and towns of North Devon are over working age.  Younger people have issues with finding employment outside of the tourism sector in these areas and therefore leave for employment and career progression elsewhere.

Populations can swell to over 10 times the static population during the summer season.  This puts a strain on aging infrastructure and impacts on the full-time residents of the area.


Transport and connectivity


*5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is*

*any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?*

Seaside towns are typically at the edge of networks. For regeneration, transport and connectivity is key to link to end markets, labour markets and supply chains. Seaside towns are included in Super-Fast broadband roll-out schemes, but to support regeneration these towns don't just need average connectivity, but better than average - would support positive decisions to set up businesses and invest in these areas.

The physical infrastructure within coastal areas is put under tremendous pressure during the summer season – roads, sewage, energy supplies all triple if not quadruple their demand.  Upgrading these systems is costly, and not offset by a strong economic case based on the static population of residents who live there all year round.

Digital infrastructure is improving across North Devon – mobile and broadband programmes continue to open up new areas to better connectivity. The problem this is not consistent, so many more coastally remote areas suffer from poor connectivity which further disadvantages them.


The role of the visitor economy


*6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?*

Tourism is critical in many peripheral and rural areas, where there are often few other opportunities. In seaside towns it can be difficult to find businesses that are not in some way reliant on tourism, directly or indirectly. VisitEngland show a strong link between advertising budgets and visitor numbers, leading to business opportunities and jobs. Public spending constraints have greatly reduced funding available locally for promoting tourism which is a key constraint. More could be done to support diversification e.g. business infrastructure, excellent digital connectivity, Enterprise Zones, relaxed planning.

North Devon is particularly keen on promoting all aspects of the marine leisure sector.  Investment from the Coastal Community Fund is being used to develop a new Water Sports Centre, which will link to other water-sports based facilities and services.

Ferry links and cruise ship discussions are taking place to open up new markets for our key coastal town of Ilfracombe which is seeking to increase the number of high-value visitors on the back of the impact of a high-profile art installation in the town.  This has prompted the development of a high-end

food market that is slowly changing the profile of visitor now coming to the area.

Surf tourism contributes in the region of £52.1m to the economy of North Devon and this figure is set to grow.  The recognition of the importance of surfing to our area has resulted in an application to become the UK's first World Surfing Reserve – a prestigious designation that only exist in 6 other areas at the present time.

<u>Physical regeneration</u>

*7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?*

One of the biggest barriers is the ability for remote coastal communities to raise their own finance to kick-start regeneration.  Local Authorities have less capital to spend in the areas of regeneration, and this is often targeted at the larger urban settlements.  Some suggested support in the following areas could help to achieve regeneration ambitions in coastal areas:

- Business Grants – a mix of 100% grants and some with a match funding requirement
- Enterprise Zones – which could work where there are a good mass of businesses to make this viable
- Relaxed planning – or at least planning that recognises development needs for housing or economic uses and that work with the natural environment
- Public Works Loan Board – a prioritised scheme for coastal areas that allows local bodies access to finance that can help to achieve economic regeneration that will increase skills, diversify employment options and ensure the physical infrastructure can meet these needs

<u>Social and economic regeneration</u>

*8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

The Coastal Community Teams economic plans have identified the key priorities for regeneration and growth in communities.  This is more focused on the physical aspects of regeneration.  A coordinated place-based approach needs to be taken to ensure that communities are developed to benefit all.  Provision for the aging population to have access to services and recreational facilities.  Young people who have a clearly identified career path that can see them staying in the local area, with transport, education and employment

choices.  This will take a multi-agency response with appropriate resources to facilitate the development of place-based action plans with capital to put in place some of the identified solutions.

*9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?*

Existing businesses in coastal communities are supporting regeneration through providing employment and retaining vibrant seafronts through service provision in the food and drink or entertainment sectors.  However, there is a lack of larger businesses in the area, most of our business stock is made up of micro businesses (86% employ fewer than 10 people) and have little capital to put towards the wider regeneration projects.  However, most do appreciate the need to make improvements to our coastal towns and villages and do participate in visioning exercises and conferences/workshops to explore the issues and potential solutions.

Businesses benefit from national and regional support schemes, but does not typically reach tourism businesses. Opportunity here to increase productivity and growth through targeted sector-specific support.

Constraints include high tourism VAT compared to other European countries, access to markets, access to skills and labour, planning constraints, facilities for new businesses and to support innovation, road infrastructure (time and distance to main cities), absence of rural-focused support schemes.

Education, health and wellbeing

*10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

There is a good level of education provision in terms of primary schools across the coastal strip.  However, access to FE and HE from remote seaside towns is poor. The nearest Universities can be over 2 hours away, with very limited public transport options. This impacts on life choices, life chances and social mobility for young people in coastal areas. Also lack of opportunity for those who do leave the area for HE to return for employment with higher level skills, which are a key driver of productivity. Problems also for employers to access specialist training locally.

Actions might include – remote digital access to FE, HE and occupational skills training; HE outreach and satellite initiatives, developing an HE presence in the area; turning seaside towns into centres for local excellence in terms of skills and support.

*11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

Yes – Ilfracombe has the lowest life expectancy of all towns in Devon, with historically high levels of critical diseases, invalidity and disability claimants. Key factors include income and employment deprivation, social isolation, fuel poverty, access to services, poor housing conditions.

Measures successfully trialled locally include social prescribing, initiatives to target fuel poverty and 'Ilfracombe Healthy Town Initiative' with a range of activities aimed at building health awareness, preventative measures, social interaction and lifestyle changes working closely with local GPs, the NHS, charities, community groups and Council services. For continuity, these schemes require long-term funding.

Delivery structures

*12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?*

North Devon has made very good use of Coastal Community Funding and Coastal Revival Funding during its availability.  Using the £10,000 development funding we have established 7 coastal community teams, each with their own Economic Plan.  Some of the smaller projects have been achieved with local funding, such as wildlife viewing platforms, town signage and street furniture, and an area website.

There is currently little other funding focused on addressing disparities in coastal areas. CCF though is heavily over-subscribed and its future is uncertain.  The Governments Industrial Challenge Fund could look at creating specific funding programmes around tackling coastal issues around poor infrastructure, skills development and business support to aid a growth in productivity from coastal areas that are falling behind national averages.

*13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?*

Developing a strong vision with long-term thinking and involving all local stakeholders is critical – many of the issues faced are themselves long-term. Towns need access to high quality facilitation and support to develop

appropriate and exciting visions within a changing national and global context. Grant funding to subsidise this work would stimulate activity. There are a couple of examples of this work starting to take place in North Devon:

- Ilfracombe Masterplan Exercise – bringing a range of different sectors together to look at a place-based regeneration programme.
- Barnstaple Vision – about to begin the process of understanding how to ensure a vibrant town centre, that is linked to the waterfront to maximise the benefits of the natural capital.

*14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?*

- Encouraging investment in seaside towns

- Local Enterprise Zones with financial and practical benefits for business location

- If not reducing VAT on tourism (disparity with competing European destination areas), returning the difference to local areas to reinvest in local areas

- Grant aid as highlighted above

People and place

*15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?*

Local people are often the business owners within coastal areas. They live and work in the communities and are vital to the health and wellbeing of communities. There is a good level of volunteering that takes place within these communities – and the natural capital that surrounds seaside towns is being viewed as a tool to overcome mental health issues. A Devon-based GP consortium are looking to secure funding for a social/green prescribing programme, and coastal areas could be at the forefront to test these models.

*16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?*

As highlighted at question 13, there are a number of exercises taking place to review place-based regeneration in our coastal/estuarine towns. There is also plans for an economic plan for Yelland – another village that benefits from being on the tidal estuary. This area has not been involved in the coastal

community work that we have carried out in the rest of our coastal towns and villages.  However, as a small village experiencing growth through a new 135 house development and a potential re-development of a redundant power-station site, the process of drawing up an economic plan is seen as a good method of bringing the existing residents together with the potential new residents to ensure community cohesion.  This will include the community, public and private sectors.

# North Norfolk District Council – written evidence (RST0031)

**Background and understanding**

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

- Peripheral locations, generally served by poor quality roads single carriageway "A" roads; poor rail connections in terms of service frequency and quality of rolling stock – at the end of the line.
- Narrow local economies – which are over-dependent on the tourism and local service economy and increasingly on social care.
- Population change – either an increasingly ageing population through in-migration for retirement or out-migration of younger people looking for more diverse and stable employment / careers; or, in the case of larger seaside towns, increasingly transient populations associated with Houses in Multiple Occupation (HMOs) converted from former hotels and bed and breakfast establishments.
- Fractured property (housing) markets – low property values and conversion of large former hotel and bed and breakfast establishments in "central" and (some) seafront locations to HMOs, particularly in larger coastal towns; with high demand / property values in more character coastal locations where demand for property for retirement, second homes and holiday lets means local people are increasingly unable to compete in the housing market and are reliant on a limited supply of properties for social rent or forced to "move away" or at least inland away from family support networks.

All of these issues are common to many seaside towns and communities to varying degrees.

However, issues of low incomes, property values, negative image and levels of confidence are more prevalent in larger seaside "resort" towns; whereas a process of gentrification and strong demand for residential and some commercial property in smaller character seaside towns and villages, often in or adjoining areas of high landscape value or landscape designations, are creating different, yet no less significant, economic and social pressures in smaller coastal communities.

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What**

**are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

There is a host of research conducted into the economic and social health and vitality of seaside towns and communities, largely related to the decline of the domestic tourism market during the 1960s, 1970s and 1980s as more and more people were able to take holidays abroad.

There appears to be less research available into more current and contemporary issues as faced by smaller and more characterful coastal communities such as their gentrification through strong demand for second, holiday homes and "investment" properties or their increasing appeal to incoming retirees who are able to outbid local people on average or below-average wages for market housing.

This trend is having two increasingly significant impacts upon such communities:-
- the first is that young local people are increasingly having to look for housing inland from such towns as property prices and rents are unaffordable on local wages. This is undermining strong community identity and family ties, reducing the available workforce amongst local businesses and presenting recruitment challenges in key positions in local community and public services – such as lifeboat crews, volunteer coastguards, retained firefighters and some frontline education, health and social care roles.
- Further, with increasingly large retirement and ageing populations there is increasing demand on local NHS and care services, which are ill-equipped to meet the needs of this rapidly growing population at a local level, compounded by issues of labour supply / qualified staff to work in such health and social care roles.

**Housing and demographics**

3. **To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

See comments made at points 1 and 2 above as they relate to the conversion of former hotels and bed and breakfast establishments in larger seaside resorts. This is not an issue which particularly impacts on North Norfolk's coastal communities to any significant degree, although there has been a loss of some small hotel and bed and breakfast accommodation to other uses in Cromer and Sheringham – including some smaller bed and breakfast property reverting to self-contained residential use, some conversion to care home uses and some units being demolished and redeveloped as apartment developments, rather than HMOs.

4. **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

As noted in sections 1 and 2 above, North Norfolk's coastal communities have seen significant rates of inward migration by people retiring to the area in recent years and this has contributed to distorting the local housing market as people retiring to the area, often from London and the South-East and East Midlands, have capital from down-sizing or are moving from higher-value property and are able to outbid local people of working age purchasing even modest properties in our coastal communities.

This inflated housing market is also compounded by character properties in such communities often being bought for investment for use as second or holiday homes which are able to command higher rental values than a property made available for private rent.

These issues have placed local people of working age at a disadvantage in the local housing market, such that they have had to look at inland communities to meet their housing need for both market and rented property, which is resulting in pressure on local family and support networks and the availability of labour and volunteers for key businesses and community services (as detailed at point 1 above).

This phenomenon has been acknowledged in part by the Government through the Community Housing Fund Programme which has seen the Government provide additional funding to communities with high levels of second or holiday homes. The North Norfolk District was the largest second-tier authority recipient of funds through this programme (£2.4 million) and is using the money to support the development of Community Housing schemes through a variety of "models" – including local housing societies, Community Land Trust proposals, and partnership schemes with RSLs to include homes for social rent, shared equity sale and discounted market products for people with a "local" connection to the host community.

**Transport and connectivity**

5. **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

North Norfolk District Council recognises that the issue of physical location and accessibility by road and rail infrastructure is always going to be challenging for coastal communities on value for money grounds. North Norfolk District Council is however a passionate supporter of regional

campaigns and initiatives to improve road and rail connections into and within Norfolk – such as the dualling of the A11; the construction of the Norwich Northern Distributor Road; the campaign to dual the A47 to the A1 at Peterborough and improvements to the A17 to the Midlands and the North; as well as improvements to local rail services such as Norwich in 90 (for mainline London to Norwich rail services) and proposed improvements to the Ely North rail junction – in that they improve accessibility and journey times to North Norfolk from key market areas, particularly for domestic tourism from the Greater South-East and East Midlands. Improved road connections also support the competitive performance of businesses in the wider local (coastal) economy such as manufacturers and food processors (including export of crab and seafood products) operating from our coastal communities.

The District Council is more concerned at what it perceives as an increasing divide around digital infrastructure, which should present coastal communities with an opportunity to overcome the physical distances and issues of peripherality.

However, the District Council believes that these opportunities are not being realised as investment in mobile and broadband infrastructure in our coastal communities (and indeed rural communities more generally) lags behind that being made in urban areas, and it would appear in similar communities in areas of devolved government (Scotland and Wales), where superfast broadband and better mobile coverage seems to be more widely, if not universally, available. This is of increasing concern to North Norfolk District Council and the local business community as many visitors to the area expect such infrastructure to be available and are frustrated by poor coverage and capacity across much of the District. This is increasingly placing our economy, but particularly tourism businesses and accommodation providers, at a commercial disadvantage, which could have long-term implications for the area in terms of repeat business. This would be over and above the competitive disadvantage that local businesses experience in being constrained in being able to promote themselves to prospective business and customers through poor connectivity limiting scope for self-service and online bookings which require reliable broadband bandwidth and/or mobile coverage in the operation of their businesses. The District Council sees this as a critical issue for coastal communities, which at present isn't recognised positively by Government.

**The role of the visitor economy**

6. **How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

North Norfolk District Council has and continues to place significant emphasis and resource (both staff and financial) in promoting tourism and the visitor economy, recognising the fundamental importance of the sector

to the District, principally based upon the strong and diverse coastal offer – in terms of traditional seaside holidays, countryside and coastal areas of high landscape value, walking, cycling and birdwatching.

The towns of Cromer, Sheringham and Wells-next-the-Sea are key locations in terms of a concentration of accommodation and visitor attractions, pubs, restaurants etc and the District Council works closely with local community organisations (Town and Parish Councils, Chambers of Trade and voluntary organisations) in the delivery of a diverse range of themed events throughout the year to attract both day and staying visitors to the area – this includes carnival, arts and cultural events which attract many thousands of visitors to the area annually.

The Council also works with the private sector through the Visit North Norfolk Destination Management Organisation, as well as Visit Norfolk and Visit East Anglia in the promotion of the area to key markets; this activity has changed significantly over the past decade with the majority of accommodation bookings now made online via digital and mobile platforms.

The District Council and a wide range of local partners do however continue to seek to promote the area through a wide number of different channels and this year North Norfolk District Council has hosted the National Blue Flag Beach Awards event and accommodated the BBC Antiques Roadshow on Cromer Pier – a unique venue for the programme, both of which will see significant positive promotional opportunities for the whole North Norfolk Coast.

Whilst the promotion of the North Norfolk coast to visitors is a key focus of the District Council's promotional campaigns and investment, there are wider benefits to the local economy through attracting tourists to the area. The large numbers of tourist visitors, both staying and day visitors, support a wider range of services and facilities along the coast than might otherwise exist in rural areas and communities of comparable size.  For example, Cromer (population approx. 8000) has a four screen cinema and a 450 seat theatre, as well as a large number of pubs and restaurants, which can be enjoyed by local people as well as visitors to the area.  Similarly, Sheringham (population approx. 7000) has a 180 seat "Little Theatre" which stages plays, films and has a thriving volunteer café and front of house bar, as well as a diverse restaurant and food and drink offering; and Wells-next-the-Sea (population of 2500) has recently seen the opening of a £5million Maltings community arts venue which includes a 250 seat auditorium, art gallery and exhibition space, museum, tourist information centre and community bar / café.  Further, some local public transport services such as the Coasthopper bus which travels along the principal coastal routes between Hunstanton, Wells-next-the-Sea, Blakeney, Sheringham, Cromer and Mundesley operates at a frequency which could not be sustained by local residents alone.

Significantly, the strong visitor economy is increasingly supporting the development of a strong artisan food and drink manufacturing sector, based

on local crab and seafood, but also taking in other foods including cheeses, specialist meat and pies, cakes and desserts and a wide range of alcoholic and non-alcoholic drinks. Some of these products are sold through local pubs and restaurants, independent delicatessens and farmshops; but increasingly such specialist food businesses are serving distant markets via online mail order strategies, supporting jobs in the wider economy. Similarly, there are an increasing number of artists and craftsmen operating from studios which sell their wares locally through galleries and gift shops and then through online channels.

**Physical regeneration**

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

North Norfolk District Council has, over a number of years, placed significant focus and resource (staff and financial) on promoting the physical regeneration of the District's principal resort towns to ensure their continued attraction as visitor destinations.

This has seen the Council act as accountable body for a number of multi-agency partnership regeneration programmes co-ordinating and drawing down funding from a variety of sources including District and County Council funding, UK Government and European funding, Heritage Lottery, Townscape Heritage Initiative monies and, where possible, coast defence monies to deliver major seafront, promenade and town centre enhancement programmes in both Cromer and Sheringham.

Schemes delivered include:-

- A major seafront enhancement scheme at Cromer to provide major upgrades to Cromer Pier including additional seating and new bar at the Pavilion Theatre, new restaurant, public toilets and retail unit at the pier entrance; RNLI museum and restaurant in a new building on the East Beach; new public toilets, concession space and play area on the Cromer West Prom and new lighting and surface along the length of the promenade, the latter of which follows a significant investment in strengthening the sea defences in front of the town.
- A town centre enhancement scheme in the centre of Cromer which included narrowing the carriageway and widening the pavements in the core retail area of the town where the A149 coast road passes through the town centre so as to create a safer and more pedestrian friendly town centre environment; new shared spaces in the network of historic streets between the town centre and the clifftop and promenade areas, a building improvement grant programme;

development of new tourist information centre building and public toilets.

- Improvements to fishermens slipways in Sheringham.

More recently, through the transfer of District Council owned assets to community and charitable bodies the Council has also facilitated the delivery of the £5million Wells Maltings project and investment in new public toilets, Tourist Information Centre and retail unit by the North Norfolk Railway, both of which secured external funding through the Coastal Communities Fund programme.

North Norfolk District Council is the owner and custodian of the iconic Cromer Pier and continues to invest significant sums of money (approx. £500,000 per annum) to preserve and maintain this important Listed structure; the costs of which are significant given the vagaries of the exposed maritime environment.

Against national trends, where there is declining provision of public conveniences by local authorities, North Norfolk District Council believes that the provision of public toilets is an essential element of a good tourism offer, particularly in seaside locations but also more widely in market towns and riverside locations connected to The Broads. The District Council therefore meets an annual revenue cost of approx. £750,000 in the provision of 39 public convenience facilities across the District, the costs of which are met by local Council Tax payers and income generated through off-street parking charges. The Council has also just announced a £1million investment in new and upgraded public toilet facilities in the District over the next two years.

As with any physical environment, there is always more the Council would like to do in maintaining and developing the local tourism infrastructure, if resources allowed. Key areas where the Council would wish to be able to allocate more resource or support investment by the private sector are:-

- around the maintenance and enhancement of clifftop public gardens and high amenity areas – shelters, pathways, ornamental fountains, lawned areas and areas of planting, particularly away from high cost bedding plants to more drought resistance structural planting; and
- adaptation of upper floors of town centre retail and commercial buildings for residential occupation

In terms of new approaches or removing barriers to future investment, North Norfolk District Council would ask Government to consider providing preferential rates for borrowing from the Public Works Loan Board (PWLB) (and its successor organisation) for regeneration projects in coastal areas to help local authorities support such initiatives. The District Council believes that the PWLB used to operate a 'project rate' which was 40 basis points below the standard PWLB loan rate to specific projects that had applied within certain deadlines and believes the extension this programme for coastal areas developing proposals that support specific regeneration

policy initiatives would be well received and support economic and community regeneration objectives.

## Social and economic regeneration

**8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

Under the European Objective 2 programme in the early part of the last decade, North Norfolk District Council established the "Learning for Everyone" programme aimed at supporting and co-ordinating the local delivery of skills development and employability programmes for local people in Cromer and Sheringham. These communities had historically been poorly served by education and training providers such that many local people had low levels of qualifications and low aspirations and moved into and out of seasonal employment in the tourism sector on an annual basis. Few local people had the time or resource to be able to access training programmes on a part-time or evening class basis in Norwich, some 22 miles distance from the coast.

Initially, the Learning for Everyone Programme co-ordinated course delivery by a wide range of education and training providers locally in Cromer and Sheringham, using local church halls and public buildings, from a town centre "shop-front" in a vacant retail unit. Subsequently, as demand for courses was established, the project developed a community learning resource (Merchants Place) [www.merchantsplace.co.uk,](www.merchantsplace.co.uk,) including a 16 space IT suite, two multi-purpose training rooms, 6 space "hot-desk" facility for advice and guidance agencies and two small interview rooms, in a prominent location in Cromer town centre. The centre was highly successful and greatly appreciated by a large number of individuals and delivery organisations. Due to funding pressures on the District Council it was not possible to continue Council support for the operation of the Merchants Place facility beyond 2015 and a Community Interest Company now operates the facility. The CIC has broadened use of the Merchants Place building to provide a wide range of wellbeing and voluntary services, but there is less use of the space for education and training uses than was the case ten years ago. This is disappointing and the Council is concerned that over time this will impact negatively upon the positive progress made to bring learning and personal development opportunities closer to key target groups, as delivery is once again concentrated in distant urban centres.

**9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

North Norfolk District Council believes that national and local government should seek to create a positive environment in which local businesses, SMEs and social enterprises can thrive.

Through its investment in the provision and maintenance of good quality public realm; tourism infrastructure including Blue Flag beaches; subsidy for the entertainment offering on Cromer Pier through a contracted partner; and promoting the area positively amongst key visitor markets, the District Council can create confidence amongst the local business community, SMEs and social enterprises to also invest in the area and contribute to a vibrant and successful tourism and retail offer.

Some SMEs trading in our coastal communities do benefit from being eligible for Small Business Rate Relief and the authority has, in the past, operated building improvement grant schemes which provide a positive benefit in the improvement of individual buildings and make a positive contribution to the wider townscape.

In terms of barriers to growth, the District Council is aware that the local Chambers of Trade in both Cromer and Sheringham have investigated the provision of town-wide wi-fi schemes, but to date have not had the confidence or funding to deliver such infrastructure, despite believing this would bring positive commercial benefits to visitors and local businesses through improved marketing opportunities, customer profiling etc, as employed by large retail chains and shopping mall operators in urban areas.

**Education, health and wellbeing**

10. **Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

Educational provision and attainment in North Norfolk is considered to be of a good, and relatively consistent, standard with Cromer Academy, Sheringham High and Alderman Peel High School at Wells-next-the Sea all achieving good outcomes for their pupils at Year 11; certainly better grades and outcomes than are being achieved by high schools serving some inland market towns and rural areas of the District.

Some concerns do exist around the size and viability of many primary schools in the District where school rolls are small and falling because of the workings of the housing market detailed at Sections 1 & 2 above, where high house prices fuelled by strong demand for retirement, second and holiday homes mean that there are fewer families able to afford property in village communities.

In terms of access to further and higher education, whilst there is some good quality "local" sixth from provision for traditional academic studies in North Norfolk, there is a very limited vocational offer available locally with much

provision centred on Norwich some 22 – 30 miles distant from the coast. This involves local students having long commutes to study at City College, Norwich; the Norwich University Technical College; Easton College (Agricultural and Land Based Industry College); or similar institutions in Great Yarmouth and Kings Lynn for pupils at the far extremities of the North Norfolk District. The District Council is concerned that the challenges of access, both in terms of time and cost, represent very real issues for large numbers of young people and families in the choice of post-16 study in the District which impacts upon longer-term career choices, life chances and social mobility.

North Norfolk District Council believes that increased education and training outcomes, and by implication increased social mobility, could be realised locally in coastal and rural areas by increased investment in broadband and mobile infrastructure, as well as improved public transport services, as detailed at sections

## 11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?

The North Norfolk District has one of the oldest age profiles of shire district authorities in England, as increasing numbers of older people move to coastal areas of the District for retirement. This is placing particular demands on local primary care providers, as well as challenges of access to an acute hospital some 25 miles from coastal communities, often involving long journeys for patients accessing routine appointments or visiting in-patients by public transport (bus and train), as there are no direct public transport services from North Norfolk to the Norfolk and Norwich University Hospital, which is situated to the south-west of the city of Norwich. Ambulance response times in North Norfolk are reportedly some of the worst in England and are a matter of ongoing concern to local communities and elected representatives, particularly in respect of cardiac and stroke patients, where a timely response can have a significant impact on long-term outcomes for patients.

North Norfolk District Council recognises the benefits which participation in sport and leisure activities can bring to healthy lifestyles to people of all ages – including preventing childhood obesity and helping older people stay active for longer. However, there are real challenges for coastal authorities in meeting the costs of leisure service provision in rural communities with relatively small "catchment" populations and the Council believes that more consideration needs to be given to how NHS funding for wellbeing services might support the wider provision of leisure facilities in such communities.

**Delivery structures**

**12.** **What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

Grant funds through the Coastal Communities Fund have supported delivery of two key project proposals in North Norfolk – these being the Wells Maltings Project and the North Norfolk Railway Project at Sheringham and these investments have been welcomed by the District Council and local communities.

However, given that funding for the Coastal Communities Fund programme is derived from Crown Estate licences for offshore wind developments and the North Norfolk District has been / will be significantly impacted upon by such developments, both now and into the future through the onshore cable construction works for the operational Sheringham Shoal and Dudgeon offshore wind schemes and proposed Ørsted Hornsea Project Three and Vattenfall Norfolk Vanguard and Norfolk Boreas developments, the Council is disappointed that it hasn't been able to secure more grant funds from the CCF programme into the District.

The District Council has led the submission of two unsuccessful partnership applications for funding under the CCF programme, each having failed at the second stage of bid appraisal despite being given positive encouragement by project assessors; these being:-

- the Egmere Business Zone site to provide road and utility services into an area of land to the south of Wells-next-the-Sea for investment by businesses related to the growing offshore wind energy sector, where the operators of the Sheringham Shoal offshore wind development have established their Operations and Maintenance facilities. The proposed development would have opened up serviced land for future investment, broadening the local economy beyond its traditional dependence on the tourism and agricultural sectors, through providing new investment and employment opportunities in an emerging sector of the economy.
- The Deep History Coast project – to develop a new brand for 26 miles of the North Norfolk Coast based upon the unique geology and palaeontology of the area where the remains of a woolly mammoth, hippopotamus and early man footprints have been discovered. The project proposed the development of new tourism infrastructure including in less-visited parts of the District, provision of interpretation panels in key locations along the coast to support walking, cycling and driving trails, a mobile app, and increased interpretation / interactive displays at the Cromer Museum operated by Norfolk Museums Service.

Whilst the District Council understands the competitive nature of funding programmes such as the Coastal Communities Fund, it has been

disappointed that the two bids outlined above were unsuccessful in securing such funds and is now seeking to deliver scaled back proposals so that the key project objectives might be met or realised through more modest levels of investment.

13.   **To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

North Norfolk District Council believes that it is possible to develop shared "visions" for individual seaside towns / distinct areas based upon the uniqueness of their offers and that such visions should be developed between all local stakeholders as is supported through the Coastal Communities Team approach.

Such "visions" should positively promote each town or area to existing and potential visitor markets, serve as a shared statement of intent amongst the local community and local partners as to future investment priorities and outline what each partner will bring to delivering the vision – for example the District Council might clearly state its intention to maintain and improve tourism infrastructure, delivery of Blue Flag quality beaches, provide good quality public toilets financed through public car parking charges; whilst the local business community and voluntary sector organisations might promote and stage various events aimed at attracting visitors and providing variety and interest at different times of the year.

North Norfolk District Council believes such visions should be developed through a "bottom-up" approach, but supported by regional agencies and national Government as appropriate through interventions such as business rate reliefs, property improvement grants, place-based investments etc. Such policy instruments and interventions would need to be flexible enough to recognise the different issues of "scale" which exist in seaside and coastal communities so that smaller scale and rural communities are not disadvantaged in being able to access support through a focus on "large-scale" outputs for examples numbers of visitors attracted, numbers of jobs created and people engaged in education and training etc.

14.   **Are there fiscal or financial measures available which could help to support the regeneration of seaside towns?   Could the Government provide any financial freedoms or investments which would help to generate positive change?**

North Norfolk District Council regards the provision of good quality public toilets as an essential element of tourism infrastructure in seaside locations and operates 39 facilities in locations across its District.  Provision of such facilities is challenging in the context of pressured local authority budgets in terms of meeting the expectations of users and seeking to minimise issues

of vandalism and anti-social behaviour. Over time, the District Council has sought to improve the quality and oversight of such facilities by accommodating them where possible alongside other facilities and attractions; however, many of its facilities are still "free-standing" raising problems of frequency of cleansing and servicing etc.

The District Council has recently made a public commitment to a phased programme of capital improvements of its public convenience facilities, either through investment in existing facilities or provision of new build replacement facilities to meet modern standards and expectations and has identified funding of approaching £1million for a first phase of investment. One cost which seems anomalous to the Council in providing such facilities at cost to local Council Tax payers is the charging of business rates for such basic infrastructure and the District Council would ask the Government to consider making such facilities exempt from Business Rate charges moving forward. This would result in an annual £80,000 saving to North Norfolk District Council which it could re-direct to further improvements in the provision of this fundamental service.

Separate to the above, North Norfolk District Council is aware of the national debate around levels of Council Tax charged for second homes and would wish to support the principle of some form of premium being charged in respect of such properties given the impact such homes have on the local property market and the viability and sustainability of many rural and coastal communities by such properties. The District Council is also mindful that there are perceived inequalities in how some owners of second or holiday homes claim Small Business Rate Relief on their properties meaning that they pay neither Council Tax or Business Rates in respect of such properties, creating an unequal position with local residents.

Equally, the District Council is aware of proposals in some areas or at a national level for a bed tax or local tourism levy. North Norfolk District Council would be supportive of such proposals being considered further if this provided some form of mechanism for local authorities to meet the "unusual" costs of providing and maintaining key tourism infrastructure and facilities – such as public toilets, Blue Flag beaches, parks and gardens and piers and promenade areas where the scope to charge users directly is limited. The District Council is aware that in some larger coastal resorts that opportunities have been taken to establish Business Improvement Districts, where an additional business rate is charged to meet the costs of such facilities and a programme of attractions or events. North Norfolk District Council has considered the potential of such a mechanism to support local investment in the North Norfolk tourism "offer" but sees real challenges in operating such a mechanism over a large rural area where much tourism focus is on the coast at the potential expense of inland coastal areas.

The District Council has stated at section 7 above, the opportunities it sees for cheaper borrowing for regeneration projects through the Public Loans Works Board or its successor organisation. Beyond this, North Norfolk District Council believes it is essential that the Fair Funding Review,

recognises the needs of rural and rural coastal communities, particularly the high costs of delivering services to small and peripheral communities such that their populations are not disadvantaged in accessing public services in distant locations, often poorly served by infrequent, lengthy and expensive public transport services or otherwise local Council Tax payers having to meet key public infrastructure costs which underpin the local (tourism) economy. These are costs which many "middle-England" inland authorities do not have to meet from their local authority budgets.

**People and place**

**15.    What role should local people and local communities play in the regeneration of seaside towns and communities?  Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

North Norfolk District Council believes that local people and communities should absolutely be involved in developing a vision for their communities and identifying the regeneration priorities for the place in which they live and work.

However, some challenge or balance does need to be applied in respect of such conversations to ensure that all voices in a community are heard as local experience shows that it is often people or groups which have moved into an area who have the time to engage in such processes and seek to protect their interests from "change" presented in the form of new or further development, whilst people of working age or with young families have less of a voice, even more so if they have had to move beyond the immediate community for housing they can afford.

**16.    Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist?  If so, how do such models seek to promote physical, social and economic regeneration in seaside towns?  How can any lessons learnt from such work be applied more widely – and is further innovation required?**

North Norfolk District Council believes that the work and focus of the Coastal Communities Team in its area – particularly at Wells-next-the-Sea and Sheringham have been positive mechanisms for discussion and debate about how tourism opportunities and pressures might be managed in these communities.

# North Somerset Council – written evidence (RST0109)

## Executive Summary

### North Somerset Profile

- The district of North Somerset in the West of England covers an area of around 145 square miles and has a population of approximately 210,000. It has 25 miles of coast, and is bounded by the River Avon in the north and the Mendip Hills to the south. Significant parts of the area are classified as either Green Belt or Areas of Outstanding Natural Beauty. There are three coastal towns, the combined population of which makes up approximately 58% of people living in North Somerset -
  - **Weston-super-Mare** (pop. approx. 76,000)
  - **Clevedon** (pop. approx. 21,500)
  - **Portishead** (pop. approx. 25,000)
- All three towns have direct M5 motorway access (J21, J20 and J19) as well as easy access to both Bristol Airport and Royal Portbury deep water port. Weston also has direct daily rail services to Bristol, Bath, Reading, London, Cardiff, Taunton, Exeter and Penzance. Rail services for the Clevedon area are just a short distance away in Yatton where there is a mainline station. All have direct bus services to Bristol.
- Significant expansion is happening in Weston-super-Mare, and it is likely to overtake Bath in size in terms of population during the next few years. Although the visitor economy remains significant, the town centre is very different to the rest of the district with poorer social and economic conditions. One of the major reasons for this is the legacy of changes in tourism patterns since the 1960s/70s and the loss of traditional manufacturing businesses which were large local employers (helicopters and shoes).
- The wider North Somerset economy local economy is diverse and includes clusters of high technology and food and drink companies. This diversity is also reflected among start-up businesses.
- **North Somerset Council (NSC)** forms part of the wider West of England Local Enterprise Partnership (LEP) area together with Bristol City Council, Bath and North East Somerset Council and South Gloucestershire Council. It is not part of the West of England Combined Authority (WECA), but works closely with them to support the delivery of economic growth and addressing challenges such as productivity and skills, housing and transport in the region.

### North Somerset Coastal Towns

- The three coastal towns of Weston-super-Mare, Clevedon and Portishead have very different issues. Clevedon and Portishead are not typical seaside towns due to their proximity to Bristol and lack of the traditional tourism industry and subsequent decline, therefore this report will focus mainly on Weston-super-Mare. the active intervention of NSC

- NSC has adopted an individual 'place making' approach to each town in the district and has actively sought to raise their profiles with government agencies such as Homes England and Historic England.
- In Weston-super-Mare, this is already achieving significant results and acting as a catalyst for the regeneration of the town. Together with partner organisations in both the public and private sectors, almost £72m of externally funded projects have been successfully delivered, all designed to encourage growth and development in the town centre. Successful projects include -
  - Seafront Enhancement Scheme (£30m) - upgrading sea defences, promenade, roads, drainage, surfacing, lighting and seating.
  - Italian Gardens and adjoining street works (£4.6m) - transformed a tired underused open space in the High Street into an attractive event friendly public space with paving, seating and fountain, creating better pedestrian links between main shopping area and seafront.
  - Dolphin Square leisure (£18m) - several restaurants and an 8-screen cinema opened.
  - Winter Gardens (£18m) – transformed into Law and Professional Services Academy for Weston College as part of their University Centre Weston. Other parts of the building available for community use.
  - The Stable creative and digital co-working hub (£0.5m) providing space in the town centre for start up businesses.
  - Great Weston Heritage Action Zone (£0.6m) – the HAZ is unlocking the potential of the town centre that is rich in heritage to attract residents, tourists, businesses and investors, and create economic growth. Weston was designated as one of the first 10 HAZ schemed by Historic England and is currently the only one in South West England.

**Background and Understanding**

**1. *What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?***

**1.1 Key Challenges Generally in Seaside Towns**
- Transport and connectivity (physical infrastructure and digital) –
  - Poor transport links including road and rail services – often seen as the 'the end of the line'.
- Poor quality and outdated housing, including often poorly converted former hotels and guest houses. A significant number of these have been turned into Houses of Multiple Occupancy (HMOs), many of which do not provide an adequate standard of living accommodation.
- Less surrounding land on which to develop appropriately and because of low values, it has been challenging to encourage developers to build. This results in difficulties to deliver affordable housing including social housing for those most in need, or intermediate tenures for young families.

- Lack of year round economic diversity and seasonal working, leading to fewer good quality local employment and skills training opportunities.
- Skills flight of younger people leaving to go on to further and higher education and not returning with their skills and start up business ideas.
- Decline of the traditional visitor economy since the 1970's/80's.
- Deeply ingrained perceptions that these places are outdated, shabby, insular and full of social issues around deprivation, drug and alcohol rehabilitation and homelessness.

## 1.2 Weston-super-Mare: Key Challenges
Together with partnership agencies, NSC is actively tackling these issues -
- The ingrained perception of the town as outdated and rundown.
- Lack of housing choices – high levels of poor quality private rented accommodation, mostly flats and HMOs.
- Decline of traditional manufacturing industries which were large employers.
- An increasing elderly population with a wide range of care requirements.
- Transient population including people with a range of complex issues including drug and alcohol abuse, mental health and homelessness.
- Traffic flow, seasonal congestion and parking.
- Evening time economy not being family friendly and varied.

## 2. *Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

### 2.1
- There is a lot of analysis of the problems facing seaside towns. What is lacking is a concerted emphasis on solutions, recognising the unique issues facing such places, including the appropriate resource; for example, NSC is not aware of any variations in the grant formula due to Weston being a traditional seaside town with the associated socio-economic issues and additional burden on Council resources that this brings.
- It can be difficult to source appropriate data for a specific town because many data and statistics are based on and collected as geographies such as local authority, ward and parliamentary constituency and not at a town level. This makes it difficult to disaggregate into specific towns. Some data is captured within small geographical areas within wards, (super output areas and lower super output areas), but it can be time consuming extracting relevant information.
- An analysis of a relatively prosperous areas such as North Somerset using data collected at district level, masks the areas of significant deprivation with Weston-super-Mare.

- There are several established groups and networks covering coastal towns, including the Coastal Partnership Network (CPN)[199], the Coastal Communities Alliance (CCA)[200] and the Local Government Authority Coastal Special Interest Group (SIG)[201]. All champion issues at coastal level and help close the gaps in knowledge and understanding by acting as exchanges for the sharing of knowledge, best practice and promotion of partnership working.

## Housing and Demographics

**3. *To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?***

**3.1**
- NSC's submission to the Coastal Regeneration in English Resorts (2010) remains partly relevant [202] Historically, many large Victorian buildings were converted into self contained flats and bedsit accommodation through the 1980's/90's driven by the explosion in property prices and the consequent demand for smaller units of accommodation. The emergence of the Buy to Let mortgage market also stimulated the market for conversions, with its ready supply of affordable finance. This concentration of largely poor quality converted accommodation has led to significant social-economic issues for Weston town centre and seafront.
- Most of the estimated 2,000 HMOs in the district are in Weston-super-Mare. This highlights the different socio-economic base of Weston with its seaside resort town legacy to deal with.
- Many HMOs have been poorly converted, in many cases without planning/building regulation approval, resulting in poor housing conditions. To combat this, NSC has embarked on an innovative approach to improve poor housing conditions in the private rented sector through working with landlords who are members of accredited schemes which will release our limited resources to target the rogue landlords. NSC also responded to the recent MHCLG consultation on longer tenancies, highlighting the key issue that a limited security of tenure is counter-productive to creating balanced communities. Introducing longer tenancies would bring stability to the market and give tenants a greater stake in the communities where they live. Other Government measures introduced in recent years to target the private rented sector, expanded HMO licensing, access to Energy Performance Certificate (EPC) and deposit bond data together with improved management practices are welcome, but it's too soon to judge the effectiveness of these measures.

## Weston-super-Mare

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[199] Coastal Partnerships Network
[200] Coastal Communities Alliance
[201] LGA Coastal Special Interest Group (SIG)

[202] (http://www.coastalcommunities.co.uk/wp-content/uploads/2015/07/coastal-regeneration-handbook.pdf)

- Has approximately 10% more flats than England and Wales average.
- Has a higher proportion of flats from converted buildings including Victorian Villas converted into flats.
- Larger number of hotels have been or have planning permission to be converted.
- Derelict hotel sites are often the subject of vandalism and arson, and bringing them back into use has a positive impact and improves the area. However, property values are relatively low so conversion to quality accommodation is often unviable, leading to the properties remaining vacant and increasingly derelict.
- Weston-super-Mare has 97% of all HMOs in North Somerset.
- In February 2017 the Weston-super-Mare Town Centre Regeneration Supplementary Planning Document (SPD) was adopted. This document supports the regeneration of key sites within Weston-super-Mare town centre focusing on providing over 1,000 high quality dwellings with an emphasis on home owner occupation to rebalance the tenure structure in the area.
- With the opening of the University Centre Weston (UCW), seeing an increase in student numbers, there may be a greater need for onsite student accommodation in the future.

**4. *Do the population transience and demographic changes more widely, present any particular issues for seaside towns and communities. What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?***

**4.1** Seaside towns and communities have in the past and continue to face a range of specific issues relating to population transience and demographic changes. These include –
- Higher than average populations of older people - some of which is due to inward migration (i.e. it is still common for people to retire to the coast and move into areas where they have fewer family connections or support networks as they require additional services and support).
- Lower than average populations of young working age people who move out of the area for higher education, better employment and affordable housing and do not return.
- Homelessness – each individual case is complex and involve multiple agencies.
- Lack of good quality affordable private rented accommodation – large quantities of former hotels and guest houses as well as large Victorian/Edwardian villas now converted.
- Seasonal employment patterns – lack of permanent good quality local job opportunities.
- Pockets of significant deprivation which are 'masked' by being surrounded by more prosperous areas.
- Anti-social behaviour concentrated in specific areas and times.
- Health including mental health and drug and alcohol addiction.

**4.2 Partnership Working**

For many of these issues to be addressed, it is essential to have strong partnerships in place, not just across agencies and statutory bodies but including private businesses and the community and voluntary sector. It is the bringing together and the co-ordination of such partnerships that takes time and requires resources both in terms of funding and having the right professional facilitating skills to build up trust between different organisations, who may share the same aims but have different views as to who is responsible for issues and how best to solve them. In the past, this role was often taken on by local authorities who alone could act as the 'glue' for these initiatives. Due to lack of resources and staff time, this sort of vital work is becoming increasingly more difficult for councils.

**Transport and Connectivity**

***5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?***

**5.1 Key current barriers to economic growth in our seaside towns are;**

- congestion at J21 of the M5.  Regional awareness of this problem is a deterrent to inward investment in Weston-super-Mare
- Poor quality railway station serving the town centre.  The station lacks basic amenities, and while the number of connections is relatively good rolling stock especially on the local routs is old and tired
- Lack of a rail connection between Portishead to Bristol.  This is a priority for the council, who is working hard with regional partners and the DfT to restore the rail connection through the MetroWest project which has been fraught with delay

NSC has delivered or has won funding for a range of schemes which are helping improve connectivity including the Weston Package (a series of multi-modal improvements.

**5.2 Identified Future Transport Issues – Not Currently Funded**

- New M5 J21a serving Weston-super-Mare and Bristol Airport.
- M5 J19 for Portishead and the Port improvements. The port is critical to the economy of the South West.
- Reinstating passenger rail services to the coastal community of Portishead. Rail services will be a catalyst for new investment in the town and further government action is needed to provide the balance of funding required to complete this scheme as soon as possible to ensure the benefits are delivered.

**5.3 Congestion and Journey Times**

- **Weston-super-Mare:** Peak time and summer congestion is intensified by limited and poorly defined alternative modal opportunities to the car, including inadequately defined and ineffectively located bus services, a lack of connection between train and bus operations and a lack of safe cycle facilities connecting existing cycle routes within the town. The poor quality public realm and incoherent highway setting detract from and impact upon the value of key housing and employment sites. This contributes to low market confidence in the area and is restricting the ability to deliver quality housing in adjacent locations.
- From 2006 – 2026, over 6,500 houses will be built in the town (accompanied by a goal of 10,000 new jobs). This brings more significant and growing transport connectivity issues that need to be addressed and funded.

**5.4 Government Funding for Major Transport Schemes**

- It is imperative that the Government continues to make funding available so local authorities can deliver their major transport scheme programme, to address the connectivity issues that are currently holding back economic growth in our seaside towns and communities. These bidding opportunities need to cover the full range of transport connectivity issues, including congestion, the strategic road network, public transport and active modes of travel.
- Addressing the issues outlined above would -
  o Attract business growth to enterprise zones, creating jobs.
  o Attract new residents to housing growth areas.
  o Improve access to town centre and seaside facilities for all sections of population.
  o Improve public transport connectivity and infrastructure.
  o Encourage the shift to more sustainable modes of transport.
  o Unlock key town centre development sites.
  o Improve air quality & public realm.

**5.5 Digital Connectivity**

- Lack of competition can restrict infrastructure investment and lack of investment return is often cited for cabinets not being upgraded to superfast.
- Broadband companies will not invest for businesses unless there is a critical mass, and most of the local businesses are not of a sufficient scale.
- For Weston-super-Mare's creative and digital co-working hub - The Stable - to be viable as a business, external funding had to be secured to cover the cost of installing a new leased line and upgraded cabinet to obtain broadband speeds of up to 100mbph. These costs would usually be prohibitive for a typical small start up business.
- New developments do not always include superfast enabled cabinets.
- Residents are often encouraged to contribute to infrastructure upgrades through community schemes, but cannot always afford to do this.

- Developers have been given guidelines to help specify superfast instalments to infrastructure providers, especially related to new business areas. This is often watered down as the developers are not always willing to pay the installation cost and tend to go for the minimum requirements leaving the issue for new residents or businesses to resolve. However, the experience in Weston Village (a housing and business development) to date is that broadband for housing was relatively easy – developers provided it because it was expected.

### 5.5.1 Challenges

Planning for public intervention (e.g. Broadband Delivery UK programme[203]) can be difficult. While infrastructure providers are required to indicate through Open Market Reviews their plans for an area, they are not required to then actually carry out that work. This leads to gaps in provision as the publicly funded work will not be able to retrospectively back fill those areas. This can affect coastal areas, which have a rural hinterland that results in a confused response to connectivity shortfalls.

### 5.5.2 Actions Needed

- Minimum ultrafast legal requirements could be set through planning in the same way as other utilities to ensure a level playing field for developers and ensure national and regional broadband policies are realised.
- A Government campaign to encourage developers, landowners and landlords to see digital connectivity as being just as important as gas, water and electricity to a site or building,


**The Role of the Visitor Economy**

**6. *How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?***

**6.1**

- The visitor economy is still an important contributor to the economy of Weston-super-Mare. In 2016 the town attracted 255,400 staying visitors and 5,023,300 day visitors with a total spend of £229,695,100.
- In 2015, Banksy's Dismaland art exhibition at the derelict former lido site (The Tropicana) on the seafront was a major boost to both the economy and the confidence of the town. It attracted around 200,000 visitors from all over the world, bringing £20m benefit to the local economy and giving Weston a global profile.

**Physical Regeneration**

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[203] Broadband Delivery UK - (BDUK), part of the Department for Digital, Culture, Media and Sport: delivery programme of superfast broadband and local full fibre networks across the UK

**7. *Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?***

**7.1** NSC is actively working with private and public-sector partners to bring forward substantial growth through the acquisition of land, the co-ordination of developments, the negotiation of developer contributions and the securing of public sector funding to deliver infrastructure.

Recent examples in Weston-super-Mare -

- Approval for the development of two new communities located at the south east of the town – to be planned and delivered as a series of distinct neighbourhoods with local centres and have strong identities founded on a clear relationship to the surrounding countryside and green space.
- Utilising NSC's commercial property investments as an opportunity to intervene directly to support regeneration as well as derive an income to fund key services. The council has recently invested a substantial sum to take control of Sovereign Shopping Centre in the town centre. Detailed project planning with partners is now taking place.
- In 2017, the town centre was designated as one of the first 10 Heritage Action Zones (HAZ) by Historic England. This recognises the value of heritage in the regeneration and economic development of the town. During 2019 – 2024, it will support a £600k plus public/private funded scheme to invest in shop front and building enhancements.

**Social and Economic Regeneration**
**8. *What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?***

**8.1**
- NSC is investing in schemes to deliver housing, jobs and infrastructure on public-sector owned land. Typically, these are sites and projects that the private sector cannot or will not support, often because they are seen as 'difficult' and commercially unattractive against the background of expected private sector returns, or because there is a degree of investment and coordination needed that small organisations are unable to muster.
- Weston-super-Mare is a designated Housing Zone and has attracted investment in key brownfield sites from Homes England.  We are working in partnership to bring these sites forward for over 600 contemporary homes.

- The new FoodWorks SW Innovation Centre[204] in Weston-super-Mare is a good example of this approach. North Somerset has a thriving food and drink sector, and in seaside towns like Weston-super-Mare, most of these businesses are SMEs employing between 1 – 9 people. There was strong evidence of demand from these businesses that they wanted to expand and grow but who individually were unable to raise the funding needed to build the specialist premises required. With a focus on business engagement, product development and small food grade workspace, the centre will be the only one of its type in the South West and is intended to serve the whole region. It is funded through the West of England Local Growth Fund (LGF) and construction will start in site in early 2019. New significant employment generation in the town will go some way to reduce out-commuting and provide employment for local people.
- Weston town centre has secured Purple Flag status, through partnership working with venues and a range of public services to promote a safe and enjoyable evening and night-time economy.

## 9. *What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?*

**9.1** NSC has always seen the role of local businesses including SMEs and social enterprises as vital in delivering regeneration. Through the North Somerset Economic Plan for 2017 – 2036[205], there is a framework to guide and influence activity, resources and investment. NSC also has a working partnership with North Somerset Enterprise Agency to support both start-up and well established businesses.

**9.2** Coastal Community Teams (CCTs) and Business Improvement Districts (BIDs) can both play a key role in seaside town regeneration -
- **Weston-super-Mare** – the CCT has a role within the wider town centre regeneration in terms of advisory, consultative and community led work. The BID is led through a Town Centre Partnership structure, employing a Town Centre manager.
- **Clevedon** - the CCT is active in bringing interested parties together on a regular basis to work towards aligning local initiatives and partnership working. The CCT was the catalyst for the formation of a BID, and both bodies are working with Clevedon Town Council on the production of the Clevedon Neighbourhood Plan.

## Education, Health and Wellbeing

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[204] The FoodworksSW
[205] North Somerset Economic Plan 2017 – 2036

**10.** *Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

**10.1**. North Somerset is fortunate in having relatively high level schools provision in its seaside towns, which is not necessarily the case nationally. Of the 81 schools in the North Somerset area, 48% are in the three coastal towns of Weston, Clevedon and Portishead. In 2018, one school in Weston, located within the ward with the highest deprivation levels in the town and wider North Somerset area, came third overall in GCSE attainment tables. In addition, two primary schools in the same ward are currently rated 'outstanding' and 'good' respectively by OFSTED.

**10.2** Post 16 education: Located at four main sites in Weston-super-Mare, Weston College provides education and vocational training to around 30,000 learners. It has an 'outstanding' OFSTED rating, won both "College of the Year" and "Overall Further Education Provider of the Year" Times Educational Supplement Further Education Awards in 2015 and in 2017 was awarded The Queen's Anniversary Prize for Higher and Further Education. It teaches a range of higher education courses, as well as 70 different apprenticeships from intermediate to degree-level. The provision of Higher Education (HE) at the college has grown rapidly, with around 800 students now on HE courses with partners Bath Spa University and the University of the West of England (UWE) The move towards offering more degrees at the college ties in with North Somerset Council's strategy for the regeneration of Weston-super-Mare. The Council through working with the college and the West of England Local Enterprise Partnership (LEP) have achieved their aim of having a 'University Centre' in the town with the creation of University Centre Weston (UCW).

**11.** *Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

**11.1** Communities along the coast are on the front line in facing climate change and marine pollution impacts. Their economies are deeply embedded with coastal and other marine activities, making these communities particularly affected. Sea-level rise and extreme weather events, driven by climate change and ecosystem damage, expose coastal communities to flooding events now and in the future, damaging local economies, and threatening health and wellbeing. Continuing pollution of the sea has been underestimated as a threat to the health of coastal dwellers.

**11.2** Coastal communities are also undergoing continuous socio-demographic upheaval, with highly transient and seasonal workforces, young people leaving and older people arriving. How well they thrive depends on factors such as social structures, employment opportunities, adequate health infrastructure and housing. Affluent coastal communities in which 'second homes' are especially

common, but in which local people cannot afford housing or find good jobs, often struggle to support local infrastructure including health and social care[206].

**11.3** Britain's coastal communities are among the worst ranked parts of the country across a range of economic and social indicators, including earnings, employment, health and education – and the economic gap between coastal and non-coastal communities has grown[207].

**11.4** Rural communities including seaside towns, are increasingly older. The younger population tends to decline the more rural the settlement type. Older people experience worse health and have greater need of health and care services. Financial poverty in rural areas is highly concentrated amongst older people. Health and care needs are difficult to separate for those with multiple and complex needs and reductions in resources for social care are compounded by high delivery costs and organisational challenges in sparse or more isolated areas[208].

**11.5** North Somerset has one of the largest discrepancies in life expectancy, of over 10 years, between the most and least affluent parts of the district.

**Delivery Structures**
**12. *What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?***

**12.1** Of the £174m awarded by the Coastal Communities Fund (CCF) to date, only 0.55% (£963,429), has been to coastal towns in North Somerset –
- Round 1: Clevedon Pier (Grade I listed) awarded £825k for a visitor centre, renovation to their Toll House and adaptations to their existing Heritage Centre. This formed part of a wider £1.5m pier restoration and regeneration project which included a £675k grant from the Heritage Lottery Fund (HLF).
- Round 3: The Helicopter Museum in Weston-super-Mare, received £138,429 to enhance facilities, employ more staff, develop volunteering opportunities and encourage more visitors.

It is difficult to quantify in detail the full impact this funding has had in Clevedon and Weston. However, both the Pier and the Museum are key attractions in encouraging more external visitors and they also generate additional volunteer and skills training opportunities for local people, as well as the provision of well used meeting and event space for a wide range of activities.

**12.2** The CCF has been in operation for four years with a fifth round of funding awards about to be announced. The fund should become permanent as it is one

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[206] Foresight & Govt. Office for Science - Future of The Sea Evidence Review: Health & Well Being of Coastal Communities: August 2017

[207] Living on the Edge - Britain's Coastal Communities: Social Market Foundation: September 2017

[208] LGA & PH England: Health and Wellbeing in Rural Areas 2017

of the few grant schemes to focus on coastal areas and their specific issues. The stated key aim of CCF is to create new jobs and safeguard existing ones. As this can sometimes take several years to achieve, particularly in small areas of ingrained deprivation, the monitoring and evaluation criteria should be revised to take this timescale into account.

**13. *To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?***

**13.1** It is possible to develop a clear coherent vision for individual seaside towns as demonstrated in [Prospectus For Change](#)[209] which sets out our ambitious plans for the future of Weston-super-Mare town centre. Based around the three themes of 'Living. Learning. Lifestyle', Weston will become a lively university town where more people want to live, learn and spend their leisure time. By creating outstanding places for quality urban living, business growth and learning, and providing a range of activities for people to enjoy their free time, a prosperous Weston will have wider benefits for the whole North Somerset area and beyond. We have found this approach to be of significant benefit and have recently started working with the Town Councils to develop visions for their areas too.

Using Prospectus for Change, NSC has already successfully secured over £20m of external funding for Weston town centre including –

- Homes England investment in key brownfield sites for new housing
- The development of a co-working hub for start up creative digital industries and the setting up of a community interest company to run and manage the hub (funding from West of England Local Enterprise Partnership)
- The creation of the Great Weston Heritage Action Zone (HAZ) (funding from Historic England)
- Creating a 'Dismaland' Legacy (funding from Arts Council England) – NSC is working in partnership with ACE's South West regional team to identify projects that can support the development of Weston's arts and cultural offer. Initially, a scoping exercise is being carried out to identify whether an independent "culture company" could support the arts, culture & heritage sectors in Weston and help to drive the economic growth of the town by acting as a catalyst for partnerships and developing new initiatives, linking local organisations to resources and empty spaces and supporting organisational development.

**14*. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?***

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[209] [Prospectus For Change](#)

**14.1** North Somerset Council has no specific comments relating to this question.

**People and Place**
**15. *What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?***

**15.1**
- Many local authorities including NSC now do not have a dedicated community development team or have the resources to offer small community grant funding for projects initiated by local people and communities.
- There are opportunities under the Public Services (Social Value) Act 2012[210], for local authorities to consider, prior to undertaking the procurement/commissioning process, how any services procured might improve economic, social and environmental wellbeing. NSC's Social Value policy[211] supports the overall priorities of the council by putting in place a framework to enable agreement of proportionate and relevant social value outcomes with suppliers during a procurement process. When measuring Social Value, NSC considers soft as well as hard outcomes such as wellbeing. Small local suppliers can get additional support and advice to help them through this process from local voluntary support umbrella organisations
- North Somerset has many local community and volunteer groups and charities. They all contribute to the regeneration of their specific areas and support many dedicated and hardworking volunteers in the process. The umbrella organisation for the voluntary sector in the area is Volunteer Action North Somerset (VANS)[212]. VANS carry out a wide range of activities supporting community engagement and capacity building including within the three coastal works in the area However, as an organisation themselves their capacity is limited to what they are funded to do.

**16. *Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?***

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[210] The Public Services (Social Value) Act 2012 came into force on 31st January 2013. Public Authorities are required to "consider, prior to undertaking the procurement/commissioning process, how any services procured might improve economic, social and environmental wellbeing". The Act applies to all public service contracts over the EU threshold.
[211] NSC Social Value Policy

[212] Voluntary Action North Somerset

**16.1**

- It is difficult to pinpoint any standard integrated models of regeneration that bring communities, businesses and public bodies together in this way. In Weston-super-Mare, there are several different groupings of interest around themes including heritage, business and skills, where NSC acts as the 'glue' in terms of co-ordination and administration. By doing this, NSC is acting in a traditional local authority role of civic leadership and promoting co-operation and partnership working. With no funding available to support and develop these groupings into more effective and longer lasting partnerships, NSC is limited in what it can do
- A useful innovation from Government would be to set up a small 'seed money' fund to enable existing partnerships to be developed into defined entities capable of their own management, fundraising and project work.

# North Yorkshire County Council – written evidence (RST0090)

**Background and understanding**

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1　The 2017 social mobility index summarises some of the key challenges for seaside towns.  The index uses 16 key indicators, across four inter-linking domain areas that make up the major changes from early childhood through to adulthood.  Scarborough District is amongst the country's 20% worst performing 'cold-spots' for social mobility, with particular challenges in the school and work domains.

| National Social Mobility Index 2017 National rankings for overall social mobility and the four main areas of the Index | | | | | |
|---|---|---|---|---|---|
| District | Overall rank | Early Years | School | Youth | Work |
| Craven | 32 | 142 | 31 | 37 | 118 |
| Hambleton | 99 | 74 | 91 | 103 | 268 |
| Harrogate | 135 | 244 | 109 | 84 | 134 |
| Richmondshire | 179 | 61 | 161 | 120 | 312 |
| Ryedale | 240 | 289 | 57 | 160 | 297 |
| Scarborough | 295 | 211 | 315 | 87 | 299 |
| Selby | 196 | 122 | 250 | 262 | 71 |

1.2 Although most children and young people in North Yorkshire now attend a good or outstanding school setting this is not the case for all children in North Yorkshire or for all parts of the county. Children from low income families are significantly less likely to attend a good or outstanding setting compared to their affluent counterparts and there are significant geographical variations across North Yorkshire. By way of illustration, while almost all children overall will attend a good or outstanding secondary school in North Yorkshire (including every child in Harrogate District) nearly three quarters of poor children from low income families in Scarborough District attend a secondary school that requires improvement. Unsurprisingly, the disappointing performance of Scarborough District against this performance measure places the district amongst the worst performing local authorities in England.

1.3 At the very heart of social mobility is the ability of young people to be able to go out into the labour market and secure a well-paid occupation which will eventually enable them to purchase their own home and pursue the best possible quality of life for themselves and their own families in the future – all of these various aspects are reflected in the key measurements that make up the working lives domain area of the Social Mobility Index. Scarborough District – along with three other rural North Yorkshire Districts – is in the bottom 20% of Districts for social mobility in work.

1.4 The report for North Yorkshire is based on data from the State of the Nation 2017: Social Mobility in Great Britain, produced by the Social Mobility Commission:

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1   Local tourism data is also not collected on a robust or consistent basis. Historically bed occupancy data was collected by local tourist boards, although limited in terms of its robustness and credibility it did help to identify the local fluctuations in the strength of the visitor economy and also highlighted where local issues were about to emerge including changes of use and the increase in HMOs.

**Housing and demographics**

**4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1   Seasonality has generally become less pronounced in North Yorkshire's coastal towns however the winter is inevitably quieter than the summer. Better local tourism data would help us to understand this more and would enable a better analysis of the issues concerned and potential opportunities to address this.

**Transport and connectivity**

**5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1   Transport is often identified as a barrier to growth in peripheral and coastal locations. The most valuable impact of improved transport connectivity is to widen the choice for residents in terms of where they can choose to live, and to improve the potential for local businesses to attract people with the necessary skills to move to coastal locations.

5.2   Within North Yorkshire's Local Transport Plan, improved East-West connectivity is a key and longstanding priority, and this includes improving key road and rail links to Scarborough and other North

Yorkshire coastal towns.  Recent announcements over potential improvement funding for sections of the A64, and forthcoming increased frequency on the Scarborough to York railway line are seen as crucial to unlocking the potential for the economy of the coastal region, but are not enough in themselves.

**The role of the visitor economy**

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1   In Scarborough District, accommodation and food services account for 19% of all jobs compared to 7.5% nationally and 7.2% in Y&H. Combining this sector with retail and repair of motor vehicles accounts for a total of 35% of all employment on the North Yorkshire Coast. At £462 per week average earnings by place of work in Scarborough District falls £90 per week behind the national average and £40 behind the Yorkshire & Humber region.

6.2   Historically a range of initiatives have been deployed to promote and protect tourism and the seaside economy in North Yorkshire including attempts to raise the overall quality of the visitor offer and improvements to branding, marketing and promotion, festivals and events – including the work of Welcome to Yorkshire.  This work has had some success but needs to be maintained in order to have long term advantages for the coast.  There are inherent risks associated with having such a dominant sector within the local economy and these were highlighted by the advent of foot and mouth in the early 2000s however sectorial balance is a consequence of the location and it is not simple to rebalance the local economy more effectively where tourism is such a locational strength.

6.3   Increasing private sector investment in holiday accommodation in coastal areas:  Many coastal towns have seen significant private investment in visitor accommodation since the advent of the foot and mouth crisis in the early 2000's.  In North Yorkshire the Downcliffe Arms in Filey was voted one of Europe's top ten best seafront hotels in Europe by the Independent. In Scarborough town there has been significant investment in visitor accommodation by large budget chains, including Premier and Travelodge and also by privately owned hotels and guesthouses, most notably the Crown Spa Hotel which underwent a complete refurbishment in the 2000s.  However the overall quality of accommodation on the coast can be variable and the uncertain nature of the domestic tourism market and the lifestyle aspirations of many proprietors means that ongoing investment in maintenance and

ensuring the overall quality of experience does not always happen as it probably should.

6.4    In the past private sector investment in accommodation has been levered by the provision of grants to businesses and by having clear locally led aspirations for the visitor economy which create a compelling vision that businesses can see developing primarily through investment in publicly owned and operated facilities and the public realm.  Unfortunately over the last decade the institutions which successfully led these initiatives have been disbanded or their funding reduced.  Tourist Boards (which carried out research and supported businesses) largely no longer exist, RDA which had a role in supporting tourism as part of economic development abolished, and Local Authorities confronted by reduced funding.  Coastal LEPs can have a role in addressing some of these deficiencies which may be identified within Local Industrial Strategies. However this is likely to be constrained by competing priorities.

**Physical regeneration**

**7.  Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?**

7.1    The reorganisation of Local Enterprise Partnerships should include recognition of rural and coastal strands of work linked to the development of Local Industrial Strategies and the Shared Prosperity Fund, in order to ensure that the country does not become increasingly focussed on cities particularly in the context of devolution.

**Social and economic regeneration**

**8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1    In North Yorkshire, in Scarborough District in particular, there has in recent years been a focus on skills and education, aimed at improving life opportunities for the town's young people and addressing acute local disadvantage.  Coventry University has filled the gap left by the departure of Hull University.  Investment into the new Scarborough University Technical College now offers the town's young people the

chance to undertake a more careers focussed approach at GCSE and A level.

8.2   North Yorkshire County Council's approach is starting to tackle the poor social mobility problems highlighted in our answer to question 1. NYCC has worked with world class universities and leading international experts to help us develop our understanding and identify opportunities for improving social mobility. One key work package carried out in 2017 was the implementation of a qualitative pilot study with young people in North Yorkshire. The fieldwork for this piece of research was conducted with participants who were growing up mainly in contexts of material hardship, poverty and deprivation, and the locations that were selected for the study also reflected the full range of geographical contexts that span the largest county in England (i.e. rural, urban and coastal). The main aim of the research was to improve our overall understanding of youth transitions to adulthood, and to weave this new type of soft intelligence and qualitative insight into the strategic planning processes of the organisation.

8.3   A key feature of the County Council's work to improve social mobility in North Yorkshire is the development of a new targeted strategic approach to tackle the stubborn, long-standing problem of early educational inequality and school readiness that we believe might be at the root cause of poor long-term social mobility and other related outcomes such as poverty and poor health. We have convened our own internal inquiry into school readiness in North Yorkshire. We have undertaken a systematic review of the most relevant academic and scientific literature around the general topic area of school readiness and we have undertaken a further systematic review of best practice evidence to explore the full range of interventions and delivery models that might be trialled or replicated effectively in North Yorkshire. Added to this we have set up an internal school readiness steering group which is chaired by the County Council's Director of Children's Services and we have commissioned academic experts from the University of Manchester to support the development of an integrated strategy to tackle school readiness issues in targeted areas across the county. Discussion papers presented by the University of Manchester have been used to inform the development of a local position statement and vision for North Yorkshire that will develop and convert into a comprehensive county wide strategy. It is worth noting that we choose to take a targeted approach for improving school readiness which centres on the development of speech, language and communications skills as one of the main barriers to educational achievement and long-term social mobility.

9. **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the**

**Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.3     As with other towns and cities the town centre retail offer is changing dramatically.  Seaside towns have a potential advantage in that they have more diverse customer base than a predominantly retail offering.  Business rates should be reviewed for the retail sector.  At the present time growth is not the issue but resilience.  Flexibility is key to town centres while they go through a process of re-imagining or rediscovering a vision for their futures.

9.4     A recent LGIU Policy Briefing 'Life's no beach: poverty and deprivation in coastal communities' includes a Centre for Entrepreneurs case study about Scarborough.  The document highlights some of the recent regeneration successes through business and economic investment in the town.  However the study also highlights that the local economy is finely balanced and points to some of the economic challenges faced by local businesses.  The case study is available at. https://centreforentrepreneurs.org/scarborough-rebranding-britains-most-traditional-seaside-resort

**Education, health and wellbeing**

**10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1    In North Yorkshire the percentage of primary school children attending a good or outstanding school is 87%, but in Scarborough Borough this is only 70%. At secondary across North Yorkshire 87% of children attend a good or outstanding school, but in Scarborough Borough it is only 63%. Scarborough Borough has also consistently been the lowest performing district in North Yorkshire for attainment at all Key Stages. However, the 2018 provisional data demonstrates a significant improvement at Key Stage 2, which is particularly evident for children eligible for free school meals. This may provide evidence that the North Yorkshire Coast Opportunity Area, which is aiming to raise education standards, is starting to have an impact.

10.2    The particular challenges in Scarborough Borough include:

a.  Recruiting teachers at all levels to the area. Evidence shows that more good teaching for all pupils will especially benefit the most disadvantaged and, therefore, more of the best teachers need to be recruited to underperforming areas. However, these areas are often unappealing to teachers due to their perceived isolation, long-standing underperformance of schools against national expectations and perceived, or real, limitations in job prospects long-term for

both teachers and their families. This is in addition to the known national challenges in teacher recruitment, particularly in key subjects. Over time, the shortfall in excellent teachers and school leaders perpetuates a situation where performance in key areas and subjects remains below national averages.

b. Scarborough has one of the lowest median incomes per person in the country. Moreover, the future employment opportunities in the area are not always as varied as in other parts of the country, often resulting in limited social mobility. This is a real consequence of the geographical isolation that many coastal areas experience.

c. Exclusions from school are a significant issue in Scarborough Borough and the numbers are increasing. In the 2017/18 academic year 25% of permanent exclusions and 30% of fixed-term exclusion incidents in the county were in schools in Scarborough Borough. The top two schools for exclusions in the county are both in Scarborough and are in the process of converting to academy status. Permanent exclusions place a significant cost pressure on the County Council given the statutory duty to ensure education provision is offered to all young people from the sixth day of a permanent exclusion from school. The Alternative Provision budget for 2018/19 (excluding provision for pupils with medical needs) is £4,593,900 with the majority of commissioned places for permanently excluded children.

d. The increase in children and young people with Special Educational Needs is also a challenge on the coast. Since 2014 there has been a huge increase in the number of children with an Education, Health and Care Plan and this number continues to increase. There are currently 470 children on an Education, Health and care Plan in Scarborough Borough which is the second highest figure out of the seven districts. This increase in demand is placing huge pressure on the High Needs funding block in terms of placement and transport costs and the authority is forecasting a significant overspend in 2018/19.

10.3 The Opportunity Area programme is showing early signs of progress, however it requires certain conditions to succeed:

a. Sustainable funding to make progress against agreed objectives on educational outcomes;

b. Local leadership to address well-understood need, but the ability to draw on regional and national experience and expertise to drive improvement; and

c. Collaboration across a range of key partners as the impact of improved education outcomes will be limited without addressing entrenched social issues and facilitating economic growth.

d. **Ensuring current and future generations are equipped with the skills they need for the workplace is key to increasing employment.** Businesses need to be encouraged to provide high quality apprenticeships and internships, and to improve their links with education providers. There is also a need to connect young people to careers guidance and job opportunities, and work towards increasing graduate retention in the area.

11. **Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1 Health outcomes (both physical and mental health) are often poorer in coastal towns, related to their often higher levels of deprivation, lower incomes and lower levels of educational attainment (well-documented wider determinants of health). In terms of Scarborough specifically, life expectancy for men is lower than the England average.

11.2 For Scarborough district, rates of smoking at time of delivery are significantly higher than average (17.3% compared with 10.7% in England) and rates of breastfeeding lower (60.9% v 74.5% in England), contributing towards poorer child health. In addition, Scarborough has poorer outcomes for children, with higher rates of child injuries (134.1 admissions per 10,000 compared with 101.5 in England) and poor dental health (29.4% of 5-year-olds with dental disease v 23.3% in England).

11.3 For adults, hip fractures rates are higher than average (669 per 100,000, v 575 per 100,000 in England) and the rate of alcohol-related harm hospital stays (703 v 636 per 100,000) and self-harm hospital stays (235.8 v 185.3 per 100,000) are higher than England.  Whilst diabetes and dementia prevalence are higher than England, diagnosis rates are lower than expected in comparison to other similar areas, which can mean people are diagnosed later, when symptoms are more pronounced, reducing treatment options and leading to increased health and social care needs. Take up of preventative offers such as NHS Health Checks is lower than average, although the programme continues to find significant numbers of people with raised CVD risks.

11.4 Common mental health disorders, such as anxiety and depression, appear more prevalent in Scarborough compared with England.  The national General Practice Patient Survey in 2016/17 found that 16.1% of adults in Scarborough reported they were moderately, severely or extremely anxious or depressed, compared with 13.7% in England. Applying this rate to the adult population in Scarborough suggests there are about 14,300 adults aged 18+ with anxiety or depression.  If Scarborough had the England rate, there would be about 2,100 fewer adults with anxiety and depression.  The rate of self-reported anxiety and depression has increased in Scarborough from 13.5% in 2014/15. The England rate also increased, but more slowly, from 12.4% to 13.7% in the same period. (Source: Public Health England, [Fingertips profiles](#))

11.5 More severe mental health problems, such as schizophrenia, bipolar affective disorder and other psychoses, are recorded through the NHS Quality and Outcomes Framework.  This shows that there are about

1,200 people in Scarborough district with severe mental health problems, 1.03% of the population, compared with 0.92% in England.  If Scarborough had the England rate, there would be more than 100 fewer cases of severe mental health problems.  Rates of severe mental health problems have been increasing similarly in Scarborough and England. (Source: Public Health England, [Fingertips profiles](#))

11.6   The Public Health Outcomes Framework shows the number of deaths from drug misuse in Scarborough is significantly higher than England, with a rate about 2.5 time the England rate in the three year period 2015-17. The rate in Scarborough has increased markedly since 2010-12, compared with more modest increases nationally.  If Scarborough had the same rate as England in 2015-17, there would have been about 18 fewer deaths over three years.

11.7   Scarborough district experiences difficulties in recruiting and retaining GPs and specialist medical staff in primary and secondary care.  There are also challenges recruiting to social care posts. These are national issues, however, it is particularly challenging in more isolated, rural and coastal towns.

11.8   Given the range of health challenges we would welcome targeted interventions for North Yorkshire's coastal towns.  However, such interventions need to be led locally and embedded within high quality community development approaches, avoiding initiatives which are "parachuted in".


**Delivery structures**

14. **Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1   There is scope to develop this through the Local Industrial Strategies, Shared Prosperity Funds and future of the Local Enterprise Partnerships (LEPs).  LEPs need greater freedom to invest and take risks.  Yorkshire Forward was criticised for owning a fish and chip shop but that property is part of a critical site on Scarborough's Sea Front which has the potential to come forward for significant redevelopment and investment.

14.2   Given that seaside towns can experience local deprivation and inequality the local retention of business rates and council tax probably offers less incentive than in more affluent areas.  Deprived areas, coastal areas, rural areas all need fair funding which reflects the needs and additional cost of delivering local services.

14.3   The creation of a tourism / bed tax might be effective in some locations however significant capital funding is required to properly lever the

greatest benefits from local regeneration programmes in more deprived areas.

**People and place**

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1    Local people and local communities are integral to the process.  An aspirational vision for the future of a town, which involves significant levels of change, take time and need buy-in from all parties.  This can only really be achieved by taking a community led approach from the start of the process.  The Scarborough renaissance offers a good example of community engagement but this was in large part successful because of the quality of the organisations delivering the work.  The process is relatively simple, the difficulty is in providing and resourcing meaningful means of engagement for everyone.

# Northumberland County Council – written evidence (RST0067)

1. The Challenges facing seaside towns and communities in Northumberland, like elsewhere

in the country, are extremely varied and complex and although there are themes which are common to many towns there are also key differences that must be appreciated and as such each town or community should be approached in a bespoke way.

Challenges common to many of our seaside communities include;

- Legacy of industrial change
- Poor educational attainment resulting in low aspirations
- Older people moving to the coast and placing strain on key local services and especially those connected to health
- Young people moving away due to a lack of employment opportunities or low paid seasonal work
- Young people unable to remain in the community as house prices increase due to the demand for second home purchasers with disposable income
- Poor connectivity in terms of both transport and digital

The majority of seaside towns have similar issues in Northumberland especially those that have attracted tourists and are in naturally beautiful areas of the country. Most have been tourist dependent for many years but from the 1970s saw a reduction in visitor numbers as more and more people started to take holidays overseas.

In recent years there has been a movement towards second holidays or short breaks closer to home which has helped to arrest this decline. However this has led to a demand for property for second or holiday homes often escalating prices beyond the reach of local people. One village in Northumberland has 80% second homes and there is a road in a neighbouring community where only one person lives all year round out of 20 houses.

Challenges have persisted over a period of time as for many communities, especially those post industrial ones, there has been a need for them to re-imagine themselves and come up with a new purpose in order to become successful. There is a need for a complicated, long term series of interventions into coastal communities to nurture this change process. The challenge of making this happen with support from multiple changing cycles of coastal regeneration support from Govt has led to short term investments, often piecemeal that are not always joined up despite best efforts.

The opportunity to deliver sustainable attractive places on the coast can be combined with the objectives of the industrial strategy, however this will require Govt and sub national agencies asking themselves how they make major growth investment make a difference in these communities.


2. There has been a huge amount of resource and money into the employment of consultants and the production of reports into coastal communities. However we would draw the  attention of the Select Committee to the 120 plus Economic

Development Plans produced by Coastal Community Teams across the country which give a true and practical view of what factors are affecting seaside towns and communities. These plans have been developed by a cross section of public, private and voluntary sector organisations to seek solutions to local issues affecting seaside towns and communities.. Reading those plans clearly shows the themes and gaps affecting communities and gives a direct correlation to need.

3. Northumberland in general does not have issues with Houses in Multiple Occupation or former tourist accommodation that has been converted for other uses.

However, the character of seaside towns is affected if too much of the housing stock is converted into holiday let properties or second homes.  This inflates house prices, making it harder for local people to buy and also reduces the number of residents locally that are then available to work within other businesses such as restaurants and hotels.

Because of the prevalence of second homes in the coastal areas and the demand for housing many new houses are not affordable and therefore if they are purchased by residents rather than as second homes or holiday lets there is a strong probability that the purchaser is likely to be commuting for better paid employment in larger towns or cities often taking their custom with them rather than buying locally thereby affecting the sustainability of local small businesses.

Issues such as those outlined above could be addressed by monitoring by local authorities to assess the level of second homes or holiday lets in given communities and by restricting how many properties can be used for such purchases through covenants on builders and others

4. Northumberland has a population which is aging more quickly than many other parts of the UK. Part of this is based on the numbers of people retiring to the county whilst at the same time young people move away to study or work and then do not return to later in live. Issues that this causes are on public services especially those related to demands on health services and in particular the impact on rural isolation when there are few main hospitals, many of which are not within easy travelling distance.

Within the Housing response it should be noted that whilst much of the County has issues relating to increased housing prices and scarcity of property for residents in rural areas the same is not necessarily true in post Industrial areas.

For example Blyth is a coastal town located in south east Northumberland which is the most densely populated area of the county of Northumberland and has historically suffered  higher than average levels of poverty, unemployment and deprivation. Cowpen Quay is an area of Blyth  located close to town centre and has long standing housing issues which include:

5. A significant number of empty properties;
6. Very low properties prices ranging from £10,000 to £22,000;
7. The cost of repairing a property is not a viable option, a flat capable of being marketed for rent can be bought for less that the estimated repair costs of some of the existing vacant properties;
8. Two of the largest landlords in the area (Places for People and Guinness) are selling off all of their empty properties;

9. The low prices are attracting buy to let investors from around the country who are unable or unwilling to fund the repairs;

10. Many landlords will find that their property is in negative equity and will therefore be unlikely to consider selling, meaning that the property continues to deteriorate adding further to the downward spiral of the area.

The Cowpen Quay area of Blyth is exhibiting features of housing market failure such as: 1) significant numbers of empty properties, 2) major social landlords leaving the market, 3) absentee private landlords and 4) low property values making the cost of repairs unviable.

5. Transport connectivity is vital for seaside towns, especially those that can also be classed as rural. Many small seaside towns lost rail connectivity under the Beeching closures and planning for the 'last mile' from existing infrastructure is often lacking. Poor transport infrastructure in rural areas means that popular seaside destinations often cannot cope during the peak holiday season with country lanes being congested and parking provision overflowing. Public transport is then uneconomic during shoulder and low seasons meaning these destinations are unable to extend their seasons meaningfully and jobs remain seasonal whilst additional infrastructure investment is hard to justify.

Local authorities may be able to access funding from grants and developer contributions but this is usually only available for new infrastructure and cannot be used for ongoing maintenance.

Again, rural coastal towns and other destinations suffer disproportionately from lack of broadband and mobile coverage. Analysis of needs focuses on residents but ignores the need from visitors to access real time information on visitor attractions, transport timetables, events, mapping, social media etc.

The delivery of effective broadband, and its utilisation, is a clear area of opportunity for rural businesses. Useful research has recently been provided via a rural business survey carried out by Rural England and SRUC which found only 19% of rural businesses had a superfast connection and most (59%) relied on standard broadband. It also found high rates of dissatisfaction with connection speed and reliability.

Despite significant public investment, a sizable gap persists in relation to levels of connectivity in rural and urban areas. In England's rural areas, for example, 15% of premises – households and businesses – are unable to access a broadband connection with a 10 Megabits per second download speed (industry regulator, Ofcom, considers this a necessary speed for everyday online tasks). Mobile connectivity has improved, but the indoor signal is poor in England's rural areas, with phone calls on all four networks only possible at 59% of premises. Meanwhile, using 4G on all networks – giving fast internet access – is only possible inside 19% of rural premises.

The recent pledge by government to prioritise the connection of hard-to-reach rural areas in its future support for the roll out of full fibre broadband networks is hugely welcome and it is important that this pledge is seen through to fruition. If government is indeed serious about coastal places growing a good way to encourage this would be to ensure 5G is rolled out into coastal communities as this would support business connectivity, attracting knowledge workers who can work in a mobile way and the demands of visitors who expect quality connections.

Ultimately better connectivity would open up the possibility of digital companies tapping into the latent employment potential available in coastal and rural areas offering more diverse employment options and reducing reliance on seasonal tourism employment.

Coastal communities need to have more than a tourism string to their bow. Better connectivity would encourage those with entrepreneurial aptitude to be less reliant upon city locations.

6. Seaside destinations tend to be relatively small, often rural and made up of small and micro tourism businesses. This puts them at a serious disadvantage when competing with larger, urban destinations (note the popularity of the 'city break' on the back of extensive advertising by cities and airlines alike) and the large leisure and tourism organisations. Cuts in public funding have further reduced the resources available to seaside towns for national and international marketing. Government policy has reduced public investment whilst targeting the tourism industry for investment resulting in opportunities for airlines, major accommodation groups, OTAs and large destinations whilst reducing the promotion of smaller, perhaps niche, seaside destinations.

Since the abolishion of the RDAs in 2010 the destination management landscape in England has become fragmented and uncoordinated. Many destinations are relying on local authorities which are struggling with large budget cuts and destination partnerships have to compete with other organisations such as OTAs for money from tourism businesses. VisitBritain's focus is on developing overseas markets and activities focus on London and honeypot sites (understandably). It is unlikely that seaside towns will experience much 'trickle down' benefit from this activity even though it may increase overall visitor numbers. Individual destinations can participate in overseas promotional work led by VisitBritain, but the costs of these opportunities are often prohibitive for small partnerships.

England is now the only part of the UK that does not have a stand alone national tourist board. This has meant a reduction of focus on England's regions, a reduction in resource and a drop in national marketing. The justification for this seems to be the belief that domestic promotion simply 'shifts around demand' rather than creating new, a premise that the industry has consistently proven to be demonstrably untrue. In the past the 'thematic' promotions run by VisitEngland gave seaside towns opportunities to be included in marketing activities that targeted the right markets and had a reasonable chance of translating into increases in their preferred visitors.

The research and support provided to destinations by VisitEngland has also

reduced, due to the current resource needed by the Discover England Fund Product Development Projects. This is being sorely missed by seaside destinations that cannot afford regular expensive research activities.

The 'England's Coast' Discover England Project has proved successful and accessible for smaller seaside destinations and businesses. We would urge the continuation and expansion of this project.

Seaside towns and destinations have relied heavily on European funding for product development and infrastructure improvement. Uncertainty around the future of funding streams must be addressed, and government must commit to improve the local knowledge around needs and priorities that is currently lacking centrally in the organisations that distribute funding. For rural seaside destinations the mutual relationships with the farming community and protected landscapes must be taken into account and the value of protecting and enhancing their natural capital fully understood and considered in future funding policies.

TBIDS have been suggested as a replacement for public funding in seaside destinations. These are not often successful however for a number of reasons. They often compete with existing tourism management structures and because BIDs cannot overlap, the awarding of a small town centre bid then puts pay to a wider tourism focused BID. The resource required to promote and implement a BID is often beyond smaller destinations and it is difficult to gain the required business buy in as businesses are often ignorant of the benefits they receive from collective destination management and marketing.

The emergence of large, international 'OTA's have impacted on traditional seaside resorts by taking a proportion of the economic benefit offered by tourism accommodation and travel, whilst contributing nothing to the costs of providing the underlying infrastructure and maintaining the attractions they promote. They usually charge high commission rates (20-30%) which funnels money out of destinations into companies based abroad. VE is active in trying to educate businesses to manage their relationships with OTAs but currently there is not a level playing field and businesses cannot simply opt not to work with them.

Recent rates increases have had a significant impact on some seaside businesses. We would urge a review of this system to ensure that property rich businesses with relatively low or unstable turnovers are not driven out of business. VAT rates also have a strongly negative effect on rural tourism productivity with many small businesses unable to increase turnover above the VAT threshold because they cannot afford the subsequent 20% reduction in net income.

In terms of funding for tourism there is a challenge in attracting funding to support tourism initiatives as there is a view that tourism funding often is targeted at international visitors, whereas coastal resorts may need a blend of international and domestic visitors. If the government is serious about supporting these places and distributing growth evenly within the UK then support for domestic tourism initiatives needs to be seen as important and therefore fundable by govt agencies.

7. There is an opportunity to deliver sustainable attractive places on the coast and this opportunity could be combined with the objectives of the industrial strategy, however this will require Government and sub national agencies asking themselves how they make major growth investment make a difference in these communities.

A good example perhaps would be the potential for the ORE catapult in Blyth which could help to catalyse the wider development of the energy industry in the town, and wider region whilst also ensuring that Blyth as a settlement is included in this growth in terms of local jobs, supply chain benefits etc.

Northumberland County Council has also worked closely with its arms length development company, Arch to develop a variety of physical regeneration projects in Coastal Communities including Amble, Blyth, Newbiggin-by-the-Sea, and Berwick. For example in Blyth a new hotel was developed with commercial partners in order to stimulate visitors to the Town

Northumberland has several proactive Development Trusts who have proven records in regeneration project delivery, yet they are neither acknowledged or funded by central government and local councils do not have the financial resources to support them. Development Trusts are embedded in the communities they serve and should be the lynchpin of regeneration. They have the ear of their communities, know what is required and generally how it can be achieved if funding was in place. These resources exist and should be the 'tools' used to deliver at a local level.

8. & 9 Northumberland County Council actively supports its communities in a number of ways to encourage social and economic regeneration. In particular it offers business support both to the private business sector through its arms length Development Company, Arch and to Social Enterprise, Community and Voluntary groups and Charities through its in house Community Regeneration team. That team has been instrumental in supporting 4 communities to establish and maintain Coastal Community Teams and supports other communities in their regeneration activities encouraging them to develop deliverable and sustainable projects.

The Council is currently establishing Town Forums to further encourage Town regeneration working with partners across various sectors and whilst this is a County wide initiative several of the communities that will develop a Forum will be Seaside towns.

A good example of the Council encouraging and supporting Social and Economic Regeneration is the town of Amble where some public sector investment - mainly from Northumberland County Council and Coastal Communities Fund - has transformed the town encouraging a growth in visitors, facilities for them, an award winning High Street, new restaurants and new retail as well as new housing development. The role of business and SME's including local entrepreneurs has been key in many of these developments and delivering the

regeneration of Amble.

10. Northumberland Faces  major challenges delivering quality education provision in many of its coastal communities due to proximity to major training organisations linked to the general trend, particularly in FE for mergers meaning that putting on quality training and skills provision is a challenges both in terms of supply and demand.

A real example of this is the fact that large numbers of students have to travel from Berwick to Northumberland College sites up to 1-2 hours journey time away which is a significant barrier / cost. This means that many do not enter the FE sector simply as there is no provision close to their homes and even if they wish to rural transport links and travel times means that many may be deterred or drop out.

In summary any of our young community members who are ambitious and wish to go on to HE have to travel varying distances to access a very limited range of courses.   Limited course range and increased financial constraints of expensive travel further reduces the ability of our young people to fulfil their potential.

With regard to Tourism specifically a well managed tourism destination with will protect and enhance its natural capital providing health benefits for visitors and residents alike.  Activity infrastructure such as walking and cycle trails can also contribute to local health targets.

A coordinated skills programme to train up the next generation of tourism staff is desperately needed.  Many tourism businesses struggle to find qualified staff (such as chefs and waiting staff) and then are unable to keep them once trained.

The current method of calculating education funding has a negative impact on both rural and coastal communities that are often sparsely populated.

A fairer funding method is urgently required.


12. Coastal Communities Funding has been essential to the communities in Northumberland who have received it. Undoubtedly without it projects would simply not have happened. In particular Amble CCF funding secured has had a major impact on the town, helping develop the tourist, visitor and employment offer. The investment of £1.7m has brought inward investment approaching £5m to-date with more to be confirmed. It has expanded the visitor economy, created self- employment opportunities, enabled entrepreneurial attitudes to develop as well as regenerating a former derelict site.

However it should be remembered regeneration does not stand still. If government is serious about coastal and rural development future investment needs to be confirmed rather than the current lottery and bidding rounds we experience.

A continuation of Coastal Community Fund or a follow up programme would be very welcome

13. The role of the Local Authority in supporting its communities to have a vision is key working with partners in each town to develop their vision for the future and the projects that will deliver that vision. Where there are Coastal

Community Teams in place they can be used as a vehicle to support this as they have developed their short, medium and long term vision for their Economic Development Plans and ultimately they may be able to access funding that the Public Sector cannot. Working with local partners  the longer term can be planned but do those plans fit into funding schemes? Flexibility is required to achieve any success in these areas.

Where there are CCT and Development Trusts in place (where appropriate) there are strong views that they should be regarded as key stakeholders who carry out delivery and should be listened to. They have been relied upon to fulfil the various remit of successive government departments and now need to be further acknowledged and used to their full potential.

14. Northumberland is currently seeking support from Government through the North of Tyne Devolution Deal in conjunction with City of Newcastle and North Tyneside Council and also through a proposed Borderlands Growth Initiative in conjunction with Carlisle City Council, Cumbria County Council and colleagues in Scotland at Borders Council and in Dumfries and Galloway,

If successful both of these programmes may be able to support projects that will deliver benefits to Seaside Towns and Communities. For example  new investment in the context of North of Tyne devolution would enable Blyth to connect as a coastal town into the wider urban settlement of Tyneside effectively - this includes the reopening of the Newcastle to Northumberland rail line to passenger services and the proposed Blyth Relief Road.

In addition as has been stated previously the continuance of Coastal Communities Fund and Coastal Revival Fund would help to support projects funding for which is difficult to obtain elsewhere

15. & 16

Please refer to previous answers on Physical Regeneration and Social and Economic Regeneration

# Onion Collective CIC – written evidence (RST0098)

**Background and understanding**

1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?

In Watchet, West Somerset, we have natural beauty and a good quality of life, which is attractive. We also have extremely high social capital and levels of happiness, but despite this, we suffer from a number of problems which are common to seaside towns, but are particularly prevalent here: we currently have the lowest social mobility, lowest wages and lowest SME productivity in the country. This is for a number of reasons, but a lack of businesses in the area is key, as it translates to a lack of decent, validating jobs, career progression and ambition.

This problem is self-perpetuating, with the well documented brain drain in areas such as ours, coupled with fewer motivated professionals moving to the area. Aspirations in our young people are particularly low here due to lack of industry and opportunity.

The main cause is fairly apparent: the 180 degree landscape means fewer connections and opportunities for the economy to thrive. It also means that there are fewer routes in and out, which also affects traffic flow.

Seaside towns have changed fundamentally: with heavy industry replaced with tourism, we are moving to a low-skill, low-wage, seasonal economy for our places. The loss of industry also means identity is in flux, and so communities need to be empowered to create their new trajectories, rather that accepting this fate.

We also suffer from a lack of decent infrastructure, which would support development. Isolation, second homes and erosion also factor highly as problems here.

There is a crisis happening in rural and coastal economies, which is being felt hardest by those that are both. In times of austerity, the market cannot help us: because of our periphery locations, the market simply doesn't work here. This trajectory is fundamentally unsustainable without strong civil society; we need strong communities to survive, and our communities need appropriate support.

2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

The benchmarking report of coastal towns in 2011 (Beatty et al) provides useful baseline data that now needs updating. We also need more research

into the benefits of strong civil society in seaside towns, and research into decoupling regeneration from gentrification.

**Housing and demographics**

3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

In West Somerset the main problem with housing is that it's old stock with solid walls that are particularly hard to heat. Government could reintroduce support to retro-fit of old houses to make them more sustainable, through insulation and renewable energy.

The new houses that are being built in the area are also not of good quality. We would like to see them being built to higher BREAM or passivhaus standards.

4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

In West Somerset, the nature of our seaside communities makes us particularly attractive to retirees. We also have a transient population over the summer months.

Both bring threats and opportunities. Visitors create jobs, but in the majority of cases these are low-paid and seasonal. Similarly, retirees bring money into the economy so can boost local businesses, and have increased the number of care industry jobs. But an aging and transient population also brings with it issues around isolation and loneliness and a pressure on services, and has transformed the types of employment available.

To overcome these issues we need strong civil society: In our isolated coastal situation the council has no money, and there are few businesses, so it's community energy and community action that are keeping the vibrancy of the town alive. In order to build economic and social prosperity we must therefore ensure meaningful collaboration with the state, the market and communities so that true civil society can provide the answer to regeneration. In Watchet, Onion Collective is doing this via a number of community-led projects, and in partnership with our CCT.

**Transport and connectivity**

5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?

Yes: in a recent community consultation Onion Collective carried out, transport came out as a top concern for residents. In Watchet, there' no immediate motorway access, the buses have suffered cuts, and we only have a heritage train line that's slow, expensive and only runs for half the year. Making this main line would have a huge impact here. Since bus routes and times were reduced, it's now not possibly to leave the town after 6pm on public transport. It is also prohibitively expensive for young children.

We also have poor physical mobility in our residents: old people especially, who are stuck in houses, so miss hospital appointments, or don't make use of services as they can't physically access them.

Digital: kids here don't have access to the facilities or the experts; there are no digital hubs etc, so the prospect of a digital future seems unattainable. Onion Collective is currently piloting a 'digital teens' programme, which starts here next month, the key objective of which is to give kids access to digital expertise and real world digital skills to help enable them to realise aspirational working goals in their careers and futures. This means access to a digital future that doesn't have to be reliant on location, so helping to overcome the current limitations.

The Co-op Foundation recently wrote a report into youth loneliness. This is an invisible problem that is being both helped and exacerbated by digital. This is particularly prevalent here, as there is nowhere for kids to go, and no space or resources for proper youth work.  It is therefore vital to work with the digital world to enhance its benefits and reduce the harm.

**The role of the visitor economy**

6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being givens to the potential contribution that could be made by other sectors, beyond tourism?

Tourism is now the bread and butter of seaside towns, but it's low paid and seasonal so deeply problematic.

In Watchet, co-location of services has been key: Onion Collective worked with local partners to create a purpose built visitor centre and refurbish a boat museum, which are housed together, along with the town council. This shows civil society working for positive effect. We are able to cross subsidize our Visitor Centre with other work we do in Watchet and beyond, and we have an SLA with the council to deliver on tourism. This collaboration enables professional expertise, as it enables us to hire a Visitor Centre manager who is able to think strategically.

We would agree that much more attention needs to be given to other sectors. In Watchet we have been working on this problem, and have been actively developing a new, community-led industry.

In Watchet, where Onion Collective is based, 175 jobs were lost in 2015 when global economic pressures caused the closure of the heavy industry Paper Mill

that had defined the town's economy for 250 years, recycling waste cloth, paper and cardboard into a new product. Faced with the mill's closure, and not content to accept the spiral of decline that has affected so many other rural and coastal local economies which lost their main employer, Onion Collective decided to define a new economic future for the town.

Through this project we have sought to explore what would happen if innovation and industrial decision-making and funds were directed to community wellbeing as much as economic development? What if the needs of the people most vulnerable to economic change had a meaningful stake in industrial growth? What if we reimagined industrial innovation at a local level, placing community and social needs at its core and sharing power between the dominant stakeholders and the most impacted?

With seed funding from the Fore (Bulldog Trust), we have now completed a broad-ranging feasibility study, combining an appreciation of local resources, with future economic demand, global industrial trajectories and potential product applications to identify what a new time and place appropriate industry could be. We are now working on a ground breaking partnership between industry and the Watchet community, to create the world's first bio-recycling facility here in Watchet, that will use living organisms such as mycelium and algae to process waste and turn it into new products.

**Physical regeneration**

7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?

It appears that there is a lack of clarity over who's responsible financially for the maintenance of coastal defenses.

**Social and economic regeneration**

8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?

More support is needed to enable collaborative social action, and to engage professional help to remove barriers, so that councils can work more closely with communities, especially in areas where the community has ambitious and forward thinking ideas.

Watchet is on DCMS' Place Based Social Action programme. This is a really positive programme that could make a huge impact if rolled out across more communities. In practice, this project has sought to understand what we have here already and to build on our strengths, translating high social action into

better outcomes for the people who live here. Most importantly, it enables civil society to take part and communities to take the lead.

9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?

We would like to work towards a future where all businesses have more social purpose and are part of a place making narrative. We could create Government incentives for this, to encourage a regenerative economy. Communities need to think more laterally to create inspiring new projects, and need support to do this.

There needs to be a better appreciation in Government that community organisations operate differently to councils. We need more tailored support for the third sector from Government in relation to major community-led regeneration projects. For ex ample, one of our main projects in Watchet is a major capital build on the quayside, to create a community-led cultural development. We have applied for CCF funding, and during this process it would have been helpful to have advice that was tailored to the needs of a community organization, rather than council. Having a nominated point of contact would be helpful, as would a strong network of previous grantees.

Further, an appreciation of resources within a community is important. Cashflow is a major issue with EU money for example.

## Education, health and wellbeing

10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?

Teaching standards are low here due to lack of career progression: there are no other schools for ambitious teachers to move to, and a lack of easily accessible training due to our remote and periphery location.

For kids access to higher education often means a lot of travel and this is limiting. Here, in an attempt to counteract our lack of further education resources we are proposing through PBSA a peer led 'mini university' where community members use their past careers to help upskill local people as a bridging mechanism to higher education. This could happen on and off line, so also supporting those who have personal mobility issues.

11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?

Here, mental health is key, especially loneliness and associated illnesses. Again, civil society and social prescribing are mechanisms through which we are working to address this. Fundamentally, it is about nurturing of a more connected community.


**Delivery structures**

12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

CCF has been a life line for coastal communities. Our CCT has transformed life in our town because it has created connections: the councils are working with businesses, working with communities. It's mutually supportive, and creates a quantum addition.

CCF must continue so that areas like ours can carry on with integral regeneration infrastructure projects, and other communities can also regenerate from within, building from their own place specific strengths.

13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

For us, CCT has enabled the first stage of this: the vision has come from our CCT economic strategy, to which all partners have signed up. However, we need professional support to enable community / council / business to collaborate more deeply / in a more meaningful way. We need to break down barriers to genuine partnerships and encourage more deliberative democratic processes, which wpuld also serve to increase individual agency. Visioning needs to be continual, leading to slow systems change with multi-level ownership.

14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

Government could support the creation of new industries. In Watchet we have spent the last year researching what a new time, place and community appropriate industry could be. It's been a multi-faceted approach, and one that we're not aware of any other community taking, and we hope this can be replicated elsewhere, enabling communities to define their own industrial economic future. The industry will also have community shares, gifted for free to residents to help combat gentrification and associated problems.

**People and place**

15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

A central role: In Watchet, Onion Collective is a community-led regeneration company doing exactly this. The outcomes we seek are for a more engaged, active community, building strength from within. Communities need anchor organisations, leaders  and organisers to bridge the gaps to power, to galvanize energy and to activity inspire and help people to believe that change is possible.

16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?

In Watchet, Onion Collective, in partnership with the Watchet CCT, is doing this. Our work is community-led, through extensive consultation. This led to an understanding of shared community priorities, which are constantly built on with each project. We utilise the knowledge and experience of our community. Creating a proper place based understanding of development – gives it legitimacy and longevity.

### Our Kitchen on the Isle of Thanet – written evidence (RST0073)

**Background and understanding**

This evidence relates to the geographical areas of **Dane Valley, Millmead and part of Cliftonville** in Margate.  The Summer Kitchen was attended by people from this area. We failed to meet the committee when they visited. Regeneration is likely to be more successful if everyone is involved and as Lord Bassam puts it:

"…how we can ensure the benefits that come from regeneration can be better shared so that local people don't feel excluded from rising prosperity and growth."

I am the volunteer CEO of a Thanet based community interest company called Our Kitchen and our strapline is 'Thanet Feeds I*tself Better'.* With the support of Barry Lewis and Karen Constantine our local County Councillors we opened Drapers Mills Primary School (TKAT) in Dane Valley all summer. We served more than 1600 delicious healthier free meals and this became the focus for a very enjoyable and confidence building social event all summer.

https://metro.co.uk/2018/07/31/school-opens-doors-summer-feed-children-poor-eat-7783180/

**Housing and demographics**

This area has become run down. The areas of responsibility of the police, the community wardens and the PCSOs is not always clear.

**Transport and connectivity**

This is an awkward area to live in. There is **no row of useful shops**. There is **no regular, useful bus service** and whichever direction you walk you have to push your buggy uphill. Even the Surestart centre feels the need to have 3 locked sets of doors between the entrance and the café.

Getting to and from school is not easy and this results in absences.

**Social and economic regeneration**

'**we are invisible',** nobody knows what our lives are really like' mothers tell me. Teenagers say 'we do not go out.'  In this area there is no community centre people naturally gravitate to. Whereas in the past the local primary school might have fulfilled this need nowadays it is fenced in, shut in the holidays and not seen as a community resource any more. There are no evening classes.

School meals are designed to be profitable nowadays. There is no emphasis on the quality of the food, the social benefit of sitting down together or of the food being local and nutritious. There is absolutely no attempt to educate the children about food by the private catering company.

There is anti social behaviour which residents find annoying and dispiriting eg: noisy, fast, dangerous motorbikes roaring through housing estates, sheds on allotments set fire to, large items of litter (beds, old cars) and drug dealing on the streets. Residents complain on line, inform the local housing association and they tell the council.

## Education, health and well being

Over the past decade we have had a large number of Europeans come into this area which was unsettling for the local community. We have also had a period of intolerant and negative politics. The national news about this area includes stories about children being groomed by gangs from London, child sexual exploitation, drug dealing. This makes it difficult for families to feel safe and strong.

We have a problem with **obesity in children** in year 6 and there is an **astonishing difference in the age at which we die across Thanet.** Type 2 diabetes is increasing and there are 69 restaurants and take aways in CT9 alone.

We have a number of proactive social enterprises, some of which are very large and effective: Ageless Thanet and Your Leisure. It is not clear to the residents how TDC and these organisations inter relate and apply to them.

Thanet is described as undereducated. This is an area of huge potential but also an area where people value relevant, short courses which tell them what they want to know to move on.

Educational achievement relies on students attending over time and this is difficult with a transient school population.

## Delivery structures

We have no vibrant street scene of food, theatre or music. We can only access art and culture by the formal, expensive routes.

'Thanet District Council does not issue street trading licences for the Thanet Area.

The Council has designated a number of streets within the Area as 'prohibited streets'. Street trading on these streets is prohibited and illegal.'

## People and place

Familiar and significant buildings and land that is important to the community but which has been allowed to fall into disrepair is being sold off despite community groups hard work at renovation, new ideas for use and fund raising. This increases those feelings of not being listened to.

# Professor Tanya Ovenden-Hope – written evidence (RST0032)

**QUESTION RESPONSES**
**Background and understanding**
**Q 1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1 Educational isolation[213] is a challenge common to many seaside towns and communities. This isolation extends beyond a remote geography to include isolation from other schools as a resource for school improvement, isolation from educational initiatives and interventions that may support school improvement and isolation from a strong economy that would support the recruitment and retention of teachers and school leaders.

1.2 In our research of coastal schools starting in 2010 (Ovenden-Hope and Passy, 2015[214]; 2016[215] and 2017[216]) we have identified specific and common challenges for coastal schools over time:
- Lack of targeted investment and improvement programmes (that inner-city schools have benefitted from for over ten years, for example the London Challenge and engagement from large corporations with nearby headquarters).
- Difficulties with staff recruitment (attributed this to their coastal location, characterised by geographical isolation, poor transport links, limited employment prospects for partners and long commutes from affluent areas)
- Difficulty engaging students and families (schools reported problems engaging with students and families, citing child protection issues and a lack of motivation due to family members' poor experiences at school)

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[213] Ovenden-Hope, T., Passy, R., Mills. B and Theobald, K. (2019) Educational Isolation in England. Research by Plymouth Marjon University, Plymouth University and Ambition School Leadership to be reported in January 2019. Draft available on request.

[214] Ovenden-Hope, T. & Passy, R. (2015) Changing Cultures in Coastal Academies. Cornwall; Plymouth University,The Cornwall College Group.

[215] Ovenden-Hope, T. & Passy, R. (2016) 'The Challenge of School Improvement in Coastal Regions in England', in symposium 'Recruitment, Retention and Region: The new three R's challenging education in England' Howson, J., Ovenden-Hope, T., Passy, R. and Gorard, S. British Educational Research Association Conference, Leeds University, September 2016.

[216] Ovenden-Hope, T. and Passy, R. (2017) Class of 2010: A seven year study of a coastal academy in England. Plymouth, Plymouth Marjon University.

- Poor quality of teaching and learning (lack of accessible continual professional development, high rates of staff sickness, poor student assessment structures, poor data management, poorly trained staff in key positions and low staff morale)
- Failing local primaries (smaller number of primaries in coastal areas means Year 7 intakes are significantly affected by low-performing feeder schools, leading to teachers having lower expectations of the entire cohort that negatively define students' time in secondary school)
- Change in politics and educational policy (changes to performance measures, academy organisation, the curriculum, assessment and exams led to significant challenges for teachers trying to improve grades)

1.3 School leaders have implemented strategies to address these challenges, however the underlying causes will ensure they persist over time until coastal regeneration is resolved.

**Education, health and wellbeing**
**Q 10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1 "*Isolated rural coastal towns and former industrial areas feature heavily as social mobility coldspots. Young people growing up in these areas have less chance of achieving good educational outcomes, and often end up trapped by a lack of access to further education and employment opportunities*."[217] This is evidence that educational provision in coastal communities is not good enough.

10.2 There is evidence in performance data that shows differences in attainment for coastal schools e.g. at Key Stage 2. Less disadvantaged, non-isolated schools that are outside coastal areas have 3 percentage points higher Level 5 attainment rates and 0.02 National Curriculum Levels' better progress than those in coastal areas (Centre Forum, 2016)[218].

10.3 SchoolDash, which analyses education data, examined the performance of coastal schools for 2015 GCSE results showed that pupils in coastal schools were on average achieving 3% lower results than inland schools, based on the benchmark five A*-C GCSEs including English and maths. The figures also

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[217] 2 Social Mobility Commission [SMC] (2017) State of the Nation 2017: Social Mobility in Great Britain, London. (2017:2).
https://www.gov.uk/government/publications/state-of-the-nation-2017
[218] Centre Forum (2016) Education in England: Annual Report 2016. London, Centre Forum. Online: http://centreforum.org/live/wp-content/uploads/2016/04/education-in-england-2016-web.pdf.

show that coastal schools have a more deprived intake, with 3% more pupils eligible for free school meals - a figure similar to the achievement gap.

10.4 There are exceptions, however. The SchoolDash data 2015 shows that places such as North Tyneside and Lancashire coastal schools outperform their inland counterparts, and there are some coastal areas which are conspicuously affluent. But the national picture shows a trend of overall lower performance in coastal schools. Thomson (2015)[219] reported that there was a lower rate of relative progress from Key Stage 2 to Key Stage 4 among Pupil Premium pupils attending coastal schools, predominantly white British pupils in disadvantaged areas.

10.5 As the last Ofsted Chief, Sir Michael Wilshaw, articulated, problems for schools can stem from "isolation", and he acknowledged that as well as being physically isolated, too often coastal schools are cut off from the help they need (access to school to school support and professional development opportunities) and the pressure to do better (local competition).

 *"These schools* [coastal] *are deprived of effective support when times are bad. They are left unchallenged when they flirt with complacency'* (Michael Wilshaw, cited in Weale, 2015[220])*.*

10.6 In our research (Ovenden-Hope and Passy, 2015[221]; Future Leaders Trust and Ovenden-Hope,

2015[222]) we identified five themes challenging coastal schools, suggesting that lower school  performance in coastal regions is attributable to more than pupil deprivation:

- A lack of good teachers
- Low aspiration

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[219] Thomson, D (2015) The pupil premium group in coastal schools is their rate of progress really any different to schools with similar intakes. Education DataLab. Online: http://educationdatalab.org.uk/2015/04/the-pupil-premium-group-in-coastal-schools-is-their-rate-of-progress-really-any-different-to-schools-with-similar-intakes/

[220] Weale, S. (2014) Ofsted to warn on rising number of pupils taught in failing secondaries, Guardian, 10 December. Online: https://www.theguardian.com/education/2014/dec/10/ofsted-warns-rising-number-pupils-taught-failing-secondaries.

[221] Ovenden-Hope, T. & Passy, R. (2015) Changing Cultures in Coastal Academies. Cornwall; Plymouth University, The Cornwall College Group.

[222] Future Leaders Trust and Dr Tanya Ovenden-Hope (2015) Combatting isolation in coastal schools. London, Future Leaders Trust. http://www.future-leaders.org.uk/insights-blog/combatting-isolation-coastal-schools/

- A bad start for students
- Educational isolation
- Changes in education policy

10.7 There is clearly a challenge for equity in education in coastal communities. This is best understood by considering how urban communities with high level of disadvantage, such as London, have achieved improved educational outcomes for children and young people from similar economic backgrounds.

10.8 London, and other urban settings, experienced a transformational shift in educational outcomes between 2003 and 2016 (Hayes and Gul 2017[223]). The role of the Department for Education's London Challenge in supporting the rise of London as an education superpower, succeeding *despite high levels of deprivation*, cannot be underestimated. Other factors also played a role in London's sustained success in terms of educational outcomes, such as the relationship between local and national government; the growth of academies and school accountability; school-to-school support in close proximity; investment in facilities; and changes in teacher training.

10.9 Schools in more educationally isolated circumstances – isolated geographically, economically, cultural and socially (in its simplest form they are remote from other schools, funding and quality employment opportunities and facilities) – appear to face continuing challenges that have impacted on their performance[224] (Social Mobility Commission, 2017). Coastal schools are educationally isolated. Ofsted Annual Report (2016)[225] identified issues for schools in isolated and deprived areas:
"*There is also considerable evidence that it is schools in isolated and deprived areas where educational standards are low that are losing out in the recruitment stakes for both leaders and teachers*."

10.10 Teacher recruitment and retention is challenging for coastal schools (Ovenden-Hope and Passy, 2016; 2015)[226]. Coastal schools (particularly

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[223] Hayes S and Gul R (2017) 'The effect of changing assessment frameworks on London's educational success: continuous improvement or fragile gains?', paper presented at the British Educational Research Association Conference, University of Sussex, Brighton, 5–7 September 2017

[224] Social Mobility Commission [SMC] (2017) State of the Nation 2017: Social Mobility in Great Britain, London. https://www.gov.uk/government/publications/state-of-the-nation-2017

[225] Ofsted (2016) Ofsted Annual Report 2016. London: HMI.

[226] Ovenden-Hope, T. & Passy, R. (2016) 'The Challenge of School Improvement in Coastal Regions in England', in symposium 'Recruitment, Retention and Region: The new three R's challenging education in England' Howson, J., Ovenden-Hope, T., Passy, R. and Gorard, S. British Educational Research Association Conference, Leeds University, September 2016.
Ovenden-Hope, T. & Passy, R. (2015) Changing Cultures in Coastal Academies. Cornwall; Plymouth University, The Cornwall College Group.

secondary schools) are typically isolated from other schools, which not only impedes easy access to school to school support, but also opportunities for professional progression. Primary schools within locally organised Multi Academy Trusts (MAT) are working hard to establish in-MAT opportunities for staff development and progression, with school collaboration being key to student attainment (Muijis, 2015[227], Social Mobility Commission, 2017; Ovenden-Hope, 2018[228]). This mitigates some of the requirement for teachers and school leaders to move house for promotion and progression, which in sequestered schools is sometimes the only option. It does not solve all the issues for teacher recruitment and retention in rural communities, with difficulties for networking remaining due to size and distance of schools (Luke, 2016; Church of England, 2018)[229]

10.11 Housing is an issue for school recruitment and retention of teachers in coastal areas. Housing costs can be at both ends of the spectrum depending on the 'idyll' the rurality presented to second home owners and gentrification; or the socio-economic deprivation on seasonal/low/no employment opportunities. Both high and low house prices in coastal communities present a problem to school teacher recruitment and retention. High house prices and rental costs make it challenging for early career teachers to move to teaching positions in the countryside. Low housing costs typically indicate a socio-economically deprived and culturally isolated community, which may 'put off' (Ovenden-Hope and Passy, 2015)[230] teachers and senior leaders in investing in a new home/moving to these areas.

10.12 The issue with house prices, particularly low house prices, can also result in lack of 'churn' (Ovenden-Hope and Passy, 2015; Ovenden-Hope and Passy 2017)[231][232] in coastal schools. Established teachers are often retained in coastal schools for longer periods than would be expected; the challenge

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[227] Muijis, D. (2015) Collaboration and Networking Among Rural Schools: Can it work and when? Evidence from England. Pedagogy Journal of Education, 90, 294-305, Routledge.

[228] Ovenden-Hope, T (2018) in British Research Educational Research Association BERA Bites issue 2: Educational leadership: Are our schools fit for the future? https://www.bera.ac.uk/researchers-resources/publications/issue-2-educational-leadership-are-our-schools-fit-for-the-future

[229] Luke, I (2016) Big ideas about small schools. https://www.bera.ac.uk/event/exploring-recruitment-retention-and-region.
Church of England (2018) Embracing change: rural and small schools https://www.churchofengland.org/sites/default/files/2018-03/Rural%20Schools%20-%20Embracing%20Change%20WEB%20FINAL.pdf

[230] Ovenden-Hope, T. & Passy, R. (2015) Changing Cultures in Coastal Academies. Cornwalll; Plymouth University, The Cornwall College Group.

[231] Ovenden-Hope, T. & Passy, R. (2015) Changing Cultures in Coastal Academies. Cornwall; Plymouth University, The Cornwall College Group .

[232] Ovenden-Hope, T. and Passy, R. (2017) Class of 2010: A seven year study of a coastal academy in England. Plymouth, Plymouth Marjon University.

being selling a property to afford relocation for a promotion in another school not geographically close.

10.13 Newly qualified teacher turnover is high in coastal schools (DfE, 2016)[233], isolation from social opportunities and access to affordable and/or appropriate housing proving a real challenge to retaining early career teachers.
10.14 It is also difficult to attract middle and senior leaders to schools in coastal areas where there are few opportunities to earn a dual income for family members (Ovenden-Hope and Passy, 2015[234]; 2016[235]). Lack of employment opportunities within a reasonable travelling distance for the spouse of a teacher can result in poor recruitment in rural areas.

10.15 Education should be included in all discussions on seaside regeneration. With the education policy focus on the conversion of all local authority schools to academies, schools now constitute businesses within the coastal economy. Supporting coastal schools, regardless of size, is crucial to sustaining and developing coastal communities. The school is the heart of the community, providing education for future community members who will contribute to the economy of that community in the future. Coastal communities deserve a well-resourced, easy to access, high quality primary, secondary and post-16 education.

10.16 We need to invest in coastal towns to help their economies grow and reduce unemployment and deprivation (Department for Communities and Local Government, 2012[236]). The schools' performance watchdog Ofsted (Ofsted, 2013[237]) identified a link between student performance and 'deprived coastal towns', with a realisation that these areas have 'felt little impact from national initiatives designed to drive up the standards for the poorest children' (Ofsted, 2013). Children from white British socio-economically deprived backgrounds do better in London and the cities than they do in coastal towns.

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[233] Department for Education (2016) *Schools workforce in England 2010 to 2015: trends and geographical comparisons,*
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/5509 70/SFR44_2016_text.pdf.

[234] Ovenden-Hope, T. & Passy, R. (2015) Changing Cultures in Coastal Academies. Cornwall; Plymouth University, The Cornwall College Group.

[235] Ovenden-Hope, T. & Passy, R. (2016) 'The Challenge of School Improvement in Coastal Regions in England', in symposium 'Recruitment, Retention and Region: The new three R's challenging education in England' Howson, J., Ovenden-Hope, T., Passy, R. and Gorard, S. British Educational Research Association Conference, Leeds University, September 2016

[236] Department for Communities and Local Government (2012) Policy: Supporting economic development projects in coastal and seaside areas. Accessed Online at: https://www.gov.uk/government/policies/supporting-economic-developmentprojects-in-coastal-and-seaside-areas—4

[237] Ofsted (2013) Ofsted Annual Report 2013. London: HMI

10.17 "*Many seaside towns and villages have suffered decades of economic decline. Many young people, for example, have moved away from coastal areas due to a lack of job opportunities. We need to invest in coastal towns to help their economies grow and reduce unemployment and deprivation.*" Department for Communities and Local Government, 2012[238].

10.18 Further evidence based and research informed information on coastal schools can be found at https://www.marjon.ac.uk/research/research-specialisms--facilities/coastal-schools/

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[238] Department for Communities and Local Government (2012) *Policy: Supporting economic development projects in coastal and seaside areas*. London: DCLG.

# PADI Europe, Middle East, and Africa – written evidence (RST0048)

I am writing on behalf of the Professional Association of Diving Instructors (PADI): I am representing around 6500 PADI professional in the UK, and 200 individual businesses. Scuba diving within the UK has a long tradition, and has been key to the life and success of many small seaside towns. Scuba divers traditionally travel to the cost for the weekend, bringing additional business to the area in the form of hospitality, café, B&B etc as well as directly to the PADI Dive Centres themselves.

Over recent years, the scuba diving industry within the UK has declined, with significantly negative financial impacts on communities around our coastlines. This statement seeks to give suggestions on steps that could be taken to reverse this trend.

Key challenges facing PADI dive centres operating in seaside towns and communities:

- Business rates impact SMEs such as PADI dive centre. Highly seasonal work means that these rates are difficult to bear.
- Reduction in visitors – transportation costs, including parking rates and fuel costs have reduced the number of weekend visitors  on whom PADI dive centre rely. Easy transport links, and parking upon arrival, can help encourage visitors to key areas.
- Regeneration projects, such as the sinking of artificial reefs, can be used to stimulate business by driving up attention to diving in the local area, and creating new attractions for divers to visit.

If you would like PADI to provide more detailed financial information on the positive impact of scuba diving, and the way we believe we could assist the regeneration of these communities through scuba diving, please feel free to contact me.

# Penzance Placeshaping Board - written evidence (RST0115)

## Background

Penzance is one of Cornwall's most deprived towns. Having previously been an important commercial port, a regional market town and the seat of a district council, Penzance has borne the full impact of economic, political and social changes and suffered considerably from decades of lack of investment.
That lack of investment has long been a function of the Town's remote location combined with a changing economic climate: the decline of traditional industries; and seismic changes in the retail sector as well as centralisation of local government and the public sector. More recently, in 2012 a major proposed investment in the Town's harbour facilities failed to go ahead against a background of severe community infighting over the proposals, exacerbated by an absence of political cohesion and leadership at the local level. The outcome was not only a lost opportunity but a demoralized and divided community. Penzance was at the bottom of the pile, a hopeless case for public sector investment and unattractive to the private sector.  Local Government elections in May 2013 saw sweeping changes in the political landscape of Penzance bringing with it determination to provide strong, unified leadership and regain the confidence of the wider community.

## Moving Forward

The self-inflicted loss of a major investment opportunity was the catalyst for some self-appraisal in Penzance. There was a realisation that Penzance needed to speak with one voice to have a chance of securing public and private sector investment.  Without investment, Penzance's economy would continue to weaken and economic regeneration would remain a pipedream. It was clear that Penzance needed to "get a grip" and embrace change. It needed a strategic vision for the future and it needed to take a proactive approach to securing both public and private sector investment.
Over the past 3 years, Penzance has developed an ambitious (emerging) Neighbourhood Plan, become an exemplar Coastal Communities Town, established a Business Improvement District (BID) and created a strong working partnership between public and private sector to secure economic regeneration:

- The **Penzance Regeneration Partnership** (PRP) ensures Penzance speaks with one voice and brings together:
    - Penzance Town and local Cornwall councillors.
    - Penzance BID.
    - Penzance Chamber of Commerce.
    - Penzance & District Tourism Association
    - Penwith College
    - Penzance Neighbourhood Plan.
    - Penzance Harbour Steering Group

    Using the Neighbourhood Plan as its foundation, PRP developed and agreed The Vision and underlying priorities. It is the place where debate

takes place so that whatever is agreed is supported by consensus and represents a unified vision. Communication to ensure wider "buy in" rests with each member having a duty to report to their respective bodies and in the case of the Neighbourhood Plan, to the community.

- **Penzance Place-shaping Board** provides the interface between Penzance (represented by PRP) and Cornwall Council represented by members of Cornwall Council's (CC) senior leadership team from the Transport, Property and Economic Development functions as well as representatives from the Environment Agency:
  - o Ensuring CC's awareness of and engagement with Penzance's strategic vision and prioritised regeneration initiatives;
  - o Embedding the above into CC's work to foster economic regeneration;
  - o Working together to develop project scoping/delivery/funding mechanisms and to secure investment

## The Power of Partnership Working

This form of collaborative working between the community, council(s) members and officers and the private sector is a significant shift in attitude for Penzance, a first for Cornwall and has created an open and productive forum for getting things done. Critical to this has been the role of the Place-shaping Board. Many towns have a Regeneration Board although it's frequently council led but Penzance was the first town to recognise the importance of creating a separate group which involved active engagement between local representatives and regional government. It has facilitated a quantum change:

- At a local level there is now unified support for a clear strategic vision with an underlying and prioritised series of integrated regeneration initiatives (see below);
- Engaging with Cornwall Council officers and the Environment Agency through the Place-shaping Board has provided access to the support and expertise needed to develop/scope and move key projects towards delivery and there is genuine partnership working in this respect;
- Importantly for Penzance, it has served to rebuild credibility…..and more. From being regarded as dysfunctional and a low priority for resource and investment, Penzance's partnership working structure and the Place-shaping interface is now held out by Cornwall Council as an exemplar;
- A reflection of that is evidenced in Cornwall Council's commitment to support Penzance
  - o Cornwall Council has resourced 2 Investment EXPO's (2017 and 2018) designed to showcase Penzance's vision, its progress towards realising that vision and new local investment (both public and private sector). The EXPO's have served to gain public support for the emerging Neighbourhood Plan and to attract/engage Government, institutional and private sector investors;

- o Cornwall Council has committed to invest funds and resources to contribute to securing delivery of key projects. This is further detailed provided under **"Delivering the Vision"** below
- For the first time in decades, Penzance is witnessing an underlying sense of positivity within local government, the business and wider community.

## The Vision for Regeneration

Penzance's strategic vision comprises a series of integrated regeneration initiatives set out in Penzance's Coastal Community Economic Plan which in turn mirrors the emerging Neighbourhood Plan and supports the BID business plan:

- **Protecting and developing the shoreline**
  - o Shoreline management to protect key economic assets from storm and flood damage and act as a catalyst for investment to drive economic regeneration
  - o A phased harbour development to create a transport hub, housing, marina and marine leisure facilities as well as supporting further development of marine engineering and service activities
  - o "Headland" leisure destination: development of Coinagehall, a key brownfield site; Jubilee Pool geothermal; and public realm improvements along the waterfront
  - o Promenade beach and activity zone
- **Regenerating the Town Centre**
  - o Re-establishing links between the Town Centre and the sea to create a unified, navigable townscape making it a more attractive place to live, work, visit and spend money;
  - o Re-shaping the Town Centre, reducing reliance on traditional retail, bringing redundant/under-utilised sites back to life as Town Centre residential and work spaces; and
  - o Reinforcing the Town Centre through renovation of the Grade 1 listed Market House to create a civic and social hub at the heart of the Town

## Delivering the Vision

Penzance is optimistic for its future. We believe that our Strategic Vision, whilst ambitious, is achievable and would be transformative for the future prospects and prosperity of the Town. Private sector investment will be a vital element of delivery and we recognise the importance of putting the necessary elements in place to make Penzance an attractive place to invest. The solution will be a mix of public and private sector investment with the public sector "pump" priming through participation in pilot projects and infrastructure investment.

**Cornwall Council is in the process of committing direct investment and support to secure delivery**:

- Joint venture with the private sector to create up to 90 residential and live work units in the Town Centre and a creative workspace development on the edge of the Town Centre;

- Project development and match funding to support a ~£5m investment project in Penzance Harbour – the first of potentially 3 phases of development, which has been short listed for funding from the Coastal Communities Fund; and
- Match funding of £400k earmarked for improvements to the Promenade

**Penzance has a lot to offer but it also has challenges some of which will need to be addressed to attract any meaningful private sector investment.**

- **Strengths**
    - A community supportive of and engaged in the regeneration process – over £500k was recently invested in a Community Share Offer to support the Jubilee Pool Geothermal regeneration initiative
    - Connectivity
        - A regional road and rail hub
        - Superfast broadband counteracts remote location
    - One of the UK's most spectacular coastal environments
    - A high quality built environment
    - High quality primary, secondary and FE education
    - Regional hub for creative industries
    - Strong independent retail and hospitality sector
- **Challenges**
    - Exposed coastal location vulnerable to storm damage and coastal flooding
    - Remote from major economic centre(s)
    - Poor quality, pedestrian hostile public realm
    - A fragile low wage economy: the resident community is currently neither large enough nor has sufficient disposable income to support the growth required to create a robust and sustainable local economy
    - Low skills base and skills migration
    - An economy dominated by micro-businesses

**The two biggest challenges are *Public Realm Improvements* and the risk of *Storm Damage/Coastal Flooding*.**

- **Public realm** is notoriously difficult to fund but can be successfully delivered piecemeal if there is a coherent "joined up" strategy and prioritised delivery plan in place. Penzance Place-shaping Board is working to develop a public realm and movement framework strategy structured in such a way as to facilitate piecemeal delivery on a project by project basis
- Lack of protection from **Storm Damage/Coastal Flooding** represents a significant barrier to delivering private sector investment and presents a serious challenge. In the past 120 years, Penzance has on four occasions suffered major storm damage. Winter storms in February 2014 caused around £13m damage to rock armour protecting the A30 and railway line, Penzance Harbour, Jubilee Pool and Penzance

Promenade. Penzance Place-shaping has been working closely with Cornwall Council, the Environment Agency and professional consultants to explore options to protect but at the same time to support or indeed act as a catalyst for future economic regeneration. Identified solution:

- o Barrage to protect Penzance Harbour and enable the phased harbour development described above; and
- o Reconfiguration of the sea wall along the Promenade to create shallow steps and enable a "re-sanding" of the beach
- o **Cost Benefit summary**
  - Total Cost £140 - £160m
  - Value added to the local economy £10m p/a
  - Employment (average each year over a 50 year period) 350 FTE
  - Additional tax, council tax and business rates generation for the public purse

The combination of shoreline management and the investment for which it acts as a catalyst, has by far the most significant impact on the future prosperity of Penzance and its attractiveness as a place to live, work and visit. We consider that the development enabled by shoreline protection will be attractive to private subject to public sector commitment to the infrastructure.

**Penzance faces two challenges to realising this element of The Vision and securing its future, notwithstanding the magnitude of its impact**:

- Environment Agency funding for coastal protection is based on the numbers of homes at risk which cannot be supported by a community of the size and topography (a narrow coastal ribbon rising quickly up hill) of Penzance
- The most recent report from the Committee on Climate Change appeared to indicate a change in status for Penzance from "hold the line" to "no intervention".


**In conclusion**

Despite all its challenges, Penzance is a vibrant town that speaks with one voice and has a positive vision for its future.

The Vision and Regeneration Initiatives developed by Penzance Regeneration Partnership and adopted by the Place-shaping Group are well scoped and deliverable.

In 2019, Penzance is planning to create an Investment Prospectus and to start approaching potential private sector investors….not just for the major initiatives described above but for example connecting with businesses ripe for relocation for whom the Town's connectivity and location are attractive assets. Penzance believes strongly that the private sector will play a key role in securing the Town's future prosperity but that in the early stages of regeneration, Penzance will need to demonstrate public sector commitment to pump priming investments to create an attractive investment environment for the private sector.

## APPENDIX: Facts and Figures

| Area | Population |
|------|------------|
| Cornwall | 532,200 |
| Penwith | 63,021 |
| Penzance | 21,200 |

Deprivation: Cornwall is one of the poorest counties with income levels 3rd lowest in the UK and ~25% below the national average (Source: Cornwall Council 2009).

Penzance is Cornwall's poorest town. Wages are > 30% below the national average and 42.7% of the population is economically inactive vs 32.5% for the SW region.

Penzance's Treneere estate ranks amongst the 2% most deprived areas in the UK and all 6 Penzance wards are amongst the 20% most deprived: 15.7% of work age adults receive out of work benefits; 22.9% of all people are income deprived; 26.8% of children are in no (earned) income households; 28.6% of housing lacks central heating; and 37.4% of all households have no access to a car or van (Source: OCSI 2009).

Age profile

Penzance has a slightly older population than the SW region as a whole with 25.4% over retirement age vs 22.1%. Penzance is an attractive "lifestyle" location for early retirees, which clearly influences the statistics for economic inactivity.

Households

Singe person households are significantly above the regional average:

| Household | Penzance | SW Region |
|-----------|----------|-----------|
| Lone Parent | 27.7% | 19.9% |
| Lone Pensioner | 20.3% | 15.5% |
| 1 person | 17.9% | 14.2% |

Health

Health statistics reflect the town's age profile and levels of deprivation: 16.9% of the population have a life limiting illness vs 10.8% for SW region.

Housing

Housing is a significant issue for Penzance. Affordability is a major issue with average house prices ~ 10x the average wage and private rental stock both expensive and poor quality.

A Housing Needs Assessment carried out by Aecom for the Neighbourhood Plan observed the following:

*There are higher than average levels of social housing and lower than average (and declining rates) of owner occupation. There are also higher than average and increasing rates of private rental properties. This all points to affordability pressures in what is a low income area.*

*Recommendations*

1. *More affordable homes for local people – a range of market properties to buy or rent and continued priority accorded to the provision of social housing. New developments should provide for a minimum of 30% affordable housing. Community Land Trusts, Co-housing and Self Build all offer opportunities to deliver low cost housing*

2. *Given the high number of single person households and affordability pressures, flats should continue to form a proportion of new housing units delivered. However there is a need for more semi-detached and detached homes to improve the balance of the housing offer, to support families, people working from home and offer a "next step" for larger households. Family housing is in demand throughout Cornwall and there are regeneration benefits from attracting incoming families There is a strong need in the area for specialist provision for the elderly and/or disabled population which is best provided in accessible locations close to services and facilities. Penzance is ideally suited to meet this need given its transport links, service and retail hubs*

Skills and Education

A high percentage of the population lack skills - 31% of the workforce have no qualifications and a further 17% have level 1 skills, albeit that there is an express wish to attain higher skills levels (Sources: OCSI 2009 and Cornwall Council 2014)

# Mr Simon Pollentine – written evidence (RST0027)

1) All seaside communities face the general stagnation of the UK economy with a lack of investment, both private and public, that has made it difficult for the tourist industry to spend its way out of trouble. The industry has become London-centric so that even initiatives such as the increased visits by cruise liners to the South West produce limited results. The fact that there are many small businesses involved who are susceptible to business rate changes and factors such as the Minimum Wage and the new arrangements for pension contributions also impacts on viability. Historically some resorts contain spots of deprivation that the national economy has struggled to address. Our own town of Sidmouth has seen the promotion of our tourism industry devolved to the town council as higher levels of local government make cuts in spending – a gradual erosion of investment. Resorts do not exist in isolation, tourists expect attractions, shops and catering and all these are subject to the 'perfect storm' of closures and costs that has wreaked havoc on the nation's High Streets.

2) There are plenty of surveys, reports and initiatives seeking the answers but some of the latest phenomena have been quick and devastating especially the collapse of the retail sector faced with on-line competition from big players with reduced costs and the impact of AirBnB on accommodation providers who comply with regulations such as Fire, safety and wages.

3) Our town is not alone in the West Country in facing a crisis in housing – a limited and expensive stock is threatened by demand for holiday or second homes, buy to let and AirBnB plus the conversion of older larger properties such as former hotels into serviced apartments has made it difficult to find affordable housing for workers. Towns and villages in Devon and Cornwall have sought to control the growth of second homes using the limited weapons at their command (See p.17 The Observer 19/8/18) Governments seem  loath to make the planning system stricter and whilst the implementation of Neighbourhood Plans might help in limited situations.

4) The long term factors outlined in the previous answer together this year's fine summer and an increase in 'staycations' has led to a problem of the pressure on popular resorts that has led to Cornwall having to actually dissuade visitors coming to some of the honeypots (See p8/9 Guardian2 16/08/2018) This problem genuinely exists and if future summers encourage visitors to the popular destinations legislative strategies may be the only answer.

5) Transport plans have been postulated as the answer in places such as Lulworth Cove in Dorset and small communities in Cornwall whilst facilities such as park and ride schemes are suggested though this may conflict with the idea of more parking in Town centres which features in the 'rescue' plans for High Street retailers. Successive governments have emphasised the importance of the digital economy for job creation through SMEs and it is surely achievable but does it, too, have a flipside in that cottage industries have to have their raw materials delivered and their products distributed.

6) In our part of the world the designation of the Jurassic Coast as a world Heritage site brought a focus on the history and attractions and there are other examples where the tourism and visitor economy lifts the viability and vitality of the community as a whole. One problem may be that the fragmented nature of the businesses (lack of industry bodies etc.) may preclude concerted action to promote the sector in the absence of action and investment from local government.

7) The blunt answer is that there is never enough! It is difficult enough in better economic times to unite stakeholders and deliver desired regeneration and the removal of EU funds won't help either. It may be that Neighbourhood Plans may bring together residents with common interests in the physical environment to make a difference.

8) In the seaside towns and villages of the South West a generally older population and lack of jobs beyond the tourism sector can hamper social and economic regeneration whilst social mobility remains a problem across the UK despite initiatives from public and private sectors. The usual things of sharing best practice and co-operative working might be anodyne answers but when they work, they work.

9) In my experience it has been groups from all of these who have come together to campaign and raise concerns that have achieved meetings with our MP and get him to survey the business community. Current help from the Public Sector feels lacking, perhaps because the threatened industries consist of many small workplaces rather than big industrial plants. The apparent lack of officers and funds within local government might pose a barrier but it's hard to create the funds to address this when councils are cutting back on all but the most essential of services.

10)     In the South West and a number of other tourist areas education is delivered through many small schools that are difficult to maintain

and intensive users of resources. They are also historical shire counties where educational spending has been low.

11)    Previous answers have highlighted some aspects of age and deprivation that inevitably contribute to health needs in coastal communities – in our area of East Devon the numbers of older residents has consequences in dementia care as does the prevalence of retirement communities. As with the question on education the hope is that authorities can respond to these needs in proportion.

12)    The Coastal Communities Fund has provided some useful monies to our towns and the way it is derived means it is somewhat of a never-ending stream. Is there a danger that the generation of these funds might be done by sacrificing the beauty and the resources of the areas? Another difficult balance is trade-off seen in other funding initiatives where it comes to job creation.

13)    Ideally there could be a vision for individual towns but this might be heavy on resources when a local plan at District Council level with sections for each might serve better if properly researched and delivered/funded. Not everywhere has a LEP and there is no consensus as to their efficacy and it may also be the case that stakeholders are insufficiently organised to contribute.

14)    The big financial changes, over and above measures to help the retail environment, could well be a Tourist Tax along the lines of many European countries, a reduced rate of VAT in tourism and tax measures against AirBnBs

15)    Surely you can't take the process of regeneration forward without taking the community with you? There is no uniformity in seaside towns with engagement, capacity and resilience existing at differing levels of efficiency. It is to be hoped that the local heroes and visionaries known to their communities will be identified in this process and an approach drawn up to deliver and apply.

16)    Saving the big one till the last! This Utopia has eluded our town though I regularly go to conferences and seminars where (often) well-paid speakers tell us how they would do it and yet we don't see a wide application delivering results.

# Dr Ursula Pool – written evidence (RST0066)

**Health and Wellbeing: Is there evidence to suggest that certain health conditions are more prevalent in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

1. Coastal communities may have social, economic and health issues in common that justify regarding them as a coherent (though not homogeneous) category. For example, while economic activity may be concentrated on the coast (e.g. energy generation, fishing, tourism), coastal communities can also face socio-economic problems such as outward migration of young people, ageing populations, high proportions of the population not working, transitory populations, low quality housing, geographical/physical isolation, seasonal and low-income employment (CCA, 2010; CLG, 2007). These socio-economic conditions may be associated with poorer public health profiles, particularly for mental health (e.g. almost twice as many antidepressants were prescribed in deprived coastal towns in the North and East of England than in the rest of the country according to recent analysis of NHS prescription data by Exasol, an analytic database technology).

2. A recent report from the Social Market Foundation (Corfe, 2017), based on ONS data, demonstrated that of the 20 local authorities with the highest proportion of people reporting 'bad or very bad' health, 10 of these were in coastal locations. Some of these had double the proportion of residents in bad or very bad health than the England and Wales average.

3. Although there is variation both between and within coastal areas, the economic gap between coastal and non-coastal communities is growing, according to the SMF report, and coastal communities are increasingly likely to experience social-economic conditions associated with poorer health.

4. Despite these issues, their location equips seaside communities with a potentially valuable resource that could provide health and wellbeing

benefits to the people living there. There is a rapidly expanding evidence base demonstrating that proximity to water, particularly the sea, may be beneficial to health and wellbeing (Wheeler, *et al*., 2012; White *et al*., 2013). This highlights an apparent paradox: Poor health is more prevalent in coastal communities – yet living by the coast is associated with positive health outcomes.

5. For example, a study based on census data for England (which looked at data for more than 48 million people) found that the percentage of people reporting good health was 1.13 percentage points higher in urban coastal communities compared with urban communities further away from the coast (this was after adjustment for potential confounding variables such as age, gender, green space density and socio-economic factors). The study also found that that the association between good health and coastal proximity is strongest in the most deprived areas, with the strength of association decreasing with decreasing deprivation. (Wheeler *et al*., 2012).

6. While there is a focus on the health problems prevalent in seaside communities, which derive, in part, from their coastal location, it is also possible, at least in principle, that this location may provide options for addressing some of those problems.

7. This is not to suggest that the relationship between water and wellbeing is the solution to health issues in coastal communities. However, it may be that the salutogenic potential of seascapes could be harnessed as part of public health initiatives in such communities. In this way, the seaside setting, whilst being the source of some of the characteristic problems of coastal communities, might also be a source of some of the solutions.

8. The idea that exposure to natural environmental features (often referred to as green space) can be beneficial to health is well-evidenced in the academic literature. However, it is less well known that more recent research indicates that the presence of water – blue space – can be even more beneficial to health and wellbeing.

9. It was widely reported in the media this week that GPs in Shetland will now be offering 'nature prescriptions', following a successful pilot in

Scalloway in partnership with the RSPB[239]. There is scope for this type of nature-prescribing initiative to become more widespread and to be tailored to gain the maximum wellbeing benefits from any given location – for example ensuring exposure to blue space in coastal communities.

10. Other work has found that it is not only proximity to natural (green and blue) spaces that is associated with health benefits, but usage of and engagement with those spaces. A good example is the Blue Gym initiative (Depledge & Bird, 2009) which advocates activity by (or on/in) water and encourages local authorities to manage underutilised areas beside water in such a way as to encourage the public to use them.

11. Therefore, in terms of targeted health interventions for coastal communities, blue-space nature prescriptions, involving either simply spending time beside the sea or participating in exercise/activity by the sea, might be a type of intervention that could exploit the potential for health benefits of coastal proximity.

12. Other possibilities for harnessing the salutogenic potential of blue space in coastal communities are being considered in the context of my research into governance for health and wellbeing. I would be happy to report back to the Select Committee on relevant future progress, and/or provide more detail about anything mentioned in the current submission.

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# Port of Blyth – written evidence (RST0120)

The town of Blyth situated on the South East Northumberland coast is the perfect example of the challenges facing the Regeneration of Seaside Towns and Communities. The town and the surrounding area originally evolved from the industries linked to the Port of Blyth and the regional coalfields.

The area was a thriving heavy industrial area with an abundance of coal mines, shipyards, railways, heavy industry, merchant shipping and a thriving port. While the South East of the county was largely an industrial area, other parts of the county boasted of unspoilt coast lines and areas of outstanding natural beauty, which supported an affluent rural economy.

The obvious closure of the coal mines and shipbuilding had an adverse effect on the requirement supporting heavy industry and a decline in port trade.

This had a clear socio- economic effect so similar and common to those of other effected areas of the UK at the time, with the rise in unemployment, poor health, rise in crime, drug and alcohol abuse and the creation of areas of adverse poverty and deprivation, which still remain in place today.

The challenge is how to revive these areas and how to regenerate these once thriving communities. The reality is that there are regional opportunities emerging in several sectors to enable this to be achieved it is now vitally important that those are recognised.

As a trust port related training organisation there is requirement to engage with a broad and diverse range of clients who are all striving to improve the economy of the region. With these connections it has been possible to explore and identify the specific needs required to rectify the issues, which is exactly what this select committee is trying to address, in particular skills and education.

## **OPPORTUNITIES**

OFFSHORE RENEWABLE ENERGY

The Port of Blyth is emerging as a hub in supporting the developing offshore energy industries, in conjunction with the local authority development agency Advance Northumberland, it has been badged as Energy Central http://energycentraluk.co.uk/ it has:

- Nearly 200 HA of strategic, quay linked development sites.
- The Port's expertise in managing and supporting offshore energy projects.
- National energy infrastructure including the North Sea Link UK/Norway Interconnector and National Grid assets.
- Market access to offshore energy developments in the North Sea including offshore wind projects (Dogger Bank, Hornsea and Firth of Forth).

- Highly connected location and an established offshore energy and fabrication cluster.

This development, if fully realised, has the potential to regenerate the region and alleviate some of socio- economic issues through an increase in employment.

## CHALLENGES

These emerging industries require specific skill sets, especially in the marine and engineering sectors; these were in abundance many years ago but now have greatly declined. There is a need to redevelop those skills within the local population and to raise awareness to those far removed from the job market of the potential employment opportunities. There is also an urgent requirement to engage with the local schools that from our experience have discovered that they have no grasp of the potential career paths that are starting to appear on their doorsteps.  Likewise local industries have expressed its concerns that the schools aren't producing the pupils with the enthusiasm for STEM subjects that they are looking for in their future employees.

## ACTIONS

Port Training Services http://porttrainingservices.co.uk/ has attempted to be the catalyst on several fronts for addressing these issues:

- The upskilling of port operatives by embracing the culture of vocational qualifications, through NVQ and apprenticeships in port operations, which has allowed the port to attract hi-Tec customers. This is also delivered to other ports around the UK.
- Engaging with schools and developing a STEM hub on the port site, which gives school pupils of all ages a clear and stimulating insight of the port and marine sector and the delivering curriculum based lesson based on that activity.
- Supporting the Blyth Tall Ship project www.blythtallship.co.uk , this provides training in marine engineering to unemployed people to assist them to gain employment.
- Provides technical training on the operating of heavy plant and machinery by utilisation of the port equipment and estate to all interested parties, with external accreditation  that is recognised nationally and internationally.
- The construction of a wind turbine construction facility to simulate the potential hazardous environment of the offshore renewables sector and provide the technical skills to be able to operate with that environment.

My view having lived and worked within a coastal community for over 40 years and having seen several changes within these communities, is that there is without doubt , issues that are all to apparent in most similar communities. We are an island nation, which relies on its ports purely to survive with the import and export of basic raw materials and goods. The

production of energy is moving more into the marine environment, which also essentially needs ports as the gateways to develop and support these sites and encourages local industry growth. There is also a shortage of commercial fishermen in the North East of England.

We now must act to ensure that we can regenerate these port and coastal communities; the important factor in my view is that these issues can be addressed if a more collaborative approach is adopted. Having had  experience of several types of funding through Coastal Communities Fund, Heritage Lottery Fund, ESFA and even small pots of private funding, some being very successful but all come with restrictive caveats and high levels of bureaucracy making them at times very hard to obtain, challenging to administer and often fail to deliver on the overall requirements.

 A central body whether that is the Local Enterprise Partnership, the Local or Combined Authority or local industry needs to tackle all the issues collaboratively.

- The need to encourage schools to educate and provide an understanding to its pupils on the needs of the local industry requirements.
- Support local colleges and training providers to deliver courses and skills those employers require.
- Examine local capital and infrastructure requirements that can be shared to all mutual benefits.

# Portsmouth City Council – written evidence (RST0075)

1.      Portsmouth City Council have the following points to add to the current Call for Evidence on issues facing coastal communities.

**2.      <u>Background and understanding</u>**

*Q.      What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

2.1      Coastal towns experience substantial income deprivation, which is associated with poor health outcomes.    **There is also a significant body of evidence around lower educational outcomes for children and young people in coastal areas, reflected in lower levels of adult  qualifications.** Portsmouth is **63rd most deprived** of 326 local authorities in England**. On average, people living in Portsmouth's most deprived areas live nearly 8 years less than those in the least deprived areas. There is a pattern of educational attainment at Key Stage 4, and a less qualified resident population than in the rest of the South East.**

    Q.    To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?

2.2      Some of Portsmouth's larger housing stock, which had traditionally been hotels and bed and breakfasts, had for some time fallen out of commercial use and become HMOs. Controls have been introduced through the planning framework to limit the concentration of HMOs in areas, and there is strong working with landlords to ensure that properties are managed in a responsible way.

2.3      The city continues to see a change in the shape of housing stock, with an increase in private accommodation being used for visitors, through websites such as Airbnb.  This is having an impact on middle-range accommodation in the city, and we are seeing more bed and breakfasts and smaller hotels closing as businesses with a view to cashing in property.   This directly impacts the city in terms of employment in the visitor economy, and the ability to compete around group visits, when larger scale accommodation cannot be offered.

2.4      Hoteliers will point out that they are bearing additional costs of regulation that unregulated sector competitors do not face, placing

them at a disadvantage.   Whilst the increase in private accommodation as holiday lets is welcome when it provides a diversification I the market and potentially attracts more visitors, there is a clearly a balance to be struck around the effect on the wider market.

Q.   Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?

2.5   Street sleeping is a particular issue for coastal towns, with individuals drawn to coastal areas, including major seaside resorts and former port cities.  Hard Edges, a research exercise looking at adults with multiple and complex needs found that there is an association between prevalence of adults with complex needs (including rough sleepers) in areas of the country where poverty tends to be concentrated, and that all other things being equal, the factors most associated with higher levels of complex need include:

- **economic factors:** high rates of unemployment and/or poverty
- **housing factors:** housing markets with concentrations of smaller properties (eg bedsits and small flats)
- **health factors:** a poor health profile amongst the local population
- **institutional factors:** concentrations of institutional populations, especially those living in mental health hospital or units, or in homeless hostels. There was also an association with local concentrations of holiday accommodation, tying in with the overrepresentation of seaside towns.

2.6   Another particular population pressure is the influx of unaccompanied minors, arriving as refugees or economic migrants.  There has been a significant increase in the number of unaccompanied minors in Portsmouth over recent years. Until 2014/15, this was running at a stable rate, with single figures recorded annually.  However, wider global factors have meant that numbers of unaccompanied minors have increased substantially, and Portsmouth is now accommodating over 90 young people in care, and a further 37 young people as care leavers. The departure points for these young people include Caen, Cherbourg, Le Havre, Santander and Bilbao, and the largest population is of Sudanese young people.  There is no intelligence to suggest that these numbers are likely to reduce in the near future, and this places a significant strain on resources in local children's services (including on carers and educational establishments).

**3.   Physical regeneration**

***Q.*** ***Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?***

3.1 The current tools are insufficient, particularly given the current context of diminishing budgets.  As a coastal authority, the council needs to find resource to maintain to a safe standard over 4 miles of seafront, where there is extreme weathering, as well ensure safety of the water frontage all the way around the island.  The coastal nature of the city also means that there have historically been a range of usages which have given rise to a legacy of complex land ownership, including Royal Navy, Crown Estate and private land owners, which does not always lend itself to the best possible public usage.  Programmes such as One Public Estate have been ineffective in unlocking challenges at national policy level, preferring to place the onus on local partnerships.

3.2 Mitigating against the health effects of climate change is a major issue for coastal towns, and in particular Portsmouth, as an island city, with flooding having substantial potential impact on public health.

3.3 The Joseph Rowntree Foundation has noted that some coastal areas are already experiencing extreme storms or floods and the effects of sea level rise and coastal erosion. Furthermore, 'climate change will pose risks and challenges for people, coastal economies and local industry. It may also affect access to, and quality of, basic goods and services'. The report also noted that the costs of emergency action, prevention and recovery may pose a significant problem for coastal communities, burdening local authorities with already limited resources**.**

3.4 Portsmouth is part of the Eastern Solent Coastal Partnership (ESCP), an alliance formed in 2012 to deliver a coastal management service across the coastlines of four Local Authorities in the area: Havant Borough Council, Portsmouth City Council, Gosport Borough Council and Fareham Borough Council.  The Southsea Coastal Scheme plans repair and rebuild coastal flood defences in order to protect 8,000 homes and 700 business from flooding.  The North Portsea Island Scheme is designed to increase the standard of protection against flooding to protect 4200 properties and 500 businesses in the area.

3.5 However, funding models are designed to address the engineering requirement, and do not take account of the wider social benefits of the coast and designing enhanced use of public realm.  This therefore is an additional potential capital pressure to local authorities on top of the ongoing revenue expenses.

**4.** **Education, health and wellbeing**

***Q.    Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?***

4.1    The data shows that there are significant challenges around educational attainment in coastal areas and this is a pattern in Portsmouth too.  Whilst consideration has been given to the impact on this issue of longer-term endemic issues such as changes in traditional employment patterns and a lack of expectation around future achievement in young people, a particular tangible issue is the challenge in recruiting teaching staff (and particularly school leaders) in coastal areas.  There are a range of possible reasons for this, including a potential perception of the city as less advantageous to a career because of challenges in attainment (creating a vicious circle) but also the reduced travel to work catchment area reducing opportunities.  Funding has previously been directed at addressing issues in London through the London challenge, and is increasingly moving to Northern areas linked to the Northern Powerhouse agenda, which does not address the issues for Southern coastal areas.

***Q.    Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?***

4.2    Britain's coastal towns experience disproportionately high poor health outcomes.
Data from the Office for National Statistics (ONS, 2011) shows that among the 20 Local Authorities in England and Wales with the poorest health (bad or very bad health), 10 were in coastal areas.

4.3    In Portsmouth, life expectancy for men and women is significantly lower than the England average. Over 2012-14, comparative male life expectancy was 79.5 years in England and 78.2 years in Portsmouth. Comparative female life expectancy was 83.2 years in England and 82.2 years in Portsmouth.  Below is an outline of those determinants of health that relating specifically to Portsmouth's status as a coastal town.

**4.4    Harms related to drugs – Drug related deaths, infections, and social impacts**

The cost of drug misuse is far reaching, including not only financial costs, but also the costs of drug related crime, health and education issues and

impact on families and communities, therefore tackling drug misuse is a priority for the Safer Portsmouth Partnership.

4.5     Surveys suggest illicit drug use is widespread in Portsmouth, with approximately 12,000 residents using illegal drugs annually. , However, addiction is concentrated, with an estimated 1,427 heroin and crack cocaine users in Portsmouth.  Although numbers fluctuate, we typically have around 800 people engaged in council commissioned treatment and support services for illicit drugs. There is significant unmet need for support.

4.6     **Drug-related deaths**:
Drug related deaths are increasing nationally.  Analysis by Public Health England suggests the increase in deaths since 2013/14 is partly due to an ageing cohort of heroin users from the 1980s and 1990s who are now developing associated health conditions which are contributing to their deaths (liver disease, COPD etc.).  In addition there has been a reduction in the price and an increase in the purity of heroin.

4.7     Recent research from the ONS has also highlighted that drug related deaths are disproportionately high in coastal towns.  Portsmouth has the 4th highest rate of drug related deaths in England, and the highest rate (per 100,000) amongst our comparator areas for deprivation. The number of deaths has been rising steadily between 2010 and 2015, having fallen in the previous years.   Deaths increased from 22 deaths between 2007-2009 to 55 deaths during 2014-2016.

**4.8     Other drug-related harms:**

Drug-related harm has been identified as a priority in the Hampshire police strategic assessment to take into account the wider impact of large scale drug supply. Official statistics are likely to hugely underestimate the impact of drugs on crime and antisocial behaviour. We measure offences related to possession and trafficking of drugs as being "drug-related", and these only account for a small volume of total crime. However, is linked to other crimes of exploitation such as modern slavery, trafficking, child sexual exploitation, criminal exploitation of children and vulnerable adults and associated drug-related violence. It is also a key factor in driving acquisitive crime as addicted users seek money to buy drugs.

4.9     The police are monitoring and disrupting networks which are exploiting children and vulnerable adults in Hampshire to transport drugs (known as 'County Lines') as part of their drug strategy. There are a number of these networks operating in Portsmouth. The focus is on disrupting and dismantling the most risky networks.  The big drug market for crack

and heroin in Portsmouth attracts street gangs from South London to the area.

4.10    Air pollution presents a significant risk to health, with effects both short and long-term.  Short-term effects include the worsening of respiratory conditions (e.g. asthma), leading to increased hospital admissions.  Long-term effects include increased mortality from heart and lung conditions, leading to 40,000 premature deaths in the UK each year.  There is emerging evidence of further impacts including low birth weight and premature birth in babies, childhood infections, and impaired lung development and function as children grow.

4.11    As an island city, Portsmouth experiences pollution from land traffic, but also from the surrounding sea traffic.  Portsmouth Harbour is the second busiest harbour in the south of the UK. It is subdivided into several commercial and naval docks under different operators. The Continental Shipping Port receives significant shipping including large ferries serving France, The Channel Islands and Spain, and commercial ships from around the world.  There is also a frequent ferry service to the Isle of Wight.

4.12    As well as the direct contribution of shipping to air pollution, there is an increase in heavy goods vehicle traffic to allow the land-side freight of goods brought in by shipping.

4.13    Local authorities have a statutory duty in monitoring and addressing issues of air quality. In Portsmouth, Local Air Quality Management (LAQM) over recent years, as undertaken by Environmental Health, has established that it is nitrogen dioxide which is the primary pollutant of concern in the city.

4.14    Air pollution measurements have been taken at the Continental Ferry Port since 2003. Air pollution from shipping sources includes those ships using Portsmouth harbour and the Solent and those which are docked. Emissions from the naval fleet have not been considered due to their sporadic and infrequent nature. They comprise a small fraction of the total shipping movements and most of the fleet is run on efficient gas turbine engines.

4.15    In 2004, shipping accounted for around 10 - 20% of nitrogen pollution, compared to around 45 - 70% attributed to road traffic.  In the same year, shipping accounted for 1.5 - 5.5% of particulate matter pollution (PM10), compared to 14 - 35% from road traffic. By 2015, further assessment confirmed that the emissions from shipping did not exceed 10% of the total $NO_X$ contribution to air pollution in the city.  This

contribution is relatively small given the economic importance of shipping to Portsmouth.

4.16    The ferry operator Wightlink now have one hybrid fuel ferry, Victoria of Wight, and the company is in the process of training more and more crew teams up to be able to operate her.  To coincide with the introduction of Victoria, the company are also producing more 'green' policies and initiatives.  These include a new environmental officer post, electric vehicles for transporting goods and luggage, anti-idling recommendations and electric vehicle charging points at 4 terminals to encourage electric/hybrid vehicles to use the service.

## 5.    **Delivery structures**

Q*.    **What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?***

5.1    The Coastal Communities Fund has been welcomed but has been complex to apply to and deliver, particularly because of the high level of frontend investment required at risk by local authorities.  The Fund has made possible the delivery of some significant capital projects across the country and these have in some cases driven significant change. However, the Fund needs to focus more on changing and diversifying the coastal offer and less on attractions.

5.2    To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

5.3    There needs to be space to think about areas more strategically in order to imagine what the coastal community looks like in twenty years time.  There is a real challenge with thinking about the future for a part of the city that is held in public affection and the very real need for diversification rubs against the understandable public desire to preserve traditional attractions and sites.  There is clearly a need to articulate what the role of coastal locations is within the economic plans for their areas - beyond the visitor economy - and to develop visions that harmonise the traditional offer with a modern framework.

**6.    Further information**

Portsmouth City Council would be pleased to provide further information or expand on any of the points set out above on request.

**Professor Steve Fothergill – written evidence (RST0005)**

**Basis of the submission**

This submission attempts to bring to bear my accumulated knowledge and expertise on Britain's seaside towns.

I am an economist by background who has undertaken research on many aspects of UK urban and regional development and published widely in this field over several decades.  Since the early 2000s, working in collaboration with my colleagues Christina Beatty, Tony Gore and Ian Wilson, I have carried out a number of studies on the economy of seaside towns, including projects funded by government.  It would be fair to say that these have broken new ground, documenting for the first time many of the key socio-economic features of these places.

In July 2018 I was pleased to be invited to make a short presentation at the seminar convened to help scope out the present inquiry.  My purpose here is not to repeat the material I presented that day, nor to attempt to summarise the findings of the published studies which I referenced on that occasion, which are of course available for the Committee to draw upon if appropriate.  My aim here is to try to directly address the questions posed by the Committee in its call for evidence.

**Responses to the Committee's questions**

*Background and understanding*

**Q1.**  Seaside towns and communities do face substantial challenges, but the scale and nature of the challenge varies a great deal from place to place.  This is a point I tried to make strongly at the seminar in July.

There is enormous diversity among seaside towns in terms of size, history and current socio-economic conditions.  A number of seaside towns are really quite prosperous and, in terms of their tourist economy, have never had it so good.  On the other hand, there is a cohort of places that are clearly struggling as a result of their peripheral location and fundamental changes in the holiday trade.  Most people tend to know one seaside town particularly well, perhaps because they've been a regular visitor or even a resident, and they tend to generalise from that place to others around the coast.  This is nearly always a mistake.

What seaside towns have in common is their coastal location, which can set distinctive challenges, and a history of tourism that has created a distinctive legacy in terms of promenades, parks, visitor accommodation and architecture. Furthermore, they have all to a greater or lesser extent had to adapt to changing tourist patterns, and in particular to the rise of foreign holidays. As a group, seaside towns (or 'resorts') are nevertheless very different from other places along the coast – for example cities such as Sunderland, Plymouth or Liverpool – and a focus on 'coastal communities' as a whole is generally unhelpful.

**Q2.** As co-author of several studies on economic and social conditions in Britain's seaside towns[240] I obviously have a distinctive perspective on research needs. Broadly, I would say that we have created a substantial, quantitative evidence base, focussing specifically on seaside towns rather than the wider local authorities or sub-regions of which they form part.

This evidence base, which mostly deploys pre-2010 data, now urgently needs up-dating. My experience is that locational trends and socio-economic conditions in places change relatively slowly but change does take place and this needs to be documented.

A couple of years ago I tentatively approached the Department for Communities and Local Government, who had been the prime funders of the 2008 and 2011 'benchmarking' studies, with a view to initiating an update, only to be told that a budget line for these things no longer exists. Government is missing a trick here – if we had more up-to-date information on conditions in each seaside town we would be far better placed to understand 'what works' in seaside regeneration.

*Housing and demographics*

**Q3.** A number of larger seaside towns are affected by the conversion of former seaside accommodation into HMOs occupied by low-income residents, some with drug and alcohol problems and many from 'outside the area'. Blackpool, Rhyl, Scarborough, Hastings, Margate, Great Yarmouth and Clacton spring to mind, but this list is not exhaustive. As far as I am aware this process has not been comprehensively documented but it is real enough. In some of these places, there have been efforts to address the resulting problems – in the St Leonard's part of Hastings for example.

Regulating or improving the housing stock is likely to provide only a partial solution, perhaps at best dispersing concentrations of highly disadvantaged residents. The fundamental problem is that so long as there is acute poverty (and drug use etc. or a flow of ex-prisoners) there will be a demand for small, very low-cost private-rented accommodation. Some seaside towns have been

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[240] See in particular C Beatty, S Fothergill and I Wilson (2008) *England's Seaside Towns: a benchmarking study*, CLG, London and C Beatty, S Fothergill and I Wilson (2011) *England's Smaller Seaside Towns: a benchmarking study*, CLG, London.

able to provide this and in the South East of England, in particular, there has been virtually no alternative.  Housing-based interventions alone run the risk of simply displacing the problem (i.e. disadvantaged residents) from one place to another, possibly within the same town.

**Q4.**  In general, however, the migration into seaside towns should not be characterised as dominated by a poor transient population, attracted by cheap housing.  What our pioneering research on the labour market in seaside towns[241] established some years ago is that the big net inflow is among men and women in their late 30s, 40s and 50s.  This is almost certainly driven by lifestyle choices, including housing, but these are people moving to seaside towns to work, not retire.  Added to the in-migration of retirees, they skew the whole population structure of seaside towns towards older groups.

Only Brighton, of all the seaside towns in England, has a below national average proportion of over-65s[242] – something attributable in no small part to its two universities.  In general, seaside towns experience a net loss of young adults to higher education elsewhere and to jobs in the cities.

The ageing population of seaside towns (or perhaps more accurately the 'older' population of the towns) is a key issue given the substantial care needs of so many older people.

*Transport and connectivity*

**Q5.**  The peripheral, coastal location of seaside towns means that they will always be at the 'end of the line' no matter how much investment is made in transport links.  Peripherality matters less for internet-based businesses of course – so long as there is decent broadband – but it does mean that seaside towns will never be prime locations for some businesses.  Warehousing and distribution, for example, prefers central locations adjacent to the motorway network and much retailing and office-based activity tends to gravitate to inland locations with a bigger hinterland.  The implication is that seaside towns are most likely to prosper if they focus on the activities to which they are best suited – among which seaside tourism is of course a candidate.

That said, investment in transport can make a difference.  The HS1 rail link to East Kent is a case in point, opening up commuting opportunities to London and facilitating visitor flows in the other direction.  The Hastings/Eastbourne area on the south coast stands out as one with particularly poor road and rail connections[243] but there are others.

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[241] C Beatty and S Fothergill (2003) *The Seaside Economy*, CRESR, Sheffield Hallam University.

[242] C Beatty, S Fothergill and I Wilson (2008) op.cit.

[243] C Beatty, S Fothergill, T Gore and I Wilson (2013) *The Coastal Communities of South East England: a statistical profile*, SE Local Enterprise Partnership, Chelmsford.

*The role of the visitor economy*

**Q6.**  It is a myth that the British seaside tourist industry is in terminal decline, heading for extinction in the face of competition from cheap foreign holidays.

The two studies in which we have have sought to measure the scale of the industry[244] put the number of jobs directly supported by seaside tourism in England and Wales at rather more than 200,000 and growing by around 1 per cent a year.  This is an all-year-round average figure and counts the number of extra jobs in seaside towns over and above the numbers supported by local consumer spending and by the 'background level' of visitors (businessmen, contractors, relatives etc.) that even the least-visited places in the country receive.  Add in local multiplier effects and the number of jobs ultimately dependent on seaside tourism is considerably higher.

Foreign holidays clearly provide huge competition but the remarkable resilience of the British seaside tourist industry seems to have much to do with what economists call a 'high income elasticity of demand' – as people become better off (taking the long view here) they spend a disproportionately large share of their additional income on tourism and leisure.  In practice, there has been enough room in the marketplace for more foreign holidays and more domestic seaside tourism as well.  The latter can take the form of second and third annual holidays, short breaks, day trips and trips to the coast for some who would previously have never been able to afford the opportunity.

Others will be better placed to comment in detail on the extent to which government seeks to promote domestic seaside tourism.  However, it strikes me that seaside tourism is a 'Cinderella industry', largely forgotten by government.  There seems to be little effort by the Westminster government to promote domestic seaside tourism as an alternative to foreign travel or to attract foreign visitors to Britain's seaside resorts.  This is surely a mistake because from the point of view of the UK's balance of payment an extra million pounds spent in UK seaside towns rather than abroad is just as valuable as an extra million in manufactured exports.

*Physical regeneration*

**Q7.**  The tools and resources available to local authorities and others in seaside towns are broadly no less than elsewhere in the country, with the exception perhaps of London and a handful of other locations where high land values make it easier to extract 'planning gain' from developers.  The big problem just about everywhere is that local authority budgets have been squeezed.

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[244] C Beatty, S Fothergill and T Gore (2014) *Seaside Towns in the Age of Austerity*, CRESR, Sheffield Hallam University; C Beatty, S Fothergill, T Gore and I Wilson (2010) *The Seaside Tourist Industry in England and Wales*, CRESR, Sheffield Hallam University.

*Social and economic regeneration*

**Q8.**  The economy is nearly always the key to social regeneration, in seaside towns and in other locations.  Get the local economy right and other parts of the jigsaw begin to fall into place, or at least are easier to put in place.  This is widely understood and there seem to be few local authorities that do not have an eye to promoting the local economy, even if their ability to do so has been constrained by budget cuts.  More action on this front would require the Westminster government to ease up on austerity and on reductions in local authority spending in particular.

**Q9.**  There are some shining examples where local businesses have played a key part in seaside regeneration – the role of Saga monies in Folkestone is an example.  But looking around the country as a whole this does not seem to be the norm, perhaps because the particular conjunction of circumstances in Folkestone are not replicated elsewhere.  Relying on the goodwill of local businesses is probably a rather haphazard method of delivering seaside town regeneration, but it should not be discouraged.

*Education, health and wellbeing*

**Q10.**  The evidence from our benchmarking studies[245] is that, measured by GCSE grades, educational performance in schools in England's seaside towns is on average no better or worse than the national average.  There is some variation around the average of course and, as noted earlier, the figures are unfortunately a little dated.  The point, nonetheless, is that seaside schools are not necessarily bad schools.

The workforce in seaside towns is nevertheless on average rather poorly qualified – again a point flagged up in the benchmarking studies.  The proportion educated to degree level is distinctly below average for example.  This is the result of selective migration, as better qualified workers move away to higher level jobs in other places.  There is little uniquely 'seaside' in this process – it is the norm in places where there is a high proportion of lower-grade jobs on offer.

**Q11.**  One of the striking features of the labour market in seaside towns is the very high proportion of adults out-of-work on incapacity benefits (these days mainly Employment and Support Allowance).  At the time of the first benchmarking study, incapacity claimants accounted for 8.8 per cent of all working age adults[246] in the 37 largest seaside towns in England.  This figure will have slipped a little in line with national trends but the most recent data[247]

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[245] C Beatty et. al. (2008) and (2011) op.cit.

[246] C Beatty et, al. (2008)

[247] See C Beatty, S Fothergill and T Gore (2017) *The Real Level of Unemployment 2017*, CRESR, Sheffield Hallam University.

shows that the local authorities covering a number of seaside towns continue to experience some of the highest incapacity claimant rates in the country.

It would be easy to jump to the conclusion that health problems are more common in seaside towns than elsewhere and it is certainly the case that the incapacity claimant data indicates that health problems are widespread in the towns. However, ill health or disability is not always an absolute bar to working and what the incapacity data also shows is that in the parts of the country where there is effectively full employment the incapacity claimant rate is far lower. Essentially, the high incapacity claimant rate in some seaside towns hides unemployment – these are men and women with health problems who might have been expected to be in work in a genuinely fully employed economy.

*Delivery structures*

**Q12.** The Coastal Communities Fund is a very small sticking-plaster, especially as the funding is divided between all four nations of the UK and the focus is on all places along the coast, not just 'seaside towns'.

**Q13.** The diversity between seaside towns certainly points to the need to develop a distinctive 'vision' for each town. Whether this is possible at present is a question best asked of local players.

**Q14.** Private investment that helps strengthen the economy is always something worth encouraging and, within the restrictions of State Aid rules (which will remain in some form following Brexit) it is possible to offer public sector financial support to projects that wouldn't otherwise go ahead, especially in the 'Assisted Areas' that cover the least prosperous quarter of the UK. Historically, financial support of this kind has been provided by government, most recently in England via the Regional Growth Fund, but little if any support has been given to the seaside tourist industry.

Given that seaside tourism remains critically important in many places and the reality that money spent in UK seaside towns rather than abroad is a valuable addition to the economy, there is a good case for looking again at how the government supports and encourages investment in this sector.

*People and place*

**Q15 and Q.16.** Involving local people and communities in developing common goals and strategies in seaside towns would in principle seem to be a good thing. Those with practical experience of this approach should be better able to explain how it can be delivered.

# Ramsgate Coastal Community Team – written evidence (RST0036)

This response is particular to Ramsgate and may not reflect the needs and experience of other seaside towns and communities.

It is important to recognise that, while we may have much in common, every seaside town is different.  The three main towns on the Isle of Thanet - Ramsgate, Broadstairs and Margate - each have a distinct character.

### Background and understanding
1. *What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

- Adversarial party political system;
- Distance from administrative headquarters – District, County, LEP, and Westminster
- Underfunded local authorities – how can a seaside town attract visitors if basic facilities like public toilets are either closed or poorly maintained?
- Often poor quality of representatives and officers;
- Lack of support for, or reluctance to, change on the part of the local population.

2. *Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

- Plenty of research into what exists but findings not properly collated – piecemeal;
- Little political will to address problems;

### Housing and demographics
3. *To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?*

- Rundown housing stock, HMO's, rehoming by London boroughs, all have major impact;
- Coastal towns in the South-East are sitting ducks for London boroughs looking for cheap housing alternatives to rehome applicants for social housing or children in care;

- Change in Government policy needed to support and fund large-scale provision of social housing in London boroughs and other urban centres;
- General need for Government to address the provision of social housing across the country.

4. *Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?*

- Population transience, largely the result of London boroughs relocating applicants for social housing away from support networks, gives rise to hostility in host population;
- Visibility of substance abuse within transient population has an impact on the local economy – increase in the number of dealers, areas becoming more rundown, substance abusers colonising public open spaces;
- Disproportionate number of vulnerable residents, including the elderly, imposes increasing demands on healthcare systems and provision of social care;
- Problems exacerbated by reduction in grants to local authorities: catchment areas not capable of generating sufficient income from either domestic or business rates to fund basic services.

**Transport and connectivity**

5. *Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?*

- Ramsgate is approximately an hour and a quarter from Central London by HS1, and around 80 miles by road – it has space to accommodate inward investment and its potential as a dormitory town for commuters has not yet been realised;

**The role of the visitor economy**

6. *How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?*

- Too great an emphasis on tourist - coastal communities should first of all be good places to live and work;
- Tourism needs to be seen as just one element in a broad-based, sustainable economy.

**Physical regeneration**

*7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?*

- See 8 below;
- Our neglected buildings and former industrial sites need investment;
- Local authorities are seriously underfunded and parish councils are inhibited from taking an active role.

## Social and economic regeneration

8. *What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

- Not much

9. *What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?*

- Expectations placed on small scale enterprises to deliver regeneration are unrealistic – they are focussed on survival;
- Changes are needed to Government policy in order to promote joined-up support for our communities - local businesses, SMEs and social enterprises need tailored guidance and support;
- Provision and promotion of skills training and apprenticeships can play a part.

## Education, health and wellbeing

10. *Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

- Education in Tower Hamlets was transformed by and outstanding Education Business Partnership; less scope for EBPs in coastal communities with fewer businesses and those tha do exist tend to be small scale and often parochial;
- Need greater emphasis on skills training for children and adults;
- Greater exposure to role models and information about career opportunities available to students and parents;
- More adult education, including 'leisure' classes and EFL.

11*. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor*

*health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

- Cardiac and respiratory problems prevalent and exacerbated by historic presence of airfield/airport and by Channel shipping;
- Fewer job opportunities = more benefit claimants and increased incidence of smoking related illnesses and obesity;
- High incidence of alcohol and drug related illness, often associated with transient population displaced from London boroughs;
- Historic proliferation of pubs and other licensed premises in areas with a maritime economy – need for licencing laws to be reviewed.

**Delivery structures**

12. *What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?*

- Not much - CCF is not designed to encourage or support joined-up solutions
- Inner city areas like the London Borough of Tower Hamlets benefited from wave after wave of Central Government funding. Small, competitive grant programmes do little to address deep rooted problems in our communities

13. *To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?*

- We have a 'vision'. What we lack is support from our District Council/ County Council/ LEP/ Central Government.

14. *Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?*

- Enterprise Zone status;
- See 12 above.

***People and place***

15. *What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?*

- Overall, the population of our coastal community has low self-esteem and a feeling of being 'left behind' that leaves them resistant to change and vulnerable to exploitation;
- Local people and local communities are vital to the regeneration of our seaside towns but need support, training and encouragement;
- Standards of governance are poor in many community organisations: they need help to recognise this and to improve.

16. *Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?*

- Integrated models do not exist in our part of the world - or at least not yet;
- Show piece projects such as Dreamland and Turner Contemporary in Margate do little to support growth in neighbouring towns;
- Lessons can be learned from developments in other parts of Europe and, in the UK, from towns like Frome.

# Mr Johannes Read – written evidence (RST0079)

I have recently completed a Master of Arts course in Local and Regional Development at Newcastle University; where my dissertation focused on developing inclusive economic development in Morecambe, Lancashire. The answers below relate to my experiences when understanding how to develop a more inclusive economy in Morecambe. The answers are reflection of the author's opinions only and not Newcastle University.

**Responses to questions**

**1.**

Similar to the challenges of other 'left behind' places in the UK, the greatest challenge facing seaside towns is the overwhelming focus of policy on places where there is greatest return, rather than greatest need. Seaside towns have significant assets for the tourism and leisure industries yet the focus of larger investments have been made in the high-skilled knowledge economy. The problem of excessive focus on pursuing agglomeration economies in larger cities and urban areas indicates that smaller urban areas – such as seaside towns – will be left further and further behind. Whilst the issues of excessive agglomeration policies are evident in seaside towns, the problems are far from exclusive to them. In Morecambe, investment in the town has been overshadowed by neighbouring Lancaster with its universities and more developed knowledge economy.

**2 and 6.**

There has been extensive research into how places change over time. Clearly, seaside towns have changed from its heyday in the mid-20th century to now. Places evolve based on the assets they have – seaside towns tend to attract tourism because of the proximity to the coast, for example. But, despite the decline of the British holiday market, seaside towns have failed to break out of their traditional 'development paths' and still rely on tourism and leisure activities – which usually provide low-paid, low-skill and seasonal jobs. One challenge is to encourage ways of breaking out of the reliance on tourism and into new paths. But development paths evolve – rather than are created – and are based on the unique assets of the place. In Morecambe, there has been a growth of artistic organisations that have used the low rents, derelict buildings, and the artistic spirit within the community as assets to build new economic development paths. However just breaking out of old paths and into the new is not enough. There must be consideration for which people and which places benefit from them. In Morecambe, there are many social enterprises and community interest companies which ensure that the economic and social benefits of the businesses are effectively directed to the people that the need them most – not towards the people and places with greatest return.

**7.**

Morecambe, like many seaside towns, has an oversupply of grand Victorian houses and buildings that are too large for any current purpose. Policies in the past have used the buildings as flats which have encouraged a transient population, or a relocation of people looking for social housing. On the other

side of the coin, more prosperous seaside towns have suffered from a rise in second homes and gentrification. Either way, the policies do not benefit the local people the most. Greater consideration for community-owned spaces must be placed in order to ensure that the greatest benefit is felt by the local people. In Morecambe, a church has been derelict for over 20 years as a result of market-based approaches attracting no interest. However, a community-based arts organisation has expressed interest in generating a social hub where business start-ups and local people can meet and flourish. Recognising that the greatest potential of derelict and unused buildings is seen by the community – and not by the market – would help bring a wider economic and social regeneration of the seaside towns. Further, if communities owned the assets and properties in the area, there would be greater scope for resilience against the gentrification of the area in future – should the regeneration schemes be successful.

## 8.

Currently, there appears to be a detached approach to social and economic regeneration. Yet, society and economy are inherently interlinked. For all the quantifiable aspects of measuring the number of people in work, or the number of jobs created; there are unquantifiable aspects that underpin the measurable economy. Encouraging someone to come out of long-term unemployment, for example, may require addressing their underlying mental health issues, or their security in feeling able to leave their house, or their ability to leave their children in safe day care. This is not a problem specific to seaside towns, but there is evidence that organisations in Morecambe have recognised this and have started to address social and economic problems as one. For example, one organisation provide a 'Rebuilding Lives' programme to address the mental health and drug/addiction problems or individuals with the aim of getting people back into work, and setting up their own businesses. Their budget is very small but provides help for over 550 people each year. The organisation is highly efficient in meeting its goals, and is far more efficient than the NHS, for example. However there is a lack of recognition from the Government that this locally-rooted organisation can actually provide a high level service with socially and economically beneficial outcomes. By outsourcing/funding social service provision to organisations that are: embedded in the local area; and provide economic and social outcomes, would increase the efficiency of social care and also ensure that the people who need help most are recognised as a priority.

## 9 and 13.

Local businesses and SMEs should consider the wider impacts of their decisions on people and places. For example, using local suppliers or providing socially-responsible outcomes may help improve the local economy and its people. However, the businesses want quality and – if that is not found in the local area – then there are grounds to look outside the local area to find the best service/materials. Because of this, seaside towns in prosperous regions are more likely to have the capacity to implement effective socially-focused economic decisions. As such, the regional inequalities are likely to be further entrenched. This provides scope for the Government to intervene and provide resources to improve the capacity of seaside towns – in line with their existing plans and assets – to ensure that investments are most effectively used. In Morecambe, there is the promise of 'Eden North' building a marine conservation project. There are likely to be high level construction, research and tourism

projects involved but there are few high level institutions/companies in Morecambe to attract and make the most of the investment. In Morecambe's case, the authorities could fund training for local construction companies, encourage a campus of Lancaster University Environment Centre, or a campus of University of Central Lancashire's tourism department, to locate in Morecambe to meet the strategic aims of the town. As such, it is imperative that the national Government, Local Enterprise Partnership, city and county councils require a coherent industrial and civil strategy that helps increase the capacity of local companies to meet its local priorities. What should not be pursued, however, is the idea that local governments should be given devolved powers to raise taxes to fund their projects. Seaside towns already have a low tax base and, by enabling local authorities to raise taxes themselves, the more prosperous places will have greatest capacity for generating more tax revenue. This will lead to an exacerbation of the existing spatial inequalities between prosperous and lagging places.

## 15 and 16.

People and places are inherently interlinked. Economic development in improving places must consider its ultimate goal – which is to benefit the people who live in the places. There is wide recognition that the development of policies should consider the specificities of place. In order to encourage inclusive economic development, the initiatives should be people-focused within the context of the local area. This involves developing policies – not only for the people – but with the people. In Morecambe, there are examples of community engagement however the support received from authorities is limited. Morecambe, like many seaside towns, lacks the large-scale institutions that can take a leading role in facilitating economic development in – and crucially for – the community. However, what it does have are a large number of community-focused organisations which are led by dedicated and committed community leaders. In many ways, these act as anchors within the community which encourage socially-focused and economically beneficial outcomes that help the whole community. As these organisations are active in the local area, and have a wide network of local people, they are suitable for gauging the effectiveness of potential policies and investments in the local area. At the moment there is a lack of support from local authorities to have a significant impact but, in future, there is potential for community anchors in playing a key role in turning the tide of our seaside towns.

# Mr Angus Robinson – written evidence (RST0019)

The following comments have been made by a retired, very disillusioned Chartered Engineer who is witnessing the destruction of physical assets within his society. What is being observed is probably replicated in many more small towns in the UK and is not just confined to seaside communities.

Summary:
- o Hornsea, a town of nearly 10 000 permanent inhabitants, is on the Holderness coast which has the fastest coastline erosion in Europe. Some of the coastal towns and villages have a limited amount of "hard point" protection but if the adjacent land is not given additional protection these settlements by the seaside will simply cease to exist and your problem will have been conveniently washed away.
- o Whilst Hornsea has a cohesive social structure, the physical infrastructure is being methodically asset stripped leaving the aging population of the Town to "fend for themselves" with minimal resources and services.
- o The residents, whilst positive and organised to support each other, are angry about the destruction of their resources. They blame Government initiatives which (they believe) are aimed at destroying the viability of small / medium sized communities.
- o We are a Market Town by the sea and I am sure that the Government led destruction that we observe is replicated in many other Market Towns throughout the United Kingdom.

Numbering below refers to Select Committee notes.

1  Challenges:
- o DHS tourism has previously encouraged people from industrial conurbations to migrate to the seaside. This is now (probably) a reducing situation because our social housing stock has become under increased pressure.
- o Asset stripping of infrastructure by the following:
  - ▪ NHS has progressively removed facilities in the town. They have emasculated our War Memorial Hospital, leaving only a few day care facilities that are being progressively reduced. Hornsea was once the hub that supported the hinterland, but now residents are being forced to access services in the larger towns and cities. Whilst there may be a logic to this change access to services is being denied to all those who do not have their own vehicle because public transport is also being progressively reduced.
  - ▪ Banks; a few years ago we had three high street banks and now have none. The Post Office is not a viable alternative and now all we have is a van that appears for a

few minutes, three times per week. The demand is huge, often with a 30 minute wait and those still in the queue at the "closure time" are sent away without being served. There is limited access to ATM machines and the only one in the high street is invariably empty or faulty.

- High Street businesses are currently struggling to accommodate the above loss of banking facilities and the encouragement of new traders into the Town is a serious challenge.

- Transport providers have stripped the services they provide. The rail link to Hull was closed 50 years ago with the promise of an effective bus service as the replacement. Over the last 20 years we have seen the bus timetable decimated and have no idea when this process will end.

- The Senior Local Government Council inherited a lot of Hornsea real estate from its predecessor. Most of this property was related to the care of our elderly, however the Senior Council understood that these assets were more valuable when sold off for residential purposes so the care homes were emptied and the properties sold. This produced the anticipated outcomes for the residents. This same Council is also vacating the high street and emptying more properties as they move the Library and Customer Service Station to the extremity of the Town.

- The Police presence has been severely downgraded so that now this scarce resource struggles to cope with the growing anger of our population. This is witnessed by the increasing number of assaults recorded. In previous decades our population was never angry or aggressive and this is a symptom of an "imploding" society.

2    Not sure what is going on in Planning Departments; I can only see destructive forces and any sign of an effective regeneration is absent.

3    DHS tourism has blocked some of our social housing from being available to local young people. The availability of low cost housing should be made a priority.

4    Hornsea has an ageing population, many of whom need residential care at "end of life". Twenty years ago we had a large number of beds provided by the Senior Local Council. Sadly these Councillors viewed the real estate as a means of extracting cash. They closed all the homes, discharged the residents to other places, and sold off the property. The Cash was then invested elsewhere; just another

incidence of asset stripping. We need to have a coherent policy for the effective and sympathetic care of those nearing the end of life. We had a number of privately operated residential homes for the elderly but most of these have been bought by a national company who are contracted to care for the mentally ill. Although this is not relevant to your enquiry the result is that our Town is being put under increasing pressure by challenged people who are unable to conform to the accepted norm of a civilised society.

5       Hornsea is a town by the cliff edge and at the end of the road. Our transport links are abysmal and perquisite for regeneration must be the improvement of our road system. Even our Bus Terminus has been closed! A railway would be ideal, but we live in the "real world" and understand that this is not possible. Hence the 50 year old promise of an upgrade to road transport should be honoured.

6       Tourism is being dismantled by Senior Council who is progressively:
- Shutting traditional activities such as children's fun fair and sea front fish and chip outlets
- Has closed its dedicated Tourist Information Centre providing only a desk in a seasonal attraction and has failed to even provide adequate signage.

A coordinated approach to tourism is not obvious and the initiation of a consultation on this subject would be a good start. The positive aspect is the huge amount of caravan holiday makers that swell the population during "the season". The downside to this boom is the pressure put on our already stretched services.

7       With above and the following points, it is the role of central government to give the lead and this is something that is not obvious at ground level.  Also a positive outlook by organisations that plan our life would be a good start and likewise this seems to be lacking. As mentioned previously we need our "stolen" infrastructure to be restored before this area can be regenerated. For instance we had a viable hospital with 24 beds and a minor injuries unit; this was a big benefit when the Town's population swells by 200% in the summer when people fill the caravan sites. This medical support has gone.

8       Not sure what is being done. Little improvement is visible. What we need are jobs for our young people. Seaside activities do not produce acceptable jobs. We need commerce; Hornsea has a wonderful society and is a nice place to live and these features should be "sold" to the business community. In addition it is essential that we ensure that our Schools continue to thrive. The sad fact is that our local education system is short of resources and only

survives due to the exceptional dedication of professionals. A good start would be to give the same capitation levels to deprived rural areas that are given to inner city schools.

9     **This is the nub of the solution**, such enterprises need encouragement; currently the Town's infrastructure is being removed. The heyday for towns by the sea such as Hornsea is long past and the wherewithal for regeneration can no longer be provided by seaside attractions. What we need are none seasonal jobs. We have well-educated and motivated young people who will appreciate the option of not having to leave their home in order to find work. My plea to the Committee is to encourage the inflow of quality employment by providing a physical structure (transport, local government, medical, banking etc.) that will encourage business organisations to establish in the area.

10    We currently have good education facilities but when children become of age and want to engage in commercial activity they have to move because of lack of opportunity. Our educational facilities must be jealously guarded and where possible improved; as indicated previously the difference in allowances between city and rural education is difficult to justify and causes many of our 6th form students to migrate to study in City colleges simply because they are better resourced with materiel things.

11    Not sure, but (personally) I get a good service from the local GP. The NHS has shut down the Cottage Hospital and now all that remains are a few "day care" services and even these are being reduced. Therefore when we are poorly we have to find some means to be leave the area to obtain treatment. We have been told that bringing back our hospital is a lost cause, so the positive action would be to improve transport facilities enabling people to get to distant hospitals.

12    Which coastal communities fund?
       If this is the North Sea Windfarm fund; then I was refused access to any money for the regeneration of sports facilities because the fund was 10x oversubscribed. Hence there is a demand that currently cannot be met.

13    Unable to answer because I do not have access to funds or decision making. However I believe the solution to our problem is the encourage business to invest and provide quality employment. The perquisite for this it to improve our infrastructure to make our area commercially attractive.

14     The Government could start by reversing the asset stripping policies being pursued by the many agencies that previously had a profile in this area. Project development work is needed and this should be undertaken by Professionals who understand project management and its application: not by inexperienced Council Officers.

15     Whilst as individuals we try our best; the Senior Local Council does not encourage cooperation. A good first move would be to provide more power and responsibility to first tear elected Councils. The Hornsea Town (Parish) Council has a proven record as a dynamic organisation that can deliver for its residents. When given the resources, the encouragement, and the necessary guidelines it is organisations such as Hornsea Town Council who will be an important and integral part of regeneration delivery. These grass roots bodies have the motivation, know what will work and should be the conduit for improvement.

16     We have a local regeneration committee called HARP, but this is little more than lip service because the resources provided to carry out its work are limited and appear to be getting progressively reduced.

*Issued for information by Angus Robinson CEng FIChemE*
*1st October 2018*

# Royal Town Planning Institute – written evidence (RST0102)

The Royal Town Planning Institute champions the power of planning in creating prosperous places and vibrant communities. We have over 25,000 members in the private, public, academic and voluntary sectors. Using our expertise and research we bring evidence and thought leadership to shape planning policies and thinking, putting the profession at the heart of society's big debates. More information is available at www.rtpi.org.uk.

## Background and understanding

1. **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns and to what extent (and why) have such challenges persisted over a number of years?**

As with many areas relating to urban and regional policy, the challenges affecting seaside towns and communities are not isolated and have been occurring long-term. There are a number of factors contributing to the decline of seaside towns. A significant factor is the shift of UK coastal towns as a primary destination for internal tourism. This trend that began in the 1970s persisted long-term and is common to most seaside towns, as foreign destinations became more accessible and attractive. Coastal towns also face specific demographic challenges. The in-migration of older and retired people coupled with the out-migration of younger people has led to lower levels of working populations and pressure on public services, particularly health.

It is important to note that not all seaside towns are uniformly affected by these challenges. Some, such as Blackpool, Brighton, Scarborough, Filey and Bridlington still draw crowds based on 'sun and sand' while others such as Morecambe much of the seaside infrastructure (from deckchairs to donkeys; to seats and shelters and to funfairs and boat trips) has been removed or closed down. The town is possibly now seen as more of an inexpensive residential dormitory and retirement area for Lancaster, Preston and other former industrial towns in the North West, as well as for those servicing the more expensive areas in South Lakeland and the Lake District. Recent regeneration work has been more about coastal protection works with few seats, no shelters and little beyond the promenade itself.

2. **Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

There has been much discussion around the social, economic, health and vitality of seaside towns and much anecdotal evidence. However, there is not a great deal of robust analysis, reflected in the fact that there is no official definition of 'seaside resort' or 'coastal community'[248].

### Housing and demographics

3. **To what extent are seaside towns affected by issues arising from the nature of their housing stock, including HMOs and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

Resort housing is often characterised by a dual economy of high house prices and lowquality private rental sectors. The shortage of affordable housing can be exacerbated by inward migration and the purchase of second homes. Coastal houses in multiple occupation (HMOs) provide cheap, short-term accommodation that contributes to the transience in many coastal towns. Local authorities can use the powers available, such as article 4 directions, to manage HMOs where they contribute to social problems and costs[249].

In many seaside towns, a great number of the former boarding houses were converted into houses of multiple occupation and provided accommodation for those at the lower end of the housing ladder. There were and still are attendant social/health problems associated with this development and internal immigration was an issue from across the UK. The low spending power of many of its residents is undoubtedly a drawback to future investment and prosperity, although at present, and after a long period on hold, a sizable retirement apartment block is being built on the site of a former large hotel.

Towns like Morecambe for instance would benefit from an influx of higher earners. Although close to Lancaster University, the town sees little benefit from it, since the University has its own campus complex at Bailrigg and accommodation within Lancaster itself. Morecambe would benefit from a share of the University profile and student population.

Design and quality of the housing stock also presents specific problems in coastal towns. Weathering from salty winds can make maintenance necessary more regularly and therefore make it more expensive. Large boarding houses designed to accommodate Victorian families are less attractive for modern needs. Carefully thought out design can be used to renovate interiors in such a way as to be attractive for modern needs for intimacy and informality[250].

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[248] http://www.smf.co.uk/wp-content/uploads/2017/09/Living-on-the-edge.pdf p.3

[249] https://www.coastalcommunities.co.uk/wp-content/uploads/2015/07/coastal-regenerationhandbook.pdf p.33

[250] https://www.coastalcommunities.co.uk/wp-

4. **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

Seaside towns have higher than average retired populations, and in-migration of older people. This is in parallel to an outward migration of younger people, which results in lower levels of the population being active while putting pressure on public services, especially health and social care.

Demographic transience is higher in coastal resorts than the national average. Inflows and outflows of individuals and families attracted by seasonal employment, cheap rental accommodation and/or the quality of resort life. This can have negative consequences for education, public services, regeneration initiatives and social cohesion.[251] The purchase of second homes in coastal towns can also has a negative effect on housing affordability.

**Transport and Connectivity**
5. **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

Certainly, more consideration at a national level about how infrastructure decisions can help deliver housing and employment is something that the RTPI has been concerned about for come time. Our paper delivering large scale housing[252] and transport infrastructure investment[253] goes into more detail.

The 180 degree catchment area of coastal towns, positioned at the edge of the land means they are geographically remote and do not benefit from through-traffic and are often at the end of transport lines. Poor access can make these areas seem less viable for investment, increasing financial risk and make borrowing more expensive[254].

Scott Corfe, SMF's chief economist, said poor infrastructure was contributing to the growing disparity between seaside towns and their inland counterparts.

content/uploads/2015/07/An_Assest_and_a_Challenge_Heritage_and_Regeneration_in_Coastal_Towns_in_England.pdf  p.3
[251]  https://www.coastalcommunities.co.uk/wp-content/uploads/2015/07/coastal-regenerationhandbook.pdf p.33
[252]
[253] https://www.rtpi.org.uk/media/816110/capturing_the_wider_benefits.pdf
[254] https://www.coastalcommunities.co.uk/wp-content/uploads/2015/07/An_Assest_and_a_Challenge_Heritage_and_Regeneration_in_Coastal_Towns_in_England.pdf p.3

"Many coastal communities are poorly connected to major employment centres in the UK, which compounds the difficulties faced by residents in these areas. Not only do they lack local job opportunities, but travelling elsewhere for work is also relatively difficult". [255]

In Morecambe for instance, an M6 Link Road has just been opened, aimed at providing a route for lorry traffic to and from Heysham Harbour and the jury is still out on the broader impact of this road on regenerating Morecambe as a whole. The local MP considers it to be a vital ingredient. The rail link from Lancaster is that of a branch line, with local services to and from Lancaster and a limited cross country service to Leeds (this has historical links since Morecambe was once known unofficially as Bradford- by- the Sea). Despite being only about 2 miles from the electrified West Coast Main Line, the town sees no benefit from electrification. Compare this situation with that of Littlehampton or Bognor along the south coast, where rail services terminate and have been instrumental in regeneration work. With this 2 mile link electrified, Morecambe could become a railhead for through services to Preston, Liverpool and Manchester. An improved service to Leeds is promised by Northern and Leeds – Morecambe Community Rail Partnership, while more freight traffic could be run through to Heysham than the single nuclear flask train currently using the line.

Better transport links aimed at making coastal areas more accessible for through-traffic, tourists and business could make these areas a more attractive investment location.

**The role of the visitor economy**
6. **How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

Other than tourism, seaside towns have natural and heritage assets that give them an advantage in other sectors such as the creative industries, the fastest growing sector in the UK. Their rich and natural and built environments alongside low-cost, high quality of life can provide good conditions for creative industries to thrive [256].

**Physical Regeneration**

7. **Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the**

[255] https://www.theguardian.com/inequality/2017/sep/04/seaside-towns-among-most-deprivedcommunities-in-uk
[256] https://www.coastalcommunities.co.uk/wp-content/uploads/2015/07/An_Assest_and_a_Challenge_Heritage_and_Regeneration_in_Coastal_Towns_in_England.pdf

**physical environment in seaside towns? Could new approaches or the removal of any existing barriers support further regeneration.**

8. **What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be Government and relevant organisations to deliver such initiatives?**
9. **What role should local business, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help provided to these groups by Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

Local authorities have tools available, but they require resourcing in order to implement them. Regeneration requires strategic planning, which can be very successful as evidenced by our research project on the Goebbels in Glasgow.[257] Other tools include compulsory purchase orders, which, although a last resort can be costly and resource intensive to implement. The ability to bid for funding and form partnership is also dependent on resourcing. Our research has shown that councils' abilities to perform all these functions have been reduced as resources have declined which is having an impact on delivery.[258]

**Education, health and wellbeing**

**11 – Is there evidence to suggest that certain health conditions are more prevelant in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

There is a clear link between  planning and health, and this link applies just as much to seaside towns as any other. Our practice note on dementia and planning, research on place poverty and inequality and planning horizons paper all outline what these links are and how health can be improved by placed based intervention.[259]

**Delivery Structures**

**13. To what extent is it currently possible to develop a ' vision' for individual seaside towns? Is there a need for longer term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, LEPs, and other stakeholders play in**

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[257] https://www.rtpi.org.uk/knowledge/research/projects/value-of-planning/the-gorbals-regenerationdelivering-economic-value-through-planning/
[258] https://www.rtpi.org.uk/investingindelivery

[259] https://www.rtpi.org.uk/knowledge/publications/health-and-inclusive-planning/

**delivering against such a vision and is any action required to improve integrated working between groups?**

The Local Plan should indeed develop a vision for places and do in many cases. One current stumbling block to some places is that local plans are not up to date. This can be for a number of reasons but a commonly cited one is failure to agree housing numbers. Government have recently introduced changes to the national planning policy framework to try to address this by simplifying the plan making process and strengthening the duty of councils to cooperate with each other. As well integrated working between sectors, it is important that seaside towns form part of visions at a wider scale too. Our paper on strategic planning makes this case in more detail.[260]

**People and Place**

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement and community resilience and capacity building currently exist and, if so, could they be applied more widely?**

There is arguably now a hugely improved opportunity for local communities to play their part. The Neighbourhood Planning Act 2017 gives communities much more power to have a say in local planning visions and decisions. Barriers to such opportunities may well include lack of expertise, time and resources but there is a wealth of help available. Not least, many planners volunteer their time through Planning Aid to help disadvantaged communities. Continuing support from government as well as from professional institutes could help to improve these opportunities.[14]

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[260] https://www.rtpi.org.uk/knowledge/policy/policy-papers/strategic-planning/ [14] https://www.rtpi.org.uk/planning-aid/

# Scarborough Borough Council – written evidence (RST0068)

**Background and understanding**

**1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1 Seaside Towns, by their geographic nature, are generally remote to major conurbations, industry and employment. We are quite literally the end of the line in many instances. In general, Seaside Towns are largely reliant on tourism based economies which are typified by low wages and seasonal fluctuations in employment.

1.2 With relatively few economic opportunities on offer to the indigenous population this often manifests as:
o Communities which have low levels of aspiration
o Low levels of educational attainment
o An ageing population
o Significant pockets of socio economic deprivation
o Ageing and failing infrastructure

1.3 Conversely, residents of seaside towns also tend to have proportionally high levels of life satisfaction and high levels of entrepreneurship and business start- up.

1.4 The challenges facing Seaside Towns have persisted for a number of reasons. The traditional economic strongholds of fishing, maritime industries and traditional tourism, have changed significantly or disappeared entirely, often to the detriment of the towns which have been unable to adapt and diversify their economy.

1.5 Furthermore the types of industries seaside towns now support, i.e. tourism, leisure and hospitably rarely if ever benefit from public funding support be it from Central Government or EU sources.

1.6 In short Seaside Towns consider themselves marginalised when it comes to public investment policy and support, despite being significant economic contributors to UK GDP. Any funding which does reach Seaside Towns is often insignificant when compared to the socioeconomic challenges these towns face.

**2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1   At a local and regional level we believe there to be a good amount of research,    data and understanding of the socio economic, health and vitality of our towns.

2.2   Due to the nationally recognised econometric categories utilised to measure performance at a national level such as employment by industry type the detail  sitting behind the data is somewhat lost at a Macro level, for example retail, leisure, hospitality etc. tend to be grouped together, statistically this can prove    misleading to those interrogating the information from outside those communities. This is particularly apparent when trying to decipher which of those       industry sectors are essential to Seaside Towns, for example the "Tourism    industry" for which there is no definitive category.

**Housing and demographics**
**3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1   In Scarborough the decline in the traditional seaside holiday in the 1980s and    1990s resulted in large amounts of guest houses and small hotels being  converted into HMO's and self-contained flats, the vast majority of which are now      private rented accommodation. Over 50% of the housing stock in the inner area  (Castle,North Bay and Ramshill wards) of Scarborough is privately rented.

3.2   The concentration of such accommodation in a relatively small area has brought       with it a range problems including increased levels of crime and anti-social        behaviour (ASB), high levels of benefit dependency, low income levels, low     levels of aspiration and educational attainment etc. This in turn results in        housing  market  issues  such  as  high turnover of tenants, poor property conditions            and             poor management standards, poor living environment and lack of investment in property due to low rent yields etc.

3.3   This is illustrated by the Index of Multiple Deprivation (IMD) rankings, with the      Castle and North Bay wards in inner Scarborough being within the most deprived 10% nationally and the Ramshill ward being within the most deprived 20%   nationally.  At the Lower Super Output Level (LSOA) there are even more      significant pockets of deprivation with some of the LSOAs in these wards being            within    the    most deprived 3% nationally and displaying characteristics that are    more in common with highly deprived inner city areas.

3.4   Tackling these issues is no easy matter. As a housing authority we use our       powers  to  tackle  poor  conditions  and  poor  management

within the private rented sector and to improve conditions and standards.

3.5 We have recently introduced a Selective Licensing scheme (phased in over the next 2-3 years) where all privately rented properties will require a licence to operate. It is too early to say what overall impact Selective Licensing will have but our ultimate aim is that it will improve property conditions and management standards, encourage investment and increase rental yields.

3.6 The rise in ASB and crime as a result of the housing stock issue has become a very serious matter for Scarborough and similar Seaside Towns. "County Lines" are a new trend in crime and ASB especially in terms of drug dealing and drug related crime and are having a serious impact on the well-being of our communities.

3.7 Government policy has struggled to keep pace with changes in housing markets and trends in crime and ASB. Due to our peripherality and low population UKGov have tended to neglect these issues within Seaside Towns which have become deep seated in recent years. The extension of mandatory HMO Licensing is welcomed in theory, but has been restricted and confusing and will fail to capture many of the properties which would benefit from being licensed. As a result we need to implement our own Selective Licensing scheme to deal with the problem.

3.8 Government policy towards the private rented sector has fought shy of introducing an effective regulation model for the sector and having some form of independent regulator. Whilst there is a myriad of regulatory requirements affecting landlords of private rented properties they tend to be piecemeal and without any central focus and there is a reliance on local authorities with limited resources for enforcement. As a starting point some form of national registration scheme, similar to the Rent Smart model in Wales would be of immense benefit. At least we would then know which properties are privately rented and who is the landlord.

4. **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1 Population transience and demographic change has been a key feature of the inner urban area of Scarborough over the past few decades. The changes to the housing stock and increase of relatively affordable stock in the private rented sector has helped to fuel these changes. Population change and inward migration has been much higher within the inner urban area of Scarborough than the National average in recent years.

4.2 The increase in population within our Selective Licensing area was 25.5% between 2001 and 2011 compared with 7.9% for England as a whole. The popular conception was that population transience and demographic change was fuelled mainly by people coming in from nearby larger urban areas (particularly West and South Yorkshire), who were out of work, commonly known as "benefits tourism". The recent reality is more complex as demographic change has also been fuelled by job opportunities within the tourism/hospitality sector (unfortunately much of this is seasonal employment) and the Public Health sector. For example, since 2001, there has been a greater proportion of EU and Non EU migration into the inner urban area, which is fuelled by employment opportunity.

4.3 Demographic changes and churn has had an overall negative effect on the area with higher rates of persons on benefits (32% within the Selective Licensing area compared to 12% across the whole borough), high rates of crime and ASB etc.

4.4 One of the major impacts is on local services in both the public and voluntary / community sector who are left to address the problems caused. Services across both sectors, with limited resources and budget cuts over recent years, have been stretched and struggle to address the problems in meaningful ways. One example is the reduction in Supporting People budgets and cuts to Adult and Social Care, which means that the wider support for tackling complex and challenging problems (mental health issues, drug and alcohol issues) is substantially affected.

4.5 Our issues and problems are on a similar scale to those of highly deprived inner city areas. As a result, the level of support required to address such problems needs to be on a similar scale to that provided in such areas. As a Coastal Town we experience the problem of being seen as a pocket of deprivation within a wider affluent region, so do not receive the appropriate levels of support required.


**Transport and connectivity**
5. **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1 Yes, a significant barrier. In general Scarborough Borough is poorly served in terms of connectivity in all its forms.

**5.2** **Road:** The A64 is the main trunk road into the borough and provides the link to the major cities of York (40miles) and Leeds (70miles) and the A1 corridor. This road is predominantly a single carriageway. During peak times, particularly during summer months this road does not have the capacity to manage traffic flows with 40mile journeys

taking up to 2 hrs to complete. As a result companies who have a transport logistics / resources requirement struggle to justify being located within the borough despite the many other benefits we have to offer. A number of growing indigenous businesses and new investment opportunities have been forced to relocate outside of the borough as a result.

5.3 The Local Authority, local business and residents have been campaigning for decades to have this road duelled along its length. Unfortunately the assessment criteria used by the DFT for investment in road infrastructure does not properly account for traffic generated through Tourism Industry activity. This is weighted as "leisure travel" and therefore this road has not warranted the Gov investment required.

5.4 **Rail and Public transport:** Rail services into the town of Scarborough are adequate and further investment is anticipated. However, once arrived, moving around the borough via public transport is very difficult. Large numbers of people live and/or visit rural outlying parishes these are poorly served by public transport connections do not provide viable options for many.

5.5 **Digital:** Scarborough has below regional and national average 4G and ultrafast broadband coverage, This restricts access to essential services for our residents and limits the attractiveness of the borough to inward investment.

**The role of the visitor economy**

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1 The visitor economy is hugely important to Scarborough. The borough remains the second most visited place in England in terms of overnight stays and hosts over 6million visitors every year.

6.2 Direct tourism turnover is in the region of £772 million per annum. This is estimated to support 13,020 FTE jobs in Scarborough. Once part-time and seasonal employment is added, the total number of jobs supported increased to 17,827 jobs. This accounts for over 40% of the employment in the borough. The majority of the remaining 60% of employment being spread across the public sector and manufacturing and retail industries.

6.3 In recent years a large part of our focus has been given to developing the manufacturing and construction sectors within the borough. This has been largely successful and Scarborough boasts a relatively well balanced economy for a Seaside Town. More now needs to be done to support the changing retail sector and developing tech sectors if the borough is to remain successful in the future. This will form a large part of our focus in the coming 3 year period until 2021.

**Physical regeneration**
**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?**

7.1 Seaside Towns generally and particularly Scarborough tend to have ageing infrastructure and property, often Victorian in age. This infrastructure includes marine structure such as ports, harbours, coastal protection structures and sea defences. The scale and nature of this physical infrastructure is such that maintenance and investment proves very cost intensive.

7.2 At a Local Authority level this is challenging. The borough of Scarborough has a population of circa 110,000 people but has to support the infrastructure the needs of over 6+million visitors every year whilst preventing our local residents and businesses from disappearing into the sea.

7.3 Essentially there is distinct gap between the amount of money which can be raised through local taxation and the infrastructure demands which are placed on that money.

7.4 In terms of private sector investment one of the problems we are always mindful of is the potential costs of repair and maintenance – particularly in parts of Scarborough where there are substantial properties but their value is relatively low. Enforced refurbishment has the potential to put owners at unsustainable expense relative to the value of property.

7.5 Whilst we have an ambitious Local Plan in place, development viability issues are a constant challenge given that we have a relatively contained housing market, with peripherality adding costs in terms of materials and labour.

7.6 Significantly, the importance of "place" as a regenerative tool has been lost in recent national funding regimes. An increase and greater flexibility of national funding for restoration of infrastructure and the physical environment, with a recognition of the challenges faced by local authorities in sourcing match funding etc. would enable infrastructure investment .


**Social and economic regeneration**
**8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the**

**whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1    In Scarborough Borough we work in partnership with other Public and Private       Sector Organisations, the VCS and local residents as well as partnering with    colleagues from neighbouring local authorities to undertake significant       community and economic development initiatives targeted at our most       disadvantaged communities.   These include delivering Community Led Local       Development (CLLD) and Big Local Programmes to provide investment    opportunities for grassroots projects that create business opportunities and       improve the employability circumstances of local people .

8.2    We lead partnerships with the County Council, local VCS and faith based organisations to develop community health and wellbeing hubs in Scarborough       Borough providing packages of support to local residents with interventions       provided from crisis to comfort. Interventions include; training and       volunteering       opportunities, health awareness sessions, digital inclusion and liaison services  for  our growing Eastern European Communities.

8.3    All this is being done within a backdrop of ever decreasing Local Authority funding. These are not core services and have no measurable return to the Local     Authority but are essential for the wellbeing and of our communities. In an       environment of austerity where every penny must show a tangible return this is      becoming an increasingly difficult equation to balance. Government must       recognise this and support these initiatives through the support of those who   deliver       these services.

**9.    What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1    See section 8

**Education, health and wellbeing**
**10.   Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1   Scarborough Borough is one of the initial 12 Education Opportunity Areas, recognising the challenges faced by our young people, teachers, schools and    institutions and employers.

10.2   Data collected in spring 2017 identified the following areas of concern;

- The proportion of young children securing a good level of development at the end of early years, particularly those from disadvantaged backgrounds
- The attainment in literacy and numeracy through primary and secondary education
- The availability of a good school place in secondary schools and poor outcomes for young people at the end of key stage 4, which then creates challenges in the ability to move on to higher level learning or high skilled employment

10.3  Data analysis also suggested that there should be more done to;

- Improve children and young people's mental health
- Build great teaching through a strong education workforce, from early years to post 16
- Build routes to successful and prosperous careers, with progression
- Raise young people's ambitions and aspirations

10.4  Although too early to assess the impact of the EOA and the additional funding it    brings, £6m from 2017-2020, there does seem to be both some innovative    provision and expansion of successful interventions from earlier support on the    coast i.e. the Scarborough Pledge project 2015-201., However, these    interventions are relatively short term but are expected to tackle issues that have    developed    over generations. What will happen after 2020?

**11.  Is there evidence to suggest that certain health conditions are more prevalent in seaside towns?  What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1  Health outcomes (physical and mental health) are often poorer in coastal a town    which is related to their often higher levels of deprivation, lower incomes and poorer    levels    of    educational    attainment    (well documented wider determinants of    health). In terms of Scarborough specifically life expectancy for men is lower    than the English average.

11.2  Rates of smoking are significantly higher than average and    rates of breastfeeding lower, all contributing towards poorer child health. In addition,    locally we see poorer outcomes for children with higher rates of injury and  poor   dental health.

11.3  For adults hip fracture rates are higher than average and the rate of alcohol    related harm hospital stays and self-harm hospital stays are all higher than the England average.  Whilst diabetes and dementia prevalence are higher than the  average for England, diagnosis rates are lower than expected in comparison to  other  similar  areas  which  can mean people are diagnosed later, when more    symptomatic,   with fewer treatment options and needing more health and social    care. Take up of preventative offers such as NHS health checks is lower than

average, whilst the programme finds significant numbers of people with raised        CVD risks.

11.4    Common mental health disorders, such as anxiety and depression, appear more prevalent in Scarborough compared with England.  The national General        Practice Patient Survey in 2016/17 found that 16.1% of adults in Scarborough        reported they were moderately, severely or extremely anxious or depressed,     compared with 13.7% in England.

11.5    More severe mental health problems, such as schizophrenia, bipolar affective        disorder and other psychoses, are recorded through the NHS Quality and  Outcomes Framework.  This shows that there are about 1,200 people in        Scarborough district with severe mental health problems, 1.03% of the        population, compared with 0.92% in England.

11.6    The Public Health Outcomes Framework shows the number of deaths from drug     misuse in Scarborough is significantly higher than England, with a rate about 2.5        times the England rate in the three year period 2015-17. The rate in Scarborough        has    increased    markedly    since 2010-12, compared with more modest increases     nationally.

11.7    The Borough also experiences difficulties in recruiting and retaining GPs and     specialist medical staff in primary and secondary care (there are also challenges        recruiting  to  social  care  posts). This is a national issue, however, is a particular   challenge  in  more  isolated,  rural  and coastal towns.

11.8    Given the range of health challenges we would welcome targeted interventions,        however we would want such interventions worked up locally and embedded within        quality  community  development approaches so avoiding initiatives     parachuting  in.


**Delivery structures**
**12.    What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1    Scarborough  has  benefitted  significantly  from  CCF  investment,  most notably

•       A £2.7m investment in the refurbishment of Scarborough Market Hall to bring  new  life  into  a  tired  listed  building  asset  and  help  regenerate  a disadvantaged area of the town centre
•       A  £1.6m  project  to  expand  Whitby  Business  Park  to  enable  inward investing, and indigenous businesses to take business space, including those on  the  supply  chain  of  Sirius  Minerals – a  £1bn  private  sector investment to create a new polyhalite mine due to open in 2021.
•       A £1m revenue package to provide job brokering for local people, create additional apprentices in construction, engineering and manufacturing and provide business support for new and growing businesses.

12.2 CCF has become increasingly competitive as funding alternatives dry up and good projects have been unsuccessful when faced with national competition. Revenue projects, such as the one described above, are now difficult to get through if they are seen to be encroaching on the responsibilities of other government departments or agencies, even when evidence points to them having marginal impact locally.

**13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

13.1 There are already good examples of this within our area.

13.2 In Scarborough we have partnered with the LEP, neighbouring Local Authorities and Private sector stakeholders to develop a coherent vision for our respective seaside towns under the banner of the Yorkshire Coast Growth Plan. Furthermore, we are in the final stages of establishing proposals for a coastal Destination Business Improvement District (DBID) covering the entire Yorkshire coastline and hinterland.

**14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1 Many Seaside Towns, including Scarborough Borough, suffer from a number of geographic, environmental, historic and socio-economic issues which are common to these areas but are not reflected or accounted for in UKGov thinking.

14.2 Fundamentally, Scarborough has to maintain £100's millions of ageing infrastructure, coastal protection, maritime and historic buildings and assets. The Borough has to support a visiting population of 6m+ people every year alongside delivering all the core services and to these visitors and the local community. Yet with a resident population of circa 110,000, and a comparatively low number of resident business's the local authority has limited independent means of raising the finance to service these requirements.

14.3 The Fair Funding assessment as well as targeted national funding programmes must recognise this when calculating the allocation of monies, intervention rates and services. In particular it must be recognised that:

1.  Many Seaside Towns contain pockets of severe deprivation. Although these tend to be small their impact is great, however they are hidden in funding support terms by the relative wealth in the surrounding areas.
2.  Scarborough has a large population (63%) living within "sparsely populated rural areas" the allocation methodology for rural services funding does not adequately recognise the funding need of authorities with sparsely populated rural areas.
3.  The maintaining of assets such as coastal protection structures is essential to the fabric of Seaside Towns. These assets however are a massive financial drain on small district authorities. Critically their maintenance diverts money away from socio-economic regeneration and growth activity.
4.  Core economic sectors in Seaside Towns such as retail, leisure and hospitality often do not qualify for public sector support and funding. These are the areas of our economies which will become most in need of support over the coming years.

## People and place

**15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1 The Council is constantly striving to put our various communities at the heart of our regeneration agenda and to that end we are continuously evolving our community engagement structures. We know from our experiences developing the Urban Renaissance Town Team, the Scarborough Urban Area Forums and Coastal Communities Teams that regeneration of the borough works best when local people are engaged and help lead the process from the outset.

15.2 We have a dedicated Community Development and Engagement Team who work at grassroots level with residents and community groups to ensure that local people have the capacity of skills and confidence to lead area based regeneration schemes. There are drawbacks in our borough however due to its large geographic nature, see 16.

**16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1 Within Scarborough Borough we have three distinct Coastal Communities Teams, all made up of representatives from private, voluntary and public sectors. All have a differing focus i.e.

- Scarborough's Future – a Scarborough town centre focussed CCT
- Whitby CCT – a focus on skills and employability

- North Yorkshire Moors CCT – focussing on the small coastal/rural communities in the NYMNP (North York Moors National Park).

16.2   In addition, there is the Local Action Group (LAG) for the Advantage Coast Community Led Local Development project (CLLD) that works in the top 20% most disadvantaged communities from Scarborough to Bridlington. This is a part European funded project that aims to support local businesses to start and grow existing businesses along with support to move local unemployed and economically inactive people into, or closer to, work. The LAG is around 50 strong currently, with a similar membership to the CCTs.

16.3   All these groups have their own, quite different Economic Plans and Objectives and whilst there is synergy and communication between them the resources to support them are limited. There is however robustness to the structures that could be utilised beyond the lifetime of the project, dependent upon the post- Brexit landscape. END

# Seafarers UK – written evidence RST0078)

1. Seafarers UK is a maritime charity and grant funder. The primary purpose in submitting this call to evidence is to highlight the significant contribution of fishermen and fishing communities to seaside towns and communities. We fear the fishing industry, in particular the small scale inshore fishing sector's contribution, is often ignored and even side lined in the drive to promote economic development and regeneration of areas that have a long history of attracting visitors, often because of, their fishing heritage.

2. Seafarers UK has provided grants to support the capacity of front line organisations to help seafarers and their families for over a century. Known as the King George's Fund for Sailors on establishment in 1917, last year Seafarers UK awarded £3.5million in grant funding to 60 organisations providing welfare services and support to seafarers. Regular beneficiaries of our grant funding include Fishermen's Mission, Fishermen's Welfare Alliance and Shipwrecked Mariners' Society, amongst others who are on the front line providing welfare services and financial support to fishermen and their families who experience hardship as a consequence of their chosen profession.

3. Our evidence is based on a recent research report *Fishing For a Future*. The research has been informed by fishermen based in 41 different ports throughout the UK. It captures their real needs and aspirations to sustain their livelihoods at this time of change. The research forms the basis of our evidence. It is available online: [https://www.seafarers.uk/wp-content/uploads/2018/06/Seafarers-UK-Fishing-For-a-Future-Report.pdf](https://www.seafarers.uk/wp-content/uploads/2018/06/Seafarers-UK-Fishing-For-a-Future-Report.pdf).

## The Research: Fishing For A Future

4. The research, and Seafarers UK's evidence, is focused on those seaside towns and communities that retain an existing fishing community or fishing heritage.  In the Fishing For a Future research 41 fishing ports were sampled. This sample represented 43% of all registered fishing vessels in the UK and 76% of all fishermen by administrative port (the port where the vessel is registered). 19 of the ports were in rural areas and 22 were in urban areas. A full list of the 41 ports is included within Fishing For a Future. Using the most recent and relevant Index of Multiple Deprivation 61% of these fishing ports were identified as deprived.

5. Decline of an active fishing industry in some ports (such as Grimsby and North Shields) has left a legacy of deprivation. However, in these and other areas, the landing of fish and fish processing continues to provide employment opportunities for many people and remains crucial in

underpinning the viability of a number of rural areas and their hinterlands; this is particularly true in Scotland, for example.

6.  In North Shields the dramatic decline of the fishing fleet has been replaced with a reinvention of the Fish Quay which has had a positive impact on the fishing community, local businesses and tourism too. In Grimsby, the fishing fleet died in the 1980s, but it retains an important fish processing industry with many large fish processors such as Young's Seafood and Morrisons creating employment opportunities at their large processing factories in the area. Grimsby also lands a large amount of fish from non-UK registered boats and has a thriving fish market; largely as a consequence of its former status as a fishing port.

7.  Some ports in our research survey consist of a mix of larger and smaller inshore fishing vessels e.g. Newlyn. Other smaller fishing ports such as Looe or Cullercoats are typical of the scenic fishing ports that have a fishing heritage which have attracted tourism and visitors to the area for many years – simply because of the existence of fishing. Generally speaking, inshore fishing vessels because of their small size and scale, are inherently more environmentally sustainable because of their use of passive fishing gear (such as baited hooks and lines, gill nets and traps and pots). This type of fishing activity is worthy of greater support as it plays an important role in the local economy and forms an important part of the UK's heritage that still has power to attract and delight tourists.

8.  Ports with fleets of larger vessels also generate employment and attract tourists and these ports have often had the active and regular support of local authorities, businesses and funding infrastructure opportunities, for example: Aberdeen's fish market had substantial investment in the 1960s, 1980s and 2006 and a food festival saw investment in the 1990s.This model should continue to be encouraged and supported.

9.  Fishing is an enduring traditional profession; in effect fishermen can be characterised as the last hunter-gathers. Importantly, they are primary food producers who provide the main sustaining economic driver for a local economy and much larger rural hinterland that includes vessel and fishing supplies, vessel maintenance, fish processing, marketing, transportation and selling of fish. It has been estimated that the 12,000 fishermen currently active in the UK economy support a further 4,000 jobs more widely, though others have argued that this figure is significantly higher.

**Fishing and Insecure Incomes**
10. The nature of employment is different in the fishing industry with self-employment as the predominant employment model. In the Fishing For a Future research, the research sample consisted of 75% self-employed share fishermen (who receive a share of the profit of the catch instead of a

pre-agreed salary) and 10% who were employed on a day rate. Only 7.6% of survey respondents were fully employed with a contract of employment. The dominance of the share fishermen employment model adds to the financial insecurity inherent within the profession both at present and in the future.

11. In addition the economic model which underpins the fishing industry does not fit a traditional model of analysis. Whilst fishermen have relatively fixed costs to operate a fishing vessel (license, mooring, petrol, crew, etc), the return on that investment is largely unpredictable – dictated by the weather and determined by access to quota, and the amount and value of the landed catch. Fishing has capacity (license) and output (quota) constraints which mean it is not only difficult to enter the industry, but it can also be difficult to scale up. This mismatch between inputs and outputs in economic terms can cause fishermen to adopt a less safe approach to risk in order to secure a sufficient income. While farmers are provided with financial subsidises under the Common Agricultural Policy, fishermen do not receive a similar level of support. Instead the Common Fisheries Policy is regarded by some in the industry as problematic and detrimental to a fisherman's ability to earn a reasonable income.

12. In areas with scenic fishing ports, a local housing market can become inflated as non-residents purchase a second or holiday home in the area. This further places a fisherman at an economic disadvantage as an insecure income can impact a fisherman's ability to sustain a mortgage or make regular rental payments.  Of the 41 ports analysed in the research, housing deprivation was experienced in 32% of the ports. Most of the challenges in this regard were around fishermen and their families being housed in the private rented sector and having limited resources to support them through periods of hardship (such as periods of injury and ill health) which caused rent arrears to arise.

13. Fishing is acknowledged as a dangerous profession and injury can prevent income from being earned, however, statutory sick pay is unavailable to bridge the gap. In the longer term, low and uncertain incomes can impact the payment of national insurance contributions and subsequent access to a full state pension. It is therefore unsurprising that 50% of all ports within the research sample were characterised by low incomes.  In addition, over 50% of survey respondents experienced characteristics of health deprivation. Specifically, almost 79% of survey respondents, across all ages had work-related back pain – directly linked to a life working at sea.

14. The uncertain and unpredictable income of many fishermen can present a real impediment which affects their ability to access investment funds and the necessary capital to develop their businesses and make improvements to their vessels. The small scale and undercapitalised nature of some

fishermen in the inshore sector causes many to operate with old and often worn equipment, sometimes handed down through generations. Without the ability to sufficiently prove regularity of income to the satisfaction of a lender, the lack of access to capital has potential to compromise safety on board.

## Fishing Ports and Neglected Infrastructure

15. The Fishing For a Future research report highlighted the neglected, and at times dangerous, condition of port infrastructure. The British Ports Association (BPA) has identified that two thirds of fishing ports' working quays are in need of maintenance or repair work.  During the Fishing For a Future research fishermen reported significant safety concerns in specific ports which included broken ladders, "a single exposed inadequate slipway for 10 boats" and a "rotten and dangerous wooden pier". The Marine Accident Investigation Branch (MAIB) and the Maritime and Coastguard Agency (MCA) have previously highlighted that safe access to fishing vessels is a critical area that needs to be improved to prevent accidents and fatalities in ports. Realistically, fatalities of fishermen within ports should be amongst the most avoidable. Seafarers UK's response to DEFRA's recent consultation on the Fisheries White Paper recommended that funding for the Maritime & Coastguard Agency should be enhanced to enable them to effectively perform their role in respect of port safety.

16. It is relevant to note that responsibility for ensuring safe access to vessels (including the provision of lighting) resides with the port authority and some smaller fishing harbours (particularly those owned by Local Authorities and Harbour Trusts) struggle to meet the costs of essential work that will help to ensure the safety of fishermen. While some ports have previously benefitted from accessing EMFF funding, the requirement for Trust ports to find 50% match funding can present a barrier as they can lack liquid funds and generally experience difficulty in accessing finance. This is unfortunate as it is the Trust ports that are often older and could most benefit from accessing funding to enhance safety at their port.

17. Many small and local authority ports require financial support to enhance the safety of their ports.  To this end, Seafarers UK recommends that specific grant funding is available to support port and infrastructure improvements beyond the existing deadline for EMFF funding. It would be appropriate for safety enhancements at ports to be funded at such a level that the need to obtain match funding does not present a deterrent to necessary safety improvements.  Our ports and harbours are an important part of our national heritage. They also play a fundamental role in respect of trade with 95% of imports and exports passing through the UK's ports. As such, our ports require an improved level of government support.

## European Maritime Fisheries Fund (EMFF)

18. As a grant funder, Seafarers UK has provided match funding for EMFF grants. It is therefore not surprising that Seafarers UK supports the maintenance of funding for the UK's fishing industry, once EMFF ends.

19. In respect of fishermen applying for grant funding it is important to be aware that the *Fishing For a Future* report revealed significant levels of deprivation in terms of educational achievement with just over half of survey respondents failing to attain secondary school level qualifications in English, Maths and Science. Limited participation in formal education and a consequential lack of basic literacy and numeracy skills make complex funding applications and requirements impossible for fishermen to comprehend.

20. To address this situation and support fishermen to access existing EMFF funding, Seafarers UK has funded a number of "animateurs" to work with fishermen and develop EMFF funding applications for them. This is a very active process of community engagement which works closely with the fisherman not just to capacity build, but to actively "do" on their behalf. Such an active approach is necessary given the lack of skills, experience and time ashore available to fishermen and is a model that can be rolled out more widely. More can be read about the use of animation and animatuers in the *Fishing For a Future* report.

21. The requirement to find 'match funding' can also be problematic for fishermen who experience fluctuating and insecure income. Again, Seafarers UK has sought to bridge this gap by providing a loan guarantee to support access to credit union loans for those fishermen who wish to enhance the safety of their fishing vessels but are otherwise unable to obtain the match funding required by EMFF.

## Coastal Communities Fund

22. Coastal Communities Fund (CCF) grant awards have primarily been focused on initiatives to attract visitors and tourists to a coastal area. While this may appear to be a positive move, the manner in which it has been taken forward has often been to the disadvantage of the local fishing industry. *Fishing For a Future* identified that many traditional fishing communities feel 'side lined' by such developments as mooring and parking space previously used by fishing vessels is taken up by marina developments in a bid to boost the local tourist economy. A review of recent grants awarded by the Coastal Communities Fund provides evidence that grant funding has rarely supported these fishing communities to maintain their fishing industry – a traditional heritage that had attracted visitors to the area in the first place. Instead it often seeks to reduce the space available to fishermen and replace the traditional working environment of the fishing industry with new types of work, which some fishermen are ill equipped to adapt to.

23. Seafarers UK suggests that the Coastal Communities Fund could provide a unique opportunity to support fishing communities to celebrate their heritage and skills. The development of seafood markets, seafood festivals and restaurants has encouraged and supported tourism and regeneration through acknowledging and building on the rich heritage of fishing communities within our coastal communities.

24. In our response to DEFRA's Fisheries White Paper Seafarers UK recommended that the next round of the Coastal Communities Fund ensures that funding for coastal development supports collaboration between the tourism and fishing industry – specifically in respect of supporting capital projects within ports that improve safety for fishermen. Such projects could have additional tourism benefits such as seafood markets and festivals and celebration of a local fishing heritage.

25. In conclusion, fishing is an important coastal industry that continues to make a significant economic contribution to the area in respect of employment opportunities which as well as the act of catching fish includes transportation, fish processing, fish markets, restaurants, tourism, boat maintenance and fishing gear and supplies.

26. Thank you for the opportunity to submit this evidence. I hope that this response and the enclosed *Fishing For a Future* report are of interest and of use to you in establishing your approach to regenerating seaside towns and communities; particularly those with fishing ports.  I am happy to answer any questions you may have arising from this submission.

# Shed Save Heamoor from Excess Development – written evidence (RST0087)

<u>About our organisation</u>:

SHED is a community organisation with approximately 300 registered supporters in the village of Heamoor, a community of around 2,700 people on the fringes of the coastal town of Penzance.

As well as advocating for the interests of our community, we are actively involved in preparing the emerging Penzance Neighbourhood Plan, which covers our village and other fringe communities as well as Penzance itself. In that capacity we are committed to ensuring that developments within the broader Penzance community protect what we value, and enhance rather than detract from the place where we live.

<u>Submission responses</u>:

## Question 1: What are the challenges facing seaside towns and communities?

1.1 We would caution against a one-size-fits-all assessment of the challenges facing seaside towns[261]. For example, paragraph 13 of the report on "New ad hoc Committees in 2018-19" states that "*many seaside towns have been left with a legacy of semi-redundant accommodation and housing stock, and low housing prices*". In Cornish seaside towns, the issue is rather one of relatively high housing prices (often fuelled by buyers of second homes) and relatively low wages, shutting local people out of the market[262]. This has implications for housing policy (see Question 3).

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**References:**

[261] See "Future of the Sea: Health and Wellbeing of Coastal Communities", Foresight, Government Office for Science, 2015: "*Any policy response is complicated by the fact that coastal communities' diversity means that there is unlikely to be any 'one size fits all' policy response.*" (page 4)

[262] The average weekly wage in Penzance/Newlyn is £383 (source: Cornwall Site Allocations Development Plan Document, page 15). That equates to £19,916 per year. The average house price in Penzance is £221,500 (source: Land Registry figures as reported by Cornwall Live, 17 February 2018). That gives an average house price of 11.1x the average wage. See also the Foresight report cited above: "*High rates of homes with no usual residents (e.g. second homes or holiday rental properties), as found in many coastal communities, exclude locals from the housing market, leading to long-term stress*." (page 7)

1.2 Geographical remoteness is also an issue here, especially the dependence of the area on just one highly congested single carriageway trunk road (the A30) as a link with the rest of Cornwall and England.

1.3 The approach to smaller seaside towns such as Penzance should not be restricted to the town itself but should also take account of the relationship between the town and its rural hinterland. Penzance acts like the hub of a wheel, having a symbiotic relationship with all of the smaller towns, villages and hamlets.

**Question 3: To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1 Current housing policy for our town as adopted by Cornwall Council, in line with Government policy, is to build large-scale developments of largely open-market residential properties in order to deliver a much smaller number of affordable homes reserved for residents with a local connection[263].

3.2 However, this has the perverse effect of pulling in more buyers from outside Cornwall, who can redeploy sizeable capital gains from selling homes in more expensive areas of the country. Developers are aware of this and specifically target their promotional material at out-of-county buyers[264].

3.3 Even the cheapest homes on many of these new developments are not affordable to local people earning average wages[265].

3.4 The end result is a disproportionately high level of open-market housing provision, well above actual local need, which has the effect of impairing the very benefits of living near the sea in terms of health, well-being and recreational opportunities.

3.5 Areas in which changes to Government policy could help include:

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[263] For example, the 640 dwellings allocated to Heamoor (current size 1206 households based on 2011 UK census data) in proposed policies PZ-H4 and PZ-H8 of the Cornwall Site Allocations Development Plan Document .

[264] For example, the publicity material for the Gwel Enys development at Madron, just north of Penzance: "*Those searching for new homes for sale in Penzance will find there's so much more to Cornwall than pasties and Poldark!*" (Source: Linden Homes website, 30th January 2018)

[265] £208,000 for the cheapest home on the Gwel Enys development, which based on a standard mortgage calculator would require a £70,000 deposit for a couple both earning the average wage.

i) Allow for variations to the standard affordability calculation imposed through the new National Planning Policy Framework, so that local housing targets can be set at community level that accurately reflect the specific circumstances of each individual coastal community.

ii) Do more to support small-scale, dispersed developments by community land trusts and similar bodies that have high build quality, use local contractors and are reserved for local people. This would enable young people to stay within their communities and provide housing that genuinely meets local need and retains the benefits within the local area, rather than having small ghettos of "affordable" homes bolted on to much larger estates of open-market homes.

iii) Provide incentives to landlords to bring empty properties in town centres back into residential use. Currently Penzance has 145 households in urgent housing need[266], and 173 empty properties[267]. Three-quarters of that urgent need is for one/two-bedroom properties, which would be a perfect fit with the scores of empty flats above shops and other premises in Penzance town centre. One possible incentive would be to offer VAT relief on works to bring empty properties back into residential use, subject to a minimum residential occupancy period.

## Question 13: To what extent is it currently possible to develop a 'vision' for individual seaside towns?

13.1 Penzance is currently preparing a Neighbourhood Plan under the Localism Act, which is largely built around a community-based vision.

13.2 However, the extent to which we have the freedom to develop our own 'vision' is hamstrung by the precedence of policies set at local authority level, which in turn are constrained by the requirement to follow national polices (which are often highly prescriptive, as in the case of the housing target formula).

## Question 14: Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

14.1 Refer to our comments at paragraph 3.5 above.

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[266] Source: data supplied by Sylvia Evans of Cornwall Housing on 9th August 2018, comprising households registered in Bands A and B on the Homechoice Register

[267] Source: data supplied to a meeting of the Heamoor Consultative Group (Penzance Town Council) on 14th December 2017.

**Question 15: What role should local people and local communities play in the regeneration of seaside towns and communities?**

15.1 The central role. We live here.

15.2 As a general point, much of the feedback we have received from our local community focuses not on regeneration but on maintenance. What people want are not grandiose capital projects imposed by people from outside the community, but a resumption of proper maintenance of what we already have: fixing broken slabs on the promenade and potholes in the roads, keeping storm drains unblocked to prevent flooding, reopening the public toilets in our town and keeping them clean. That matters more to local people.

Government and our local councils should prioritise unlocking funds to secure adequate maintenance of our public realm over spending on "regeneration".

*Submission prepared by Stephen Reynolds MA ACA on behalf of SHED (Save Heamoor from Excess Development), 9th October 2018.*

# Skegness Town Council – written evidence (RST0014)

<u>Call for Evidence Summary Sheet</u>

**1.** Infrastructure, poor road and rail networks, seasonal and low paid jobs, difficult to attract skilled professionals like Drs, underfunding and centralisation of health services, housing stock and inability to build, tidal flooding.

**2.** No, lack of robust analysis of the economic and social health and vitality of seaside towns.

**3.** Consultation suggest the town is affected by the nature of its housing stock. Perception that an increase in HMO's results in a drop-in housing value and an increase in anti-social behaviour, although there is a lack of evidence for this.

**4.** Yes. Extra pressure is put on road, rail, education and health services.

**5.** Yes, poor transport networks present a barrier to economic growth and commuting.

**6.** Tourism is essential to the town, initiatives have not been that successful or are in their infancy.

**7.** Better working partnerships between authorities and support to Town and Parishes to attract funding is needed to encourage further regeneration.

**8.** This Councils ambition is to take on more responsibility for areas using powers under the Localism Act. Barriers need removing.

**9**. Business needs support with training and developing year-round trade and an infrastructure to support this.

**10.** Skegness lacks higher and further education provision.

**11.** Deprivation contributes to levels of poor health in the area.

**12.** CCF funding is needed in Skegness, the benefit to other areas like Cleethorpes has been evident.

**13.** A cohesive and supported vision is difficult to achieve.

**14.** Business Rate Relief, grant funding, VAT relief for tourism related goods and services.

**15.** Local people and communities should play as big a role as possible but need support.

**16.** Cornwall appears to have created an environment where Local Councils work closely with authorities and have been successful in attracting EU funding.

<u>Call for Evidence – Regenerating Seaside Towns</u>
<u>Response from Skegness Town Council</u>

**1.** Infrastructure – Limited 180-degree access leading to traffic problems in the centre and entry roads, managing the holiday traffic in Skegness is difficult due to the poor road network and condition of the roads. Lincolnshire does not have a motorway and is dominated by single carriageway trunk road and minor roads.

Seasonal/low paid and unskilled jobs to service the tourist industry. The lack of further education institutions and skilled year-round employment means the town loses valuable talent.
The dependency on benefits influences the local tax base meaning that the locally funded cost of Councils is less fairly distributed than in affluent areas.

Difficult to attract skilled persons, professionals and Doctors to the area. Local GP surgeries, the local urgent care centre and nearest hospital have all reported this as an issue. Additional strain on medical services in summer months due to the large influx of tourists and temporary residents, without this being factored within funding calculations, puts an additional strain on these under resourced services.

Underfunding of local hospital trusts and the centralisation of specialist services into Lincoln which is a minimum of one hour away over poor roads, is a threat to health. This is exacerbated due to the local population having a higher proportion of elderly retired and poorer families who are more likely to have chronic medical conditions requiring frequent hospital treatment and do not have access to a car. The influx of tourists during the summer increases demand for A&E services.

Housing Stock and inability to build – high number of small B&B's and small hotels for sale, a perceived increase in the number of HMO's, lack of affordable, starter and retirement homes.
Due to flood zone and existing unused permissions the local plan does not support any further housing development. Existing permissions are held by two building companies. Housing classified as affordable generally isn't for those on low pay.

Tidal Flooding – Skegness is at significant risk from tidal flooding with existing sea defence life being reduced by rising sea levels caused by global warming.

It is believed by this Council that these challenges are common to other seaside towns and that they have persisted over many years and are getting progressively worse.

**2.** No, this Council believes there is a lack of robust analysis of the economic and social health and vitality of seaside towns. The majority of research conducted for this area covers the whole of East Lindsey which is a large area

consisting of affluent towns and countryside villages, along with more deprived areas consisting of declining market towns and the coastal strip. This Council when completing a major funding application could find little research specifically on Skegness or surrounding coastal towns and finds that a lot of the research available is out of date. Grant funders want to see this research as evidence of need and in its absence applications are more likely to be declined, frustrating potential investment.

This Town Council wrote to the local planning inspectors in January 2018 regarding the evidence base for the local plan with concern that the evidence base is out of date or lacking and that the plan itself was not robust enough and lacked ambition and strategic thinking.

Consultation for the Neighbourhood Development Plan (NDP), identified the following areas where further evidence is required:

- Evidence on number of HMOs within the town and their perceived expansion
- Local heritage listings
- Need for further health care facilities
- Provision for utilities to increase capacity for the town, in particular water.
- Evidence which considers the demand for a commercial leisure destination; demand locally and interest from the market.
- Flood risk, further detail to identify how flood risk can be mitigated in areas which could come forward for new development
- Alternative methods to increase the delivery of affordable housing
- Local housing need survey, in particular assessing affordable housing needs
- The need for a Western Relief Road (A52 to A158)
- The need for higher education facilities and interest in the education sector to expand provision into Skegness
- Market sector analysis of economy
- Demand for and impact of caravan parks on Skegness

**3.** Public consultation suggests that the town is affected by the nature of its housing stock and that it is not providing suitable and affordable accommodation, there is a perception that an increase in HMO's results in a drop of housing value and an increase in anti-social behaviour.  It is not possible to evidence this due to the lack of research around these issues. Tighter controls within government planning policy could help to address this and prevent developers from holding planning permissions and not building.

**4.** Yes, extra pressure is put on the town's road and rail network, education and health services, there are a high number of temporary residents that do not seem to be taken into account when funding decisions are made. It is

suspected that there is a considerable "off radar" residency, with people living on non-residential caravan parks for most of the year and then moving into B&B accommodation when parks are closed.

Skegness Town Council supports the fairer funding campaign for Lincolnshire. https://www.lincolnshire.gov.uk/a-fairer-funding-deal-for-lincolnshire/131671.article

**5.** Yes, poor transport networks present a barrier for economic growth and commuting.  Investment in the road and rail infrastructure is needed to promote industry growth and create skilled employment opportunities.  The NDP Steering group suggested a transport hub is needed to promote investment, economic development and job opportunities.

Digital connectivity is acceptable in major centers of population, but much of the coastal strip and adjacent hinterland comprises small villages and hamlets which either have no coverage or very poor coverage unsuitable to support businesses increasingly reliant on an on-line presence. The cost of providing traditional infrastructure to these areas is not economically justifiable for the digital suppliers. Therefore, universal connectivity will need to be either supported by government funding or there will need to be legislative changes to force infrastructure providers to install in non-profitable areas.

**6**. Skegness Town Council has had an unsuccessful Coastal Communities Fund (CCF) application but has witnessed the positive impact on other coastal Towns where CCF funding and other funding streams have been forthcoming. Tourism is essential to the town and some success in extending the season has been seen through the Lincolnshire Coastal Destination Business Improvement District although this is still in its infancy.

The Council does not believe that enough attention is being given to the potential contribution that could be made by other sectors and would welcome any support and investment to explore this and diversify the offer of Seaside towns.  Better working partnerships between authorities and support to Town and Parishes to attract locally targeted funding is needed for further regeneration.

**7.** Better working partnerships between authorities and support to Town and Parishes to attract funding is needed to encourage further regeneration.  A lack of officer resource in County and District authorities, due to funding pressures, is resulting in less engagement with Town and Parish Councils who

understand local needs.  Asset transfer needs to be made easier with national guidelines and assistance for Town and Parish Councils, rather than this being developed ad-hoc, inconsistently and as a result at a higher cost.

**8.** Skegness Town Council's (STC) Business Plan theme is **"*Taking Control Taking Responsibility*"**. This refers to the Council's ambition to step up, using the powers under the Localism Act to take more responsibility for those areas important to the residents of Skegness and to the local community. This Council has already taken on the responsibility for cutting more than 130,000 m$^2$ of grass verges and is in the process of developing a Neighbourhood Development Plan.  The Council is also working on a project to regenerate the center of the Town by replacing the derelict Pavilion building in Tower Gardens and take over the management of the gardens and other assets in the Town to improve the area.

The Environment Agency is sometimes seen as a block to economic development in the area, the government needs to review its coastal defence strategy to ensure it supports sustainable growth.  Further government investment and support from relevant organisations is needed as a catalyst to deliver and build on these initiatives, attract further investment and to make the most of the local capacity and energy to drive change.

**9.** Business need support with training and developing year-round trade, they also need confidence that any investments will be fruitful in delivering a satisfactory return. As previously identified many businesses need supportive infrastructure whether transport or digital to consider investing in non-tourism industries. In the retail sector, high rents and business rates are crippling many remaining retail businesses. Changes in regulation to encourage lower business rents and to discourage landlords from leaving premises empty could help develop new high street offerings. Government should also consider the change in the retail habits of shoppers and whether business rate levels should be adjusted to create a more level playing field between on-line and traditional retailers.

**10.** Skegness lacks higher and further education provision.  Education levels of the permanent resident population is low. Positive change would be promoted by providing higher and further education opportunities for example a specialist leisure training facility or national training academy.

**11.** Skegness is a popular resort for people to retire to.  People with health and mobility issues are attracted to the area due to the sea air and flat terrain.  Skegness has deprived areas and due to this sees a higher

prevalence in smoking rates and related diseases, along with mental health and wellbeing issues and addictions.  Targeted interventions to promote education and aspirations, health and wellbeing and addiction recovery, along with initiatives to reduce social isolation would help to address these issues. However, the underlying issues will only be permanently tackled by raising aspirations, income levels and education.

**12.** CCF funding is desperately needed in Skegness, improvements can be seen in other towns that have had significant CCF and other funding which then in turn creates a confidence in the area which attracts further investment. Skegness Town Council had an unsuccessful £3.7 million CCF bid in 2017. There is an impression that once external funding is initially obtained it is easier to attract further funding as track record has been established and all the supporting background evidence for applications is in situ. Further targeted interventions and funding from the Government is desperately needed in Skegness to tackle the issues it faces.

**13.** A cohesive and supported vision is difficult to achieve. There is no single corporate entity responsible and held accountable.  Skegness Town Council is developing its own Neighbourhood Development Plan and has its own Business Plan. The LCDIB has a vision for the coastal strip. ELDC has a vision for East Lindsey. LCC has a vision for Lincolnshire. The Local Enterprise Partnership has a regional view and many other organisations have their own plans and strategies. However, these don't necessarily support each other and whilst they all might include Skegness the vast majority are not specific to the Town. Wider ranged plans are watered down by County or Regional priorities which tend to focus on major towns and cities.  Further work is needed to develop a long-term cohesive vision that is supported by all authorities and organisations in the area.  Government should support this by ensuring there is a duty to undertake this work and should provide authorities with the necessary resources to engage and support their local councils more robustly and effectively.

**14.** Business Rate relief or revaluation to reflect the rapidly changing retail sector. Grant funding to recognise the disproportionate impact high levels of Council Tax benefit has on local council funding. VAT relief for tourism related goods and services could be provided along with other incentives to attract investment and economic development.

**15.** Local people and communities should play as big a role as possible but need support, due to the deprivation in the area whilst there is a willingness there is sometimes a lack of knowledge, skill and expertise to successfully get projects off the ground and make successful funding applications. Town and

Parish Councils are uniquely placed to work towards regeneration of seaside towns but need the resources to support this that does not place further burden on the deprived area. Specific grants available over a 3 to 5 year period could provide the necessary seeding to get groups established, mobilised and sustainable. Improved engagement, support, capacity and resource is needed for authorities to successfully work together on projects, plans and visions that are collaborated on right from the start.

**16.** Cornwall seems to have created an environment where Local Councils work closely with other authorities with a shift in local service delivery and have been successful in attracting EU funding. There has been considerable support from Cornwall Council and what appears at least from outside, to be a close working relationship. Cornwall appears to have been successful in attracting grant funding for development both for initial schemes and subsequently for successive additional developments.  Funding is needed in this area to put the necessary resources and networks in place to enable the area to attract larger scale funding.

Authors: Mr S Larner, Town Clerk and Mrs K Ford, Deputy Town Clerk

On Behalf of: Skegness Town Council

# Mr Robert Sissons – written evidence (RST0001)

I believe that tourism and attracting day visitors to seaside towns is being held back by transport problems – whether travelling by private car or public transport.

1) Travel by Train

i) Many British families going to the seaside do so on the spur of the moment, if it's a sunny day, or if good weather is forecast the day before. Since privatisation, most rail companies have charged ridiculously high fares for rail journeys booked on the day, whilst often offering ludicrously cheap fares for journeys booked months ahead. Special 'walk-on' fares to seaside towns, available on the day of travel, would assuredly bring extra revenue.

ii) Many seaside branch lines were closed during the Beeching era. Some of these could be brought back into service with relatively little work. The Swanage and West Somerset preserved lines could host far more through trains from London termini than they currently do, bringing passengers to Swanage and Minehead. Relaying just three miles of track from Dungeness would link the expanding Kent towns of Lydd, New Romney and Littlestone-on-Sea to the national network. In the longer term, the re-opening of the Uckfield – Lewes line and the old Somerset & Dorset Railway could relieve the congestion on the main lines to Brighton and Bournemouth, two of our most popular seaside towns.

2) Travel by Private Car

Car parking fees at many UK seaside towns are ridiculously expensive, and many car parking spaces have been lost to general motorists. I recently paid £7 to park in Ramsgate. In Folkestone, many streets near the seafront, where parking was free just a few years ago, either now have metered parking or are reserved for local residents. In Hastings a whole long stretch of parking bays along the seafront, formerly free to all, are now reserved for disabled motorists, which is fine in principle, but I have driven through the town lots of times and have yet to see a single car parked there! All this means that private motorists often avoid seaside towns and find a quiet place outside the town to park and go to the beach, after stocking up on food and drink at a local out-of-town shopping centre. So lots of revenue is lost to the seaside towns!

I would urge parking charges to be dropped wherever possible. If this is not possible, please could seaside towns have the sort of car park where you collect a ticket on the way in, and pay on the way out (as at most

airports)?  Many people driving to the seaside don't know hos long they will be – Aunty Agatha may be stung by a jellyfish, it may start raining, the kids may see an advertisement for an attraction outside the town and demand to be taken there… It is senseless to have to put money in a meter before parking and guess how long you want to be! Nobody wants to pay £7 and then find they only stay half-an-hour, and nobody wants to rush back to the car park from the beach to feed the meter because they've decided to stay longer than planned.

# Snettisham Parish Council – written evidence (RST0003)

Council is always keen to respond to consultation, and I have been authorised to write as follows:

**Background:**
Snettisham is a village in NW Norfolk with a population around 2,700 Though the centre of the Village is 4km inland, there is a smaller settlement nearer the coast, and several hundred caravans and beach homes – with various occupancy – and a shoreline of 6km within the Parish boundary. Though still very much a rural village, we rely on tourism for much of our income. There is a significant, and growing, second-home issue in the Village – though not as high as some neighbouring parishes, this is creeping along the coast. It is an issue we have attempted to address in our Neighbourhood Plan, which is in its final stages prior to referendum.

**Responses to listed points:**

**1**
Housing & Employment – the desire to retire to the coast causes issues with services related to health; we have a high proportion of over 65s, yet our medical provision is limited. There is always concern that development of housing is not matched by improvements in other infrastructure, and residents do not understand how the provision of e.g. medical services seems to be governed by commercial consideration after the event, rather than strategic planning prior to large numbers of additional residents arriving. This also applies to transport etc. Those wishing to have a holiday home put pressure on house prices, making it difficult for locals to get on the housing ladder, doubly so since many local jobs are poorly paid, being in the (often seasonal) service sector.
As coastal communities are inevitably restrained on one side, larger distances are involved in commuting, and transport tends to be parallel to the coast – the hinterland can become cut off, and car use essential – again young people can find getting to employment difficult, even if they can find a job.

**2**
We are aware that research had been carried out on seaside towns, and help has been provided. However, this seems to have been focused on places regarded as "resorts". Locally we have Hunstanton, where large sums are being spent on such analysis; this is leading to investment by national and district bodies. However, those villages without the traditional promenade and "bucket and spade" base are definitely poor relations, in both research and investment. This is increasingly resented, as what such villages offer is a significant part of the huge Norfolk tourist economy, and can continue year round, unlike the family holiday resort.

**3**
We do not have specific problems with the nature of housing stock, though affordable housing can be a problem. Small villages tend to get smaller developments, and, as a result, contributions towards affordable housing are often in cash, and used in the larger towns in the district. New housing is therefore unaffordable but the solution is not within the local community – this

leads to a drain of younger people, and difficulty filling seasonal posts. Housing stock designed for the second home market is not always best suited to local needs, even if locals could afford it.

**4**

Transience is less of a problem for our own village as we have a more year-round pattern of visits, given the wildlife etc. in the parish. Other local communities are not as fortunate.

**5**

There are still massive issues with mobile telephony, and, with the increase in services provided online, this is certainly holding back development. Transport is a perennial problem – while we have long appreciated that some parts of the year are going to be busy, our local A149 road is now suffering year-round. Further, road spending around the hub of King's Lynn needs to be improved to allowing freer-flowing traffic around it, and prevent local services locking up – due to the lack of alternatives, a single accident can actually cause traffic meltdown. All our main access roads are being continually disrupted with roundabouts, which are rarely a solution. We are increasingly hearing that people will not return because of the difficulty of getting here, a concern given the nature of the economy.

**6**

We are not aware of any encouragement for the tourism agenda in our own village, with the exception of some interest from Norfolk CC in working with us on footpaths. We believe more could be done to help communities which do not have the pull of major resorts; there is understandable resistance to residents' precepts paying for services for the visitors (e.g. we have no lavatories at the Beach).

**7-9**

We are not aware of tools and resources being provided to help us. Rather, more and more constraints seem to be being imposed. E.g. there is an area of our Village, near the Beach and at risk from tidal flooding, where housing stock is poor. Residents seeking permission to improve dwellings, including safety improvements, lose occupancy rights – this discourages such work, and so, ironically, rules intended to increase public safety actually make people less safe.
Regeneration of an area requires a mix of demographics – as indicated previously encouragement of this is not really evident – quite the reverse in many cases.
Local businesses require staff and the ability to get from a to b. As indicated, this is becoming increasingly difficult. Hence business becomes more focused on the holiday trade, and more vulnerable.

**10**

We are not large enough to have a secondary school in the Village. Our local one (Hunstanton) has recently lost its sixth form, and 16-18 year olds now have to travel into Lynn. This is not sustainable in planning terms, and is increasingly difficult due to congestion referred to above. It also has a knock-on effect that it makes good staff less likely to move to an area if they cannot have sixth-form teaching. Our local primary school has recently improved, due to increased

spending – this has encouraged parents to regard it as viable, and numbers have gone up – a virtuous circle.

## 11
As a Parish Council, we are not aware of specific health issues. What we do understand is the lack of provision, and the problems for GPs relating to a higher proportion of older people – this is another matter which has been quoted in relation to the difficulty of attracting doctors. In all three local surgeries, waiting lists are at maximum.

## 12-14
Coastal Community funding reaches only those larger resorts, as above. Suggestions of "vision" and allowing government departments etc. to work on our behalf are simply inappropriate. We do not need Whitehall advising us. There is sufficient intent to achieve things locally, <u>with help</u> – this should be in the form of funding which is easy to apply for and which can then be controlled and directed locally.

## 15-16
Given the small sizes of our communities it is vital to have public engagement and support. In the main we achieve this, but there is a resistance to getting involved as people generally have become more inclined to feel that they cannot make a difference. There are examples of good practice and co-operative working, but it must be observed these are often focused on a few individuals pulling together and having the determination and persistence to push a project through. Structures often prevent this, so flexibility of approach should be encouraged.

From the above, areas we would like see a focus on:
- Specific policies to discourage excessive second-home ownership – this cannot be left to Neighbourhood Plans alone.
- Anything which can help remove mobile phone black-spots – co-ordination between suppliers etc. would really help. It is unacceptable to be reading about funding for 5G in much of the country when locals cannot even make a phone call here.
- Dualling the A47 to the Midlands, including around King's Lynn, with free-flow junctions the norm.
- Being careful to consider the unintended consequences of legislation, as with occupancy rights.
- Focus indeed on the strengths of coastal communities such as tourism, but ensure that this is not to the detriment of other commercial activity which can operate year-round, and is not weather-dependent.
- Encourage professional people to move to the coast; stress lifestyle gains. Many of our problems relate to the unwillingness of those in medicine or education etc. to consider living and working here.
- Actually delivering on the idea of localism; allow communities to seek assistance for projects developed locally, rather than imposing ideas developed elsewhere, and which continually change according to political agendas.
- Anything which can be done to make people feel empowered would be of benefit; we know many new policies have to measure their effects on

listed criteria (human rights, equalities) – perhaps how local people are empowered should be added to these.

Finally, we have recently spent much time here on one issue. We are an" at-risk" area for coastal flooding. A suggestion was made that we should help with funding sea-defences locally.

Without going into enormous detail, this raised several issues:
- The coastal defences are a national resource, and should be funded nationally as with other infrastructure – we pay for motorways and HS2 through our taxes, yet will derive little or no benefit from them.
- No consideration was given to how this might work at a local level – in fact there was even a question as to whether it was legal; bizarrely the Department recommended parishes get their own legal opinions….
- The multiplicity of agencies involved meant that no actual savings would be made – in fact, there would be massively increased administrative costs, but of course this would never actually show up, spread as it would be across so many levels of government!
- The fact that individual parishes were requested to do this was nonsense – the fact is that flooding does not respect parish boundaries. Inland parishes which were not themselves flooded would still suffer if road and other communications were cut.
- It was another example of a "good idea" in Whitehall actually being absurd on the ground, yet no one bothered to check.

Finally, we appreciate the opportunity to comment on these matters, on which I have only been able to touch briefly. We are more than happy to host a visit or answer questions from any of your Committee.

Simon Bower
Parish Clerk
9/8/18, by email

# South Tyneside Council – written evidence (RST0033)

## SUMMARY

- South Shields is a coastal town in North East England
- With the River Tyne to the north and North Sea to the east, South Shields is on a peninsula and has a reduced catchment area of 90 degrees (rather than 360 degrees in places like Newcastle upon Tyne)
- The town has a strong industrial past, those industries have now declined, contributing also to a decline in the town centre high street offer, which has been exacerbated by the consolidation of retailers to Newcastle upon Tyne and Gateshead Metro Centre as well as competition from on line retail
- The Borough has above average unemployment and reliance on benefits, similar to many similar post-industrial towns
- The focus is now on new economic sectors such as Advanced Manufacturing as well as tourism and capitalising on the stunning coast line and worldwide audience watching the Great North Run which finishes in South Shields
- The town benefits from good connectivity and is currently investing heavily in transport infrastructure
- Economic viability of economic regeneration schemes has in the past been heavily reliant on grant funding. Despite economic challenges the Council is still progressing and delivering an ambitious programme of improvements to benefit its residents, businesses and visitors
- The South Shields town centre 365 regeneration has seen the opening of The National Centre for the Written Word (The Word) in 2016, a stunning new building that has won 19 national and regional awards
- South Tyneside Council is progressing the regionally important International Advanced Manufacturing Park (IAMP) in partnership with Sunderland City Council adjacent to Nissan UK
- There is scope to deliver further effective projects through further grant funding, a fund for  Business Rates assistance and a fund to de-risk unviable sites  for development by the private sector
- The Council has a strong track record of working with communities and businesses through the various forums, boards and groups it has established

## Introduction

1. South Shields is a coastal town within the Borough of South Tyneside in the North East of England and is approximately 10 miles east of Newcastle upon Tyne and 9 miles north of Sunderland. (see Appendix 1)

2. South Tyneside also comprises the towns of Jarrow, 3 miles to the west, Hebburn 4 miles to the west (both on the edge of the river Tyne) and also the smaller outlying settlements of Whitburn, Cleadon and East and West Boldon which are located towards the south of the Borough, interspersed with pockets of open countryside. (see Appendix 2)

3. South Shields and the wider Borough was traditionally well known for shipbuilding, coal and heavy industry , however over time as these sectors have declined the Borough has become more reliant on tourism, manufacturing, port related activities, offshore, healthcare and other service based industries.

4. South Shields fulfilled many roles in the past and has always been an active seaside destination. Therefore when riverside industry and coal mining, the main source of wealth and prosperity in the town, started to decline the town had to be flexible and maximise its beaches and promote its leisure sector. This is similar to many seaside towns across the country. (see Appendices 3 & 4)

5. Connectivity - Public transport
   • The Borough benefits from good public transport infrastructure, with a network of bus routes providing frequent services connecting residents to destinations throughout Tyne & Wear.
   • In terms of rail access, the Tyne and Wear Metro system serves the Borough with 10 stations providing access to the wider City Region, particularly Sunderland, Gateshead and Newcastle as well as Newcastle International Airport. The Tyne and Wear Metro system connects with the national rail network at Newcastle and Sunderland. (see Appendix 5)

6. Key road connections within the Borough include:
   • The A19 – a key strategic route connecting the Tyne and Wear City Region to Northumberland in the north and Sunderland, Durham, Hartlepool, Tees Valley and North Yorkshire in the south;
   • A194(M) – running south west to north east connecting the A1(M) at Washington to South Tyneside; and
   • A184 – running east to west connecting South Tyneside with Gateshead and connecting to the A167 to Newcastle City centre.(see Appendix 6)

## 7. The Issues

7.1 The regeneration of South Shields town centre as detailed in Q8 is a priority for the Council and intends to strengthen the links with recent investment at South Shields foreshore and riverside. Like many town centres, South Shields has seen a decline in expenditure and footfall over recent years. The reasons for this decline are varied and complex and include competition from other centres such as Newcastle upon Tyne, Gateshead Metro Centre and Sunderland, the rise of internet shopping and the closure of some 'anchor' high street operators.

7.2 The historic seafront parks have, and are currently, benefitting from Heritage Lottery Funding to restore them to their former Victorian glory. The parks were originally provided for the people of South Shields by the Corporation and in an area of dense housing with few benefitting from gardens the parks are still a well-used resource for local people and for visitors.

7.3 Grant funding has been key to the upgrading of the foreshore promenades. The Coastal Communities Fund, Sea Change and the Environment Agency have all contributed to the fantastic offer South Shields promenades offer local people and visitors alike.

7.4 Additional investment is taking place at a major new Business Park in South Tyneside and Sunderland adjacent to Nissan UK known as IAMP - The International Advanced Manufacturing Park. This is further discussed in Q8 below.

7.5 South Shields is known around the world for hosting the finish of the Great North Run, the UK's biggest half marathon, each September.

7.6 South Tyneside Council has demonstrated it is resilient and ambitious, delivering high quality regeneration schemes and services in the backdrop of continued Central Government funding cuts.

*Q1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

8. The following list of challenges facing seaside town is not exhaustive and South Shields does face all of these challenges;

   **8.1 Employment opportunities and investment**
   Data from the Business and Employment Survey (BRES) indicates that in 2016 there were approximately 42,600 employment jobs in South Tyneside, compared to 43,000 in 2009.

   **8.2 Above average unemployment**
   The unemployment rate in South Tyneside at 6.5% is higher than the regional average (5.5%) and the national average (4.3%). (source: NOMIS)

   **8.3 Access to healthcare**
   Many doctors and dentist surgeries in South Tyneside are oversubscribed with waiting lists for appointments. The local Primary Care Trust is facing difficulties in recruiting new health professionals to the Borough.

   **8.4 Access to good or outstanding schools or colleges**
   Further detailed in Q10 below.
   South Tyneside has been successful in improving education outcomes beyond its demographic base.
   Just below half (48.2%) of the Borough's residents hold NVQ level 3 or above qualifications, compared to a North East average of 52.3% and national average of 56.9%. South Tyneside also contains a higher proportion of residents with no qualifications (10.0%) than both the regional (9.4%) and national (8.0%) averages.

   **8.5 Decent affordable housing**
   South Shields remains one of the least expensive parts of the North East to buy a house with recent indictors showing house prices have reduced. As such the Borough has affordable housing by way of houses that are affordable to buy. To improve quality further the Council is about to implement policies aimed at the private rented sector, including requiring all HMO's to be registered.

   **8.6 Being attractive beyond the tourist season**
   Occupying such a large area, in a peninsula format, the town centre links with the riverside and the foreshore. It is essential that year round activity and events draw visitors and footfall to the town in all weathers. The Councils regeneration proposals will attempt to address that through the

inclusion of a cinema and restaurants in the town centre adding to existing public and private sector investment at the foreshore and the new transport interchange. The South Shields town centre 365 regeneration promotes the town being open for business 365 days a year.

### 8.7 Extended tourist season revenue costs

At one time there were fixed visitor seasons along the seafront (principally Easter, bank holidays and the school summer holidays). Partly due to significant investment the Council has made in the public realm and other Council schemes such as Haven Point leisure centre and other private investment, which has also increased footfall, people are now visiting all year round.

Public expectations are that the seafront should be staffed, maintained and cleaned to the same standard as what is in place for "high season". This is not only challenging in terms of staffing but due to ongoing reductions in funding it puts a real pressure on cleansing budgets. During the summer people are also staying longer (not just leaving after 6 or 7pm) which again generates increased waste. The capital funding to improve the infrastructure results in increased footfall which in turn brings an ongoing maintenance liability which we are struggling to meet due to reduced funding. This includes the demand for the Beach Safety Services that are currently provided under contract by the RNLI Beach Lifeguards in the 'high season'.

### 8.8 High Street decline

Recent high profile retailer departures include Marks & Spencer, BHS, Mothercare, Poundland, HMV and Game as well as other regional or independent retailers. However budget retailers such as B&M and Boyer have recently moved into vacant premises.

### 8.9 Retailers able to afford business rates and rents

Footfall and retail spend needs to be sustainable to enable retailers to have viable businesses and be attracted to the town. There has been a period of adjustment through the increase of internet shopping and the like. The Council's '365 vision' seeks to address improved footfall and provide a better offer in South Shields. The Council owns very few retail units in South Shields and therefore has no influence to reduce either rent levels or business rates. Any reduction in business rates or incentives programme to attract new businesses would of course lead to a gap in the Council's budget and would need additional Government funding to bridge that gap.

### 8.10 Low wages & seasonal dependency

Wages of residents in South Tyneside are £469.00 gross per week, compared to the national average of £541.00, and are also lower than the North East average of £492.20. Improving wages would have a direct impact on the local economy.

### 8.11 Migration of young talented people to other areas

The Borough faces a challenge in retaining well qualified and skilled workers, who were born and educated in the Borough and encourage them to remain in the Borough rather than relocating to other Cities to seek well

paid employment after higher education. The IAMP project detailed at Q8 together with the Council's Corporate Strategy seeks to address that skills migration.

### 8.12 Ageing population

The Borough's population aged over 65 is growing and working age population is shrinking.

### 8.13 Reliance on benefits

3.3% of South Tyneside residents are in receipt of Job Seekers Allowance, compared to the national average of 1.1% and the North East average of 2.1%.

### 8.14 Competition from other locations

Neighbouring local authorities have looked to increase footfall by promotion of competing events and activities. South Tyneside Council has gone from having an unchallenged events and free concerts programme, to competing with the private and public sector across the region for visitors, this competition in turn has increased artists fees given additional demand of acts in a saturated regional festivals and events programme.

### 8.16 Public Sector Funding reductions

South Tyneside has been hit very hard by Government Local Authority allocation cuts. The Council now has 54% less to spend than in 2010. Funding has been reduced from £191m in 2010 to a projected £124m in the coming year.  Since 2010 the Council has become leaner and more efficient, making £156m of efficiency savings and has shrunk its workforce. The tourism marketing budget for example has reduced by 40%, yet the Council is still performing highly in many key areas.  These budget cuts impact a number of areas including revenue for maintenance of assets and facilities, regeneration and delivery of statutory services.  With an aging population, Adult Social Care costs are increasing, putting further pressure on other budgets across the authority.

### 8.17 Reduction in grant funding

South Tyneside's projects and attractions have relied on grant funding in the past which has made a significant contribution to capital projects. That funding is a tangible benefit to bring forward projects and schemes that would otherwise not have been viable. The Council would like to see further funding to contribute towards a more positive outlook for the Borough and the region.

### 8.18 Coastal erosion

The Council working in partnership with the Environment Agency, Natural England and the National Trust has undertaken significant coastal defence work in the last decade. Further sympathetic repair works will be required in the future to ensure the South Shields coastline is protected for future generations to enjoy.

*Q2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main*

*conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

9.  Using 2017 NOMIS report figures; the population of South Shields is 75,337 and the population of the whole Borough of South Tyneside is 149,400, of which 93,700 are of working age.

10. The working age population of South Tyneside has declined in recent years.  In 2016, the number of working age residents within the Borough totalled 93,700, compared to 94,400 in 2006.  This represents a decline in working age residents, of 0.8%.

11. Unemployment in South Tyneside and residents in receipt of Job Seekers allowance, are both higher than the regional and national average as stated above in Q1.

12. The latest STEAM figures provide the following analysis of South Shields;
    - 69.4 tourist days in 2017 compared to 62.4 in 2009
    - 6.34m visitors in 2017 compared to 5.68m in 2009
    - 94% of the 6.34m visitors in 2017 were day visitors
    - Tourism supported 2,954 FTE direct employment in 2017 compared to 2,657 in 2009
    - Direct expenditure by tourists in 2017 was £228.54m compared to £162.55m in 2009
    - There are 1,887 all accommodation type beds in South Shields, 128 less than in 2009.

13. The increase in tourist numbers and direct expenditure is in part due to the South Tyneside Summer Festival programme as well as the opening of The Word (Phase 1 of the South Shields 365 Town Centre vision – discussed in Q8) and other town centre improvements.

14. In recent visitor satisfaction surveys the main area of improvement identified by day visitors was an increased number of  free car parking spaces and also more public WC's; both of which are directly related to budget pressures on the Council.

*Q3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?*

15. In terms of housing there remains a mixture of old, terrace, often former B&B accommodation close to the seafront. Some of that has either been converted into businesses or in many cases HMOs.

16. The town centre has a significantly higher proportion of private rented and poor quality accommodation with high repair problems. In areas of concentrated accommodation of this type there needs to be a greater incentive for accommodation to be invested in, particularly where there have been abandonment challenges.

17. There is a lack of private green space, due to the nature, type and age of the accommodation and car parking is often a major problem; this has a direct impact on health.

18. The closure of high streets with fewer amenities being accessible for these communities results in an even greater divide and health and wealth inequalities.

19. When new housing is built in or around South Shields these new developments have proven very popular with buyers and a popular place to live.

*Q4. Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?*

20. South Shields has a lack of economic mobility in its existing population rather than population transience experienced in other places, however it is still faced with a seasonal increase in workers moving to the town in the traditional tourist season.

21. On occasion there can be conflict between permanent residents and tourists in high season in terms of parking, congestion, general cleanliness and anti-social behaviour.

*Q5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?*

22. Seaside towns by virtue of their location on the coast are the 'end of the line' in terms of transport; visitors do not simply pass through. Therefore it needs to be as easy as possible to get there with a quality visitor offer at the end of the journey (the new transport interchange seeks to improve this sense of arrival). The same requirements apply to inward investment and retaining quality businesses (such as Barbour) in the town.

23. In addition to good Metro (light rail) and road network links to South Shields, the Council is also bringing forward a highways project known as the 'strategic western gateway' which is a £15m scheme linking the A19 trunk road with significant junction improvements through to South Shields town centre. This project is partly in response to Nissan UK at Sunderland increasing their investment at the Port of Tyne and requiring improved journey times. It also aims to unlock a further 10.45ha of riverside development land for housing and business use at Holborn Riverside (the Councils next major regeneration project) as well as improve connectivity to existing business parks and industrial estates.

24. Adding to public transport and good accessibility from the strategic road network, the Council has an extensive provision of cycling routes and walking routes that offer good connectivity between the town centre and foreshore

areas for sustainable transport users. These links are then connected to a series of National Cycle Routes which provide connectivity across the North East region.

25. Whilst the Council has secured external funding for large scale infrastructure schemes, we are aware of significant funding shortfalls (£70m) for maintaining the highway asset (roads, bridges, footpaths) across the Council. It would seem that traditional transport funding sources are being reduced, so the Council would ask Government to look at these shortfalls and increase funding to improve the highway network.

26. South Tyneside Council has invested significant funds, along with other North East Local Authorities, to roll out superfast broadband across the Borough. In April 2018 coverage stood at 98.6% and this will increase to 99.1% by December 2018, making South Tyneside one of the best connected locations in the country.

27. The Council is currently preparing an application to the Local Full Fibre Network Programme to enable Gigabit connectivity across the Borough.

28. Tourism industry has lots of SMEs. There is potentially a need to help these businesses embrace technology and use the likes of their own website to sell their business more.  There is the opportunity for a government initiative looking specifically at this area. The same applies for App development for town centre businesses to capture new business visitors from enquiries e.g. coffee shops and amusements.

29. Signage in parts of South Shields requires further improvement to connect tourism businesses more. This will particularly help us encourage visitors from our popular seafront area to South Shields town centre. The Council has recently done a signage audit but needs funding to be able to implement.

*Q6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?*

30. It is important for South Tyneside Council to be pro-active in its initiatives and to focus on its overall offer to attract as many visitors as possible and ensure that the economy grows beyond that of the night-time economy, as this has significant adverse impacts on health and wellbeing. Options that promote growth beyond alcohol sales is a priority. The South Shields 365 town centre vision seeks to enhance the daytime, evening and family offer.

31. Building the economy and providing a rounded offer including access to the seaside and tourism areas linked with town centres which must provide a more experiential offer with the family offer being key.  High streets in most towns have suffered decline and in seaside towns this is no different, but tourists will come for a day out expecting a good seaside offer and a good town centre offer. Currently in South Shields the coastal offer outstrips the town centre offer for families and working towards a high quality offer for the town as a whole is key.

32. The reason the Council has been able to maintain the South Tyneside Festival (and to an extent wider event activity) despite year on year reductions in Council funding is the secondary spend it generates in the economy. In 2017

the Council estimates the figure was £2.476 million, bringing in around 20,000 visitors to each of the 4 free concerts.

*Q7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?*

33. Greater flexibility in applications for capital funding to invest in infrastructure would support the town's visitor offer and further enhance the foreshore's piers, promenades and parks.

34. Increased footfall in the town centre should have a positive effect on the coast – as well as vice versa.  To get visitors to return the Council must offer a wider experience – this is how the town is very much a day trip destination.  If families came to South Shields and realised that there was also a great town centre and riverside offer there would be greater dwell and stay times and spend in the local economy.   The Council is working hard to provide and maintain a rounded offer to attract as many people as possible to the town.

*Q8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

35. The location of South Shields has in many ways been its advantage, befitting from a peninsula location with both a major river frontage and beautiful sandy beaches. This has assisted the town in diversifying its economy over the years as the industrial river based industry has declined. Its location for tourists is an opportunity for the town going forward. The economic and social challenges South Shields has faced are similar to those of many post-industrial towns.

36. As per the introduction, South Tyneside Council has set out economic regeneration as a Council priority and has delivered, and is currently delivering, a number of ambitious regeneration projects.

37. In South Shields the 'South Shields 365 Town Centre Vision' is an economic regeneration scheme that will give confidence and confirm that South Shields is 'open for business' to residents, visitors and the private sector as a place to invest and generate wealth and opportunity.

38. South Shields has seen a decline in expenditure and footfall over recent years. The reasons for this decline are varied and complex and include competition from other centres such as Newcastle upon Tyne, Gateshead Metro Centre and Sunderland, the rise of internet shopping , the closure of some 'anchor' high street operators and dilapidated retail premises lacking the flexibility required by operators.

39. Based on 2012 CACI figures, South Shields retains only 3.7% of its potential expenditure (unchanged since 2012). This means that for every £100 spent by a resident of South Shields, only £3.70 is spent within the town centre. Approximately £50 is spent at other regional shopping centres but there is also

considerable leakage (3.6%) to Silverlink at North Tyneside which has been made more accessible since the opening of the second Tyne tunnel. Capturing this leakage is essential to help boost the South Tyneside economy.

40. For a town centre to be a commercially viable and sustainable proposition, it needs to be retaining at least 10% of its residents' expenditure. In order to achieve this in South Shields, it is necessary to grow the leisure and retail offer to attract greater visitor numbers and capture a gap in the evening entertainment sector. It will also be important to re-configure elements of the town centre so that the visitor experience is enhanced, dwell times extended and expenditure increased.

41. In response to this the Council launched its ambitious £100m 'South Shields 365 Town Centre Vision' in January 2013. This articulated the Council's economic plan for growth within the town centre and includes a masterplan which identified key development sites. (see Appendix 7)

42. To deliver the objectives of sustained town centre growth the Council procured a development partner, Muse Developments Limited (part of Morgan Sindall Group PLC) in November 2013 to work with the Council.

43. Only by attracting grant funding from a number of sources, as well as its own borrowing, has South Tyneside Council been able to successfully deliver the first phases of its '365 vision' and put the foundations in place for the remainder of the South Shields 365 masterplan.

44. Growing the town centre through investment with the private sector will improve and expand the retail and leisure offer providing a first class visitor experience that will help ensure the town is a destination of choice for shopping, entertainment and eating out 365 days a year.

   44.1 Phase 1, which completed in 2016, comprised;
   - Construction of The Word – The National Centre for the Written Word; a new cultural attraction will attract visitors from the Borough and beyond. The new three-storey building on the towns market place celebrates the Borough's literary heritage, and is the home for North East writing talent.
   - The market place has been remodelled to provide a 21st Century public space, which retains its historic function and operates a regular market while creating new opportunities for the community.
   (see Appendices 8 & 9)


   44.2 Phase 2 comprises;
   - Significant property acquisitions and a Compulsory Purchase Order which was confirmed in June 2017
   - Relocation of Royal Mail sorting office and Crown Post Office
   - Property demolitions, completed in advance of construction works
   - Work to the new transport interchange started April 2018, comprising an integrated bus and metro station with large passenger concourse, shops, taxi stands and car parking

- Improved and realigned highway network, new public realm including public spaces and squares.
  (see Appendix 10)

44.3 Phase 3 due to commence in 2020 comprises;
- Phase 3 will bring forward new retail and family leisure opportunities in the heart of the town centre. It will provide modern trading floorplates that are attractive to private sector operators by virtue of their layout and configuration. This will complement the current town centre offer. It is proposed to bring forward circa 60,000sq.ft of new retail space together with a new 5/6 screen cinema as well as circa 30,000sq.ft of supporting leisure, In additional a new 300 space decked car park is proposed, which will provide parking close to the heart of the town centre and the new developments.
- This new retail and leisure offer will transform South Shields town centre with greater choice for shoppers leading to a more active town centre. It will also engender greater dwell time from residents and visitors and a much improved family leisure offer capturing economic activity after shop closing hours with the cinema and restaurant offers.

## 45. Promenade/foreshore

45.1 The Council's festival programme combined with the regeneration schemes it has led on (South Marine Park, Sandhaven Promenade, Littlehaven Promenade and now North Marine Park) have provided the confidence and increased footfall which has led to the following private sector funded schemes:
- The Dunes development
- The refurbishment of Sandhaven Caravan Park
- Purchase and restaurant conversion of Gandhi's temple
- Purchase and refurbishment of the 'Sundial' viewing platform
  (see Appendices 11, 12 & 13)

45.2 These are the larger schemes but there are many other smaller examples, e.g;
- South Marine Park new cafe
- Café refurbishments and new builds at Haven Point and Sandhaven

## 46. IAMP (Regionally significant / Borough wide project)

46.1 The International Advanced Manufacturing Park (IAMP) development seeks to expand upon the existing North East automotive manufacturing hub to enable a step change in South Tyneside and Sunderland's economic growth and continue the strong local track record of high quality, adaptable manufacturing. IAMP will develop a 150 hectare site, close to the A19 and A1, for a nationally significant and internationally respected location for advanced manufacturing and European-scale supply chain industries. It will be a planned and sustainable employment location that maximises links with Nissan UK and other high value automotive industries, including over 350,000m$^2$ of commercial space, set alongside new infrastructure and services.

46.2    The new development will not only create over 7,000 skilled jobs and unlock over £400 million of private sector investment; it will help underpin the continued success of the automotive and manufacturing sectors in the North East and across the UK. (see Appendix 14 & 15)

47. Major investment schemes such as South Shields 365 and IAMP and others discussed in this report are evidence of regeneration being a priority for South Tyneside Council.

*Q9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?*

48. Local businesses play an important role in delivering regeneration in seaside towns. Private sector investment has followed significant investment by the Council. Government and Local Authorities need to create the right environment to give confidence to the private sector to encourage investment.

*Q10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

49. South Tyneside has been successful in improving educational outcomes beyond its demographic base. This is evidenced by positive exam results and the proportion of schools rated as good or outstanding.

50. 45% increase in the proportion of local Primary and Secondary schools were rated 'Good' or 'Outstanding' by Ofsted between August 2010 and August 2017.

*Q11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

51. The main factors that lead to poor health outcomes relate back to the legacy of heavy industry along with broader social and income inequality. Until economic growth in the Borough is improved then there will be continued poor health outcomes, relative to other areas of the country. The Borough does have more issues relating to alcohol than other areas. It is not clear if this relates to South Tyneside being a coastal Borough.

*Q14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?*

52. A potential measure to 'support' the Councils' regeneration of South Shields as a viable business location would be Business Rates interventions. This would need to be directly funded by Central Government because Local Authorities such as South Tyneside, in an area of recognised deprivation, do not have the funding allocation or cash reserves to be able to afford to put schemes in place itself.

53. A fund available for the acquisition of redundant land and property along with costs associated for de-risking sites to enable development would greatly assist schemes that currently require public sector intervention. This funding would make sites more attractive to the private sector.

*Q15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?*

54. The Council helped to establish the Friends of North & South Marine Park and there were close working relationships when the Council had the park rangers with the local schools. This will be reinvigorated with the appointment of a new HLF funded Marine Parks Officer post in October 2018.

55. The Council has a Foreshore Steering Group, an Economic Regeneration Board and a Riverside Community Area Forum, all of which promote engagement with local community and business.

56. The Council is developing a Campaign called 'LoveSouthTyneside' which is about loving where you live.
There continues to be an active third sector in South Tyneside.

*Q16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required*?

57. The Council has established the Foreshore Steering Group and also established the Seafront Business Forum in South Shields. There is widespread support from local business for the events programme however more provided financial assistance via sponsorship from businesses would be welcomed.

Appendix 1 – Map of South Shields in context of region



Appendix 2 – Map of South Shields, Hebburn and Jarrow in context of region
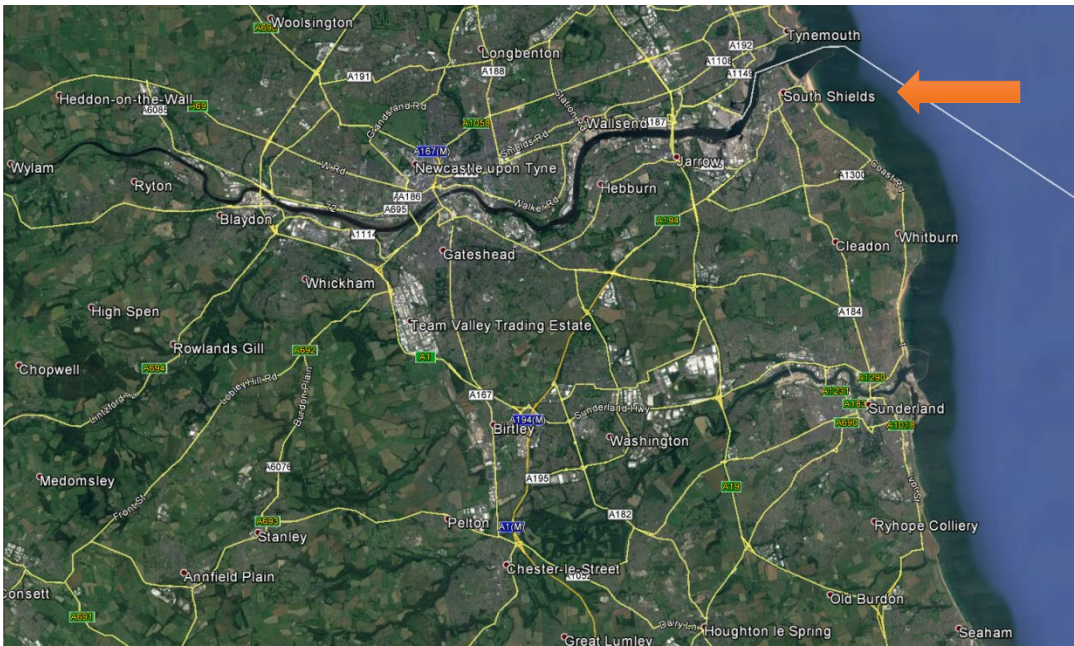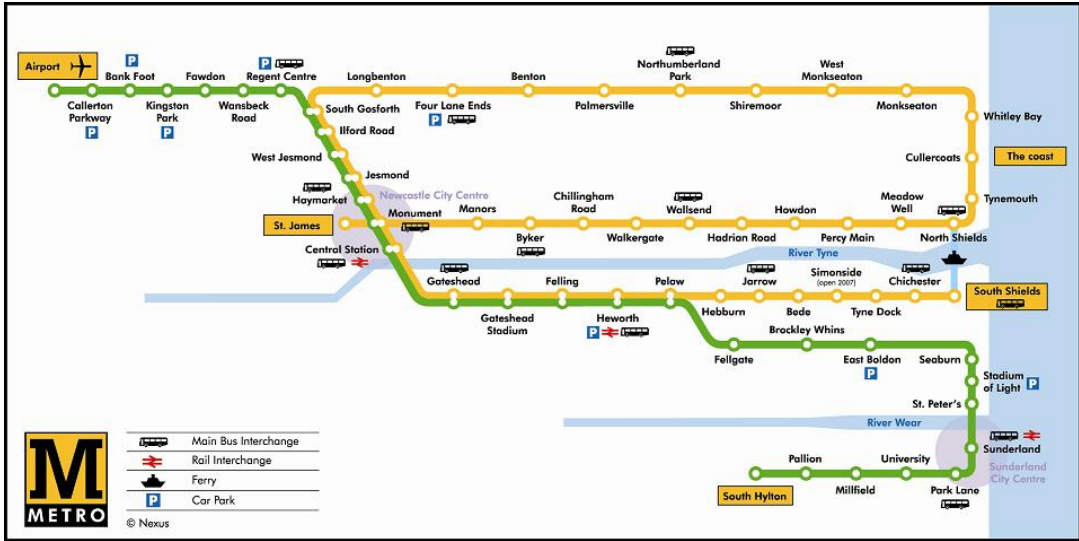
Appendix 3 – Map of South Shields



Aerial of South Shields peninsula
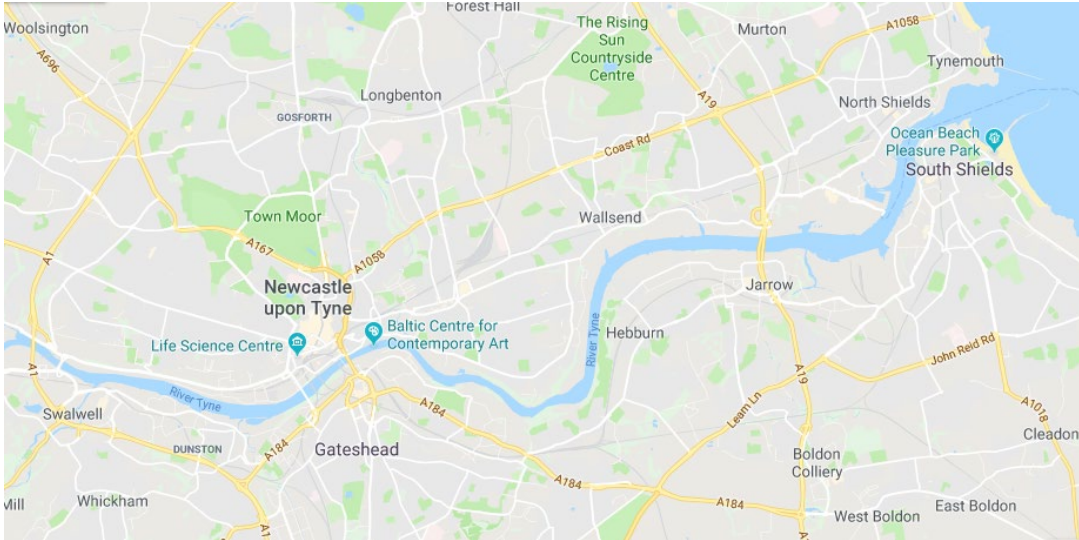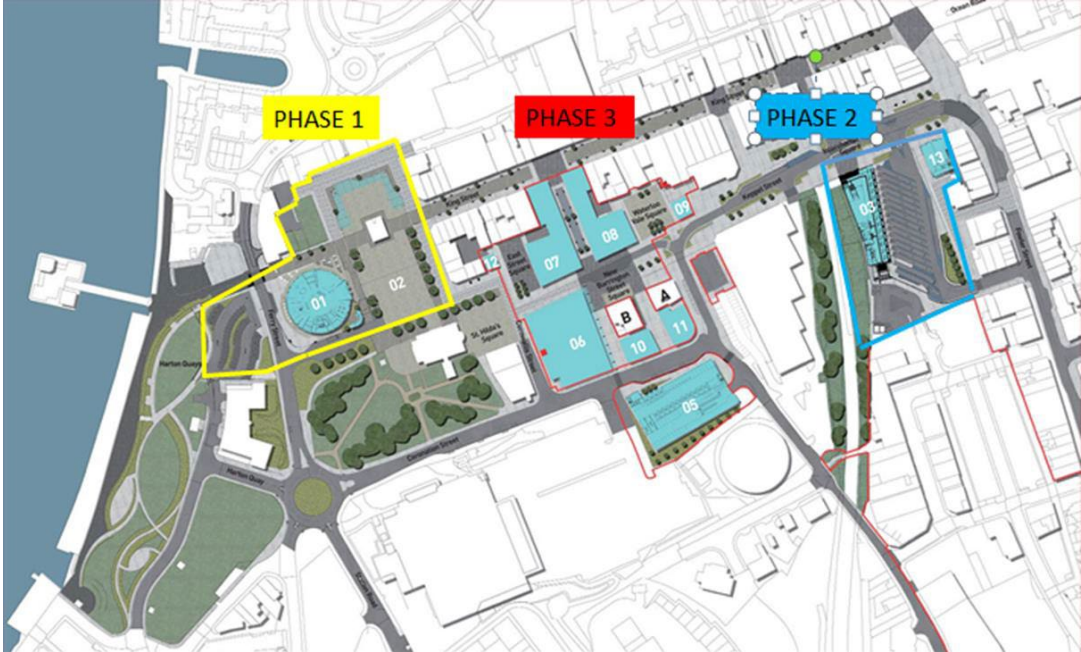
Appendix 4 – Aerial view of South Shields

## Appendix 5 – Metro Network



## Appendix 6 – Road Connectivity

Appendix 7 – South Shields 365 Masterplan

Appendix 8 – The Word

Appendix 9 – The Word (internal atrium)



Appendix 10 – South Shields Transport Interchange
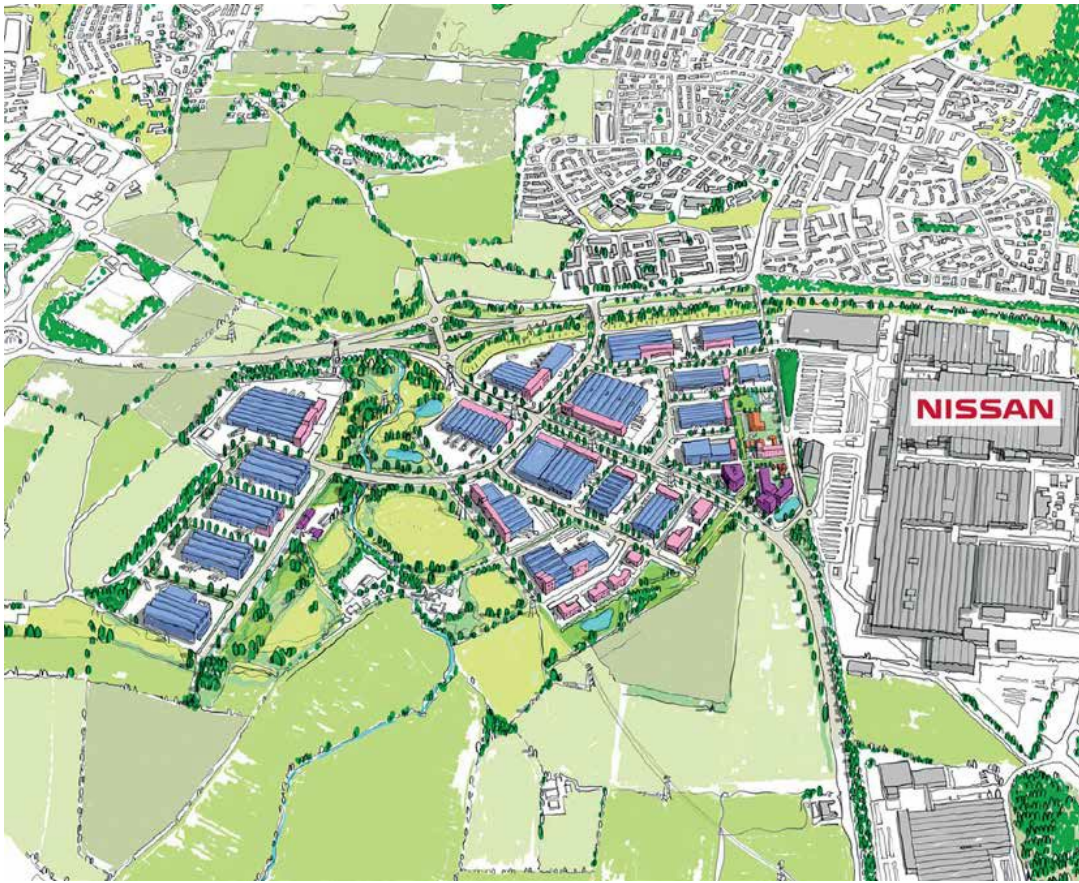
Appendix 11 - Foreshore Regeneration



Appendix 12 - Foreshore Regeneration



Appendix 13 - Foreshore Regeneration



Appendix 14 – International Advanced Manufacturing Park (IAMP)

Appendix 15 – International Advanced Manufacturing Park (IAMP)

# Southend Labour Group of Councillors – written evidence (RST0052)

Sea side and coastal communities have changed significantly in the last decades. Historic evidence is readily available to link decline, with holidays abroad, changes in leisure and shopping habits, transportation and more recently, technology.

The Political Leaders and business partners in coastal communities have struggled to keep pace with the expectations and aspirations of a new generation of visitors, as well as maintaining support for the established community.

Consequently, there is fundamental change in the way people visit, spend and experience these destinations. Conflict between leisure, corporate organisations, businesses, and civic planning objectives reveal a confused infrastructure, which struggles to balance and move forward, seemingly entrenched in the nostalgia of the past.

Modern communities struggle to have their vision accepted as a viable proposal, when 'the old' way of managing tourism and the economy is perceived as desirable. The desire for nostalgia seeps into policies which still need to regenerate for the future, particularly in Planning and Development. Sea side towns value their Victorian and Edwardian architecture, but fail to find a balance with the offerings of modern design. Government needs to design some type of planning and development initiative which sets out and supports a vision for connecting new design with existing buildings. Modern design does not need to be incongruous and could be encouraged by way of awards and grants for this purpose.

The visitor experience is often weighted against the lived experience of the resident. The resident community share amenity with the tourist. Far too frequently, residents do not get equal enjoyment of facilities and do not feel the positive impacts of the tourist and visitor economy. In many cases, residents are adversely affected economically and in health terms. Six million visitors to a town, mean impact on highways, hospitals and the environment.

Car parking costs, beach and street cleaning costs and the impact of traffic and pollution are directly affecting the resident community. Councils need assistance to deliver safer, greener routes, to be supported to bring in congestion charges as necessary and deliver reductions to residents. Better connectivity and ease on the road structure, to prevent engine idling at junctions, traffic lights and in jams, will have not only positive impact on air quality and the health of those who live everyday along the road network, but also the beach, plant life and water quality in the area.

Residents in this particular area, in the main destination zone have poor health outcomes. Unsuitable accommodation, low skills and low pay, all key factors in the majority of sea side towns, over generations have manifested into timebomb for a population with underlying health needs. The idyll of living a healthy life by the sea is not a reality  for them. Public Health need to look at

health inequalities in areas such as this, but in connection with more affluent DIRECT neighbours, sharing the same coastline, to address the underlying issues.

The shift to holidays abroad has seen former tourist accommodation being converted into new use. This often does not covert well and is often used for HMOs. Those that are not economically viable to convert are frequently purchased by developers and new tower block type flats are emerging, impacting on amenity of residential streets in the vicinity. Landbanking is also a grave concern and impacts negatively on Councils ability to build and regenerate as well as future planning. Councils need greater support to address this and time limit organisations who cause unsightly lots, especially in high profile areas. The localities in the central area, also cover the declining High Street. Tourists less frequently are choosing High Streets as shopping destinations. However, on busy, sunny holiday times, congestion and parking stress mean that neither residents nor tourists can actually access the shopping offers. Business rates need a greater degree of flexibility in Coastal Communities. Balance needs to be struck with planners and architects, along with the community to drive forward better models.Vacant shops and offices are being converted into flats, but, aside from the coastal amenity, they largely provide merely small and short term accommodation, not of the type required. The coastal town centre population cannot access the leisure offers, due to cost. The residents are likely to be low skilled and subject to low and seasonal pay. Single occupancy of small units leads to lack of interaction, isolation and inactivity.

Crime has seen a sharp rise, here, and it is an obvious solution to provide more funding for policing. The Night time economy in Sea Side towns and coastal communities is not comparable with that of towns and cities. The needs and characteristics require some specialist support to address the emerging CSE incidents, modern slavery and County Lines. The 'Daycation' offer of certain towns does little to protect the vulnerable, who can disappear into such locations. Intelligence led policing and a return to neighbourhood and community policing is the key.

There remains a draw to dwelling in coastal locations, but it is a polarised one and one which impacts on housing infrastructure. This community is close to London and is a desirable destination for those with the means to purchase the available family housing stock and who can continue to commute to their place of work. Local families are priced out. The location also draws those who are transient or seeking seasonal work and those who cannot be housed by London Boroughs. There is much speculation about the reasons for choosing this destination and the numbers doing so, but no effective measure to capture data, evidence and trends.

Historically, property and council tax and rents have been lower than in surrounding areas and this means that population growth is inevitable, but Local government finance has not kept pace. Despite a degree of gentrification and affluence, stress on GPservices, maternity services and school places, in a very restricted geographical area remains a significant problem. Government need to enable Councils to build the necessary infrastructure and support services, currently absent from Town Planning priorities. Furthermore, focus needs to be

on funding longterm regeneration in the face of longterm decline. Small, time limited and project focused allocations of money are all very well. However, the communities too frequently are bidding against neighbours. This shows that there is no cohesive strategy around Coastal Regions, which must be addressed. The Local Enterprise Partnerships and Regional Partnerships, often have a lone Coastal member as part of their membership. The distinct flavours and needs of a coastal community can vary significantly to those urban and rural neighbours, but they should not lose out due this.

The travel needs of young people in a coastal community can be less favourable than their peers in urban locations. Being adjacent to, or surrounded by water limits destination choices. This can impact hugely on secondary, further and higher education options or availability. Having selective schools negatively impacts further in this location. Once again, external affluence, children travelling from London constantly obtain school places, in an area of population growth. This is impacting hugely on infrastructure. The children coming from London are able to utilise their Underground subsidy and discounted rail fares. There is no consistent subsidy for young people across the travel offer in this region. Multiple bus companies charge full fares at different ages and different rates, despite raised participation age. Consequently, the 16+ cohorts are restricted to college or VI form places that they can afford to travel to. This does little to address the skills gaps emerging. Nor does it encourage a generation of public transport users. Subsidising transport and developing new transport networks would be a worthwhile and green investment. The digital business market is one which is emerging and not necessarily based in prime locations and routes. In order to keep businesses on board, the workforce needs to be able to get there. This is also vital in addressing the brain drain from this community. Despite having successful selective schools, a small percentage of those who attend grammar schools, return to live and work here. Businesses need to be offering the types of jobs and wages that are aspired to and Councils need to be advertising and promoting themselves as a location for those businesses.

Although technology is a real solution to some of the challenges in Coastal Communities, this should not be at the expense of other industries. The Arts should not be seen as a secondary offer for tourism and education. Communities are often well placed in terms of venues and should develop plans and partnerships with musicians and  artists etc across multi cultural lines. Councils need to have faith in their artists and localities, trusting them to procure funding and use it effectively. Arts funding from national sources should be of direct benefit to communities, rather than seeking external suppliers. Nurturing local talent really must be prioritised. The emerging cultural demographics of communities must also be used as a rich resource for stability as well as change.

Governments need to do more to ringfence funding to Coastal Communities and Sea Side towns, respecting that as well as homes, businesses and leisure for their resident population, they are a permanently open living museum and nature reserve. The population of these communities welcome the visitor, but cannot realistically shoulder some of the financial burdens indefinitely. Green strategies around travel and packaging, which help the nation, can impact more

on these types of community. Waste and pollution are such barriers to the health of the nation and the future of the planet. Coastal Communities carry greater burdens than other conurbations and are reliant on smaller revenue budgets to manage this.

We are an Island nation and our shores, beaches, cliffs, inlets and harbours define us. They are our inheritance and will be our legacy. It is important that the unique culture and needs of these communities is protected, nurtured and sustained.

# St. Anne's Town Council – written evidence (RST0085)

**Background and understanding**

> **Q1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

(1) The Challenges facing sea-side towns are often specific to the actual town but essentially revolves around its original purpose and birth. Fleetwood as a port, Blackpool as a tourist destination, St. Anne's as an idyllic 'garden town by the sea' refuge for the Lancastrian Mill owners in the heart of the County. The changes in circumstances across the decades are cumulative and have resulted in the situation we are in now. Generically they are common across all the seaside towns regardless of design. Broadly speaking we have populations that are geographically surrounded in part by water, creating its own sense of restrictions (mobility etc). We have seasonal economies built on short term bursts of increased turnover which influences labour controls and staffing conditions. We have an ever-increasing ageing population as the perception of a seaside retirement still relocates older people in, as a younger generation move out seeking inland employment.

(2) These challenges have persisted because in blunt terms larger problems have existed elsewhere and the focus was on short term issues and not on the long-term outcomes. Rail links have been stopped or removed, Transport networks have failed to contain the volumes of traffic that exist in those 'short bursts'. Sea links have ceased, and River/Estuary maintenance has literally dried up. The costs to set these elements right is costly as ongoing maintenance, but exponentially costlier when left alone to require a full repair. In the retail world the internet has played a significant role in the condition of the high street and it requires a paradigm change in thinking to reinvent the high street. St. Anne's is fortunate in many ways in comparison to its local neighbours of Blackpool and Fleetwood regarding social deprivation. The housing quotas are being met socially there is far less deprived areas within the town.

> **Q2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

(3) It is clear and apparent that there have been many detailed studies at all levels, many of which are perpetually available via download on the internet. The conclusions are repetitive and generally obvious. To the long-standing resident that has lived within a seaside community their whole life the reports state how things are and the circumstances that created the condition. The reports are of course required and are essential in understanding cause and effect, but rarely give solutions.

Solutions often require extra finance to be utilised in public realm areas and ongoing maintenance requirements. Finance that is depreciating at in increasing rate at Borough Council which in turn creates a domino effect through local councils and ultimately impacts everybody. Understanding the real needs of each seaside town specifically is what is needed and a clear unified direction from all levels of Councils, groups, partnerships, across all sectors is what will turn the tide to pardon the seaside pun.

## Housing and demographics

***Q3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?***

(4) The majority of former tourist accommodation is in various uses such as hotels with the original buildings being redeveloped. However, many of the nineteenth century luxury villas have been converted from private homes to HMOs. This has impacted upon the character of areas and has resulted in a rise in anti-social behaviour, roads lined with cars and some landlords being clearly 'absent'. During the production of St. Anne's Neighbourhood Plan great efforts were made to include policies to restrict the number of conversions from houses into HMOs. Despite best efforts, these policies had to be 'watered down' due to the lack of support in Government policy. Stronger support is needed from Government to stop large swathes of seaside town accommodation being converted into HMOs that are a detriment to any residential amenity of an area. In other words, more real support not just suggestions for licencing of these properties is needed; the town of St. Anne's is too small to financially support a licencing regime.

***Q4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?***

(5) People visit the seaside and consequently associate happiness with these holidays. Consequently, when people fall into difficulties (divorce, drug and alcohol misuse, homelessness) they are attracted to towns such as St. Anne's. With the ease of obtaining cheap HMO accommodation, this type of accommodation becomes very popular and more attractive to landlords. The same individuals who are attracted to live in HMOs (in part due to rental cost) are the same people who feel society has neglected them, so do not want to engage with community/society. If the standard of HMO style accommodation was improved and the community felt 'supported' that would be a place to start. As would a huge increase in the building of affordable homes. St. Anne's has one of the highest percentage of households living in flats, maisonettes and apartments (and in converted houses, HMOs) than anywhere else in the north west (including Blackpool).

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**Transport and connectivity**

> ***Q5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?***

(6) Public transport is primarily rail (stations at St. Anne's and Squires Gate with services to Blackpool South and Preston), and bus, the most frequent services being along Clifton Drive. The tram network in Blackpool, which has received EU funding via the SINTROPHER project but does not extend south towards St. Anne's. There is general concern regarding the frequency of trains, however, major improvements need to be made to the line to enable increased frequency. New housing development should be served by bus routes linking to the town centre, however this rarely happens. A number of key infrastructure improvements are anticipated and proposed within the Fylde Council area, but all depend on funding such as the M55 link road. The houses are being built but no highway infrastructure is being improved. St. Anne's is on a peninsular and unless you have access to a car, your choices are limited. Due to the infrequent train service and the time it takes to travel anywhere by bus, people are not attracted to the area as once you are here it is difficult to get out of.

**The role of the visitor economy**

> ***Q6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?***

(7) Marketing Lancashire, Borough Council Tourism and in many ways, the under-valued Local Parish and Town Council promotions and initiatives have done a lot to improve visitor economy. In the majority of cases the real work rests with independent thinkers and events organisers. Their work is clearly made a reality in no small part to the additional help, guidance and funding from the local tiers of Councils. This element however is rarely seen or understood. The promotion of tourism into the local economy is massive and cannot be taken for granted. The issue again lays with finance to help support initiatives and to target the areas that need direct improvement.

(8) The success of Business Improvement Districts is testimony to a 4th tier service that delivers additional support without duplicating the responsibilities of the established authorities. The difficulty in BID's is the additional cost to the rate payer. If the levy became to attributed to be apportioned from the actual business rate, the rate payer would feel less aggrieved about their financial resources. This would however mean that the local authority would lose an amount of rates income, but as the levy percentage would be separated into a tightly controlled transport budget

there would be a greater amount of public support and community involvement. The Government however would need to find a solution to the 1% drop from the Rates collected by the local authority, but one could surmise the social community benefits far outweigh the negatives.

## Physical regeneration

***Q7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?***

(9) Public realm 106 money that has been used for Regeneration has certainly been a factor of healthy debate within this seaside town. Often the intransient property owners are the obstacle to a schedule of time sensitive work. The clumsiness of protocol and red-tape delays activity to such an extent that the public misunderstands the causes and has an incorrect perception of responsibility. It could be argued that whilst towns are seeking to improve and progress they are missing the unique selling points that could be the key to future success. In a climate where money is becoming a much tighter commodity flights abroad and far away destinations are becoming less affordable and people are seeking a simpler and nostalgic view of our resorts. Towns that appear to be 'bucking the trend' are clearly focussing on the source material of their town's original designs. If correctly exploited the restoration of original concepts, architecture and the protection of historic sites of significance will become the actual thing that will promote the town as a destination for living and for tourism.

## Social and economic regeneration

***Q8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?***

(10) For an area such as St. Anne's, the perception is that it is a wealthy area and so does not need any support for social or economic regeneration. However, there are pockets of deprivation which are forgotten and require support. The Council's do not have sufficient funds to regenerate, the community groups that used to provide social support are generally run by volunteers, again they have very small funds. So, can the Government help? Even if it is recognising that towns such as St. Anne's are struggling in many ward areas even though the town as a whole is considered affluent.

***Q9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are***

*there any barriers to growth that could be addressed by changes in policy?*

(11) The success of Coastal Community Teams, local businesses and small, medium enterprises are determined by the individual. It can be argued that it's only if there is a major issue that everyone will be involved and demand action. If the waters are relatively calm, then generally businesses are apathetic and certainly suspicious of community groups. Understandably the perception is that these clubs are talking shops and rarely involve actual action. The reality is somewhere in between, for without understanding a problem there cannot be a solution. The coastal community team has been established in St. Anne's for three years. The last 2 with virtually no budget, relying on the good will and drive of a very small minority. The 80/20 rule applies but without CCT's that pull people together there would be very little joined up thinking or approach. The good that enterprises play are a virtual community iceberg with a great deal happening below the surface. The real trick is communication. Coastal Community Teams are granted an initial budget which is quickly used, often on equipment to simply function. Although funding rounds become available, these are for specifically focused reasons. I would recommend a term of support similar to a Business Improvement Districts 5 years whereby an amount is grated yearly as support maintenance.

## Education, health and wellbeing

*Q10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

(12) St. Anne's residents have limited access to secondary school provision, often being forced to travel substantive distance to Preston to attend a school. Whilst the standard of education in schools is good, there are simply not enough places to go around. There is no further education provision within the town. Positive change would be another secondary school for the children of St. Anne's residents to attend.

*Q11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

No information available.

## Delivery structures

*Q12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?*

(13) The Coastal Community Funding appears to be very successful for the places that have secured and won the round bids. In St. Anne's the initial funding of £10,000 established the St. Anne's Enterprise Partnership, helped in the development and execution of a new annual event that attracts thousands of visitors into the town and funded the initial meetings that the newly created group held. The impact the funding had is quantifiable and evident but without a regular source of finance Coastal Community Teams can soon fall into the bracket of being termed as one hit wonders, as far as large, impactful, visually obvious activity is concerned. The simple answer to the question is more finance; controlled, monitored, reviewed and audited by an accountable body.

**Q13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

(14) It is not only possible but imperative that a vision is developed for seaside towns. There will always be a plethora of community groups in towns focussed on their own niches of interest. On the opposite side of the proverbial fence are the different levels of Council. The councils generally want to support and work with the community groups, but the community groups often have a degree of mistrust in the public sector. Coastal community teams play an integral part in bridging the divide, which is generally born from misinformation and misunderstanding. Once everyone understands properly each other's roles and acknowledges that for the majority everyone is working towards the same goal then empathy and partnerships become established. The key element here is that the partnerships that occupy the middle ground are generally the ones that pulling together the key players that can deliver the vision. Time is required to develop trust, but in an environment of high demand and immediate action, the goals really need to be broken down into quick wins, medium term strategies and long-term blue sky thinking.
St. Anne's Town Council manage and delivered a neighbourhood plan in 2017 which is now in use by the principal authority. The document has an overall vision which is being adopted by numerous community groups within the town. However, the principal authorities local plan is not yet adopted and hence no CIL has been received. It is very hard to deliver a vision and delivery of that vision without any funding. Neighbourhood plans and their funding to deliver the actions in the plan should be reviewed by the Government.

**Q14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

(15) The only substantial answer to this question is the supply of more money into either the aforementioned coastal community teams, or local town

and parish councils. Borough councils (unless unified) have a broader focus and due to their own specific needs have a remit that covers multiple locations. The money would need to be ring fenced and transparently used only for the regeneration of the specific seaside destination. Town Councils could be recipients of funding which would ensure that any money received would be spent at a grass roots level.

## People and place

> ***Q15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?***

(16) The reality of community engagement and involvement is that it will always be a minority of the public that have the will and desire to be proactive in these areas. Local councils by definition generally have a greater understanding of local issues and are often mistaken as being part of a global 'council'. They are generally more community sensitive and are generally more accessible than their colleagues in the higher tiers of the public sector. Consultations are essential, a unified and agreed approach must be reached in order to collectively move forward. As previously eluded the coastal community teams and business improvement districts play a key role in the bringing together of the key players. Once common ground is found, and all involved see the levels of true integrity exist then all parties including local residents, community groups and public sector will be able to turn talk into tangible action.

> ***Q16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?***

(17) St. Anne's Enterprise Partnership was established three years ago with the pure and true intention of being the conduit that bridges the private and public sector. Although St. Anne's is not as 'deprived' as our immediate neighbour Blackpool common denominators exits in that a general malaise and apathy exists towards the public sector. That is hurdle and barrier number one. Other subsequent issues fall around individuality, control, accreditation, political gain etc. This is truly an ongoing battle to win a war on trust and conscientiousness. The acid test and definable word for those that work in community groups and towards improvement in their respective towns is 'action'. They don't want talk that leads to more talk, or meetings to discuss previous meetings. They want a topic, addressed, executed and delivered. Even if the action takes time to be fully completed, as long as there is visible evidence of movement trust will be established. Understanding is key to this as is communication. All tiers of Council need to be inclusive and where possible absent of politics. In St. Anne's we have made significant

progress in all of these areas, there is still more work to be achieved but St. Anne's is a success story in that communication lines are open, everyone is heard, and certainly from the local town council's perspective we are clearly respected and trusted. It should be noted that the town council pays the salary of the St. Anne's Enterprise Partnership manager.

**Suffolk Coastal and Waverney District Councils – written evidence (RST0092)**

Background and understanding

**Response to question 1: What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

The following key challenges have been identified:

**1.1.** In terms of challenges to **supporting small businesses in coastal towns** one of the perennial issues is raising awareness about the business support that is available to them. The key financial support in east Suffolk is offered through New Anglia Local Enterprise Partnership ('the LEP') managed Growth Hub. Despite comprehensive marketing campaigns only a minority of micro and small businesses are aware of this support and those that are find the application process to be prolonged and complex, plus the LEP is unable to support the retail sector at present.

**1.2** Another key challenge to overcome is **connectivity**. The perceived isolation/poor connectivity which is prevalent in coastal areas can be worse than actual isolation. The perceived isolation is a communications and marketing challenge on all authorities to reduce barriers to perceived connectivity, public transport and new approaches to technological innovations could break these barriers. The very nature of coastal communities mean that they are 'at the end of the line' so investment is limited.

**1.3. Investment in road, rail and public transport as well as broadband** is needed to unlock the full potential of these communities. Indeed, Investment in ferries to link isolated communities i.e. Felixstowe to Bawdsey and Felixstowe to Harwich - supporting small ferry operators could play a part in combating this coastal issue.

**1.4.** A further challenge for businesses in east Suffolk but particularly those in coastal areas is **recruiting skilled labour**. The employment rate across east Suffolk is relatively high resulting in a comparatively tight labour market but even in areas where this is not the case (Lowestoft is the prime example) there is dearth of skills to fill the higher value vacancies which deters further investment by such businesses.

**1.5.** There are various skills projects and schemes at a local level taking place to address poor or basic skills, lack of qualifications, lack of aspirations and lack of skills required for the local work force. This includes projects such as Lowestoft Rising, STEM projects in schools/ colleges, the MyGo youth employment centre initiative and so on. East Coast College in Lowestoft has invested significantly (£10m) in an energy skills centre to provide locally skilled individuals to support the growing offshore energy sector.

Housing and demographics

**Response to question 3: To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

**3.1.** Within east Suffolk we have two coastal towns that are experiencing levels of deprivation but to differing extents:

a. **Lowestoft** has a large private rented sector within the town which is generally in poor condition being predominantly large solid wall Victorian terraced properties that have benefitted from minimal investment and perform poorly in terms of energy efficiency. Many these buildings have been converted into flats of poor quality. The private rented sector is concentrated in particular wards of the town resulting in very deprived areas such as Kirkley (most deprived in Waveney and within the 10% most deprived wards nationally).

b. **Felixstowe** has historically suffered deprivation in certain areas and traditionally had a large number of older properties with three storey type housing being adapted into HMO accommodation, especially in Felixstowe South. However, with the prosperity of the Port of Felixstowe and the linked employment opportunities alongside other major public and private investment there has been a change in fortunes in the town with significant regeneration/ development taking place in certain parts. A current trend is now taking place for 'luxury HMO's' accommodating a younger and wealthier client group.

**3.2**. Both towns and other coastal villages near them accommodate a large number of residential park homes generally providing very basic cheap housing for a predominately older and retired population. These structures do not offer good quality of well insulated properties to their residents.

**Response to question 4: Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

**4.1.** The more deprived wards in the towns tend to accommodate a more transient population, especially in Lowestoft. This has brought pressures with high levels of homelessness presentations in the town.

**4.2.** Conversely, there are two other coastal towns in east Suffolk, Aldeburgh and Southwold that have seen a high level of gentrification, and have a very high level of second homes, holiday cottages and visitors with high spending power. The consequence is that there is a hidden housing issue with properties unaffordable to the local residents, forcing them to relocate in other towns such as Lowestoft or Ipswich. Waveney District Council has used its housing assets being a housing stock holder to develop new affordable housing in Southwold that will be let to local people to try and overcome this issue. We have also introduced a Local Lettings policy in Southwold to try and ensure new developments are let to local residents.

**4.3.** The current proportion of over 65's in Suffolk Coastal is 28.3% and in Waveney is 27.2%. By 2027, a third of the Suffolk Coastal population will be over 65 and the Waveney population of over 65's is projected to hit this level by 2034. The proportion of over 65's in Suffolk overall is forecast to increase by nearly 50%.

**4.4.** This higher proportion of people over pension age (compared to the national average) has a range of implications – both positive and negative. The most obvious of these is demand on an already stretched health and social care system due to an increase of age related conditions, including dementia and clinical frailty, and multi morbidity. Locally, significant work is underway through Health Alliances and Integrated Neighbourhood Teams (Suffolk Coastal) and Out of Hospital Teams (Waveney) to integrate health and social care services and to maximise the limited resources available by ensuring that people are dealt with in the right place, by the right person at the right time.

**4.5.** Other issues include increasing inequalities in terms of life expectancy, housing demand outstripping supply due to changing household composition – for example it is estimated that in 20 years' time 40% of people aged 40 or below will be living at home with parents due to housing affordability

challenges (particularly among the lowest 25% income bracket) and the impact of welfare reform – particularly in Waveney/Lowestoft.

**4.6.** Currently 89% of those aged 65+ are economically inactive – if this trend continues, nearly 1 in 3 of the Suffolk population will be economically inactive by 2037 and the working age population will roughly equal the dependent population (older people and children).

**4.7.** In terms of preventative work, we have funded (in partnership with Suffolk County Council) two Local Area Coordinators to take a person-centred approach to working with vulnerable adults in order to keep them, wherever possible, out of services. From September 2018 the whole of Waveney will be covered by social prescribing projects, including Lowestoft Solutions which is part-funded through the eight GP practices. A new Timebank will be launched inn2018 covering Felixstowe, the second biggest town in the east Suffolk area and we support a network of Men's Sheds around the area, including Pathways Care Farm in Lowestoft, Leiston and Felixstowe.

**4.8.** In east Suffolk we have focussed on identifying and tacking 'hidden needs' by mapping data sets together in order to identify social isolation 'hot spots' for example where there are concentrations of over 65s who are socially isolated, caring for someone else and without access to transport. A series of maps have been produced (see http://www.eastsuffolkpartnership.org.uk/home/hidden-needs/) which identify hotspots in a range of places but these are concentrated in coastal towns such as Lowestoft, Kessingland, Southwold and Reydon, Leiston and Felixstowe. £120k of funding has been made available through the east Suffolk Partnership for community and voluntary sector-led projects to tackle these needs.

Transport and connectivity

**Response to question 5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

**5.1.** Lowestoft has a rich heritage and history as well as a future full of promise and potential. It has some significant advantages; a port in the best strategic location to serve the £billions of offshore energy projects in the

southern North Sea as well as fishing and award-winning tourism attractions and facilities. To make the most of these opportunities and maximise the potential of the town centre the provision of good infrastructure such as road and rail transport services and digital connectivity are vital. Lowestoft's recent regeneration includes some success stories, some projects are current and there are plenty of future aspirations.

**5.2.** Completed projects include: Provision of new Bus/Rail Interchange; commercial operators to introduce water taxis within Lake Lothing; Commercial Road Junction improvements; Phase 5 Northern Spine Road; Changes to Oulton Broad North Station to reduce traffic delays when crossing gates are closed. Current projects include a new Pedestrian/Cycle Crossing over the Railway at Normanston Park; a new 3rd Crossing over Lake Lothing for vehicles and pedestrians/cycles; Facilitation of EZ Infrastructure; and Tidal, pluvial and fluvial flood protection measures. There are many future aspirations including addressing the electricity supply at the Ellough Enterprise Zone; a transport plan for the town centre; improved Digital infrastructure (Broadband and Mobile Networks).

**5.3.** There are two major transport related schemes which will impact on many of east Suffolk's resorts and access to them:

a. **A12 Suffolk's Energy Gateway (SEGway)** comprises an improvement to the 4.5 mile (7 km) section between the B1078 at Wickham Market and the A1094 at Saxmundham in east Suffolk, bypassing four communities currently subject to all the adverse impacts of traffic, incorporates upgrades to sub-standard junction layouts at current intersections and enables an increase in local walking and cycling to essential services and the countryside.

b. Network Rail have agreed to look at the constraints to potential journey time improvement on the **East Suffolk Line**. The aim of this piece of analysis will be to identify constraints to potential journey time improvements for passenger services along the East Suffolk Line. This should inform local stakeholders and the Train Operating Company of the potential of future development work to reduce journey times along the line.

**5.4.** In terms of **digital connectivity** the Things Connected Pilot, Felixstowe will be testing Low Power Wide Area Network technologies for footfall monitoring. One of only four local authorities nationally taking part in the project working with Digital Catapult (Innovate UK) and partnering with SME's to support the development, knowledge and skills around Things Connected. Vast applications of Internet of Things as yet untapped.

**5.5.** A very specific issue identified through the hidden needs mapping mentioned above is social isolation relating to families, particularly those with limited resources. Various projects are underway to try to connect generations together in order to reduce social isolation and loneliness, for example through digital inclusion projects where young people help older people to get online and connect to family and friends using WhatsApp, Facetime and Skype, as well as saving money through on-line switching and accessing services such as food shopping.

**5.6.** A further example of the use of technology is the Youth Council for Suffolk Coastal. The distances involved mean that setting up a Youth Council for Suffolk Coastal bringing young people together to a central location is impractical – instead staff in the Communities Team will work with all of the schools and youth groups in their patch and seek instant views on key questions and issues using software such as Menti.com.

**5.7.** In terms of tackling transport issues, we are working with the Rural Coffee Caravan to explore how we can use their vehicles to bring social prescribing and golden age fairs to rural and coastal communities, including along the Deben Peninsular.

The role of the visitor economy

**Response to question 6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

**6.1.** Suffolk Coastal & Waveney District Councils and Suffolk County Council make significant investment in Tourism Marketing. We contribute financially and in terms of officer resource to the countywide tourism promotion vehicle, Visit Suffolk. Furthermore, east Suffolk Council were instrumental in creating the innovative public private partnership Destination Management Organisation (DMO), Visit Suffolk Coast. Through this partnership the Councils work directly with large and small tourism operators to market the whole of the east Suffolk coast and its market towns. There is a clear join up with Visit Suffolk and the DMO produces an annual business plan setting out its objectives for tourism promotion and tourism product development. The work of the DMO has been supplemented by a number of external funding awards.

**6.2.** At the very local level we also have the aforementioned Visit Felixstowe initiative and the Visitor Information Point (VIP) network in Waveney. The

VIPs are a further example of collaboration with tourism related business where the businesses provide advice and information to visitors on local attractions etc. This has allowed the Council to expand tourism information provision from the former two TICs in Waveney to 11 VIP sites across the district.

**6.3.** Using innovative approaches to tourism such as visitor information points has opened up visitor communications to numerous businesses across the district rather than in 2 or 3 locations, enabling business to self-promote their own and other attractions within the area. However, the very limited support for the retailer sector presents a major challenge as it plays a large part in the visitor experience.

**6.4.** Tourism seafront Regeneration schemes Lowestoft/Felixstowe. Felixstowe in particular can demonstrate the Impact of investment – Felixstowe Seafront garden investment £4.8m to restore 8 heritage Grade 2 listed gardens.  All gardens opened late 2015.  Also Bloor Home's development Martello park regeneration of South Seafront and key heritage asset (Martello P Tower) investment has led to continued public and private investment such as the Pier Head building, Premier Inn, Bartlet development.  This is may be reflected in the 12% growth Felixstowe has enjoyed (Visitor Impact Studies Felixstowe 2013, 2016 – demonstrate 12% growth.).

**6.5.** Various localised tourism projects have happened over the years, but sustainability is always an issue. – CCTs can/should play a large role in this. The projects are mainly events based designed to bring substantial visitors to a location during a set time frame. Publicising and marketing of a year- round events programme can help the tourism industry in the shoulder months as well as providing a boost during the season. Bi-annual season launches are an innovative way of bringing the entire tourism community together to enable a joined-up approach pre and post season.

**6.6.** Opportunities around Fishing are also being currently being considered – such as opportunities for the coastal communities to become 'mini-Padstows'. i.e. the actual fishing industry to be the tourist attraction. A thriving and lively local industry could bring economic and social benefits to small and medium harbour/port towns by way of jobs in chandleries, boat building / repair, visitor trips such as angling days and food tourism. Locally the hospitality sector can often struggle to change the stereotype of it being an 'in-between' job and can offer a career. There is also a shortage of chefs in the industry along the coast.

Physical regeneration

**Response to question 7: Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow**

**them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

**7.1.** The Councils' strategic approach to regeneration has taken a place-based and thematic approach to investment which will revitalise the town across several sectors such as retail/ leisure, visitor economy, marine research (CEFAS), port related uses and the energy sector.

**7.2.** A further key sector in Lowestoft is marine research in the shape of CEFAS (a DEFRA agency providing a full range of marine science research on behalf of the government and also the private sector such as EDF in relation to the proposed Sizewell C development. CEFAS is currently undergoing a £20m redevelopment to make it fit for purpose and to increase its private sector/ international offering. The Council have been highly supportive of this investment as it anchors a key employer in the town providing hundreds highly skilled and highly paid jobs and we are now working with CEFAS to identify further investment to create a marine science cluster in the town to further grow this important sector.

**7.3.** Felixstowe has also experienced significant public and private investment in recent years in order to strengthen its economy and whilst it has not suffered from the same levels of economic deprivation as Lowestoft this investment has provided a significant economic uplift in the town's key sectors. Examples of his investment include a multi-million-pound restoration project for the seafront gardens; redevelopment of the Felixstowe pier head; Expansion of the port of Felixstowe and major investment in supporting infrastructure; Martello Park housing and public realm development; several high quality residential developments and the reopening of the Spa theatre

**7.4.** Orbis Energy is a landmark building, built as a catalyst for the PowerPark, a key regeneration area next to the Outer Harbour in Lowestoft, which opened nine years ago to support offshore energy businesses. The building is owned by Suffolk County Council and was built with additional funding from the Regional Development Agency, and since it opened its doors it has helped to secure billions of pounds of investment and 800 new jobs to the east.

**7.5.** James Fisher Marine Services – one of 150 tenant companies, which has been supported by OrbisEnergy, recently relocated to new offices in the town. The company, which won a £25million contract on the Galloper Wind Farm two years after moving into a small office in OrbisEnergy, quickly took over larger offices with its increasing team.  It has now taken over the former AKD Engineering offices at Horn Hill in Lowestoft, having benefited from the

springboard effect of OrbisEnergy. Other graduate tenants include Seajacks, 3Sun Group and many others. James Fisher Marine Services is well on the way to creating more than 100 jobs, mostly in the Lowestoft area, from its offshore services contract for the £1.5billion Galloper Offshore Wind Farm. The company is a perfect example of the mission of OrbisEnergy.

Social and economic regeneration

**Response to question 8: What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

**8.1.** The Government's Social Mobility report proposed that coastal towns are becoming social mobility 'cold spots' - a range of work is being supported in east Suffolk to try to reverse that trend focussing particularly on raising aspirations across all life stages and across different themes, for example helping people to self-care and improve their health and wellbeing has a knock on effect in terms of employability and vice versa. We do a huge amount of work with schools in Lowestoft through Lowestoft Rising to support them to encourage young people to aim higher including career inspiration days, mentoring, projects such as the one between Access Community Trust and Cefas to engage disadvantaged young people.

**8.2.** We have worked with our VCSE infrastructure support organisation, Community Action Suffolk to appoint three new Community Enabler posts (lottery funded) to work in the three most deprived areas of Lowestoft - Kirkley, Harbour and Kessingland. These workers will support people in these communities to engage with work, volunteering and community activities and to become more 'work ready'.

**8.3.** Social mobility cuts across all Government Departments and across the work of all public, private and voluntary/community sector agencies. We therefore need to work together, through place-based initiatives like Lowestoft Rising and Felixstowe Forward to tackle this holistically and to be enabled to do so with funding and support that transcends the artificial boundaries between departments and organisation that have emerged over time.

**8.4.** Within east Suffolk the areas suffering the highest levels of economic (and social) deprivation has been its largest town – Lowestoft. Traditional

industries such as fishing, engineering and boat building suffered a major decline particularly during the 1980s and 1990s. In recent years there has also been a significant decline in employment associated with offshore gas. Over the last decade the Council has taken a proactive approach to address these issues and maximise new economic opportunities. The offshore wind sector provides such an opportunity with the world's largest wind array being constructed off Lowestoft's coast and with the Port of Lowestoft being the nearest port which can service both the construction and operation/ maintenance of the arrays. In order to maximise this opportunity to diversify the local economy and provide skilled and well-paid employment (this is critical to transforming both the reality and perception of Lowestoft) several initiatives and projects have been developed/ are being brought forward for example:

a. The establishment of Enterprise Zones in Lowestoft which provide financial and non-financial incentives for inward investors this has primarily been aimed at the offshore energy supply chain
b. The construction of the ORBIS offshore energy innovation centre which is a publicly (RDA, Councils) managed workspace which provides business space but more crucially specific sector support to offshore energy companies
c. The establishment of Local Discretionary Rate Relief which applies to strategic employment sites in the town and provides rate relief to businesses investing in Lowestoft if they can demonstrate that their investment will provide lasting economic/ employment value.
d. Successful application for Assisted Area Status which allows a higher intervention rate for public funding such as the grants managed by the LEP to support private investment in the town

**8.5.** Through the Felixstowe Forward place-based initiative, schemes to support small businesses are being taken forward such as the proposed Business Improvement District and the local level support for the visitor economy which is dominated by micro-businesses. This includes significant investment in local promotion through a revamped website and the establishment of a local tourism partnership which includes tourism business operators.

**8.6.** East Suffolk has also been an enthusiastic supporter of the Coastal Community Team initiative and we now have 5 CCTs stretching the length of the East Suffolk coastline. These include Felixstowe (Felixstowe Forward); Deben Peninsula; Leiston (Leiston Together); Southwold; Lowestoft

**8.7.** Each CCT has produced an economic plan which sets out its priorities and activities it will pursue to strengthen the local economy. As these are locally based economic plans they very much focus on the needs of local businesses. The CCT partnerships comprise a range of local stakeholders including small/micro businesses and / or their representatives. For example, in Felixstowe the local Chamber of Commerce is represented on the Sponsor

Group. The aforementioned proposed BID for Felixstowe has emerged as a direct resulted of the Felixstowe CCTs engagement with local businesses.

**Response to question 9: What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

**9.1.** Suffolk Coastal & Waveney District Councils also provide significant support to the small business sector through our support for local business associations. We provide direct project funding as well as officer time to contribute to the work of Suffolk Coast Business and the Waveney Business Forum which are the two umbrella groups which coordinate numerous local business associations.

**9.2.** Pages 6 and 7 of the Centre for Entrepreneurs report on the role of entrepreneurs in Britain's seaside towns summarise the general issues well:

https://centreforentrepreneurs.org/wp-content/uploads/2015/11/Seaside_Entrepreneurs_Report_WEB1.pdf

Education, health and wellbeing

**Response to question 10: Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1. Poor overall OFSTED results for both Primary and High Schools in Lowestoft have been a key issue, but we are beginning see improvements in High Schools. There are also difficulties in attracting Teachers to seaside areas, particularly Math. However, there are several local schemes that demonstrate what action should be taken to promote positive change, including:

 a. Lowestoft Rising funded primarily through SCC for period of 3 years extended to 5 years to raise aspirations and skills levels amongst young people

b. WDC works in partnership with Lowestoft Rising (ED and Communities Team) to link curriculum learning with career opportunities, identify skills, work experience and employment priorities and link activity to local need.

c. MyGo in Lowestoft (similar to a Job Centre plus) is working with 16-24 years to enhance employability skills, offer training programmes and progression routes and work with Employers to promote apprenticeships (My Go is due to close in December 2018 due to lack of funding). The original funding came from SCC but they were not successful in receiving further funding to continue. A successor model is currently being developed

d. icanbea… is a local initiative which is a careers-based web tool and is offered free of charge to all High Schools and Further Education Colleges in the Lowestoft and Waveney area. Local Employers use the site to advertise apprenticeships and as a recruitment tool.

e. NEACO is a local project co-ordinated by the University of Suffolk to raise awareness of higher education and higher-level apprenticeships. NEACO Advisers are based in all of the Lowestoft High Schools. Monies received to fund the project is based upon several matters but primarily working with High Schools within Wards which should a low conversion of A level students to higher education.

**Response to question 11. Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

**11.1.** Seaside towns are not a homogenous group and therefore different health conditions are prevalent in different towns in East Suffolk. In Lowestoft, the difference in life expectancy between the most and least deprived wards is more than 10 years even though these communities are a couple of miles apart.

**11.2.** A significant challenge that we face is the difficulty of attracting medical staff to coastal towns - for example we have an ageing GP population and GP recruitment is extremely difficult. With an ageing population this pressure will only grow, for example through increased incidence of dementia.

**11.3.** New models of integrated health care are emerging, as are forms of prevention and early intervention such as social prescribing and Local Area Coordination but the funding for such projects is short term and due to the pressure on the health and social care systems from increased demand and the ageing population in this area, funding is always directed much further upstream to emergency and acute care. The Government should invest now in interventions that will take people out of the system and reduce costs in the medium and long term.

Delivery structures

**Response to question 12: What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

**12.1.** There are funding streams available but there needs to be more investment into seaside towns, particularly for capital works including public realm. The **Coastal Community Fund (including the small Coastal Revival Fund)** has been the main funding stream that has a focus on capital investment into coastal areas is**.** The demand for this pot is always oversubscribed and therefore highly competitive, which shows the need for funding for capital works in coastal areas. There is a great potential for regeneration in coastal areas, however in order to attract private investment there needs to be a tangible change, the coastal town needs to be seen to be uplifting itself before the private investment comes and this is where public grant funding is needed. There are significant assets on the seafront in public ownership which can create an uplift in the area but are not a viable investment for the private sector, however once these assets have been regenerated the uplift begins. This is evidenced locally by the HLF funded Felixstowe Seafront Gardens, a successful project by SCDC, which has been a significant driver in the regeneration of Felixstowe.

**12.2.** The issue is that there is little funding available specifically for coastal communities, which means resource is spent looking at creative ways to fit coastal investment into other schemes. For example coastal towns have looked to the EU Interreg fund for funding capital works as this fund has an open criteria, although it is often a case of making the project fit the funding rather the funding fitting the project. Due to their, often rural location, Coastal communities often also miss out on other funding pots that would address their issues such as deprivation, because they do not fit criteria. For example the recent DCMS (Dept. of Culture, Media and Sports) fund the "**Cultural Development Fund**", is a perfect funding stream for coastal areas, as many begin to invest in culture as a way of driving forward regeneration.

However this pot has a specific focus on "Urban" populations of a significant size, automatically ruling out a large number of coastal towns. Investment in arts, culture and heritage for these areas has great opportunity.

**Response to question 13: To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

**13.1**. In terms of innovative approaches, three of our key coastal towns – Lowestoft, Leiston and Felixstowe – are covered by Place Based Initiatives – Lowestoft Rising, Leiston Together and Felixstowe Forward. These bring together a range of partners to tackle need on a holistic basis and there are a range of different examples of the impact that can be achieved by pooling resources and agreeing shared priorities:

Beat the Street initiative, Making Every Adult Matter (tackling vulnerability including street drinkers) workers, Mentoring and STEM work in schools and Solutions social prescribing in Lowestoft. We have also supported four cohorts of a Lowestoft-specific collaboration academy which have focussed on themes such as mental health and ageing well

Dementia project, Leiston Links social prescribing pilot (DCLG funded), Crucial Crew Plus (working with 13-15 years olds on personal safety issues linked to an increase in ASB) and the emerging Town Centre regeneration scheme in Leiston

Various infrastructure projects including the Seafront Gardens, Pierhead redevelopment and Events space, Business Improvement District (BID), Visit Felixstowe, Dementia Action Alliance and new Timebanking project in Felixstowe

**13.2.** Each of these PBIs has focussed on working together to cut through traditional barriers to getting things done by focussing and coordinating public, voluntary sector and business effort and energy on the needs of a specific place. The Councils also support various Coastal Communities Teams – see earlier detail

**Response to question 14: Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

**14.1.** The new **UK Shared Prosperity Fund** (replacing EU regional development funding) needs to ensure that coastal communities are able to access these funds for capital and revenue grants. Therefore the discussion should not be about the split between urban and rural as this often excludes many coastal communities who are urban AND rural. The **EU LEADER Rural Development Fund** excluded coastal towns because of the urban/rural definition, which meant many coastal towns missed out on the opportunity for vital funding.

People and place

**Response to question 15: What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

**15.1.** We need to work together unlock the capacity of local people and communities. Through our support for projects such as employee supported volunteering, Timebanking (being piloted in Felixstowe) and other forms of volunteering we need to unlock the appetite and potential of people to help themselves.

**15.2.** Our Community Connector model of social prescribing is focussed on working with people in a person centred way - focussing on 'what matters to you, not what's the matter with you' and engaging people in developing and implementing their own goals. The more people get used to this way of working the more they will do for themselves, with a bit of help when needed, This approach could be applied more widely and fits with our approach to enabling, not doing to or for people.

**15.3.** Both the Communities and Economic Development Teams have, over the last 12 months, restructured to focus on eight east Suffolk localities – five of which cover coastal towns. Each locality is covered by an officer from both teams and these officers have used the Suffolk +20 years projections and the hidden needs work highlighted above to better understand their communities and target their resources/effort.

**15.4.** Our approach is an Enabling one – supporting communities to identify and tackle the things that matter most to them, helping them to do things for themselves rather than doing things for them. Great examples of this include the Tedder Road Street Party in Lowestoft where the Team worked alongside local residents to organise an intergenerational street party to help people to get to know their neighbours, which has resulted in the formation of a resident association, and support for the Save Our Southwold group in Southwold who have recently purchased the old Southwold hospital site for use as a community and economic hub for the town, which has a very high level of second home ownership.

**15.5.** We worked with our key VCS infrastructure organisation, Community Action Suffolk, to secure funding for three Community Enabler posts focussing on the most deprived parts of Lowestoft – Harbour and Kirkley – and

Kessingland. Other tools include our Enabling Communities Budgets (each Suffolk Coastal Councillor has a budget of £6,500) to support community initiatives in their patch, our Business and Project Plan grants and our Health and Wellbeing Community Call to Action which focusses on five key health themes – mental health, dementia, social isolation, keeping fit and active and carers and has supported 28 community-led projects.

**15.6.** Having the correct local governance structure in place is vital in progressing regeneration objectives. In Lowestoft this has been recognised across a number of specific projects and initiatives.

For example the Lowestoft Transport and Infrastructure Prospectus group sets out a number of actions for improving transport and digital connectivity within the town in order to support existing business activity and encourage further investment to support the overarching regeneration priority. This group consists of the local MP, senior local politicians, key businesses such as the Associated British Ports (the owner of the Port of Lowestoft), Chamber of Commerce, Highways England, the Environment Agency, the County Council and the Town Council.

**15.7.** This inclusive approach to governance has allowed the group to make significant progress against a number of projects within the overall delivery plan and most importantly has directly led to the submission of the DCO planning application in respect of the flagship project – the Lake Lothing Third Crossing.

This approach has been replicated across a number of other areas including the Enterprise Zone initiative and East of England Park project.

**15.8.** In a two-tier Council structure a district Council does not have control over all the decision making required in order to deliver a comprehensive regeneration strategy. The experience in Lowestoft and other areas shows that support is required from a wide range of partners such as the County Council, the LEP and a range of national organisations such as the Environment Agency, Highways England and Network Rail etc. Therefore ensuring the correct bodies are represented on the governance structure and that these organisations are signed up to the objectives within the local strategy is critical. This doesn't in anyway mean that securing the aims and objectives of a regeneration strategy are guaranteed but it does make influencing, negotiating and collaborative working more effective.

**Response to question 16: Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do**

**such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

**16.1.** The Councils take a proactive approach to regeneration and this has been most advanced in Lowestoft primarily due to the scale of economic and social deprivation the town has suffered in recent decades following its deindustrialisation during the 1980s. The delivery plan clearly shows that the Council understands and is now putting in place a fully integrated approach in terms of delivery and governance.

**16.2.** An overarching high-level governance board which will oversee the whole of the Lowestoft programme has been formed which involves senior politicians (national and local), the LEP, SCC and Lowestoft Town Council/ Oulton Broad PC.The anticipated benefits of adopting this structure include:

a. enabling better oversight of activity across Lowestoft and improve communication
b. enabling better cross working, and reduce duplication
c. rationalising some existing structures, for a more stream lined process for driving forward delivery
d. improving transparency
e. enabling prioritisation of pipeline projects and future funding
f. providing a coordinated approach to marketing the town and the wider sub-region as a place to invest.

**16.3.** As demonstrated earlier, Felixstowe has undergone significant regeneration/ development in recent years and the Council is now leading on several schemes to build on his momentum. In recent months a number of interconnected regeneration/ development schemes have developed and progressed in Felixstowe. The main schemes include:

a. North Felixstowe leisure & residential development: Providing state of the art leisure facilities alongside a new neighbourhood
b. Felixstowe South Seafront development (CCF bid pending): Providing a high value tourism offer in terms of café/ restaurant facilities, significant public real works and enterprise space for 'pop up' businesses
c. Redevelopment of existing leisure centre sites: The potential relocation away from existing leisure sites provides a development opportunity that can complement the towns existing strengths in tourism economy

**16.4.** An integrated programme approach to these interconnected regeneration projects and those taking place across the rest of east Suffolk is currently being discussed. The intention is to create a structure which will support delivery through greater co-ordination, accountability, resourcing and resilience.

# SW Tourism Alliance – written evidence (RST0022)

The South West Tourism Alliance is the largest representative tourism group in the South West.

**Background:**

Established in 2011 after South West Tourism, the Regional Tourist Board for South West England, was disbanded by the Coalition Government. The private sector industry came together to form the South West Tourism Alliance. Our initial goals were to maintain and protect the following critical services:

- Tourism specific training
- Tourism specific research and data
- The Regional Excellence Awards
- Green Tourism support

This has been achieved and all of these areas are now run by the private sector. In addition, the South West Tourism Alliance was tasked by the Members to lobby on key issues relevant to the region. We organise newsletters, social media and meetings to maintain communication with the industry.

The council is formed from both the private and public sectors. No-one is paid for their contribution and all positions are voluntary.

Membership of the South West Tourism Alliance is free and is available to two types of organisation. The first are Membership groups that operate in the visitor economy in the South West. The British Hospitality Association SW, National Trust SW and Bed & Breakfast Association SW are good examples. The second group are Commercial Members, these might not have Members but operate in the visitor economy in the South West. Examples of these would be The Arts Council, City Councils, County Councils and Universities, as well as marketing or PR companies focussed on this sector. The "Visits", Cornwall, Devon, Somerset etc are also represented. There are now over 100 Members covering all aspects of the visitor economy in this region.

Membership is free; funds are raised through general sponsorship, sponsored Membership newsletters, meetings and fund raising dinners. There is an Annual Conference where guest speakers are invited to present in addition to the Alliance giving updates of their activity.

 In 2014 the work of the South West Tourism Alliance was recognised at the prestigious British Travel Awards, where it was awarded Best UK Regional Tourism Enterprise. In 2016 the South West Tourism Excellence Awards presented Alistair Handyside, our Chair with the Outstanding Contribution to Tourism Award for his work at the South West Tourism Alliance. In 2018

Alistair Handyside was awarded the MBE for his voluntary service to Tourism in the South West.

Written Submission:

The South West Tourism Alliance would like to highlight funding issues surrounding the Visitor Economy section of this call for evidence.

There is much uncertainty over the future funding of the Coastal Communities Fund. This fund has had an enormous impact in the South West. A good example was the grant to the South West Coast Path post the massive storms in the winter of 2013 and early 2014. A short summary of this support and the outcomes is detailed below. We use this an example of why this fund is so important and a really god example of what it achieves.

Between October 2014 and March 2017 the South West Coast Path Association successfully delivered a £1.1 million Coastal Communities Fund (CCF) grant to repair, improve and promote the Coast Path.

This project delivered:

- 41 repair and improvement projects in partnership with the National Trust, Cornwall Council, Devon County Council and Torbay Council with a grant total of £620,303 (details of these shown below). This repaired damage caused to the Path by the severe winter storms that wreaked havoc across much of the South West peninsula in the winters of 2013 and 2014 and forced many closures and diversions

- To improve quality of visitor welcome at coastal sites, 50 new information panels were installed.

- Updated the South West Coast Path branding and website

- Promoted the South West Coast Path to new audiences - web traffic increased by over 40%, Twitter followers by +44% and Facebook likes +83%

- Built the capacity and capability of the Association to sustain activity - membership increased to 6,500; increased fundraising and growth enabled us to donate an additional £160,000 to path improvements during 2015 and 2016.

- A 5% increase in visitor expenditure. In 2015 the £500million Coast Path walkers spent locally sustained 11,193 fte jobs.

- To find out more please download the 'Final Project Report'

The South West Coast Path Association led this project, working in close partnership with Cornwall Council, Devon County Council, Torbay Council and the National Trust to repair the damage caused to the Path by the severe winter storms that wreaked havoc across much of the South West peninsula in the winters of 2013 and 2014 and forced many closures and diversions.

The CCF is Government funding which supports organisations in the public, private and voluntary sectors to develop a sustainable local economy and create jobs in the UK's coastal communities. It was launched in 2012, and since that time has awarded over £116million in grant aid, and attracted over £200 million of partnership investment to coastal areas in England, and the Home Countries. The Big Lottery Fund is delivering the CCF on behalf of UK Government and the Devolved Administrations in Northern Ireland, Scotland and Wales.

Conclusion:

Simply put we cannot afford for the CCF to not be sustained at the current level. It is a lifeline for coastal Communities of all kinds and a catalyst to regeneration.

# Swale Borough Council – written evidence (RST0076)

1. Swale Borough Council's response relates mainly to the Isle of Sheppey however, Swale has the longest coastline in Kent.

   Challenges:
   - Seasonality
   - Lack of investment across all sectors
   - Fragmented infrastructure
   - Connectivity between destinations and transport availability
   - Lowest rateable number of businesses
   - Poor image and perception, which has been the case historically too
   - Ingrained intergenerational unemployment and low educational attainment
   - Demographics point towards some of the highest ranking areas on the indices of deprivation
   - Housing – lots of HMO's, poor quality due to the age of buildings, rental values, occupied by low income families, transient families.
   - Lots of social housing leads to social challenges and problems

   All the above listed challenges are common to all seaside towns.

   Sheppey is no longer a seaside destination, European competition has enticed former visitors away as has the lack of the right type of investment. The island's offer is not applicable or targeted to all ages.

2. Yes sufficient research has been undertaken by the following organisations:
   - Coastal Communities Alliance,
   - Planning for real was undertaken in Sheerness,
   - Professor Steve Fothergill, Sheffield Hallam University
   - British Destinations,
   - NOMIS data
   - Secondary research to that of Sheffield Hallam, was undertaken by the SE LEP.

   Additional work has also been undertaken by the Kent County Council Adult Skills Forum as well as the Skills and Employability Team focusing on the awareness and availability of apprenticeships in an attempt to increase employer engagement within these areas. A Townscape Heritage Bid focused on Sheerness was also submitted requiring research to be undertaken as part of the bid process.

   Aside from confirming the many challenges set out above, the research also concluded the following:
   - A reliance on large investors on the Island such as Peel Ports with the environmental constraints om the Island (SSSI, RAMSAR, SPA etc.) have meant that providing new, larger areas for development and investment can be challenging   The review of the Council's Local Plan underway is struggling to identify new opportunity sites, for commercial development which will help secure new investment and boost existing operations.

- A viability gap in promoting new development, as wide as will be seen in any location in the southeast.
- Ongoing perception problems relating to peripherality, despite massive new infrastructure investment transforming access to and from the Island and its proximity to the Strategic Road Network and London.
- A lack of understanding of the diversity of the islands offer as a visitor destination

Principal gaps in knowledge is the detail of the viability gap identified and the changes in approach required to shift the market and closing this.  This impacts on development at all scales, through to large scale regeneration.  There is also a lack of understanding about the Prison Estates and future developments, despite the size of the total estate and the number of people employed there. HMP is the Island's largest direct employer.

3.  As the Council do not have any housing stock, it is difficult for us to respond to this question. We are not aware of many HMO's, including ones owned by the social providers in this area and we are not aware of former tourist accommodation being utilised. We do however have high numbers of caravan parks and parks with brick built chalets but these are all subject to seasonal opening restrictions and are not owned by housing associations.

4.  The island sees a huge swell in population between the months of April to September.  This places increased demand on existing services such as utilities as well as public services.  Leysdown has a temporary Police station in operation during this time to cope with demand and response times. The population swell consists of large families; on low incomes who do not bring additional spend to the area. Concerning the viability of coastal communities, are the required changes acceptable to planning or will they attract additional taxes therefore deterring owners from being compliant? For example, bird wise and the environmental impact, as many of the holiday parks are looking to increase their residency terms from eight months to ten.

Flexible planning and the reshaping of existing policies would assist local communities in addressing some of these issues.

5.  The lack of suitable transport and connectivity across the island is particularly pronounced when looking at the Eastern most communities. There is a poor road network serving the East side although investment for improvements has been secured recently and plans are also underway for the installation of a cycle and walkway. Public transport running times and the cost make it a non-viable option for a large proportion of the population.

Further investment is required to improve the road network particularly for those that experience regular and heavy congestion. Funding streams from Government which seek to align with strategy and recognises the need to plug funding gaps arising from poor viability of development would assist in easing some of these problems.  The funding that does come forward is generally at short notice and on short submission and spend deadline, making a properly planned approach difficult.

Digital connectivity is also a big problem experienced on the island with some areas receiving extremely poor or no service at all but it is hoped the Broadband UK project will look to improve this in the near future, and provide many of Swale's wider rural communities with better connectivity.

Addressing the issues identified above would go some way in answering and solving the problems experienced by the local community on an almost daily basis, enabling more projects, which in turn will increase community confidence and pride in their neighbourhoods, with the potential to create more opportunity for inward investment and growth.

6.  The Seaside Awards have been particularly positive for Swale as has the £2m investment by Southern Water along with the Visit Swale and Visit Kent websites.

    Tourism is Swale's fourth largest sector providing a large number of jobs despite its seasonal nature. RNLI lifeguards stationed at one of the islands most popular beaches is helping to maintain the quality of the Swale tourism offer. The Borough Council have also made a commitment to tourism over the next five years via their Visitor Economy Framework(VEF)/strategy one element of which will look at how we can increase the length of the current season.

    Investment in place leads to attracting residents.  A good offer to residents means it is also attractive to visitors. As it currently stands Swale's leisure offer does not fully serve its community, i.e. some venues are only open on Saturday's rather than taking advantage of weekend trade on both Saturday and Sunday's – prime leisure time. Insufficient attention is being paid to this fact by those running facilities.

7.  No, there are insufficient tools available. Large-scale development requires a particular set of skills not readily available to small district authorities and budget constraints can limit ambition.  Support for scheme inception, design and development from Government, working outside of its own land ownerships would help small authorities pull together ideas and develop them into workable schemes.

    New approaches such as planning offering advice and guidance or support from an officer directly would be helpful as well as perhaps a downloadable booklet, a "How to guide" on "How to apply for listed building status" or the key points to factor in when living/working in a conservation zone.  This along with possible drop in sessions or open mornings that bring together the wider community with planners may help to promote and deliver restoration/regeneration.

8.  Swale benefits from a NEET participation and progression forum bringing together education establishments and training providers from across the borough to address those at risk of being disengaged and those who are

already classified as NEET. By raising awareness of the routes available it is hoped this will increase social mobility and lead to greater progression in what can be a very hard to reach sector of the community. Due to restraints on Government funding, providers who could potentially work with the same client are restricted from doing so due to the drawdown of funding at the point of outcome reporting.  If this could be shared, it would make collaboration a lot easier and potentially lead to greater outcomes for participants.

There is also an adult skills forum for Mid Kent incorporating Swale which, is looking at ways to upskill the local community. In addition to this the local council and FE establishments in neighbouring boroughs are undertaking a feasibility study with the hope of being able to expand the FE provision available within Swale in the near future.

There is a general lack of intergenerational collaboration across Swale with the exception of the award winning dementia café organised and run by Oasis Academy. Further work now needs to take place, looking at how the success of this project can be built upon and rolled out wider.

There is a general feeling that Swale Borough Council are no longer deliverers, more enablers and going back to the times when local authorities did more, may prove more efficient and beneficial long term.

9.    There needs to be greater collaboration between all businesses to aid the delivery of regeneration in seaside towns. Existing offers of help/support offered by the Council are not very effective and there is some resistance from businesses to accept this support, based on credibility regarding the delivery of previously promised projects and outcomes.

Barriers to growth:
- flexible planning processes,
- a review of business rates
- more encouragement for start-ups along with greater support for businesses overall

10.   Sheppey experiences particularly poor education provision.  Challenges around attracting teaching staff to an already challenged secondary school are a key issue, as has the large number of changes in Leadership at the school. As part of a multi-academy trust the ability of the Education Authority to intervene is constrained. The Oasis Isle of Sheppey Academy faces a great deal of competition from schools found on the mainland with over 600 young people travelling off the island on a daily basis to access often selective secondary provision or FE.  Greater emphasis needs to be put on improving core provision and creating competition on the Island through new provision, to help lift standards.

11.   The Kent and Medway Public Health Observatory data clearly demonstrates that Sheppey experiences poor health conditions. Life expectancy rates differ greatly from the East to the West of the island.  This can be attributed to the lack of access to a supermarket enabling residents to purchase fresh produce.

Poor transport links and connectivity mean limited access to leisure, health, fitness and cultural services.

Targeted interventions such as food education from primary school age may see a shift in mind set in the longer term. Children's and Families Centres already run some activities in this area but funding cuts have limited this to now only target single parent families, when it needs to have a far greater reach. Increased outreach work encouraging greater physical activity may be of benefit as could the large number of holiday parks opening their facilities up for use by the general public. The two sites housing Oasis Academy in both the East and West of the island are available for use by the community but are currently underutilised.

12. The CCF has enabled projects on the island to apply to an alternative funding stream. The island benefitted from £10k for the establishment of a Coastal Communities Team and production of an island wide economic plan. This brought together a number of island-based organisations working towards the same objectives. More recently, Queenborough Harbour Trust were awarded a £500k grant to increase the number of moorings within the harbour. They benefit from a large number of European visitors each year, taking advantage of the tide times between Sheerness, Holland, Belgium and France. Following expansion of their facilities the harbour are keen to see further regeneration of Queenborough and the surrounding area to maximise the visitor offer.

The Government should ideally prioritise and ring fence a set amount of funding for delivery to seaside towns, but more thought should have been given to the approach used to engage Coastal Communities. Parachuting in 'new ideas' such as CCT's cut across existing work streams and a more tailored approach, which sought to use and extend existing local collaboration would have been more helpful.

13. It would be very easy for Sheppey to develop a vision however due to the diverse nature of the islands geography, there would need to be four separate plans to truly reflect the offer in each of the key areas. Minster is home to the largest parish council and there are many others that exist alongside it, they too have a vision for their individual areas.

We agree there is the need for long term thinking and commitment, there is currently too much silo working when greater accountability and collaboration between partners, rather than them viewing one another as competition would lead to more success and progression.

14. Financial measures available include Heritage Lottery Fund, Big Lottery and the long-term commitment to seaside towns by the Coastal Communities Fund.

15. People are the place; they are at the heart of the regeneration of the seaside towns and the communities they inhabit. There is a diverse community in Sheppey, which makes it hard to create a single identity. The council has a number of local councillors and Cabinet Members who would wish to increase engagement, capacity and consensus building.

Historically, high levels of community engagement but a huge lack of delivery has led to a lack of faith and confidence in future plans.  The local community has been over consulted and under provided for. We have previously seen community ownership of projects but unfortunately not the ability to deliver outcomes.

No, we do not believe processes could be applied more widely unless we have the funding to back it up and follow through.   For example, Big Local Sheppey secured £1m of funding over a 10 year period, engaging local people and businesses in decisions.  Now in its third year, the project requires stronger leadership going forward, as deliverables to date have not been strong.

16. No integrated models of regeneration currently exist.  We appear to be suffering from a policy of localism.  We cannot answer the second and third parts of this question but long-term sustainability and viability are crucial.

# TDA – written evidence (RST0060)

This response has been developed by TDA, Torbay Council's economic development company, for the Council and its partners Torbay Together.

## Background and understanding

*1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

The deterioration in the economies, physical environments and social fabrics of many of the coastal communities around the UK is well documented. Indeed, there is a wealth of evidence on labour market and wider growth challenges for coastal areas, including from OECD (http://www.oecd.org/industry/job-creation-and-local-economic-development-2016-9789264261976-en.htm), Joseph Rowntree Foundation (https://www.jrf.org.uk/report/overcoming-deprivation-and-disconnection-uk-cities), the Royal Society for the Arts Inclusive Growth Commission (https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/inclusive-growth-commission) and most recently the Social Market Foundation (http://www.smf.co.uk/britains-coastal-communities-amongst-worst-performing-areas-earnings-jobs-health-education).

These challenges lead to disconnection and deprivation evidenced through not only the labour market and wider growth issues identified in the research above but health, social and educational issues which cost the public purse over the long term.

There is a related issue for coastal local authorities. Coastal local authorities of different tiers have a disproportionate level of demand on services compared to the resident population. This demand is represented by not only additional pressures on infrastructure but other services including cleansing, waste management, culture and events which are not typically understood with the funding formulas for local government spend.

The economic challenges have persisted for a number of reasons. Many of those reasons are set out in the links above however there is a wider policy challenge in that the prevailing approach for economic growth has been metropolitan focused. The focus on cities while understandable does increase the risk that opportunities that exist outside of those areas can be missed.

Coastal areas of different sizes have not been recognised as places of latent potential. Torbay for instance has an opportunity to re-define itself through investment in its town centres, employment space and housing. There are key

sectors typified by the rebuilding of its electronics sector which offers the potential for higher value employment to complement the bed rock sectors.

*2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

There has been significant and extensive research to provide this analysis. The conclusions that have been drawn vary dependent on the perspective of the research however the broad conclusions demonstrate that seaside towns and coastal communities are some of the most deprived areas of the country. The Social Market Foundation noted:

- Five of the ten local authorities in Great Britain with the lowest average employee pay are in coastal communities
- In 2016 average employee pay was about £3,600 per annum lower in coastal communities.
- In March 2017 five of the 10 local authorities in Great Britain with the highest unemployment rate were coastal communities
- Ten of the twenty local authorities in England & Wales with the highest proportion of individuals in poor health are coastal communities
- Educational attainment can be lower with lower proportions of level 4 qualifications

In addition there is further evidence demonstrating challenges through bankruptcies and debt. Of course coastal demographics are changing with large outward flows of younger residents leading to unbalanced communities with higher levels of over 65s and older leading to higher costs of adult social care. This in turn limits the ability of the local authorities in these places to invest in opportunities which can drive growth.

Public sector spend is around £2.5M[268] per day in Torbay much of this related to care of different classes. Spend associated with an ageing population and a consequence of risk taking behaviours is expected to increase and therefore new funding models, incentives and approaches need to be developed to allow coastal places to flourish.

**Housing and demographics**

*3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?*

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[268] Torbay Joint Strategic Needs Assessment 2018-2020

One of the key demographic pressures for Torbay is the exceptional number of older people. The Housing and Health Needs Assessment shows that Torbay has a higher percentage of both men and women aged 60 and over and a much lower percentage of the younger age groups compared with England**.** Overall there is expected to be an increase in Torbay's resident population, most noticeably those aged 65 and over and those aged 85 years and over. Many older people enjoy a high quality of life here but inevitably some require additional support as they become frailer in later years.

Planning statistics suggest that there has been a steady flow of conversions from tourist accommodation to other uses and permitted development rights are thought to have exacerbated this. Torbay has approximately 2.5% of its total housing stock delivered through HMOs compared to a national rate of 1.6% (cited in Local Plan). Improving the capacity of local authorities to provide for a greater degree of a greater degree of control over the quality of the private sector sites would have a positive impact on the quality of housing thereby contributing to improved health outcomes.

4. *Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?*

There is evidence that population transience is impacting on homeless numbers[269] across Torbay. Encouraging greater levels of housing delivery by maintaining New Homes bonus and encouraging a closer focus on the use and redevelopment of town centre locations through the Housing Infrastructure Fund or other Homes England programmes would be a helpful adjustment. This would reuse land which is currently being poorly utilised by traditional town centre retail uses which will continue to face pressures over the coming years.

**Transport and connectivity**

*5.Do problems relating to transport and connectivity (including digital connectivity)present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?*

Related to the prevailing focus on metropolitan growth driving productivity and employment gains it is critical that the transport and connectivity issues facing coastal areas are addressed. Typically coastal areas are by their definition peripheral. Torbay and much of the Heart of the South West LEP's coastal areas rely on good road connections to ensure that goods, workers, residents and visitors are able to move in and around the area.

Torbay remains grateful to the government for the funding granted to the South Devon Highway which has proven to be a very positive investment

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[269] https://www.torbay.gov.uk/media/11578/crisis-housing-report.pdf

connecting the A380 better into Torbay. This has been partly responsible for a high increase in the demand for commercial property for Torbay.

Rail infrastructure needs investment as Torbay and indeed coastal places to the west of Torbay are reliant on the Dawlish line being protected. However in addition to that nationally important piece of rail there is a continued need for greater rail provision for Torbay to connect Torbay with Exeter. In line with the city growth theory ensuring that Torbay residents are better connected with Exeter helps to link labour demand and labour supply. This issue would also apply for Northern Devon and West Somerset, the place of lowest social mobility in the country.

Torbay is well served by digital infrastructure with over 97% of the area able to receive superfast broadband speeds however there is a need to ensure that digital skills in the community and businesses are supported. Torbay is seeking coastal communities funding under round 5 for this very reason so that businesses in the bedrock tourism and hospitality sector can become better digital businesses. Ensuring that coastal areas though are future proofed for infrastructure and put in a position where faster cellular networks and increased fibre to the premises can be deployed can be driven by Government either through dedicated programmes, the planning system or through the One Public Estate programme.

**The role of the visitor economy**

6.*How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?*

Successful economies must be capable of understanding their strengths and for Torbay the visitor economy is a significant sector in terms of employment and value. It is likely to continue to be and Torbay's Destination Management Plan sets out clear ambitions to raise the quality of the offer, improve the visitor experience and maintain its position as one of England's pre eminent resort destinations

Beyond the visitor economy the place is mindful of other sectors with Torbay having particularly focused on electronics and photonics where Torbay is a global leader in photonics expertise. Health, construction, manufacturing and fishing are also important sectors with the port of Brixham being the largest fishing port in England and Wales by value of catch.

**Physical regeneration**

*7.Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?*

Torbay believes that there is an urgent need to improve the tools available to coastal local authorities. Torbay has made the case to the Heart of the South West LEP, Coastal Communities Alliance, LGA Coastal SIG and to government that in order to get stuck coastal economies moving there needs to be a different approach. The development viability of commercial schemes in economies like Torbay's is normally marginal .The cost of building out new business space is not met by the rental levels which prevents new builds and holds rents artificially low. Poor quality space also harms productivity and growth in those businesses.

Specifically with physical regeneration Torbay is advocating that Public Works Loan Board rates are discounted for local authorities to invest in regeneration and growth. Other gap funding tools should be encouraged whether through municipal bonds, business rate retention or focused grant programmes there is an opportunity to very significantly accelerate growth. Torbay's economic development company TDA is dealing with employment space demand which could create 1,000 new jobs and the development viability is the key short term challenge. To accelerate growth and level in private sector investment Torbay favours the trialling of what has been termed a Coastal Action Zone

- o simplified local authority planning procedures (which Torbay Council can offer quite straightforwardly and has used Local Development Orders to support change);

- o Government support to ensure superfast broadband connectivity

- o 100% enhanced capital allowances to businesses making investments in plant and machinery for a 5 year term

- ▪ A Fund to support early enabling works in and around Action Zone sites and resource the completion of infrastructure projects that facilitate

commercially viable development where there has been "market failure".

In addition to the above 'standard' characteristics of the following might also be included:

- Priority access to the Local Full Fibre Network Fund, providing vouchers for businesses to access full fibre.

- A residential component in order to bring life (and purchasing power) back into the town centre.

## Social and economic regeneration

8.*What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

Ensuring that there is stronger link between education and business is important in raising aspirations in coastal and seaside communities. Torbay would recommend that the Select Committee considers the role of secondary and late primary education in raising the awareness of pupils for opportunities in their local areas. There are also issues related to isolation and deprivation in parts of these areas.

9. *What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?*

Successful economies are at the heart of successful places. Torbay's approach to economic strategy is shaped and defined by regular engagement with businesses through an account management approach complemented by working with representative bodies such as Torbay Business Forum and the Chambers. Local businesses needs to have the ability to be able to influence the design of policy and encouraged to come forward and do that.

## Education, health and wellbeing

10. *Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

No comment.

11.*Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

Evidence set out in links provided above, no further comments.

**Delivery structures**

Coastal Communities Fund has been a very welcome programme for seaside towns. Torbay has benefitted from nearly £3M of Coastal Community Fund and is seeking more through Round 5. The projects delivered have helped create community ambassadors, increased apprenticeships, created new businesses and will see in April next year the opening of a flagship workspace. However Coastal Communities Fund is vastly underfunded as the MHCLG figures continue to show a huge discrepancy between funding sought and the available grant. It is inescapable that CCF needs additional resource.

Further interventions would in Torbay's judgement be shaped by the development of a Coastal Action Zone approach. This would cover the sort of activity set out in our response to question 7 but would also see more direct support for business and skills development with local places better empowered to bring forward projects that can make a difference.

Notwithstanding our view that the CCF should be increased in value our belief is that this is not likely to happen. Therefore the proposed UK Shared Prosperity Fund need to be shaped in such a way that coastal areas are properly considered in the design of the fund by relevant departments. Whether this fund is delivered through Local Enterprise Partnerships or Local Authorities is less important than ensuring that the opportunities that exist in coastal places can be acted upon to unlock growth.

Local places need to be clearly able to lead and deliver the development of such a vision and where structures such as LEPs or government departments can add value then they should be part of the development and delivery. In those places where they cannot the local places should have access to the tools that allow them to deliver for their communities.

*14. Are there fiscal or financial measures available which could help to support the generation of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?*

Yes as set out above. Torbay believes that England's coastal communities have huge potential for productive economic growth, but which requires targeted central government support in order to achieve that potential.

The right types of investment in its people, businesses and places could bring significant rewards to Torbay and further more help shape a national programme of support for similarly challenged coastal resort economies increasing national productivity.

The attached appendix sets out the Coastal Action Zone proposal in more detail. We advocate that these Zones are trialled and that pilot areas can identify interventions bespoke to them but with potential for an application in other coastal area.

What is set out is not a plea for handouts. Rather it seeks to find cost-effective means of investing in the future of Torbay and other coastal communities in order to generate financial and social returns for UK Plc driving growth across the whole country.

Evidence put together by Torbay would suggest that the adoption of the Coastal Action Zone idea will promote economic activity, generate tax revenues and reduce welfare spending.

The Joseph Rowntree Foundation (JRF) report "The Benefits of Tackling Worklessness and Low Pay" (December 2014) found that for every out-of-work claimant that moved into a job that paid the Living Wage (then £7.45 per hour), the Government gained, on average, almost £6,900. The local economy benefited, on average, by more than £14,000 per year every time an unemployed person began a Living Wage job.

**On this basis, 1,000 Torbay residents moving from out-of-work benefits into a Living Wage job would benefit the Government by nearly £7 million each year and the local economy by £14 million each year.**

**More generally, £220 million of public money invested in creating 10,000 jobs in Coastal EZs would generate more than £1.3 billion of additional economic output and improve the public finances by at least £690 million over a ten-year period.  In other words, every £1 of public investment would improve the public finances by around £3.14.**


**People and place**

*15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?*

*16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?*


It is critical that partners and communities are engaged in the growth and regeneration discussion. Torbay has recently seen a strategic partnership be re-established. Torbay Together is led by the private sector and has focused on how partners can help lead the place forward bsed around a shared vision for a productive local economy and the varied benefits that brings. Where places have willing partners and willing leadership but which could otherwise be stuck there is a need to help unlock growth to capitalise on the assets and opportunities of these places. Torbay Together believes that there is a clear need for the adaption of previously successful policies. Torbay would welcome

working further with the committee and with Government to explore how, in a seaside town and coastal resort context, this can be achieved and more details are set out in the attached appendix.

## Appendix 1 – Coastal Action Zone proposal

## Executive Summary

Torbay represents a typical example of the types of coastal communities with huge potential for productive economic growth, but which requires targeted central government support in order to achieve that potential.

The right types of investment in its people, businesses and places could bring significant rewards to Torbay and further more help shape a national programme of support for similarly challenged coastal resort economies increasing national productivity.

In the short term doing nothing doesn't mean that nothing will change; doing nothing will permit Torbay's continued decline. Doing nothing means creating more problems for tomorrow rather than exploring solutions today. At a time of significant uncertainty, there is an especially strong case for interventions that provide stability, promote investment and cultivate optimism. This document sets out proposals designed to:

- Upgrade infrastructure – specifically by supporting the Council through co-investing to bring forward sites for residential and mixed use in Torbay's town centres providing in order to create a higher quality offer attractive to local residents, which helps support the development of the visitor economy and supports the attraction of skilled labour.

- Develop skills - connecting the people who need jobs with the employers that need skilled people; helping to retain the brightest and best young people whilst giving new, existing and relocating businesses access to the technical skills they require.

- Support businesses to start and grow - by encouraging investment and reinvestment into the business, helping them to exploit market opportunities at home and abroad and strengthening the developing technology cluster based in Torbay.

The key to success is in a package of interventions bespoke to Torbay but with potential for an application in other coastal areas. This proposal adapts existing policies but crucially the innovation is in bringing them together in a co-ordinated way and enacting them on a basis (and a scale) that is right for Torbay.

Crucially, this is not a plea for handouts. This proposal is about finding cost-effective means of investing in the future of Torbay (and other coastal communities) in order to generate financial and social returns for UK Plc driving growth across the whole country. In particular, these proposals have the potential to benefit the Exchequer by promoting economic activity, generating tax revenues and reducing welfare spending.

The Joseph Rowntree Foundation (JRF) report "The Benefits of Tackling Worklessness and Low Pay" (December 2014) found that for every out-of-work claimant that moved into a job that paid the Living Wage (then £7.45 per hour), the Government gained, on average, almost £6,900. The local economy benefited, on average, by more than £14,000 per year every time an unemployed person began a Living Wage job.  **On this basis, 1,000 Torbay residents moving from out-of-work benefits into a Living Wage job would benefit the Government by nearly £7 million each year and the local economy by £14 million each year.**

**More generally, £220 million of public money invested in creating 10,000 jobs in Coastal EZs would generate more than £1.3 billion of additional economic output and improve the public finances by at least £690 million over a ten-year period.  In other words, every £1 of public investment would improve the public finances by around £3.14.**

**Introduction**

The deterioration in the economies, physical environments and social fabrics of many of the coastal communities around the UK is well documented.  Indeed, there is a wealth of evidence on labour market and wider growth challenges for coastal areas, including from OECD (http://www.oecd.org/industry/job-creation-and-local-economic-development-2016-9789264261976-en.htm), Joseph Rowntree Foundation (https://www.jrf.org.uk/report/overcoming-deprivation-and-disconnection-uk-cities), the Royal Society for the Arts Inclusive Growth Commission (https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/inclusive-growth-commission) and most recently the Social Market Foundation (http://www.smf.co.uk/britains-coastal-communities-amongst-worst-performing-areas-earnings-jobs-health-education/) .  These challenges lead to disconnection and deprivation evidenced through not only the labour market and wider growth issues identified in the research but health, social and educational issues which cost the public purse over the long term.

Although it has much going for it, **Torbay is an example of one of the disconnected areas described in the above research and a place where deprivation remains far too prevalent.**  This scoping report sets out a number of potential policy interventions that could help to turn the tide in Torbay and other similar coastal communities.

Furthermore, the need for new policy prescriptions is given added urgency by the changing funding landscape.  In October 2015, the Government announced plans whereby local authorities would keep 100 per cent of the Business Rates raised locally, putting the onus on councils to maximise this source of income.  In addition, coastal communities such as Torbay have benefited substantially from European Structural Funds (European Regional Development Fund and European Social Fund).  At present, there is uncertainty as to whether or not the current UK Programme (2014-2020) will run its full course or, if not, how and to what extent it might be replaced.  It is understood that DCLG/BEIS is currently consulting on a prospective replacement: the UK Shared Prosperity Fund.  Torbay advocates that this Fund be designed in such a way as to resource the types of projects described in this proposal for the benefit of places like Torbay.

In particular, Torbay has an opportunity to re-define its sense of place through investment in its town centres.  Failure to do so means further decline is inevitable.  However, breathing new life into Torbay's town centres will generate the confidence that will attract the investment, the people and the businesses.

In addition, Torbay has an opportunity to complete the rebuilding of its electronics sector, moving from a reliance on relatively few firms and large

numbers of semi-skilled jobs, to more firms and more highly skilled jobs.  This is supported by plans for an Innovation Centre and a new hi tech and digital campus proposed by South Devon College, as well as potential for a Torbay contribution to a dispersed Institute of Technology (covering electronics, big data, marine and nuclear) across the Heart of the South West LEP area.

**Alignment with Government Policy**

The UK Industrial Strategy aims to grow the productivity of the economy, raise living standards and ensure benefits are shared across the country.  The Industrial Strategy focuses on boosting productivity and earning power across the country by focusing on 5 foundations of productivity. The 5 foundations are:

Ideas: the world's most innovative economy
People: good jobs and greater earning power for all
Infrastructure: a major upgrade to the UK's infrastructure
Business Environment: the best place to start and grow a business
Places: prosperous communities across the UK
Our contention is that these foundations must be found in places across the Country not only metropolitan areas and through the introduction of a Coastal Action Zone Torbay can contribute to each of the above. We want to ensure that the business environment is positive, that the right infrastructure exists, that housing is safe and there is a good supply of the right housing to ensure labour exists for growing businesses and that those businesses have the ability to bring forward ideas and innovation. We have therefore grouped our proposed interventions under the following headings:

- Developing skills;

- Upgrading infrastructure; and

- Supporting businesses to start and grow

It is these pillars on which this submission focuses.  Furthermore, the emphasis is on ways in which to add value to existing initiatives by ensuring things happen faster than they otherwise would, can be done better than they otherwise would or are enabled to happen when that might not otherwise have been the case.

Torbay is keen to play its role in contributing to the Government's Industrial Strategy but will need to have access to the right instruments in order to be able to do so. The Localis report (March 2017)  'The Making of an Industrial Strategy' [http://www.localis.org.uk/wp-content/uploads/2017/03/004_Localis_IndustrialStrategy_AWK_WEB-1.pdf](http://www.localis.org.uk/wp-content/uploads/2017/03/004_Localis_IndustrialStrategy_AWK_WEB-1.pdf) (with a Foreword by Greg Clarke) went further in stating that, for all its merits, a national industrial strategy: "*won't suit, or even help a great many places whose choice will be to either lead their own industrial strategy or have none at all*."  Such places are described as 'stifled' or 'stuck'.

Localis set out four key ingredients for a successful local industrial strategy:

- A strategic authority to lead the local industrial strategy.
- A risk-sharing partnership between the public and private sectors (with Government allowing local authorities greater freedom to raise revenue and invest
- A set of new powers to attract talent, to unlock public investment, to allocate land for development and to organise public transport.
- A deeper level of insight into/understanding of the local economy.

The report also advocated a shift in emphasis towards smaller and more remote towns, specifically referencing a number of coastal communities, including Torbay.

**Upgrading Infrastructure**

In coastal communities, the need and opportunities for infrastructure investment come in a variety of forms.  These include:

- Town and city centre regeneration

- Transport connections (mainly road and rail);

- Broadband connectivity; and

- Coastal defences.

Naturally, in Torbay each of the above is important.  However, the focus of this initiative would be on town centre regeneration.

Many coastal town and city centres have endured long term decline as private sector investment has reduced.  In some places investor confidence has evaporated altogether, due to an adverse shift in the balance between risk (perceived as becoming relatively higher) and reward (experienced to be getting relatively lower).

Trying to turn this into a plus, it can mean that land and property prices are relatively low and that there are opportunities to attract the types of individuals/businesses that place a high value on quality of life and are looking for locations with relatively low overheads.  For example, there are coastal towns that have made a virtue of undergoing regeneration in order to attract cultural and creative businesses in particular.

Intervention can involve the provision of direct assistance to private sector developers (e.g. provision of gap funding), by proving and catalysing the market (such as by investing funds in the first phase of a development) or through direct investment.   Where there are uncertainties surrounding the economic case for development for the private sector, it may be that the key to catalysing the market is through better or more widely available/understood market intelligence.

In November 2016, the Government published the most recent set of data on the Enterprise Zones programme since its inception, in April 2012, to March 2016.  This indicated that the 24 EZs had attracted £2.7 billion of private sector investment over this period, helping to create nearly 30,000 jobs. Clearly, the nature and scale of these EZs varies considerably, however, it appears that each has had an important role to play within its local context. Indeed, more Enterprise Zones were announced in the Autumn Statement in 2015 and in the March 2016 Budget. Up to 48 Enterprise Zones are currently planned to be in place by the beginning of April 2017.

EZs offer:

- Simplified local authority planning procedures;
- Government support to ensure superfast broadband connectivity; and
- (in Assisted Areas) 100% enhanced capital allowances to businesses making large investments in plant and machinery

- up to 100% business rate discount, worth up to £275,000 per business over a 5-year period;

In addition, EZs can unlock other government funding.  On either a loan or equity basis, the *Local Infrastructure Fund* invests in early enabling works in and around Enterprise Zone sites.

The *Enterprise Zones Capital Grant Fund* can be used to make sites commercially viable for development by addressing issues such as abnormal costs, public infrastructure costs and land assembly.

An EZ in Torbay (part of which is a Category C assisted area) is unlikely to have the same level of impact on the UK economy as one in Bristol, Manchester or Sheffield, but adopting tools and policies and applying them in a coastal setting will accelerate economic growth.  Furthermore, if rolled out to other coastal economies, the aggregate effect might well be significant.

Using the example of University EZs and Food EZs (dedicated to food and agriculture) Torbay is encouraging Government to pilot Coastal Action Zones learning from the examples of previously established interventions and applying them to a different geography. *However the business rate discount policy is not an intervention that is sought as part of this package*.

The 24 existing EZs managed to attract £2.7 billion of private sector investment and generate 30,000 jobs and it is plausible that Coastal EZs might between them attract at least £1 billion of additional investment and generate at least 10,000 jobs dependent on the pilot areas selected. The potential for all business rates growth generated by an Enterprise Zone being kept by the Local Enterprise Partnership and local authority for 25 years to reinvest in local economic growth, a Coastal EZ offers the prospect of sustainability however even without rate retention increasing the supply of homes and workspace will improve the public finances at a local and national level for these areas.

The most authoritative study on the impact of Enterprise Zones is a little dated, but the principles pertain.  It was one commissioned by the Department of the Environment in 1995 and covered 22 of the 25 EZs designated between 1981 and 1984.

The key findings included:

- Around 126,000 jobs were created, of which up to 58,000 were additional.

- The cost per additional job created was around £17,000 (£26,000 at current prices), assuming a ten-year job life.

- More than £2 billion (1994/95 prices – equating to around £3 billion at current prices) of private capital was invested in property on the EZs, a public to private leverage ratio of about 1 to 2.3.

A more recent study of EZs in Wales stated that between 2012 and 2017, across 8 EZs £220 million of public money was spent, with around 10,700 jobs created or safeguarded.  Many of these EZs are in coastal areas (including Anglesey, Milford Haven and Port Talbot).

According to Joseph Rowntree Foundation[270]:

- Every time an out-of-work claimant moves into a job paid at the Living Wage, the Government saves on average £6,897 annually

- Every time an out-of-work claimant moves into work, there is an annual average increased economic output of £13,133 nationally

**Based on the above, £220 million of public money invested in creating 10,000 jobs in Coastal EZs would generate more than £1.3 billion of additional economic output and improve the public finances by at least £690 million over a ten-year period.**

**In other words, every £1 of public investment would improve the public finances by around £3.14.**

**The Proposal**

In order to encourage higher levels of private sector investment into Torbay and thereby facilitate town centre regeneration and the creation of attendant business opportunities, the following are proposed:

- the creation of a Coastal Action Zone in Torbay, offering

  o simplified local authority planning procedures (which Torbay Council can offer quite straightforwardly and has used Local Development Orders to support change);

  o Government support to ensure superfast broadband connectivity and

  o 100% enhanced capital allowances to businesses making investments in plant and machinery (the suggestion here is that it be applied to all investments in order to benefit smaller businesses).

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[270] https://www.jrf.org.uk

- A Fund to support early enabling works in and around Action Zone sites and resource the completion of infrastructure projects that facilitate commercially viable development where there has been "market failure".

In addition to the above 'standard' characteristics of the following might also be included:

- Priority access to the Local Full Fibre Network Fund, providing vouchers for businesses to access full fibre.

- A residential component in order to bring life (and purchasing power) back into the town centre.


**Developing Skills**


A key issue for coastal communities is the actual/perceived lack of employment and business opportunities.  This leads to:
- low levels of aspirations amongst many school leavers;
- the loss of more able young people, depriving coastal economies of higher level skills and entrepreneurial ambition; and
- difficulties in attracting skilled and enterprising people.

There is therefore a need to invest in initiatives that give hope to all young people, retain the brightest and best, and attract new talent to these areas. Furthermore, the skills issues that hold back individuals also impact on businesses.  An actual or perceived lack of skills can limit productivity, discourage expansion, threaten sustainability and discourage new investments into an area.

*Apprenticeships* continue to be highly regarded by both employers and learners and remain a key element of the public sector's response to tackling the skills agenda.  However, take-up in some sectors (especially those with no tradition of apprenticeships and where there is no statutory requirement for a minimum level of qualification) and by some types of businesses (especially smaller firms) can be low.

Furthermore, placing a greater onus on individuals and employers to invest in their own training may work well enough in certain sets of circumstances but might represent significant barriers in others.  In many coastal communities, a limited number and variety of employment opportunities does not make a convincing case for investment and there is therefore merit in exploring different models.

The *Apprenticeship Grant for Employers Programme* demonstrated that providing additional financial support direct to employers had a significant impact on training take-up, especially amongst the smallest employers.

*Employer Ownership of Skills Pilots* allowed employers direct access to

public funds in the hope that this would encourage higher levels of employer investment in skills and/or allow employers to demonstrate more innovative approaches to skills issues.  Evaluation findings showed that choices of provision were widened making training more relevant, improving value for money and enabling more flexible, targeted provision.  This in turn resulted in employers (and SMEs in particular) undertaking training which they would not otherwise have undertaken.

*MADE (Manufacturing Activities Designed to Engage)* initially ran as a two-year pilot programme (ending in June 2017) led by Torbay Development Agency (TDA) in conjunction with the Torbay Hi Tech Forum and Torbay & South Devon Manufacturing Forum.  It sought to raise the profile of STEM careers locally amongst young people in secondary and further education, through a partnership of 14 schools/colleges and 35 businesses.  The pilot recruited 150 STEM Ambassadors and engaged nearly 1,900 young people.  Activities included:

- Marketing and Profile Raising Activity
- Purchase of a Manufacturing Tool as a Central Held Shared Resource
- Development and Delivery of STEM focussed 'Reciprocal Lessons', including the MADE Manufacturing School Challenge Competition
- TechBay Engineering: Your Future - STEM Events for Schools
- Work Experience Offer for Local Manufacturing and STEM Focussed Businesses

In May 2017 additional funding was secured to extend the programme through to August 2018.  This involves continued/repeat delivery of:

- the MADE Manufacturing Challenge
- Accredited Work Experience for Students
- TechBay Engineering: Your Future

New elements of the Programme include:

- A Challenge Activity
- Purchase of a 'class-set' of hardware, software and resource kits
- Work Experience for Teachers
- Girls into Engineering
- Gooch & Housego STEM Day'18

There is merit in sustaining and broadening these activities but also extending this approach to other sectors.

In addition, increasing attention is being paid to *leadership and management*, seeking to accelerate the professional development of owner-managers and key staff in businesses in the expectation of bringing about growth, improving productivity and enhancing commercial and environmental sustainability.  This commonly involves a mixture of masterclasses, mentoring and peer-to-peer support.  Evaluations have reported participants improving their knowledge and behaviour around key management areas, strategic planning and effective management; organisational culture and communication; and recruitment and training.  This in turn typically improves

performance in terms of turnover and profit as well as leading to higher levels of employment.

**The Proposal**

The intention would be for time-limited interventions (or perhaps ones withdrawn gradually over a period of time) that would be designed to change attitudes to investing in skills development by demonstrating the benefits of doing so.

**Employers**

In order to avoid compromising the integrity of the Apprenticeship Levy, the intervention would be aimed at employers well below the AL threshold (which applies to employers with a wage bill in excess of £3 million). Suggestions include:

- Extension of the Higher Education offer provided through South Devon College.

- Providing information on the benefits of investing in training and specific opportunities available locally to types of employers exhibiting low levels of take-up;

- Sector-specific EOSPs, perhaps focused on the hospitality, construction, electronics and social care sectors.

- Bringing employers together on a group (cross-sector) basis in order to provide critical mass that justifies provision of more generic/transferable being made available and/or enables employers to shape provision/negotiate down costs;

- Providing additional grants to help SMEs meet the costs of apprenticeship and other training; and

- Continuation and extension of MADE activities

- An action to encourage secondary school leaders to work more closely with the local business community to prepare young people for employment

**Individuals**

In order to encourage more people (and perhaps those who are classified as NEET as a specific target group) to engage in training:

- Extension of the Higher Education offer at South Devon College

- Provide information on the benefits of investing in training and specific opportunities available locally; and

- Provide vouchers to help cover the cost of training, possibly offering those with greater values to pursue training in sectors/occupations facing skills shortages.

- Continuation and extension of MADE activities

## Supporting businesses to start and grow

Given that it is not a major attractor of inward investment, Torbay's economic future will largely be determined by its ability to cultivate more business start-ups and to grow existing businesses.  Targeted interventions could help to boost rates of new firm formation, reduce the number of business failures and accelerate business growth, through a combination of:

- Property development that provides appropriate and affordable accommodation for business starts and move-on accommodation for expanding firms

- Access to finance measures that give businesses the resources they need to underpin growth

- Exporting support for businesses exploring international markets

- Innovation support to encourage the introduction of new products and processes

### Property Development

Torbay has, historically, experienced a lack of investment in business premises with an associated short supply of good quality business accommodation. Following the opening of the South Devon Highway in late 2015 and other more recent developments, there is growing interest from indigenous businesses and inward investors in Torbay.  However, the limited availability of facilities of the right quality is preventing growth.  Meanwhile the quality of the existing commercial and industrial stock is slowly deteriorating.  Incubation facilities can provide flexible space on favourable terms and often offer access to a range of support services, including general administrative provision and more tailored business support.  Indeed, experience elsewhere suggests that a key factor in successful delivery is the provision of a comprehensive business support package, incorporating specialist knowledge if possible and delivered over an extended period of time.  Crucially, such developments can also bring together like-minded businesses who can learn from each other and, in some cases, collaborate.

However, bringing forward such developments in Torbay (and many other coastal economies) has been very difficult.  Private sector investors and developers have not had the confidence to undertake these sorts of developments in the market conditions that have persisted over many years,

whilst the public sector's ability to do so has been constrained by lack of funding and difficulties in accessing third party resources.

Torbay is currently developing projects and proposals for town centre and commercial schemes with a development value estimated at more than £150 million over the medium term. In the absence of a grant funding programme there is scope to secure funds via the Public Works Loan Board. Torbay is calling for the Government to permit coastal areas to borrow from the PWLB at preferential rates of borrowing and/or to design some form of forward funding model.  In respect of grant funding, perhaps using precedents established under ERDF, there is also potential for resources to be made available through an enlarged Coastal Communities Fund or Shared Prosperity Fund, subject to government endorsement

## Access to Finance

In respect of *debt finance*, the rationale for intervention is that many viable (especially early stage) businesses are unable to obtain normal commercial loans, because they lack adequate security or a proven financial track record. There are also specific issues faced by young people, given their lack of assets, low credit ratings and perceptions of risk amongst lenders.

Access to *equity funding* can be particularly susceptible to market failures, including: lack of information amongst investors on the range and quality of opportunities, due to the lack of visibility of many small firms; disproportionate due diligence costs; incentives for fund managers being skewed towards larger deals; and perceptions of risk.  Equity funding gaps tend to be most common in the £2 million - £10 million range in that business angels (including syndicates) often invest up to £2 million, and venture capitalists more likely to be investing around £10 million and above.  One option is to utilise the Accelerator Programme and match investments into pre-start/new start/early stage businesses from business angels with government funding.

## Exporting

Encouraging businesses to export brings a number of benefits, not least opening up growth opportunities and spreading risk.  In addition, exporters are more innovative by the very nature of having to address other national market requirements. As a result, productivity is found to be significantly higher than amongst non-exporting firms.

Departmental for International Trade (DIT) services – including those delivered by Business West in respect of DIT's Export 4 Growth Programme - are focussed on 'ready to export' SMEs which have the capacity, but lack the confidence and/or skills to export.  There appears to be very little support focussed on SMEs not ready to engage with DIT/its partners who have little awareness or aspirations to export and do not currently appreciate that they have products/services which have excellent exporting potential.

Furthermore, there may be particular merit in taking a sector-focussed approach. This could facilitate sector participation in overseas exhibitions and supporting inward 'meet the buyers' missions.

It should be noted that it takes time for companies to be able to incorporate this support within the cycle of the export strategies in order to achieve effective long-term impacts. Consequently, and due to the long-term lead in times of exporting, any service needs to run for at least three years and longer if it is to have any substantial traction in engaging meaningfully with businesses.


**The Proposal**

To some extent, business development issues would be addressed by the proposals outlined in other sections of this paper. In addition, we propose the following:

- provision of a gap funding mechanism to encourage commercial development where it would not otherwise be commercially viable.

- developing and delivering business support to encourage the growth of existing enterprises.

- setting up a sector focused accelerator programme to stimulate creation and growth of knowledge based businesses in the area using existing sector strengths and reinforcing other investments

- provision of export support services to businesses that are at an earlier stage of exporting development than those targeted by DIT services, including:

  o Information, advice, guidance, and signposting/cross-referring, through a variety of promotional activities and by relevant agencies working more collaboratively.

  o Running export support workshops (at least twice a year), drawing on the external expertise of Business West and the local knowledge and practical support of TDA.

  o Supporting attendance at overseas trade shows and on overseas trade missions through the provision of grants, on a 50% match funded basis.

- focussing on the electronics/photonics sector specifically, explore how innovation and knowledge transfer might best be facilitated.


**Potential resources and outputs**


At this stage, it is difficult to quantify resource requirements. Similarly, with prospective outputs directly linked to the scale of resources invested, these

too are difficult to estimate at present. Nevertheless, in respect of future outcomes, it is clear that there is a substantial prize on offer.

The table below lists a selection of 17 local authorities in England and Wales with significant coastal communities and most with populations of between 100,000-150,000, together with key economic data. In isolation, such places might be considered too small to have a significant impact on the national economy, but not only is there the prospect of significant local impacts but, in aggregate, at the national level too.

| Place | Population | GVA (£m) | GVA Per Head (£) | Number of Unemployed | Unemployment % |
|---|---|---|---|---|---|
| South Tyneside | 149400 | 2132 | 13954 | 5800 | 8.3 |
| Tendring | 142600 | 2161 | 15308 | 3200 | 5.8 |
| Blackpool | 139200 | 2146 | 15372 | 3800 | 5.9 |
| Thanet | 140700 | 2099 | 15021 | 3400 | 4.8 |
| East Lindsey | 138400 | 2233 | 16192 | 2600 | 4.4 |
| Redcar & Cleveland | 135400 | 2055 | 17200 | 4400 | 7.1 |
| Torbay | 133900 | 2081 | 15599 | 2900 | 4.6 |
| Teignbridge | 129900 | 2309 | 17925 | 2000 | 3.2 |
| Vale of Glamorgan | 128500 | 2028 | 15894 | 2800 | 4.6 |
| Conwy County Borough | 116500 | 1809 | 15568 | 2200 | 4.3 |
| Waveney | 116500 | 2215 | 19068 | 3200 | 6.1 |
| Dover | 114200 | 1779 | 15715 | 2600 | 4.5 |
| Scarborough | 107800 | 2098 | 19443 | 2000 | 3.7 |
| Worthing | 108600 | 2566 | 23818 | 2000 | 3.5 |
| Eastbourne | 103100 | 1869 | 18242 | 2200 | 4.6 |
| Great Yarmouth | 99200 | 1908 | 19340 | 3100 | 6.8 |
| Weymouth & Portland | 65400 | 933 | 14311 | 1200 | 4.8 |
| **Total** | **2,117,500** | **34,388** | | **49,400** | |

- **At £15,599, GVA per head in Torbay is a mere 62% of the national average. Were the proposed interventions able to close even a fifth of the gap (i.e. increase GVA per head in Torbay to £17,549), this would increase Torbay's GVA as a whole by 12.5% to £2,341 million.**

- **Were a similar improvement to be achieved across all of the above communities, the collective increase in GVA would be just under £4 billion**.

- **We would propose that the CEZ approach is piloted. The places selected for pilots being assessed against criteria including population, GVA per capita with the assumption that places would need to lag behind national average by a minimum of 20% and a requirement for employment in tourism related sectors to be over 15% areas including**

  - **Torbay**
  - **Blackpool**
  - **East Lindsey**
  - **Great Yarmouth**
  - **Scarborough**
  - **Thanet**

**Next steps**

There is a compelling case for adopting a pilot scheme focused on Torbay, to explore how these interventions might be implemented, evaluate what worked well and less well (and why) and design a more refined model for wider adoption. The selection of Torbay for a pilot scheme appears justified in terms of the socio-economic context and economic development potential, as well as by the willingness and ability of the local authority to participate. Specifically, the recommendation is that the pilot ought to undertake the following:

**Developing Skills**

- Launch an information campaign (aimed at both employers and individuals) on the benefits of investing in training and specific opportunities available locally;

- Bring employers together to establish their collective needs and facilitate a co-ordinated approach to skills development;

- Provide grants to SMEs and vouchers to individuals to (help) meet the costs of apprenticeship and other training; and

- Explore sector-specific approaches (specifically hospitality and social care).

## Upgrading Infrastructure

- Establish a Coastal Action Zone, offering tax relief on capital investments. The pilot would look to adopt/amend elements of standard Enterprise Zones (e.g. by increasing the Annual Investment Allowance and/or focusing on specific sectors) and examine the potential for such a designation to bring forward development/re-development on specific sites.

- The above to be complemented by a Local Infrastructure Fund (to support early enabling works) to complete infrastructure projects that facilitate commercially viable development.

- Permit the financing of capital investments undertaken by coastal local authorities (including in conjunction with private sector partners), be that through the Public Works Loan Board (providing preferential rates of borrowing), some form of forward funding model or an enlarged Coastal Communities Fund/Shared Prosperity Fund.

## Supporting Businesses to Start and Grow

- offer gap funding grants to encourage commercial development where it would not otherwise be commercially viable.

- develop and deliver business support services to encourage growth.

- set up a Sector based accelerator programme

- provide export support services to businesses that are at an earlier stage of exporting development than those targeted by DIT services.

- work with the electronics/photonics sector to explore how innovation and knowledge transfer might best be facilitated.


In respect of a possible roll out of this sort of approach to other coastal towns and cities, consideration would need to be given to the types of coastal towns and cities that would be eligible for these sorts of interventions.  It is suggested that this incorporate the four key ingredients for a successful local industrial strategy set out by Localis, as well as others, as follows:

- The presence of organisational structures and relationships capable of providing the leadership, authority, capacity and powers required to design and implement the type of strategy and action plan necessary to achieve desired change.

- Government commitment to allowing relevant local authorities greater freedom to raise revenue and invest.

- The granting of new powers to attract talent, unlock public investment, allocate land for development and organise public transport.

- Clear articulation of local needs and opportunities, based on a detailed understanding of the local economy

- Justification for the scale of resources required to support different types of intervention.

- Priorities for intervention, in the event that resources cannot be found to take forward a comprehensive programme.

# Teach First – written evidence (RST0077)

## About Teach First

1. Teach First is a charity that is working to end educational inequality in England and Wales. We recruit and develop talented people to become teachers and leaders in schools where the need is greatest. Since launching in 2002 we have trained more than 10,000 teachers, over half of whom are still teaching.

2. We started out in London as this was the area of greatest need at the time. Fifteen years ago London was the worst place to go to school if you were from a disadvantaged community, now it is the best. Many pupils who are eligible for free school meals in London outperform their wealthier peers in other parts of the country. Few people believed this was possible when we started, but we've seen that with committed leadership and political and financial investment change is absolutely possible.[271]

3. Over our history the areas of greatest need have changed, and since 2007 we have been working outside London and in coastal towns, and now cover all areas of England. We have teachers in Bournemouth, Blackpool, the Isle of Wight, Grimsby and many other places along the seaside.   The challenges each area faces are unique, but this response draws on our broad experience of working in seaside towns.

## Introduction

4. Teach First has experience with the challenges faced by seaside towns and communities as an education charity, and therefore wishes to contribute to Question 10 of the consultation, on educational provision.

   *Q 10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

## Context

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[271] Centre for London, Lessons from London Schools: Investigating the Success, 2014.

https://www.centreforlondon.org/wp-content/uploads/2016/08/Lessons-from-London-Schools.pdf

5. Improving education in seaside towns will support young people to develop the skills they need to succeed, and the areas to thrive. Currently too many young people in coastal areas are not achieving their potential.[272]

6. It is important to highlight that low educational achievement in coastal areas are to a large extent driven by issues surrounding children's lives, and does not reflect negatively on the efforts made by committed education professionals across the country. Recent research by Stephen Gorard explores this in terms of the North/South divide, and finds the differences in outcomes can almost be fully explained by the social circumstances of children and families rather than the quality of schools and teachers.[273]

7. Despite the impact of social circumstances and family life, we know that improving schools and teaching makes a remarkable positive difference. Schools in significantly disadvantaged areas face more complex challenges and are often stigmatised or penalised for poor performance. A more constructive approach, through implementing support structures that address the specific challenges faced by such schools, would improve the lives of millions of children.

8. Teach First has previously conducted qualitative research on the 'Areas of Greatest Need' in the context of education, a project which included a focus on challenges in coastal communities.[274] Based on this and external research, as well as observations by employees in our local offices in coastal areas in the North West and on the South Coast, we will contribute our views.

9. Teach First firmly believes that at least two things will be necessary to improve the educational outcomes in coastal towns and communities; concerted efforts to attract and retain excellent teachers and leaders, and a systemic approach to the implementation of high-quality careers leadership in every school.

**Recruiting, retaining and developing teachers**

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[272] Ambition School Leadership, Combatting Isolation in Coastal Schools, 2015.

https://www.ambitionschoolleadership.org.uk/research-and-insight/combatting-isolation-coastal-schools/

[273] Liz Lightfoot, North-South divide not supported by evidence, Guardian, 11 September 2018.

https://www.theguardian.com/education/2018/sep/11/nort-south-schools-divide-not-supported-by-evidence

[274] See for example: Areas of Greatest Need Working Papers 3: Blackpool, TF Spotlight, 2015.

https://tfspotlight.files.wordpress.com/2016/01/agn-working-paper-3-blackpool-final.pdf

10. A key challenge for the improvement of educational outcomes in coastal areas is recruiting, retaining and professionally developing teachers. A lack of good teachers was the first challenge cited in a 2016 article on coastal schools by Professor Tanya Ovenden-Hope.[275]

*The national recruitment landscape*

11. There are national challenges in teacher recruitment and retention that impact coastal communities. It is estimated that England needs to increase its teacher supply by about 12% by 2024 as pupil numbers boom, and there are already shortages today.[276] This year fewer than 75% of the physics teachers that are needed were recruited to start training.[277]  If the challenges in recruitment are not addressed it is likely that even more children in coastal communities will miss out on the support they need to fulfil their potential.

12. One particular national challenge for recruitment is teacher starting salaries. Salaries have not kept pace with other professions, and competition for skilled candidates have become fierce. The median starting salary at the Times Top 100 employers is £30,000.[278] For a graduate this has to be weighed against as little as £17,208 for the first year training as a teacher. If we are to attract the best people to teach in areas where they are needed most then we need to address the gap between teacher starting salaries and other professions.

13. Wider initiatives to improve the attractiveness of teaching as a profession are also necessary, including greater flexibility, more high-quality professional development, a reduction in working hours and a change in the accountability climate. Teach First will be publishing a paper on these wider challenges later in the autumn.

*Coastal teacher recruitment challenges*

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[275] Tanya Ovenden-Hope, Coastal Schools, 2016. http://educationmediacentre.org/wp-content/uploads/2016/12/Isolated-Schools-Tanya-Ovenden-Hope-December-2016.docx

[276] Will Hazell, Exclusive: England needs 47,000 extra secondary teachers, TES, 6 April 2018

[277] David Foster, Teacher recruitment and retention in England, House of Commons Library, 2018. http://researchbriefings.files.parliament.uk/documents/CBP-7222/CBP-7222.pdf

[278] High Fliers, The Graduate Market in 2018, 2018. https://www.highfliers.co.uk/download/2018/graduate_market/GMReport18.pdf

14. Coastal communities often suffer from poor connectivity, either in terms of public transport or roads, or both. Petrol prices are also higher in rural areas, partly due to a lack of competition. One of the consequences of poorer infrastructure is that teachers are more reluctant to move to remote coastal areas, given the long and expensive journeys required to see friends and family in other parts of the country.

15. Furthermore, once teachers are based in coastal communities, distances can be an obstacle to participating in professional development or any professional events, particularly if they are after working hours. Teach First participants and ambassadors have faced these challenges, and sometimes need to complete training online. While it is great that this is possible, it does contribute to a sense of isolation if face-to-face interactions are difficult to achieve. This challenge is more distinct in some coastal areas than others, with teachers on the Isle of Wight sometimes having to spend over £100 on the ferry to leave the island.

16. We welcome the Government's investment in some coastal schools through Opportunity Areas including in Blackpool, North Yorkshire Coast and Hastings, as well as the recently launched funding for Opportunity North East.[279] We would welcome this political and financial investment in other coastal towns, as well as leadership initiatives such as the Blackpool Challenge.

17. In Blackpool, Business in the Community are also working on a range of projects to regenerate the town, including a 'Social Innovation Campus.' Here, participants on the Teach First, Police Now and Year Here programmes can rent places to live alongside their peers also relocating to the area.[280] This is the type of perk that might help entice people to move to work in coastal communities, providing support not only with the practical arrangements for living, but also circumstances to build social networks. Becoming part of a local community is even more important in areas where time and expense of travelling to other areas is significant.

18. The headteachers of Teach First partner schools in remote and coastal areas often express a great interest in opportunities to provide financial incentives for teachers to join their schools, particularly by subsidising housing costs. Within the current funding environment, schools do not feel able to provide such incentives from their own budgets, but Teach First would welcome the opportunity to work with Government to explore possible housing solutions and other incentives that could be offered to new teachers in coastal communities.

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[279] John Roberts, 'Super opportunity area' created to raise school standards in North East, TES, 8 October 2018. https://www.tes.com/news/super-opportunity-area-created-raise-school-standards-north-east

[280] Business in the Community, Pride of Place: Creating a Blueprint in Blackpool, 2017. https://www.bitc.org.uk/blackpool

19. If of interest to the Committee, Teach First would also be delighted to facilitate a discussion with members of our network of thousands of teachers, many of whom have taught in seaside towns. They may be able to provide further insight into the specific and complex challenges faced in those schools, and what could make it more attractive to work there.

**Careers guidance in schools**

20. As pointed out above, many coastal towns and communities are at a relatively far distance from metropolitan centres, or in places where the infrastructure is not sufficient or affordable enough for young people from low-income backgrounds to commute easily. Coastal towns have often relied on a limited number of industries, particularly tourism and fishing, this means that children and young people often have less exposure to a wide range of career opportunities and thereby less practical insight into what they require.

21. There are a number of qualitative studies, notably by Professor Tanya Ovenden-Hope and Dr Rowena Passy, that suggest that young people in coastal communities feel that there are limited future career opportunities in their local area. They also found that there was a difficulty for schools to engage with parents who themselves feel like education has offered them little in the past. [281]

22. Research we published last year highlighted that for young people from disadvantaged backgrounds current careers service provision is not effective enough. It revealed that less than a third of disadvantaged 18-25 year olds had found careers advisers helpful in choosing what to do after finishing school. [282] This is despite those young people being more reliant on careers advice in schools, as fewer cite family being helpful in the process of deciding. We want to see more careers support available for young people in coastal communities to support them to progress after school.

23. Some schools are using one-off initiatives to expose students to more careers, and many of them undoubtedly see positive results from this. But it is not enough to rely on intermittent trips to workplaces or education providers. High-quality careers advice must be embedded

[281] Tanya Ovenden-Hope and Rowena Passy. Coastal academies: Changing school cultures in disadvantaged coastal regions in England, 2015.
https://www.plymouth.ac.uk/uploads/production/document/path/11/11623/Coastal_Academies_Report_20 15_final_2_Tanya_Ovenden-Hope_and_Rowena_Passy.pdf

[282] Teach First, Impossible? Improving careers provision in school, 2017.
https://www.teachfirst.org.uk/sites/default/files/2017-10/Careers-policy-report.pdf

in all schools, not least those in more isolated areas with high levels of deprivation.

*An effective careers approach*

24. It is essential that schools in such areas have careers services in line with the eight Gatsby benchmarks, which have been created to identify features of good careers guidance. As highlighted by Teach First previously, the activities chosen by a school to fulfil these benchmarks can be tailored to their specific circumstances, but must be part of a whole school careers strategy. The Children's Commissioner pointed out in the report *Growing up North* that young people from disadvantaged backgrounds do not always link one-off visits or speeches to ideas of opportunities directly available to them.[283]

25. Teach First has developed a Careers and Employability Leaders Programme to help schools align with the Gatsby benchmarks in ways most helpful and appropriate to them. We believe schools should all have a middle leader focusing on careers provision. This means one person is responsible for building links with employers, supporting other teachers to embed career provision across the curriculum, and monitoring the careers guidance given across the school.

26. We are currently delivering this in over 100 schools, and the evaluation of the initial pilot was highly positive. Five out of the seven schools found that participating in the programme had had an impact on pupils' future career choices. Two schools also observed an impact on pupil outcomes.[284] Following our calls to invest in careers leadership the Government dedicated £4 million to train careers leaders for 500 schools.[285] It was recently announced that the number of training places for careers leaders will more than double, from 500 to 1,300.[286]

27. While we welcome this as a great start, we still call for a commitment to train a careers leader in every single state school, which we estimate would require approximately £27 million in additional

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[283] Children's Commissioner, Growing Up North, 2018. https://www.childrenscommissioner.gov.uk/wp-content/uploads/2018/03/Growing-Up-North-March-2018-1.pdf

[284] Teach First, Impossible? Improving careers provision in school, 2017. https://www.teachfirst.org.uk/sites/default/files/2017-10/Careers-policy-report.pdf

[285] Department for Education, Careers guidance for modern country unveiled, 2017. https://www.gov.uk/government/news/careers-guidance-for-modern-country-unveiled

[286] Department for Education, New education and skills measures announced, 2 October 2018. https://www.gov.uk/government/news/new-education-and-skills-measures-announced--2

funding.[287] The first priority should be to train careers leaders in disadvantaged areas, to improve outcomes for the children and young people who need it most.

**Wider issues**

28. The scope of this consultation goes beyond education provision, and Teach First recognises that other solutions are necessary for successful regeneration, particularly in areas of high deprivation. We do, however, reiterate that not only does high-quality education have the potential to make a world of difference, schools also need to be resourced appropriately to deal with the knock-on effects of some of these surrounding challenges. One school in Blackpool, for example, dealt with 300 child protection issues involving the police over just two terms.[288] Alongside other services, it must be ensured that schools have the capacity to cope with these and other types of concerns, while being able to provide the highest standards of education.

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[287] This figure is derived without consideration of any funding attached to the recent expansion of careers leaders training, as the amount is yet to be announced.

[288] Areas of Greatest Need Working Papers 3: Blackpool, TF Spotlight, 2015.
https://tfspotlight.files.wordpress.com/2016/01/agn-working-paper-3-blackpool-final.pdf

# Teignbridge District Council – written evidence (RST0045)

**BACKGROUND AND UNDERSTANDING**

**1.     Question 1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

1.1     One of the greatest economic and social challenges facing many coastal communities is the inability to diversify and find a renewed purpose. The consumer demand for a traditional seaside experience is waning, whilst other traditional industries such as fishing face multiple challenges, such as depleting fish stocks for example. These factors are present to a lesser extent in Teignbridge. The key coastal attractions of Teignmouth, Dawlish and Dawlish Warren have access to mainline train services and have largely maintained their identity as successful seaside attractions. Teignmouth still enjoys a fully functioning commercial seaport, handling in the region of 400,000 tonnes each year[289], along with a newly renovated fishing quay.

1.2     The coastal communities in Teignbridge are faring much better than others across the South West and UK, but challenges remain. Data from the Indices of Multiple Deprivation[290] reveals an inequality between the urban and rural areas that stretch across the Teignbridge coastlines and estuaries. Central Teignmouth for example is situated within the top 20% most deprived neighbourhoods in England. Parts of Dawlish and Dawlish Warren are located within the top 30% bracket. Neighbourhoods such as Bishopsteignton, Shaldon and Stokeinteignhead are within the 30% least deprived areas. It is not uncommon for the most deprived parts of Teignbridge to be only a few minutes walk away from the least deprived.

1.3     This urban/rural divide is also apparent in house price data. House prices in coastal Teignbridge wards are on average £13,500 more expensive than houses inland. However, inequality within these two brackets are substantial, with the lowest average in coastal wards reaching £194,250 (Teignmouth West) and the highest reaching £445,000 (Shaldon and Stokeinteignhead). In reality, house prices are determined more by rural/urban divergences rather than coastal/inland.

**2.     Question 2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of**

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[289] See Associated British Ports:
www.abports.co.uk/Our_Locations/Short_Sea_Ports/Teignmouth
[290] See Indices of Multiple Deprivation:
http://dclgapps.communities.gov.uk/imd/idmap.html

**seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1     Although census data and various research reports have helped to shed light on the economic picture of coastal communities at a national level, more stats and figures from the ONS at a ward level would be highly beneficial. This will allow us to further analyse differences in lower level areas, and allowing for a comparison between coastal and inland communities. This could include conventional economic data such as employment and wages levels, along with more contemporary analyses such as GVA calculations and the happiness index.

**HOUSING AND DEMOGRAPHICS**

**3.     Question 4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

3.1     As coastal areas of Teignbridge, and the South West more generally, are highly dependent on the tourist trade, seasonal variations in population can have a significant effect on local infrastructure. Increased demand on our roads, parking facilities and rail operators impacts on local residents and businesses who do not necessarily benefit from tourism themselves. Seasonal relief funding to improve infrastructure is one potential solution, benefiting visitors, businesses and residents alike.

3.2     The percentage of people 65+ in coastal communities is much higher than the national average[291]. This will likely increase further as the 65+ cohort increases further in the years to come. To ensure coastal communities remain economically sustainable, they must also cater towards a younger demographic of visitor and resident. Regenerating these communities and creating opportunities for new high-tech businesses to set up shop can be a practical first step towards achieving this. The new Pavilions Teignmouth is an example of both of these ambitions working together. Teignbridge District Council, with additional funding from the Coastal Communities Fund and Arts Council England, demolished a derelict theatre on the Teignmouth seafront and replaced it with a state-of-the-art facility. Along with a new theatre/cinema and other leisure and entertainment facilities, Pavilions also included new small workspace. Combining regeneration, investment in new digital technologies and new space for entrepreneurs, all help to foster micro-

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[291] See 2011 Census: Coastal Communities:
http://webarchive.nationalarchives.gov.uk/20160105213527/http://www.ons.gov.uk/ons/rel/census/2011-census-analysis/coastal-communities/rpt-coastal-communities.html

clustering and increase the attractiveness of coastal communities to young people.

**TRANSPORT AND CONNECTIVITY**

**4.      Question 5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

4.1      One particular issue is that although broadband coverage is gradually expanding, it is not being matched by take-up. Also, in areas deemed to be 'commercially covered' the Connecting Devon and Somerset programme (covering the Heart of the South West LEP) will not intervene, leaving some areas with 'not spots' or having to change provider, as they may be with BT but only Virgin has the Superfast speeds in that location for example. Promoting superfast and ultrafast take-up and ensuring the market is competitive is essential in determining further investment in broadband infrastructure.

4.2      Recent improvements like the South Devon Link Road can show how effective infrastructure projects can be. Enhancing this further in our rural coastal communities, where realistically possible, is a key step towards furthering productivity.

4.3      Ensuring the speed, capacity and reliability of rail services is particularly important for Teignbridge's coastal area. The storms of early 2014 notoriously damaged the line at Dawlish to the extent where the rest of Devon and Cornwall were cut off from the rest of the national rail network. Continued efforts to safeguard this important line must be maintained, to ensure the events of 2014 are not repeated.

**THE ROLE OF THE VISITOR ECONOMY**

**5.      Question 6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

5.1      Teignbridge District Council has been intensifying efforts to extend the shoulder months of the tourism season, mainly by organising and promoting events. The Taste of the Teign food and drink festival is a great example of how this works in Teignbridge. This event is held in the last week of September in Teignmouth, Shaldon and the surrounding countryside. Throughout the week, participating local restaurants and cafes host events and feature special menus based on foods available from the

Teign Estuary and its environs. Replicating this and similar events across coastal areas can help to raise the profile of the towns and extend the tourism season into traditionally quieter periods of the year.

## PHYSICAL REGENERATION

**6.      Question 7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches –or the removal of any existing barriers – support further regeneration?**

6.1     A number of funds exist that have supported projects in the coastal communities of Teignbridge. Funding from the Coastal Communities Fund has already been mentioned (4.1, 12.1). The Heritage Lottery Fund has been essential for the ongoing regeneration of St. Leonards Church in Newton Abbot, soon to be known as Newton's Place. This derelict church will be transformed into a new facility which encompasses the town council, the town museum and other community spaces. The Coastal Revival Fund has also been successful in regenerating important community spaces in coastal areas, although no bids have occurred in Teignbridge yet. Ensuring these sources remain open and funded will help to safeguard the regeneration projects of tomorrow.

## SOCIAL AND ECONOMIC REGENERATION

**7.      Question 9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

7.1     Not all of the key coastal landmarks will be publicly owned, many will serve private commercial operations. Although LEADER funds in Teignbridge, such as the South Devon Coastal LAG, have been very successful in supporting coastal SMEs, more needs to be done to support physical regeneration for the private sector. Allowing businesses to bid into the Coastal Revival Fund (or a new fund of a similar intent) could be one possibility. One example of a privately owned businesses needing assistance is Teignmouth's Grand Pier, which is in dire need of investment to maintain its heritage and its pivotal place in the town.

7.2     A successful case study in Teignmouth is Corpdata, which relocated from a smaller unit Teignmouth to a derelict hotel on the seafront. Although the building had been advertised for sale for hotel use, it remained vacant for a number of years. With change of use granted by Teignbridge, this building now houses an innovated digital business. Without this liberal approach to planning decisions, this building may have remained derelict for longer still.

7.3     As part of the Town Centre Shopfront Improvement Scheme, Teignbridge offered £10,000 in grants for Dawlish town centre to improve shopfronts. Appearance and quality of shopfronts are vital for attracting customers in and around the town centre. Increasing sales, investments and contributing to the unique character and vibrancy of the local streets. Local authorities could replicate this scheme in coastal towns where shopfronts are in need of regeneration.

**DELIVERY STRUCTURES**

**8.      Question 12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

8.1     As discussed earlier (4.1), the Coastal Communities Fund was necessary for the regeneration of the Carlton Theatre (now Pavilions Teignmouth). This project has transformed the seafront area, re-establishing an entertainment facility and additional food offer in the town. In Newton Abbot, CCF monies have been used to create a marketing video for the town and the installation of three audio heritage posts, allowing visitors to learn about historical events across the town. Further bids are likely to be made in due course. As a result, the continuation of this funding source is imperative to regeneration projects across the UK.

**9.      Question 13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

9.1     The Coastal Community Team for Newton Abbot developed an economic plan for the town in 2016. This plan was written mainly as a basis for potential bids to the CCF in future. It also took the Newton Abbot Neighbourhood Plan into account, along with other economic strategies at a district, county and LEP level. The Teignmouth and Dawlish CCT Economic Plan followed a similar process.

9.2     The Grimsey Review 2 offers the following recommendation to "Establish an empowered organisation or Town Centre Commission under strong, established leadership through the local authority for each town centre, with a defined remit to build a 20-year vision/strategy for their unique place. Ensure that this vision is underpinned by a comprehensive

business/place plan."[292] Teignbridge endorses this recommendation, especially regarding coastal towns which feature their own challenges and opportunities. Template plans should be made available to give towns a headstart, similar to Neighbourhood Plan templates which are often provided by the local planning authority.

9.3    The multitude of plans at varying geographic and administrative levels can often be confusing to residents and businesses, whilst appearing to be disjointed from one another in many cases. A "vision" for individual towns, if necessary, should be short, simple and agreed by all relevant organisations, with a commitment from said parties that the vision will be used to directly influence their own plans and strategies.

## 10.    Question 14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?

10.1   One of the reasons many small businesses in the tourism industry cease trade at the end of the summer season is the VAT threshold. To avoid VAT registration, small businesses stop trade at the point below the threshold, thus prohibiting them from taking advantage of opportunities behold or perhaps before the primary tourist season.

10.2   Business rates remain a focal issue for many businesses, who often highlight the perceived unfairness of how the rates are calculated and the large financial burden they incur. This issue is not exclusive to coastal areas but is often intensified. Many coastal businesses operate on high value space but operate in low value industries, making business rates particularly burdensome. Government should review business rates in light of its many weaknesses, including those faced by coastal businesses.

**PEOPLE AND PLACE**

## 11.    Question 15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?

11.1   There have been multiple cases in Teignbridge where local communities have stepped up to deliver regeneration projects in their towns and villages. One inland example is Bovey Futures, a Co-operative Company with charitable objectives, which is community led organisation and aims to work with others to improve facilities and services in the Bovey Tracey parish. It is run by

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[292] See Grimsey Review 2 (p.8) at www.vanishinghighstreet.com/wp-content/uploads/2018/07/GrimseyReview2.pdf

volunteers on behalf of, and for the benefit of, the local community. Bovey Futures is currently putting forward ideas for a community hall and sports centre. Another example is the Moretonhampstead Development Trust, a charity organisation set up by the parish council and others to support community led projects. Community energy schemes, affordable housing schemes and regeneration projects are just some of the opportunities the Trust has explored. Organisations such as these should be supported and encouraged in other towns and parishes across the country, particularly in coastal areas.

# Tendring District Council – written evidence (RST0110)

1. **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

    1.1  Seaside towns like Clacton on Sea face various social, economic and environmental challenges. Some of these challenges are inherent and result mainly from geographic constraints such as peripheral location; whereas others have developed over time as a result of changing social and economic trends. The challenges facing seaside towns and the opportunities for growth will also vary from town to town. Tendring has a number of coastal towns including Clacton, Harwich & Dovercourt, Frinton & Walton, Brightlingsea and Manningtree and they are all very different.

    1.2  The issue of geography and 'peripherality' is an important one. Most seaside towns were originally founded upon tourism and maritime industries where the practical benefits of a coastal location were obvious. However, as these industries have declined and seaside towns have developed into coastal communities with more diverse economies, a peripheral location provides a number of disadvantages which affect their ability to compete for private sector investment and high quality jobs, shops and services. For example, businesses operating in an inland settlement (for example neighbouring Colchester) can draw both trade and supply (including materials, goods and labour) from a 360° wide zone of influence, whereas a coastal settlement like Clacton can only call upon an area of 180° and are therefore at an immediate disadvantage. For Clacton, its peripheral location means that a large proportion of its jobs are either in the public sector or are in small to medium sized businesses that primarily serve the demands and needs of the town's population. It also means that many residents have to commute to other settlements, such as Colchester, to find higher-paid work.

1.3 Many of the challenges facing Clacton and other seaside towns stem from this issue of peripherality and can manifest into a cycle of decline. Some of the issues are listed below:

1. an inability to compete with inland settlements for private sector business investment and resultant higher-paid job opportunities and better range of shops, services and attractions for residents;

2. higher than average unemployment and a high reliance on lower-paid public sector and service sector employment, and out-commuting;

3. difficulty in retaining young people with good academic achievement and skills resulting in an overall decline in the working–age population and a higher representation of people with low skills, low aspirations or health problems – a further disincentive to business investment;

4. a growing ageing population buoyed by inward migration of people wishing to retire to a seaside location - which brings some economic benefits in terms of consumer expenditure, but also places disproportionate strain upon local health facilities and the care and assisted living sectors which, in turn, rely on public-sector support and/or lower-paid workers;

5. comparatively low property prices which reflect the fragility of the local economy – resulting in low land values and a lack of economic viability in the construction of new high quality housing (including affordable housing) and business premises;

6. a growing waiting list of people needing affordable housing and a lack of available affordable housing resulting from limited new housebuilding and resulting in both low levels of disposable income amongst residents or the need to use bedsits, HMOs and hotels as temporary accommodation;

7. a high concentration of people with low-incomes, health problems and/or issues with alcohol, drugs or crime being accommodated in bedsits, HMOs and hotels which are all concentrated in and around the town centre;

8. highly visible social problems in the town centre which impact negatively upon the perception and image of town among its residents and visitors – affecting people's usage and enjoyment of

the town and the vitality and viability of town centre businesses including the night time economy;

9. dissatisfaction amongst local residents and businesses about the perceived decline in their town which add further to the lack in confidence amongst investors and distrust of the local authority and its public-sector partners; and

10. limited resources available to the local authority and its partners to undertake physical improvements in the area and to improve public services to its residents.

1.4 Such issues affect many seaside towns and communities, not just Clacton. However, the issues have developed over many years – essentially ever since the tourism economy of the town began to decline in the 1960s. Whilst there is a strong negative perception of Clacton's issues which is holding back the regeneration and rejuvenation of Clacton, there is also a strong love of the town amongst many residents and some highly committed business owners who have invested heavily in their businesses and a committed Council that has placed economic development and growth at the top of its agenda.

## 2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?

2.1 There is currently very limited research into the economic and social health and vitality of seaside towns. One of this Council's employees undertook an MBA dissertation in 2014 which looked at challenges facing seaside towns and this identified a gap in knowledge and understanding of how seaside towns could harness the opportunities presented by an ageing population to address their economic challenges and meet the housing and employment needs of the wider population. This dissertation is attached as an appendix to this paper.

2.2 That research identifies opportunities arising from growth in older people wishing to remain active well beyond retire age and that have skills, experience and business potential that could support the wider economy. It also identifies the establishment of 'retirement villages' with commensurate services, facilities and employment opportunities to cater for the demands and needs of active older people as being successful in the USA and other parts of Europe. There is a lack of knowledge and understanding about how such facilities could be

established and integrated into the existing economies of seaside towns to bring about employment growth and improvements to people's quality of life.

3.  **To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1   Issues arising from the nature of the housing stock have a very significant effect on the economy of seaside towns and these are not confined to HMOs and the loss of tourist accommodation to bedsits.

3.2   Because of the peripherality of seaside towns like Clacton, the economy can be dominated by servicesector industries to primarily serve the needs and demands of the resident population. The Council's Economic Strategy undertaken in 2013 (attached in support of this paper), but currently in the process of review, recommends increasing the supply of new housing in and around the town as a means of increasing/maintaining the size of the working age population to support the labour demands of local business as well as increasing the overall population to expand consumer expenditure in the area.

3.3   The Council has followed this advice and has allocated significant areas of greenfield land for residential development through its Local Plan. However, because property prices are lower in Clacton than towns and villages further west (such as Colchester), residual land values are substantially lower and it has been difficult for housebuilders to acquire land from landowners at a mutually beneficial price to make development economically viable. As a result, developments in rural villages and further west (including locations like Manningtree) have been prioritised over schemes in Clacton – notwithstanding the fact that there is signficiant housing need in the Clacton area.

3.4   Furthermore, because the housing market in Clacton is heavily driven by the migration of older people into the town to retire, one of the most viable forms of housing is bungalows which do not necessarily fit the business model of most volume housebuilders nor are they particularly affordable to younger people with lower-incomes or families. Whilst bungalows are being built in Clacton and are providing the opportunity for people to downsize and thus free up family housing within the existing stock, there has been very little progress in delivering high numbers of general housing including 'affordable housing' secured through s106 legal agreements.

3.5    Because of the continued under-deliver of affordable housing, the Council remains reliant on private sector landlords (who are decreasing in number following the introduction of universal credit), bedsits, HMOs and hotels/guesthouses to meet temporary needs of people at risk of homelessness. Many people that are at risk of homelessness have social issues such as ill health, crime, abuse or dependency on drugs or alcohol and because most besits, HMOs and hotels/guesthouses are located in and around Clacton's town centre, there is a concentration of such people living in one part of Clacton. This has led to a perception that the town centre is deprived, run-down and unsafe.

3.6    To assist the Council in addressing these problems, it requires the Government to review its policies on funding and assistance for the delivery of housing. At present, the Government will tend to only assist housing or mixed-use developments that are 'shovel ready' i.e. with planning permission and a developer in place. However, in an area like Clacton where the economic viability of much needed housing development is more marginal, support is required to get schemes to a shovel ready state, to under-write the affordable housing that is needed along with the infrastructure that s106 legal obligations can only partly fund. By providing such funding and assistance, high quality housebuilders will be able to acquire the sites around Clacton and will be able to deliver the housing needed to boost the town's economy and deliver affordable housing to meet the needs of people who are currently putup temporarily in town centre bedsits, hotels and guesthouses.

3.7    Furthermore in relation to HMOs, a good quality well-run HMO can be very valuable in meeting the needs of vulnerable people who require support. Funding and assistance to enable the creation and construction of HMOs by competent registered providers in locations around the town (As opposed to concentrated within the town centre) would be a valuable step forward.


4.  **Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1    The demographic problem facing seaside towns like Clacton is a continual loss of young, educated, skilled and ambitious residents to other locations that offer better employment prospects; the retention

of people trapped in a spiral of low educational attainment, skills and aspiration; and the in-migration of older people looking to retire along with younger people who cannot afford to live anywhere else.

4.2    The issues that arise from this trend are the limitations of the workforce which, in-turn, put off inwardinvestors and the increase in pressure put on local health services arising from a growing older population. Only increased job prospects can help address the loss of younger people from the town along with sufficient housing to meet their needs. The flow of older people and the fact that population in general is ageing is not a trend that can be easily reversed, but there are opportunities arising from an ageing population that are not being fully harnessed by seaside towns.

4.3    Both the Council's Economic Strategy and the research within the dissertation identify growth in the care and assisted living sector as a key area of opportunity for seaside towns like Clacton. There could be an important role for the public sector in supporting this growth which could include, for example, the creation of centres for excellent in the treatment of health conditions that mainly affect older people which could take the form of specialist hospitals and associated training/innovation centres – thus providing high skilled employment and training for younger people whilst meeting the health needs of its older residents. This Council believes there should be more support in Government policy for the creation of such centres of excellence in seaside towns through the NHS and educational establishments. The local Clinical Commissioning Group (CCG) for North East Essex has already been looking into the possibility of progressing such a model.

4.4    Apart from demographic issues, residents living in many coastal towns face significant housing challenges with many living in extremely poor housing. Many East and South East coastal communities contain areas of significant deprivation, yet are close to London and areas of affluence.  The relative low rents in these coastal areas makes them an attractive area for people affected by welfare reforms to move to putting massive pressure on local services and budgets.

4.5    The use by London Boroughs of homes outside of London means that fewer private homes for rent or to buy are available for local people in housing need.  The significant deficit of good quality affordable housing in coastal communities is being exacerbated if nothing is done to prevent the forced or "financially encouraged" out migration from London.

4.6    We are well aware that the placing authority has a duty to assess the impacts and to advise the receiving authority that it has placed an

applicant in that authority, but knowing that they have been placed is somewhat irrelevant to the social and economic issues which that applicant may be bringing to the district. Equally many of the individuals who are out migrating are not placed but are being financially "assisted" which means that they have "voluntarily" relocated to a cheaper rent area.

4.7 Families deprived of their local and family support networks that are placed in unfamiliar surroundings will face significant challenges and may not be able to maintain their employment thereby becoming an increasing burden on support agencies and the state.

4.8 Whilst accepting that the placing authority must have regard to a range of issues when looking at housing an applicant in another authority area, we are also cognisant to the financial viability assessment which the host authority must undertake when considering where to house an applicant and it is clear that for many high rent areas, that financial viability test will mean that they will have to be placed in lower rent areas or the applicant will be placed into immediate financial hardship by the host authority. What this means is that there is an inevitable migration of housing applicants from high rent areas to low rent areas, many of whom will be unable to continue working due to the distance from their new home to their workplace and considerable social disruption to their support networks. As these applicants will as a result of this relocation become unemployed they will be competing with existing residents for the few jobs that exist locally or become an immediate burden on the localised welfare support systems.

4.9 We are also aware that many of the families who are moving have had their benefits capped as a consequence of large numbers of dependent children. The effect on school rolls, social services and other support services can be significant when large unplanned numbers of children move into an area.

4.10 It is clear from recent ONS figures that there is already a drift from central to outer London Boroughs of new claimants and it is inevitable that a ripple effect will follow of claimants being pushed out into the home county areas, many of which already struggle with their own difficulties. Many coastal communities close to London already contain some of the most deprived area in the country and the prospect of further migration of those forced out of London due to Welfare benefit changes is not going to assist us in dealing with the issues we already face.

4.11 Councils have no existing powers to do anything about another Council purchasing or renting private property in the area, although clearly such

activity could significantly distort the local market.  Nor do Councils have any power to prevent financial assistance being provided by one Council to encourage residents affected by the reforms to move to another lower rent cost area.  It is imperative that the Government now takes action to address potential massive problems for Councils close to London.  We suggest that this should be on six fronts:

- Ensuring that requirements to include affordable housing in new development in London are pursued and delivered;
- Ensuring that welfare reforms recognise the high cost of housing in London, and that London residents are supported adequately to enable them to afford to remain in their communities;
- Reminding Councils that they should seek to house all of their residents in housing need within their areas and make it a requirement that they obtain the explicit agreement of another Council to host those from outside of its area even on a temporary basis;
- Requiring Councils to notify the relevant Local Housing Authority of any properties that they currently own and /or rent or propose to buy and/or rent in their areas:
- Requiring Councils which relocate or assist their residents to another Council's area to meet the additional costs to the benefit and support systems that are created as a result of them housing that Council's residents'.
- That the government collates and publishes quarterly data on net housing benefit movements between local authority areas.

5. **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth from seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1 Due to their peripheral location, transport and connectivity problems are a huge barrier to economic growth. An efficient and affordable transport network is essential for businesses to operate and invest in a coastal area and important for the resident population to enable them to commute for jobs that cannot be provided in the seaside town itself.

5.2 The Council is aware of the investment that Greater Anglia is making in new rolling stock for the local rail network but rail fairs remain at a level that is unaffordable to many local people. There has been very limited investment in the facilities provided at railway stations to make them an attractive and viable alternative to private car use.

5.3 In terms of roads, Clacton is served by the single-carriageway A133 which suffers considerable congestion during commuting hours and in peak holiday season. There are capacity problems at two of the main roundabouts on the A133 which, if addressed, would improve the attractiveness of the town for inward investment – however, the funding of these improvements is a relatively low priority to the Highway Authority and Department of Transport compared with other major schemes associated with large scale housing growth.

5.4 Turning to digital connectivity, the implementation of ultra-fast broadband has been identified by the Council's consultants currently undertaking a review of its Economic Strategy as being key to the area's economic success. At present, the Tendring District and Clacton has 0% ultra-fast broadband and this will become a significant barrier to retaining existing businesses, encouraging new businesses and enabling people to work more flexibility in their homes without the need to commute. It would also support the innovation in care and assisted living which might prove crucial to future economic growth in the town.

5.5 Assistance in delivering ultra-fast broadband in seaside towns should be a high priority for Government if the regeneration of these areas is to be achieved.

6. **How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contributions that could be made by other sectors, beyond tourism?**

6.1 The tourism and visitor economy remains very important to seaside towns like Clacton however the nature of it has changed considerably since the 1960s and the increase in the affordability of foreign travel. There has been a large reduction in the number of people who visit the town for a holiday and an increase in the people that visit for only a day. The owners of two of Clacton's largest tourist attractions, the Pier and the Pavilion, tell us that they cannot rely on seasonal trade and that they have to provide attractions to meet the year-round needs of the town's residents. They have both invested heavily in turning their facilities into year-round all-weather attractions and marketing them to the local population.

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6.2   The organisation and marketing of events has become an increasingly important aspect of attracting tourism, as demonstrated by the success of Clacton's air show and beach festivals.

6.3   It remains important to promote tourism and the visitor economy, but it is also important to encourage local people to visit and use the town's facilities and attractions and to encourage them into the town centre to spend their money. Seaside towns like Clacton have struggled to compete with nearby centres of population to provide an attractive shopping and leisure experience which is why many Clacton residents leak trade to Nearby Colchester.

6.4   The other sectors that require more attention, support and research include the care and assisted living sector and renewable energy, as identified in the Council's Economic Strategy.

7.   **Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

7.1   This Council has recently set up a Working Party to look at the issues facing Clacton Town Centre and opportunities to secure its long term vitality and viability. The Working Party includes representatives from local businesses and landlords. They tell us that business rates are often higher than rents and are a major barrier to investment. For example, because rates are so high, landlords have very little incentive to improve shop fronts, convert upper floors for residential use or undertake works to improve the appearance of their properties. Rates relief for businesses in seaside towns could help to unlock this barrier and incentivise landlords and businesses to improve their properties and create residential accommodation in upper floors.

8.   **What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1   As explained above, this Council has set up a dedicated Working Party to address the issues in Clacton Town Centre and is also leading on major projects to rejuvenate Jaywick Sands and stimulate economic activity in Harwich. The long-term success of such projects will depend, to an extent, on the ability to reverse issues surrounding unemployment and lack of skills. The Government and relevant

organisations could assist in this by supporting the creation of centres for excellence in seaside towns that provide education and training in key sectors of the economy that are likely to grow in these areas – for example health, social care, assisted living and renewable energy. If such educational establishments were provided in seaside towns, there would be greater job prospects in those areas, greater aspiration amongst younger people, opportunities for supply-chain industries within the locality and a better quality of service in the healthcare sector for local residents.

9. **What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

   9.1 Businesses have told us that whilst the help and assistance provided to them by Government is welcome, the amount of work that the application process is too difficult and overly onerous. Business rates has been identified as one of the biggest barriers to investment and a rates relief scheme would be highly beneficial.

10. **Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

    10.1 Educational attainment in Clacton's schools has been below average – however this reflects some of the wider issues surrounding lack of opportunities and low aspiration and the cycle of deprivation and is not necessarily a reflection of the quality of the schools and the ability of their teaching staff.  There is however an issue with young people leaving the town to seek further education.

    10.2 If seaside towns could be the home to specialist education establishments or centres of excellence to provide training in particular sectors, as suggested above, there would be a stronger incentive for younger people to reach their potential, stay in the area and contribute towards growth in the local economy.

11. **Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1 Statistics for seaside towns show that there is a higher prevalence of mental health issues, lower life expectancy and higher proportions of people with long term disability which is no doubt linked, in part, to the higher than average proportion of older residents.

11.2 If seaside towns could be the home of centres for excellence in health and social care, with all the associated benefits of local employment and training opportunities, there would be well-resourced facilities in place to deal with health issues that are particularly prevalence in these coastal locations.

## 12. What impact as the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?

12.1 Although this Council has applied for Coastal Communities Funding, no funding has been received to date, although there is a current application for assistance to establish an Innovation Centre in Harwich. Successful applicants to the 'Fast Track' scheme were announced recently but our application did not fall under this stream of funding. Therefor this authority cannot current comment on the impact the fund has had on seaside towns and communities.

## 13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?

13.1 Because seaside towns have seen long-term decline, it is likely that radical solutions are required to help transform the image of an area. Unfortunately radical schemes are often very expensive and well beyond the budgets available to local authorities. For example, the rejuvenation of Jaywick Sands could be achieved if there were a substantial government grant. Without such funding, the Council has had to work with landowners and other partners to deliver change in a fragmented and piecemeal manner that will take decades to complete.

13.2 The decline of many town centres and a loss of major retailers in the face of competition from online shopping and larger inland centres is expected to have a serious impact on the economy of seaside towns. That said, it may be that seaside towns have a greater opportunity to

maintain town centre activities as they retain a unique experience of providing coastal and waterfront activities and traditional architecture. The Clacton Town Centre Working Party will be exploring such opportunities as part of its ongoing work.

14. **Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1 Rates relief for businesses in seaside towns is the main suggestion. Local businesses have told us that business rates are currently a significant barrier and disincentive to investment.

15. **What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1 Local people, communities and businesses will play a key role in the regeneration of seaside towns. They are best placed to understand the issues and have the pride and shared vision to achieve something positive for their area. This Council is heavily engaged with local people, communities and businesses, but with more financial support from government this engagement could be more effective and more successful.

16. **Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1 From our engagement with communities, businesses and public sector bodies, it is clear that there are common goals around rejuvenating Clacton and other seaside towns. This Council does facilitate a number of working groups that bring these bodies together to bring about an integrated approach to delivering regeneration within the constraints of funding and resources. If there were more incentives
for businesses and access to grant funding as outlined above, this integrated approach is likely to achieve more success on the ground.

# Thanet District Council – written evidence (RST0046)

### Background and understanding

1. **What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

  1.1. The District Challenge

  a. Thanet is the fourth most populated district out of the 12 districts in Kent and has the second highest population density. Thanet has the highest number of over 65-year-olds in the county, whilst having a lower proportion of 16-64-year-olds than the county average.

  b. The average skill levels in the district are lower than the rest of Kent and England, with unemployment levels higher than the Kent average. Wage levels are also lower than the national and regional average.

  c. The overall quality of life of Thanet's residents is varied. Some residents enjoy a very high quality of life. However, Thanet also has a number of highly deprived wards with many people with support needs. These areas are also characterised by pockets of urban decline and poor housing stock.

  d. A key challenge is to ensure that everyone has the same opportunities by reducing inequalities in the area and improving the quality of life for all.

  1.2. The Funding Challenge

  a. The Coastal Communities Fund programme has been great for those areas that have been able to access the funding but this is often short-term in its nature with quick turnarounds.

  b. A key challenge is that other funding and support focuses on the economic returns on investment which can be limited due to the viability of infrastructure and economic development schemes in marginal areas.

c. The listed status of the district's buildings often means higher refurbishment and construction costs, which is an issue in areas such as Thanet - where viability is already a problem. These buildings need significant seed funding to repurpose and reuse them. Seed funding would either encourage the private sector or support local authorities to enable these assets to have a positive economic impact on the local area.

d. A key challenge is to secure investment to repurpose and reuse listed buildings.

1.3. The Economic Challenge
a. The growth of tourism will always be a core contributor to a coastal economy. However, there is a potential for the over-reliance on tourism as a catalyst for change - it is not sufficient to establish an economy on just tourism. For example, Margate's economic footprint is not large enough to sustain its resident population in employment.

b. Thanet is perceived as having a peripheral location which is a barrier to economic growth and struggles to attract inward investment that creates diversity in the economy and jobs market. A key challenge for the council is to change that perception, balancing tourism with other sectors to provide a rounded economy that drives higher skills and higher salaries in the whole district.

1.4. The Infrastructure Challenge
a. The council often feels remote from the decision making process in accessing Government funds via the South East Local Enterprise Partnership (SELEP). The size of SELEP and the federated model means that the council has to work hard for its locally significant infrastructure needs to be recognised at the SELEP.

b. A key challenge is to get the Government to recognise that Coastal Communities are a separate sector that requires tailored bespoke funding streams eg funding for the refurbishment of HMOs into quality family homes.

1.5. The Housing Challenge
a. Parts of Thanet are characterised by large Edwardian and Victorian properties. Resulting in many buildings particularly in Margate,

being subdivided into small flats, bedsits and houses in multiple occupation. The challenge has persisted following the decline of tourism in the 1950's/60's.

b. The long-term lack of investment has led to the physical decline of the housing stock in the most deprived areas of the district. The low property values (which have only increased slowly and behind national averages) has led to the continued poor use of these buildings adding to the housing challenge. Many of the properties are characterised by hazardous housing condition, poorly managed and often with the portfolio landlord being based outside of the district.

c. The key challenge for the council now is to sustain its targeted complementary housing initiatives during a period of financial restraint and ensure that they do not slide back into decline.

2. **Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

2.1 Improved national demographic and deprivation data has helped the council to develop a stronger understanding of the needs of its most deprived communities. However, the council has supplemented national data with its own research into housing conditions, income and housing affordability. On top of this, the council has developed demand data from its service access statistics.

2.2 A statistical profile of the Coastal Communities within the South East LEP was commissioned and paid for by the Coastal Communities and the South East LEP. The report was published in April 2012 and to date, the council is not aware that this profile has been refreshed.

2.3 What are the main conclusions to be drawn from such data and research?
a. The main overall conclusion drawn from the 2012 Coastal Communities SELEP report highlighted that the South East's coastal communities are significantly less well-off than the rest of the SELEP area.

2.4    Where are the principal gaps in knowledge and understanding?
a.  Many of the historic studies around Coastal Communities are old and need to be refreshed to reflect current times.

b.  There is limited data available about the impacts of regeneration initiatives on the most deprived communities, particularly where regeneration leads to enhancements in local housing markets, increased values and rents and a reduction in the supply of low-cost market housing. This is a particular concern for deprived Coastal Communities, where housing costs will often be lower than surrounding areas.

## Housing and demographics

**3.   To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?**

3.1.   Parts of Thanet are characterised by large Edwardian and Victorian properties. Many parts of Margate (particularly Cliftonville) have been subdivided into small flats, bedsits and houses in multiple occupation - following the long-term historical decline in tourism in the 1950's/60's.

3.2.   Poor conditions and low demand have driven down rents and meant that these areas of the district have presented the only realistic options for households on low incomes and dependent upon income benefits.

3.3.   A strained decaying built environment, with increasing deprivation and an increased population density, are intrinsically linked to the following significant issues:

a.  waste storage;
b.  increase in litter and fly-tipping;
c.  the community has become increasingly transient;
d.  increase in crime, anti-social behaviour; and
e.  greater health inequalities.

3.4.   A long-term lack of investment has led to the physical decline of the housing stock in the most deprived areas of the district. We estimate that:

a. 6,448 (11%) of all dwellings in the district have a category 1 hazard. This increases to 12% (2,145 dwellings) in the private rented sector.

b. Around 70% of all dwellings in Cliftonville are in the private rented sector.

c. 42% of the council's Housing Register are located in one area of the district (Margate CT9)

d. Cliftonville, in particular, has long-term issues with low housing demand, with empty properties peaking at 20% of all homes prior to the implementation of selective licensing in the area. This has now reduced to 6.8% but is still an issue when compared to the 2.8% of dwellings that are empty across the district as a whole.

3.5.    To combat these issues and reverse the cycle of decline, the council has implemented a number of targeted and complementary initiatives. This work has been highlighted by the Housing and Finance Institute as best practice and is starting to make a real difference in areas such as Cliftonville. The key challenge is to sustain these programmes during a period of financial restraint and ensure that they do not slide back into decline.

3.6.    Our initiatives have included:

a. Housing Intervention Programmes: targeting problematic and empty buildings, acquiring them into the public sector for refurbishment and reoccupation. Thanet council's programme involves acquiring buildings for refurbishment and letting at an affordable rent, ensuring that those in most need in the community are able to benefit from local improvements. Although expensive, when compared to other new build programmes for affordable housing, the community and social benefits of delivering exemplary projects is significant.

b. MTF: a Multi-agency Task Force team working initially in the most deprived wards in the district to identify the most complex social issues and deliver joint 'street level' services to better respond to risk and vulnerabilities.

c. Conservation Area Status and restrictive planning policies: aimed at preventing the creation of additional HMOs and bedsits and preserving the rich historic architectural heritage of the area.

d. Financial Assistance to landlords and owners; though empty property loans and a successful Townscape Heritage Initiative programme.

e. Selective licensing and a robust approach to tackling rogue landlords; with a strong track record of successful enforcement and prosecutions.

3.7.   The council is committed to seeing housing growth in the district and has implemented its own development programme within its Housing Revenue Account. Although housing values remain largely unaffordable when compared to local earnings, they are relatively low compared to other areas in Kent and the South East. This has impacted on the viability of local house building and has led major housebuilders to focus in other, higher value areas. To meet local delivery targets we would need to see three times more homes delivered annually. The impact of this is most acutely felt in the affordable housing sector, where slow delivery of new homes has impacted on increasing homelessness and housing need in the district. This is common to other seaside towns that have housing values below those in surrounding areas.

3.8.   Changes to Government Policy:
   a. Targeted funding over the medium to long-long term is required for programmes to be sustained to prevent the decline of the past. The continued short-term approach to project funding is a significant barrier to long-term planning.

   b. Recognition by Government that Coastal Communities are a separate sector and require tailored bespoke funding streams eg funding for the refurbishment of HMOs into quality family homes.

   c. The Local Housing Allowance (LHA) is paid to low-income families in the private rented sector to help with high housing costs. We are asking for the LHA freeze to be lifted entirely, and for the Government to work with landlords to provide more affordable private housing.

   d. The Government should allow councils to retain 100 per cent of the proceeds from Right to Buy sales.

4.   **Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

4.1.   As a coastal community Thanet also has a higher than average older person population. For example, there are 31,348  households (23.4 %)

of the population living with a long-term health problem or a disability.  The Kent average is 17.4%, highlighting the level of need in Thanet.

4.2.    In communities such as Cliftonville transient and demographic changes is a significant issue, impacting on the stability of the local community, and the level of community action to resolve issues in the area.  Owner-occupation has dropped below 20% in some areas of Cliftonville.

4.3.    In Cliftonville, around 75% of all private sector tenants are in receipt of housing benefit or the housing element of Universal Credit, and more than half of these residents had moved within the preceding 12 months when the research was completed in 2017.

4.4.    The migrant community often find themselves exposed to rogue landlords/agents and poor housing conditions, and often lack the knowledge to know how to improve their situation. Overcrowding and a lack of cultural understanding in relation to waste management are significant issues for our local community. Language barriers can also exacerbate problems. In general terms, migration in Thanet continues to rise. Of the 67 district and unitary local authority areas in the South-East region, Thanet experienced the 12th highest increase in non-UK born residents between the 2001 and 2011. The 79% increase compares to an overall figure for the South-East of 60%.

4.5.    Those born outside the UK are almost three times as likely to be in the private rental sector (41% were in this sector in the first quarter of 2016), compared to the UK-born (15%). The larger than the average private rental market in Margate has therefore been attractive to non-UK migrants. Local research carried out over the past three years has found that 48 non-UK nationalities have been found to be residing in the area. The countries most represented are Slovakia, Poland, Latvia and the Czech Republic. During 2015/16 the main countries represented were Romania, Poland and Bulgaria.

4.6.    Thanet has seen an increase in rough sleeping by 39%. Out of the top 20 areas per 1000 population, 10 are coastal districts. Thanet ranks 11th in the country and is the highest in Kent.

4.7.    There have also been signs of positive changes in the housing market as new owners invest in homes and start to improve conditions. The flip side of this, however, has seen:

a. Local housing costs increase - both for owner occupation and renting;

b. The gap between local private sector rents and local earnings and the Local Housing Allowance - for those reliant on housing-related benefits grow.

c. A significant increase in the incidence of homelessness as a result.

4.8.  Changes to Government Policy:
a. The council supports the Homelessness Reduction Act. However, the council is concerned that the new burdens funding for councils is likely to fall short of the total costs of delivering the duties in the Act.

b. Funding from the Government's Controlling the Impact of Migration fund has enabled the council to establish a Task Force to support minority communities and tackle some of the difficulties described. The short-term nature of this funding does, however, make long-term planning difficult. These interventions must be sustained in the long term if lasting change is to be achieved.

4.9.  The growth in the care, residential and children's homes sectors has seen Thanet over a number of years, attract large numbers of people from outside of the area, placed into residential care by other councils. This has placed significant pressures on local services and communities. During 2012 and 2017 a total of 93 Local Authorities placed looked after children in Thanet.

4.10.  Thanet has the highest concentration of looked after children in Kent, as of February 2018 the count was 522 of which 234 were placed by other Local Authorities. A high proportion of these looked after children are placed in our most deprived wards.

4.11.  By placing these vulnerable young people with complex needs in these areas they are being exposed to high-risk behaviours including exploitation, drug and alcohol misuse, and crime and gang activity. Thanet's most deprived wards account for the highest caseloads specific to young people who are:

a. Gang affected
b. Suffering from mental health
c. Misusing drugs and/or alcohol
d. Youth Offending
e. Subject to Child Protection
f. A Child in Need
g. Regularly going missing
h. Subjected to cuckooing (cuckooing is where a drug dealer befriends a vulnerable person and takes over their property to use it as a base for drug dealing, for young people they are wooed with expensive gifts, given drugs to try and then have a debt to the dealers so deal on their behalf to repay the debt)

4.12. Whilst the housing tenure in these areas might be suitable to accommodate looked after children the areas are not suitable for those very vulnerable young people. The seaside is always perceived to be a nice place to be and being in the affluent South of England placing authorities find it hard to believe that the parts of the district where they are placing the young people are more comparable to inner London boroughs and established areas of deprivation in the North.

4.13. Thanet also has a number of county drug lines which run out of London boroughs into these areas placing those young people further at risk. If they were involved or exposed to a London drug gang then there is a real risk that those associations will continue when they are placed here.

4.14. The placing authority retains responsibility for these looked after children when they are placed out of area which on paper seems sensible but in reality it leaves these children with a lack of contact with the placing authority; they miss out on consistent essential health (especially mental health) services and essentially aren't given the support they require. The authority where they are placed will often end up picking up the costs of dealing with their complex needs which adds pressure to their already stretched and allocated resources.

4.15. Changes to Government Policy:

a. Ability to charge other Local Authorities for increased and quantifiable costs to receiving Local Authorities, as a direct consequence of placement in another authority area.

b. Provide receiving Local Authorities with more powers to impose charge-backs to placing authorities in relation to the costs incurred by safeguarding OLA LAC.

c. To strengthen by statute the expectation that a placing authority notifies the receiving authority of their intention to place a child and of the risks associated with that child's placement.

d. Statute to allow receiving authorities to legally challenge placements of children in areas of unacceptably high risk.

e. The introduction of more long-term funding commitments in place of existing strictly time-limited interventions.

## **Transport and connectivity**

5. **Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

5.1. Thanet is perceived as having a peripheral location which is a barrier to economic growth. There has been some investment in infrastructure e.g. HS1. However, this service is neither quick enough nor large enough, in terms of train times and train capacity to make the significant step change required.

5.2. The council and its partners have identified a solution to improving the rail infrastructure through the development of a Parkway Station in the district. This will serve Thanet and the wider East Kent Coastal Communities. The proposed Thanet Parkway railway station will reduce the travel times from Thanet to central London to less than one hour. Located in the centre of the district and near significant industrial sites in both Thanet and Dover, the station will enable significant growth. However, investment forward funding is required to ensure the delivery of this crucial piece of infrastructure. This piece of infrastructure would also improve land value in the areas and would go a long way to ensuring the viability of housing delivery in the future. External funds are crucial, especially in an area where viability is an issue.

5.3. The council often feels remote from the decision making process in accessing Government funds via the South East Local Enterprise Partnership (SELEP). The size of SELEP and the federated model means that the council has to work hard for its locally significant infrastructure needs to be recognised as such at the SELEP.

5.4. The right infrastructure will reduce viability and developer challenges further, enabling the redevelopment and relocation of businesses into the major business sites in Thanet. This will further support enhanced infrastructure and transport, ensuring their sustainability.

5.5. Changes to Government Policy:

a. Recognise the Coastal Communities as a specific sector and direct infrastructure funding separately to Coastal Communities through the LEPs.

b. To forward fund large infrastructure investment to ensure the delivery.

**The role of the visitor economy**

**6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

6.1. As a small local authority, the council works with partners such as Visit Kent (Kent's official Destination Management Organisation) to obtain better economies of scale and achieve larger distribution channels for the area's destination promotion.  Joint activity includes research programmes, including the volume and value of the sector, a business barometer for the private sector to contribute to, visitor surveys, and perceptions. All of which is used to inform marketing plans and destination plans.

6.2. The council has a long-term strategy to shift the image of coastline, alongside improvements to the product offer. The council has seen a dramatic improvement in awareness of the districts three resorts of Margate, Broadstairs and Ramsgate and with an upward trend in the

likelihood for people to consider a visit. The Kent Contemporary Campaign, led by Visit Kent has seen significant success. One of its aims was to change people's' perception of the county using more contemporary images, leading with a strong message that Kent has a stunning and varied coastline. Results from the campaign have shown that respondents changed what they associated with Kent, with stunning coastline coming out higher than before. Coastal and seaside is a dominant perception of Kent following the campaign.

6.3. Importantly, over the last decade, Margate has had two large-scale attractions open, firstly in 2011 Turner Contemporary and then Dreamland. Turner Contemporary and Dreamland have required significant public sector investment from a number of sources and for the public sector to take risks in order for the projects to get off the ground. The public sector risk and investment has led to the private sector engaging (predominantly in Dreamland) and delivering investment. These attractions are driving new audiences. The emerging arts and cultural scene is having a significant impact on sustaining these two assets in the town and will continue to drive the audiences. This follows a long-term strategy for creative and cultural-led regeneration in Margate.

6.4. The most recent figures show that Thanet's Visitor Economy has seen significant growth; (based on 2015 data compared with 2013) the economy grew by 19% to £293 million attracting 3.9 million visitors, an increase of 15.6%, compared to the national trend that year, which saw a decline of 5%. This was the largest growth for a district in Kent and could be argued for the country. The visitor economy supports 7,312 jobs (up 23.3%) which is 10.6% of the local workforce. These figures confirm an upward trajectory in the growth of tourism and renewed local confidence in developing the sector.

6.5. Sufficient attention is not being given to the potential contribution that could be made by other sectors beyond tourism. The growth of tourism will always be a core contributor to a coastal economy. There is a potential for over-reliance on tourism as a catalyst for change - it is not sufficient to establish an economy on just tourism. There is a need to balance it with other sectors to provide a rounded economy that drives higher skills and higher salaries.

6.6. The council's Economic Growth Strategy identifies a number of transformational initiatives:
   a. Developing the Port of Ramsgate.

     b. Investing in high-value manufacturing and engineering across Thanet and East Kent.

     c. Positioning Thanet as a global agritech hub.

     d. Promoting Thanet's broader cultural/leisure offer.

     e. Cultivating the creative industries across Thanet.

     f. Designing enterprise into communities.

     g. Long-term feasibility modelling for Margate and Ramsgate.

6.7. Other sectors that Thanet has benefitted from due to its coastal locality include the creative industries, these have seen an 84% growth in creative businesses between 2013 and 2016 following a long-term programme called Margate, Arts, Creativity, Heritage that has supported the sector and delivered public sector intervention and investment.

## Physical regeneration

**7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

7.1. With the oldest housing stock in Kent, approximately 2,500 listed buildings and 27 conservation areas in Thanet, there is a significant need for support to enable the restoration and regeneration of the physical environment, especially the town centres. Townscape Heritage Initiative schemes have helped the council to support homeowners (in the main, rather than commercial buildings) to complete some restoration of their properties in the designated areas and such historic area improvement schemes need continued support. The council also owns a number of large, listed, previously leisure buildings which require restoration and redevelopment to ensure their survival and repurpose for 21st century uses. A 'seed funding' scheme to support the restoration of Listed Buildings would allow the council to work with the private sector (often put off by the costs associated with listed buildings) to ensure their redevelopment. The council has been successful in delivering this, for example in the Old Town of Margate through Single Regeneration Budget and European Funding and the recent works at Dreamland from the council's own funds and other public/government monies, plus lottery.

7.2. The council believes that the innovative design of coastal defence structures has the potential to impact positively on seaside regeneration. When developing schemes on urban coastlines it is important that as well as assessing the usual social, economic and environmental impacts of

any proposals, consideration is given to options that enhance the built environment for the benefit of the local community, visitors and economy. Flood and Coastal Erosion risk management funds are available via the Environment Agency for eligible schemes, and enhancements that bring added value to the community should be sought and encouraged.  Match funding opportunities to allow further broadening of the scope of coastal schemes must be taken wherever possible to facilitate the inclusion of enhancements.

7.3.  An example of the successful application of this principle can be found in Margate. In 2011 a £6m grant funded coastal defence scheme transformed the seafront area and provided a large brand new area of public realm with strong pedestrian connectivity and easy access to the foreshore whilst increasing the standard of flood defence to the indicative standard for the next 50 years.

7.4.  Changes in Government Policy:

a. There is a scarcity of funding streams for the refurbishment of historic housing stock, although such work is highly sustainable and encourages community cohesion and 'sense of place'. Current funding programmes, including the Coastal Communities Fund, are predominantly aimed at the creation of jobs. However, schemes in the past that have seen funds invested in buildings and the public realm have seen indirect and induced jobs created. These kinds of programmes would support coastal communities greater than ones that consider grant per head schemes. They would also foster a sense of optimism and give confidence to private investors.

b. VAT relief on the cost of the repair and upgrading of historic (pre-1939?) buildings would unlock the potential of currently unused and environmentally sustainable floor space.

c. A 'seed funding' scheme to support the restoration of Listed Buildings would allow the council to work with the private sector (often put off by the costs associated with listed buildings) to ensure their redevelopment.

## **Social and economic regeneration**

**8.  What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the**

**whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

8.1. The Local Children's Partnership Group has used some funding to provide initiatives with families around early intervention on mental health issues and improving school readiness. The council is also working in partnership with the Children's Society to deliver projects in the area including reading projects and associated free books.

8.2. The Margate Task Force (MTF) has been in operation since 2009 and was originally established as one of three strands of Kent's Total Place pilot. The purpose of the MTF is to make a sustainable change to the lives of the residents that deliver long-term reductions in demand on public services. The MTF brings together officers from 14 different agencies and organisations that are co-located within the Thanet District Council offices. This includes; Thanet District Council, Kent Police, Kent Fire & Rescue Service, Kent County Council and Job Centre Plus. The team is distinct from other multi-agency teams because it delivers 'front end' fast-track interventions jointly at street level on a 'day in, day out' basis. By working across a number of agencies it also aims to transform the way public services are delivered to make them responsive, visible and joined up. Whilst the MTF may not be able to demonstrate projects that have improved social mobility MTF have undertaken a number of projects which prevent a downward spiral:

   a. The 'Your Home, Your Health' forms which are completed during every interaction when MTF knock on every door during its targeted street weeks, enable the MTF to gain information and identify suffering, risk and vulnerabilities and signpost to wellbeing activities. The MTF is able to help people maintain tenancies, access benefits and training opportunities.
   b. The Duke of Edinburgh Award Scheme is delivered in the district's youth centre for young people on the cusp of criminality which has improved both educational options and promoted social mobility.
   c. Data analysis - representing data innovatively to better identify trends.
   d. Geo-mapping - profiling risks against agency clients.
   e. Embracing schools - using the voice of young people to better identify risks and understanding gang tactics.
   f. Safe and Well visits - disrupting gangs targeting vulnerable adults and young people.
   g. Meet and Greet - direct meeting with gang member placements from 'out of the area' local authorities.

> h. Challenging inappropriate placements - using evidence objections from multi-agency data.

8.3. The council provides a service, which not only enhances the quality of life locally but actively contributes to the social regeneration of the area by delivering diversionary activities for young people and adults and engages with local sport and recreation providers to reduce health inequalities. For example:

> a. B:Active is a way for residents to try something new, or simply exercise with the family to remove the barriers that prevent them from first getting involved in physical activity by providing this offer right on their doorstep. The programme is also be supported by the NHS One You service which provides residents with information on healthy weight management, smoking cessation and nutrition.

> b. The council's award-winning Sport 4 NRG programme offers free sports and wellbeing activities for young people across Thanet. The programme provides a range of activities across the district for young people aged 11 – 17 in the local community. The project works with a range of local, regional and national partners including local youth groups, community safety, sports clubs, governing bodies and charities. The sessions tackle many of the barriers that prevent sports participation and uses fun, informal, sports activities to develop and improve young people's health and well-being.

8.4. Unfortunately, public sector funding and the level of service need in Thanet means that the council is in a position where it is often dealing with the response to issues rather than being able to be proactive.

8.5. Changes to Government Policy:
> a. Local Authorities need to have access to more grant opportunities with broad outcomes which allow local authorities to decide on the key priorities within their district based on demand.

## 9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective

**is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

9.1.    The private sector struggles to engage and interpret its role in delivering regeneration in seaside towns. More needs to be done to clearly articulate to the private sector on its role and how they can contribute to the regeneration of an area eg by creating job opportunities and apprenticeships. Coastal Communities often struggle to find representatives and support from business in a way that some of the bigger conurbations do.

9.2.    Support programmes have often been short-term. Support and funding programme needs to give businesses the time to plan and identify growth opportunities in order to take advantage. The Regional Growth Fund provided some scope for the public sector to access funds as grants/loans to smaller businesses in their areas who could benefit from some funding to grow. However, this was only available to the public sector for a couple of years before it was closed off to public bodies.

9.3.    Margate has specifically seen a huge growth in micro and small businesses, particularly in the creative sector. This has supported independent businesses moving into the town centre and Northdown Road and providing some employment opportunities. However, due to the nature and size of these businesses employment opportunities are limited and are often through the use of freelancers who are reliant on other people's growth and work.

9.4.    Coastal areas often provide the space and time for businesses to take risks, do something new and grow. This is largely due to the nature of the buildings and the cheaper building stock. However, seed funding through schemes such as those developed from the Regional Growth Fund will enable those smaller businesses to grow.

9.5.    Government Changes in policy:
        a. Government support programmes need to be long-term to allow businesses the time to plan and identify growth opportunities in order to take advantage.

## Education, health and wellbeing

**10.** **Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?**

10.1. A greater number of children and young people who live in deprived areas of Thanet do not achieve the required Key Stage levels (KS1 (phonics), KS2 and KS4), compared with their counterparts from less deprived areas in Kent. Ultimately Thanet schools do not reach the Kent average for attainment. The council's research has shown that there is a clear correlation between 6 of the 7 Indices of Multiple Deprivation and educational attainment. Teacher recruitment and retention is also a challenge for schools in Thanet. School League Tables do not create a positive contribution to attainment levels.

**11.** **Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

11.1. We know that those living in the most deprived communities experience poorer mental health, higher rates of smoking and greater levels of obesity than the more affluent. They spend more years in ill health and they die sooner. Reducing health inequalities is an economic and social challenge as well as a moral one. Seaside towns have traditionally been attractive to those of retirement age, a change in life pace and the fresh air whilst being near services is all attractive, this however also contributes to increased frailty related long-term chronic health conditions.

11.2. Life expectancy in Thanet for both men and women is lower than the England average with over 9 years difference across this District for both men and women – i.e. the most deprived population, on average dies 9 years earlier than the least deprived population. Mortality rates are driven by cardiovascular disease and cancer with both the premature death rates for cardiovascular disease and cancer both statistically significantly worse than the England average. Poor lifestyle choices drive this with over 23% of the adult population continuing to smoke and almost 20% of pregnant women continuing to smoke throughout pregnancy.

11.3. Whilst rates of diagnosis are similar to national averages, the other obvious issue with many coastal towns including Thanet is the low number of G.Ps per head of population, perpetuating the inverse care law. Generally, General Practice will be dealing with a multiple morbid population earlier in their life course who will continue to require care for a further 20 or so years beyond first seeking G.P support, this sort of demand is not recognised in the funding formula for G.Ps; hence low numbers compared with the demand.

11.4. Interventions need to be early and locally based, this requires resources to be based in the area, people with complex needs struggle to travel for services and in areas of deprivation the cost of travel can be prohibitive to accessing services. Allocating funding based on need rather than population will help in tackling some of these health needs as well as the ability to fund innovative public health initiatives. The street level 'your home, your health' form which Thanet District Council developed has led to any agency being able to identify all levels of individual need and resolve concerns quickly through multi-agency working. Interventions need to be tailored to local areas and need brave leadership to drive change forward. 'One Team - One Voice - One Budget' requires public sector agencies to cease being territorial and put the needs of the people first in the services they deliver, this is a brave step but would no doubt see the better delivery of services.

11.5. Factors that contribute to levels of poor health in Thanet relate back to the overall local economy.  Particularly the housing and living costs attract people more likely to have chronic health conditions especially mental health and serious mental health coupled with poor physical health through, poor diet, tobacco addiction, and lack of physical activity. Lack of services based on the needs of this population exacerbates the health needs and results in excessive preventable mortality in these populations.

11.6. Councils with their public health responsibilities are on the frontline fighting obesity but for this to work effectively they need to be properly resourced. Public health funding has been reduced by £600 million from 2015/16 to 2019/20.

11.7. Changes to Government Policy:

   a. We ask the Government to reverse reductions to councils' public health budgets and give local authorities more funding to further their cost-effective preventative work.  To enable services to be

based on the needs of the population, any extra funding for the NHS should also include public health funding for councils as the two are so intrinsically linked.

b. Primary, community and mental health services are funded to meet local demand with these services providing for the whole population (not just those coming in through the front door).

c. A very coordinated joined up approach where all sectors co-ordinate investment and outcomes in order to improve the health of local people; and where policy and operation are joined up and delivering health and care outcomes.

d. Specific community transformation work delivered working with these specific communities in order to improve social capital and individual/ family/community responsibility.

## **Delivery structures**

**12.    What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

12.1.    The Coastal Communities Fund has been a welcome funding stream that has allowed local authorities based in deprived coastal locations, access to finance that has unlocked projects that were unlikely to have been funded through alternative means due to budgetary pressures.

12.2.    Thanet council has utilised these monies to renovate a restaurant based in a seaside landmark in Margate; Dreamland.  The project not only improved a key building on Margate's seafront but once occupied will unlock significant jobs within the local economy, both directly, but also in neighbouring businesses due to increased footfall.

12.3.    A further investment of Coastal Communities Funding has been made to engage visitors in Thanet's unique coast and heritage assets.  Tourism continues to be a key area of the local economy and by generating further footfall around coastal locations, businesses and ultimately employment opportunities begin to flourish.

12.4. Changes in Government Policy:

    a. However, the Coastal Communities Fund has been massively oversubscribed and potentially could have been targeted better including aims around physical regeneration and improving communities' access to education and employment. A key outcome for any funding stream is the ability to create employment, however, this is often through indirect and induced jobs which are not always easy to quantify. Also, physical regeneration and seed funding the development of physical assets might not at the outset produce direct jobs but will in the longer term.

    b. There have, however, been some interesting and innovative projects that have been funded across the Coastal Communities. These could be better learnt from or rolled out through national coastal programmes where they have been successful.

**13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these Groups?**

13.1. The government requested the creation of Coastal Community Teams that were required to have an economic strategy and vision for their towns. These Teams were required to be a mix of public and private sector organisations and this would be the route for the Coastal Community Funds to follow. This, however, has not necessarily been the case and these groups have been put off, if a vision is required and funding is offered, support for these largely voluntary groups needs to follow in order that they can be successful.

13.2. Thanet has three individual 'seaside towns' with a reliance on each other and the hinterland for economic scale. The economies are too small in the towns to sustain employment for the resident population and it should not be reliant on one sector. The council's vision is for the whole district and has been relevant and continuous for a number of years in terms of economic growth, restructuring the housing in its poorest wards and supporting its resident population. This type of vision should not be confused with a vision for the place as a 'destination'. It is important that

the vision, whether for the councils 'place-shaping role' or for the 'destination' partners and stakeholders should be on board.

13.3.  Changes in Government Policy:

a.  The current model driving coastal regeneration from Central Government is short-term in its nature and therefore is unlikely to drive real changes. To deliver the change the government needs to shift to a long-term approach.

b.  A common theme that hinders most projects and/or improvements in infrastructure and facilities, is the lack of available funding and financial resources.

c.  If the government requires a vision and an economic strategy for each Coastal Community Team and funding is offered, the government needs to provide support for these largely voluntary groups, to enable them to be successful.

13.4.  As a Coastal Community and small district authority we have difficulty in influencing the Local Strategic Partnership (LEP). The South East LEP (SELEP) has a similar population to Belgium - with 25% of its population being on the coast. However, as SELEP covers such a huge area ensuring the coastal voice is heard is challenging, especially as it covers areas around London and some significant infrastructure requirements. The SELEP is two-tiered in terms of its Governance model, therefore, ensuring that Thanet's requirements are identified within the SELEP vision and strategy are an additional challenge, especially when the Government is looking for asks that have a return on investment and Thanet suffers from viability issues.

**14.  Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

14.1.  Outside of the Coastal Community Fund, there are little grant funding opportunities available for Local Authorities to fund large-scale regeneration projects with the exception of EU monies but these are often difficult to administer and often regeneration does not align well with the programme outcomes.

14.2.  Local authorities do have access to favourable borrowing rates but these only work for projects that result in generating guaranteed income to offset borrowing costs. However significant regeneration schemes, by their nature, are often costly but do not generate the income necessary to finance the revenue impact and so this revenue growth would have to be funded by other funding streams. Given the current local government finance environment and the continued need for savings, it means these schemes are unlikely to proceed.

14.3.  Changes to Government policy:
   a. Local Authorities need to have access to more grant opportunities with broad outcomes which allow local authorities to decide on the key priorities within their district rather than making projects fit with funder criteria.

   b. Whilst ring-fenced and one-off pots of funding play an important role in developing programmes, without sustained and continuous core funding for councils, these funds will struggle to deliver long-term benefits for the wider communities.

## People and place

**15.  What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

15.1.  Local people and communities have a key role to play in the regeneration of seaside towns but it shouldn't be assumed that they all have the resources to do this. In every area, there are communities from the traditionally thought of residents associations to less traditional communities built up around services.

15.2.  In order for communities to feel engaged in regeneration, they need to feel supported and see investment and change from both local and central government. They need to be involved in some of the decisions on what this investment looks like and how it can facilitate change.

15.3.  The Ramsgate Heritage Action Zone seeks to engage the local community to understand more about the heritage of Ramsgate and to build heritage skills and capacity. Several projects are under development or initiation including community volunteer training to undertake conservation area

appraisals, local listing and conservation and maintenance of the Pulhamite rocks in Ramsgate. Information sessions with the community have also been held to provide support and advice in bidding for heritage funding.

15.4.    Changes in Government Policy:
a.  Recognition of the public sector support that the local communities require to deliver on projects should not be underestimated and needs to be included when providing funding to community organisations.

**16.    Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently, exist?  If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

16.1.    The council, with the South East England Development Agency, Kent County Council and a number of other strategic partners created the Margate Renewal Partnership in 2006. The aim of the partnership was to deliver economic, physical and social regeneration in the Margate Central and Cliftonville West wards. There was a Board and an Officer group with a large programme of work. This programme was backed up by core funding from the partners and funding bought in via a number of grant funding schemes.

16.2.    The East Kent Spatial Development Company bought in European funding to deliver infrastructure investment in Thanet. This physical and economic regeneration company still exists, benefiting from Regional Development Agency projects and is still delivering investment. This was identified as an example of best practice but would not be able to be delivered now without the initial funding. These types of seed/investment funds no longer seem to exist.

16.3.    The Thanet Leadership Group consists of representatives from; Thanet District Council, Kent County Council, Kent Police, Kent Fire and Rescue Services and the Thanet Clinical Commissioning Group. The partnership

provides a mechanism by which the Executive Leadership of the five public sector agencies, along with other partners can:

a. Promote and develop a shared set of priorities, risks, opportunities and outcomes.

b. Directly and indirectly; influence the course of the main Thanet partnership groupings, whilst fostering productive strategic relationships with other partners.

c. Take the lead role to shape, influence and align resource allocation, to enable both joint-working and collaborative partnerships.

d. Share information between agencies, as well as providing the platform for networking and engagement with partners.

16.4. The Margate Task Force (MTF) has been in operation since 2009 and was originally established as one of three strands of Kent's Total Place pilot. The purpose of the MTF is to make a sustainable change to the lives of the residents that deliver long-term reductions in demand on public services. The MTF brings together officers from 14 different agencies and organisations that are co-located within the Thanet District Council offices. This includes; Thanet District Council, Kent Police, Kent Fire & Rescue Service, Kent County Council and Job Centre Plus. The MTF is distinct from other multi-agency teams as it delivers 'front end' fast-track interventions jointly at street level on a 'day in, day out' basis. By working across a number of agencies the MTF also aims to transform the way public services are delivered to make them responsive, visible and joined up.

# The Open University – written evidence (RST0034)

## Executive Summary

1. This response relates to Question 10 of the call for evidence about educational provision in coastal communities. Its focus is on the challenges around the provision of higher education (HE) and what actions can be taken to improve matters.

2. It presents analysis which demonstrates that:

   - Significantly fewer people from seaside towns and coastal communities are able to access higher education than those in other parts of England.

   - Seaside towns and coastal communities in England have seen significantly bigger declines in the numbers of people accessing higher education since the 2012 higher education funding reforms than elsewhere.

   - Part-time higher education, including flexible forms such as online distance learning, plays a particularly crucial role in allowing people from seaside towns and coastal communities to access higher education, especially in the most isolated coastal areas in England.

3. We make three recommendations to the Committee:

   - **Recommendation 1**: The current Post-18 Review of Education and Funding in England must incorporate ambitious and fundamental reform to reduce the costs of study for part-time undergraduate students.

   - **Recomendation 2**: A regeneration strategy for seaside towns and communities must incorporate a focus on upskilling and retraining local residents to limit migration to cities and a growing skills deficit in the area.

   - **Recommendation 3**: The National Retraining Scheme is an important vehicle for helping to address the specific skills needs of coastal communities and needs flexible learning options at its core.

## Introduction

4. This response summarises analysis of constituency-level data on higher education participation from the Higher Education Statistics Agency carried out by the Open University (OU). The analysis looked at patterns of higher education participation and higher education provision in the 95 English constituencies that include coastal settlements and compared this to the other 438 English constituencies which do not. A list of constituencies that were defined as "coastal" in this analysis is included in Annex A.

5. The analysis looked at a number of variables:
   - Trends over time in the number of people accessing undergraduate higher education in each area, split by whether they are studying full-time or part-time (including at the OU).
   - The proportions of undergraduate students in each area who are studying full-time and part-time (including at the OU).
   - The entry rate to undergraduate higher education as a proportion of the population.
   - The proportion of the population in each constituency who live in low participation areas, as measured by POLAR4 data.
   - The level of HE provision in each constituency, as measured by HEFCE data on the number of places within an hour's drive.

**The analysis – trends in HE access in coastal constituencies in England**

**Key fact 1 – There has been a 27% decline in the number of people in coastal constituencies accessing HE since 2011/12. 90% of this has been due to the collapse in part-time HE, which declined by 64%.**

6. The number of people who live in the 95 coastal constituencies in England accessing undergraduate higher education has fallen from 93,100 in 2011/12 to 66,623 in 2016/17 or by 27%. This represents a reduction of over 25,000 per year, with over 112,000 "lost" students from coastal constituencies in the five years since student funding reforms were introduced in 2012/13.

7. This has been largely driven by a collapse in part-time higher education caused by the changes in the student funding regime. This explains almost 90% of the total decline in the number of people accessing higher education in coastal constituencies since 2011/12: since 2011/12, the number of part-time entrants in coastal constituencies has fallen by 22,500 or 64% and the number of full-time entrants has fallen by 4,600 or 8%.

**Key fact 2 – The decline in HE access in non-coastal constituencies since 2011/12 has been far smaller, at 19%. Non-coastal constituencies experienced a fall in the number of part-time students of 58% which is lower than the fall experienced in coastal constituencies**

8. The number of people who live in the 438 non-coastal constituencies accessing undergraduate higher education has fallen from 483,100 in 2011/12 to 391,400 in 2016/17 or by 19%.

9. This was entirely explained by the collapse in part-time higher education as full-time HE grew by 3%, though the reduction in the number of entrants to part-time HE was somewhat lower than in coastal constituencies, at 58%.

**Key fact 3 – This has exacerbated the higher education access gap between coastal constituencies and non-coastal constituencies, which has widened from 5% to 14%.**

10. In 2011/12, the undergraduate entry rate to undergraduate higher education was 5% lower in coastal constituencies than in non-coastal constituencies: 103 per 10,000 people versus 109 per 10,000 people.

11. In 2016/17, the undergraduate entry rate to undergraduate higher education was 14% lower in coastal constituencies than in non-coastal constituencies: 73 per 10,000 people versus 85 per 10,000 people.

**Key fact 4 – A significantly higher proportion of higher education entrants from coastal constituencies study part-time including at the OU: compared to entrants from non-coastal constituencies they are 20% more likely to be studying part-time and 40% more likely to be studying at the OU.**

12. In 2016/17, 22% of undergraduate entrants in coastal constituencies were studying part-time compared to 18% of undergraduate entrants in non-coastal constituencies: in other words, entrants to HE from coastal communities are around 20% more likely to be studying part-time.

13. In 2016/17, 7.3% of undergraduate entrants in coastal communities were studying at the Open University compared to 5.2% of undergraduate entrants in non-coastal constituencies: in other words, entrants to HE from coastal communities are around 40% more likely to be studying at the OU.

**Key fact 5 – The entry rate to part-time higher education is 4% higher in coastal constituencies than elsewhere and the OU entry rate is 20% higher. This is a different pattern from that seen in full-time higher education, where the entry rate is 19% lower in coastal constituencies.**

14. In 2016/17, the entry rate to part-time higher education in coastal constituencies was 4% higher than in non-coastal constituencies – 16.2 per 10,000 in coastal constituencies compared to 15.5 per 10,000 in other constituencies.

15. In 2016/17, the entry rate to the OU in coastal constituencies was 20% higher than in non-coastal constituencies – 5.3 per 10,000 in coastal constituencies compared to 4.4 per 10,000 in other constituencies.

16. In 2016/17, the entry rate to full-time higher education in coastal constituencies was 19% lower than in non-coastal constituencies – 56.5 per 10,000 in coastal constituencies versus 69.4 per 10,000 elsewhere.

**Key fact 6 – The coastal constituencies where the OU has the highest entry rate tend to be the ones with the lowest overall HE participation rates and the most limited local HE provision.**

*Undergraduate entrants to the OU from coastal constituencies*

| OU entry rate quintile | Average OU entry rate (per 10,000) | % of young people in area in lowest HE participation quintile | % of young people in lowest HE provision quintile |
|---|---|---|---|
| 1 (highest rate) | 7.4 | 37.2% | 75% |
| 2 | 6.0 | 26.4% | 72.2% |
| 3 | 5.0 | 19.7% | 63.9% |
| 4 | 4.3 | 19.6% | 55.9% |
| 5 (lowest rate) | 3.3 | 23.6% | 37.9% |

**Key fact 7 – Coastal constituencies make up a relatively high proportion of the constituencies in which the OU has the highest market share**

*Proportion of undergraduate entrants who attend the OU*

| OU market share quintile | Average OU market share | % of constituencies that are coastal constituencies | % of all coastal constituencies |
|---|---|---|---|
| 1 (highest rate) | 9.4% | 40.2% | 45.3% |
| 2 | 6.8% | 18.9% | 21.1% |
| 3 | 5.6% | 14.0% | 15.8% |
| 4 | 4.4% | 9.4% | 10.5% |
| 5 (lowest rate) | 3.1% | 6.5% | 7.4% |
| Total | 5.9% | 17.8% | 100.0% |

17. For example, six of the ten constituencies where the OU has the highest market share are coastal constituencies.

*Undergraduate entry rate to the OU*

| OU entry rate quintile | Average OU entry rate (per 10,000) | % of constituencies that are coastal constituencies | % of all coastal constituencies |
|---|---|---|---|
| 1 (highest rate) | 6.6 | 34.6% | 38.9% |
| 2 | 5.1 | 17.9% | 20.0% |
| 3 | 4.4 | 14.0% | 15.8% |
| 4 | 3.7 | 13.2% | 14.7% |
| 5 (lowest rate) | 3.0 | 9.3% | 10.5% |
| Total | 4.5 | 17.8% | 100% |

18. For example, nine of the fifteen constituencies where the OU has the highest entry rate are coastal constituencies.

**Open University recommendations**

**Recommendation 1: The current Post-18 Review of Education and Funding in England must incorporate ambitious and fundamental reform to reduce the costs of study for part-time undergraduate students**

19. In the context of the dramatic decline in part-time higher education since the 2012 HE reforms and the particular impact on HE access in coastal communities, the Government should provide financial support to reduce the cost of study for those who need to gain a higher education qualification through part-time study. This will help to deliver the skills coastal regions need by encouraging those already in work to 'earn and learn' and give real study choices to people of all ages and backgrounds.

20. More flexible study options across the Post-18 sector (part-time/distance/online/blended) can support social mobility and boost growth in coastal communities with little or no access to higher (or further) education.

**Recommendation 2**: **A regeneration strategy for seaside towns and communities must incorporate a focus on upskilling and retraining local residents to limit migration to cities and a growing skills deficit in the area.**

21. A national Information, Advice and Guidance (IAG) service offering education and training options linked to local job prospects will bring particular benefits to coastal communities and economies by raising awareness of the benefits of learning.

22. Strengthened learning pathways between further education, apprenticeships and HE, would allow more people to progress from lower-level technical qualifications to more advanced sub-degree and degree-level technical qualifications, wherever they live and work. This would give local residents the option to stay close to their families and support networks.

**Recommendation 3: The National Retraining Scheme is an important vehicle for helping to address the specific skills needs of coastal communities and needs flexible learning options at its core.**

23. The Government's National Retraining Scheme should be broad in scope, covering basic to higher skills levels and delivered through a partnership model, involving education providers, employers, unions and others, with online learning as a core element.  Digital skills delivery will be of particular importance.

**About The Open University**

- The OU is the only UK-wide university, operating across England, Wales, Scotland and Northern Ireland, as well as internationally.  Since we were established in 1969, over two million people have achieved their learning goals by studying with us.  Currently, the OU has over 174,000 students and 38% of part-time UK undergraduates are taught by the OU. The median age of new OU undergraduates is 28.

- The OU mission is to be *open to people, places, methods and ideas*.  Being open to people means we have an open entry policy and, for most of our courses, accept students who do not have A Levels or equivalent qualifications. This open admissions policy helps thousands of people who did not achieve their potential earlier in life to 'go as far as their talents will take them'. Of the OU students who declare their previous qualifications, 33% have only one A level or a lower qualification when they join us (including 2% with no formal qualifications).

- Through its flexible, distance learning model, the OU has a long pedigree of support for students who want to 'earn while they learn'. Three out of four of our students work full or part-time during their studies.  Sixty FTSE 100 companies sponsored staff on OU courses in 2016/17.

- Of all universities in the UK, the OU makes by far the largest contribution to social mobility:
  - Almost 1 in 10 of all English first year undergraduate students from low participation areas in 2015/16 are studying at the OU.[293]
  - 55% of English OU students come from disadvantaged backgrounds: either living in a low participation area (20%), with a disability (18%) or with less than the minimum entry requirements for attending a traditional university (34%). The equivalent figure for English full-time students is 29%.[294]

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[293] HESA. 9 per cent of all POLAR3 Q1 English first year undergraduate students are at the OU

[294] "Low participation area" = POLAR3 Q1. "Disability" is based on self-declared data. "Less than the minimum entry requirements for attending a traditional university" = less than 2 A-levels at grade E or above. The individual figures sum to more than 55% as many students have a combination of these characteristics

- The OU supports people from all backgrounds, and all ages. Indeed, the OU ranks 16th out of 130 English HE institutions in terms of the number of young undergraduate entrants from low participation areas[295] (34% of new OU graduates are aged under 25).

- The OU is the primary provider of HE in UK prisons and secure units. Over 1,400 students in prisons and secure units across England, Scotland, Wales and Northern Ireland study with us. Across all security categories, there are OU students in approximately 150 prisons in the UK and Ireland.

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[295] HESA UKPIs. "Entrants from low participation areas" are defined as those living in POLAR3 Q1

**Annex A**

24. The table below highlights the constituencies that were defined as coastal in the analysis.

| Constituency | Constituency |
|---|---|
| Barrow and Furness | Newton Abbot |
| Berwick-upon-Tweed | North Cornwall |
| Beverley and Holderness | North Devon |
| Bexhill and Battle | North Norfolk |
| Blackpool North and Cleveleys | North Somerset |
| Blackpool South | North Thanet |
| Blyth Valley | North West Norfolk |
| Bognor Regis and Littlehampton | Plymouth, Sutton and Devonport |
| Boston and Skegness | Poole |
| Bournemouth East | Portsmouth South |
| Bournemouth West | Redcar |
| Brentwood and Ongar | Rochester and Strood |
| Brighton, Kemptown | Rochford and Southend East |
| Brighton, Pavilion | Scarborough and Whitby |
| Camborne and Redruth | Sefton Central |
| Canterbury | Sittingbourne and Sheppey |
| Castle Point | South Dorset |
| Chichester | South East Cornwall |
| Christchurch | South Holland and The Deepings |
| Clacton | South Ribble |
| Cleethorpes | South Shields |
| Copeland | South Thanet |
| Dover | South West Devon |
| Easington | Southend West |
| East Devon | Southport |
| East Worthing and Shoreham | St Austell and Newquay |
| East Yorkshire | St Ives |
| Eastbourne | Suffolk Coastal |
| Fareham | Sunderland Central |
| Folkestone and Hythe | Thirsk and Malton |
| Fylde | Tiverton and Honiton |
| Gosport | Torbay |
| Great Grimsby | Torridge and West Devon |
| Great Yarmouth | Totnes |
| Hartlepool | Truro and Falmouth |
| Harwich and North Essex | Tynemouth |
| Hastings and Rye | Wallasey |
| Havant | Wansbeck |
| Hove | Waveney |
| Isle of Wight | Wells |

| | |
|---|---|
| Lancaster and Fleetwood | West Dorset |
| Lewes | Westmorland and Lonsdale |
| Louth and Horncastle | Weston-Super-Mare |
| Maldon | Wirral West |
| Middlesbrough South and East Cleveland | Witham |
| Morecambe and Lunesdale | Workington |
| New Forest East | Worthing West |
| New Forest West | |

# Theatres Trust – written evidence (RST0055)

1. Seaside towns were once hubs of culture that would run busy summer seasons packed with theatre, variety and music. In many such places the theatre buildings from this era still exist. Some continue to be key community venues and others have been left to decay. Theatres Trust identifies that there is opportunity to restore and repurpose these theatre buildings as year round cultural hubs to serve their local communities and drive regeneration.

2. I am pleased to respond to the Select Committee's call for evidence on behalf of the Theatres Trust. Not all elements of the inquiry are relevant to the trust's remit and so I have selectively responded to the numbered questions.

3. **Remit:** The Theatres Trust is the UK public advisory body for theatre buildings. We work to ensure communities across the UK have access to good quality, resilient theatres where they can be inspired by and enjoy live performance.

4. We are a statutory consultee in the planning system and we advise theatre owners and operators and local authorities on the design, planning, development and sustainability of theatres, ranging from the restoration and reuse of iconic historic theatres through to the planning and construction of innovative new theatre buildings.

5. We also advocate on behalf of the sector around national planning policy and draft Local Plans and we offer small grants to theatres needing urgent repairs or improvements such as access. In 2017/18 we advised on over 200 theatre projects and were consulted by over 370 local authorities.

6. **(Question 1) What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?**

7. Seaside towns have economies that were traditionally built around primarily domestic tourism and have suffered over the past decades due to the emergence of cheaper international flight. Many of these towns were once the entertainment capitals of their areas with plentiful variety theatres, opera houses and end of the pier shows. As that busy season has diminished employment has dropped in these areas and deprivation has grown.

8. Of the 35 theatres we have identified as most at risk, 15 are located in coastal communities, two coastal theatres were lost to demolition last year. There are theatres in need of investment that once supported could bring a creative regeneration to communities in need of an influx of new industry and new draws into the town centres. The experience of a pier theatre is a hallmark of British summer holidays but only 5 operating pier theatres remain. There is a

key part of national heritage in the culture of these seaside towns, Theatres Trust would like to see these theatres protected so they can continue to contribute to their local communities.

9. Places like Margate are at the beginning of this process where creative businesses are blooming and day trippers come not just for an ice cream on the beach but stay for a cultural experience and to engage with the local creative industries. The challenge in a creative regeneration programme is ensuring the residents are not displaced and that they too feel the benefits. This is where theatres can be very effective at making tickets accessible to local people and ensuring they too can benefit from the place's renaissance.

10. **(Question 6) How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

11. Economic Impact studies on the value of new or reopened theatres in Stockton-on-Tees, Bradford and Walthamstow have shown that they will bring hundreds of thousands of people into the area and bring large wider economic benefits. The reopening of Bradford Odeon is predicted to bring a benefit of around £10million a year. While none of these are seaside projects, the benefits are replicable when accompanied by an appropriate business plan for the theatre.

12. **(Question 7) Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

13. The early stages of restoration projects are critical but it is often difficult for groups to obtain the funding and professional input they require to test the viability of such projects. There are extraordinary assets in many seaside towns, long underutilised and often with substantial conservation deficits.

14. Empowering community groups to commission professional studies demonstrating both the possible reactivation of disused sites and the positive regeneration that brings would put them in a position to build strong cases for support, funding and investment.

15. We would also encourage support for local authorities looking to enforce the obligations owners of heritage buildings have for the maintenance of their buildings. In our experience local authorities have been reluctant to serve repairs notices in fear that if the work is not carried out then the obligation would transfer to the council, something they no longer have the budget or

specialisms to shoulder.

16. **(Question 9) What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

17. The theatres in these communities represent an opportunity for growth and better social cohesion. Theatres bring people into town centres year round and are no longer focussed on the particular seasons these economies were traditionally reliant on. Once audience members are brought into an area, the surrounding restaurants and cafes can benefit from the increased footfall. SMEs often cluster around theatres serving the productions and the audiences they bring.

18. In a Dominic Shellard's Economic impact study of UK theatre carried out in 2004. It is estimated that outside of London each audience member brings an additional spend of £7.77 into an economy per visit beyond its direct impact on the theatre. When this is multiplied by the capacity and number of performances in a theatre across the year, it can bring significant benefit. In addition there is the impact of increased employment opportunities and the skills creation that accompanies a busy theatre.

19. **(Question 12) What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

20. Coastal Communities funding is welcomed however the level of competition for the funding should be clearly communicated to potential applicants. Applying for funding is a time intensive process and can be difficult for theatre groups to be able to resource. Given the high demand for the scheme, it is hoped that it can be extended and grown.

21. We also acknowledge DCMS's efforts to enable culture led regeneration through the Culture Development Fund. Local authorities and community groups may have benefitted from a longer gap between announcement and the deadline for expressions of interest particularly as the applications required the formation of new partnerships between local authorities/LEPs and arts organisations. The application process is continuing with a deadline of this month. It will be interesting to see if local authorities in Seaside Towns have taken this opportunity. This initial round of the scheme was for £20million and invited grants £3 million to £7 million. It would be valuable to see this scheme repeated and expanded.

22. **(Question 13) To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term**

**thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

23.     Theatres can deliver an economic boost to places but the long timescale of their redevelopment is sometimes difficult for funders and local authorities to work with. Local Plans can have a big impact in protecting and driving forward culture led regeneration by setting positive visions and priorities for their coastal communities, allocating land and sites for development or restoration, and implementing strong policies which encourage or protect cultural uses.  These can be further enhanced by more specific and targeted guidance, policies and delivery frameworks such as Area Action Plans and Masterplans.

24.     At a less strategic level, we would also encourage planning policies and decisions to react positively to proposals for temporary and interim uses which bring vacant buildings back to use while their long-term future is resolved. This is especially the case for cultural uses which can help stimulate the local economy by bringing people into the area and attracting other businesses. Such initiatives can be facilitated through local authority and enterprise partnership support, particularly where they are landowners.

25.     As statutory consultees in the planning system, we advise local authorities against permitting the loss of theatre buildings without an adequate replacement. The challenge for cultural buildings, especially in the context of rising land values, is capturing their true value and investing accordingly.  In purely direct commercial terms a residential development is always going to be a 'more valuable' use of land in a city centre than a cultural building. The true value of theatres and other cultural buildings goes beyond the economic, of course, including placemaking, identity and wellbeing.  But even within the economic sphere often the true value of a theatre is more than just its immediate employment and turnover.

26.     The revenue position of local authorities presents a challenge for them to unlock funding for major projects. Even where a strong business case is presented, projects are not able to proceed. Some forward looking communities such as Stockton On Tees Council have pushed forward with the restoration of their theatre with significant funding as they see it as an essential part of their Town Centre plan. Restrictions on and reductions in HLF and Arts Council capital funding make it difficult to see where the funding for major restoration and new build projects will come from.

27.     **(Question 14) Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which**

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**would help to generate positive change?**

28. Councils such as Stockton, Bradford and Waltham Forest are using PWLB loans to leverage other funding and operator engagement in major theatre buildings in their area where they expect to see significant economic returns from these buildings. Such models can be easily replicated within coastal communities. Availability of affordable loan finance as part of the funding mix for large capital projects could shift more projects into viability.

29. The reintroduction of VAT on the restoration of listed buildings has a large impact on project viability. Theatres and other community facilities don't generate sufficient VAT to offset this large bill and it is a major consideration in the affordability of a project.

30. Support for local authorities could be offered to resolve complex land ownership issues that prevent regeneration. Many local authorities are concerned about using their powers to intervene to unlock key sites for restoration and redevelopment.

31. **(Question 15) What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?**

32. Much of Theatres Trust's works involve guiding community groups with an ambition to reopen their local theatre. Where local authorities struggle to provide investment, leadership and resources to reopen theatres, community groups have had to step up to delivering projects. The Leith Theatre has reopened through the work of a particularly committed local group. Similarly it is the passion and hardwork of local people that reopened the Morecambe Winter Gardens in 2006.

33. The challenge with this approach is that the groups need to develop specialist skills with very little support and often lack the revenue for essential repairs. Teams are often voluntary and therefore the opening of the theatre is dictated by their availability. This diminishes the community benefit that these theatres could deliver under professional management. Training and development of volunteer staff is challenging to raise funding for and there are limited opportunities for this.

34. At Theatres Trust we find often basic awareness of local funding opportunities is difficult for community groups to access. Some library services offer access to databases of local trusts and foundations but this is not commonplace. It is also valuable when Local Authorities lend their support to projects in non-financial ways such as letters to accompany external funding applications.

35. **(Question 16) Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?**

36. The model often adopted for the restoration of theatres in seaside towns and elsewhere begins with community groups invested in a building, or the desire for an improved cultural offer lobbying local authorities for action. Local authorities then take up the call offering specialist and financial support.

37. The involvement of business begins where an operator is required and theatre organisations are appointed on management agreements to run and maintain the theatre. In the case of some larger theatres, the operator may be able to make a contribution to the capital costs. Traditionally local authorities would subsidise theatre operators but there is an increasing trend for theatre operations to be tendered on a low or no subsidy basis. There is some concern that smaller theatres will not be sustainable at this level of funding. Local Authorities could previously include expectations of education, outreach and programming within theatre contracts but with reducing subsidy their ability to demand this is diminishing.

38. One example of where commercial operator in delivering a theatre project is the restoration of the Bradford Odeon where the commitment of the NEC group unlocked local authority loans and LEP funding. Restoring large scale venues like Bradford Odeon are expensive projects however with the increased scale comes an increased revenue potential and an increased benefit to the local economy. The increased revenue stream enables the repayment of Public Works loans allowing the better financing of the restoration. Many of the theatres at risk in coastal communities are on the larger scale so this is a model that may work for them.

39. Another model of developers working with the local authority is where a developer is required to build a new theatre as a planning requirement. The NST City in Southampton was a recently completed project where this approach was taken. This kind of partnership is not always straightforward and the journey of this theatre is certainly worthy of a case study. In London it is common for theatres to be required through S106 agreements as a planning gain. While this approach is not used frequently outside of London, planning departments could consider this option when negotiating major developments.

40. Developers can be partners in the restoration of theatres but this creates a challenge in balancing the large cost of restoration projects with the required return for the developer. The scale of development required to raise sufficient

funding for the theatre can sometimes overwhelm historic buildings.

41. This is not the only approach taken, in some situations businesses take the lead, a key seaside example of this is Great Yarmouth where the Hippodrome and a number of other historic theatres are run by a local business. The challenge of this approach is that it becomes difficult to access public and charitable funding to maintain historic buildings central to a place's identity.

# Mr Alan Thompson – written evidence (RST0008)

**What are the challenges facing seaside towns and communities?**
Our challenge is that we have little business activity. We have old housing stock and 80% of our residents live in Band A Council Tax property. Almost 1000 homes are excluded from Council tax.

### 1. Why have such challenges persisted?

Answer: Because over a period of 40 years from the mid-seventies institutionalised political neglect of the physical and social environment failed to recognise and address the problems. The progress that has been made is largely community driven with co-operation from non-local authority organisations. Wansbeck District Council was abolished in 2009 and progress since then has improved significantly.

### 2. Research

Millions of pounds have been spent on consultants reports that identified the problems. The vision and knowledge required to address the problems was not available within the Local Government.

### 3. Housing

As stated we have had little investment in housing until recently. Thankfully there is now a demand for upmarket housing as the reputation on the community improves.

### 4. Demographics

Aging population creates an opportunity for older people to live at the seaside where there are opportunities for leisure and visiting family.

### 5. Connectivity

Good communication is essential for economic prosperity. Many seaside locations are some distance from the main highways. Easy access and inclusion in future planning is needed to provide good communications.

### 6. Visitor economy

In the first half of the last century Newbiggin by the Sea was one of the most popular seaside resorts in the North East. Many of those making their wealth on Tyneside built summer homes along the seafront. With the investment already identified the popularity can be restored. The visitor economy is an essential element for the future prosperity of the community.

### 7. Regeneration

Our community has no economy other than a few shops in the town centre. Since the beach was replaced in 2007 visitor numbers have increased. Visitors are surprised by the layout of the bay and fail to understand why there is so little activity in the bay. Just as the beach had a transformational effect so would a Harbour/Marina. Other seaside towns and communities get far more

visitors because they have a Harbour/Marina. An attempt is currently being made; this could make Newbiggin by the Sea become the leisure vessel Capital of the North East. Sea related activities are very attractive and there will be an increasing demand.

Economic prosperity is dependent on the volume of disposable income.

## 8. Social and economic regeneration

This is dependent on having local voluntary organisations that have individuals with the skills to organise events and maintain a rota of gatherings and projects. A balanced mix of housing is more likely to deliver the availability of competence.

## 9. Role of Local Business

Traders Associations can play a significant part in organising events. This brings in more visitors and customers and contributes to the feeling of wellbeing in the community. Newbiggin by the Sea Town Council makes a financial contribution to events organised by the Traders.

## 10. Education health and Wellbeing

The performance of education in our schools is partly dependent on the housing mix. In Newbiggin by the Sea there is now only one school, a Primary for 5 to 11 year olds. The key stage 2 results this summer (2018) were 81% which outperformed schools in prosperous towns like Morpeth. Part of this success is down to a local Charitable Trust that pays for four external tutors to get children involved with music. The project began six years ago when it was difficult to get the children to engage. Almost one hundred pupils played instruments or sang at a recent school concert. This very successful contribution to the personal development of the children is delivered for a cost of about £12,000.00 per annum. The Trust wishes to make a similar impact through sport and horticulture which are, like music, now global industries. The ethos of the school is transformed.

## 11. Health Conditions

The avoidance of poor health can be assisted by engaging children, particularly those in Primary education, in music, sport, horticulture etc through Tutors. Many children grow up with no involvement in cultural and other 'character building' activities.

## 12. Delivery structures

Newbiggin by the Sea has yet to benefit from the Coastal Communities Fund. Two applications from NEWBIGGIN DEVELOPMENT TRUST are pending.

## 13. Vision

Vision is often in short supply. The pursuit of prosperity and opportunity depends upon a plan that recognises the assets currently available that can be better used and the delivery of new assets that satisfy an identified market or

solution. *You cannot take your car to the garage unless someone provides a garage. You cannot put your boat in the Marina unless someone builds a Marina.*

### 14.     Supporting regeneration

There are now opportunities to access finance to deliver regeneration. It is sometimes difficult to satisfy the criteria and sometimes the grant available is insufficient. There is also an issue with deadlines that are impractical for some projects.

### 15.     Role of local people.

Progress depends upon local leadership. Most people know what they do not want but are less sure about what they do want. The internet can be the most effective way of engaging with the public. It can also be very damaging when ill advised information is broadcast. When the public are properly informed they make a sensible judgement. Most of the progress made in Newbiggin by the Sea has been community led.

### 16.     Models for regeneration

Project development and delivery can usually only be done with the co-operation of the Town and Parish Council and in the case of Northumberland, the County Council. Central Government will not accept solutions that are not agreed with local authorities. Where the elected authorities are objective the system works; where political party advantage plays a part, the community suffers and the people who can deliver generally give up.

An effective way to engage is to identify every organisation, church and pub within the community and ask them to send a representative to meet with the project organisers. The message can then be relayed to the members of each group.

**Summary of the past and future**

The situation in Newbiggin by the Sea (NbtS) is unique because the economic and social decline evidenced in other seaside communities was compounded by the impact on the environment from underground coal extraction. Sea bed and land subsidence resulted in coastal erosion. Colliery waste was deposited in the Sea to the North and washed up along our shore line and untreated domestic waste from other settlements was deposited in our bay which became a sewer. In high winds dry fuel ash from the Alcan Power Station was deposited on the housing stock. The reputation of Newbiggin by the Sea was at its Nadir, crime was an issue and the population declined as people moved away.

In 1990 Northumbrian Water built a waste treatment plant, the waste was diverted and now we have clean water in the bay. In 1990 Newbiggin by the Sea became a 'smokeless zone'. When mining ceased the colliery waste problem stopped. In 2007 the beach was replaced.

We now have a replacement beach and clean water. Dolphins seals, porpoise and sometimes whales are in evidence. The community has a Dolphin Watch Organisation with over 1000 members.

Some 300 hard to let houses were demolished and the local Housing Association has built new homes in landscaped areas. Developers are now considering building sites. The level of crime is now very low. The community has a recorded history from Saxon times and exceptional natural assets.

Now, at last with a new beach, blue flag seawater and community driven projects the future is brighter as people from across the country and abroad are beginning to settle here. We now need identified infrastructure to make our fragile economy a vibrant economy.

There is now an ambition to make Newbiggin by the Sea the Leisure Vessel Capital of the North East. This would deliver a national asset and transform the fortunes of the community by offering a facility that will serve future generations as Artificial Intelligence and other technologies and new lifestyles evolve.

The community of Newbiggin by the Sea has exported many exceptionally talented people who exploit their skills elsewhere. The vision is to create a society that can accommodate them.

The potential for Newbiggin by the Sea to be a very prosperous and desirable location is immense.

# Tourism Alliance – written evidence (RST0106)

## 1. Introduction

The Tourism Alliance was established in 2001 as the voice of the UK tourism industry. It comprises 55 tourism industry associations that together represent some 200,000 business of all sizes throughout the UK. The Tourism Alliance's mandate is to work with Government on issues relevant to the growth and development of tourism and its contribution to the economy. It is therefore responding to this discussion paper in that capacity. A list of member organisations is included as Appendix 1.

## 2. Tourism and Seaside Destinations

The Tourism Alliance very much welcomes the Lord's Select Committee's timely inquiry as tourism has an important role in the regeneration of seaside towns and communities.

Tourism is one of the UK's largest industries and most successful industries with residents and overseas visitors spending an estimated £140bn in 2017 and employing 3.1m people (just under 10%of the UK's workforce). Tourism to seaside destinations is a significant component of the UK tourism industry. In 2017, 29m overnight trips were taken to seaside destinations by UK residents while day-visitors undertook a further 159m trips to seaside destinations. Together these visitors spent £11bn in seaside destinations. In addition, around 4m overseas tourists visit seaside destinations while they are in the UK, spending a further £3.5bn.

Altogether, therefore, visitors to seaside destinations contribute £14.4bn to the local economy of these areas, which is sufficient to support over 260,000 fulltime jobs.

Importantly, in terms of the Government's agenda to address inequity between regions, the £11bn of domestic tourism expenditure in seaside towns each year represents the largest non-Governmental transfer of wealth from urban to seaside communities in the UK.

Underpinning these headline figures are three factors that are significant for understanding the importance of tourism to seaside destinations.

1. **Spread**
   Tourism in the UK is relatively evenly spread across all regions meaning that initiatives to support tourism will boost the economies of all seaside destinations.

2. **Success**
   The tourism industry has been one of the main drivers of growth in the UK economy since the 2008 recession, with research by the Office for National Statistics finding that the industry has provided growth at a faster rate than most other industries and additional employment at almost twice the rate of other industries

3. **Post-Brexit Opportunities**
   Tourism is an industry that can never be related overseas. As such, whatever the outcome of Brexit negotiations, the UK, and UK seaside towns, will always be popular destinations for both UK residents and overseas visitors. Indeed, we believe that there are considerable opportunities that will arise from Brexit to enhance the competitiveness on seaside destinations when the UK leaves the EU and thereby support regeneration and growth, including reforming the EU's Package Travel Regulations.

## 3. Evidence on Specific Issues

This section provides evidence on the key issues that are restricting tourism growth, and therefore economic growth, in seaside towns.

### 3.1 What are the challenges facing seaside towns and communities?

From a tourism perspective, many seaside destinations face significant challenges due to two main issues.

**1. They are Peripheral**
Coastal towns are, by their very nature, on the periphery of the country and therefore at the furthest reaches of transport and communications systems which are vital for development and growth.of their economy.

A good illustration of this is Broadband speeds to coastal destinations. A Broadband speed of 10mbps is generally agreed to be sufficient to meet the needs of most SMEs. However, many tourism businesses in seaside areas do not receive speed anywhere near this level. For example, a survey of tourism businesses in Cornwall by the local Tourism Board (VisitCornwall) found that 55% of the businesses surveyed received broadband speeds of less than 10mbps.

While there is increased demand for broadband by business in order to provide customers with richer online information (eg., virtual tours of facilities, interactive booking support and promotional videos), the highest demand for improved broadband speeds is coming from customers.

For example, the Camping and Caravanning Club, which operates a network of more than 100 high-quality Club Sites and 1600 smaller Certificated Sites throughout the UK are seeing consumer demand for broadband services such as Wi-Fi rise by over 50% year-on-year.

Visitors to tourism destinations and businesses are increasingly expecting to be able to undertake the same online activities as when they are at home in urban areas with access to superfast broadband. This means that customers are increasingly unable to understand why many tourism businesses are unable to provide broadband that is sufficient to enable movie streaming movies, playing online games or undertaking video chatting

Many tourism businesses feel as though there is little choice of suitable products to meet their requirements. For example, a third of Caravan Club sites have no Wi-Fi connection at all because they are located in areas with either limited broadband or where the technical solution is so expensive that the costs of installation cannot be justified. Of the two thirds of sites where Wi-Fi is available, almost 50% do not have that do Fibre to the Cabinet (FTTC) connections meaning that there is little hope of meeting future broadband requirements.

There are also considerable concerns regarding mobile phone coverage as visitors need to access information when they are outside their accommodation. This is particularly important for delivering public transport options, attraction information and weather updates in coastal areas.

To resolve these issues, the Tourism Alliance believes that the criteria for the roll-out of broadband should be amended to include visitor usage and the impact on the tourism economy.


## 2.    Ability to Adjust to Change

The development of many seaside towns has been based on the growth of a single industry. Without the wider economic base of urban areas, the fortunes of seaside town have been much more closely tied to the fortunes of specific industries and therefore are vulnerable if these industries decline.

As such. many seaside towns are having difficulty adjusting to the decline in their traditional industries, whether that be tourism, fishing, heavy industry or being a gateway for to the transport of goods and people.

In relation to tourism, the largest barriers to adjustment relate to the repurposing of the existing building stock when the primary industry associated with a seaside town declines – be this industrial buildings or outdated tourism accommodation stock such as Victorian guesthouses.

While one of the most important elements of tourism seaside towns in the UK is the historic built environment, the 20% VAT rate on all maintenance, repairs and alterations is a significant burden on redeveloping historic buildings.

Britain's forthcoming departure from the European Union opens-up the opportunity to introduce a concessionary rate for repairs to historic buildings. Under EU law, confirmed by EU Finance Ministers in 2009, no concessions allowing member states discretion to set their own rates of VAT on such repairs was permitted. With Brexit, the UK Government could remove VAT for the maintenance or repair of historic building within seaside towns as a means of encouraging inward investment that would help enable destinations to adjust to change in their traditional industries and reinvent both their tourism offering and improve their attractiveness as places to live and locate other businesses, thus widening their economic base.

### 3.2 Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns?

While there has been considerable work undertaken on seaside towns, the Tourism Alliance does not consider that this is sufficient to fully resolve the issues being faced by many destinations. We fully support the work of organisations such as the National Coastal Tourism Academy and British Destinations and their more detailed submissions on the importance of further sustained research to identify and resolve the economic and social problems faced by many seaside towns.

### 3.3 To what extent are seaside towns affected by issues arising from the nature of their housing stock, including HMOs and former tourist accommodation that has been converted for other uses?

A common theme in struggling seaside towns is the rise of poor-quality accommodation and houses in multiple occupation (HMOs). With fewer visitors and changes in demand for more traditional types of accommodation, destinations have been left with an oversupply of B&Bs, guesthouses and hotels that are no longer viable. Many have been bought by private landlords and converted into poor-quality privately-rented flats and HMOs.

In the 2010 'Seaside Resorts Action Plan', VisitEngland cited 'uncontrolled or poorly planned conversion of traditionally large housing, former guest houses and hotel stock to HMOs' as one of the greatest threats to seaside resorts. While affordable housing is needed for the local population, a ready supply of cheap accommodation has attracted in-migration of households who are economically inactive and reliant on state welfare. HMOs are also being used by councils to house vulnerable groups.

Poor quality accommodation coupled with poor local economy is leading, in some destinations, to acute social deprivation. This in turn impacts on consumer perceptions and the desirability to visit.

Local Councils need enhanced planning powers to allow for the removal of certain business and accommodation types, such as HMOs from their core tourism zones so that future regeneration efforts and improvements to the public realm are not undermined.

**3.4    Do problems relating to transport and connectivity present a barrier to economic growth for seaside towns? What action has been taken and is further action required?**

Transport is one of the key barriers to tourism development in seaside towns as they are literally "at the end of the line" from urban conurbations and suffer from poor connectivity and low levels of investment due to the majority of transport infrastructure spending being predicated on resolving commuter transport issues and providing faster connections between cities.

In addition, maintenance works on the UK's transport infrastructure network tend to be programmed for holidays and weekends so as not to disrupt business travel, which significantly hinders tourism related travel.

It is our view that DfT's focus remains on facilitating business and commuter travel through investing in main intercity transport network. This focus means that DCLG must become more active in championing transport in coastal areas. There are a range of initiates that should be undertake through this role including helping to improving response times to reopen road and railway lines that are vital to seaside towns – this is especially important as climate change and sea level rises will increasingly threaten the integrity of transport infrastructure located on the coast.

**3.5    How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns?**

Historically, initiatives by Local Councils, Regional Development Agencies, Destination Management Organisations and VisitEngland have been very successful when aligned with a destination having a strong tourism offering or successful regeneration projects. However, since the global economic downturn in 2008, there has been a very sharp decline in funding for domestic tourism funding which is impacting on the ability of seaside towns to develop their tourism industry.

**a.    Local Authorities**

Local Authorities have traditionally been the greatest source of funding for seaside towns. However, tourism development and promotion is not a statutory function of Local Authorities and, with councils under mounting financial pressure, funding for tourism has declined by almost 50% - from £122m in 2007/8 to £67.4m in 2016/17

This decrease in council funding is far greater than the 10% overall reduction in total local authority expenditure over the same period and further cuts are likely in future years and councils in seaside areas have to focus expenditure on areas such as social care.

## b.    RDAs
While there was debate regarding the effectiveness of some RDA expenditure, the RDAs nevertheless spent £65m per annum on tourism growth and development. This funding, much of which targeted seaside areas, ended in 2012 with the abolition of the RDAs. While RDAs have been replaced by Local Enterprise Partnerships (LEPs), LEP funding for tourism is minimal and only a tiny number of LEPs view tourism as a primary focus for growth in their area.

## c.    VisitEngland
VisitEngland was established in 2010 as the Government body responsible for domestic tourism development and promotion. However, in 2015, the Government decided that VisitEngland should merge with VisitBritain.

The Government's subsequent tourism strategy – the Five Point Plan for Tourism - determines that Destination Management Organisations should now be responsible for domestic tourism marketing while the Government focuses its activity on encouraging overseas visitors to travel out from London.

While the Tourism Alliance is supportive of spreading the benefits of inbound tourism more widely, it should be recognised that domestic visitors will remain the main source of revenue for seaside destinations for the foreseeable future.

It should also be recognised that tourism is an internationally competitive industry. As such, seaside destinations are competing directly with the marketing resources of seaside destination such as Spain, Greece and Turkey, the advertising budgets of airlines such as Easyjet and the promotional activities of tour operators such as Thomson Holidays for the holiday expenditure of people living in cities such as London, Birmingham and Manchester.

For seaside towns to be competitive in this environment, they need to have a strong, sustainable funding source for tourism development and marketing, supported by a dedicated government agency

To this end the Tourism Alliance believes that the Government needs to work with the tourism industry to develop a mechanism whereby some of the tax paid by visitors and tourism businesses is retained in

destinations. In addition, the Government needs to return VisitEngland to being a stand-alone agency dedicated to supporting the development and marketing of domestic tourism - a role was supported by both the DCMS Select Committee and the last Triennial Review.

**3.6    What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?**

The Tourism Alliance is extremely supportive of the Coastal Community Fund, which has been vital in regenerating seaside destinations. This funding is set to deliver over 16,000 jobs and help attract over £316 million of additional funds to coastal areas.to support regeneration and improve their tourism offering. As such, this funding should continue beyond its current planned end date of 2021. The percentage of funds from the Crown Estate marine revenues allocated to the Coastal Communities Fund also needs to be restored to the original 50%.as this has recently been reduced.

In addition to this funding, one of the most important ways in which the Government can support the regeneration of seaside towns is through taking forward the Tourism Industry Bid under the Industrial Strategy.

This bid seeks to resolve key tourism issues such as skills, connectivity, productivity and proposes the creation of Tourism Action Zones which will boost growth, productivity and the development of place by providing the tools required by destinations such as seaside towns to redevelop and reinvigorate their tourism offering,

It is envisaged that designated Tourism Action Zone will have access to a range of different incentives from which they can chose from in order to develop solutions that suits their local circumstances. These incentives should include:

- Prioritised Access to Existing Funds such as the Coastal Community Fund, the UK Shared Prosperity Fund and Heritage Lottery Funding
- Additional local authority powers such as the ability to address inappropriate development and land use in Tourism Zones such as HMOs or to vary business trading hours
- Prioritisation of infrastructure provision, both in terms of digital and transport infrastructure.

**3.7    Are there fiscal or financial measures available which could help to support the regeneration of seaside towns?**

In addition to the fiscal and financial measures already highlighted in this submission, attention should be drawn to the 3% surcharge on SDLT for secondary properties which the Government introduced to

reduce Buy-To-Let ownership and reduce the number of people buying holiday homes in popular seaside destinations. This surcharge has increases the SDLT payable on the average UK property (£185,000) by over 460% from £1,200 to £6,750.

While this move it understandable in urban areas, it is detrimental to tourism in seaside areas where self-catering accommodation is one of the dominant forms of tourism accommodation and generates significant revenue for local communities.

The Tourism Alliance has calculated that a single self-catering property in a seaside town generates around £33,000 for the local community and provides 0.7 of a FTE job. By comparison, a holiday home in a seaside destination only generates around £6,000 for the local economy.

If just 10% of potential operators are deterred by this additional start-up cost, it would lower the revenue generated by the self-catering sector by £330m per annum and cause the loss of over 6,000 jobs. This is three times the revenue that the Government would receive from self-catering businesses as a result of the new SDLT.

A simple solution that would aid tourism development but retain the surcharge on holiday homes would be to charge the additional SDLT and allow operators that comply with the Furnished Holiday Letting Rules (which require properties to be let for at least 15 weeks per annum) to claw back the tax.

Finally, we would also like to see the Government commit to its manifesto promise of a wholesale review of business rates to address the rapidly evolving nature of business – and particularly the move to online goods and services reflecting the growth of on-line businesses and ensuring on-line businesses pay a fairer share of the business tax burden.

The burden of business rates is increasingly falling on pubs, attractions and accommodation businesses which have no ability to locate online and this is starting to severely restrict investment in the tourism sector.

**3.8    To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

It is possible to develop a vision for individual seaside towns that provides a real step-change in regeneration efforts as there is significant will to do so across a broad range of Government Departments, Agencies, Local Government bodies and Industry Organisations. There is also a wide range of current and potential funding mechanisms to achieve this.

However, the one thing that is missing is that there is no body or organisation that has a statutory duty to undertake tourism development and promotion for seaside destinations. The key requirement for the tourism-related regeneration of seaside destinations is, therefore, for an organisation to be made responsible for developing and implementing the vision for individual seaside towns.

The Tourism Alliance, as the voice of the UK tourism industry, would welcome the opportunity to provide oral evidence to the Committee on these issues. In the meantime, if we can provide any further information or assistance, please do not hesitate to contact me.

## Appendix 1 Tourism Alliance Members

ABTA - The Travel Association
Airport Operators Association
AIPO
ALVA
ANTOR
Association of Group Travel Organisers
ASAP
ATHE
BACTA
BALPPA
Bed & Breakfast Association
British Beer & Pub Association
British Destinations
British Educational Travel Association
British Holiday & Home Parks Association
British Marine Federation
Business Visits & Events Partnership
Camping & Caravanning Club
Caravan and Motorhome Club
Churches Visitor and Tourism Association
Coach Tourism Association
Confederation of Passenger Transport
Country Land and Business Association
Cumbria Tourism
English UK
European Holiday Home Association
European Tour Operators Association
Family Holiday Association

Go New Forest
Group Travel Business Forum
Heritage Railway Association
Historic Houses
Holiday Home Association
Institute of Tourist Guiding
Liverpool City Region LEP
Marketing Manchester
National Caravan Council
National Coastal Tourism Academy
National Trust
Outdoor Industries Association
PASC
Premier Cottages
Resort Development Organisation
South West Tourism Alliance
The Tourism Society
Tourism For All
Tourism Management Institute
Tourism South East
UKHospitality
UKInbound
Visit Brighton
Visit Cornwall
Visit Greenwich
Visit Kent
Visit Wiltshire
Wine and Spirit Association

**Observers**
Local Government Association
VisitBritain
VisitEngland

# Tourism Management Institute – written evidence (RST0062)

**The role of the visitor economy**

**Qu 6: How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

The fundamental problem is that cuts in public funding support for marketing campaigns at both the national and local level means that both international and national marketing favours the larger urban destinations and the large leisure and tourism corporate players.  Government austerity policy has focused on leveraging more funds from the tourism industry to replace declining public investment and unsurprisingly the simplest and easiest way to achieve this is to target the major airlines, hotel groups, visitor attraction operators and more high profile destinations.  This does little to promote off-the beaten track England with the focus being to drive more business towards the honeypot destinations.

However, the promotion of seaside destinations has suffered considerably since the abolition of Regional Development Agencies (RDAs) and Regional Tourist Boards (RTBs) in 2010.  Government strategy focused on Destination Management Organisations (DMOs) replacing RTBs as partnerships between tourism businesses and local authorities.  The reality has been a patchwork of fragile local authority and public/private partnership organisations that struggle to make an impact.  Many of these organisations are chasing the same businesses for membership scheme participation and advertising revenues.  Most other countries have maintained a sub-national infrastructure rather than foster a chaotic free-for-all.

Visit Britain's main focus is on developing the overseas markets for the UK, working with the national tourism bodies for Scotland, Wales and Northern Ireland. Visit Britain's marketing activity has been generally focussed on the capital and those honeypot sites (many of which are urban locations) that are already attracting significant numbers of overseas visitors. Whilst it makes sense to market those destinations that already have a high awareness in the overseas visitors minds, this approach is therefore of limited benefit to many

rural lesser known destinations that do not feature in their promotions. There is usually a cost for individual destinations to participate in specific overseas promotions led by Visit Britain that are simply unaffordable for many seaside resorts.

The recent re-absorption of Visit England back into Visit Britain is in our opinion a backward step that has not only left England as the only part of the UK without an independent national tourist board it has also taken away resource and emphasis on domestic promotion. Whilst the cost of participation was still unaffordable for many seaside resorts, it also focussed on the better known destinations nevertheless it did raise awareness of the advantages of taking a holiday or short break at home and responded to the 'staycation' trend.  Visit England also provided valuable support advice and research to assist all destinations in their own domestic marketing activities.

The current 'Discover England Fund' is aimed at developing the overseas markets and the timing requirements have been beyond the reach of many 'fledgling' DMOs that have neither the resources nor skills to pull a bid together. This also favours large tourism businesses when trying to find matched funding as opposed to the many micro-businesses that make up the seaside resort economy.

The abolition of Visit England as an independent body focused on promoting domestic tourism and its subsequent merger into Visit Britain has reduced the level of nationally supported tourism investment.  Government has focused its support on promoting inbound tourism, believing that domestic tourism just displaces spend from one part of the national economy to another.  We do not support this notion as seaside resorts are disproportionally dependent on domestic visits in comparison with major cities (60% of international visitors never leave London) and nationally we need to persuade more people to holiday at home.

We would recommend that the Government learns a lesson from other countries in that the private sector cannot replace public funding of tourism destination promotion, particularly in coastal destinations where SMEs with limited marketing budgets dominate.  Local authorities have been subject to huge funding cuts and therefore pressure on supporting discretionary activities such as tourism promotion will therefore only increase.

The Coastal Communities Fund has played an important role in directing limited amounts of targeted public funds towards partnership projects in recent years.  TMI is a strong advocate of this fund and believes it should

continue.  The fund acts as an important catalyst in this sector, particularly when both private and public resources are extremely limited.

There are substantial opportunities to promote smaller seaside resorts across England.  Honey pot sites continue to be over promoted by the national tourist boards and even at a local level. Lesser known areas still have spare capacity for both day and staying visitors. Visitors need to be aware of these alternatives and be persuaded to visit. The key is in raising awareness of these alternative options and influencing visitors to consider them.  However, tourism's endeavours to extend season and increase productivity puts extra strain on infrastructure that has no long term funding and no income stream.

Business Improvement Districts (BIDs) should not be seen as the panacea for replacing public sector funding.  BIDs can often be competing with existing tourism organisations in promoting destinations due to a misalignment of BID priorities.   BIDs cannot overlap, so there will be many occasions where an existing BID trumps the opportunity for a wider potential tourism focused BID. BIDs are expensive and high risk to develop and there can be significant resistance from businesses. Similarly bed tax and other methods that either cost the operator or the visitor more are likely to be unwelcome, especially in a country which already charges such high levels of VAT and parking charges.

TMI believes that high levels of VAT and business rate increases within the tourism sector restrict productivity growth.  The hospitality sector in the UK is subject to much higher VAT levels than those of its principal competitors which place it at a disadvantage.  Large rate rises for property-rich businesses which may not have large turnovers are also unfair and harm the profitability of these enterprises.

Online Travel Agents (OTAs) can also have a negative impact by benefiting from the destination promotion activity but contributing nothing towards the costs. Their high commission rates (20-30%) adversely affect the profit margins of accommodation providers. Taxation on these organisations is one option that could see funds coming back into the destinations for promotion and development. Offering training and support to businesses to help them manage their OTA relationships is another option.

There needs to be further clarification around the implications of BREXIT and impact on EU Structural Funds as many seaside resorts benefit disproportionately from these sources.  There is also a need to provide easier to access grant opportunities for diversification.  The bureaucracy of Structural Funds needs to be addressed in any replacement schemes.  The lack of

knowledge and skills in central government departments is a real issue, particularly due to the abolition of RDAs and centralisation of responsibility and support.

Government must recognise that seaside resorts and in particular micro businesses need public sector funding support more than urban destinations. There is also a need to ensure that public funding programmes are constructed to support on-going revenue costs rather than just initial capital outlay.  This will ensure that more enterprises are supported into maturity.

**Transport and connectivity:**

**Qu 5: Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

Transport connectivity is key to the success of resorts.  However, government transport funding is regularly prioritised to major national road projects and tackling commuting related bottlenecks.  This means that seaside towns continue to remain isolated, particularly as many smaller resorts lost their rail connectivity under Beeching.

Poor road and rail provision regularly mean on the one hand choked networks during peak season in popular destinations and on the other places that are remote to access in shoulder and low seasons.  This doesn't help in extending the season and creating a rationale for investment.

Whilst local authorities have been creative in developing new operational relationships any new funding is principally secured via grants and developer contributions (s106/CiL).  However, this type of funding is typically directed to new infrastructure and capital investments and cannot be used to maintain the network (or the enhancements once created), which is instead reliant on local authority funding and working practice.

One of the principal issues for many years has been the lack of broadband provision in coastal and rural areas.  Although there have been numerous

Government backed initiatives to address this issue, there has been limited traction.

Extremely poor mobile infrastructure is too readily ignored particularly when it is becoming more important for the visitor. It's quite telling that when holidaying in a remote Greek Island that one can receive high quality mobile reception, but this is not achievable in many urban fringe destinations across England. This means that for many visitors they will not be able to access information on visitor attraction opening times; train and bus timetables and live feeds; mapping solutions; social media.

**Housing and demographics**

**Qu 3: To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required.**

An increase in HMOs alters the demographic profile of seaside resorts, which in turn spills over into the local economy. Services will become focused on serving the needs of a population with limited spending power. This can result in a downward spiral to a proliferation of charity shops, take-aways, vacant premises etc. The staying visitor appeal of a resort will diminish as it relies more heavily on lower-spending day visits.

Within a number of smaller coastal resorts a large percentage of the housing stock is being converted to holiday let and second homes. This drives up prices and reduces the availability of housing for local people, impacting on the availability of staff for tourism businesses, especially in destinations where public transport is patchy.

# Turner Contemporary – written evidence (RST0016)

Following the Select Committee's recent visit to Margate (12 September 2018), we thought it might be useful to provide a case study on Turner Contemporary.

## History of Turner Contemporary

There is no doubt that many seaside towns and communities face real challenges.  Margate on the north Kent coast was once a thriving seaside resort – a position that it had maintained for about 100 years. However, it's inability to define a new identity for itself in the late 20th century led to a spiral of decline leading to deprivation and poverty of aspiration.  In the 1990s, Kent County Council (KCC) and Thanet District Council (TDC) were very concerned about how they might support the economic and social regeneration of Margate and looked at models of culture-led regeneration in the UK and further afield eg Tate St Ives and the Guggenheim in Bilbao.

In 2001, KCC commissioned Timothy Mason to write a feasibility study - 'Dreaming with Open Eyes'. The report proposed that a new gallery should be constructed on the seafront and that it could provide a learning and education resource for local people and a place in which to access high quality art for the community as well as cultural tourists. The initial concept to celebrate the great British painter, JMW Turner's (1775-1851) relationship with Margate came from local people who had researched Turner's links to the area and felt that there was a compelling story to be told.

KCC's desire to create an ambitious intervention in Margate coincided with the availability of lottery funding and Arts Council England's (ACE) policy to increase cultural infrastructure. In 2001/2002, KCC recruited a small team of people to move forward plans for a 'Turner Centre'. The title of the organisation that would run this building was subsequently changed to Turner Contemporary and it is this name that continues to exist. There was cross-party political support at local and county level for the concept and a bold vision for the organisation in which artistic excellence and learning was equally important.

On the ground, many local people were hugely sceptical that a gallery would ever be built. Indeed, many felt that public investment should be used to build a new school, additional wing to the hospital or provide an ice-skating rink. After several false starts, David Chipperfield Architects was appointed in 2006 and building work started in 2009. TDC committed the land on the very site where Turner had stayed on his many visits to Margate in the 1820s and 1830s.  Funding was secured from ACE, the regional development agency (South East England Development Agency), KCC, trusts and foundations and private individuals. Costing £17.4m, Turner Contemporary opened on 11 April 2011.

**Turner Contemporary's Programme**

Turner Contemporary programmes three seasons of exhibitions per annum and the work on show includes historical and contemporary art. The gallery doesn't have a permanent collection and works closely with public and private lenders in this country and abroad to bring exceptional works of art to Margate. Turner Contemporary is an active member of the Plus Tate network which enables significant loans, especially of Turner works to be made from Tate. In addition, the gallery delivers an innovative learning programme which is highly regarded. The gallery works with children and young people and delivers activities for adults and older people.

In the last five years, we have challenged assumptions of what a gallery is by handing over the curatorial process to members of our audience. This has enabled local audiences to learn more about how we operate and to make decisions on what should be shown.

The results of these initiatives have significant social impact and have enabled us to make important collaborations with local audiences and with partners beyond the arts sector. For instance, as part of our Journey's with 'The Waste Land' exhibition, we collaborated with mental health practitioners, service users and an artist to create a vital new work connecting to this theme within the show. During this exhibition, 8% of visitors had never been to a gallery in their lives before.

**Social impact of Turner Contemporary**

Since opening Turner Contemporary has had more than 2.9m visits generating £68m into the local economy. The gallery safeguards 155 jobs and has led to the opening of 151 new businesses in Margate.

We have worked closely with Canterbury Christ Church University on annual exit surveys and economic impact reports since 2011. These have provided us with data on who visits, their motivations and why people aren't visiting. In addition, we commissioned a Social Value report to document the social impact that the gallery has had:

https://www.turnercontemporary.org/media/documents/COaST%20Turner%20SROI%202015-2016%20FINAL%202.pdf

**Key findings from this research for 2015/16 in accordance with Social Return on Investment analysis include:**
- For every £1 invested in Turner Contemporary's exhibition programmes, £2.88 of net social value is created.
- For every £1 invested in Turner Contemporary's lifelong learning programmes, £4.09 of net social value is created for participants in lifelong learning activities.
- For every £1 invested in Turner Contemporary's formal education programme, £5.15 of net social value is created for participants.

We are proud that we attract local audiences (over 20% of our visitors) to the gallery and we work closely with teachers/schools to ensure that Thanet children and young people use the gallery as a resource. Over the years, we have delivered a range of different projects to encourage child-led leadership.

Evaluation of *Art Inspiring Change*, an 18-month child-led project to develop children's leadership, taking place in four Margate primary schools, involving 69 pupils has shown that;

- Confidence in skills rose from 36% to 98%
- Confidence in ideas rose from 48% to 96%
- 100% of parents surveyed saw a positive improvement in their child
- 86% demonstrated skills across the speaking and listening criteria, a rise of 62% from the beginning of the programme

Turner Contemporary has been open for over seven years, and during this time perceptions of Margate have changed and there has been a significant amount of regeneration involving public investment and private investors. A raft of new businesses has opened in the town including cafes, shops, restaurants and hotels. In addition, artists and creative entrepreneurs have moved to the town and established studios and small businesses. With good train links to London and affordable opportunities for live and work spaces, there is now an expanding group of creative individuals living and working in the area.

Thanet has some of the most deprived areas in the country. The electoral wards of Margate Central and Cliftonville West are among the 10% most deprived wards in England and Wales. Areas of high deprivation have long been associated with poorer population health outcomes. More data is contained within the 2017 report:

https://www.kpho.org.uk/__data/assets/pdf_file/0005/51188/Margate.pdf

The future of regeneration in Margate

Whilst there has been significant change and transformation in Margate and Thanet as a whole, Margate still faces real challenges. For instance, there is a danger that gentrification replaces regeneration (e.g. increased house prices), and the creative ecology remains incredibly fragile.

Government could support the continued regeneration of Seaside towns and communities by:

- Providing support that responds to the particular needs of coastal towns, noting that the needs of coastal towns differ from place to place
- Investing in initiatives that put individuals at the centre of their activity
- Working with organisations to target specific communities, ensuring that regeneration extends beyond specific clusters
- Raising aspirations through high quality cultural and education provision
- Considering the whole picture and wider policies linked to regeneration

Turner Contemporary has been the catalyst for much of Margate's success. However, the business model of institutions such as Turner Contemporary requires ongoing investment to raise aspirations, deliver an educational remit and provide a world-class offer.

Deep rooted and genuine regeneration isn't a quick fix; it takes years. People are at the heart of regeneration and together we need to ensure that the necessary time and resources are put in place to ensure that positive change is embedded.

Victoria Pomery

September 2018

# UK Major Ports Group - written evidence (RST0053)

The UK Major Ports Group ("UKMPG") is a trade associated for most of the UK's large ports. We have nine members who operate more than 40 ports throughout the UK, handling between them 75% of the UK's seaborne trade. Current UKMPG members are Associated British Ports, Belfast Harbour Commissioners, the Bristol Port Company, DP World UK, Forth Ports, Hutchison Ports UK, PD Ports, Peel Ports and the Port of London Authority.

The UKMPG welcomes the work of the Select Committee on Regenerating Seaside Towns and Communities and the active programme it is pursuing. Ports, particularly major ports, are strong drivers of the economies of seaside / coastal communities. Port employment tends to be concentrated locally to the port. And there are a wide range of examples of port operators playing a proactive role to enhance their local communities, such as through interaction with local schools and colleges.

In response to the Committee's Call for Evidence, please find on pages 3 to 6 our thoughts on practical steps to boost investment in seaside / coastal regions, addressing the specific question on physical regeneration and economic growth outlined in the Call for Evidence: *Q9. "What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?"*

The UKMPG believes that a very strong driver of regeneration is investment in assets and facilities that provide sustainable jobs and accompanying broader prosperity. UKMPG members already collectively invest more than £550 million per year in Britain's ports, infrastructure and surrounding areas. This investment supports jobs which are 47% more productive than the UK average and are year-round employment. And each direct job in the ports sector supports at least 6 in the supply chain. The UK's major port operators are ambitious to increase this positive contribution through the development of not only of the ports themselves but also the hinterlands around the ports. Our experience is also that there are broader benefits to surrounding communities from increasing the connectivity of ports – road improvements, for example, can benefit a wide area around the ports.

UKMPG and its members have developing a ten-point plan to boost the prospects for investment in coastal communities, boosting sustainable jobs and

enhancing the UK's ability to trade with the world. I attach a summary of the current version of this plan, as a response to Question 9.

I trust that the attached are of interest to the Committee and would be happy to discuss them further.

Yours sincerely,

Tim Morris

Chief Executive

UK Major Ports Group

**Boosting the UK's trade capability and creating a new deal for coastal communities – a better planning framework for ports and their hinterlands**

**Context: Ports as an engine for jobs, investment and opportunity in coastal communities**

- With around 95% of all goods entering and leaving the UK moved by sea[296], ports are the UK's predominant gateways with the world enabling trade and providing each of us with many of our daily needs.
- Ports are also key catalysts for investment and jobs in their local regions, regions which can too often suffer from high levels of economic and social hardship[297].
- This catalytic effect is not just in the ports themselves – where the jobs are 47% more productive than the UK average[298], and often significantly better paid than local averages.
- It is also in the surrounding hinterlands as ports develop their broader estates and, entrepreneurially, local land for productive use – logistics parks, fulfilment centres and manufacturing facilities. And each direct job in the ports sector supports at least 6 in the broader economy.
- The wider infrastructure development – such as road and rail connectivity – made to support port development can also open up a range of more general economic and business activity for coastal communities. Each pound spent on a road scheme connecting a port can add more than four pounds of value for the wider local economy through improving conditions for business and tourism[299].
- Recognising that many ports are located in areas that are environmentally important, such port growth can be pursued in a way that fully supports long term development across all pillars of sustainability – economic, environmental and social.
- Ports already collectively invest more than an estimated £600 million pounds a year in ports and their surrounding areas[300].
- And port operators are ambitious to continue and grow this strong record of investment, adding significantly to the UK £7.6bn of value directly contributed to the UK economy by the ports sector.
- Unlocking this potential requires a more proactive, pro investment planning framework.
- ***Doing so offers the UK an enhanced ability to trade with the world as an independent nation and creates a new deal for coastal communities.***

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[296] UK Port Freight Statistics: 2016 (Revised), Department for Transport, 2017, page 3

[297] For example, see "Living on the edge: Britain's coastal communities", the Social Market Foundation, September 2017

[298] "The economic contribution of the UK ports industry: A report for Maritime UK" – CEBR, September 2017

[299] See for example the Heysham – M6 link road project https://heyshamlink.lancashire.gov.uk/background.aspx

[300] UKMPG analysis of accounts of major ports and estimate for ports handling the residual 11-12% of UK port traffic

**The principles of reform to achieve a more proactive, pro investment planning framework**

There are four principles guiding our proposals for achieving a planning and development framework to boost investment and job creation, several aspects of which builds on best-practice aspects of the current system:

1. Ports and their hinterlands are proactively recognised in spatial planning for their ability to attract investment and provide jobs, as well as their key role in supporting the national economy;
2. A presumption in favour of port development and port hinterland development is utilized more widely given such development promotes the trade, investment and value addition that underpins good job creation;
3. A streamlined, although still robust, planning system is utilised for such development, with outline permission parameters in place and defined timelines for all parties to abide by; and
4. Produce an environmental framework that maintains high standards of protection for important habitats and wildlife, whilst at the same time enabling port development, boosting local communities and reducing regulatory delays.

In short we believe that there is now a strategic opportunity to align enhanced national policy, development plan policy and better use of existing mechanisms such as Permitted Development to deliver the flexible and responsive ports that the UK needs as foundations for global trade and to drive shared regional growth.

The ports sector has developed a 10-point plan of practical measures to implement these principles.

**A 10-point plan to boost the UK's trading capability and realise the potential of the 'Coastal Powerhouse' via a reformed planning framework**

*Increase flexibility and responsiveness*

i. Retain and extend Permitted Development flexibility. These rights are essential given the nature of port operations and the speed with which decisions need to be made when dealing with potential investors making choices (particularly whether to use UK ports or perhaps go to mainland Europe). It is important to look at thresholds for these flexibilities and the way they interact with environmental designations, incorporating appropriate mitigation and monitoring approaches.

ii. Review the scope of 'operational land' definition so it better reflects the modern major port business, i.e. the multimodal nature of port operations and the growing potential for value added activity. Such a review should start with the objectives set out in the Ports NPS and identify the new types of operations important for modern ports now and into the future to build a more representative picture.

### Make current mechanisms work better

iii. Widen and deepen the application of the presumption in favour of trade and investment boosting port development that was initially in the National Policy Statement for Ports and now applicable as a 'material consideration' to the broader range of development opportunities[301]. Increase the awareness of statutory bodies of this presumption.

iv. Fundamentally review the Coastal Concordant, with greater clarity on responsibilities and accountabilities for decision making, such as through a single point of contact for consenting – potentially mirroring the single lead authority approach in the NSIP regime.

### Doing more of what's effective

v. Look at opportunities to apply more widely the NSIP structure of a better-defined application pathway with mandatory stage gate deadlines (e.g. through reviewing qualification thresholds), including in the interaction with statutory bodies.

vi. Encourage greater inclusion of the opportunities and needs of ports in proactive strategic spatial planning, including as part of local industrial strategies. Doing so should more systematically harness public and private sector strengths (such as land assembly and development respectively). Increase the use of measures that have proved successful, such as Local Development Orders, perhaps in combination with Enterprise Zone-type status, to create 'port zones' for development.

vii. Where ports choose to use them give Port Master Plans formal standing within the development process and create a 'light' Master Plan alternative.

### Look at step change opportunities

viii. Give specific consideration to coastal communities within the NPPF to encourage investment, jobs and trade, as has been done for rural communities.

ix. Explore the potential of free trade zones, making any structure open to bids throughout the country where there is a sufficiently strong

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[301] Revised National Planning Policy Framework (July 2018) Para 5: "National policy statements form part of the overall framework of national planning policy, and may be a material consideration in preparing plans and making decisions on planning applications."

business case and broad local support. Such zones – either designating areas or assigning status to specific assets / installations – have proved successful elsewhere in the world (the USA, Dubai, China) and there is recent research on their exciting potential for the UK[302].

x. Produce an environmental framework that whilst still maintaining high standards is better balanced and appropriate for the UK, for example by making greater use of cost benefit analysis linked to the socio-economic benefits that derive from development, streamlining the number of separate environmental assessments that may be required for developments and applying compensatory measures for development in ways which contribute better to the overall benefit of local ecosystems and communities than current over simplistic and inflexible 'like for like' approaches which can preclude opportunities for innovate enhancement.

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**Utilising these measures in combination**

The above measures can each be operationalised on a stand-alone basis. The individual circumstances of each development will inevitably mean that there's no one size fits all approach. And some of these points, such as around more Permitted Development flexibility should be pursued as a 'no lose move'.

However, it's also possible to see how several of these measures might be used in combination to create an attractive 'port development zone', even before fiscal elements such as Enterprise Zone or Free Port status were layered on. For example:

- A deeper engagement with local spatial planning, including a broader definition of operational land and where its proportionate to develop them through the use of Port Master Plans;
- The positive stance contained with the National Policy Statement for Ports towards ports development could be applied at all levels of development within these areas;
- Outline permissions like in a Local Development Order could be granted within these areas; and
- Within these areas the thresholds for implementing an NSIP-style defined timeline process.

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[302] See as an example https://www.macegroup.com/perspectives/180617-the-ultimate-boost-for-britains-economy

# Vision Group for Sidmouth – written evidence (RST0058)

### *Background and understanding*

*1. What are the challenges facing seaside towns and communities? Which of those challenges are common to many seaside towns, and to what extent (and why) have such challenges persisted over a number of years?*

One of the challenges for coastal towns is "attracting younger generations and new visitors" – and this is an area which local authorities have sought to address through regeneration projects [303]. However, there are challenges to coastal communities which are beyond the remit or capacities of local government, but which are nevertheless of growing concern – including the challenges of climate change and the effects on infrastructure [304], as well as an ageing population providing "a major challenge for the health service" [305].
It is to be hoped that the government will take a greater interest in seaside towns [306], and perhaps it might require a 'seaside csar' to champion coastal communities [307].

*2. Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?*

The Sid Valley Neighbourhood Plan (SVNP), with which the VGS has been involved from its inception, has carried out considerable research and analysis into the economic and social health and vitality of Sidmouth. A key challenge has been that of building new homes, in that "the major difficulty and challenge" has been the lack of affordable housing (SVNP Policy 12). This has to sit with the "Vision of a Sid Valley that maintains and promotes its rural and coastal beauty" and the fact that "the Sid Valley community expect effective control of the AONB and Coastal Protection Area; in particular, that settlement boundaries are maintained, to stop encroachment from development." (SVNP Policy 1) [308].
Many traditional coastal towns were holiday destinations and so show strong characteristics of their hey-day, and Sidmouth is no exception[309]. This is clearly a strength we will have to build on: "There are plenty of examples of seaside towns that have identified their strengths and forged unique identities – attracting entrepreneurs and visitors alike. For those that haven't, it should

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[303] https://www.hemingwaydesign.co.uk/exmouth-opportunities-queens-drive/

[304] http://futuresforumvgs.blogspot.com/2014/08/climate-change-britains-crumbling-rail.html

[305] http://futuresforumvgs.blogspot.com/2013/08/east-devons-population.html

[306] https://futuresforumvgs.blogspot.com/2017/11/helping-visitor-economy-to-thrive-in.html

[307] https://futuresforumvgs.blogspot.com/2016/07/creating-coastal-powerhouses-creating.html

[308] https://sidvalleyneighbourhoodplan.com/ and http://www.sidmouth.gov.uk/neighbourhood-plan

[309] https://visionforsidmouth.org/rosamunde-pilger-land-sidmouth/

be the joint initiative of local entrepreneurs, politicians and citizens that achieves this." [310]

### *Housing and demographics*

*3. To what extent are seaside towns affected by issues arising from the nature of their housing stock, including Houses in Multiple Occupation (HMOs) and former tourist accommodation that has been converted for other uses? How might any such issues be addressed – and are any changes to Government policy required?*

An issue for East Devon is how much of its housing stock provides 'second homes': "The Sid Valley has the largest number of second homes in the District and consultations reflect widespread concern that any new housing should be made available to those wishing to make the Valley their permanent home." (Housing: SVNP) This in turn affects the amount of housing stock available to local residents [311].
Whilst the government's increase in stamp duty has had an effect, this might be only short-term [312]. And there are fears that council tax can be avoided on 'empty homes': "Research has found ample evidence that 'buy-to-leave' is occurring in high value residential areas, yet there is little action being taken to address this" [313].
Considering the policies set out in St Ives, Cornwall, to deal with these shortcomings, the Sid Vale Neighbourhood Plan states that any new open market housing will be "restricted to being used as a Principal Residence" (SVNP Policy 14) [314].

*4. Do population transience, and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?*

As reported last month: "The ten local authorities with the highest percentage of the population over 65 are on the coast, with five being in the South West region. Within 20 years it is estimated that 40 per cent of the population of west England will be over 65" [315]. Sidmouth is in the top 10 seaside towns with an ageing population – and that will have serious consequences for long-term health and care facilities – as considered in a public meeting four years ago [316]. It is felt that the issues can only be addressed through adequate health care provision for the elderly – and that this should be balanced by

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[310] https://www.theguardian.com/small-business-network/2015/oct/02/seaside-towns-reinvent-entrepreneurs-coastal-communities

[311] https://futuresforumvgs.blogspot.com/2017/12/sidmouth-has-largest-number-of-second.html

[312] http://www.telegraph.co.uk/property/house-prices/where-to-buy-to-avoid-the-second-homes-backlash

[313] https://www.devonlive.com/news/devon-news/one-every-11-houses-second-1908104#

[314] https://sidvalleyneighbourhoodplan.com/ and http://www.sidmouth.gov.uk/neighbourhood-plan

[315] http://futuresforumvgs.blogspot.com/2018/09/the-ten-local-authorities-with-highest.html

[316] http://futuresforumvgs.blogspot.com/2014/10/the-future-of-health-services-and-how.html

adequate affordable housing for young families [317]. "Without urgent investment in coastal communities, some areas will struggle to retain the working age families needed to fuel the economies of towns dominated by old people's homes" [318].


### Transport and connectivity

*5. Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?*


There are fundamental contradictions over access and connectivity. On the one hand, most coastal towns wish to reduce car volumes through Park & Ride schemes and by encouraging alternative means of transport (SVNP Policies 15 & 17) [319]; on the other, they feel the need to encourage shoppers into town by reducing car parking fees [320]. There are further conflicting demands over prioritising free car parking in Sidmouth, whether for residents, commuters or tourists [321].

One popular scheme which perhaps has dealt with these issues has been the 'Hopper Bus', providing a regular service for tourists during the summer months [322]. It has become more difficult to maintain, however, due to rising costs [323] and would benefit from being integrated with a park and ride scheme [324].

Finally, there is the issue of digital connectivity. Young people are demanding "'interesting jobs' i.e. varied employment that goes beyond the retail, care and hospitality sectors which will enable young people to remain in the Sid Valley beyond their education" (SVNP Economic Resilience community action 3). The Sid Valley Neighbourhood Plan has placed "emphasis on small-scale units offering flexible space for start-ups, skilled/higher-wage/internet age small businesses" (SVNP Economic Resilience aims) [325]. However, this requires higher-speed internet in East Devon, but we must wait another two years at least. [326]

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[317]  http://futuresforumvgs.blogspot.com/2014/10/identifying-housing-need-in-west.html and

http://futuresforumvgs.blogspot.com/2018/06/devon-dominates-list-of-britains.html

[318] http://futuresforumvgs.blogspot.com/2014/10/without-urgent-investment-in-coastal.html

[319] https://sidvalleyneighbourhoodplan.com/ and http://www.sidmouth.gov.uk/neighbourhood-plan

[320] http://futuresforumvgs.blogspot.com/2018/02/car-parking-charge-rises-are-unpopular.html

[321] http://futuresforumvgs.blogspot.com/2018/08/restricting-parking-in-sidmouth.html

[322] http://futuresforumvgs.blogspot.com/2013/05/hopper-bus.html

[323] http://www.sidmouthherald.co.uk/news/future-of-sidmouth-s-beloved-hopper-bus-uncertain-1-5683659

[324] http://futuresforumvgs.blogspot.com/2015/06/the-hopper-bus-success-looking-to.html and

http://futuresforumvgs.blogspot.com/2015/07/a-park-ride-route-for-sidmouth-knowle.html

[325] https://sidvalleyneighbourhoodplan.com/ and http://www.sidmouth.gov.uk/neighbourhood-plan

[326] https://www.connectingdevonandsomerset.co.uk/

### *The role of the visitor economy*

*6. How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?*

The East Devon economy is not suffering to the same extent as other seaside areas, and yet businesses in the District are facing similar pressures [327]. Whilst the government is seeking to address the decline of the High Street [328], many local retailers are calling for an overhaul of the business rates system [329]. Granting seaside town preferential rates for shops to encourage the creation of all year tourist destinations has its very successful examples [330]. Sidmouth is widely known for its charity shops, with special trips arranged to visit them [331]. If independent shops were to pay similar rates to charity shops, this would clearly be of benefit to the local economy. [332]
The tourist industry is clearly the major drive for the local economy, although it is still a seasonal affair with impacts on infrastructure and capacity [333]. Meanwhile, Sidmouth hotels are struggling to find staff in the wake of the Brexit vote: the director of Brend Hotels has voiced concerns that there are already fewer migrant workers to fill vacancies [334]. Moreover, local residents cannot afford to work in the hospitality industry [335], the visitor economy is not an attractive option to young people and there are too many alternative jobs to attract them [336].

### *Physical regeneration*

*7. Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and*
*regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?*

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[327] http://futuresforumvgs.blogspot.com/2018/08/coastal-communities-getting-left-behind.html

[328]  http://futuresforumvgs.blogspot.com/2018/06/save-our-high-streets-government-calls.html

[329] http://futuresforumvgs.blogspot.com/2018/05/how-to-revive-health-of-sidmouths-high_21.html and

http://futuresforumvgs.blogspot.com/2018/07/councils-and-business-rates-their-short.html

[330] http://www.woodfordes-perfumery.co.uk/ and http://www.goviers.co.uk/

[331] http://www.sidmouthherald.co.uk/news/ingenuity-of-sidmouth-charity-shop-coach-tours-celebrated-1-5041405

[332] http://futuresforumvgs.blogspot.com/2015/08/sidmouth-town-of-charity-shops-and.html

[333] http://futuresforumvgs.blogspot.com/2018/08/the-west-country-struggling-to-cope.html

[334] https://www.plymouthherald.co.uk/news/local-news/food-left-rot-fields-because-722065 and

http://futuresforumvgs.blogspot.com/2018/08/brexit-and-sidmouth-hotels-struggling.html

[335] http://futuresforumvgs.blogspot.com/2016/10/brexit-and-cheap-labour-for-hospitality.html

[336] http://futuresforumvgs.blogspot.com/2016/12/brexit-and-low-skilled-migrant-workers.html

The Neighbourhood Planning process should provide a valuable tool in regenerating Sidmouth, in terms of both the natural and built environment, as well as policies to foster economic resilience [337] – just as it has done with the exemplary aforementioned Frome [338]. There are nevertheless fears that the new NPPF might undermine Neighbourhood Plans [339] and hamper local communities from determining the shape of regeneration [340].

Sidmouth has many Listed buildings [341] and that could be a resource for employment of many kinds, for example, by reinstating the financial help that used to be available to owners of Listed properties [342].

### *Social and economic regeneration*

*8. What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?*

The granting of planning permissions for more retirement housing [343] and the continued lack of affordable housing [344] help neither regeneration nor social mobility in the Sid Valley [345]. The local authority has ignored its own Local Plan to promote 'balanced communities' [346] – and central government provides very few resources to challenge these decisions [347].

*9. What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?*

Local initiatives are key to regeneration, as outlined in Point 6 above. However, initiatives such as the community enterprise SidEnergy which has

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[337] https://sidvalleyneighbourhoodplan.com/ and http://www.sidmouth.gov.uk/neighbourhood-plan

[338] http://futuresforumvgs.blogspot.com/2016/03/neighbourhood-planning-and-transition.html and

http://futuresforumvgs.blogspot.com/2015/07/neighbourhood-planning-frome-town.html

[339] http://futuresforumvgs.blogspot.com/2018/07/the-new-national-policy-planning.html

[340] http://futuresforumvgs.blogspot.com/2017/09/the-limits-to-how-developers-can.html

[341] http://futuresforumvgs.blogspot.com/2017/12/sidmouth-has-largest-number-of-listed.html

[342] https://www.lpoc.co.uk/campaign-for-owners

[343] http://futuresforumvgs.blogspot.com/2016/11/knowle-relocation-project-is.html

[344] http://futuresforumvgs.blogspot.com/2016/06/knowle-relocation-project-town-council_14.html and

[345] http://futuresforumvgs.blogspot.com/2016/05/east-devons-demographic-time-bomb.html

[346] http://futuresforumvgs.blogspot.com/2016/05/knowle-relocation-project-pegasus_31.html and

http://futuresforumvgs.blogspot.com/2016/10/knowle-relocation-project-how-to.html

[347] https://visionforsidmouth.org/futures/knowle/ and https://visionforsidmouth.org/wp-

content/uploads/2018/10/EAST-DEVON-DISTRICT-COUNCIL - RELOCATION-PROJECT-STATEMENT-OF-

OBJECTION-16-July-2018.pdf and https://visionforsidmouth.org/wp-content/uploads/2018/10/Response-

to-mail-dated-4-March-to-the-Rt-Hon-Sajid-Javid-concerning-East-Devon-District-Council-26mar18.pdf

sought to encourage local ownership and production of energy have been hampered by changes in the Feed-in-Tariff by central government [348]. And local SMEs continue to press for changes on business rates [349] and a Local Retail Levy [350] - whilst there is some appreciation of the need to 'diversify' [351]. Meanwhile, there are fears that an out-of-town industrial estate will damage the viability of the town centre [352].

Asset transfers, to properly organised community groups, have the potential to make large changes to social integration [353]. The government has recognised the potential for councils handing over assets but they are not really encouraged to do so [354]. The current attempt to secure the Drill Hall in Sidmouth is a case in point. [355]

### *Education, health and wellbeing*

*10. Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher education and, if so, what action should be taken to promote positive change?*

There is concern that the lack of 'fair funding' for Devon schools is hampering education [356]. And as for a small coastal town such as Sidmouth, there are fears that young people will turn to the likes of Exeter for more promising educational opportunities [357].

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[348] http://futuresforumvgs.blogspot.com/2016/06/sidenergy-is-wound-up-as-community.html and

http://futuresforumvgs.blogspot.com/2016/03/sidenergy-latest-lobbying-for-community.html

[349] http://futuresforumvgs.blogspot.com/2018/05/how-to-revive-health-of-sidmouths-high_83.html and

http://futuresforumvgs.blogspot.com/2018/05/how-to-revive-health-of-sidmouths-high_21.html

[350] http://futuresforumvgs.blogspot.com/2013/10/district-council-decides-against-local.html

[351] http://futuresforumvgs.blogspot.com/2018/07/how-to-revive-health-of-high-streets-we.html and

http://futuresforumvgs.blogspot.com/2018/03/how-to-revive-health-of-high-streets.html

[352] http://www.sidmouthherald.co.uk/news/new-business-park-plan-is-unveiled-1-5522422 and

http://futuresforumvgs.blogspot.com/2018/06/fords-sidmouth-sidford-of-supermarkets.html and

http://futuresforumvgs.blogspot.com/2018/08/sidford-business-park-hugo-swire-mp.html and

https://www.facebook.com/sayNOtoSidfordBusinessPark/

[353] http://www.powertochange.org.uk/wp-content/uploads/2017/05/2016-A-common-interest-The-role-of-asset-transfer-in-developing-the-community-business-market.pdf

[354] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/696993/Integrated_Communities_Strategy.pdf

[355] https://www.facebook.com/pages/category/Community-Organization/Sidmouth-Sunrise-Drill-Hall-bid-218394775504682/ and https://drillhall-rescue.historic-sidmouth.uk/

[356] http://futuresforumvgs.blogspot.com/2017/07/headteachers-survey-in-east-devon.html and

https://www.hugoswire.org.uk/education-funding-devon and http://www.eastdevon24.co.uk/news/east-devon-mp-signs-fairer-funding-letter-to-pm-1-4989277

[357] http://www.hamhigh.co.uk/education/gcse-exam-results/sidmouth-college-principal-responds-to-ranking-1- and http://www.radioexe.co.uk/news-and-features/local-news/exeter-college-celebrates-best-ever-a-level-results/

*11. Is there evidence to suggest that certain health conditions are more prevalent in*
*seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?*

The simple fact that seaside towns attract the elderly retired will mean that we will expect demand for health and care provision to grow [358]. Sidmouth is fortunate to have saved its cottage hospital [359], and yet insecurities remain in East Devon [360].

### Delivery structures

*12. What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government required?*

Whilst it is clear what opportunities the CCF can bring to seaside towns [361], unfortunately, the District Council does not appear interested in making use of this resource [362]. However, in 2013 a CCF bid was made to fund a cycle path, citing the economic benefits and clear demand for such a project [363].

*13. To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?*

The Vision Group for Sidmouth was set up in 2005 to produce such a 'vision' [364] and in 2006, it produced a 'Vision for Sidmouth', reflecting the largest piece of consultation undertaken [365]. The Sid Valley Neighbourhood Plan went even further, producing a 'vision' for the Valley (see Point 2 above), based on a year and a half of gathering evidence (SVNP: Methodology): "To meet the needs of our community the Sid Valley requires carefully balanced

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[358] http://futuresforumvgs.blogspot.com/2017/12/brexit-and-britains-cities-growing.html and

https://inews.co.uk/news/health/rural-communities-die-out-public-health-experts-warning/

[359] http://futuresforumvgs.blogspot.com/2017/03/the-future-of-sidmouths-hospital_13.html

[360] http://futuresforumvgs.blogspot.com/2018/06/small-hospitals-have-big-role-to-play.html and

http://futuresforumvgs.blogspot.com/2018/05/district-council-strongly-opposes.html and

http://futuresforumvgs.blogspot.com/2018/01/the-loss-of-community-hospital-beds-was.html

[361] https://futuresforumvgs.blogspot.com/2015/08/coastal-communities-fund-and-south-west.html

[362] https://futuresforumvgs.blogspot.com/2017/09/coastal-community-teams-in-east-devon.html and

https://futuresforumvgs.blogspot.com/2015/12/iconic-coastal-heritage-sites-set-for-3.html

[363] https://visionforsidmouth.org/news/2013/july/bid-for-coastal-community-fund-fails-but/

[364] https://visionforsidmouth.org/

[365] https://visionforsidmouth.org/background-and-history/

development providing suitable affordable housing for residents both young and old. Our vision through the Neighbourhood Plan promotes quality employment opportunities, revitalises tourism and connects people with what the Sid Valley has to offer." (SVNP: The context for our vision) [366].

*14. Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?*

There are local campaigns for a change to the business rate system (see Points 6 and 9 above) which could help the regeneration of Sidmouth's High Street. And the longstanding local campaign to halt the District Council from 'relocating' on highly spurious grounds [367] might have been enabled if central government had provided a mechanism which stopped Councils spending on vanity projects – as the fiscal disaster in Northampton has proved [368].

## *People and place*

*15. What role should local people and local communities play in the regeneration of seaside towns and communities? Do good processes of community engagement, and community resilience and capacity building, currently exist and, if so, could they be applied more widely?*

As an example of community action addressing the issue of regeneration, Sidmouth is seeking to bring in out-of-season visitors through branding itself as a 'festival town' – largely through bottom-up initiatives, supported by the Town Council [369].
The importance of making use of what the local community can contribute to building resilience is vital: "What should not be forgotten in the modelling and forecasting is local knowledge: people who live on the coast where these physical processes and flooding events are experienced first-hand" [370]. The University of Exeter has carried out such research [371] and it is widely understood that communities must be engaged in the issue of flooding and

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[366] https://sidvalleyneighbourhoodplan.com/ and http://www.sidmouth.gov.uk/neighbourhood-plan

[367] https://visionforsidmouth.org/futures/knowle/ and https://visionforsidmouth.org/wp-content/uploads/2018/10/EAST-DEVON-DISTRICT-COUNCIL - RELOCATION-PROJECT-STATEMENT-OF-OBJECTION-16-July-2018.pdf and https://visionforsidmouth.org/wp-content/uploads/2018/10/Response-to-mail-dated-4-March-to-the-Rt-Hon-Sajid-Javid-concerning-East-Devon-District-Council-26mar18.pdf

[368] http://futuresforumvgs.blogspot.com/2018/03/knowle-relocation-project-and_16.html and

http://futuresforumvgs.blogspot.com/2018/02/knowle-relocation-project-moving-into.html and

http://futuresforumvgs.blogspot.com/2018/02/knowle-relocation-project-cash-strapped.html

[369] http://futuresforumvgs.blogspot.com/2017/07/festival-town-sidmouth.html

[370] http://futuresforumvgs.blogspot.com/2015/08/what-future-for-coastal-communities.html

[371] http://futuresforumvgs.blogspot.com/2015/03/making-communities-resilient-to.html and

http://futuresforumvgs.blogspot.com/2015/03/climate-week-in-sidmouth-someone-must.html

climate change [372] - although the District Council has unfortunately not managed to engage the Sidmouth community effectively in this area [373].

*16. Do any integrated models of regeneration, bringing together local communities, businesses, public sector bodies and others to pursue common goals, currently exist? If so, how do such models seek to promote physical, social and economic regeneration in seaside towns? How can any lessons learnt from such work be applied more widely – and is further innovation required?*

As for other ways ahead, the success of Frome, Somerset, points to the Flatpack Democracy [374] and Transition Town models [375]. The Onion Collective, also in Somerset, shows how local initiatives can spur further regeneration [376]. Examples of 'iconic architecture' – rather than 'a Pizza Express plus luxury flats' – provide models for regeneration [377] – from Hastings [378] to, potentially, Sidmouth [379].

The Blue New Deal from NEF similarly points to local initiatives to help revive the health and vibrancy of coastal economies [380]. Its gathering of examples of enterprise is mirrored by thriving local businesses in Sidmouth which are also promoting a healthy environment [381].

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[372] https://futuresforumvgs.blogspot.com/2018/05/climate-change-threat-to-britains.html

[373] http://futuresforumvgs.blogspot.com/2018/08/beach-management-plan-there-is.html and

http://futuresforumvgs.blogspot.com/2018/05/beach-management-plan-and-consistency.html

[374] http://futuresforumvgs.blogspot.com/2018/03/frome-becomes-best-place-to-live-in.html

[375] http://futuresforumvgs.blogspot.com/2018/05/networked-cities-as-resilient-platforms_18.html

[376] https://futuresforumvgs.blogspot.com/2017/12/regeneration-from-roots-up-every.html

[377] http://futuresforumvgs.blogspot.com/2016/07/re-imagining-coastal-towns-response-is.html

[378] http://futuresforumvgs.blogspot.com/2017/11/regeneration-of-iconic-seaside-heritage.html

[379] http://futuresforumvgs.blogspot.com/2017/08/plans-for-port-royal-alternative-ideas.html and

http://futuresforumvgs.blogspot.com/2016/09/plans-for-port-royal-and-eastern-town.html

[380] http://futuresforumvgs.blogspot.com/2017/11/the-blue-new-deal-from-new-economics.html and

http://futuresforumvgs.blogspot.com/2017/12/blue-new-deal-building-better-coastal.html

[381] https://futuresforumvgs.blogspot.com/2015/08/coastal-entrepreneurs-thriving-by.html

# West Sussex County Council – written evidence (RST0114)

**Key points**

- **The development of the coastal economy requires a holistic approach which addresses the skills deficit with inland areas, the infrastructure and housing needs of coastal areas and the connectivity, including digital connectivity, between coastal and inland areas.**

- **Local Government and partners are uniquely placed to facilitate economic growth in both coastal and inland areas. However, ongoing cuts to local authority budgets by Government and increasing demand for social care services means that local authorities will have less resource to allocate to coastal economic development. The conclusions of the Fair Funding Review and upcoming Social Care Green Paper must rectify the historic underfunding of shire county authorities.**

- **In coastal areas the causes of inequality should be addressed in a co-ordinated way, led by the Strategic Authority, which has ambition for the place and the levers and influence over partners in the NHS, LEP and education system and other partners.**

**Background**

1. West Sussex has a strong economy, worth around £21bn. Economic activity and employment rates are higher in West Sussex than both the South East and England as a whole, but wages are below the regional average. There are some pockets of income deprivation, and housing affordability is a key challenge across the county. West Sussex has an older than average population, and the number of older residents is increasing, while more young people are choosing to leave the county. Securing a workforce for the future is therefore a challenge.

**Coastal West Sussex**

2. Worthing, Littlehampton and Bognor Regis are the main seaside towns in West Sussex, and tourism is an important part of these local economies. Reflecting this, in recent years all three towns have experienced regeneration within their town centres and sea fronts. For instance, as a result of the East Bank redevelopment at Littlehampton, the area now has greater potential for business growth and future property development.

3. The economy in seaside towns such as Worthing is changing as more young people move in from the Brighton area. The Worthing area is now home to several business parks and high-value businesses. Companies such as Ricardo, Rayner Lenses and Glaxo Smith Kline, Lemos Electronics,

Infinity Foods and Higgidy Pies are choosing to move here, attracted by the transport links and digital connections.

4. Bognor Regis has, for many years, been one of the more deprived areas in the county.  However, a range of regeneration projects have been started in recent years and others are planned for the near future. As well as improvements to the town centre and sea front, Bognor Regis has high-potential development sites that could support housing growth, as well as new business capacity and space for innovative new industries. For instance the new Chichester University Engineering and Digital Technology Park plans to give students hands-on experience by partnering with local industry.

5. The University of Chichester recently opened an Engineering and Digital Technology Park on their Bognor Regis campus. This Park brings together science, technology, engineering, arts and mathematics into one site to help develop graduates that are equipped to meet the requirements and challenges of businesses. West Sussex County Council has worked proactively in partnership with the University of Chichester, Arun District Council and other stakeholders to support the delivery of the new campus. The opening of the Park supports the economic growth ambitions of the County Council and complements a number of County Council initiatives to reinvigorate the local economy in Bognor Regis, including the establishment of a Creative Digital Hub at Bognor Regis Railway Station which will provide support for enterprise and start-ups to develop and grow their businesses.

**Has sufficient research been conducted to provide robust analysis of the economic and social health and vitality of seaside towns? What are the main conclusions to be drawn from such data and research – and where are the principal gaps in knowledge and understanding?**

6. Although the County Council has undertaken research with partners regarding coastal areas, there is a lack of data regarding individual seaside towns due to much of the available ONS data being collected and published at a district and borough level.

7. The absence of up-to-date detailed data for small area geographies which reflect town centre areas, particularly around economic activity, occupations, qualifications and industrial sectors of residents as well as workplace based populations makes it difficult to undertake a 'robust analysis' and gain a detailed understanding of our seaside towns.

8. The only comprehensive source of data is the Census. When data releases from the Census are made available analysis is carried out for some West Sussex town areas, which are made available as bulletins.  Most recently West Sussex County Council undertook some collation of data around our town centres in terms of footfall, and vacancy rates. The picture is varied across the county, with vacancy rates worsening over the year, but that trend is not exclusive to coastal towns. West Sussex County Council have also used Mosaic to better understand the population types that might be living within the town areas – the general trend has been that those

renting have increased significantly, particularly 'transient renters' i.e. single people renting low cost homes for a short term, but also 'rental hubs' which are characterised by educated young people privately renting.

9. In terms of gaps in data, the socio-economic traits of residents in West Sussex towns e.g. economic activity, qualifications, types of employment – sectors occupations etc. which at the moment is only available from the Census, with the Annual Population Survey data only available at a district and borough level.  New National Insurance registration provides an indication of the patterns of international migration although this is not provided at town level. Business performance is also difficult to glean at this geography and there is a reliance on bespoke research and/or survey work which, because of funding issues tends to happen less frequently than in the past.

10. From the information that is available, it is clear that the West Sussex Coastal area (made up of Adur, Arun, Chichester and Worthing District and Borough Councils) has a weaker economy than the rest of West Sussex. Coastal towns in West Sussex tend to have a much older population and a lower share of working aged population (16-64 years) with population projections suggesting low growth in working aged population over the next 20 years. Skills held by residents tend to be low, with lower proportions of residents holding degree level qualifications, and the job 'offer' in many of the coastal towns, or in close proximity to them, tends to be for lower skilled and lower paid occupations.

11. Economic activity rates and employment rates in Worthing are higher than the regional and national average and in Arun they are higher than the national average. Earnings of residents in Adur, Arun and Worthing are the lowest in the county, and significantly lower than the national and regional average and high house prices add further pressure and restrict people from moving into the area. West Sussex has some of the highest housing affordability ratios in the country, in some parts of coastal West Sussex housing is less expensive, making those areas attractive to people commuting to other parts of the county.  Much of these socio-economic trends have been explored in the recently published West Sussex Economic Growth Plan: Evidence Base and SWOT report.


**Housing and demographics**


**Do population transience and demographic changes more widely, present any particular issues for seaside towns and communities? What is the nature and scale of such issues, and how can local organisations and communities be assisted in seeking to address them?**

12. Much of the data to evidence transience and demographic changes is not available at 'town' level, but only at district and borough level.  The West

Sussex Coastal areas of Chichester and Arun district are important for horticulture and have attracted migrant labour to the area.

13. West Sussex coastal towns have an older aged population, with some of the highest proportions of over 85 year olds in the country.  The number of Over 65 year olds is projected to grow over the next 20 years at a much faster rate than those of working age. The coastal area attracts many people post retirement, and has led to the care sector being a major employment growth sector, with an increasing demand for support services, including health services – putting increased pressure on local authorities to meet the needs of an ageing population.

14. All local authorities in two-tier areas have a responsibility to ensure plans are joined-up for example, the linking of local plans to joint strategic needs assessments and joint health and wellbeing strategies. This would include ensuring that new housing developments take into account demographic changes in an area and support health and wellbeing.

**Transport and connectivity**

**Do problems relating to transport and connectivity (including digital connectivity) present a barrier to economic growth for seaside towns and communities? What action has been taken to address such matters, and is any further Government action required? To what extent would addressing such issues create the opportunity for future inward investment and growth?**

15. West Sussex County Council considers further investment in in high quality infrastructure, including digital, to be critical, if coastal regions are to attract inward investment and see economic growth.

16. West Sussex County Council is a member of Transport for the South East (TftSE). The recent Economic Connectivity Review of the South East was published 25th July; the first part of a transport strategy for the South East. The review identifies the economic priorities for strategic transport in the region and the growing importance of the South East as the UK's international gateway.

17. As part of the review 22 transport corridors in the South East were ranked against Economic Impact, Enablement and Feasibility criteria. Against these criteria the A27-M27/West Coastway Line corridor was prioritised as the third most attractive opportunity scoring highly against the economic and enablement criteria.

18. The A23-M23/Brighton Mainline corridor was ranked fifth, moderately fitting many of the economic and enablement criteria whilst also not being scored lowly against the feasibility criteria. The ranking of corridors will guide where further and more extensive investigation of transport corridors is carried out. Improvements to both the A27-M27/West

Coastway Line corridor and the A23-M23/Brighton Mainline corridor will positively impact upon the West Sussex coastal economy.

19. West Sussex County Council continues to lobby government regarding the urgent need for investment in the A27. The historic under investment in the A27 continues to stifle growth in the coastal West Sussex economy. Due to congestion there is currently a £534,000 cost per kilometre for business and freight, without investment this will increase to £1,208,000 in 2041 without much needed investment.

20. Digital infrastructure is a vital requirement for modern businesses and residents alike. It also facilitates home working and enables businesses and employees to operate more flexibly. Areas with relatively poor infrastructure will become increasingly less attractive. For example, the visitor market, a key part of the West Sussex coastal economy, is increasingly moving online and without access to online booking portals, local accommodation providers may struggle to compete with better connected areas.

21. West Sussex County Council is working closely with the District and Borough and a range of projects are currently underway. These include Better Connected, West Sussex Gigabit project and the Business Connection Vouchers (all of which are being delivered in partnership with central government) In relation to the projects currently being delivered:

- **Better Connected** - By the end of 2018 West Sussex County Council will have invested nearly £10 million as part of a £30 million programme to push superfast fibre broadband coverage as far as possible. We will have reached more than 95% of the premises in West Sussex, building on the current commercial deployment by fibre broadband suppliers. That does mean that 5% of premises are not connected and have poor digital infrastructure which is very expensive to improve.
- **West Sussex Gigabit project** – This project will deliver 'ultrafast' speeds in our public buildings and the West Sussex County Council is leading the procurement on behalf of all seven District and Borough Councils in West Sussex. This programme is funded following a successful bid to wave 1 of the Government's Local Full Fibre Network Programme.
- **Business connection vouchers** – This is a pilot scheme, to be delivered in partnership with DCMS that will offer incentives to businesses to order new 'gigabit' capable fibre broadband services. West Sussex County Council is working with Economic Development colleagues in District and Borough Councils to identify likely areas of demand and to raise awareness amongst the SME business community of the opportunity.


**The role of the visitor economy**

**How successful have initiatives that seek to promote tourism and the visitor economy in seaside towns proven to be? How important are these sectors to the economies of seaside towns? Is sufficient attention being given to the potential contribution that could be made by other sectors, beyond tourism?**

22. West Sussex County Council adopted the <u>West Sussex Economic Growth Plan</u> in June 2018. The Economic Growth Plan has five priority themes which have been agreed from a detailed assessment of the key issues and opportunities identified in the <u>Evidence and SWOT Report</u>, and which reflect where the County Council is best positioned to achieve economic growth outcomes. **Promoting West Sussex as a place to visit and work** was identified as a one of the five priorities.

23. Developing town centres is a key part of the West Sussex Economic Growth Plan. In November 2018, West Sussex Council will host an interactive 'Let's Talk about our Towns' event. The event will bring together local businesses, key influencers and district and borough partners to discuss ideas and suggestions on how to innovatively support the vibrant, sustainable towns of the future in West Sussex.

24. Work is underway through <u>Experience West Sussex</u>, and partners have agreed to work collaboratively through a countywide partnership to maximise the opportunities afforded by a focus on the visitor economy. Working with businesses will be key, and many local destinations have business networks and forums to draw on, and the County Council itself has brought together many of the key businesses and organisations in the county (the `Box of Delights`) to engage them in the Experience West Sussex ambition. An enhanced visitor economy will help boost the vibrancy of our coastal towns, supporting the wider priority of creating attractive places for people to live and work and for business to locate and invest.

25. However, although work is underway to develop both the coastal and rural visitor economies, it is recognised within the West Sussex Economic Growth Plan that the traditional over reliance of coastal towns upon the visitor economy has contributed to a productivity gap between the south west and north east of the county amounts to over £1.2 billion economic output per year; for this reason **Strengthening Coastal Towns** is included as one of the five priorities within the West Sussex Economic Growth Plan. The focus of this priority is to diversify and strengthen the economies of coastal towns to make them less dependent upon the visitor economy and to better connect them with the inland economy.

**Physical regeneration**

**Are sufficient tools and resources available to local authorities, property owners and other stakeholders to allow them to promote and deliver the restoration and regeneration of the physical environment in seaside towns? Could new approaches – or the removal of any existing barriers – support further regeneration?**

26. There is currently a lack of funding opportunities and resources available to Local Authorities to promote and deliver the restoration and regeneration of the physical environment in seaside towns. There are a number of pipeline regeneration projects in coastal towns across West Sussex that would benefit from a greater range of funding opportunities.

27. West Sussex County Council is working in partnership with district and boroughs to prioritise the delivery of key regeneration projects in coastal towns such as Littlehampton, Shoreham, Worthing and Bognor Regis through Growth Deals. The deals aim to attract and bring together investment in the key projects and provide closer working links between the Council's to achieve delivery. Further support from the Government for this mechanism would help local authorities to drive regeneration in coastal towns. West Sussex County Council has developed Growth Deals with the coastal district and boroughs of Adur and Worthing and Arun. Growth deals are partnership pledges that have been made between the County Council, district and borough councils and others.

28. Towns such as Worthing and Bognor Regis have developed investment prospectuses that set out regeneration opportunities and a vision for the future development of the towns. Visions documents such as the Selsey Vision, led by Selsey Town Council and supported by Chichester District Council are currently at consultation. A wider application of this model could prove beneficial in other coastal towns.

29. Local Government and partners are uniquely placed to facilitate economic growth in both coastal and inland areas. However, ongoing cuts to local authority budgets by Government and increasing demand for social care services means that local authorities will have less resource to allocate to economic development. This is because a greater percentage of local authorities' budgets will be required to deliver statutory (social care) services.

30. Although all local authorities' budgets are under pressure, at present authorities in shire counties face greater pressures than metropolitan authorities due to the Government's current funding formula. The demographics of coastal areas in West Sussex also mean that there is a greater demand for adult social care. West Sussex County Council awaits the results of the government's Fairer Funding Review and whether this will rectify the historic underfunding of local authorities serving rural and mixed areas.

**Social and economic regeneration**

**What work is being done in seaside towns to support social and economic regeneration, and to improve social mobility across the whole community? What more could or should be done by the Government, and relevant organisations, to deliver such initiatives?**

31. West Sussex County Council adopted **Strengthening Coastal Towns** as one of the five economic priorities in the West Sussex Economic Growth Plan in June 2018. Our Strengthening Coastal Towns priority includes:

32. **Developing the creative coast** - Working with partners to develop a specific proposition around creative and digital businesses and the coastal towns, leveraging existing assets and business base, and building on new activity in the creative digital industries.

33. **Connect local people to emerging opportunities** - placing specific emphasis on the opportunities relating to STEM (Science, Technology, Engineering, and Maths) and digital based skills we will work with further and higher education providers to promote opportunities to younger residents, and work with employers to identify and address the specific talent gaps they face.

34. **Secure infrastructure investment** - We will work with partners in the south and west of the county to deliver targeted investments to unlock employment and housing sites at strategic locations as set out in the Growth Deals, including opportunities to promote the growth of higher value employment opportunities and make the case to Government of the need for investment in our trunk and local roads, broadband and rail infrastructure.

**What role should local businesses, SMEs and social enterprises play in seeking to deliver regeneration in seaside towns? How effective is any help currently provided to these groups by the Government, local authorities and others? Are there any barriers to growth that could be addressed by changes in policy?**

35. Government should prioritise the development of Local Industrial Strategies where there are mixed economies such as to Coast to Capital, to ensure that there is balanced growth across the UK.

36. Business Improvement Districts have proved to be a useful forum for businesses to collectively fund and deliver small scale projects in towns.

37. There are currently a limited number of schemes which provide funding for grants for shops as well as retail mentoring programme. Many local social enterprises are seeking further funding to expand and promote voluntary schemes in coastal areas. West Sussex County Council will also be holding an event with partners in October to support the development of local high streets into community hubs incorporating health, housing, arts, education, entertainment, leisure and business space. The event will discuss how the conclusions of the *Grimsey Review 2* can be implemented in West Sussex and will be attended by two of the authors of the review, Bill Grimsey and Jackie Sadek.

**Education, health and wellbeing**

**Is educational provision in coastal communities of a good enough standard? Do coastal communities experience any particular challenges around the provision of secondary, further and higher**

**education and, if so, what action should be taken to promote positive change?**

38. A greatly improved performance on STEM skills is required if the West Sussex coastal economy to match the performance of the wider region. The Coastal West Sussex economy has many technology-intensive businesses which need these skills but our research shows that the local workforce is less highly skilled than that of surrounding areas. There are both mismatches and shortages in the supply of STEM skills, young people are not following STEM subjects and careers in sufficient numbers, STEM graduates may not have the right skills and employers may need additional support to upskill their STEM workforces.

39. Although there is a high level of commitment and effort by local partners as well as a wide range of activities aimed at increasing STEM skills take-up and supply locally, the scale of the task is such that there is still much more to be done. The evidence suggests that there are market failures in both STEM skills learning and skills supply. The number of STEM teachers has been stagnant since 2010 while pupil numbers have continued to grow.

40. Children who live within 3 miles of the sea in West Sussex are less likely to go to a school rated good or outstanding by Ofsted. Whereas 100% of secondary school places in inland West Sussex are at schools rated Good or Outstanding, only 64% of secondary school places in coastal West Sussex are Good or Outstanding. This is a common trend within two tier and unitary counties although there are a number of exceptions (see appendix A.)

**Is there evidence to suggest that certain health conditions are more prevalent in seaside towns? What factors might contribute to levels of poor health in coastal areas? Would any targeted interventions help to address any such issues in these areas?**

41. The Social Marketing Foundation's report "Living on the Edge: Britain's Coastal Communities" (2017) provides evidence to the extent to which coastal communities are among the worst ranked parts of the country in terms of earnings, employment, and education.  Such areas of deprivation are more likely to have higher levels of poor health as low income and poor housing, along with behaviours such as smoking, higher alcohol use, poor diet, excess weight, and low levels of physical activity, tend to cluster in areas of deprivation. Of the 20 local authorities in England and Wales with the highest proportion of individuals in bad or very bad health (2011 census) 10 were coastal communities.

   http://www.smf.co.uk/wp-content/uploads/2017/09/Living-on-the-edge.pdf

42. The indices of multiple deprivation measure highlights that the populated areas along the coast in the districts of Adur, Arun and Worthing all experience the highest levels of deprivation in the county of West Sussex.

43. We believe that social prescribing has a role to play in meeting the health and wellbeing needs of coastal towns. An evaluation of a social prescribing initiative run by West Sussex County Council in partnership with district and borough councils and the Clinical Commissioning Groups in Adur and Worthing Councils demonstrated that the project has helped improve people's wellbeing.

**Delivery structures**

**What impact has the Coastal Communities Fund had upon seaside towns and communities? Are any further targeted interventions from Government Required?**

44. West Sussex County Council welcomes the Coastal Community Fund. The Coastal West Sussex Partnership has recently secured a £170,000 grant towards a £340,000 project to position coastal West Sussex as an active hub for water-based sports. Funding will promote collaboration and an experience based marketing campaign for local businesses, including a water sports development office.

45. This project was one of sixteen successful 'fast track' projects to receive a share of £6 million Coastal Communities Fund money to help deliver sustainable growth and jobs announced September 2018.

46. The marketing will be delivered by [Experience West Sussex](#) and will increase the visitor offer of the county.

**To what extent is it currently possible to develop a 'vision' for individual seaside towns? Is there a need for longer-term thinking and, if so, is that need currently being met? What role should Government departments, local authorities, local enterprise partnerships and other stakeholders play in delivering against such a vision, and is any action required to improve integrated working between these groups?**

47. There is a need for long term thinking, as regeneration projects are long term schemes that require a long term commitment from strategic partners. In recognition of the need for a long term commitment, West Sussex growth deals represent a shared vision for areas between the county council and district and boroughs.

**Are there fiscal or financial measures available which could help to support the regeneration of seaside towns? Could the Government provide any financial freedoms or investments which would help to generate positive change?**

48. Investment in priority regeneration projects, commercial opportunities and infrastructure to unlock sites would contribute towards regenerating seaside towns. The Growth Deals identify these key areas for investment.

49. Tax incentives or preferential borrowing rates to improve the viability of commercial sites along the coast could help incentivise investment. Enterprise Zones have been shown to work well in coastal areas such as Newhaven.

**Appendix A – Percentage of children at Good or Outstanding Schools in two tier and unitary counties – Coastal (3 miles of the sea) and inland**

**Cornwall**
Coastal     88
Inland      100

**Isles of Scilly**
Coastal     0
Inland      0

**Cumbria**
Coastal     77
Inland      72

**Kent**
Coastal     86
Inland      92

**Devon**
Coastal     62
Inland      77

**Lancashire**
Coastal     78
Inland      77

**Dorset**
Coastal     63
Inland      76

**Lincolnshire**
Coastal     0
Inland      78

**Durham**
Coastal     85
Inland      58

**Norfolk**
Coastal     98
Inland      100

**East Riding**
Coastal     86
Inland      35

**North Yorkshire**
Coastal     56
Inland      86

**East Sussex**
Coastal     81
Inland      100

**Northumberland**
Coastal     32
Inland      91

**Essex**
Coastal     76
Inland      100

**Somerset**
Coastal     81
Inland      94

**Hampshire**

**Suffolk**

Coastal    94          Coastal    39
Inland     81          Inland     100

**Isle of Wight**      **West Sussex**
Coastal    67          Coastal    64
Inland     0           Inland     100

# Wyre Borough Council – written evidence (RST0083)

## 1. Background and Understanding

1.1 Common challenges:
- Inclement weather
- Geographical location
- Seasonality employment patterns
- Sense of place/identity as we compete against all other seaside destinations
- Destination management
- Deprived towns where historical industries connected to the sea have declined e.g. fishing and oil rigs which were huge employers
- Poor access can make inward investment seem less attractive. Lack of confidence from potential investors and high street retailers

1.2 Particularly in Wyre we have a huge historical fishing industry, which has declined over the past decade. The gap left behind although economical and environmental has been the loss of a sense of place. Acceptance that the industry has gone is needed to celebrate and showcase the legacy of the fishing industry – however it does give an opportunity for Fleetwood to re-launch itself and create a new and distinct sense of place. Analysis and understanding of the current skills sets / gaps and ambitions of the younger generations is needed.

## 2. Housing and Demographics

2.1 Many coastal towns experience high levels of out migration of young people that contributes to an imbalanced and ageing population. There is also a shortage of affordable and decent quality housing that is amplified by high levels of inward migration and purchase of second and holiday homes. This is not unrelated to seasonality. One possibility is that migrant workers are now filling more seasonal jobs and that they don't claim benefits out of season because they return home. Most coastal seaside towns are adversely affected by seasonality and struggle with the shift change and pace after the season going into the winter.

2.2 Lack of affordable housing due to high levels of second-home ownership and disproportionate levels of unsuitable accommodation is a factor. 9/10 bedroomed guest houses converted into multi-occupancy flats often for seasonal workers have evolved.

2.3 Public/private partnership where Local Authorities and regional agencies work more closely with the private sector to encourage growth and development. Locally we are building relationships with Regenda Housing and Homes England to work more in partnership to tackle issues around housing provision. More funding is needed to support housing regeneration. House prices or lack of affordable housing often pushes out the indigenous population, particularly the younger generations. More support for businesses to have the incentive to retain skilled employees from the local areas is needed.

## 3. Transport and Connectivity

3.1 The main retail offer in Fleetwood is disconnected from the seafront. The Fleetwood Market and the Marine Hall Theatre are key attractions and arrival points in Fleetwood but neither is on Lord St, the primary shopping street

and is disjointed from the coastal strip. Visitors to the Market typically arrive by coach, which park on Dock Road. Visitors to the seafront and Marine Hall arrive by car and tend not to find their way into the town centre. Visitors using the tram from Blackpool arrive on Lord St/North Albert St.

3.2 A connectivity assessment of the arrival points and how visitors navigate their way around town from them would go some way to gathering this evidence base and better promoting our arrival points and distance from the coastal strip. We need to improve visual links to connect the shopping streets with the seafront e.g. by using a theme, such as seaside horticulture, for which Fleetwood was renowned. This could be driven by strong local community groups such as the Civic Society and the In Bloom groups who are currently somewhat underutilised.

3.3 Wider transport connectivity to and from Fleetwood poses restrictions on economic growth and prosperity.  The coastal and peninsula nature of Fleetwood and Cleveleys means that they are located in a "cul-de-sac" at the end of the A585(T) corridor and relatively remote from the Primary motorway network (M6 junction 32). The A585(T) corridor that connects to junction 3 of the M55 and subsequently onto the M6 has recognised congestion concerns.   Major improvements to the Windy Harbour to Skippool roundabout junction stretch along the A585(T) corridor are identified in the Department for Transport's Road Investment Strategy. Further improvements to the corridor would assist in unlocking growth and prosperity for Fleetwood.

3.4 Currently a severed rail link into Fleetwood. But opportunity in the future to connect to the mainline at Poulton –Le- Fylde. The disused rail line is safeguarded in emerging local plan to 2031.

### 4.  The Role of the Visitor Economy

4.1 Close proximity to national rail links and two major airports often mean cheap European holidays can often win over short breaks to the seaside where the weather cannot be guaranteed and nor the quality of accommodation. A new approach to tourism is needed in terms of creating a new sense of place.

4.2 There's no clear, reliable one stop shop to market the grading of a particular establishment.  The UK system is often diluted by local standardizing and 'offically approved' service providers. AA as nationally recognized, however other grading authorities, Pride of Britain Accommodation Grading, Trip Advisor, Thomas Cook and many more can often dilute and confuse the quality of the offer.

4.3 Many initiatives have taken place to promote the visitor economy – often on the back of the 'Blackpool offer'. Our key objectives for Wyre is to create something different to Blackpool and aim to achieve a different unique selling point.  Key initiatives may be led by regional priorities when there's a lack of sense of place / destination management and diluted within the 'bigger regional picture' so developing a true identity is paramount.

4.4 Heritage-led regeneration is one option to improve the tourism offer and utilise assets and modern developments. They should grow side by side complementing the wider offer of having a coastal town with heritage and history to promote. Often historic buildings are large and expensive to maintain. An assessment of historic buildings and the establishment of 'zones / quarters' in town centres would highlight opportunities to market historic gems. Working with Heritage England and other UK recognised governing bodies to help and assist in developing these 'zones / quarters' will aid in prioritising assets, and will enable to work successfully within conservation areas to reach our full potential.

4.5 Look at localised 'twinning' of coastal towns. Identify similar towns, with similar demographics. Share knowledge, best practice and case studies across the UK via the Economic Development Departments. Duplicate models that are proven to work and engage more openly with other UK LA's.

## 5. Physical Regeneration

5.1 Our Registered Parks have been awarded Heritage Lottery funding to be restored. As significant publicly accessible landmarks their improvement sends out a signal to residents and visitors that the council is taking a proactive approach to securing external investment. Much of our coastal public open space however was developed in the early part of the 20th century and these areas desperately need significant investment – the condition of the infrastructure is failing and leisure uses such as boating and golf have fallen in popularity. The nature of the landscape these sites occupy is large and very exposed which makes regeneration expensive. Whilst we have been successful in securing grant funding for isolated projects there aren't the grant funding streams available for large scale work.

5.2 Proven increase of inclement weather and rising sea levels sometimes leading recently to higher risk from floods and ultimately economic downfall in certain hard to reach and affected areas. Assistance in terms of preventative measures for business owners was developed as part of the support given after the floods in 2015. We supported 61 business in Wyre after storms Desmond and Eva hit the Fylde Coast and facilitated almost £30,000 worth of grants to support local businesses. Our experience in facilitating this highlighted the lack of knowledge and understanding around insurance and building and contents insurance – with the added effect / result being an increase premiums in high risk areas. Also, improvements to layout / choosing the right materials to withstand inclement weather from the beginning, being aware of the flood risk areas when purchasing land / property. Knowing where to access support and information to look at simple but effective preventative measures in terms of protecting stock and entrances to businesses. Learn how we can we build resilience into new builds and/or improved and extended buildings in flood risk areas by sharing case studies.

5.3 The Strategy Flood Risk Assessment agreed with the Environment Agency to support the Wyre Local Plan indicates that development sites in medium and high risk flood areas will often be required to contribute to improvements in flood defence and the developments finished flood levels

must be above the design flood of <0.5% chance of flooding level plus an allowance for climate change for the life of the development. Where this is not possible, flood proofing and resilience measures are required.

5.4 The recent completion of the sea defences infrastructure across the Fylde Coast has made a vast improvement to the 'offer' of the area, providing protection to 1000's of homes and businesses. However we need to utilize the new space for events / information and interpretation so that they are not just sea defences but tourist attractions that bring people back visiting the areas hit by flooding and embrace the new environments.

5.5 Wyre Council currently do not have Locally Listed buildings. An exercise to develop a local list, research and development studies perhaps working with partners such as the very active Fleetwood Civic Society, and training volunteers would be embraced. We have a large Conservation Area (CA) in our coastal town of Fleetwood. There are several large sites with empty buildings within the CA which have an impact on large areas of it. These include the Magistrates Court and Police Station (1980s); Health Centre (1970s); Fielden Library (Listed Building); Ivy Tree vacant site and adjacent Listed Building, Harlequin's Night Club next to the Working Men's Club (Listed Building). We want to undertake feasibility work to manage change in these areas so that they contribute positively to the CA

5.6 Following on from the above, we want to positively manage change by identifying and implementing zoning such as a 'museum quarter', 'marine/tourism quarter' and a 'food/drink quarter' around the historic market building. The Local Plan acknowledges that to thrive town centres have to offer more than retail; leisure and cultural experiences are an increasingly important part of our offer.

5.7 Empower expert local groups to take on projects in partnership with the LA. Funding to undertake feasibility studies particularly on large empty historical buildings where local knowledge can be applied rather than outside consultant's fees.

5.8 *Port management and docklands regeneration relies heavily on commitment from the Associated British Ports where relevant and ultimately are private sector led developments which can be facilitated by Local Authorities.*

5.8.1 *Fleetwood Fishing Port as an example is suffering eroding quays and silt levels mean dredging costs are phenomenally high. The landing fishing industry is almost at a complete end and although the fish processing element of the industry has potential for diversification and growth in the right environment. Fish processors were not eligible for the recent EMFF (ERDF) funding pots as they were targeted at 'landing' fishing ports. Lack of funding for this sector is a major contributor to its demise.*

5.8.2 *Establishing relationships with large land owners is paramount. Master-planning large development areas in partnership with land owners will go some way to alleviate some of the deterioration of ports*

*– but new uses / new regeneration schemes and a more commercial outlook around some of these large development opportunities and working in partnership is key to their successes. Planning issues / resources / lack of funding from government agencies can lead to huge areas of land that surround the ports being left derelict for years. A new approach where other uses are explored is needed.*

5.8.3 *The fishing industry itself was reliant on the close proximity to the sea in terms of landing but due to catching restrictions and many other issues this industry is in decline. The result is we have supply chain businesses, ex-workers - sea based communities in a situation where heritage and passion for an industry remains, however sustainability of such large areas of land and docks are falling into disrepair because of the shrinking industry.*

## 6. Social and Economic Regeneration

6.1 Academic initiatives such as research and development projects / closer partnership with universities can encourage business ventures to create jobs and attract new investment. Further need to exploit coastal industrial estates such as Hillhouse Enterprise Zone, Red Marsh Industrial Estate and Poulton Industrial Estate. Red Marsh is currently at capacity with businesses unable to expand in the current locations. Work to understand the needs of these businesses will be captured in a Business Survey to be launched in October. 'Mini Enterprise Zone' designation for these industrial estates could provide fiscal benefits to relocate businesses to more suitable sites within Wyre.

6.2 Long-term decline in some areas has created negative images of many coastal towns. Civic pride is low where there are areas of deprivation but community spirit and willingness to improve lives for new generations is often embraced.

## 7. Delivery Structures

7.1 We have been successful in securing Coastal Communities Funds in Wyre and more recently as a joint application across the Fylde Coast. More intervention in terms of after support and mentoring after the initial funding is spent is needed to ensure longevity once the funding has been spent.

7.2 Particularly in Fleetwood more regular intervention from government funded bodies such as Heritage England would be welcomed. Dedicated officers that have a wider understanding of the local and regional priorities would ensure a more sustainable intervention for a longer period of time.

7.3 One approach would look at developing Coastal Enterprise Zones, with fiscal benefits attached to employing local people, using local suppliers and expanding the business in the local area. This would go some way to attracting investors to the coastal areas who are often put off by geographical limitations and encourage local businesses to stay and grow rather than move elsewhere.

7.4 Lancashire Leaders – as a precursor to a Combined Authority Lancashire Leaders are formally working together to drive forward and deliver a number of agreed themes as follows:

| Theme | Political Lead nominations | CE/Officer Lead |
|---|---|---|
| Economic Growth<br>• Connectivity – road; rail; cycle; digital<br>• Business support<br>• Innovation<br>• International trade<br>• Inclusive growth<br>• Strategic employment land supply | Chorley<br>Pendle<br>Preston<br>Rossendale (in particular connectivity) | Angie Ridgwell – Lead CE Lancashire CC<br><br>With support from:<br>South Ribble, Burnley, Rossendale<br><br>Existing group:<br>Lancashire ED Officer Group |
| All age skills, education and employment<br>• 0-16/16+ raising attainment<br>• Employer engagement<br>• Social inclusion<br>• Skills gaps<br>• Future workforce<br>• Apprenticeships and optimising the levy | Burnley<br>Lancashire County Council<br>Pendle | Dean Langton – Lead CE Pendle<br><br>With support from:<br>West Lancs<br><br>Existing group:<br>LEP Lancashire Skills and Employment Board |
| Housing<br>• Quality, affordability and choice<br>• Housing benefit<br>• Relationship with Homes England<br>• Housing growth | Blackpool<br>Lancaster<br>Ribble Valley | Garry Payne - Lead CE Wyre<br><br>With support from:<br>Blackpool, Lancaster and South Ribble<br><br>Existing group:<br>Lancashire Housing Officers |
| Environment/climate change<br>• Air quality<br>• Green spaces<br>• Waste and future recycling<br>• Clean energy<br>• Flood alleviation and prevention | South Ribble<br>West Lancashire<br>Wyre | David Welsby – Lead CE Hyndburn<br><br>With support from:<br>Ribble Valley |
| Health and wellbeing<br>• Integration<br>• Promoting independence<br>• Digital health<br>• Primary and secondary care interface | Blackburn with Darwen<br>South Ribble | Gary Hall – Lead CE Chorley<br><br>With support from:<br>Lancaster<br><br>Existing group: |

| | | |
|---|---|---|
| • Population health and prevention<br>• Leisure | | 3xDirectors of Public Health |
| Policing and Blue Light Services<br>• Community safety<br>• Early intervention and prevention<br>• Integration/collaboration<br>• Future governance | Hyndburn | Neil Jack – Lead CE Blackpool<br><br>With support from:<br>Fylde and Preston |