



Delivered by Big Lottery Fund on behalf of UK  
Government and the Devolved Administrations  
in Northern Ireland, Scotland and Wales

# Coastal Communities Fund Annual progress report 2015

Plas Heli Cyf, North Wales







photograph: Syd Shelton

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Britain has a special relationship with its coast. For thousands of years it has supplied the defensive ramparts of our island nation, and the international gateway for trade and travel.

Today more than 11 million people live in coastal communities, from major cities to seaside villages. They are centres for tourism, fishing, shipping, and renewable energy. The tourism industry alone employs 250,000 people across 150 seaside resorts, and contributes £4 billion to the UK economy.

Our coastal communities are vital to the country's economy, but they face unique challenges in unlocking their growth potential. That includes renewing the traditional seasonal seaside economy to meet new patterns of visitor demand, as well as encouraging more investment in new high value sectors like marine technology, offshore renewable energy and creative industries.

Since its launch in 2012 the Coastal Communities Fund (CCF) has provided a valuable source of help to coastal and seaside towns around the UK keen to seize the chance to provide year round jobs and build stronger and more diverse local economies.

This report presents the highlights and achievements of the CCF in the three funding rounds between 2012 and 2015. Over this period the Fund has invested over £118 million in over 200 projects across the UK, attracting over £240 million of other funding. These projects are delivering well and have won local support.

At Summer Budget 2015 the Chancellor announced that the Fund would be extended by another four years from 2017-18 to 2020-21, with at least a further £90 million made available over this period. The Government has now confirmed that the next round of the programme will commence this summer. This underlines our continuing commitment to supporting our seaside and coastal economies by giving them further chances to bid for funding, helping to boost skills and create jobs.

The extension of the Fund will be an important catalyst for change, together with the creation of 118 Coastal Community Teams in England to help shape the next wave of successful CCF bids through their economic plans. It will help secure the long-term future of our seaside towns so communities can drive forward their vision, unleash business opportunities and create jobs and prosperity

I hope you enjoy reading this report, and are inspired by the enterprise, passion and hard work of our coastal communities right across our Great British Coast – places where businesses want to invest, tourists want to visit and residents are proud to call their home.

**Mark Francois**

Minister of State for Communities and Local Government



Argyll and Bute Council, Kayak Trail (Scotland, Round 1)





Glenarm Visitor Centre (Northern Ireland, Round 1)



This is the second of our annual reports which sets out progress made in 2014/15 as well as providing an update on previous years<sup>1</sup>.

It provides a cumulative analysis of the progress of the Coastal Communities Fund (CCF) across its three funding rounds 2012/2013, 2013/2014 and 2014/2015. It should be noted that Round 3 included funding for 2014/15, 2015/16 and 2016/17<sup>2</sup>.

This report showcases examples of how projects funded through CCF are rising to the challenges facing UK coastal communities and the ways they are diversifying and transforming their local economies.

Throughout the report we have included the following text boxes :

purple text boxes  
highlighting additional  
background information on  
thematic areas where CCF is  
delivering

green text boxes profiling  
case studies of projects  
supported by CCF

blue text boxes highlighting  
key headlines in the report



North Tyneside Council Fish Quay (England, Round 1)

<sup>1</sup> Coastal-communities-fund-annual-progress-report-2014

<sup>2</sup> R3 combined three funding years into one pot

Since its inception, the Coastal Communities Fund

- has invested over **£118m** in over **200** projects across the UK
- has attracted over **£240m** of joint funding/co-finance
- is providing training for over **11,000** individuals including almost **1,400** apprenticeships

#### Headlines for Round 3

Invested over **£63m** in more than **100** projects across the UK which has attracted over **£140m** of other funding.

Projects will support over **2,600** training places of which over **280** are for apprentices.

Projects are forecast to create and safeguard over **8,000** jobs, and support around **8,400** businesses located in coastal cities, towns and villages.

Projects are forecast to support an increase of over **6.5 million** visitors and generate spend of over **£32m**.

- is forecast to create and safeguard over **18,000** jobs
- will support over **12,000** businesses located in coastal cities, towns and villages
- will support an increase of nearly **8 million** tourists /visitors and generate spend of over **£350m**

The Coastal Communities Fund (CCF) was launched by the UK Government in 2012 in response to the economic decline of UK seaside towns and the unique economic, social and environmental challenges they face.

The Government’s ambition is to help coastal communities across the UK unleash their growth potential and to see as many coastal communities as possible, large and small, draw on the CCF to support imaginative and innovative projects to help build stronger and more diverse local economies.

The CCF seeks to encourage economic development of coastal communities by providing funding to create sustainable economic growth and jobs. It is focused on a single outcome that **coastal communities will experience regeneration and economic growth through projects that directly or indirectly create sustainable jobs, and safeguard existing jobs.**

CCF funds are allocated to England, Northern Ireland, Scotland and Wales on the basis of 50% of the revenues generated by the Crown Estate’s marine assets. The programme is delivered by the Big Lottery Fund on behalf of UK Government and the Devolved Administrations. Each country has its own specific funding priorities.

To March 2015, over the three funding rounds, the CCF has made 211 awards with a total investment value of over £118.5m.

Details of all awards are available on the Coastal Communities Fund website [www.biglotteryfund.org.uk/ccf](http://www.biglotteryfund.org.uk/ccf).



Currently: The tourism sector as a whole accounts for around **3million** jobs and contributes over **£126bn** to GDP. Since 2010, tourism has been the fastest growing sector in the UK in employment terms, generating **173,000** new jobs.

There were over **3.5million** visits to coast/beaches which accounted for 12% of all tourism visits in the UK.

In addition, tourism in coastal economies accounts for £8.9bn in expenditure, supports around **180,000** jobs and accounts for over 30% of all tourism trips.

The future: The sector is predicted to grow at an annual rate of 3.8% through to 2025 – significantly faster than the overall UK economy (with a predicted annual rate of 3% per annum) and much faster than sectors such as manufacturing, construction and retail.

Britain is forecast to have a tourism industry worth over **£257bn by 2025.**

<sup>3</sup> Source: Tourism: jobs and growth. Deloitte November 2013 for Visit Britain; Value of Coastal Tourism: Tourism Alliance 2013



## Strengthening and diversifying the tourism offer

As noted in this report, tourism has been one of the fastest growing sectors of the UK economy in recent years. This is reflected in the CCF's support for projects that address seasonality, promote new patterns of demand for tourism, and establish unique selling points and distinctive market niches for coastal communities across a greater proportion of the year.

Extending coastal paths, improving town markets, and investing in local history, arts, wildlife and sports tourism are just some of the ways in which the CCF has sought to revitalise and sustain our tourism economy.



North York Moors. photograph: Katie Lunn

## Blackpool City Council (England, Round 3)



Blackpool City Council received just under £2m of CCF funds in Round 3 to deliver a radical transformation of the iconic 'Blackpool Illuminations'. The innovative LightPool project, with additional financial and operational support from LeftCoast, will enhance the current illuminations display while offering exciting new light shows, events and features across the town centre. This new visitor experience is predicted to create a major boost to the local economy by contributing to an increase in visitors of up to 2 million over the next five years.

The project, which is also delivering training to 80 individuals, will create 11 full time jobs and will contribute to a significant increase in visitor numbers and expenditure that could lead to the creation of over 500 new jobs in the local economy over the coming years. The project will also employ 16 'Resort Ambassadors' who will be based strategically around the town to provide advice and guidance to visitors. The project has involved extensive partnership working between the public, private business and community sectors.

*“Blackpool's Illuminations are a national institution, loved by families over generations, and now they will be well and truly brought into the 21st century. The Illuminations need to become more interactive, that's what the public expect to see in modern attractions, and that's what we have been able to give them.”*

**Cllr Graham Cain, Cabinet Member for Tourism and Leisure, Blackpool City Council**



## Penarth Arts and Crafts Limited (Wales, Round 1)



Penarth Arts and Crafts Limited was awarded £199,140 in Round 1 of the Coastal Communities Fund. This was to provide staff costs to boost income and visitor numbers to an iconic Grade II listed art-deco Pavilion at Penarth Pier. Following the completion of the restoration the Pavilion was opened to the public in December 2013, and is now open seven days a week with a cafe, cinema, music events, art exhibitions, venue hire, education and outreach programme, and a learning programme all supported by just nine full-time-equivalent staff and around 50 volunteers.

In addition to its relevance to the Penarth and Vale of Glamorgan community, the Pavilion is developing a significant link with tourism, in particular with Cardiff, as a tourism hub – and now acts as a training centre for Tourism Ambassadors. The initial target of attracting 50,000 visitors in the first year of operation was exceeded with 80,000 visits. There has also been an associated increase in footfall for local businesses, with three new businesses starting up on the esplanade. The centre also provides secondments to students to gain experience in event planning and administration.

*“The financial support that we received from the Coastal Communities Fund was a vital component in making the Pier Pavilion and the Pier itself a ‘must visit’ venue not only for the people of Penarth but also for visitors from across Wales, the UK and beyond!”*

**Professor Tony Hazell, Chair of Penarth Arts and Crafts Limited**

## Ballycastle Town Market (Northern Ireland, Round 3)



In Round 3 the CCF awarded £96,901 to the Ballycastle Town Market to provide sustainable business facilities, support, marketing and training to local craftspeople and food producers to lead to sustainable economic growth. The project has purchased 15 pop-up marquees to allow local craftspeople to trade to local residents and visitors at the waterfront area in Ballycastle. This market is underpinned by business workshops for all market members to share their learning and experiences. 26 markets a year and 12 workshops at weekends will increase both overnight stays in the area and visitor spend. The marquees will also be available for other businesses to hire throughout the year, which will help to achieve a sustainable income for the market. The project will create 1.5 direct jobs in delivering the activities, and aims to create 5.5 indirect jobs within local businesses as a result of increased visitors and customers.

*“The market to us is a wonderful place showcasing local produce and supporting people like ourselves with regular well advertised markets. It is both beneficial for us and encourages more people to come. With the more its reputation grows, we are looking forward to growing with it!”*

**Broughgammon Farm**

*“The market has given me the chance to move into a different geographical area and gain new customers which is invaluable for a small business. I can't recommend Ballycastle Market highly enough and I look forward to working with the group throughout 2015.”*

**Ballycastle visiting trader**



## Tate St Ives (England, Round 3)



Cornwall's Tate St Ives (TSI) gallery was awarded almost £4m from the CCF in Round 3 towards the refurbishment and expansion of the gallery. The project will strengthen the cultural offer and tourist profile of Cornwall and the South West through the delivery of new exhibitions, learning and visitor spaces, creating an experience which will attract more visitors to St Ives and Cornwall. The iconic architecture of the TSI will be enhanced so that residents and visitors can enjoy the gallery all year round. It is predicted that between 2017 and 2027, an additional £87m will be brought into the local community through increased spending by visitors, which could in turn lead to the creation of up to 250 jobs. As well as the construction element, the project will provide on-the-job training in art handling and gallery best practice for trainees, apprentices, volunteers, and arts and creative industries professionals and organisations in Cornwall. With enhanced capacity, improved visitor facilities, longer opening hours and more programmes, TSI will draw on Tate's internationally recognised brand to confirm the future sustainability of Tate St Ives as an international centre of art and exchange supporting the cultural, tourism and economic profile of Cornwall and the South West.

*“The South West coasts are not only uniquely beautiful, they are vital engines of the economy here. That's why I'm delighted to announce a £10m package of support for coastal towns that will be spent on ten projects here, including the redevelopment of the brilliant Tate in St Ives and a project to expand tourism in the Isles of Scilly.”*

**George Osborne, Chancellor of the Exchequer**



## The Anglesey Sea Salt Company Limited (Wales, Round 2)

The Halen Môn Anglesey Sea Salt Company Ltd secured £191,817 from the CCF towards its £1.25m bespoke Tŷ Halen Anglesey Saltcote and Visitor Centre. A first for Anglesey, Wales and the UK, it lies on the banks of the Menai Strait in an Area of Outstanding Natural Beauty.

Since March 2015, Halen Môn has been offering 'behind the scenes' tours around Tŷ Halen. The one-of-a-kind tour is recommended for anyone interested in salt's place in history, culture, food and in what makes Halen Môn Sea Salt PDO (Protected Designation of Origin) special. Led by a trained guide, the tour includes a tutored salt tasting. The experience offers visitors a real flavour of the company.

Since securing the CCF award, Halen Môn Anglesey Sea Salt PDO has been recognised by the Government as one of the UK's Top 50 Food Stars, Alison Lea-Wilson (co-owner of Anglesey Sea Salt Company) has been appointed an ambassador for the Great British Food campaign and the Saltcote and Visitor Centre won a National Gold Award for 'The Built Environment and Architectural Heritage' in the annual international Green Apple Awards. Green Apple campaigns to recognise, reward and promote environmental best practice around the world.

*“ In the first six months of operation, we welcomed over 12,000 visitors to our centre which provides a significant boost to the island's economy. A building management system is used to measure consumption of electricity, gas and water. The touch screen real-time display enables us to view operating times, make adjustments and control the use of resources. Consequently, electricity usage has decreased by some 50%. We now employ 20 local people. ”*

**David Lea-Wilson, co-owner of Anglesey Sea Salt Company Ltd**





There is a strong consensus that the UK's coastal towns and communities face a unique and often diverse set of challenges which are inhibiting their future growth and prosperity. These include:

- over-dependence on seasonal, lower paid jobs in a small range of industries such as tourism and hospitality
- relatively narrow industrial and business base with few higher value businesses
- declining and ageing populations with consequent implications for public social and health care
- availability of affordable and quality housing
- poor transport links and digital connectivity and
- poorly maintained built environment.

While the CCF is helping to address some of these challenges, it is important to recognise that this is not happening in isolation. The UK and Devolved Governments, Local Authorities and enterprise agencies, together with the private and third sectors, are delivering positive change at a local level.

The Coastal Communities Fund has supported a diverse range of projects delivering opportunities for some of the UK's most peripheral communities.

In Round 2, the Hebridean Whale and Dolphin Trust (HWDT) was awarded £123,185 for its work in delivering nature tourism activities together with educational, research and volunteering opportunities on Mull and the Hebridean Islands. The project has delivered a significant local impact with a minimal environmental footprint.

HWDT works with communities and social enterprises across the Inner Hebrides and Western Isles to promote conservation, learning and accreditation and to deliver responsible tourism in the form of whale watching, a growing nature tourism market that employs over 130 people throughout the UK and is worth some £8m to coastal communities. The CCF support has enabled the Trust to safeguard existing jobs and employ additional staff and two interns, both of whom have since secured employment on the islands. Outreach activity engaged over 1,200 people in 17 island communities as volunteers, and funds to refurbish the visitor centre in Tobermory will underpin the organisation's sustainability strategy.





*“ Unless seaside towns reinvent themselves and find new relevance, they will be unable to keep up with the rest of the country. They have to be reintegrated into the UK economy, reinvigorated as towns attractive to private investment and as places of high economic value. ”*

A new report<sup>4</sup> has highlighted the role entrepreneurs and entrepreneurship can play in supporting coastal communities to survive and prosper and highlights the crucial nature of enterprise as a key driver of growth.

*“ Seaside towns need entrepreneurs to bring ideas, jobs and wealth to their communities; but entrepreneurs need talent, infrastructure and public support to help them lead the revitalisation of seaside towns. ”*

The report recommends action across four thematic areas:

- attractiveness
- education
- information and transparency
- government.

The report also stresses the need for all stakeholders – entrepreneurs, investors, government, educators and charities – to come together with a common vision geared towards nurturing entrepreneurship.



There are currently more than 700,000 young people unemployed<sup>5</sup> in the UK, which is part of a wider EU economic and social challenge. Within that number, around 150,000 are classified as long term unemployed.

There are well understood consequences of being unemployed while young – poor job prospects, increased chances of subsequent periods of unemployment, and many personal and social outcomes.

A report by the Work Foundation<sup>6</sup> has considered the geography of youth unemployment and concludes that:

*“ there are large differences in youth unemployment levels within the different locations with high rates in towns and cities which previously relied on traditional industries for jobs and growth (including the seaside towns of Blackpool and Hastings) and the coastal industrial towns of Middlesbrough, Hull and Grimsby ”*

A key response by both the UK Government in England and all Devolved Administrations has been to increase the number of apprenticeships made available to young people to help tackle the high levels of unemployment. The development of work-specific skills and training is seen as the main route to a successful and prosperous future.

<sup>4</sup> How Entrepreneurs can turn the tide of seaside towns: Centre for Entrepreneurship 2015

<sup>5</sup> UK Youth Unemployment Statistics

<sup>6</sup>The geography of youth unemployment: a route map for change: Work Foundation 2014



## Diversifying employment and skills development



Whilst the focus of the Coastal Communities Fund has been explicitly the creation of employment opportunities, it is recognised that sustainable benefits to the community can be best achieved when encouraging local people to secure employment opportunities. To support this approach the CCF has funded a number of projects where the training of local people has been integral to the success of the project.

In Scotland, the Scottish Maritime Museum at Irvine worked with eight trainees on a St Ayles Skiff building project. Six of those trainees are now in employment. Similarly in Minehead, West Somerset the YMCA has created 24 apprenticeships in its training hotel (see case study). In Wales, Vale of Rheidol Railway Ltd recruited four apprentices in their first cohort of the 'Our Past is Their Future' project. In Northern Ireland, Carrickfergus Enterprise will be working with local tourism providers to develop their skills in order to take advantage of the many opportunities that tourism can offer. The package of skills support includes one-to-one mentoring in marketing, developing social media and web presence and World Host training.

## GlobalYell (Scotland, Round 3)



Awarded £95,000 in Round 3 of the CCF and based on Yell in Shetland, GlobalYell have created a production facility for cloth in the Northern Isles, building on local tradition and heritage to create cloths for sale. The business is now on target for achieving their project aims and complementing national plans to promote and support the textile industry.

This project not only supports the growth of the textile industry in Shetland, but safeguards existing jobs and will create new employment opportunities in this small island community. To date, the project has established a new studio space and funding has helped them to purchase a new loom, compressor and equipment. One new full time member of staff has been employed and a recent event, 'Meet Your Maker' held in collaboration with Craft Scotland, attracted 41 people to the studio to take part in weaving workshops.

This is one of a number of micro businesses, community enterprises and craft initiatives supported by the CCF which recognises that even very modest awards can make a significant impact in some of the UK's more remote coastal communities.

*“ We have employed one new member of staff who has moved with her husband to Shetland to take up this post. This is a significant boost to our island because both are young and bring dynamism and energy to us all. ”*

**Andy Ross, Creative Director at GlobalYell**





In Round 2, the CCF awarded £332,300 to the YMCA in West Somerset to re-invigorate the seafront of Minehead by refurbishing the Beach Hotel, a dilapidated hotel which had been shut for two years and turning it into a resource for the community, tourists and local people seeking the skills to gain employment in the hospitality industry. The refurbishment of the hotel has created 14 new guest rooms in a location where tourism was in danger of decline and has kickstarted the Minehead Heritage Trail from the hotel through to the harbour.

The hotel operation has created six new jobs and a further 12 apprentice placements across the areas of front of house, kitchen, housekeeping and facilities management.

Within the rural communities of West Somerset, the YMCA identified challenges for some people in taking up these training opportunities, particularly where there is limited accommodation, and so, in partnership with the Homes and Communities Agency developed 36 units of accommodation on-site to remove this barrier, providing secure, stable accommodation for those undertaking training.

From its inception in 2012 to 31 March 2015, the CCF has made a total of 211 awards with a total value of £118.5m.

The overall value of CCF investment has been awarded as follows: England [77%] and rest of UK [23%] as detailed in Table 1<sup>7</sup>. Investment across English regions is shown in Table 2.

Table 1: CCF investment by Nations [Rounds 1-3]

	No awards	%	£[m]	%
England	98	47%	91.2	77%
Wales	33	16%	6.9	6%
Highlands and Islands	39	18%	10.0	8%
Rest of Scotland	30	14%	7.7	7%
Northern Ireland	11	5%	2.5	2%

Table 2: CCF investment by England Regions [Rounds 1-3] - percentages of total England investment

England regions	No awards	%	£[m]	%
East of England	14	14%	8.6	9%
East Midlands	2	2%	1.9	2%
North East	12	12%	15.2	17%
North West	12	12%	8.8	10%
South East	19	19%	20.3	22%
South West	28	29%	24.4	27%
Yorkshire and Humber	11	11%	12.0	13%

<sup>7</sup>Data refers to Rounds 1, 2 and 3 to 31.03.15 and all numbers have been rounded up





The World Food Tourism Association defines food tourism as:

*“the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near – it is inclusive and includes the food carts and street vendors as much as the locals-only (gastro)pubs, dramatic wineries, or one-of-a-kind restaurants.”*

As the Global Report on Food Tourism<sup>8</sup> states:

*“for many of the world’s billions of tourists, returning to familiar destinations to enjoy tried and tested recipes or travelling further afield in search of new and special cuisine, gastronomy has become a central part of the tourism experience. Against this background, food tourism has gained increasing attention over the past years. Tourists are attracted to local produce and many destinations are centring their product development and marketing accordingly. With food so deeply connected to its origin, this focus allows destinations to market themselves as truly unique and appealing to those travellers who look to feel part of their destination through its flavours.”*

It is therefore unsurprising that it is now recognised as a key part of a tourism destination’s “mix” across all of the UK.

**Scotland:** Visit Scotland<sup>9</sup> has estimated that each year, visitors spend £700m on food and drink in around 20,000 tourism outlets across Scotland. The Scottish Government and partners are pulling together to help food and drink tourism businesses grow through increasing the use of the best produce Scotland has to offer through selling to a growing visitor market.

**Northern Ireland:**<sup>10</sup> Food is vital to the Northern Ireland tourism offering, and is as important as accommodation, culture and scenery for those wishing to immerse themselves in the Northern Ireland experience. Recent research indicates that overseas tourists spent an estimated £133m on food and drink in 2011, over a third of their

money, while Northern Ireland residents staying overnight in Northern Ireland spent approximately £60m. In addition, the Northern Ireland speciality food market was estimated to be worth £132m in 2011 and is predicted to reach £168m by 2016.

**Wales:** The Welsh Government’s Food Tourism Action Plan for Wales 2015–2020<sup>11</sup> defines Food Tourism as ‘any activity that promotes a high quality, distinctive, local and sustainable food experience linked to a particular place’. Food and tourism are particularly important in Wales due to the economic importance of these two sectors. Great Britain Day Visits Survey 2013<sup>12</sup> reports that 89 million tourism day visits were made by British residents to destinations in Wales, generating expenditure of over £3bn. Eating out accounts for 40% of this expenditure—£1.2bn.

**England:** There is no single national food/tourism initiative but a range of local ones (e.g. South West; Taste of Anglia) and national projects e.g. Food Enterprise Zones.

<sup>8</sup>UNWTO AM Report Vol. 4 Global Report on Food Tourism

<sup>9</sup><http://www.gov.scot/Topics/Business-Industry/Food-Industry/national-strategy/rep/tourism>

<sup>10</sup><https://www.nibusinessinfo.co.uk/content/food-tourism>

<sup>11</sup><http://gov.wales/docs/dra/publications/Tourism/150310food-tourism-action-plan-en.pdf>

<sup>12</sup><http://wales.gov.uk/statistics-and-research/great-britain-day-visits-survey/?lang=en>



## Bayview Synergy Space (Northern Ireland, Round 3)



Bayview Synergy Space, based in Newcastle, County Down was awarded £96,944 in Round 3 to refurbish a semi-derelict former care home. The space will be transformed to provide affordable co-working and co-retailing space for small businesses from the creative and food sectors. The project will refurbish the ground floor of the building, located on the Newcastle seafront, to create a shared retailing/exhibition area, two workshops/studios and a prep-kitchen, which will be available for rent on a flexible basis. Mentoring and development support will be provided for new businesses and existing businesses seeking to relocate.

## Firth of Forth Lobster Hatchery (Scotland, Round 2)



The Firth of Forth Lobster Hatchery Limited, based within North Berwick harbour on the east coast of Scotland was awarded £153,156 to develop a lobster hatchery. This is providing a budget for staffing and equipment to help rear the first lobsters from eggs through to the juvenile phase, when they are suitable for release into the Firth of Forth.

The hatchery is also a tourist attraction in its own right and an additional visitor attraction for the growing nature/wildlife tourism market. In the medium to longer term the hatchery will offer a further boost to both the fishing industry and hospitality sectors.

*“It is a pioneering project with the potential to help inform other communities across the UK. The project is important not only for supporting the sustainability of our marine environment, but for its contribution to East Lothian’s exceptional food and drink industry.”*

**Iain Gray, local MSP**





Over £2.7m was awarded in Round 3 of the CCF to refurbish Scarborough's historic market hall to create a facility that meets the demands of today's consumers. In conjunction with the refurbishment, the project will create new business spaces to enable existing businesses to expand and allow new local businesses to develop. The project will directly create 2.5 new jobs and will deliver 30 new business spaces with the capacity for a further 60 jobs. It will offer 20 new retail apprenticeships and safeguard a further 78 jobs that are dependent on the provision of good quality market space. A mezzanine floor will provide the accommodation for new enterprises and new employment opportunities. A new 'virtual market' will also be developed to promote local producers and suppliers regionally and nationally to further meet changing shopping habits and will be operated as a social enterprise providing much needed training opportunities. The modernised Scarborough Market Hall will host regular events and as such it will aim to become an all year round, all weather visitor attraction.

*“Scarborough Borough Council is delighted with this decision. The market already plays a key role in Scarborough's 'old town' providing jobs and services. Through significant investment we aim to create a 21st Century Market Place promoting the artisan movement and the best of local produce, creating new businesses and employment opportunities and developing a market apprenticeship scheme for local people. In total we hope to create 30 new businesses and 60 new jobs.”*

**Cllr Derek Bastiman, leader of Scarborough Borough Council**



North Tyneside Spanish City Dome (England, Round 1)

Visit Britain<sup>13</sup> defines heritage tourism as  
*“as an encounter with or an experience of being part of the history of a place through visiting historic sites, monuments and landscapes. It focuses on learning and includes the experience of local traditions, social customs, religious practices and cultural celebrations. Historical tourism is a form of heritage tourism: its main focus is to stress the experiences of the past.”*

The heritage-based tourism economy<sup>14</sup> directly accounts for at least £5bn in GDP and 134,000 jobs (once economic multiplier effects are accounted for, however, the heritage-based tourism economy is estimated to account for at least £14bn in GDP and 393,000 employees).

It comprises three “pillars”:

- ▶ Cultural heritage (e.g. traditional events such as Highland Games, visitor centres, historical figures such as Shakespeare, museums)
- ▶ Built or historical heritage (famous buildings and monuments, castles and stately homes, piers and promenades and churches/cathedrals)
- ▶ Contemporary culture (e.g. modern art, theatre or artisan food).

<sup>13</sup> Culture and Heritage Topic Profile: Visit Britain

<sup>14</sup> The Economic Impact of the UK Heritage Tourism Economy: Oxford Economics



Across the UK, the CCF has been supportive of organisations seeking to bring back into use buildings of local and national significance. From a former Victorian schoolhouse on the Antrim Coast to piers, lidos and pavilions across England, Scotland and Wales, the CCF recognises the importance of restoring these much-loved reminders of the popularity of seaside towns and bringing them up to 21st Century standards in order to meet the growing demand for unique tourism experiences and to revive their towns, making them year round destinations.



Llandudno Pier/Balmoral photograph: Christopher E. Jones

In Round 3 of the CCF, the MV Balmoral Fund Ltd was awarded £344,000 to repair and refurbish the historic cruising ship MV Balmoral, bringing it back into service between May and September each year. Built in the 1940s the ship was originally commissioned as a ferry before joining the Bristol Channel's White Funnel fleet during their heyday in the 1960s. Having fallen out of use in recent years, the dedicated volunteers that make up the MV Balmoral Fund sought to bring the ship back to its former glory and sustain it with a programme of passenger cruises

to heritage coastline areas and historic piers and ports in England and Wales, a number of which have also been supported by the CCF. The project also developed a new museum role for the ship together with a new onboard catering and events facility. Restoration of the MV Balmoral has benefitted local businesses in its home port of Bristol, and across its cruising destinations by bringing visitors by sea, and has directly created employment onboard and onshore.



## Clevedon Pier (England, Round 1)



Clevedon Pier and Heritage Trust were awarded £750,000 towards a total cost of £1.6m for a new visitor centre to enhance the appeal of the pier and the seafront, to support tourism and retain its heritage. The centre, which will be partly built from glass, will include a restaurant and other public facilities, and also meeting and education space.

Clevedon Pier is the only intact Grade I listed pier in the UK. It stretches 259m (850ft) into the Bristol Channel.

It was named Pier of the Year 2013 in a poll of 750 members of the National Piers Society who commended its design and simplicity.

*“ This is the only Grade I listed pier in England so is a fantastic project and wonderful to ensure the pier’s future for the next 150 years. ”*

**Robert O’Leary, Architect**

*“ This project is the culmination of many years work. The new facilities will help visitors fully appreciate the pier and allow the Pier Trust to be financially self-sufficient enough to carry out long term maintenance. ”*

**Simon Talbot-Ponsonby, Chairman of Clevedon Pier Trustees**

## Menter Aberteifi Cyfyngedig (Wales, Round 3)

Menter Aberteifi Cyf's project was awarded £109,974 to re-establish and develop Cardigan Market Hall as a sustainable business hub for market traders and micro-enterprises. The aim of the project is to aid the development of new businesses and safeguard a cluster of 18 existing micro-businesses. The Market Hall will be managed and promoted to create a vibrant hub for local traders and producers, creating a sense of place and increasing footfall throughout the town centre. The project will provide training and networking opportunities for producers and test trading opportunities for business students and young entrepreneurs.

*“ We are keen to promote and develop the market and restore it to its former glory as a bustling hub for the community. ”*

**Rhian Blackford, Cardigan Guildhall Market Manager**







The Old Low Light in North Shields is a new heritage centre and vibrant exhibition space designed to engage visitors in an exploration of the North East's maritime heritage.

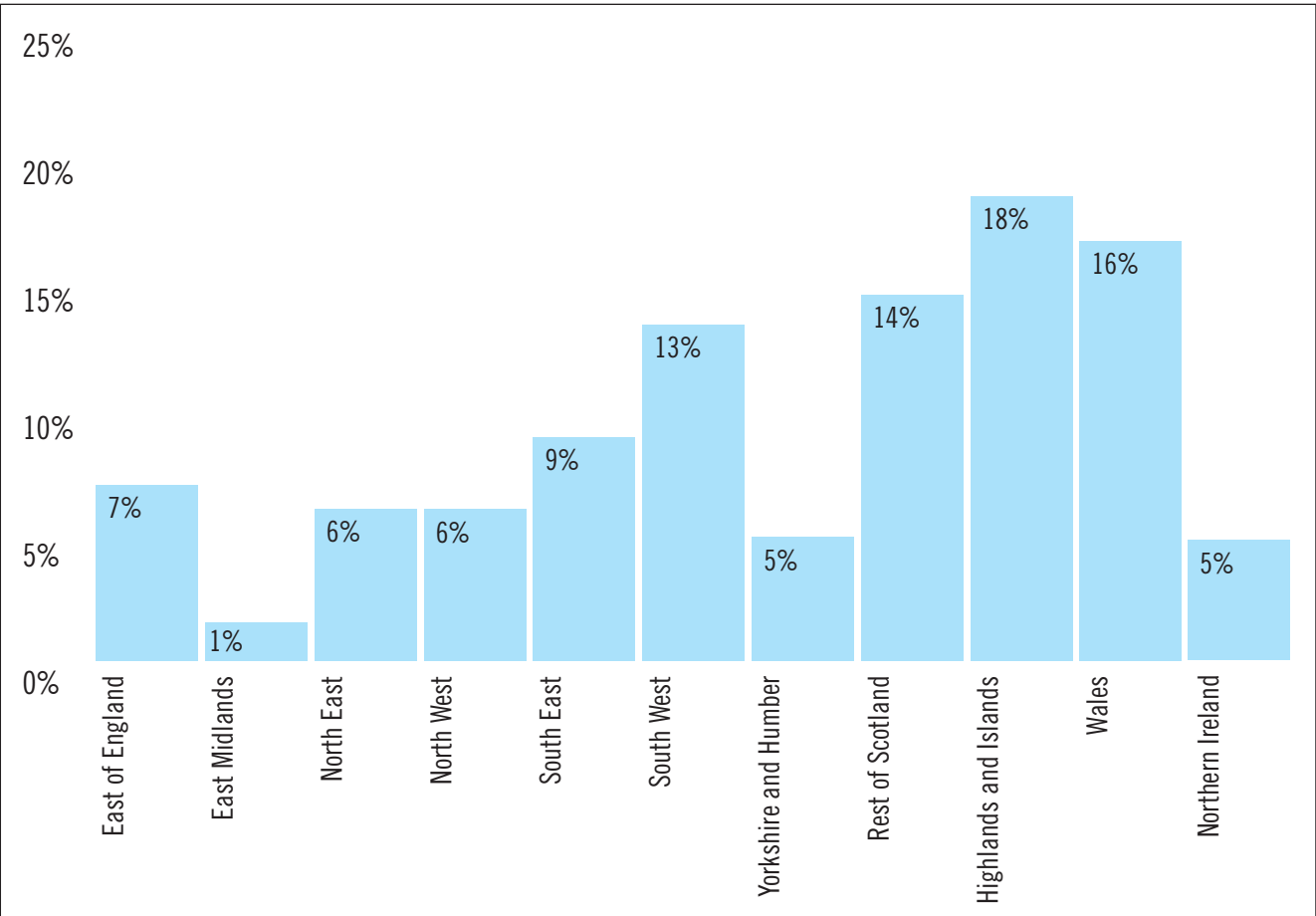
Located within the scheduled ancient monument of Clifford's Fort, the Old Low Light's strategic position overlooking the mouth of the river makes it one of the most iconic buildings on the Tyne. Totemic to the development of navigation and safe passage into the Tyne, the Old Low Light will now contribute to North Tyneside's broader regeneration vision for the Fish Quay area, improving the visitor economy and focusing on skills development as well as volunteering as part of its core activities.

Supported by over £1m from the Coastal Communities Fund, the ground and top floors of the Old Low Light building were completed in

October 2014. The middle floor Heritage Gallery was completed in 2015 with the help of its communities who are being encouraged and supported to become 'citizen co-curators'. They created, and continue to create, aspects of the heritage gallery and exhibition space.

Since completion, a number of events have taken place aimed at helping communities engage with the region's fishing heritage as well as its associated industries and their global innovations. Craft and art fairs have also taken place alongside educational visits, business events and conferences, and a number of live music and arts performances from local playwrights to international classical dance and music, attracting over 12,000 general visitors to the building.

Figure 1: CCF investment by number of awards spread by nations and regions [Rounds 1-3]



The largest award allocations by value were made to projects located in the South East of England, South West of England, and Scotland, accounting for over half of all funding.

The range and reach of the CCF is illustrated by the fact that the smallest award was just over £50,000 and the largest just under £4m with an average of around £560,000.

There is a trend of significantly higher average awards being made in England compared to the other nations who tend to invest smaller amounts but in larger numbers of projects.



# Who was awarded Coastal Communities Fund monies?

A strong community focus for the CCF is illustrated by the fact that over half [118] of awards were made to community organisations or trusts with most of the remainder being made to local authorities [77]. This reflects a similar spread for previous funding rounds.

However, in terms of value of awards, local authorities secured almost twice the level of awards [£72m] compared to the community sector [£41m].

CCF awards have supported projects with a total project value of over £360m. This includes £240m of co-funding from other sources including over £50m from private sources.

- Business and enterprise
- Infrastructure
- Property and environment
- Training and skills

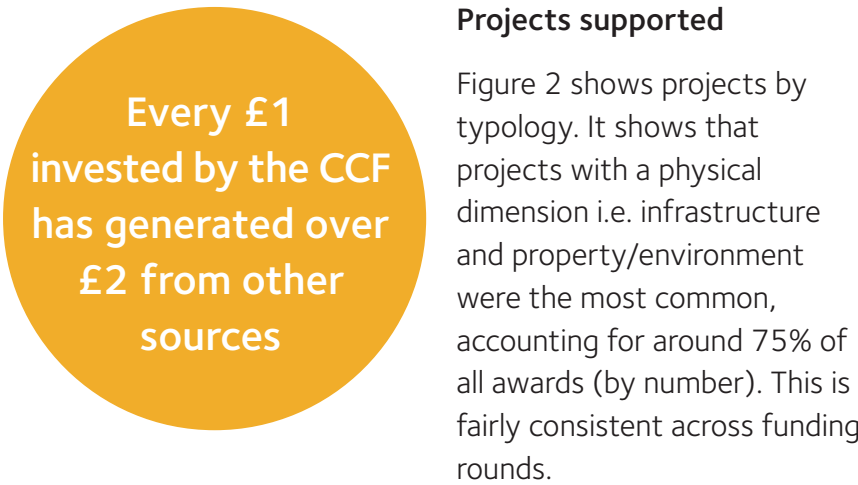


Figure 2: Investment by project type [Rounds 1-3] – number of awards

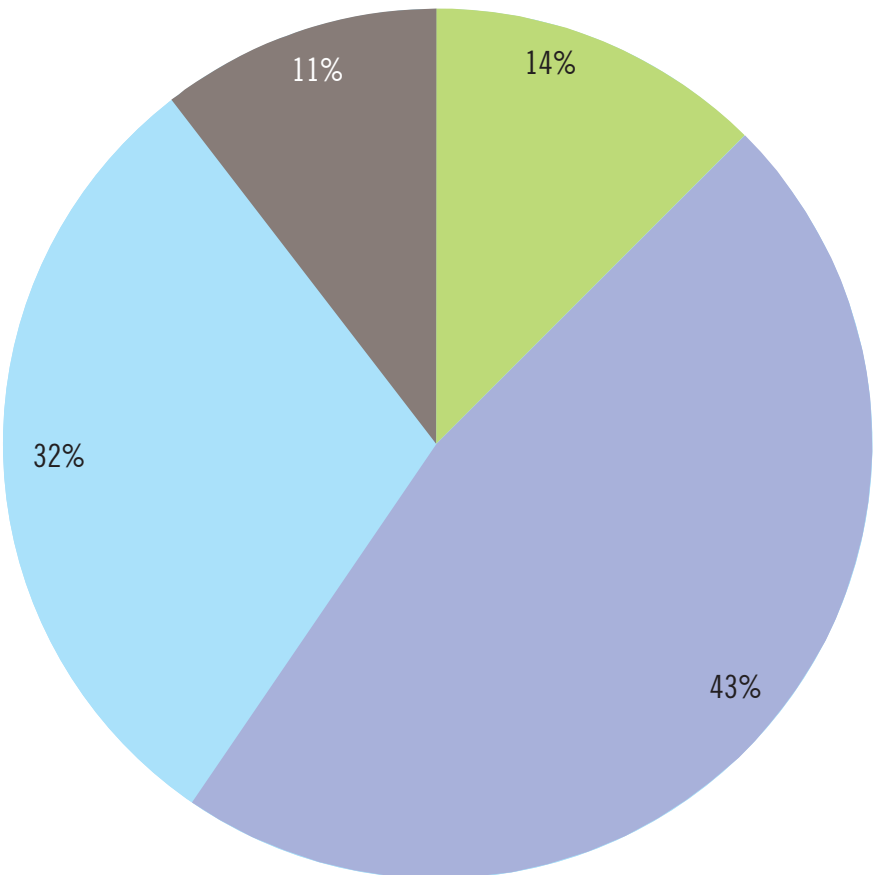
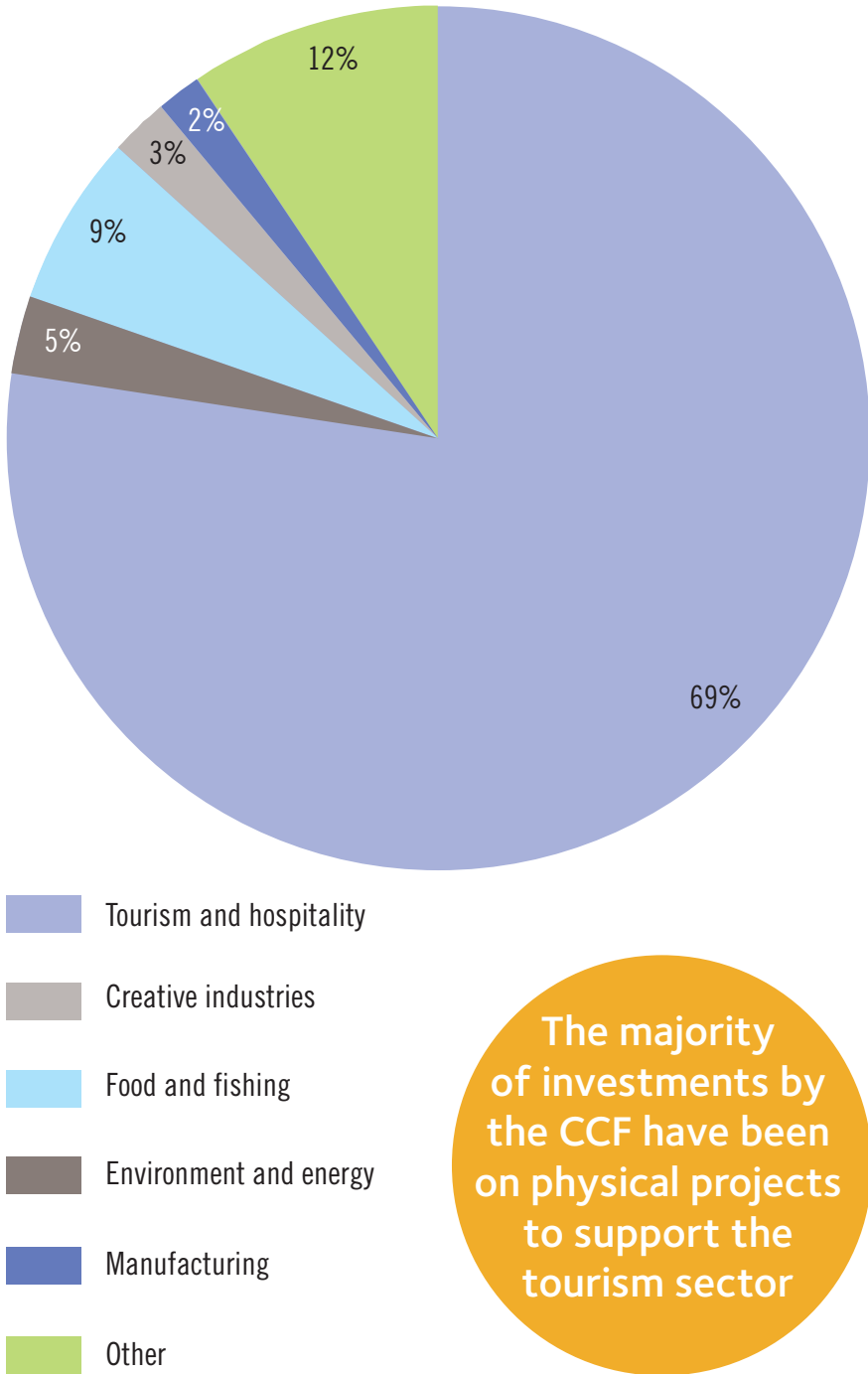


Figure 3: Value of awards by main sector [Rounds 1-3]



**The majority of investments by the CCF have been on physical projects to support the tourism sector**

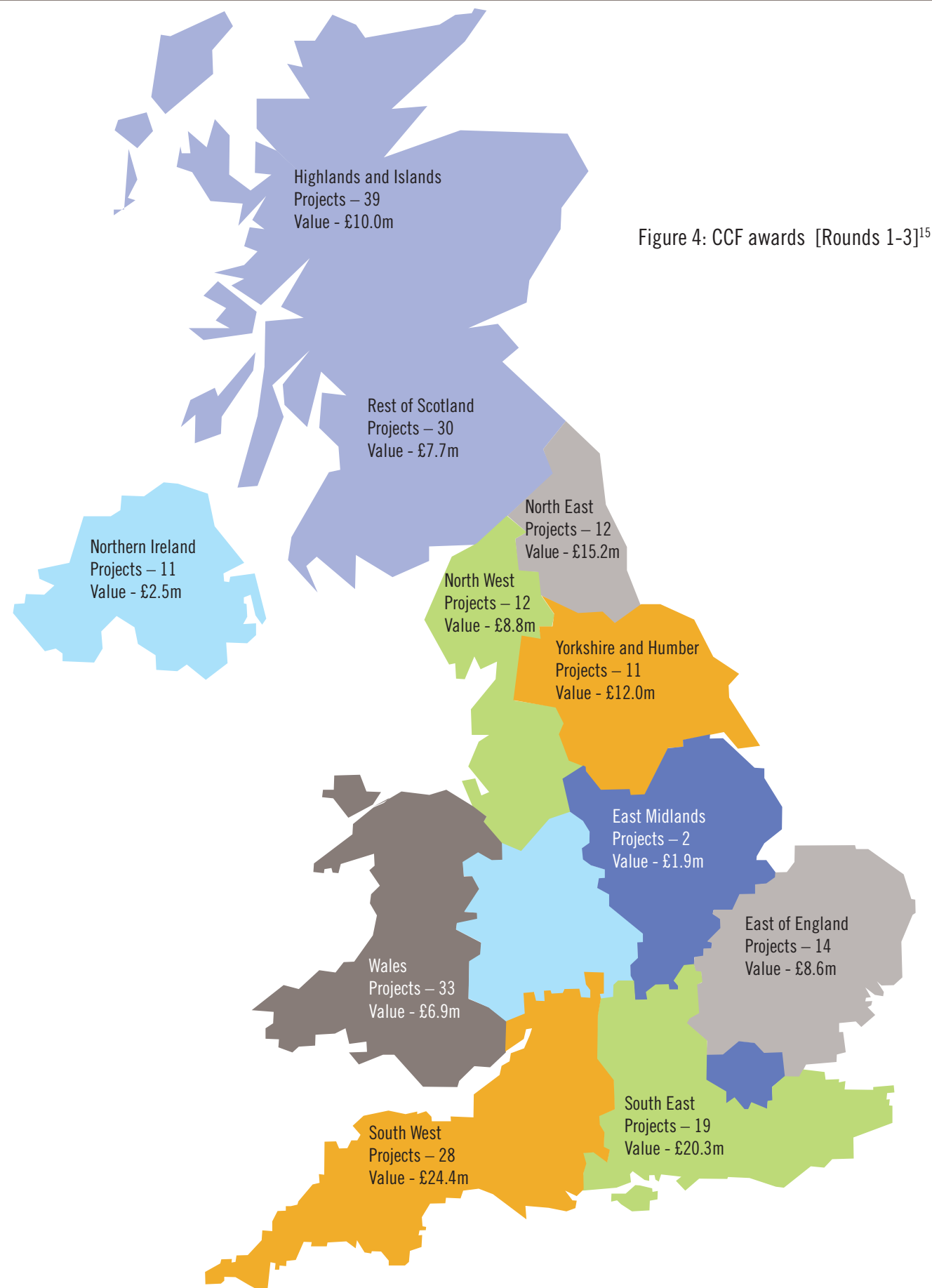
Unsurprisingly, projects with a physical dimension account for around 90% of the value of all awards – they tend to be the larger and more costly projects.

Figure 3 details the value of awards by main sector and the tourism sector has attracted around £64m (69% of all awards by value), with other identified sectors attracting around £17m investment.

This also reflects a greater focus on tourism projects in Round 3 compared to previous funding rounds.



## Who was awarded Coastal Communities Fund monies?



<sup>15</sup>[https://www.google.com/fusiontables/embedviz?q=select+col0+from+1\\_g1aXNPZozKswe4zFFI7pkwVcWxkRtygL6pAXI&viz=MAP&h=false&lat=54.64035492496365&lng=-2.819445617919887&t=1&z=8&l=col0&y=2&tmplt=2&hml=GEOCODABLE](https://www.google.com/fusiontables/embedviz?q=select+col0+from+1_g1aXNPZozKswe4zFFI7pkwVcWxkRtygL6pAXI&viz=MAP&h=false&lat=54.64035492496365&lng=-2.819445617919887&t=1&z=8&l=col0&y=2&tmplt=2&hml=GEOCODABLE)

## Activity tourism in the UK

Activity tourism covers a range of spheres from “active” holidays involving sailing, canoeing, climbing, horse-riding, trail walking and mountaineering, to the less physical yet still activity-focused areas of nature watching, food trails, or local culture and heritage trails.

Economic contribution of selected activities across the UK nations:<sup>16</sup>

- ▶ Wales – biking: £54m
- ▶ England – walking: £6bn
- ▶ Scotland – nature tourism: £1.4bn
- ▶ Wales – coastal path: £32m
- ▶ Scotland – sailing: £100m
- ▶ UK – surfing: £1bn
- ▶ England – coastal marinas: £570m
- ▶ Northern Ireland – activity tourism: £100m



Bay Leisure Limited

<sup>16</sup> <https://www.visitengland.com/biz/media-centre/press-releases/2015/october-2015/new-figures-reveal-value-tourism-spend-british-economy-generated-leisure-activities>



## Plas Heli Cyf (Wales, Round 2)

Plas Heli Cyf, the operating company of the Welsh National Sailing Academy and Event Centre in Pwllheli, was awarded £120,000 in Round 2. The project aims to work with Partneriaeth Pwllheli, to promote the town as 'Calon Hwyllo Cymru – the heart of Welsh sailing' and attract more visiting yachts, including cruises in company and flotillas as well as major events and yacht regattas. The project will raise the profile of the Llyn as a tourist destination with visitors, and support, both directly and indirectly the local economy.

The new visitor berths and regatta facilities are a central plank of the Plas Heli business plan and the project intends these are promoted in the key markets of Ireland, Europe and the rest of the UK. The project is also expected to develop new ways and tools to showcase the local attractions and businesses of the Llyn and Pwllheli with visiting yachtsmen, event

competitors and their families and secure repeat business.

The project will employ a marketing officer who will be responsible for initiating market research, developing new products to promote Pwllheli, including the latest social media techniques, and working with local tourist attractions and businesses to ensure the opportunities created by the Welsh National Sailing Academy are understood and grasped. The project aims to increase tourist expenditure by over £1.5m and visitor numbers by over 10,000. It will encourage the creation of new cultural and sporting events, new micro-businesses and provision of jobs for vocational trainees at Coleg Meirion Dwyfor.

*“We see this as an important opportunity to promote Pwllheli and the Llyn as a destination for visiting yachtsmen.”*

**Bob Lowe, Vice-Chairman of Plas Heli**



## Three Harbours Association (Scotland, Round 2)



In Round 2 of the CCF, the Three Harbours Association, based in Cullen in North East Scotland, successfully secured £408,375 to create the multi-purpose 'Cullen Sea School' (opened on 26 October 2015) in the former boat store adjacent to Cullen Harbour. In 2012, the Association secured a community asset transfer on what had become a dilapidated property and began the restoration process in 2014 following their successful bid to the CCF and to the European Fisheries Fund.

The award supported the extensive refurbishment of the derelict building to provide a hub for the delivery of water sports activities. Instructors will provide lessons in canoeing, coastal rowing and kayaking, and there will also be classes where people will learn how to build their own boats.

The project has created a hub that will support economic development through visitor spend and employment opportunities in the growing sector of water sports tourism and will provide both leisure and employment training opportunities across the former fishing communities of Cullen, Findochty and Portknockie on the Moray Firth. In conjunction with Buckie High School, the project has recently applied for dual SQA accreditation for a skills development programme to enable wooden small boat building by school pupils.

The CCF has supported a number of water sports initiatives that have strong potential for boosting visitors to coastal areas including the Isle of Skye, Argyll and Bute, County Durham, West and North Wales.



Round 3 made a total of 109 awards at a total value of £63.7m. This is slightly more than Rounds 1 and 2 combined and reflects three years funding combined into one pot for the period 2014/15 to 2016/17.

The overall value of CCF Round 3 investment was split England [75%] and rest of UK [25%].

Table 3: CCF investment by Nations and Regions [Round 3 only]

Nation	No. Awards	%	£[m]	%
England	50	46%	47.7	75%
Wales	21	19%	4.6	7%
Highlands and Islands	21	19%	5.8	9%
Rest of Scotland	10	10%	4.1	6%
Northern Ireland	7	6%	1.5	2%

Table 4: CCF investment by England Regions [Round 3 only]

Region	No. Awards	%	£[m]	%
East Midlands	1	2%	1.8	4%
East of England	6	12%	3.2	7%
North East	6	12%	7.2	15%
North West	8	16%	5.2	11%
South East	11	22%	12.0	25%
South West	12	24%	12.8	27%
Yorkshire and Humber	6	12%	5.5	12%



The CCF has invested in supporting the development and upgrading of transport links in coastal communities. These have included:

- development and upgrade of coastal paths
- support for green transport and walking and cycling infrastructure
- rail and steam train projects
- heritage trails
- boat and water transport.

In total, the CCF has supported around 30 transport related projects either as standalone or as part of a wider project.

<sup>17</sup>Data to 31.03.15 only. The CCF has subsequently made R3 reserve list awards (and Wales Exceptional R3) that will be added in the 2016 report



## Swanage Railway Trust (England, Round 1)



A £1.86m grant was awarded to the Swanage Railway Company which is both owned and controlled by the volunteer-run Swanage Railway Trust charity. The grant enabled the first regular trains running between Wareham, Corfe Castle and Swanage to begin in the Spring of 2015.

As well as improving access by train to the heart of Purbeck for tourists – and improving rail links out of Purbeck to Poole and Bournemouth for residents – it is estimated that a restored train service between Swanage, Corfe Castle and Wareham will create 40 new jobs indirectly and ten new jobs directly.

The CCF has paid for the upgrading of the track and bridges on the Network Rail three mile single line from Worgret Junction, on the London to Weymouth main line, to the Swanage Railway at Motala just east of Furzebrook. The three mile line was previously used occasionally by excursion trains to Corfe Castle and Swanage from various parts of the country.

The CCF award is also funding the upgrade of two 1960s heritage diesel trains to main line running standards as well as funding the acquisition of legal permissions required for regular trains to run into Wareham from Corfe Castle and Swanage.

*“By providing a regular train service from Swanage and Corfe Castle to Wareham connecting with the South West Trains service between London and Weymouth, it will become much easier for people to use public transport which will improve employment opportunities for Purbeck residents and also increase the number of tourists visiting the Isle of Purbeck.”*

**Trevor Parsons, Chairman of Swanage Railway Company**

## Antur Waunfawr (Wales, Round 3)

Antur Waunfawr received funding of just under £250,000 for their exciting new project ‘Cycling for All’. This two-year project aims to develop a recently purchased existing business as a social enterprise that will provide bicycle sales, hire, repairs and recycling to people in the community and tourists to the area including families and larger groups. Equipment includes ladies and gents mountain bikes, trekkers, hybrids and tandems. They offer half day and full day hire for use of bikes on a range of cycle paths from Caernarfon.

To date, the project has created three posts (a Business Development Manager, a Beics Menai Officer and a Mechanic) and will also be offering six apprenticeships during the two-year term.

The business will offer training and work experience by employing people with learning disabilities and unemployed or disadvantaged young people. The project will link with the Caernarfon Castle World Heritage Site and will provide a range of bicycles for hire including specialist bikes for people with disabilities.

*“One of our main objectives over the past 30 years has been inclusion for all, and this project continues this vision.”*

**Menna Jones, Chief Executive of Antur Waunfawr**





In total, the CCF-supported projects are forecasting they will create or safeguard around 18,000 jobs over the next few years.

While it is still at an early stage, projects supported under previous rounds have already contributed to creating or safeguarding almost 3,800 jobs – and we will continue to monitor progress towards the longer term forecasts.

The CCF projects are also forecast to generate the additional outputs detailed in Table 5.

These forecasts are rounded up and the outputs will be monitored and reported on annually to the end of the current CCF programme in 2017.

Based on the forecast employment creation outputs, the CCF will generate value for money (based on the CCF awards) of a cost per job of £9,250.<sup>18</sup>

These forecast job outputs<sup>19</sup> have the potential to generate around £320m of annual GVA<sup>20</sup> output which means that every £1 invested through the CCF generates a return of £8.<sup>21</sup>

Table 5: Forecast outputs from Round 1-3 projects

Output indicator	Numbers
Business outputs	
Private businesses supported	12,000
Increase in business sales (£m)	146
New business starts supported	1,288
Social enterprise supported	403
Tourism outputs	
Increase in visitor numbers (m)	7.8
New visitor expenditure (£m)	360
New tourism facilities created	239
Tourism events supported	1,692
New marina berths created	307
Skills and training outputs	
Apprenticeships created	1,338
Trainees gaining employment	1,197
Trainees gaining qualification	2,392
Physical outputs	
Brownfield land remediated (Ha)	133
New or upgraded floorspace (Sq Mts)	81,982
Public realm created/improved (Sq Mts)	301,646
Physical projects supported	284
Community outputs	
Volunteer places	1,598
Community projects supported	969

Forecast outputs are reported as gross figures



photograph: Syd Shelton

Based on the forecast output, the cumulative effect of the Coastal Communities Fund Rounds 1 to 3 is as follows:

- invested over £118m in over 200 projects across the UK
  - secured co-funding of over £240m from other funds
  - create or safeguard around 18,000 jobs
- provide training and skills development for 11,000 individuals including 1,400 apprentices
  - generate nearly £360m new visitor expenditure;
  - support the development of 375 new tourist facilities (including marinas) and support nearly 1,700 tourism events
- support around 12,000 local businesses including almost 1,300 start ups
  - support the development of 82,000 sq mts of business property and upgrade 300,000 sq mts of public realm.

<sup>17</sup>Data to 31.03.15 only. The CCF has subsequently made R3 reserve list awards (and Wales Exceptional R3) that will be added in the 2016 report  
<sup>18</sup>This excludes jobs safeguarded; includes direct and indirect jobs  
<sup>19</sup>Due to the small size of the programme it has not been possible to undertake a full cost benefit analysis. Job creation figures are reported gross  
<sup>20</sup>Based on an average of £25,000 GVA per employee  
<sup>21</sup>Allowing for a three year GVA persistence factor



## Improving harbours and ports

Improving harbours and ports has been a key feature of the CCF to date.

This infrastructure plays a key part in the economic and social fabric of the communities, supporting:

- direct employment
- indirect employment (fishing, the offshore sector, specialist marine and tourism businesses)
- transport
- leisure and tourism
- meeting places
- eating and drinking

In total the Coastal Communities Fund has made over 30 investments in harbours and marinas as communities seek to build on the growth of marine tourism.

This investment has created over 300 new marina berths.

The CCF has also supported nine local flood defence projects.



## Port Ellen Harbour Association Limited (Scotland, Round 2)

Based on the south coast of Islay in the Inner Hebrides, the Port Ellen Harbour Association is a not-for-profit organisation established to promote economic growth on the island by growing the marina facility, attracting new visitors and additional business for local shops, restaurants, bars and tourist attractions including the famous local whisky distilleries.

The marina was at full capacity, particularly throughout the summer months, and the award of £345,173 from the CCF allowed them to install extended pontoon facilities which will increase the capacity by 40% and open up the harbour to a new market of larger boats. From 2015, this will not only provide a substantial boost to the marina and to the 20 or so businesses in the village, but also allows the harbour to support survey, maintenance and employee transfer boats engaged in offshore renewable energy projects during the winter months. The project is also working closely with South Islay Development, a local community-led regeneration body, in looking to develop further provision to enhance both the marina and local tourism offer.

The award is one of a number made across the UK seeking to boost the growth of sail tourism and the appeal of ports and harbours.



*“ We are a local charter boat business which started off by using the Port Ellen pontoons as a base for running wildlife and fishing trips.*

*With the additional berths supplied which was funded by the CCF, we are now running two charter boats and this has increased our employment numbers, it has also helped boosting the awareness our local seal colony in a European recognised Special Area of Conservation four miles up the coast.*

*Our growth would not have been possible without the expansion of the facilities. The knock on effect of the project is very important to the sustainability of a fragile community.”*

**Gus Newman, Managing Director of Islay Sea Adventures**



## Port of Blyth (England, Round 1)



Blyth Education and Community Hub (BEACH) were awarded £500,000 towards a collaborative £1.65m development on Blyth quayside providing attractions for the community, the marine industry, the education sector and visitors alike.

BEACH includes the CCF funded 'Blyth Marine Station' providing Newcastle University with a new Marine Sciences facility, the striking 'Blyth Boathouse' building incorporating a high class fish restaurant, a port heritage centre which highlights the Port of Blyth's rich history and a new quay development.

A phase two of the BEACH project will be underway shortly including a major new training and water sports building. This will be occupied

by Port Training Services, Newcastle University and Active Northumberland providing high class training and water sports tuition.

Since opening in November 2014, the Marine Science building is operating at full capacity, the repaired river wall is being reused for berthing vessels, the Heritage Museum is complete, managed by local volunteers and open to the general public, and the fish restaurant employs eight local people. Overall the project is regarded by stakeholders as a huge success. The success of BEACH phase one and the Blyth Tall Ship Charity has helped the Port and Northumberland County Council to be awarded host port for the 2016 Tall Ship Regatta – this will see up to 40 tall ships and 250,000 people visit Blyth in August 2016.

For more information visit the Coastal Communities Fund website: [www.biglotteryfund.org.uk/ccf](http://www.biglotteryfund.org.uk/ccf)

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